

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1024	486	534	217	226	307	274	443	581	746	110	98	70
Republican	405	212	192	77	87	117	124	164	241	334	16	30	24
	39%	45%	35%	37%	36%	41%	42%	37%	42%	46%	14%	27%	34%
Democrat	378	150	227	85	89	101	102	175	203	219	76	52	30
	37%	31%	42%	41%	37%	36%	35%	39%	35%	30%	65%	46%	43%
Independent	220	110	109	42	51	61	67	93	128	153	23	28	16
	21%	23%	20%	20%	21%	21%	23%	21%	22%	21%	20%	25%	23%
Member of another party	6	2	3	1	4	0	-	5	0	4	1	1	0
	1%	*%	1%	*%	2%	*%		1%	*%	1%	*%	1%	1%
Unsure	17	1	16	3	8	4	1	12	5	14	1	2	-
	2%	*%	3%	2%	3%	1%	*%	3%	1%	2%	*%	2%	

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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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1024	242	384	238	160	626	398	234	184	215	159	220	418	594
Republican	405	129	113	108	55	242	163	62	78	96	56	108	140	260
	39%	43%	37%	41%	35%	40%	39%	29%	43%	45%	36%	44%	35%	42%
Democrat	378	101	111	93	73	212	165	88	55	78	61	92	142	232
	37%	34%	36%	36%	46%	35%	40%	41%	30%	37%	39%	37%	36%	38%
Independent	220	64	78	52	27	142	78	61	43	35	36	44	104	115
	21%	21%	25%	20%	17%	23%	19%	28%	24%	16%	23%	18%	26%	19%
Member of another party	6	-	2	3	1	2	4	2	0	1	1	1	2	3
	1%		1%	1%	1%	0%	1%	1%	0%	1%	0%	0%	1%	0%
Unsure	17	5	5	5	2	10	7	4	6	3	4	2	9	8
	2%	2%	2%	2%	1%	2%	2%	2%	3%	1%	2%	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
Total	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1024	508	294	466	302	253	300	130	169	292	444	288
Republican	405	208	126	230	85	90	140	74	66	92	183	130
	39%	40%	41%	46%	29%	40%	46%	53%	40%	32%	41%	45%
Democrat	378	202	103	158	140	77	97	40	57	131	168	78
	37%	39%	34%	31%	48%	34%	32%	29%	34%	45%	37%	27%
Independent	220	97	76	109	56	55	58	24	33	56	93	71
	21%	19%	25%	22%	19%	24%	19%	17%	20%	19%	21%	25%
Member of another party	6	4	-	2	3	1	2	1	2	3	2	1
	1%	1%		*%	1%	1%	1%	1%	1%	1%	*%	*%
Unsure	17	5	1	8	6	4	8	-	8	7	4	6
	2%	1%	*%	2%	2%	2%	3%		5%	2%	1%	2%

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

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1024	390	248	386	390	306	295	470	469	280	158	516	445
Republican	405	405	-	-	305	76	16	369	22	238	154	373	23
	39%	100%			77%	25%	6%	76%	5%	84%	90%	72%	5%
Democrat	378	-	-	378	31	112	228	19	332	-	-	46	303
	37%			100%	8%	37%	78%	4%	72%			9%	69%
Independent	220	-	220	-	59	111	43	94	100	45	15	91	104
	21%		91%		15%	37%	15%	19%	22%	16%	9%	18%	24%
Member of another party	6	-	6	-	0	-	4	1	3	0	-	1	4
	1%		2%		*%		1%	*%	1%	*%		*%	1%
Unsure	17	-	17	-	2	4	1	6	6	2	2	9	7
	2%		7%		1%	1%	*%	1%	1%	1%	1%	2%	2%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	405	212	192	77	87	117	124	164	241	334	16	30	24
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	390	212	177	74	76	126	114	150	240	331	13	26	20
Firmly a Republican	322	170	151	62	64	93	102	127	195	268	15	21	18
	80%	80%	79%	81%	74%	80%	82%	77%	81%	80%	91%	69%	77%
Not firmly a Republican	83	42	41	15	23	24	22	37	46	67	1	9	6
	20%	20%	21%	19%	26%	20%	18%	23%	19%	20%	9%	31%	23%

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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	405	129	113	108	55	242	163	62	78	96	56	108	140	260
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	390	101	141	91	57	242	148	70	75	87	58	95	145	240
Firmly a Republican	322	107	83	83	49	190	132	46	64	80	43	83	110	207
	80%	83%	73%	77%	89%	79%	81%	75%	82%	83%	77%	77%	79%	79%
Not firmly a Republican	83	22	30	25	6	52	31	15	14	16	13	25	29	54
	20%	17%	27%	23%	11%	21%	19%	25%	18%	17%	23%	23%	21%	21%

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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	405	208	126	230	85	90	140	74	66	92	183	130
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	390	193	119	201	86	103	124	65	59	92	170	128
Firmly a Republican	322	157	104	186	65	71	105	54	51	71	142	109
	80%	76%	82%	81%	77%	79%	75%	73%	77%	77%	78%	84%
Not firmly a Republican	83	51	22	45	20	19	35	20	15	21	41	21
	20%	24%	18%	19%	23%	21%	25%	27%	23%	23%	22%	16%

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

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	405	405	-	-	305	76	16	369	22	238	154	373	23
	100	100			100	100	100	100	100	100	100	100	100
Unweighted Total	390	390	-	-	295	70	19	354	18	232	143	361	21
Firmly a Republican	322	322	-	-	263	41	13	310	8	195	126	311	5
	80%	80%			86%	54%	76%	84%	35%	82%	82%	83%	22%
Not firmly a Republican	83	83	-	-	42	35	4	60	15	43	28	62	18
	20%	20%			14%	46%	24%	16%	65%	18%	18%	17%	78%

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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	378	150	227	85	89	101	102	175	203	219	76	52	30
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	386	159	226	89	90	110	97	179	207	237	73	46	30
Firmly a Democrat	266	114	151	62	59	77	67	121	145	155	58	33	19
	70%	76%	66%	72%	66%	77%	66%	69%	71%	70%	76%	64%	64%
Not firmly a Democrat	112	35	77	24	30	24	35	54	58	65	18	18	11
	30%	24%	34%	28%	34%	23%	34%	31%	29%	30%	24%	36%	36%

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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	378	101	111	93	73	212	165	88	55	78	61	92	142	232
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	386	84	135	93	74	219	167	97	59	81	63	82	156	226
Firmly a Democrat	266	81	69	57	59	150	115	60	42	56	46	60	102	162
	70%	80%	62%	61%	81%	71%	70%	69%	77%	72%	75%	65%	72%	70%
Not firmly a Democrat	112	20	42	36	14	62	50	28	13	22	15	32	40	70
	30%	20%	38%	39%	19%	29%	30%	31%	23%	28%	25%	35%	28%	30%

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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	378	202	103	158	140	77	97	40	57	131	168	78
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	386	205	101	154	145	84	103	42	61	134	173	79
Firmly a Democrat	266	149	72	107	103	53	65	29	36	101	117	47
	70%	74%	70%	68%	74%	69%	67%	71%	64%	77%	69%	61%
Not firmly a Democrat	112	52	31	51	37	24	32	12	20	29	52	31
	30%	26%	30%	32%	26%	31%	33%	29%	36%	23%	31%	39%

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

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	378	-	-	378	31	112	228	19	332	-	-	46	303
	100			100	100	100	100	100	100			100	100
Unweighted Total	386	-	-	386	34	119	227	20	339	-	-	52	309
Firmly a Democrat	266	-	-	266	17	59	185	6	249	-	-	26	225
	70%			70%	56%	53%	81%	31%	75%			57%	74%
Not firmly a Democrat	112	-	-	112	14	53	43	13	83	-	-	20	78
	30%			30%	44%	47%	19%	69%	25%			43%	26%

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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	243	114	128	47	63	65	68	110	134	171	24	31	16
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	248	115	131	54	60	71	63	114	134	178	24	26	20
Republicans	76	39	37	12	12	23	29	24	52	63	2	7	4
	31%	34%	29%	26%	19%	36%	42%	22%	39%	36%	10%	24%	22%
Democrats	69	29	38	20	13	19	18	33	36	47	6	7	10
	28%	26%	30%	43%	21%	28%	26%	30%	27%	27%	25%	22%	59%
Both equally often	69	32	37	10	25	18	17	35	34	43	13	12	2
	28%	28%	29%	22%	39%	27%	24%	32%	26%	25%	52%	38%	13%
Unsure	29	13	15	5	13	6	5	18	11	20	3	5	1
	12%	12%	12%	10%	21%	9%	8%	16%	8%	11%	13%	16%	6%

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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	243	70	84	60	29	154	89	66	49	39	40	47	115	126
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	248	57	108	54	29	165	83	67	50	47	38	43	117	128
Republicans	76	20	27	24	6	47	30	16	17	8	15	19	33	42
	31%	28%	32%	39%	20%	30%	33%	24%	35%	21%	37%	41%	29%	34%
Democrats	69	15	24	19	12	39	30	18	16	12	6	17	34	35
	28%	22%	28%	31%	41%	25%	34%	28%	32%	32%	14%	36%	30%	28%
Both equally often	69	23	26	12	8	49	20	22	11	10	14	11	33	35
	28%	34%	31%	19%	28%	32%	22%	33%	23%	26%	36%	23%	28%	28%
Unsure	29	12	8	6	3	19	9	10	5	8	5	-	15	13
	12%	17%	9%	11%	10%	13%	11%	15%	10%	21%	13%		13%	11%

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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	243	107	77	118	65	60	69	25	43	66	99	78
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	248	110	74	111	71	66	73	23	49	66	101	81
Republicans	76	28	32	42	13	21	15	6	9	19	31	26
	31%	26%	42%	36%	20%	35%	22%	24%	21%	30%	31%	33%
Democrats	69	34	20	29	23	16	27	9	17	17	34	18
	28%	32%	26%	25%	36%	27%	40%	38%	41%	26%	34%	23%
Both equally often	69	34	18	37	19	13	18	6	12	20	29	20
	28%	32%	23%	32%	29%	21%	26%	24%	28%	30%	29%	26%
Unsure	29	10	7	9	9	10	8	4	4	9	6	14
	12%	10%	9%	8%	14%	17%	12%	15%	10%	14%	6%	18%

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	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	243	-	243	-	61	115	47	101	109	47	17	101	114
	100		100		100	100	100	100	100	100	100	100	100
Unweighted Total	248	-	248	-	61	117	49	96	112	48	15	103	115
Republicans	76	-	76	-	49	20	4	61	7	47	17	58	13
	31%		31%		81%	17%	9%	60%	6%	100%	100%	58%	11%
Democrats	69	-	69	-	2	32	33	2	64	-	-	2	62
	28%		28%		3%	28%	70%	2%	59%			2%	54%
Both equally often	69	-	69	-	8	49	6	25	29	-	-	29	30
	28%		28%		13%	43%	12%	25%	27%			29%	26%
Unsure	29	-	29	-	2	14	4	13	9	-	-	12	9
	12%		12%		4%	12%	8%	13%	8%			12%	8%

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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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
Total Republican+Republican-leaning Independents	481	251	229	89	99	140	153	188	293	397	19	38	27
	47%	53%	42%	43%	41%	49%	52%	42%	51%	55%	16%	34%	39%
Total Democratic+Democratic-leaning Independents	447	179	266	105	102	120	119	208	239	266	83	58	40
	44%	38%	49%	50%	43%	42%	41%	46%	41%	37%	70%	52%	57%
Total Independent	98	46	52	15	38	24	22	52	46	62	16	17	3
	10%	10%	10%	7%	16%	8%	7%	12%	8%	9%	14%	15%	4%

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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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Total Republican+Republican-leaning Independents	481	149	139	131	61	288	193	78	95	104	71	127	173	303
	47%	50%	45%	50%	39%	47%	46%	36%	52%	49%	45%	52%	44%	49%
Total Democratic+Democratic-leaning Independents	447	116	135	111	84	251	196	106	71	91	67	109	177	267
	44%	39%	44%	43%	54%	41%	47%	49%	39%	43%	42%	44%	44%	43%
Total Independent	98	35	34	18	11	69	29	32	16	18	20	11	48	48
	10%	12%	11%	7%	7%	11%	7%	15%	9%	9%	12%	4%	12%	8%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
Total Republican+Republican-leaning Independents	481	236	159	273	98	111	155	80	75	112	214	156
	47%	46%	52%	54%	34%	49%	51%	57%	45%	39%	47%	54%
Total Democratic+Democratic-leaning Independents	447	236	123	187	163	94	124	50	74	148	202	97
	44%	46%	40%	37%	56%	41%	41%	36%	45%	51%	45%	34%
Total Independent	98	45	25	47	28	23	26	10	17	29	35	34
	10%	9%	8%	9%	10%	10%	9%	7%	10%	10%	8%	12%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPartyConsolidated] QPartyID and QPartyLeanView

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
Total Republican+Republican-leaning Independents	481	405	76	-	355	95	21	430	29	284	172	431	36
	47%	100%	31%		89%	31%	7%	88%	6%	100%	100%	83%	8%
Total Democratic+Democratic-leaning Independents	447	-	69	378	33	144	262	20	396	-	-	48	365
	44%		28%	100%	8%	48%	90%	4%	85%			9%	83%
Total Independent	98	-	98	-	10	63	10	38	38	-	-	41	39
	10%		40%		3%	21%	3%	8%	8%			8%	9%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	481	251	229	89	99	140	153	188	293	397	19	38	27
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	464	248	215	86	89	152	137	175	289	390	15	32	27
Supporter of Donald Trump	284	150	135	57	66	78	83	123	162	233	17	24	10
	59%	60%	59%	64%	67%	56%	55%	65%	55%	59%	92%	64%	37%
Supporter of the Republican Party	172	87	84	30	29	50	62	60	112	143	2	11	17
	36%	35%	37%	34%	30%	36%	41%	32%	38%	36%	8%	28%	61%
I don't support either one	24	15	9	2	4	11	7	5	19	20	-	3	1
	5%	6%	4%	2%	4%	8%	5%	3%	6%	5%		8%	3%
Unsure	1	-	1	1	-	0	-	1	0	1	-	-	-
	*%		*%	1%		*%		*%	*%	*%			

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	481	149	139	131	61	288	193	78	95	104	71	127	173	303
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	464	117	172	112	63	289	175	90	88	98	73	109	178	280
Supporter of Donald Trump	284	95	89	68	32	184	100	54	58	51	40	75	112	167
	59%	64%	64%	52%	52%	64%	52%	69%	61%	49%	57%	59%	65%	55%
Supporter of the Republican Party	172	48	44	54	26	92	80	16	33	51	27	45	49	123
	36%	32%	32%	41%	42%	32%	41%	21%	35%	49%	38%	35%	28%	40%
I don't support either one	24	5	6	8	4	12	12	8	4	2	3	7	12	12
	5%	4%	5%	6%	6%	4%	6%	10%	4%	2%	5%	5%	7%	4%
Unsure	1	-	0	1	-	0	1	-	-	0	-	1	-	1
	*%		*%	1%		*%	*%			*%		1%		*%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	481	236	159	273	98	111	155	80	75	112	214	156
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	464	220	148	238	102	124	139	70	69	110	197	157
Supporter of Donald Trump	284	142	91	154	69	61	95	49	46	73	111	101
	59%	60%	57%	57%	71%	55%	61%	61%	61%	65%	52%	65%
Supporter of the Republican Party	172	84	57	102	27	43	52	28	25	33	92	46
	36%	36%	36%	37%	27%	39%	34%	35%	33%	30%	43%	30%
I don't support either one	24	8	10	16	2	6	7	3	4	6	10	7
	5%	3%	6%	6%	2%	6%	4%	4%	5%	5%	5%	5%
Unsure	1	1	-	1	-	0	1	-	1	-	-	1
	*%	*%		*%		*%	*%		1%			1%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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 . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	481	405	76	-	355	95	21	430	29	284	172	431	36
	100	100	100		100	100	100	100	100	100	100	100	100
Unweighted Total	464	390	74	-	342	90	22	413	23	280	158	420	32
Supporter of Donald Trump	284	238	47	-	204	60	11	274	2	284	-	277	4
	59%	59%	62%		57%	63%	53%	64%	8%	100%		64%	12%
Supporter of the Republican Party	172	154	17	-	140	27	4	150	13	-	172	149	16
	36%	38%	23%		39%	28%	20%	35%	46%		100%	34%	45%
I don't support either one	24	12	12	-	11	7	6	6	13	-	-	5	16
	5%	3%	16%		3%	7%	27%	1%	44%			1%	43%
Unsure	1	1	-	-	-	1	-	-	1	-	-	1	-
	*%	*%				1%			2%			*%	

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[Q2024Ballot] For which candidate did you vote in the 2024 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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
Donald Trump	489	253	235	88	118	131	152	206	283	395	29	40	25
	48%	53%	43%	42%	50%	46%	52%	46%	49%	54%	25%	35%	36%
Kamala Harris	463	193	268	96	101	138	128	197	266	286	77	63	37
	45%	41%	49%	46%	42%	49%	44%	44%	46%	39%	66%	56%	53%
Someone else	23	12	11	7	9	2	5	17	7	14	2	3	5
	2%	3%	2%	3%	4%	1%	2%	4%	1%	2%	1%	2%	8%
I did not vote	49	16	33	18	9	12	9	27	21	30	9	7	3
	5%	3%	6%	9%	4%	4%	3%	6%	4%	4%	8%	6%	4%
Unsure	1	1	1	1	1	-	-	1	-	1	1	-	-
	*%	*%	*%	*%	*%			*%		*%	1%		

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[Q2024Ballot] For which candidate did you vote in the 2024 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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Donald Trump	489	158	146	125	60	304	185	88	97	109	73	115	185	296
	48%	53%	47%	48%	38%	50%	44%	41%	54%	51%	47%	46%	47%	48%
Kamala Harris	463	120	135	117	91	255	208	99	76	97	72	116	175	285
	45%	40%	44%	45%	58%	42%	50%	46%	42%	45%	46%	47%	44%	46%
Someone else	23	3	6	12	2	9	14	3	4	3	4	10	7	17
	2%	1%	2%	5%	1%	2%	3%	1%	2%	1%	2%	4%	2%	3%
I did not vote	49	18	20	7	4	38	10	24	4	5	8	7	28	20
	5%	6%	7%	3%	2%	6%	3%	11%	2%	2%	5%	3%	7%	3%
Unsure	1	1	1	-	-	1	-	1	-	-	-	-	1	-
	*%	*%	*%			*%		1%					*%	

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[Q2024Ballot] For which candidate did you vote in the 2024 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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
Donald Trump	489	237	157	271	106	112	152	78	74	115	202	173
	48%	46%	51%	54%	37%	49%	50%	56%	45%	40%	45%	60%
Kamala Harris	463	250	136	206	153	102	137	56	81	154	213	97
	45%	48%	45%	41%	53%	45%	45%	40%	49%	53%	47%	34%
Someone else	23	10	4	11	9	2	3	1	2	5	15	3
	2%	2%	1%	2%	3%	1%	1%	1%	1%	2%	3%	1%
I did not vote	49	19	9	18	21	10	12	4	8	13	21	14
	5%	4%	3%	4%	7%	4%	4%	3%	5%	5%	5%	5%
Unsure	1	-	-	-	1	1	1	1	1	1	-	-
	*%				*%	*%	*%	*%	*%	*%		

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[Q2024Ballot] For which candidate did you vote in the 2024 presidential election?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
Donald Trump	489	369	101	19	343	112	18	489	-	274	150	461	14
	48%	91%	42%	5%	86%	37%	6%	100%		97%	87%	88%	3%
Kamala Harris	463	22	109	332	40	154	259	-	463	2	13	42	390
	45%	6%	45%	88%	10%	51%	89%		100%	1%	8%	8%	89%
Someone else	23	3	11	10	3	12	5	-	-	-	1	1	17
	2%	1%	5%	3%	1%	4%	2%				1%	*%	4%
I did not vote	49	11	21	17	11	24	9	-	-	8	7	16	20
	5%	3%	9%	4%	3%	8%	3%			3%	4%	3%	4%
Unsure	1	-	1	-	-	1	-	-	-	-	-	1	-
	*%		*%			*%						*%	

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
Right direction	398	211	187	86	106	103	103	192	207	299	38	37	24
	39%	44%	34%	41%	44%	36%	35%	43%	36%	41%	33%	33%	34%
Wrong track	516	225	288	97	104	152	163	201	315	347	65	65	40
	50%	47%	53%	47%	43%	53%	56%	45%	55%	48%	55%	57%	57%
Unsure	111	39	72	26	29	29	27	55	56	80	14	11	6
	11%	8%	13%	12%	12%	10%	9%	12%	10%	11%	12%	10%	8%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Right direction	398	127	119	103	50	245	153	83	65	82	61	103	148	246
	39%	42%	39%	39%	32%	40%	37%	39%	36%	38%	39%	42%	37%	40%
Wrong track	516	132	153	136	95	285	231	108	92	111	76	128	199	314
	50%	44%	50%	52%	60%	47%	55%	50%	51%	52%	48%	52%	50%	51%
Unsure	111	41	37	22	12	77	34	24	25	20	21	17	50	58
	11%	14%	12%	8%	8%	13%	8%	11%	14%	10%	13%	7%	13%	9%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
Right direction	398	203	111	221	101	76	134	67	68	114	160	124
	39%	39%	36%	44%	35%	34%	44%	48%	41%	40%	35%	43%
Wrong track	516	263	165	226	165	123	139	59	79	150	244	122
	50%	51%	54%	45%	57%	54%	46%	43%	48%	52%	54%	43%
Unsure	111	50	30	59	23	28	32	14	18	24	47	40
	11%	10%	10%	12%	8%	12%	10%	10%	11%	8%	10%	14%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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 . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
Right direction	398	266	73	59	255	99	36	329	58	205	99	360	26
	39%	66%	30%	16%	64%	33%	12%	67%	12%	72%	58%	69%	6%
Wrong track	516	95	124	298	104	155	244	99	376	53	47	100	391
	50%	23%	51%	79%	26%	51%	84%	20%	81%	19%	27%	19%	89%
Unsure	111	44	46	21	38	48	12	61	30	26	26	60	24
	11%	11%	19%	6%	10%	16%	4%	13%	6%	9%	15%	11%	5%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
Infrastructure	4	1	3	1	-	3	-	1	3	3	1	-	-
	*%	*%	1%	1%		1%		*%	1%	*%	1%		
The environment and climate change	58	24	34	11	8	18	20	20	38	43	3	6	6
	6%	5%	6%	5%	4%	6%	7%	4%	7%	6%	2%	5%	9%
Education	6	2	4	2	3	-	-	6	-	1	3	1	1
	1%	*%	1%	1%	1%			1%		*%	2%	1%	2%
National security	35	19	17	4	3	7	21	7	28	27	2	-	6
	3%	4%	3%	2%	1%	3%	7%	2%	5%	4%	2%		9%
Gun rights	13	1	12	7	3	1	2	10	3	7	3	3	-
	1%	*%	2%	3%	1%	*%	1%	2%	1%	1%	3%	2%	
Healthcare	46	15	31	14	13	12	8	27	20	32	2	6	6
	5%	3%	6%	7%	5%	4%	3%	6%	3%	4%	2%	5%	9%
Taxes	14	9	5	1	6	3	4	7	7	10	2	-	1
	1%	2%	1%	1%	2%	1%	1%	2%	1%	1%	2%		2%
Jobs and the economy	113	49	63	34	36	28	15	70	44	71	20	18	4
	11%	10%	12%	16%	15%	10%	5%	16%	8%	10%	17%	16%	6%
Cost of living	265	126	139	50	68	85	61	119	146	193	22	35	14
	26%	27%	25%	24%	29%	30%	21%	26%	25%	27%	19%	31%	21%
Drug abuse	8	4	4	3	4	1	-	7	1	4	2	2	-
	1%	1%	1%	1%	2%	*%		1%	*%	1%	1%	2%	
Immigration	177	105	72	22	30	42	83	52	125	137	10	16	14
	17%	22%	13%	11%	13%	15%	28%	12%	22%	19%	8%	14%	20%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	26 3%	5 1%	21 4%	12 6%	4 2%	8 3%	2 1%	17 4%	10 2%	8 1%	10 8%	6 5%	2 3%
Political corruption	82 8%	42 9%	39 7%	21 10%	20 8%	22 8%	19 6%	41 9%	41 7%	63 9%	4 3%	9 8%	6 8%
Race relations	6 1%	3 1%	3 *	4 2%	-	0 *	1 *	4 1%	1 *	-	5 5%	-	0 *
Abortion	29 3%	17 4%	12 2%	6 3%	9 4%	9 3%	5 2%	15 3%	14 2%	26 4%	2 1%	1 1%	1 1%
The state of democracy	106 10%	44 9%	62 11%	12 6%	19 8%	36 13%	39 13%	31 7%	75 13%	70 10%	20 17%	8 7%	7 10%
Something else (Please specify)	20 2%	7 2%	12 2%	1 1%	2 1%	6 2%	10 4%	3 1%	16 3%	16 2%	2 2%	1 1%	0 1%
Unsure	19 2%	3 1%	15 3%	3 1%	10 4%	1 *	5 2%	13 3%	6 1%	14 2%	5 4%	-	-

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Infrastructure	4	1	1	2	-	2	2	-	-	1	-	3	-	4
	*%	*%	*%	1%		*%	*%			1%		1%		1%
The environment and climate change	58	12	12	17	17	24	34	12	10	3	14	18	22	36
	6%	4%	4%	6%	11%	4%	8%	6%	5%	2%	9%	7%	5%	6%
Education	6	1	4	1	-	5	1	3	-	1	1	1	3	3
	1%	*%	1%	*%		1%	*%	1%		1%	*%	*%	1%	*%
National security	35	6	17	6	7	23	12	7	6	9	4	9	12	22
	3%	2%	6%	2%	4%	4%	3%	3%	3%	4%	3%	3%	3%	4%
Gun rights	13	4	4	1	3	8	4	3	0	3	1	4	3	8
	1%	1%	1%	1%	2%	1%	1%	1%	*%	2%	*%	2%	1%	1%
Healthcare	46	9	11	16	10	20	26	11	4	8	5	17	15	30
	5%	3%	4%	6%	6%	3%	6%	5%	2%	4%	3%	7%	4%	5%
Taxes	14	-	3	8	2	3	10	2	2	1	0	8	4	10
	1%		1%	3%	2%	1%	2%	1%	1%	1%	*%	3%	1%	2%
Jobs and the economy	113	32	36	28	17	68	45	20	25	26	22	21	45	69
	11%	11%	12%	11%	11%	11%	11%	9%	14%	12%	14%	9%	11%	11%
Cost of living	265	90	80	61	35	170	95	57	55	52	39	60	112	151
	26%	30%	26%	23%	22%	28%	23%	27%	30%	24%	25%	24%	28%	24%
Drug abuse	8	3	2	2	1	5	3	3	-	1	4	1	3	5
	1%	1%	1%	1%	1%	1%	1%	1%		*%	2%	*%	1%	1%
Immigration	177	66	57	33	21	124	54	33	34	47	27	36	67	110
	17%	22%	19%	13%	13%	20%	13%	15%	19%	22%	17%	15%	17%	18%
Crime	26	7	12	5	1	20	7	8	4	8	2	4	12	14
	3%	2%	4%	2%	1%	3%	2%	4%	2%	4%	1%	2%	3%	2%

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

	Total	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	82 8%	21 7%	23 8%	30 11%	8 5%	44 7%	38 9%	15 7%	16 9%	16 8%	7 4%	27 11%	31 8%	50 8%
Race relations	6 1%	3 1%	2 1%	1 *%	-	4 1%	1 *%	3 1%	2 1%	1 1%	0 *%	-	4 1%	1 *%
Abortion	29 3%	8 3%	7 2%	8 3%	6 4%	14 2%	14 3%	11 5%	2 1%	4 2%	6 4%	6 2%	13 3%	16 3%
The state of democracy	106 10%	21 7%	28 9%	34 13%	23 15%	49 8%	57 14%	15 7%	17 10%	18 9%	26 17%	28 11%	33 8%	72 12%
Something else (Please specify)	20 2%	3 1%	7 2%	6 2%	3 2%	11 2%	9 2%	7 3%	2 1%	6 3%	-	4 2%	9 2%	10 2%
Unsure	19 2%	13 4%	1 *%	2 1%	3 2%	14 2%	5 1%	6 3%	2 1%	8 4%	-	1 *%	7 2%	8 1%

Echelon Insights
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N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
Infrastructure	4	4	-	2	1	1	2	1	1	-	1	3
	*%	1%		*%	*%	*%	1%	1%	1%		*%	1%
The environment and climate change	58	26	19	25	19	14	17	11	5	19	30	8
	6%	5%	6%	5%	6%	6%	5%	8%	3%	7%	7%	3%
Education	6	2	-	1	4	1	2	1	2	3	1	1
	1%	*%		*%	1%	1%	1%	*%	1%	1%	*%	*%
National security	35	11	19	27	1	7	8	4	5	4	12	19
	3%	2%	6%	5%	*%	3%	3%	3%	3%	2%	3%	7%
Gun rights	13	7	2	6	6	1	7	1	6	2	10	1
	1%	1%	1%	1%	2%	*%	2%	*%	4%	1%	2%	*%
Healthcare	46	28	12	18	17	11	12	3	9	12	22	13
	5%	5%	4%	4%	6%	5%	4%	2%	5%	4%	5%	4%
Taxes	14	4	6	10	3	1	6	4	2	2	9	3
	1%	1%	2%	2%	1%	*%	2%	3%	1%	1%	2%	1%
Jobs and the economy	113	74	18	54	39	19	41	17	23	35	55	23
	11%	14%	6%	11%	14%	8%	13%	12%	14%	12%	12%	8%
Cost of living	265	146	73	140	66	60	90	48	43	71	108	86
	26%	28%	24%	28%	23%	26%	30%	34%	26%	25%	24%	30%
Drug abuse	8	5	-	3	3	2	5	3	2	3	2	3
	1%	1%		1%	1%	1%	2%	2%	1%	1%	*%	1%
Immigration	177	68	76	95	38	44	41	19	21	34	76	67
	17%	13%	25%	19%	13%	19%	13%	14%	13%	12%	17%	24%

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

	Total	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	26 3%	16 3%	3 1%	5 1%	15 5%	6 3%	12 4%	3 2%	9 5%	15 5%	9 2%	3 1%
Political corruption	82 8%	46 9%	18 6%	35 7%	28 10%	18 8%	22 7%	13 9%	10 6%	21 7%	43 10%	17 6%
Race relations	6 1%	5 1%	1 *%	1 *%	4 1%	-	-	-	-	3 1%	2 *%	1 *%
Abortion	29 3%	16 3%	7 2%	14 3%	9 3%	6 3%	10 3%	4 3%	5 3%	8 3%	13 3%	8 3%
The state of democracy	106 10%	47 9%	36 12%	56 11%	23 8%	25 11%	22 7%	7 5%	15 9%	40 14%	47 10%	19 6%
Something else (Please specify)	20 2%	5 1%	12 4%	9 2%	5 2%	6 3%	0 *%	-	0 *%	6 2%	8 2%	6 2%
Unsure	19 2%	6 1%	5 2%	6 1%	8 3%	5 2%	7 2%	1 *%	6 4%	8 3%	6 1%	5 2%

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

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
Infrastructure	4	1	3	-	2	2	-	3	1	1	2	3	1
	*%	*%	1%		1%	1%		1%	*%	*%	1%	1%	*%
The environment and climate change	58	8	12	38	8	13	36	3	48	1	5	7	46
	6%	2%	5%	10%	2%	4%	12%	1%	10%	*%	3%	1%	10%
Education	6	1	2	3	3	1	-	2	2	1	1	3	3
	1%	*%	1%	1%	1%	*%		*%	*%	*%	*%	1%	1%
National security	35	19	9	6	23	6	6	25	10	16	6	26	8
	3%	5%	4%	2%	6%	2%	2%	5%	2%	5%	3%	5%	2%
Gun rights	13	-	1	12	-	2	11	-	11	-	-	3	9
	1%		*%	3%		1%	4%		2%			*%	2%
Healthcare	46	13	13	21	9	17	19	10	29	8	4	17	23
	5%	3%	5%	5%	2%	5%	6%	2%	6%	3%	2%	3%	5%
Taxes	14	5	2	7	3	7	3	7	6	1	4	10	2
	1%	1%	1%	2%	1%	2%	1%	1%	1%	*%	2%	2%	1%
Jobs and the economy	113	54	25	35	41	48	20	60	44	36	24	65	38
	11%	13%	10%	9%	10%	16%	7%	12%	10%	13%	14%	12%	9%
Cost of living	265	121	59	85	113	93	51	151	101	80	58	152	91
	26%	30%	24%	23%	29%	31%	17%	31%	22%	28%	34%	29%	21%
Drug abuse	8	3	3	2	3	3	1	4	2	3	-	6	2
	1%	1%	1%	*%	1%	1%	*%	1%	*%	1%		1%	*%
Immigration	177	122	44	12	133	32	7	152	18	96	48	158	17
	17%	30%	18%	3%	34%	11%	2%	31%	4%	34%	28%	30%	4%

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

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Crime	26	6	4	16	8	7	11	9	14	5	2	9	14
	3%	2%	2%	4%	2%	2%	4%	2%	3%	2%	1%	2%	3%
Political corruption	82	27	25	30	28	19	33	30	45	21	9	27	52
	8%	7%	10%	8%	7%	6%	11%	6%	10%	7%	5%	5%	12%
Race relations	6	2	0	4	-	1	4	2	3	2	-	2	4
	1%	*%	*%	1%		*%	1%	*%	1%	1%		*%	1%
Abortion	29	11	7	12	7	8	14	11	16	4	4	12	15
	3%	3%	3%	3%	2%	3%	5%	2%	3%	1%	3%	2%	3%
The state of democracy	106	4	21	81	10	32	64	5	93	4	1	6	94
	10%	1%	9%	22%	2%	10%	22%	1%	20%	2%	1%	1%	21%
Something else (Please specify)	20	3	5	11	5	3	11	4	13	1	1	3	16
	2%	1%	2%	3%	1%	1%	4%	1%	3%	*%	1%	1%	4%
Unsure	19	6	8	4	2	8	1	9	8	4	3	12	5
	2%	2%	3%	1%	1%	2%	*%	2%	2%	1%	2%	2%	1%

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January Omnibus 2025
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[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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
Infrastructure	21	9	12	3	6	6	7	9	13	15	2	2	3
	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	4%
The environment and climate change	42	22	21	2	11	13	16	13	29	33	4	3	1
	4%	5%	4%	1%	5%	5%	5%	3%	5%	5%	4%	3%	2%
Education	18	8	10	8	3	3	4	11	7	16	2	-	0
	2%	2%	2%	4%	1%	1%	1%	2%	1%	2%	1%		1%
National security	50	31	20	6	14	13	16	21	30	41	3	6	1
	5%	6%	4%	3%	6%	5%	6%	5%	5%	6%	2%	5%	1%
Gun rights	23	10	13	4	8	6	4	12	10	17	1	4	1
	2%	2%	2%	2%	3%	2%	2%	3%	2%	2%	1%	3%	1%
Healthcare	75	34	41	12	15	18	29	27	48	55	9	6	5
	7%	7%	8%	6%	6%	6%	10%	6%	8%	8%	8%	5%	7%
Taxes	43	21	22	17	8	8	9	25	17	24	7	5	6
	4%	4%	4%	8%	4%	3%	3%	6%	3%	3%	6%	5%	9%
Jobs and the economy	135	65	69	28	32	44	31	60	75	86	20	13	16
	13%	14%	13%	14%	13%	16%	10%	13%	13%	12%	17%	12%	22%
Cost of living	205	85	118	51	42	58	54	93	112	137	28	23	17
	20%	18%	22%	24%	18%	21%	18%	21%	19%	19%	24%	20%	25%
Drug abuse	9	3	6	5	4	-	0	9	0	8	1	0	-
	1%	1%	1%	2%	2%		0%	2%	0%	1%	1%	0%	
Immigration	122	66	57	16	35	31	41	51	71	101	6	9	6
	12%	14%	10%	8%	15%	11%	14%	11%	12%	14%	5%	8%	8%

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[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	61 6%	23 5%	37 7%	13 6%	13 5%	20 7%	16 5%	25 6%	35 6%	40 6%	8 7%	11 9%	2 3%
Political corruption	101 10%	48 10%	53 10%	22 11%	18 7%	26 9%	36 12%	40 9%	61 11%	71 10%	11 9%	12 11%	7 10%
Race relations	13 1%	6 1%	7 1%	1 *%	3 1%	6 2%	3 1%	4 1%	9 2%	5 1%	7 6%	-	1 1%
Abortion	28 3%	13 3%	15 3%	7 3%	11 4%	6 2%	5 2%	17 4%	11 2%	16 2%	3 3%	8 7%	2 3%
The state of democracy	62 6%	29 6%	34 6%	13 6%	9 4%	24 8%	17 6%	22 5%	40 7%	45 6%	4 4%	10 9%	3 4%
Something else (Please specify)	7 1%	1 *%	6 1%	0 *%	0 *%	1 *%	5 2%	1 *%	6 1%	7 1%	-	0 *%	-
Unsure	10 1%	3 1%	7 1%	0 *%	8 3%	0 *%	1 *%	8 2%	2 *%	8 1%	2 2%	-	-

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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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Infrastructure	21	5	4	7	5	9	12	4	4	4	1	7	8	13
	2%	2%	1%	3%	3%	1%	3%	2%	2%	2%	1%	3%	2%	2%
The environment and climate change	42	10	9	10	14	18	24	9	6	13	3	11	16	27
	4%	3%	3%	4%	9%	3%	6%	4%	3%	6%	2%	4%	4%	4%
Education	18	2	6	2	8	7	11	4	3	1	6	4	7	10
	2%	1%	2%	1%	5%	1%	3%	2%	2%	1%	4%	1%	2%	2%
National security	50	10	9	21	10	19	31	6	7	8	12	17	13	37
	5%	3%	3%	8%	7%	3%	7%	3%	4%	4%	8%	7%	3%	6%
Gun rights	23	7	11	1	3	18	5	6	5	3	3	6	11	11
	2%	2%	3%	1%	2%	3%	1%	3%	3%	1%	2%	2%	3%	2%
Healthcare	75	24	23	15	14	46	29	18	15	9	12	19	33	40
	7%	8%	7%	6%	9%	8%	7%	9%	8%	4%	8%	8%	8%	7%
Taxes	43	20	9	8	5	29	13	10	5	9	3	15	14	27
	4%	7%	3%	3%	3%	5%	3%	4%	3%	4%	2%	6%	4%	4%
Jobs and the economy	135	52	36	22	25	88	47	33	22	28	22	28	55	78
	13%	17%	12%	8%	16%	14%	11%	15%	12%	13%	14%	12%	14%	13%
Cost of living	205	59	60	65	21	119	85	44	44	48	21	47	88	116
	20%	20%	20%	25%	13%	20%	20%	20%	24%	23%	13%	19%	22%	19%
Drug abuse	9	2	5	1	-	8	1	3	1	2	1	2	4	5
	1%	1%	2%	1%		1%	1%	1%	1%	1%	1%	1%	1%	1%
Immigration	122	36	36	33	17	72	50	22	20	28	14	35	41	77
	12%	12%	12%	13%	11%	12%	12%	10%	11%	13%	9%	14%	10%	12%
Crime	61	18	22	16	5	40	20	13	12	17	8	9	26	35
	6%	6%	7%	6%	3%	7%	5%	6%	7%	8%	5%	4%	6%	6%

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[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	101	26	39	27	9	65	36	16	17	23	26	19	33	68
	10%	9%	13%	10%	6%	11%	9%	7%	9%	11%	17%	8%	8%	11%
Race relations	13	2	4	6	1	6	7	1	2	2	4	5	2	11
	1%	1%	1%	2%	*%	1%	2%	*%	1%	1%	3%	2%	1%	2%
Abortion	28	5	11	8	5	16	13	6	4	3	4	10	10	17
	3%	2%	4%	3%	3%	3%	3%	3%	2%	1%	3%	4%	3%	3%
The state of democracy	62	16	19	18	10	35	28	11	12	11	15	13	23	39
	6%	5%	6%	7%	6%	6%	7%	5%	7%	5%	9%	5%	6%	6%
Something else (Please specify)	7	2	3	0	3	4	3	4	1	-	2	1	5	3
	1%	1%	1%	*%	2%	1%	1%	2%	1%		1%	*%	1%	*%
Unsure	10	5	1	2	1	7	3	6	1	3	-	-	7	3
	1%	2%	*%	1%	1%	1%	1%	3%	1%	1%			2%	*%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
Infrastructure	21	12	9	9	8	4	3	2	1	8	9	4
	2%	2%	3%	2%	3%	2%	1%	1%	1%	3%	2%	1%
The environment and climate change	42	23	13	21	7	15	10	5	4	11	19	12
	4%	4%	4%	4%	2%	6%	3%	4%	3%	4%	4%	4%
Education	18	9	3	7	7	5	6	3	3	7	6	5
	2%	2%	1%	1%	2%	2%	2%	2%	2%	2%	1%	2%
National security	50	25	18	28	8	14	20	12	8	9	22	19
	5%	5%	6%	6%	3%	6%	7%	9%	5%	3%	5%	7%
Gun rights	23	15	3	11	8	4	7	2	5	9	11	2
	2%	3%	1%	2%	3%	2%	2%	2%	3%	3%	3%	1%
Healthcare	75	33	27	34	23	17	15	11	4	24	29	22
	7%	6%	9%	7%	8%	8%	5%	8%	3%	8%	6%	8%
Taxes	43	27	9	25	11	6	18	9	9	7	15	20
	4%	5%	3%	5%	4%	3%	6%	6%	5%	3%	3%	7%
Jobs and the economy	135	70	34	70	36	27	40	21	19	35	57	43
	13%	14%	11%	14%	13%	12%	13%	15%	12%	12%	13%	15%
Cost of living	205	109	51	93	68	44	60	21	39	67	86	51
	20%	21%	17%	18%	23%	19%	20%	15%	23%	23%	19%	18%
Drug abuse	9	4	0	2	4	3	6	2	4	4	2	3
	1%	1%	0%	0%	1%	1%	2%	2%	3%	1%	0%	1%
Immigration	122	59	37	72	28	23	39	19	20	23	67	33
	12%	11%	12%	14%	10%	10%	13%	14%	12%	8%	15%	11%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	61	27	20	31	18	12	20	8	12	16	26	18
	6%	5%	6%	6%	6%	5%	7%	6%	7%	6%	6%	6%
Political corruption	101	43	41	51	28	22	28	13	15	32	43	26
	10%	8%	13%	10%	10%	10%	9%	9%	9%	11%	10%	9%
Race relations	13	4	7	5	2	6	5	2	2	6	6	1
	1%	1%	2%	1%	1%	3%	1%	2%	1%	2%	1%	*%
Abortion	28	19	6	16	10	2	12	5	6	13	13	3
	3%	4%	2%	3%	3%	1%	4%	4%	4%	4%	3%	1%
The state of democracy	62	31	21	27	19	16	15	4	11	10	35	17
	6%	6%	7%	5%	7%	7%	5%	3%	7%	4%	8%	6%
Something else (Please specify)	7	1	6	3	0	4	-	-	-	1	3	3
	1%	*%	2%	1%	*%	2%				*%	1%	1%
Unsure	10	5	1	1	4	5	2	-	2	6	2	2
	1%	1%	*%	*%	1%	2%	1%		1%	2%	*%	1%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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 . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
Infrastructure	21	10	3	8	8	5	8	12	8	4	7	13	6
	2%	3%	1%	2%	2%	2%	3%	2%	2%	1%	4%	2%	1%
The environment and climate change	42	6	7	29	9	10	23	10	32	4	3	8	33
	4%	1%	3%	8%	2%	3%	8%	2%	7%	1%	2%	2%	8%
Education	18	6	4	8	6	5	8	6	8	1	3	7	10
	2%	2%	2%	2%	1%	2%	3%	1%	2%	*%	2%	1%	2%
National security	50	24	15	11	29	12	9	34	14	22	10	35	11
	5%	6%	6%	3%	7%	4%	3%	7%	3%	8%	6%	7%	2%
Gun rights	23	7	5	11	7	5	10	8	13	6	2	10	12
	2%	2%	2%	3%	2%	2%	3%	2%	3%	2%	1%	2%	3%
Healthcare	75	20	15	40	16	24	34	17	46	12	9	20	45
	7%	5%	6%	10%	4%	8%	12%	4%	10%	4%	5%	4%	10%
Taxes	43	25	8	9	26	11	1	31	10	15	13	33	7
	4%	6%	3%	2%	7%	4%	*%	6%	2%	5%	7%	6%	2%
Jobs and the economy	135	59	29	47	55	46	28	74	53	37	26	77	47
	13%	15%	12%	12%	14%	15%	10%	15%	12%	13%	15%	15%	11%
Cost of living	205	91	44	70	90	55	50	107	77	63	39	111	80
	20%	22%	18%	19%	23%	18%	17%	22%	17%	22%	23%	21%	18%
Drug abuse	9	4	4	1	4	3	2	6	2	4	1	6	2
	1%	1%	2%	*%	1%	1%	1%	1%	*%	1%	*%	1%	*%
Immigration	122	78	26	19	65	41	13	93	25	64	24	97	21
	12%	19%	11%	5%	16%	13%	5%	19%	5%	23%	14%	19%	5%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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 . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Crime	61	32	17	12	35	11	11	39	21	24	15	44	16
	6%	8%	7%	3%	9%	4%	4%	8%	4%	9%	8%	8%	4%
Political corruption	101	26	24	52	31	30	39	35	59	22	15	37	60
	10%	6%	10%	14%	8%	10%	14%	7%	13%	8%	9%	7%	14%
Race relations	13	-	5	8	-	4	9	0	11	-	-	1	9
	1%		2%	2%		1%	3%	*%	2%			*%	2%
Abortion	28	5	9	15	4	8	15	5	20	5	-	5	23
	3%	1%	4%	4%	1%	3%	5%	1%	4%	2%		1%	5%
The state of democracy	62	10	22	31	11	24	28	7	54	2	6	9	50
	6%	2%	9%	8%	3%	8%	10%	2%	12%	1%	4%	2%	11%
Something else (Please specify)	7	-	2	5	0	4	3	2	4	-	-	3	5
	1%		1%	1%	*%	1%	1%	*%	1%			1%	1%
Unsure	10	2	5	3	2	5	1	2	7	-	2	3	4
	1%	1%	2%	1%	1%	2%	*%	*%	2%		1%	1%	1%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
Infrastructure	25	10	15	4	6	9	7	10	16	18	3	2	3
	2%	2%	3%	2%	2%	3%	2%	2%	3%	2%	2%	2%	4%
The environment and climate change	100	45	54	14	19	31	36	33	67	76	7	10	7
	10%	10%	10%	6%	8%	11%	12%	7%	12%	10%	6%	8%	11%
Education	24	10	14	10	6	3	4	16	7	17	4	1	2
	2%	2%	3%	5%	3%	1%	1%	4%	1%	2%	4%	1%	2%
National security	86	50	36	10	17	21	37	27	58	68	5	6	7
	8%	10%	7%	5%	7%	7%	13%	6%	10%	9%	4%	5%	10%
Gun rights	35	11	25	11	11	7	6	22	13	24	4	7	1
	3%	2%	5%	5%	5%	3%	2%	5%	2%	3%	4%	6%	1%
Healthcare	121	49	72	26	28	30	37	54	67	87	11	12	11
	12%	10%	13%	12%	12%	11%	12%	12%	12%	12%	9%	11%	16%
Taxes	56	30	26	18	14	11	13	32	24	34	9	5	8
	5%	6%	5%	9%	6%	4%	4%	7%	4%	5%	8%	5%	11%
Jobs and the economy	248	114	133	63	67	72	46	130	118	157	40	31	20
	24%	24%	24%	30%	28%	26%	16%	29%	20%	22%	34%	28%	28%
Cost of living	470	211	257	101	110	143	115	211	259	330	50	58	32
	46%	44%	47%	48%	46%	51%	39%	47%	45%	46%	43%	51%	45%
Drug abuse	17	6	11	8	7	1	0	15	2	12	2	3	-
	2%	1%	2%	4%	3%	0%	0%	3%	0%	2%	2%	2%	0%
Immigration	300	170	129	38	65	72	124	103	196	239	16	25	20
	29%	36%	24%	18%	27%	26%	42%	23%	34%	33%	14%	22%	28%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	87	28	59	25	17	27	18	42	45	49	18	17	4
	8%	6%	11%	12%	7%	10%	6%	9%	8%	7%	15%	15%	6%
Political corruption	183	90	92	43	37	48	55	81	103	134	15	22	12
	18%	19%	17%	21%	16%	17%	19%	18%	18%	19%	13%	19%	18%
Race relations	18	9	9	5	3	6	4	8	10	5	12	-	1
	2%	2%	2%	2%	1%	2%	1%	2%	2%	1%	11%	-	1%
Abortion	57	31	26	12	20	15	10	32	25	41	5	9	3
	6%	6%	5%	6%	8%	5%	3%	7%	4%	6%	4%	8%	4%
The state of democracy	168	72	95	26	28	59	55	53	115	115	25	18	10
	16%	15%	17%	12%	12%	21%	19%	12%	20%	16%	21%	16%	14%
Something else (Please specify)	25	8	17	2	3	6	15	4	21	22	2	1	0
	2%	2%	3%	1%	1%	2%	5%	1%	4%	3%	2%	1%	1%
Unsure	19	3	16	4	10	1	5	13	6	14	5	-	-
	2%	1%	3%	2%	4%	1%	2%	3%	1%	2%	4%	-	-

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Infrastructure	25	6	5	9	5	11	14	4	4	6	1	10	8	17
	2%	2%	2%	3%	3%	2%	3%	2%	2%	3%	1%	4%	2%	3%
The environment and climate change	100	22	21	26	31	42	58	21	16	16	17	29	37	63
	10%	7%	7%	10%	20%	7%	14%	10%	9%	7%	11%	12%	9%	10%
Education	24	3	10	3	8	12	11	8	3	2	6	4	10	13
	2%	1%	3%	1%	5%	2%	3%	3%	2%	1%	4%	2%	3%	2%
National security	86	16	26	26	17	42	43	13	13	17	17	25	26	59
	8%	5%	9%	10%	11%	7%	10%	6%	7%	8%	11%	10%	6%	10%
Gun rights	35	12	14	3	6	26	9	9	5	7	3	10	15	20
	3%	4%	5%	1%	4%	4%	2%	4%	3%	3%	2%	4%	4%	3%
Healthcare	121	32	34	31	23	67	55	29	19	17	17	36	48	70
	12%	11%	11%	12%	15%	11%	13%	13%	10%	8%	11%	15%	12%	11%
Taxes	56	20	13	16	8	33	24	12	7	11	3	23	19	37
	5%	7%	4%	6%	5%	5%	6%	6%	4%	5%	2%	9%	5%	6%
Jobs and the economy	248	84	72	50	42	156	92	52	48	54	43	50	100	147
	24%	28%	23%	19%	27%	26%	22%	24%	26%	25%	28%	20%	25%	24%
Cost of living	470	149	141	125	55	289	181	101	99	100	60	107	200	267
	46%	50%	46%	48%	35%	48%	43%	47%	55%	47%	38%	43%	50%	43%
Drug abuse	17	5	7	3	1	12	4	6	1	3	5	2	7	10
	2%	2%	2%	1%	1%	2%	1%	3%	1%	1%	3%	1%	2%	2%
Immigration	300	102	94	66	38	196	104	55	54	75	41	71	109	187
	29%	34%	30%	25%	24%	32%	25%	25%	30%	35%	26%	29%	27%	30%
Crime	87	25	34	21	6	60	27	22	16	25	10	14	38	49
	8%	8%	11%	8%	4%	10%	7%	10%	9%	12%	6%	6%	10%	8%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	183 18%	47 16%	62 20%	57 22%	17 11%	109 18%	74 18%	31 14%	33 18%	40 19%	33 21%	46 19%	64 16%	118 19%
Race relations	18 2%	5 2%	6 2%	7 3%	1 *%	11 2%	8 2%	3 2%	3 2%	3 1%	4 3%	5 2%	6 2%	12 2%
Abortion	57 6%	12 4%	17 6%	16 6%	12 7%	30 5%	27 7%	18 8%	5 3%	7 3%	10 6%	16 7%	23 6%	33 5%
The state of democracy	168 16%	36 12%	47 15%	52 20%	33 21%	83 14%	85 20%	26 12%	30 16%	29 14%	41 26%	41 17%	56 14%	111 18%
Something else (Please specify)	25 2%	5 2%	9 3%	7 3%	5 3%	13 2%	12 3%	11 5%	3 2%	6 3%	2 1%	4 2%	13 3%	11 2%
Unsure	19 2%	13 4%	1 *%	2 1%	3 2%	14 2%	5 1%	6 3%	2 1%	8 4%	-	1 *%	8 2%	8 1%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
Infrastructure	25	17	9	11	9	5	5	3	2	8	10	7
	2%	3%	3%	2%	3%	2%	2%	2%	1%	3%	2%	2%
The environment and climate change	100	49	32	46	26	28	26	16	10	31	49	20
	10%	9%	10%	9%	9%	13%	9%	12%	6%	11%	11%	7%
Education	24	11	3	8	10	6	8	4	5	10	7	7
	2%	2%	1%	1%	4%	3%	3%	3%	3%	4%	1%	2%
National security	86	36	37	55	9	21	29	16	13	14	34	38
	8%	7%	12%	11%	3%	9%	9%	11%	8%	5%	8%	13%
Gun rights	35	22	4	16	14	5	14	3	11	11	21	4
	3%	4%	1%	3%	5%	2%	5%	2%	7%	4%	5%	1%
Healthcare	121	61	39	52	40	29	27	14	13	35	51	35
	12%	12%	13%	10%	14%	13%	9%	10%	8%	12%	11%	12%
Taxes	56	31	15	35	14	7	24	13	11	9	24	23
	5%	6%	5%	7%	5%	3%	8%	9%	7%	3%	5%	8%
Jobs and the economy	248	145	53	124	76	46	81	38	43	70	112	66
	24%	28%	17%	24%	26%	20%	26%	27%	26%	24%	25%	23%
Cost of living	470	255	123	233	133	103	150	69	81	139	194	138
	46%	49%	40%	46%	46%	46%	49%	49%	49%	48%	43%	48%
Drug abuse	17	9	0	5	8	5	11	5	6	7	3	6
	2%	2%	*%	1%	3%	2%	4%	4%	4%	3%	1%	2%
Immigration	300	128	113	167	66	67	80	38	42	57	142	100
	29%	25%	37%	33%	23%	29%	26%	27%	25%	20%	32%	35%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	87	42	22	36	33	18	32	11	21	31	35	21
	8%	8%	7%	7%	11%	8%	10%	8%	13%	11%	8%	7%
Political corruption	183	89	59	86	57	41	51	26	25	53	87	43
	18%	17%	19%	17%	20%	18%	17%	19%	15%	18%	19%	15%
Race relations	18	9	8	7	6	6	5	2	2	9	8	2
	2%	2%	3%	1%	2%	3%	1%	2%	1%	3%	2%	1%
Abortion	57	35	13	30	19	8	21	10	11	21	25	11
	6%	7%	4%	6%	7%	4%	7%	7%	7%	7%	6%	4%
The state of democracy	168	78	57	83	42	41	37	11	26	51	82	35
	16%	15%	19%	16%	15%	18%	12%	8%	16%	18%	18%	12%
Something else (Please specify)	25	6	17	11	6	9	0	-	0	7	10	9
	2%	1%	6%	2%	2%	4%	*%		*%	2%	2%	3%
Unsure	19	6	5	6	8	5	7	1	6	8	6	6
	2%	1%	2%	1%	3%	2%	2%	*%	4%	3%	1%	2%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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 . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
Infrastructure	25	11	6	8	10	7	8	15	9	5	9	16	7
	2%	3%	2%	2%	3%	2%	3%	3%	2%	2%	5%	3%	2%
The environment and climate change	100	14	19	67	17	23	58	13	80	5	8	15	79
	10%	3%	8%	18%	4%	8%	20%	3%	17%	2%	4%	3%	18%
Education	24	7	6	11	9	5	8	9	10	2	4	10	12
	2%	2%	2%	3%	2%	2%	3%	2%	2%	1%	2%	2%	3%
National security	86	44	24	18	51	18	15	59	24	37	15	61	19
	8%	11%	10%	5%	13%	6%	5%	12%	5%	13%	9%	12%	4%
Gun rights	35	7	6	22	7	7	21	8	24	6	2	12	21
	3%	2%	2%	6%	2%	2%	7%	2%	5%	2%	1%	2%	5%
Healthcare	121	33	28	60	25	41	53	27	75	20	13	37	68
	12%	8%	11%	16%	6%	14%	18%	6%	16%	7%	8%	7%	15%
Taxes	56	30	10	16	29	19	4	38	16	16	17	43	9
	5%	7%	4%	4%	7%	6%	1%	8%	3%	6%	10%	8%	2%
Jobs and the economy	248	113	54	81	96	94	48	134	98	74	50	142	85
	24%	28%	22%	22%	24%	31%	16%	27%	21%	26%	29%	27%	19%
Cost of living	470	211	103	155	203	149	101	258	177	143	97	262	171
	46%	52%	42%	41%	51%	49%	35%	53%	38%	50%	57%	50%	39%
Drug abuse	17	7	7	3	7	6	3	10	4	7	1	13	4
	2%	2%	3%	1%	2%	2%	1%	2%	1%	2%	1%	2%	1%
Immigration	300	200	70	30	198	73	20	245	43	161	71	255	38
	29%	49%	29%	8%	50%	24%	7%	50%	9%	56%	42%	49%	9%

Echelon Insights
January Omnibus 2025
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	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Crime	87 8%	38 9%	21 9%	28 7%	43 11%	18 6%	22 8%	48 10%	35 7%	29 10%	16 9%	53 10%	31 7%
Political corruption	183 18%	52 13%	49 20%	82 22%	59 15%	49 16%	73 25%	65 13%	104 22%	43 15%	24 14%	64 12%	112 26%
Race relations	18 2%	2 *	5 2%	11 3%	-	5 2%	13 5%	2 *	14 3%	2 1%	-	2 *	14 3%
Abortion	57 6%	15 4%	16 7%	26 7%	11 3%	16 5%	30 10%	16 3%	36 8%	8 3%	4 3%	17 3%	38 9%
The state of democracy	168 16%	13 3%	43 18%	112 30%	21 5%	55 18%	92 32%	12 3%	147 32%	6 2%	8 4%	15 3%	144 33%
Something else (Please specify)	25 2%	3 1%	7 3%	15 4%	5 1%	6 2%	13 5%	7 1%	15 3%	1 *	1 1%	6 1%	19 4%
Unsure	19 2%	7 2%	8 3%	4 1%	3 1%	8 2%	1 *	9 2%	8 2%	4 1%	3 2%	12 2%	5 1%

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[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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	515	268	247	106	125	135	149	231	284	408	36	41	30
	50%	56%	45%	51%	52%	48%	51%	52%	49%	56%	30%	37%	43%
VERY/SOMEWHAT UNFAVORABLE	487	196	288	96	109	140	142	205	282	310	72	66	39
	48%	41%	53%	46%	46%	49%	48%	46%	49%	43%	61%	59%	56%
Very favorable	356	188	168	79	82	95	101	160	196	279	25	31	21
	35%	40%	31%	38%	34%	34%	34%	36%	34%	38%	21%	28%	31%
Somewhat favorable	159	80	79	27	44	40	48	71	88	129	11	10	9
	15%	17%	14%	13%	18%	14%	16%	16%	15%	18%	9%	9%	12%
Heard of, no opinion	22	11	11	7	4	8	3	11	11	6	10	5	1
	2%	2%	2%	3%	2%	3%	1%	2%	2%	1%	8%	5%	1%
Somewhat unfavorable	89	33	56	19	18	35	17	37	52	47	17	14	10
	9%	7%	10%	9%	8%	12%	6%	8%	9%	7%	14%	13%	15%
Very unfavorable	399	163	232	77	91	105	126	168	231	263	55	52	29
	39%	34%	42%	37%	38%	37%	43%	37%	40%	36%	47%	46%	41%
Never heard of	1	-	1	0	1	-	-	1	-	1	-	-	-
	*%		*%	*%	*%			*%		*%			

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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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	515	169	156	126	65	325	190	98	98	111	79	121	196	312
	50%	56%	51%	48%	41%	53%	46%	46%	54%	52%	50%	49%	50%	50%
VERY/SOMEWHAT UNFAVORABLE	487	123	143	129	92	267	221	110	81	95	77	122	191	293
	48%	41%	47%	50%	58%	44%	53%	51%	44%	44%	49%	49%	48%	47%
Very favorable	356	125	104	89	39	228	128	67	71	76	49	88	138	212
	35%	42%	34%	34%	25%	38%	31%	31%	39%	36%	31%	35%	35%	34%
Somewhat favorable	159	44	52	37	26	97	62	31	28	35	30	34	58	99
	15%	15%	17%	14%	16%	16%	15%	14%	15%	17%	19%	14%	15%	16%
Heard of, no opinion	22	7	8	6	0	16	6	7	2	7	2	4	9	14
	2%	2%	3%	2%	*%	3%	2%	3%	1%	3%	1%	2%	2%	2%
Somewhat unfavorable	89	16	33	29	12	48	40	19	13	14	15	26	32	55
	9%	5%	11%	11%	7%	8%	10%	9%	7%	7%	9%	11%	8%	9%
Very unfavorable	399	107	111	100	80	218	180	91	68	80	62	95	159	238
	39%	36%	36%	38%	51%	36%	43%	42%	37%	38%	39%	39%	40%	38%
Never heard of	1	1	0	-	-	1	-	-	1	-	-	-	1	-
	*%	*%	*%			*%			*%				*%	

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	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	515	257	154	284	116	115	171	87	84	123	214	178
	50%	50%	50%	56%	40%	51%	56%	62%	51%	43%	47%	62%
VERY/SOMEWHAT UNFAVORABLE	487	251	144	212	166	108	131	51	79	154	227	106
	48%	49%	47%	42%	57%	48%	43%	36%	48%	53%	50%	37%
Very favorable	356	179	106	198	84	75	119	64	55	89	142	125
	35%	35%	35%	39%	29%	33%	39%	46%	33%	31%	31%	44%
Somewhat favorable	159	78	48	86	32	41	52	23	29	34	72	53
	15%	15%	16%	17%	11%	18%	17%	17%	18%	12%	16%	19%
Heard of, no opinion	22	9	8	11	7	3	3	1	2	11	9	2
	2%	2%	2%	2%	2%	1%	1%	1%	1%	4%	2%	1%
Somewhat unfavorable	89	50	17	52	23	13	32	10	22	23	46	19
	9%	10%	6%	10%	8%	6%	10%	7%	13%	8%	10%	7%
Very unfavorable	399	201	127	159	142	95	99	41	57	130	181	87
	39%	39%	41%	31%	49%	42%	32%	29%	35%	45%	40%	30%
Never heard of	1	-	-	-	1	-	0	-	0	1	0	-
	***				***		***		***	***	***	

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	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	515	365	106	44	340	129	27	456	38	279	144	488	9
	50%	90%	44%	12%	86%	43%	9%	93%	8%	98%	84%	94%	2%
VERY/SOMEWHAT UNFAVORABLE	487	37	126	325	54	163	259	26	415	5	26	25	423
	48%	9%	52%	86%	14%	54%	89%	5%	90%	2%	15%	5%	96%
Very favorable	356	288	47	22	259	69	22	334	14	236	82	352	4
	35%	71%	19%	6%	65%	23%	7%	68%	3%	83%	48%	68%	1%
Somewhat favorable	159	78	60	21	81	60	6	122	24	43	62	136	5
	15%	19%	25%	6%	20%	20%	2%	25%	5%	15%	36%	26%	1%
Heard of, no opinion	22	2	11	9	2	11	6	6	10	-	1	7	8
	2%	*%	5%	2%	1%	4%	2%	1%	2%		1%	1%	2%
Somewhat unfavorable	89	18	29	42	25	45	16	18	55	3	15	18	49
	9%	5%	12%	11%	6%	15%	6%	4%	12%	1%	9%	3%	11%
Very unfavorable	399	19	97	283	29	118	243	8	360	2	11	8	375
	39%	5%	40%	75%	7%	39%	83%	2%	78%	1%	6%	1%	85%
Never heard of	1	1	0	-	1	-	-	1	-	-	1	1	0
	*%	*%	*%		*%			*%			*%	*%	*%

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[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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	474	253	222	84	105	140	146	188	286	374	33	38	30
	46%	53%	41%	40%	44%	49%	50%	42%	50%	51%	28%	34%	43%
VERY/SOMEWHAT UNFAVORABLE	395	173	219	82	87	100	127	168	227	270	51	50	24
	39%	36%	40%	39%	36%	35%	43%	38%	39%	37%	44%	44%	35%
Very favorable	283	152	131	52	55	82	95	107	176	224	14	27	17
	28%	32%	24%	25%	23%	29%	32%	24%	31%	31%	12%	24%	25%
Somewhat favorable	191	100	91	32	49	58	52	81	110	149	18	11	13
	19%	21%	17%	15%	21%	20%	18%	18%	19%	21%	16%	10%	18%
Heard of, no opinion	114	42	72	26	35	34	18	61	52	59	26	16	13
	11%	9%	13%	12%	15%	12%	6%	14%	9%	8%	22%	14%	18%
Somewhat unfavorable	97	45	50	21	22	23	30	43	53	65	15	14	4
	9%	10%	9%	10%	9%	8%	10%	10%	9%	9%	13%	12%	5%
Very unfavorable	299	128	169	60	65	77	96	125	174	205	36	36	21
	29%	27%	31%	29%	27%	27%	33%	28%	30%	28%	31%	32%	30%
Never heard of	42	8	34	17	12	9	3	30	12	22	8	9	3
	4%	2%	6%	8%	5%	3%	1%	7%	2%	3%	6%	8%	5%

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	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	474	154	130	124	66	284	190	77	88	108	74	125	165	307
	46%	51%	42%	48%	42%	47%	46%	36%	48%	51%	47%	51%	42%	50%
VERY/SOMEWHAT UNFAVORABLE	395	90	123	108	75	212	183	86	67	74	71	95	153	240
	39%	30%	40%	42%	48%	35%	44%	40%	37%	35%	45%	38%	39%	39%
Very favorable	283	90	85	71	37	175	108	46	58	65	38	73	104	176
	28%	30%	28%	27%	24%	29%	26%	22%	32%	30%	24%	30%	26%	28%
Somewhat favorable	191	64	45	53	29	109	82	30	30	43	36	52	60	131
	19%	21%	15%	20%	19%	18%	20%	14%	16%	20%	23%	21%	15%	21%
Heard of, no opinion	114	31	41	25	16	73	41	36	18	23	12	22	54	57
	11%	10%	13%	10%	10%	12%	10%	17%	10%	11%	8%	9%	14%	9%
Somewhat unfavorable	97	20	37	23	17	57	40	25	16	20	15	20	41	55
	9%	7%	12%	9%	11%	9%	10%	12%	9%	9%	9%	8%	10%	9%
Very unfavorable	299	70	86	86	58	156	143	61	51	54	56	75	112	185
	29%	23%	28%	33%	37%	26%	34%	28%	28%	25%	36%	30%	28%	30%
Never heard of	42	24	14	3	-	39	3	16	9	8	1	5	25	14
	4%	8%	5%	1%		6%	1%	7%	5%	4%	1%	2%	6%	2%

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Total	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	474	238	155	272	102	101	151	86	65	112	205	158
	46%	46%	51%	54%	35%	44%	49%	61%	39%	39%	45%	55%
VERY/SOMEWHAT UNFAVORABLE	395	200	127	162	142	89	97	40	56	119	191	86
	39%	39%	42%	32%	49%	39%	32%	29%	34%	41%	42%	30%
Very favorable	283	132	103	167	60	56	76	37	39	63	114	106
	28%	26%	34%	33%	21%	25%	25%	27%	23%	22%	25%	37%
Somewhat favorable	191	106	51	105	42	44	75	48	26	49	91	52
	19%	20%	17%	21%	14%	19%	24%	35%	16%	17%	20%	18%
Heard of, no opinion	114	60	19	59	26	28	38	12	25	44	46	24
	11%	12%	6%	12%	9%	12%	12%	9%	15%	15%	10%	9%
Somewhat unfavorable	97	45	28	40	33	23	22	9	13	29	46	22
	9%	9%	9%	8%	12%	10%	7%	6%	8%	10%	10%	8%
Very unfavorable	299	155	100	122	109	65	75	32	43	89	145	64
	29%	30%	33%	24%	38%	29%	25%	23%	26%	31%	32%	22%
Never heard of	42	18	5	13	19	10	20	1	18	14	10	18
	4%	3%	2%	3%	7%	4%	6%	1%	11%	5%	2%	6%

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	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	474	342	90	42	334	105	28	411	52	244	147	428	29
	46%	85%	37%	11%	84%	35%	9%	84%	11%	86%	86%	82%	6%
VERY/SOMEWHAT UNFAVORABLE	395	22	99	275	33	125	232	23	344	7	13	27	350
	39%	5%	41%	73%	8%	41%	80%	5%	74%	2%	8%	5%	79%
Very favorable	283	231	37	16	231	36	13	270	11	177	80	276	6
	28%	57%	15%	4%	58%	12%	4%	55%	2%	62%	46%	53%	1%
Somewhat favorable	191	111	53	27	103	69	15	142	41	66	67	152	23
	19%	27%	22%	7%	26%	23%	5%	29%	9%	23%	39%	29%	5%
Heard of, no opinion	114	26	44	44	23	53	25	37	54	21	8	44	47
	11%	6%	18%	12%	6%	18%	8%	8%	12%	7%	5%	8%	11%
Somewhat unfavorable	97	11	31	55	13	45	34	16	65	5	8	19	66
	9%	3%	13%	15%	3%	15%	12%	3%	14%	2%	5%	4%	15%
Very unfavorable	299	11	68	220	19	80	199	7	279	1	5	8	284
	29%	3%	28%	58%	5%	26%	68%	1%	60%	*%	3%	2%	64%
Never heard of	42	16	11	16	8	20	7	17	13	13	3	22	15
	4%	4%	4%	4%	2%	7%	3%	4%	3%	5%	2%	4%	3%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	491	251	239	96	109	135	152	205	286	392	29	39	31
	48%	53%	44%	46%	46%	48%	52%	46%	50%	54%	25%	34%	45%
VERY/SOMEWHAT UNFAVORABLE	474	205	268	94	114	134	132	208	266	304	73	62	35
	46%	43%	49%	45%	48%	47%	45%	47%	46%	42%	63%	55%	50%
Very favorable	245	121	123	57	42	73	72	99	145	185	21	24	15
	24%	26%	23%	27%	18%	26%	25%	22%	25%	25%	18%	21%	21%
Somewhat favorable	246	130	116	39	67	62	79	105	141	207	8	14	17
	24%	27%	21%	18%	28%	22%	27%	23%	24%	29%	7%	13%	24%
Heard of, no opinion	54	20	33	15	14	14	11	29	25	27	13	10	4
	5%	4%	6%	7%	6%	5%	4%	6%	4%	4%	11%	9%	5%
Somewhat unfavorable	169	72	98	26	50	49	45	76	94	106	26	28	10
	17%	15%	18%	12%	21%	17%	15%	17%	16%	15%	22%	25%	14%
Very unfavorable	305	133	170	68	64	86	87	133	172	198	48	34	25
	30%	28%	31%	33%	27%	30%	29%	30%	30%	27%	41%	30%	36%
Never heard of	6	-	6	5	2	-	-	6	-	2	2	2	-
	1%		1%	2%	1%			1%		0%	2%	2%	

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	491	159	141	126	64	300	191	85	96	104	75	124	182	303
	48%	53%	46%	48%	41%	49%	46%	40%	53%	49%	48%	50%	46%	49%
VERY/SOMEWHAT UNFAVORABLE	474	113	147	124	90	260	214	108	79	91	77	115	187	284
	46%	38%	48%	48%	57%	43%	51%	50%	43%	43%	49%	46%	47%	46%
Very favorable	245	95	66	56	29	160	84	43	52	60	27	61	95	147
	24%	32%	21%	21%	18%	26%	20%	20%	29%	28%	17%	25%	24%	24%
Somewhat favorable	246	64	76	70	36	140	106	42	44	44	49	62	86	155
	24%	22%	25%	27%	23%	23%	25%	20%	24%	21%	31%	25%	22%	25%
Heard of, no opinion	54	22	20	10	3	41	13	19	6	15	5	9	25	29
	5%	7%	6%	4%	2%	7%	3%	9%	3%	7%	3%	4%	6%	5%
Somewhat unfavorable	169	33	60	42	34	93	77	39	30	30	25	43	69	98
	17%	11%	19%	16%	22%	15%	18%	18%	17%	14%	16%	17%	17%	16%
Very unfavorable	305	80	87	82	56	167	138	69	48	61	52	72	117	185
	30%	27%	28%	31%	36%	27%	33%	32%	27%	29%	33%	29%	30%	30%
Never heard of	6	6	1	-	-	6	-	3	1	3	-	-	3	3
	1%	2%	*%			1%		1%	*%	1%			1%	*%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	491	243	154	276	103	112	158	78	80	125	208	157
	48%	47%	50%	54%	36%	49%	52%	56%	49%	43%	46%	55%
VERY/SOMEWHAT UNFAVORABLE	474	250	136	206	164	102	132	56	75	147	220	107
	46%	48%	44%	41%	57%	45%	43%	40%	45%	51%	49%	37%
Very favorable	245	126	74	132	57	55	80	38	42	72	93	80
	24%	24%	24%	26%	20%	24%	26%	27%	25%	25%	21%	28%
Somewhat favorable	246	117	80	144	46	57	78	40	38	53	115	78
	24%	23%	26%	28%	16%	25%	26%	29%	23%	19%	25%	27%
Heard of, no opinion	54	24	16	20	21	13	9	5	4	15	22	17
	5%	5%	5%	4%	7%	6%	3%	4%	3%	5%	5%	6%
Somewhat unfavorable	169	92	39	85	53	32	52	23	30	44	79	46
	17%	18%	13%	17%	18%	14%	17%	16%	18%	15%	18%	16%
Very unfavorable	305	158	97	122	111	70	80	34	45	103	141	61
	30%	31%	32%	24%	38%	31%	26%	24%	27%	36%	31%	21%
Never heard of	6	-	-	4	2	-	6	-	6	1	1	4
	1%			1%	1%		2%		4%	*%	*%	2%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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 . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	491	368	83	39	339	116	25	425	42	264	152	447	24
	48%	91%	34%	10%	85%	38%	8%	87%	9%	93%	89%	86%	5%
VERY/SOMEWHAT UNFAVORABLE	474	28	131	315	48	162	255	45	392	17	14	51	394
	46%	7%	54%	84%	12%	53%	87%	9%	85%	6%	8%	10%	89%
Very favorable	245	216	13	15	184	41	17	221	19	145	80	235	6
	24%	53%	5%	4%	46%	14%	6%	45%	4%	51%	47%	45%	1%
Somewhat favorable	246	152	70	24	155	74	8	203	23	119	72	213	18
	24%	38%	29%	6%	39%	25%	3%	42%	5%	42%	42%	41%	4%
Heard of, no opinion	54	7	27	20	10	23	10	18	26	3	4	20	20
	5%	2%	11%	5%	2%	7%	3%	4%	6%	1%	2%	4%	4%
Somewhat unfavorable	169	23	57	90	28	83	52	35	120	15	12	39	110
	17%	6%	23%	24%	7%	27%	18%	7%	26%	5%	7%	8%	25%
Very unfavorable	305	5	74	225	20	79	203	10	272	2	1	12	284
	30%	1%	31%	60%	5%	26%	70%	2%	59%	1%	1%	2%	64%
Never heard of	6	2	2	3	1	3	3	2	3	-	2	2	3
	1%	*%	1%	1%	*%	1%	1%	*%	1%		1%	*%	1%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	442	179	261	92	109	123	119	200	242	275	75	61	31
	43%	38%	48%	44%	46%	43%	41%	45%	42%	38%	64%	54%	45%
VERY/SOMEWHAT UNFAVORABLE	522	269	252	99	113	147	163	212	310	421	26	40	35
	51%	57%	46%	47%	47%	52%	55%	47%	54%	58%	22%	36%	50%
Very favorable	190	89	100	42	44	56	48	86	104	99	51	25	16
	19%	19%	18%	20%	18%	20%	16%	19%	18%	14%	43%	22%	23%
Somewhat favorable	252	90	161	49	65	67	71	115	138	176	24	36	15
	25%	19%	29%	24%	27%	24%	24%	26%	24%	24%	20%	32%	22%
Heard of, no opinion	59	27	31	18	16	13	12	34	25	27	16	12	4
	6%	6%	6%	8%	7%	5%	4%	8%	4%	4%	14%	10%	5%
Somewhat unfavorable	191	94	98	50	45	47	50	94	97	149	18	10	14
	19%	20%	18%	24%	19%	17%	17%	21%	17%	21%	16%	9%	20%
Very unfavorable	331	175	154	50	68	100	113	118	212	272	8	31	21
	32%	37%	28%	24%	29%	35%	38%	26%	37%	37%	7%	27%	29%
Never heard of	2	-	2	1	1	1	-	2	1	2	-	-	-
	*%		*%	*%	*%	*%		*%	*%	*%			

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	442	128	134	95	86	262	181	105	75	89	69	101	181	259
	43%	43%	43%	36%	55%	43%	43%	49%	41%	42%	44%	41%	46%	42%
VERY/SOMEWHAT UNFAVORABLE	522	147	153	156	67	300	222	84	100	109	83	137	184	330
	51%	49%	50%	60%	42%	49%	53%	39%	55%	51%	53%	56%	46%	53%
Very favorable	190	66	51	39	33	118	72	51	29	43	26	41	80	109
	19%	22%	17%	15%	21%	19%	17%	24%	16%	20%	16%	17%	20%	18%
Somewhat favorable	252	61	82	56	53	144	108	55	46	46	44	60	101	149
	25%	20%	27%	21%	34%	24%	26%	25%	26%	22%	28%	24%	25%	24%
Heard of, no opinion	59	24	20	10	4	44	15	25	5	14	5	9	30	29
	6%	8%	7%	4%	3%	7%	4%	12%	3%	7%	3%	4%	8%	5%
Somewhat unfavorable	191	49	59	61	23	108	84	35	28	43	36	47	64	126
	19%	16%	19%	23%	15%	18%	20%	16%	16%	20%	23%	19%	16%	20%
Very unfavorable	331	97	95	95	44	192	139	49	72	67	47	90	121	204
	32%	32%	31%	36%	28%	32%	33%	23%	39%	31%	30%	36%	30%	33%
Never heard of	2	2	1	-	-	2	-	1	1	1	-	-	1	1
	*%	1%	*%			*%		*%	*%	*%			*%	*%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	442	238	125	194	146	100	139	57	82	156	193	93
	43%	46%	41%	38%	51%	44%	46%	41%	49%	54%	43%	32%
VERY/SOMEWHAT UNFAVORABLE	522	251	164	291	115	116	150	76	74	114	236	172
	51%	48%	54%	57%	40%	51%	49%	54%	45%	40%	52%	60%
Very favorable	190	105	55	83	70	36	61	30	30	82	75	33
	19%	20%	18%	16%	24%	16%	20%	22%	18%	28%	17%	12%
Somewhat favorable	252	133	70	111	76	64	79	27	52	74	118	60
	25%	26%	23%	22%	26%	28%	26%	19%	31%	26%	26%	21%
Heard of, no opinion	59	28	16	20	28	11	15	7	8	18	21	19
	6%	5%	5%	4%	10%	5%	5%	5%	5%	6%	5%	7%
Somewhat unfavorable	191	99	52	102	47	42	60	31	29	48	91	52
	19%	19%	17%	20%	16%	18%	20%	22%	18%	17%	20%	18%
Very unfavorable	331	152	113	189	67	74	89	45	45	66	145	120
	32%	29%	37%	37%	23%	33%	29%	32%	27%	23%	32%	42%
Never heard of	2	1	-	1	1	1	2	-	2	1	-	2
	*%	*%		*%	*%	*%	1%		1%	*%		1%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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 . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	442	37	82	324	49	145	237	45	370	15	21	77	337
	43%	9%	34%	86%	12%	48%	81%	9%	80%	5%	12%	15%	76%
VERY/SOMEWHAT UNFAVORABLE	522	352	127	43	335	127	45	411	75	260	144	409	88
	51%	87%	52%	11%	84%	42%	15%	84%	16%	91%	84%	79%	20%
Very favorable	190	11	20	159	24	53	111	14	171	6	4	35	145
	19%	3%	8%	42%	6%	18%	38%	3%	37%	2%	2%	7%	33%
Somewhat favorable	252	25	62	165	25	92	125	31	199	9	17	42	192
	25%	6%	25%	44%	6%	30%	43%	6%	43%	3%	10%	8%	44%
Heard of, no opinion	59	15	34	10	12	28	11	30	18	10	5	33	16
	6%	4%	14%	3%	3%	9%	4%	6%	4%	4%	3%	6%	4%
Somewhat unfavorable	191	97	62	33	86	72	29	117	55	62	53	117	56
	19%	24%	26%	9%	22%	24%	10%	24%	12%	22%	31%	23%	13%
Very unfavorable	331	255	65	11	250	56	16	295	20	198	91	291	32
	32%	63%	27%	3%	63%	18%	5%	60%	4%	70%	53%	56%	7%
Never heard of	2	2	1	-	1	2	-	2	-	-	2	2	-
	*%	*%	*%		*%	1%		*%			1%	*%	

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	292	180	112	42	48	80	122	90	202	224	23	27	17
	28%	38%	20%	20%	20%	28%	41%	20%	35%	31%	20%	24%	25%
VERY/SOMEWHAT UNFAVORABLE	252	126	124	38	56	75	83	94	158	170	36	26	22
	25%	27%	23%	18%	24%	26%	28%	21%	27%	23%	30%	23%	31%
Very favorable	123	74	49	21	20	27	55	41	82	89	11	15	8
	12%	16%	9%	10%	9%	10%	19%	9%	14%	12%	10%	14%	11%
Somewhat favorable	169	106	63	21	28	53	67	49	120	136	11	12	10
	16%	22%	11%	10%	12%	19%	23%	11%	21%	19%	10%	11%	14%
Heard of, no opinion	229	90	139	50	68	61	50	118	111	165	30	19	16
	22%	19%	25%	24%	29%	22%	17%	26%	19%	23%	26%	17%	23%
Somewhat unfavorable	89	42	48	11	30	25	23	42	48	60	12	6	11
	9%	9%	9%	5%	13%	9%	8%	9%	8%	8%	11%	5%	16%
Very unfavorable	163	85	76	26	26	50	61	53	110	110	23	20	10
	16%	18%	14%	13%	11%	18%	21%	12%	19%	15%	20%	17%	15%
Never heard of	252	80	172	80	66	67	39	146	106	167	29	41	15
	25%	17%	32%	38%	28%	24%	13%	33%	18%	23%	25%	36%	22%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	292	78	85	78	51	163	129	48	50	66	48	78	99	193
	28%	26%	28%	30%	33%	27%	31%	22%	28%	31%	30%	32%	25%	31%
VERY/SOMEWHAT UNFAVORABLE	252	56	61	85	51	116	136	42	40	52	54	61	82	167
	25%	19%	20%	33%	32%	19%	33%	20%	22%	24%	35%	25%	21%	27%
Very favorable	123	26	41	32	24	67	56	26	18	23	17	39	44	79
	12%	9%	13%	12%	15%	11%	13%	12%	10%	11%	11%	16%	11%	13%
Somewhat favorable	169	52	44	46	28	95	73	22	32	43	31	39	55	114
	16%	17%	14%	18%	18%	16%	18%	10%	18%	20%	20%	16%	14%	18%
Heard of, no opinion	229	76	74	43	36	150	79	58	41	45	31	51	99	127
	22%	25%	24%	17%	23%	25%	19%	27%	22%	21%	20%	21%	25%	21%
Somewhat unfavorable	89	14	23	33	19	37	52	14	9	18	20	26	23	63
	9%	5%	7%	13%	12%	6%	12%	6%	5%	8%	12%	11%	6%	10%
Very unfavorable	163	42	38	52	32	79	84	28	31	34	35	35	59	104
	16%	14%	12%	20%	20%	13%	20%	13%	17%	16%	22%	14%	15%	17%
Never heard of	252	90	88	54	19	179	74	67	50	51	24	57	117	132
	25%	30%	29%	21%	12%	29%	18%	31%	28%	24%	15%	23%	29%	21%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	292	136	120	171	57	64	78	49	29	74	130	88
	28%	26%	39%	34%	20%	28%	25%	35%	17%	26%	29%	31%
VERY/SOMEWHAT UNFAVORABLE	252	133	81	114	79	59	64	38	25	78	127	47
	25%	26%	26%	23%	27%	26%	21%	27%	15%	27%	28%	16%
Very favorable	123	67	46	79	28	16	33	21	12	32	54	37
	12%	13%	15%	16%	10%	7%	11%	15%	7%	11%	12%	13%
Somewhat favorable	169	70	74	92	29	48	45	28	17	42	76	51
	16%	14%	24%	18%	10%	21%	15%	20%	10%	15%	17%	18%
Heard of, no opinion	229	123	55	115	66	48	77	30	46	73	91	66
	22%	24%	18%	23%	23%	21%	25%	22%	28%	25%	20%	23%
Somewhat unfavorable	89	50	22	41	33	15	26	15	11	26	47	17
	9%	10%	7%	8%	12%	7%	8%	10%	7%	9%	10%	6%
Very unfavorable	163	82	59	73	46	44	38	23	14	53	81	30
	16%	16%	19%	14%	16%	19%	12%	17%	8%	18%	18%	10%
Never heard of	252	125	50	106	88	56	88	22	65	64	103	85
	25%	24%	16%	21%	30%	25%	29%	16%	40%	22%	23%	30%

Echelon Insights
January Omnibus 2025
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-Mike Johnson

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	292	197	56	39	208	58	21	236	49	138	87	255	35
	28%	49%	23%	10%	52%	19%	7%	48%	10%	49%	50%	49%	8%
VERY/SOMEWHAT UNFAVORABLE	252	32	62	159	32	73	142	37	199	21	14	36	209
	25%	8%	26%	42%	8%	24%	49%	8%	43%	7%	8%	7%	47%
Very favorable	123	84	22	17	95	17	11	106	15	63	33	111	11
	12%	21%	9%	5%	24%	6%	4%	22%	3%	22%	19%	21%	3%
Somewhat favorable	169	112	35	21	113	41	10	129	34	76	53	143	24
	16%	28%	14%	6%	29%	14%	3%	26%	7%	27%	31%	28%	5%
Heard of, no opinion	229	83	60	87	83	70	68	102	112	61	36	112	97
	22%	20%	24%	23%	21%	23%	23%	21%	24%	22%	21%	21%	22%
Somewhat unfavorable	89	19	24	47	20	38	28	26	54	15	9	27	56
	9%	5%	10%	12%	5%	13%	10%	5%	12%	5%	5%	5%	13%
Very unfavorable	163	12	39	112	11	35	114	11	145	5	5	9	153
	16%	3%	16%	30%	3%	11%	39%	2%	31%	2%	3%	2%	35%
Never heard of	252	94	65	93	74	101	61	115	104	64	36	118	99
	25%	23%	27%	25%	19%	33%	21%	23%	22%	22%	21%	23%	23%

Echelon Insights
January Omnibus 2025
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[QFav_Thune] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?

-John Thune

	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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	156	98	57	23	37	41	55	60	96	118	15	13	10
	15%	21%	10%	11%	15%	15%	19%	13%	17%	16%	13%	11%	15%
VERY/SOMEWHAT UNFAVORABLE	147	81	65	31	31	43	42	62	85	112	16	15	4
	14%	17%	12%	15%	13%	15%	14%	14%	15%	15%	14%	13%	5%
Very favorable	57	41	16	9	10	16	22	19	39	37	9	7	4
	6%	9%	3%	4%	4%	6%	8%	4%	7%	5%	8%	6%	6%
Somewhat favorable	99	57	41	14	27	25	32	42	57	81	6	6	6
	10%	12%	8%	7%	11%	9%	11%	9%	10%	11%	5%	5%	9%
Heard of, no opinion	252	118	134	43	71	63	75	114	138	182	35	14	22
	25%	25%	24%	21%	30%	22%	26%	25%	24%	25%	30%	12%	31%
Somewhat unfavorable	77	39	37	15	25	17	19	41	36	59	9	7	1
	7%	8%	7%	7%	11%	6%	6%	9%	6%	8%	8%	7%	2%
Very unfavorable	70	42	28	15	6	26	23	21	49	53	7	8	3
	7%	9%	5%	7%	2%	9%	8%	5%	9%	7%	6%	7%	4%
Never heard of	470	178	291	112	100	137	122	212	259	314	51	71	34
	46%	37%	53%	53%	42%	48%	41%	47%	45%	43%	43%	63%	49%

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January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

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

	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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	156	36	33	49	39	68	88	21	18	36	22	58	39	116
	15%	12%	11%	19%	25%	11%	21%	10%	10%	17%	14%	23%	10%	19%
VERY/SOMEWHAT UNFAVORABLE	147	37	32	48	30	69	78	28	19	33	31	35	47	99
	14%	12%	10%	18%	19%	11%	19%	13%	10%	15%	20%	14%	12%	16%
Very favorable	57	10	15	21	11	25	32	8	5	14	9	22	13	44
	6%	3%	5%	8%	7%	4%	8%	4%	3%	6%	6%	9%	3%	7%
Somewhat favorable	99	26	17	28	28	43	56	13	13	23	13	36	26	72
	10%	9%	6%	11%	18%	7%	13%	6%	7%	11%	8%	15%	7%	12%
Heard of, no opinion	252	89	70	47	47	158	94	49	45	61	37	57	94	156
	25%	30%	23%	18%	30%	26%	22%	23%	25%	29%	24%	23%	24%	25%
Somewhat unfavorable	77	19	17	24	17	36	41	12	10	15	18	21	22	53
	7%	6%	5%	9%	11%	6%	10%	5%	6%	7%	11%	8%	6%	9%
Very unfavorable	70	18	15	24	13	33	37	16	9	18	13	14	25	45
	7%	6%	5%	9%	8%	5%	9%	7%	5%	8%	8%	6%	6%	7%
Never heard of	470	138	174	117	41	312	158	117	99	83	67	97	217	247
	46%	46%	56%	45%	26%	51%	38%	55%	55%	39%	43%	39%	55%	40%

Echelon Insights
January Omnibus 2025
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-John Thune

	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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	156	88	52	95	34	27	55	33	22	43	75	39
	15%	17%	17%	19%	12%	12%	18%	24%	13%	15%	17%	14%
VERY/SOMEWHAT UNFAVORABLE	147	81	44	68	50	28	38	23	15	47	63	37
	14%	16%	14%	13%	17%	12%	12%	16%	9%	16%	14%	13%
Very favorable	57	35	20	38	11	7	21	13	7	17	24	16
	6%	7%	7%	8%	4%	3%	7%	9%	4%	6%	5%	6%
Somewhat favorable	99	53	32	57	22	20	34	20	14	26	51	22
	10%	10%	11%	11%	8%	9%	11%	14%	9%	9%	11%	8%
Heard of, no opinion	252	130	76	136	57	59	78	33	45	64	125	63
	25%	25%	25%	27%	20%	26%	26%	24%	27%	22%	28%	22%
Somewhat unfavorable	77	45	18	37	29	11	23	11	12	23	35	19
	7%	9%	6%	7%	10%	5%	8%	8%	7%	8%	8%	7%
Very unfavorable	70	36	26	31	22	17	15	11	3	24	28	18
	7%	7%	9%	6%	8%	7%	5%	8%	2%	8%	6%	6%
Never heard of	470	218	134	207	148	113	135	51	84	135	188	148
	46%	42%	44%	41%	51%	50%	44%	36%	51%	47%	42%	52%

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	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	156	94	31	31	105	25	24	114	36	69	41	132	23
	15%	23%	13%	8%	26%	8%	8%	23%	8%	24%	24%	25%	5%
VERY/SOMEWHAT UNFAVORABLE	147	40	29	77	38	32	74	46	92	32	10	43	103
	14%	10%	12%	20%	10%	10%	25%	9%	20%	11%	6%	8%	23%
Very favorable	57	37	10	11	38	11	8	44	12	25	15	53	4
	6%	9%	4%	3%	10%	4%	3%	9%	3%	9%	9%	10%	1%
Somewhat favorable	99	57	21	21	67	14	16	70	24	44	26	79	19
	10%	14%	9%	5%	17%	5%	6%	14%	5%	15%	15%	15%	4%
Heard of, no opinion	252	90	62	100	90	89	65	116	126	57	46	125	108
	25%	22%	26%	27%	23%	29%	22%	24%	27%	20%	27%	24%	24%
Somewhat unfavorable	77	27	13	36	28	17	30	33	38	23	7	32	44
	7%	7%	6%	10%	7%	6%	10%	7%	8%	8%	4%	6%	10%
Very unfavorable	70	13	16	41	10	14	44	13	54	8	3	11	59
	7%	3%	6%	11%	3%	5%	15%	3%	12%	3%	2%	2%	13%
Never heard of	470	181	121	169	165	157	128	213	209	127	75	221	207
	46%	45%	50%	45%	41%	52%	44%	44%	45%	45%	44%	42%	47%

Echelon Insights
January Omnibus 2025
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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	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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	417	176	239	89	93	114	121	182	234	257	73	58	29
	41%	37%	44%	43%	39%	40%	41%	41%	41%	35%	62%	51%	41%
VERY/SOMEWHAT UNFAVORABLE	564	281	280	107	129	162	165	236	328	448	31	48	37
	55%	59%	51%	51%	54%	57%	56%	53%	57%	62%	26%	43%	52%
Very favorable	196	87	109	40	33	66	58	72	124	110	42	32	12
	19%	18%	20%	19%	14%	23%	20%	16%	21%	15%	36%	29%	17%
Somewhat favorable	221	90	130	49	61	47	63	110	110	147	32	25	16
	22%	19%	24%	24%	25%	17%	21%	25%	19%	20%	27%	22%	23%
Heard of, no opinion	41	18	23	11	14	7	8	26	15	17	13	6	5
	4%	4%	4%	5%	6%	3%	3%	6%	3%	2%	11%	6%	7%
Somewhat unfavorable	137	59	78	40	39	36	22	79	58	91	18	14	14
	13%	12%	14%	19%	16%	13%	8%	18%	10%	13%	15%	12%	19%
Very unfavorable	427	222	202	67	90	126	143	157	269	357	13	34	23
	42%	47%	37%	32%	38%	45%	49%	35%	47%	49%	11%	30%	33%
Never heard of	4	0	4	2	2	-	0	4	0	3	1	1	-
	*%	*%	1%	1%	1%		*%	1%	*%	*%	*%	1%	

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-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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	417	118	125	91	83	243	174	97	63	85	66	102	160	253
	41%	39%	41%	35%	53%	40%	42%	45%	35%	40%	42%	41%	40%	41%
VERY/SOMEWHAT UNFAVORABLE	564	163	169	162	69	332	232	96	111	119	88	143	207	350
	55%	54%	55%	62%	44%	55%	55%	45%	61%	56%	56%	58%	52%	57%
Very favorable	196	61	57	40	39	118	78	53	35	40	32	36	87	108
	19%	20%	19%	15%	25%	19%	19%	24%	19%	19%	20%	14%	22%	17%
Somewhat favorable	221	57	68	51	45	125	96	45	28	44	35	66	73	145
	22%	19%	22%	20%	29%	21%	23%	21%	16%	21%	22%	27%	18%	23%
Heard of, no opinion	41	18	12	8	3	30	11	20	6	9	3	3	26	15
	4%	6%	4%	3%	2%	5%	3%	9%	4%	4%	2%	1%	7%	2%
Somewhat unfavorable	137	33	40	44	21	73	64	32	16	30	21	37	48	88
	13%	11%	13%	17%	13%	12%	15%	15%	9%	14%	13%	15%	12%	14%
Very unfavorable	427	130	130	119	48	260	167	64	95	89	67	106	159	261
	42%	43%	42%	46%	31%	43%	40%	30%	52%	42%	43%	43%	40%	42%
Never heard of	4	1	2	-	1	3	1	2	1	1	-	-	3	1
	0%	0%	1%	0%	1%	0%	0%	1%	1%	0%	0%	0%	1%	0%

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-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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	417	225	123	182	134	99	125	57	68	150	185	82
	41%	44%	40%	36%	46%	43%	41%	41%	41%	52%	41%	28%
VERY/SOMEWHAT UNFAVORABLE	564	271	174	308	133	123	169	80	90	124	251	189
	55%	52%	57%	61%	46%	54%	55%	57%	54%	43%	56%	66%
Very favorable	196	95	70	75	73	46	52	27	25	79	84	33
	19%	18%	23%	15%	25%	20%	17%	19%	15%	28%	19%	12%
Somewhat favorable	221	130	53	107	60	52	73	30	43	70	102	48
	22%	25%	17%	21%	21%	23%	24%	22%	26%	24%	23%	17%
Heard of, no opinion	41	20	8	16	19	5	9	3	7	15	11	15
	4%	4%	3%	3%	7%	2%	3%	2%	4%	5%	3%	5%
Somewhat unfavorable	137	77	32	65	48	25	43	19	24	39	65	33
	13%	15%	10%	13%	16%	11%	14%	14%	15%	13%	15%	12%
Very unfavorable	427	194	143	243	86	98	126	60	66	86	186	155
	42%	38%	47%	48%	30%	43%	41%	43%	40%	30%	41%	54%
Never heard of	4	1	0	1	3	0	2	-	2	-	3	2
	*%	*%	*%	*%	1%	*%	1%		1%		1%	1%

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-Joe Biden

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	417	39	80	297	52	130	228	33	362	15	20	62	326
	41%	10%	33%	79%	13%	43%	78%	7%	78%	5%	12%	12%	74%
VERY/SOMEWHAT UNFAVORABLE	564	354	144	65	337	151	59	438	83	263	147	439	98
	55%	87%	59%	17%	85%	50%	20%	90%	18%	92%	85%	84%	22%
Very favorable	196	17	35	144	25	53	117	15	174	9	9	38	151
	19%	4%	14%	38%	6%	17%	40%	3%	38%	3%	5%	7%	34%
Somewhat favorable	221	22	45	153	27	78	111	18	188	6	11	24	175
	22%	5%	19%	41%	7%	26%	38%	4%	41%	2%	6%	5%	40%
Heard of, no opinion	41	9	17	15	7	20	4	16	18	5	4	17	17
	4%	2%	7%	4%	2%	7%	1%	3%	4%	2%	2%	3%	4%
Somewhat unfavorable	137	39	46	52	32	60	40	49	66	29	17	60	64
	13%	10%	19%	14%	8%	20%	14%	10%	14%	10%	10%	11%	14%
Very unfavorable	427	315	98	14	305	91	19	389	17	234	130	379	34
	42%	78%	40%	4%	77%	30%	6%	80%	4%	82%	76%	73%	8%
Never heard of	4	2	2	-	1	2	1	2	-	1	1	2	-
	*%	1%	1%		*%	1%	*%	*%		*%	1%	*%	

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	480	193	285	108	114	132	127	221	259	299	81	68	33
	47%	41%	52%	51%	48%	47%	43%	49%	45%	41%	69%	60%	47%
VERY/SOMEWHAT UNFAVORABLE	509	269	238	91	112	148	157	204	305	411	27	39	32
	50%	57%	44%	44%	47%	52%	53%	45%	53%	57%	23%	35%	45%
Very favorable	287	115	171	61	51	92	84	111	176	171	58	41	17
	28%	24%	31%	29%	21%	32%	29%	25%	30%	24%	50%	36%	25%
Somewhat favorable	193	79	114	47	63	40	43	110	83	128	22	27	16
	19%	17%	21%	22%	26%	14%	15%	25%	14%	18%	19%	24%	22%
Heard of, no opinion	33	13	20	10	11	3	10	20	12	12	9	6	5
	3%	3%	4%	5%	5%	1%	3%	5%	2%	2%	8%	5%	8%
Somewhat unfavorable	103	55	46	28	36	25	13	64	39	75	14	6	8
	10%	12%	8%	14%	15%	9%	4%	14%	7%	10%	12%	5%	11%
Very unfavorable	406	214	192	63	77	123	143	140	266	336	13	34	24
	40%	45%	35%	30%	32%	43%	49%	31%	46%	46%	11%	30%	34%
Never heard of	4	1	3	1	2	0	1	2	2	3	1	-	-
	*%	*%	1%	*%	1%	*%	*%	1%	*%	*%	1%		

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	480	134	140	109	98	273	207	110	73	95	81	116	183	293
	47%	45%	45%	42%	62%	45%	50%	51%	40%	45%	52%	47%	46%	47%
VERY/SOMEWHAT UNFAVORABLE	509	150	153	147	58	304	205	88	105	108	74	127	194	309
	50%	50%	50%	56%	37%	50%	49%	41%	58%	51%	47%	51%	49%	50%
Very favorable	287	86	80	66	55	167	120	71	44	67	47	57	115	171
	28%	29%	26%	25%	35%	27%	29%	33%	24%	31%	30%	23%	29%	28%
Somewhat favorable	193	47	60	44	43	107	87	39	29	28	34	59	68	121
	19%	16%	19%	17%	27%	18%	21%	18%	16%	13%	22%	24%	17%	20%
Heard of, no opinion	33	14	12	5	1	27	6	15	3	9	2	3	18	14
	3%	5%	4%	2%	1%	4%	1%	7%	2%	4%	2%	1%	5%	2%
Somewhat unfavorable	103	22	26	45	9	48	55	30	10	18	16	28	40	62
	10%	7%	8%	17%	6%	8%	13%	14%	5%	9%	10%	11%	10%	10%
Very unfavorable	406	129	127	101	48	256	150	58	96	90	57	99	153	247
	40%	43%	41%	39%	31%	42%	36%	27%	53%	42%	36%	40%	39%	40%
Never heard of	4	1	3	-	-	4	-	2	-	1	-	1	2	2
	.*%	.*%	1%			1%		1%		.*%		.*%	.*%	.*%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	480	262	131	213	157	108	151	64	86	166	219	96
	47%	51%	43%	42%	54%	48%	50%	46%	52%	58%	48%	33%
VERY/SOMEWHAT UNFAVORABLE	509	242	163	281	114	114	147	73	73	109	223	176
	50%	47%	53%	55%	39%	50%	48%	52%	44%	38%	50%	62%
Very favorable	287	145	95	126	95	65	85	37	48	111	115	62
	28%	28%	31%	25%	33%	29%	28%	26%	29%	38%	26%	21%
Somewhat favorable	193	116	36	87	62	43	66	28	39	55	104	34
	19%	23%	12%	17%	22%	19%	22%	20%	23%	19%	23%	12%
Heard of, no opinion	33	13	11	11	18	3	6	2	4	13	8	11
	3%	2%	4%	2%	6%	1%	2%	1%	2%	5%	2%	4%
Somewhat unfavorable	103	61	18	51	33	19	33	22	11	26	48	28
	10%	12%	6%	10%	12%	8%	11%	16%	6%	9%	11%	10%
Very unfavorable	406	182	145	230	80	95	114	51	63	83	175	148
	40%	35%	47%	45%	28%	42%	37%	36%	38%	29%	39%	52%
Never heard of	4	-	1	2	1	1	2	-	2	0	1	3
	*%		*%	*%	*%	1%	1%		1%	*%	*%	1%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	480	47	103	331	60	158	252	40	413	19	27	78	370
	47%	12%	42%	88%	15%	52%	86%	8%	89%	7%	16%	15%	84%
VERY/SOMEWHAT UNFAVORABLE	509	345	127	37	328	130	37	430	40	257	139	424	61
	50%	85%	52%	10%	82%	43%	13%	88%	9%	90%	81%	81%	14%
Very favorable	287	22	52	212	35	86	162	14	264	8	12	40	233
	28%	6%	22%	56%	9%	28%	55%	3%	57%	3%	7%	8%	53%
Somewhat favorable	193	25	50	119	25	72	90	26	149	11	15	37	137
	19%	6%	21%	31%	6%	24%	31%	5%	32%	4%	9%	7%	31%
Heard of, no opinion	33	10	13	9	8	14	4	16	10	6	5	16	9
	3%	3%	5%	2%	2%	5%	1%	3%	2%	2%	3%	3%	2%
Somewhat unfavorable	103	40	42	20	26	51	23	53	28	25	18	52	36
	10%	10%	17%	5%	7%	17%	8%	11%	6%	9%	10%	10%	8%
Very unfavorable	406	304	85	16	301	79	14	377	12	232	121	372	25
	40%	75%	35%	4%	76%	26%	5%	77%	3%	82%	71%	71%	6%
Never heard of	4	3	0	1	2	1	-	3	1	2	1	3	1
	*%	1%	*%	*%	*%	*%		1%	*%	1%	1%	1%	*%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

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

-Gavin Newsom

	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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	264	131	133	49	56	85	74	105	159	170	34	33	27
	26%	27%	24%	24%	23%	30%	25%	23%	28%	23%	29%	29%	38%
VERY/SOMEWHAT UNFAVORABLE	381	209	172	45	80	114	141	126	256	298	29	35	19
	37%	44%	31%	22%	34%	40%	48%	28%	44%	41%	25%	31%	27%
Very favorable	114	51	63	18	16	41	39	34	80	80	13	15	6
	11%	11%	12%	9%	7%	14%	13%	8%	14%	11%	11%	13%	9%
Somewhat favorable	150	79	70	31	40	44	35	71	79	90	21	18	20
	15%	17%	13%	15%	17%	16%	12%	16%	14%	12%	18%	16%	29%
Heard of, no opinion	183	86	96	54	54	39	35	108	75	122	28	23	10
	18%	18%	18%	26%	23%	14%	12%	24%	13%	17%	24%	21%	14%
Somewhat unfavorable	106	43	63	20	27	31	27	47	59	77	16	4	10
	10%	9%	11%	10%	11%	11%	9%	11%	10%	11%	13%	3%	15%
Very unfavorable	275	166	109	25	53	83	114	78	197	221	14	31	8
	27%	35%	20%	12%	22%	29%	39%	17%	34%	31%	12%	28%	12%
Never heard of	197	50	146	61	49	45	43	109	88	136	25	21	15
	19%	11%	27%	29%	20%	16%	15%	24%	15%	19%	22%	19%	21%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

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

-Gavin Newsom

	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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	264	67	63	66	68	130	134	48	32	61	54	68	80	183
	26%	22%	20%	26%	43%	21%	32%	22%	18%	29%	34%	27%	20%	30%
VERY/SOMEWHAT UNFAVORABLE	381	85	122	128	47	207	174	53	78	72	62	113	131	247
	37%	28%	40%	49%	30%	34%	42%	25%	43%	34%	39%	46%	33%	40%
Very favorable	114	31	22	32	29	53	62	25	15	20	23	29	40	73
	11%	10%	7%	12%	19%	9%	15%	12%	8%	10%	15%	12%	10%	12%
Somewhat favorable	150	36	41	34	39	77	73	23	17	41	30	38	40	109
	15%	12%	13%	13%	25%	13%	17%	11%	9%	19%	19%	16%	10%	18%
Heard of, no opinion	183	63	63	34	23	126	57	53	34	31	21	39	87	92
	18%	21%	21%	13%	15%	21%	14%	24%	19%	15%	13%	16%	22%	15%
Somewhat unfavorable	106	23	27	47	9	51	56	22	12	17	17	37	33	72
	10%	8%	9%	18%	6%	8%	13%	10%	6%	8%	11%	15%	8%	12%
Very unfavorable	275	61	95	81	38	156	119	31	66	55	44	76	98	175
	27%	20%	31%	31%	24%	26%	28%	15%	37%	26%	28%	31%	25%	28%
Never heard of	197	86	60	33	19	145	52	62	37	48	21	27	99	96
	19%	29%	19%	13%	12%	24%	12%	29%	20%	23%	13%	11%	25%	16%

Echelon Insights
January Omnibus 2025
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[QFav_Newsom] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?

-Gavin Newsom

	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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	264	159	77	123	79	62	82	42	40	92	116	55
	26%	31%	25%	24%	27%	27%	27%	30%	24%	32%	26%	19%
VERY/SOMEWHAT UNFAVORABLE	381	172	145	229	78	74	100	60	40	87	179	116
	37%	33%	47%	45%	27%	33%	33%	43%	24%	30%	40%	40%
Very favorable	114	61	42	46	36	31	29	17	12	43	59	13
	11%	12%	14%	9%	13%	14%	10%	12%	7%	15%	13%	4%
Somewhat favorable	150	99	35	77	42	31	53	25	28	49	58	43
	15%	19%	11%	15%	15%	13%	17%	18%	17%	17%	13%	15%
Heard of, no opinion	183	99	38	77	68	37	58	24	34	52	81	50
	18%	19%	12%	15%	23%	16%	19%	17%	21%	18%	18%	17%
Somewhat unfavorable	106	61	27	55	30	21	35	20	15	32	45	29
	10%	12%	9%	11%	10%	9%	12%	14%	9%	11%	10%	10%
Very unfavorable	275	111	118	174	48	53	65	40	25	54	134	87
	27%	21%	39%	34%	17%	23%	21%	29%	15%	19%	30%	30%
Never heard of	197	87	46	77	65	54	65	14	51	57	75	65
	19%	17%	15%	15%	22%	24%	21%	10%	31%	20%	17%	23%

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N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

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

-Gavin Newsom

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	264	40	53	171	43	69	149	45	216	19	20	63	196
	26%	10%	22%	45%	11%	23%	51%	9%	47%	7%	12%	12%	44%
VERY/SOMEWHAT UNFAVORABLE	381	234	88	60	244	87	41	289	69	183	93	284	82
	37%	58%	36%	16%	61%	29%	14%	59%	15%	64%	54%	55%	19%
Very favorable	114	16	18	81	17	24	73	17	95	9	8	21	92
	11%	4%	7%	21%	4%	8%	25%	4%	21%	3%	5%	4%	21%
Somewhat favorable	150	24	36	90	25	44	76	27	120	10	12	42	104
	15%	6%	15%	24%	6%	15%	26%	6%	26%	4%	7%	8%	24%
Heard of, no opinion	183	63	49	71	50	72	55	77	91	41	28	85	81
	18%	16%	20%	19%	13%	24%	19%	16%	20%	14%	16%	16%	18%
Somewhat unfavorable	106	39	30	38	39	40	26	47	43	29	15	48	52
	10%	10%	12%	10%	10%	13%	9%	10%	9%	10%	9%	9%	12%
Very unfavorable	275	195	58	22	205	47	15	243	26	154	78	237	30
	27%	48%	24%	6%	52%	15%	5%	50%	6%	54%	45%	45%	7%
Never heard of	197	68	54	75	60	74	48	78	88	42	31	88	82
	19%	17%	22%	20%	15%	25%	16%	16%	19%	15%	18%	17%	19%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

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

-Elon Musk

	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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	439	251	188	86	110	119	124	196	243	334	35	43	26
	43%	53%	34%	41%	46%	42%	42%	44%	42%	46%	30%	38%	38%
VERY/SOMEWHAT UNFAVORABLE	445	188	253	88	99	127	130	188	257	311	52	49	33
	43%	40%	46%	42%	42%	45%	44%	42%	44%	43%	44%	43%	47%
Very favorable	208	133	75	41	49	61	58	89	119	156	18	25	9
	20%	28%	14%	19%	20%	21%	20%	20%	21%	21%	15%	22%	14%
Somewhat favorable	231	118	112	45	61	59	66	106	124	178	18	18	17
	23%	25%	21%	22%	26%	21%	22%	24%	22%	25%	15%	16%	24%
Heard of, no opinion	126	36	90	30	24	34	38	55	71	73	27	15	10
	12%	7%	17%	15%	10%	12%	13%	12%	12%	10%	23%	13%	15%
Somewhat unfavorable	123	47	76	14	37	44	28	51	72	84	19	14	7
	12%	10%	14%	7%	15%	16%	10%	11%	12%	12%	16%	12%	10%
Very unfavorable	322	141	177	74	63	83	102	137	185	227	33	35	26
	31%	30%	32%	35%	26%	29%	35%	31%	32%	31%	28%	31%	37%
Never heard of	16	1	16	4	5	4	3	10	6	7	3	6	1
	2%	0%	3%	2%	2%	1%	1%	2%	1%	1%	3%	5%	1%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

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

-Elon Musk

	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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	439	130	126	123	60	256	183	75	80	96	70	117	154	283
	43%	43%	41%	47%	38%	42%	44%	35%	44%	45%	44%	47%	39%	46%
VERY/SOMEWHAT UNFAVORABLE	445	103	131	124	87	234	211	88	82	81	80	110	170	270
	43%	34%	42%	48%	55%	38%	50%	41%	45%	38%	51%	45%	43%	44%
Very favorable	208	61	66	57	24	127	81	39	31	42	31	64	70	137
	20%	20%	21%	22%	16%	21%	19%	18%	17%	20%	20%	26%	18%	22%
Somewhat favorable	231	70	60	66	36	129	101	35	49	54	39	53	84	146
	23%	23%	19%	25%	23%	21%	24%	16%	27%	25%	25%	21%	21%	24%
Heard of, no opinion	126	56	46	14	10	102	24	43	18	34	8	19	61	60
	12%	19%	15%	5%	6%	17%	6%	20%	10%	16%	5%	7%	15%	10%
Somewhat unfavorable	123	26	39	33	24	65	57	28	22	16	23	32	50	71
	12%	9%	13%	13%	16%	11%	14%	13%	12%	7%	15%	13%	13%	11%
Very unfavorable	322	76	92	91	62	168	153	60	60	65	57	78	120	200
	31%	26%	30%	35%	40%	28%	37%	28%	33%	31%	36%	31%	30%	32%
Never heard of	16	11	6	-	-	16	-	9	2	3	-	2	12	5
	2%	4%	2%	-	-	3%	-	4%	1%	1%	-	1%	3%	1%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

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

-Elon Musk

	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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	439	223	135	238	110	91	142	81	61	110	201	128
	43%	43%	44%	47%	38%	40%	47%	58%	37%	38%	45%	45%
VERY/SOMEWHAT UNFAVORABLE	445	232	131	197	140	105	113	50	63	127	209	109
	43%	45%	43%	39%	48%	46%	37%	36%	38%	44%	46%	38%
Very favorable	208	106	68	116	55	37	68	44	24	56	85	67
	20%	20%	22%	23%	19%	16%	22%	32%	14%	19%	19%	23%
Somewhat favorable	231	117	66	122	55	54	74	37	38	54	115	61
	23%	23%	22%	24%	19%	24%	24%	26%	23%	19%	26%	21%
Heard of, no opinion	126	56	37	62	36	27	41	8	32	45	38	42
	12%	11%	12%	12%	12%	12%	13%	6%	20%	16%	9%	15%
Somewhat unfavorable	123	77	23	57	35	31	39	18	21	32	50	41
	12%	15%	8%	11%	12%	14%	13%	13%	13%	11%	11%	14%
Very unfavorable	322	155	108	141	105	74	75	32	42	95	160	67
	31%	30%	35%	28%	36%	33%	24%	23%	25%	33%	35%	23%
Never heard of	16	6	3	9	3	4	9	-	9	6	3	8
	2%	1%	1%	2%	1%	2%	3%		5%	2%	1%	3%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

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

-Elon Musk

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	439	289	85	64	281	105	40	354	67	223	109	385	31
	43%	71%	35%	17%	71%	35%	14%	72%	14%	78%	63%	74%	7%
VERY/SOMEWHAT UNFAVORABLE	445	56	120	269	67	138	234	63	344	24	38	60	364
	43%	14%	49%	71%	17%	46%	80%	13%	74%	8%	22%	11%	83%
Very favorable	208	157	26	26	156	29	22	182	20	129	47	196	7
	20%	39%	10%	7%	39%	9%	7%	37%	4%	46%	27%	38%	1%
Somewhat favorable	231	132	60	39	125	77	18	173	47	94	62	189	24
	23%	33%	25%	10%	32%	25%	6%	35%	10%	33%	36%	36%	6%
Heard of, no opinion	126	54	34	38	45	51	15	66	43	33	24	70	37
	12%	13%	14%	10%	11%	17%	5%	13%	9%	12%	14%	13%	8%
Somewhat unfavorable	123	31	40	51	36	53	30	42	68	19	21	39	70
	12%	8%	17%	14%	9%	18%	10%	9%	15%	7%	12%	7%	16%
Very unfavorable	322	24	80	218	31	85	204	21	276	5	17	21	294
	31%	6%	33%	58%	8%	28%	70%	4%	60%	2%	10%	4%	67%
Never heard of	16	6	4	7	4	8	4	6	9	5	1	7	9
	2%	1%	1%	2%	1%	3%	1%	1%	2%	2%	1%	1%	2%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

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

-Marco Rubio

	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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	399	228	170	52	81	121	146	133	266	310	25	37	26
	39%	48%	31%	25%	34%	43%	49%	30%	46%	43%	21%	33%	38%
VERY/SOMEWHAT UNFAVORABLE	307	146	160	54	77	88	88	131	176	202	36	40	29
	30%	31%	29%	26%	32%	31%	30%	29%	30%	28%	30%	36%	41%
Very favorable	170	110	60	18	27	52	73	45	124	133	6	21	10
	17%	23%	11%	9%	11%	18%	25%	10%	22%	18%	5%	18%	14%
Somewhat favorable	229	118	110	33	54	69	73	87	142	177	19	16	17
	22%	25%	20%	16%	23%	24%	25%	20%	25%	24%	16%	15%	24%
Heard of, no opinion	213	76	137	53	55	58	46	108	105	146	34	24	8
	21%	16%	25%	25%	23%	21%	16%	24%	18%	20%	29%	22%	11%
Somewhat unfavorable	156	77	79	29	47	40	40	76	80	108	17	12	19
	15%	16%	14%	14%	20%	14%	14%	17%	14%	15%	14%	11%	27%
Very unfavorable	150	69	81	25	30	47	48	55	95	94	19	28	9
	15%	14%	15%	12%	12%	17%	16%	12%	17%	13%	16%	25%	13%
Never heard of	107	26	81	50	26	17	14	77	31	67	22	11	7
	10%	5%	15%	24%	11%	6%	5%	17%	5%	9%	19%	10%	10%

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

	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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	399	108	109	112	69	217	181	53	75	85	66	117	128	268
	39%	36%	35%	43%	44%	36%	43%	24%	42%	40%	42%	48%	32%	43%
VERY/SOMEWHAT UNFAVORABLE	307	69	88	95	55	157	149	66	46	59	59	75	112	192
	30%	23%	29%	36%	35%	26%	36%	30%	25%	28%	37%	30%	28%	31%
Very favorable	170	44	51	43	31	96	74	22	29	35	23	59	52	117
	17%	15%	17%	16%	20%	16%	18%	10%	16%	17%	15%	24%	13%	19%
Somewhat favorable	229	64	58	69	38	122	107	30	46	49	43	59	76	151
	22%	21%	19%	27%	24%	20%	26%	14%	25%	23%	27%	24%	19%	24%
Heard of, no opinion	213	72	69	44	28	141	72	49	43	46	29	44	92	120
	21%	24%	22%	17%	18%	23%	17%	23%	24%	22%	19%	18%	23%	19%
Somewhat unfavorable	156	27	42	54	32	70	86	35	17	30	28	45	52	103
	15%	9%	14%	21%	20%	12%	21%	16%	10%	14%	18%	18%	13%	17%
Very unfavorable	150	42	46	40	23	88	63	31	29	29	30	30	60	89
	15%	14%	15%	15%	14%	14%	15%	14%	16%	13%	19%	12%	15%	14%
Never heard of	107	50	42	10	5	92	15	48	17	24	3	11	65	38
	10%	17%	14%	4%	3%	15%	4%	22%	9%	11%	2%	4%	16%	6%

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-Marco Rubio

	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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	399	185	150	243	72	85	122	77	45	97	189	113
	39%	36%	49%	48%	25%	37%	40%	55%	27%	34%	42%	39%
VERY/SOMEWHAT UNFAVORABLE	307	164	91	137	105	64	81	38	42	88	138	80
	30%	32%	30%	27%	36%	28%	27%	27%	26%	31%	31%	28%
Very favorable	170	70	76	115	29	26	42	27	14	35	85	49
	17%	14%	25%	23%	10%	11%	14%	20%	9%	12%	19%	17%
Somewhat favorable	229	115	73	128	43	59	80	49	31	61	104	64
	22%	22%	24%	25%	15%	26%	26%	35%	19%	21%	23%	22%
Heard of, no opinion	213	126	49	88	67	58	67	19	48	71	85	57
	21%	24%	16%	17%	23%	26%	22%	13%	29%	25%	19%	20%
Somewhat unfavorable	156	93	34	70	59	27	40	17	22	37	73	46
	15%	18%	11%	14%	20%	12%	13%	12%	14%	13%	16%	16%
Very unfavorable	150	70	57	67	46	37	41	21	20	51	66	34
	15%	14%	19%	13%	16%	16%	13%	15%	12%	18%	15%	12%
Never heard of	107	42	16	39	46	21	36	6	30	32	39	37
	10%	8%	5%	8%	16%	9%	12%	4%	18%	11%	9%	13%

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-Marco Rubio

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	399	267	75	57	265	84	42	302	84	183	121	329	60
	39%	66%	31%	15%	67%	28%	14%	62%	18%	65%	70%	63%	14%
VERY/SOMEWHAT UNFAVORABLE	307	33	72	202	41	95	168	54	227	18	17	51	240
	30%	8%	30%	53%	10%	31%	57%	11%	49%	6%	10%	10%	55%
Very favorable	170	133	23	13	144	15	10	149	17	88	58	159	8
	17%	33%	9%	4%	36%	5%	3%	31%	4%	31%	34%	30%	2%
Somewhat favorable	229	134	52	43	121	70	32	153	67	95	63	171	52
	22%	33%	21%	11%	31%	23%	11%	31%	14%	34%	36%	33%	12%
Heard of, no opinion	213	71	67	75	64	79	57	90	111	55	26	88	99
	21%	17%	27%	20%	16%	26%	20%	18%	24%	19%	15%	17%	22%
Somewhat unfavorable	156	23	29	104	29	54	72	39	98	13	15	39	105
	15%	6%	12%	28%	7%	18%	25%	8%	21%	5%	8%	8%	24%
Very unfavorable	150	10	43	97	12	41	96	16	130	5	3	12	135
	15%	3%	18%	26%	3%	14%	33%	3%	28%	2%	1%	2%	31%
Never heard of	107	35	29	44	27	43	25	43	41	28	7	52	41
	10%	9%	12%	12%	7%	14%	9%	9%	9%	10%	4%	10%	9%

Echelon Insights
January Omnibus 2025
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[QFav_RFK] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?

-Robert F. Kennedy, Jr.

	Total	Gender		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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	481	248	233	96	118	129	138	214	267	363	47	48	24
	47%	52%	43%	46%	49%	46%	47%	48%	46%	50%	40%	42%	34%
VERY/SOMEWHAT UNFAVORABLE	378	171	205	58	71	115	134	129	249	265	37	46	30
	37%	36%	37%	28%	30%	41%	46%	29%	43%	37%	32%	41%	42%
Very favorable	205	106	99	45	53	61	47	97	108	140	25	26	15
	20%	22%	18%	21%	22%	22%	16%	22%	19%	19%	21%	23%	21%
Somewhat favorable	276	141	133	51	65	68	92	116	159	223	22	22	10
	27%	30%	24%	24%	27%	24%	31%	26%	28%	31%	19%	19%	14%
Heard of, no opinion	144	53	91	43	43	37	21	86	58	87	28	15	14
	14%	11%	17%	21%	18%	13%	7%	19%	10%	12%	24%	13%	20%
Somewhat unfavorable	126	57	69	16	31	43	36	47	79	95	12	15	6
	12%	12%	13%	8%	13%	15%	12%	10%	14%	13%	10%	13%	8%
Very unfavorable	252	114	136	42	40	72	97	82	170	170	25	32	24
	25%	24%	25%	20%	17%	25%	33%	18%	29%	23%	22%	28%	34%
Never heard of	22	5	18	12	7	2	1	19	3	10	5	4	2
	2%	1%	3%	6%	3%	1%	*%	4%	1%	1%	5%	4%	3%

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

-Robert F. Kennedy, Jr.

	Total	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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	481	145	146	128	62	291	190	100	86	92	80	121	186	292
	47%	48%	48%	49%	39%	48%	45%	47%	47%	43%	51%	49%	47%	47%
VERY/SOMEWHAT UNFAVORABLE	378	86	111	102	78	197	181	67	62	84	67	95	129	246
	37%	29%	36%	39%	50%	32%	43%	31%	34%	39%	43%	39%	33%	40%
Very favorable	205	67	62	57	19	129	76	44	34	42	27	58	78	126
	20%	22%	20%	22%	12%	21%	18%	20%	19%	20%	17%	23%	20%	20%
Somewhat favorable	276	78	85	71	42	162	114	56	52	50	53	63	108	166
	27%	26%	27%	27%	27%	27%	27%	26%	28%	23%	34%	26%	27%	27%
Heard of, no opinion	144	59	40	30	14	100	44	39	31	34	10	25	70	69
	14%	20%	13%	11%	9%	16%	11%	18%	17%	16%	7%	10%	18%	11%
Somewhat unfavorable	126	28	42	34	22	70	56	20	21	31	27	26	41	84
	12%	9%	14%	13%	14%	12%	13%	9%	11%	15%	17%	11%	10%	14%
Very unfavorable	252	58	69	68	56	127	124	47	42	53	40	69	88	162
	25%	19%	23%	26%	36%	21%	30%	22%	23%	25%	25%	28%	22%	26%
Never heard of	22	9	10	1	2	19	3	9	2	4	-	7	12	11
	2%	3%	3%	*%	1%	3%	1%	4%	1%	2%		3%	3%	2%

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

-Robert F. Kennedy, Jr.

	Total	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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	481	246	145	257	115	110	151	81	70	132	199	150
	47%	48%	47%	51%	40%	48%	50%	58%	42%	46%	44%	52%
VERY/SOMEWHAT UNFAVORABLE	378	190	131	172	118	86	90	43	47	100	187	91
	37%	37%	43%	34%	41%	38%	29%	31%	28%	35%	41%	32%
Very favorable	205	109	57	117	53	36	73	37	36	67	75	63
	20%	21%	19%	23%	18%	16%	24%	26%	22%	23%	17%	22%
Somewhat favorable	276	137	88	140	62	74	78	45	34	65	124	86
	27%	26%	29%	28%	21%	33%	26%	32%	20%	23%	27%	30%
Heard of, no opinion	144	73	29	66	49	29	54	16	38	51	58	35
	14%	14%	9%	13%	17%	13%	18%	11%	23%	18%	13%	12%
Somewhat unfavorable	126	66	37	64	37	25	28	10	18	26	59	41
	12%	13%	12%	13%	13%	11%	9%	7%	11%	9%	13%	14%
Very unfavorable	252	123	94	108	81	60	62	33	29	74	127	51
	25%	24%	31%	21%	28%	27%	20%	23%	17%	26%	28%	18%
Never heard of	22	8	1	11	8	3	10	-	10	5	7	11
	2%	2%	*%	2%	3%	1%	3%		6%	2%	1%	4%

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January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

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

-Robert F. Kennedy, Jr.

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	481	293	104	84	298	112	59	362	91	223	120	390	64
	47%	72%	43%	22%	75%	37%	20%	74%	20%	78%	70%	75%	15%
VERY/SOMEWHAT UNFAVORABLE	378	53	96	229	52	116	206	47	312	22	31	45	319
	37%	13%	39%	61%	13%	38%	71%	10%	67%	8%	18%	9%	72%
Very favorable	205	138	31	36	136	38	25	162	36	111	44	180	21
	20%	34%	13%	10%	34%	12%	9%	33%	8%	39%	25%	35%	5%
Somewhat favorable	276	155	74	47	163	74	34	201	55	112	76	210	43
	27%	38%	30%	13%	41%	24%	12%	41%	12%	39%	44%	40%	10%
Heard of, no opinion	144	50	36	58	41	64	22	71	52	34	19	73	48
	14%	12%	15%	15%	10%	21%	7%	14%	11%	12%	11%	14%	11%
Somewhat unfavorable	126	31	38	57	33	51	41	38	76	17	18	38	79
	12%	8%	16%	15%	8%	17%	14%	8%	16%	6%	10%	7%	18%
Very unfavorable	252	22	57	172	19	65	165	9	236	4	13	8	240
	25%	5%	24%	46%	5%	22%	57%	2%	51%	2%	8%	1%	54%
Never heard of	22	9	7	7	7	11	5	9	8	6	1	12	9
	2%	2%	3%	2%	2%	4%	2%	2%	2%	2%	1%	2%	2%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

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

-Elise Stefanik

	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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	190	129	61	28	48	48	66	76	114	147	14	18	10
	19%	27%	11%	13%	20%	17%	23%	17%	20%	20%	12%	16%	15%
VERY/SOMEWHAT UNFAVORABLE	170	82	87	30	37	43	61	67	104	116	24	18	13
	17%	17%	16%	14%	15%	15%	21%	15%	18%	16%	20%	16%	19%
Very favorable	96	68	29	9	23	25	40	32	64	82	4	7	3
	9%	14%	5%	4%	10%	9%	13%	7%	11%	11%	3%	6%	5%
Somewhat favorable	94	61	32	19	25	23	27	44	50	65	10	12	7
	9%	13%	6%	9%	10%	8%	9%	10%	9%	9%	8%	10%	10%
Heard of, no opinion	191	88	104	40	44	55	52	84	107	138	25	14	13
	19%	18%	19%	19%	18%	19%	18%	19%	19%	19%	21%	13%	19%
Somewhat unfavorable	45	23	22	10	10	9	17	20	26	31	8	4	2
	4%	5%	4%	5%	4%	3%	6%	4%	4%	4%	7%	4%	2%
Very unfavorable	125	59	64	20	27	34	45	47	78	84	16	13	12
	12%	12%	12%	10%	11%	12%	15%	11%	14%	12%	13%	12%	17%
Never heard of	474	177	295	111	111	138	115	221	253	324	54	62	33
	46%	37%	54%	53%	46%	49%	39%	49%	44%	45%	46%	55%	47%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

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

-Elise Stefanik

	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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	190	47	46	62	35	93	97	18	24	47	31	69	42	147
	19%	16%	15%	24%	22%	15%	23%	9%	13%	22%	20%	28%	11%	24%
VERY/SOMEWHAT UNFAVORABLE	170	50	40	43	38	90	81	36	25	38	30	40	61	108
	17%	17%	13%	16%	24%	15%	19%	17%	14%	18%	19%	16%	15%	18%
Very favorable	96	20	23	33	20	43	53	8	12	25	14	37	20	76
	9%	7%	7%	13%	13%	7%	13%	4%	6%	12%	9%	15%	5%	12%
Somewhat favorable	94	27	23	29	14	50	44	10	12	22	17	32	22	71
	9%	9%	7%	11%	9%	8%	10%	5%	7%	10%	11%	13%	6%	12%
Heard of, no opinion	191	63	49	48	31	112	79	39	34	35	31	49	72	116
	19%	21%	16%	18%	20%	18%	19%	18%	19%	17%	20%	20%	18%	19%
Somewhat unfavorable	45	11	14	4	16	25	20	8	2	13	13	10	9	36
	4%	4%	5%	1%	10%	4%	5%	4%	1%	6%	8%	4%	2%	6%
Very unfavorable	125	39	26	39	21	65	60	28	24	24	18	31	52	73
	12%	13%	8%	15%	14%	11%	14%	13%	13%	11%	11%	12%	13%	12%
Never heard of	474	139	174	107	54	313	161	123	98	94	64	89	221	246
	46%	46%	56%	41%	34%	52%	39%	57%	54%	44%	41%	36%	56%	40%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

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-Elise Stefanik

	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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	190	106	67	119	44	26	68	44	23	52	83	55
	19%	20%	22%	24%	15%	12%	22%	32%	14%	18%	18%	19%
VERY/SOMEWHAT UNFAVORABLE	170	81	61	76	55	39	34	19	14	48	86	37
	17%	16%	20%	15%	19%	17%	11%	14%	8%	17%	19%	13%
Very favorable	96	47	43	67	17	12	28	22	6	25	39	32
	9%	9%	14%	13%	6%	5%	9%	16%	4%	9%	9%	11%
Somewhat favorable	94	59	24	52	27	14	40	22	17	27	44	23
	9%	11%	8%	10%	9%	6%	13%	16%	10%	9%	10%	8%
Heard of, no opinion	191	108	51	107	46	38	70	27	43	48	97	46
	19%	21%	17%	21%	16%	17%	23%	19%	26%	17%	22%	16%
Somewhat unfavorable	45	24	12	20	16	8	7	2	5	12	27	7
	4%	5%	4%	4%	6%	4%	2%	1%	3%	4%	6%	2%
Very unfavorable	125	57	50	56	39	31	27	18	9	36	59	30
	12%	11%	16%	11%	13%	13%	9%	13%	5%	13%	13%	11%
Never heard of	474	222	127	204	144	124	134	49	85	140	185	149
	46%	43%	42%	40%	50%	55%	44%	35%	52%	49%	41%	52%

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-Elise Stefanik

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	190	133	24	33	137	28	22	148	37	87	57	168	21
	19%	33%	10%	9%	34%	9%	8%	30%	8%	31%	33%	32%	5%
VERY/SOMEWHAT UNFAVORABLE	170	16	38	117	18	43	108	28	133	12	8	27	138
	17%	4%	15%	31%	5%	14%	37%	6%	29%	4%	4%	5%	31%
Very favorable	96	71	12	13	77	11	8	84	13	48	30	93	3
	9%	18%	5%	4%	19%	4%	3%	17%	3%	17%	18%	18%	1%
Somewhat favorable	94	62	12	19	60	17	15	65	24	39	27	75	18
	9%	15%	5%	5%	15%	6%	5%	13%	5%	14%	16%	14%	4%
Heard of, no opinion	191	85	54	52	82	65	39	99	84	51	43	106	68
	19%	21%	22%	14%	21%	21%	13%	20%	18%	18%	25%	20%	15%
Somewhat unfavorable	45	6	11	29	8	14	22	12	29	6	4	16	28
	4%	2%	4%	8%	2%	5%	8%	2%	6%	2%	2%	3%	6%
Very unfavorable	125	10	27	88	10	29	86	16	104	6	4	10	110
	12%	2%	11%	23%	3%	9%	29%	3%	22%	2%	2%	2%	25%
Never heard of	474	171	127	176	161	167	123	213	209	134	65	220	214
	46%	42%	52%	47%	40%	55%	42%	44%	45%	47%	38%	42%	48%

Echelon Insights
January Omnibus 2025
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[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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	242	151	91	33	50	63	96	82	159	194	12	20	15
	24%	32%	17%	16%	21%	22%	33%	18%	28%	27%	10%	18%	22%
VERY/SOMEWHAT UNFAVORABLE	265	126	138	37	53	73	102	90	175	196	32	21	16
	26%	27%	25%	18%	22%	26%	35%	20%	30%	27%	27%	19%	23%
Very favorable	140	90	50	14	25	42	58	40	100	118	4	11	6
	14%	19%	9%	7%	11%	15%	20%	9%	17%	16%	3%	10%	9%
Somewhat favorable	102	62	41	18	24	22	38	43	60	76	8	9	9
	10%	13%	7%	9%	10%	8%	13%	10%	10%	10%	7%	8%	13%
Heard of, no opinion	174	88	85	40	44	50	40	84	90	111	29	17	16
	17%	19%	16%	19%	18%	18%	14%	19%	16%	15%	25%	15%	23%
Somewhat unfavorable	60	36	24	11	15	17	18	25	35	44	10	5	1
	6%	8%	4%	5%	6%	6%	6%	6%	6%	6%	9%	5%	2%
Very unfavorable	205	90	114	26	39	56	83	65	140	152	22	16	15
	20%	19%	21%	13%	16%	20%	28%	14%	24%	21%	19%	14%	22%
Never heard of	345	110	233	100	92	96	57	192	153	224	43	55	22
	34%	23%	43%	48%	39%	34%	19%	43%	26%	31%	37%	48%	32%

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-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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	242	63	66	72	41	130	112	28	37	52	39	86	64	177
	24%	21%	21%	27%	26%	21%	27%	13%	20%	24%	25%	35%	16%	29%
VERY/SOMEWHAT UNFAVORABLE	265	59	63	76	67	122	143	43	39	58	54	70	82	182
	26%	20%	21%	29%	43%	20%	34%	20%	21%	27%	34%	28%	21%	29%
Very favorable	140	37	39	44	20	76	63	16	19	37	19	48	35	104
	14%	12%	13%	17%	13%	13%	15%	7%	10%	17%	12%	19%	9%	17%
Somewhat favorable	102	26	27	28	21	53	49	12	18	15	20	38	30	72
	10%	9%	9%	11%	13%	9%	12%	5%	10%	7%	13%	15%	8%	12%
Heard of, no opinion	174	60	51	40	22	112	62	38	37	33	26	37	75	96
	17%	20%	17%	15%	14%	18%	15%	18%	21%	16%	17%	15%	19%	16%
Somewhat unfavorable	60	14	15	15	16	30	31	13	7	13	12	16	20	41
	6%	5%	5%	6%	10%	5%	7%	6%	4%	6%	7%	6%	5%	7%
Very unfavorable	205	44	48	61	51	93	112	30	32	45	42	54	63	141
	20%	15%	16%	24%	32%	15%	27%	14%	18%	21%	27%	22%	16%	23%
Never heard of	345	117	127	73	27	245	100	106	68	70	38	55	175	163
	34%	39%	41%	28%	17%	40%	24%	49%	38%	33%	24%	22%	44%	26%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	242	113	101	163	45	34	76	46	30	56	112	74
	24%	22%	33%	32%	16%	15%	25%	33%	18%	19%	25%	26%
VERY/SOMEWHAT UNFAVORABLE	265	134	94	124	78	62	54	32	22	66	127	72
	26%	26%	31%	25%	27%	27%	18%	23%	13%	23%	28%	25%
Very favorable	140	61	62	97	25	18	36	24	11	28	61	51
	14%	12%	20%	19%	9%	8%	12%	17%	7%	10%	13%	18%
Somewhat favorable	102	52	39	67	20	15	40	21	19	28	51	23
	10%	10%	13%	13%	7%	7%	13%	15%	11%	10%	11%	8%
Heard of, no opinion	174	96	41	92	44	38	59	31	29	53	74	47
	17%	19%	13%	18%	15%	17%	19%	22%	17%	18%	17%	16%
Somewhat unfavorable	60	32	17	28	22	10	16	13	3	14	24	22
	6%	6%	5%	5%	8%	4%	5%	9%	2%	5%	5%	8%
Very unfavorable	205	103	78	97	56	52	38	19	19	52	103	50
	20%	20%	25%	19%	19%	23%	13%	13%	11%	18%	23%	17%
Never heard of	345	173	70	127	122	93	116	31	85	115	137	93
	34%	34%	23%	25%	42%	41%	38%	23%	51%	40%	30%	33%

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-Pete Hegseth

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	242	172	45	25	190	37	11	212	26	130	70	227	13
	24%	42%	18%	7%	48%	12%	4%	43%	6%	46%	41%	44%	3%
VERY/SOMEWHAT UNFAVORABLE	265	36	65	164	39	71	154	41	209	20	22	42	216
	26%	9%	27%	44%	10%	23%	53%	8%	45%	7%	13%	8%	49%
Very favorable	140	110	18	11	119	13	5	129	10	91	34	136	3
	14%	27%	8%	3%	30%	4%	2%	26%	2%	32%	20%	26%	1%
Somewhat favorable	102	62	26	14	72	24	6	83	16	39	36	91	10
	10%	15%	11%	4%	18%	8%	2%	17%	4%	14%	21%	17%	2%
Heard of, no opinion	174	88	34	52	71	58	36	100	69	51	40	111	49
	17%	22%	14%	14%	18%	19%	12%	20%	15%	18%	23%	21%	11%
Somewhat unfavorable	60	24	21	16	28	22	9	32	24	16	16	33	24
	6%	6%	9%	4%	7%	7%	3%	7%	5%	5%	9%	6%	5%
Very unfavorable	205	13	44	149	11	48	144	9	185	4	5	9	192
	20%	3%	18%	39%	3%	16%	49%	2%	40%	1%	3%	2%	43%
Never heard of	345	109	100	136	97	137	92	136	160	84	40	142	163
	34%	27%	41%	36%	24%	45%	31%	28%	34%	29%	23%	27%	37%

Echelon Insights
January Omnibus 2025
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[QFav_Gabbar] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?

-Tulsi Gabbard

	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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	284	179	105	37	64	75	108	101	182	211	23	32	18
	28%	38%	19%	18%	27%	26%	37%	23%	32%	29%	20%	28%	25%
VERY/SOMEWHAT UNFAVORABLE	225	113	111	39	51	58	77	90	136	162	27	17	18
	22%	24%	20%	19%	21%	21%	26%	20%	23%	22%	23%	15%	26%
Very favorable	150	99	51	18	31	42	60	49	102	112	11	19	8
	15%	21%	9%	9%	13%	15%	20%	11%	18%	15%	10%	17%	12%
Somewhat favorable	133	80	54	19	33	33	48	53	81	99	12	13	10
	13%	17%	10%	9%	14%	12%	16%	12%	14%	14%	10%	11%	14%
Heard of, no opinion	177	84	94	42	44	55	36	86	91	126	19	15	17
	17%	18%	17%	20%	19%	20%	12%	19%	16%	17%	17%	14%	24%
Somewhat unfavorable	71	33	39	15	20	19	18	35	36	54	10	4	4
	7%	7%	7%	7%	8%	7%	6%	8%	6%	7%	8%	3%	5%
Very unfavorable	154	80	73	24	31	40	60	54	99	109	17	13	14
	15%	17%	13%	11%	13%	14%	20%	12%	17%	15%	15%	12%	21%
Never heard of	339	100	237	91	80	95	74	171	168	226	48	48	18
	33%	21%	43%	43%	34%	33%	25%	38%	29%	31%	41%	43%	25%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

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

-Tulsi Gabbard

	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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	284	78	79	85	42	157	127	42	51	60	43	86	93	189
	28%	26%	26%	32%	27%	26%	30%	20%	28%	28%	27%	35%	23%	31%
VERY/SOMEWHAT UNFAVORABLE	225	52	47	65	60	100	125	37	34	52	44	57	71	153
	22%	17%	15%	25%	38%	16%	30%	17%	19%	24%	28%	23%	18%	25%
Very favorable	150	35	45	45	26	80	71	24	16	31	25	54	40	109
	15%	12%	15%	17%	17%	13%	17%	11%	9%	15%	16%	22%	10%	18%
Somewhat favorable	133	43	34	40	16	77	56	18	35	28	19	33	53	80
	13%	14%	11%	15%	10%	13%	13%	8%	19%	13%	12%	13%	13%	13%
Heard of, no opinion	177	53	58	47	20	110	67	37	26	35	30	47	63	112
	17%	18%	19%	18%	13%	18%	16%	17%	14%	17%	19%	19%	16%	18%
Somewhat unfavorable	71	13	15	19	25	28	43	10	9	18	14	21	19	52
	7%	4%	5%	7%	16%	5%	10%	5%	5%	8%	9%	8%	5%	8%
Very unfavorable	154	40	32	47	35	72	82	27	25	34	30	36	52	101
	15%	13%	11%	18%	22%	12%	20%	13%	14%	16%	19%	15%	13%	16%
Never heard of	339	116	124	64	35	241	98	99	70	67	40	57	169	164
	33%	39%	40%	24%	22%	40%	24%	46%	39%	31%	25%	23%	43%	26%

Echelon Insights
January Omnibus 2025
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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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	284	138	113	173	58	52	74	49	26	62	131	91
	28%	27%	37%	34%	20%	23%	24%	35%	16%	21%	29%	32%
VERY/SOMEWHAT UNFAVORABLE	225	115	74	108	69	47	54	34	20	66	106	53
	22%	22%	24%	21%	24%	21%	18%	24%	12%	23%	24%	18%
Very favorable	150	76	59	104	23	24	37	24	13	34	70	46
	15%	15%	19%	21%	8%	10%	12%	17%	8%	12%	16%	16%
Somewhat favorable	133	62	55	69	36	28	37	24	13	28	61	45
	13%	12%	18%	14%	12%	12%	12%	17%	8%	10%	14%	16%
Heard of, no opinion	177	98	39	92	54	31	73	33	40	54	78	45
	17%	19%	13%	18%	19%	14%	24%	24%	24%	19%	17%	16%
Somewhat unfavorable	71	42	14	37	25	9	19	9	10	21	31	20
	7%	8%	4%	7%	9%	4%	6%	6%	6%	7%	7%	7%
Very unfavorable	154	73	61	71	45	38	35	25	10	46	75	33
	15%	14%	20%	14%	15%	17%	12%	18%	6%	16%	17%	12%
Never heard of	339	166	80	133	107	97	105	24	80	106	135	99
	33%	32%	26%	26%	37%	43%	34%	17%	49%	37%	30%	34%

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-Tulsi Gabbard

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	284	186	66	31	211	46	22	236	41	147	74	254	25
	28%	46%	27%	8%	53%	15%	8%	48%	9%	52%	43%	49%	6%
VERY/SOMEWHAT UNFAVORABLE	225	27	47	151	27	52	145	32	178	13	13	31	189
	22%	7%	19%	40%	7%	17%	49%	6%	38%	4%	7%	6%	43%
Very favorable	150	103	38	9	121	18	10	138	12	85	43	144	5
	15%	25%	16%	2%	30%	6%	3%	28%	3%	30%	25%	28%	1%
Somewhat favorable	133	83	28	22	90	27	12	98	29	63	32	110	20
	13%	21%	11%	6%	23%	9%	4%	20%	6%	22%	18%	21%	5%
Heard of, no opinion	177	81	41	56	60	73	37	89	81	48	39	100	64
	17%	20%	17%	15%	15%	24%	13%	18%	17%	17%	22%	19%	14%
Somewhat unfavorable	71	15	19	38	16	20	34	20	43	6	9	21	49
	7%	4%	8%	10%	4%	6%	12%	4%	9%	2%	5%	4%	11%
Very unfavorable	154	12	28	113	10	32	111	12	135	6	3	10	140
	15%	3%	12%	30%	3%	11%	38%	2%	29%	2%	2%	2%	32%
Never heard of	339	111	89	139	100	132	88	132	164	76	46	135	162
	33%	27%	37%	37%	25%	44%	30%	27%	35%	27%	27%	26%	37%

Echelon Insights
January Omnibus 2025
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[QFav_Bondi] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?

-Pam Bondi

	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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	250	151	99	32	53	65	100	85	165	193	18	22	17
	24%	32%	18%	15%	22%	23%	34%	19%	29%	27%	15%	20%	25%
VERY/SOMEWHAT UNFAVORABLE	208	107	99	40	38	55	75	78	130	149	27	22	10
	20%	23%	18%	19%	16%	19%	26%	17%	22%	21%	23%	20%	14%
Very favorable	152	98	54	11	28	43	69	39	112	127	4	13	7
	15%	21%	10%	5%	12%	15%	23%	9%	19%	18%	4%	12%	9%
Somewhat favorable	98	53	45	20	25	22	31	46	53	66	13	9	11
	10%	11%	8%	10%	11%	8%	11%	10%	9%	9%	11%	8%	15%
Heard of, no opinion	166	75	91	32	47	45	41	79	86	109	26	16	14
	16%	16%	17%	16%	20%	16%	14%	18%	15%	15%	23%	14%	20%
Somewhat unfavorable	69	38	29	17	13	15	23	30	39	50	11	6	1
	7%	8%	5%	8%	5%	5%	8%	7%	7%	7%	10%	5%	1%
Very unfavorable	139	69	70	23	25	39	52	48	91	99	16	16	9
	14%	15%	13%	11%	11%	14%	18%	11%	16%	14%	14%	14%	12%
Never heard of	402	143	258	105	100	118	78	205	197	274	46	53	29
	39%	30%	47%	50%	42%	42%	27%	46%	34%	38%	39%	47%	41%

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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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	250	63	68	73	46	131	119	28	39	60	40	81	67	182
	24%	21%	22%	28%	29%	22%	28%	13%	22%	28%	26%	33%	17%	29%
VERY/SOMEWHAT UNFAVORABLE	208	52	48	61	47	99	109	37	32	43	49	47	69	139
	20%	17%	15%	24%	30%	16%	26%	17%	17%	20%	31%	19%	17%	22%
Very favorable	152	32	46	46	28	78	74	18	26	33	23	52	43	108
	15%	11%	15%	18%	18%	13%	18%	8%	14%	16%	14%	21%	11%	17%
Somewhat favorable	98	31	23	27	18	53	45	10	14	27	18	29	24	74
	10%	10%	7%	10%	11%	9%	11%	5%	8%	13%	11%	12%	6%	12%
Heard of, no opinion	166	46	56	38	25	102	63	37	34	36	23	34	71	93
	16%	15%	18%	15%	16%	17%	15%	17%	19%	17%	14%	14%	18%	15%
Somewhat unfavorable	69	13	18	19	18	31	38	10	8	17	17	16	18	50
	7%	4%	6%	7%	12%	5%	9%	5%	4%	8%	11%	7%	4%	8%
Very unfavorable	139	39	29	42	29	68	71	27	24	26	31	31	51	89
	14%	13%	9%	16%	19%	11%	17%	12%	13%	12%	20%	13%	13%	14%
Never heard of	402	139	136	88	38	275	127	114	77	75	46	85	191	205
	39%	46%	44%	34%	25%	45%	30%	53%	42%	35%	29%	34%	48%	33%

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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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	250	126	99	163	46	41	79	45	34	55	116	79
	24%	24%	32%	32%	16%	18%	26%	32%	21%	19%	26%	27%
VERY/SOMEWHAT UNFAVORABLE	208	99	77	100	63	44	52	31	20	57	97	53
	20%	19%	25%	20%	22%	19%	17%	22%	12%	20%	22%	19%
Very favorable	152	67	68	104	23	25	40	23	17	24	76	51
	15%	13%	22%	20%	8%	11%	13%	16%	10%	8%	17%	18%
Somewhat favorable	98	59	31	59	23	16	39	22	17	31	40	28
	10%	11%	10%	12%	8%	7%	13%	16%	10%	11%	9%	10%
Heard of, no opinion	166	87	37	78	52	35	51	23	28	50	80	36
	16%	17%	12%	15%	18%	16%	17%	16%	17%	17%	18%	13%
Somewhat unfavorable	69	32	22	41	21	6	21	13	8	17	34	18
	7%	6%	7%	8%	7%	3%	7%	9%	5%	6%	7%	6%
Very unfavorable	139	68	55	59	42	38	30	18	12	40	64	35
	14%	13%	18%	12%	14%	17%	10%	13%	7%	14%	14%	12%
Never heard of	402	204	94	166	128	107	124	41	83	126	158	118
	39%	40%	31%	33%	44%	47%	41%	29%	50%	44%	35%	41%

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	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	250	169	49	32	189	42	16	209	36	122	74	228	21
	24%	42%	20%	8%	48%	14%	5%	43%	8%	43%	43%	44%	5%
VERY/SOMEWHAT UNFAVORABLE	208	24	50	134	27	46	133	35	164	13	15	32	173
	20%	6%	20%	36%	7%	15%	46%	7%	35%	4%	9%	6%	39%
Very favorable	152	111	29	12	127	16	6	138	12	89	42	146	5
	15%	27%	12%	3%	32%	5%	2%	28%	3%	31%	24%	28%	1%
Somewhat favorable	98	58	21	20	62	25	10	71	24	33	32	82	16
	10%	14%	9%	5%	16%	8%	3%	15%	5%	12%	19%	16%	4%
Heard of, no opinion	166	67	41	58	52	68	36	72	82	39	34	83	63
	16%	16%	17%	15%	13%	22%	12%	15%	18%	14%	20%	16%	14%
Somewhat unfavorable	69	15	21	33	18	20	29	24	39	9	11	25	40
	7%	4%	8%	9%	5%	6%	10%	5%	9%	3%	7%	5%	9%
Very unfavorable	139	9	29	101	8	26	104	10	125	3	3	7	132
	14%	2%	12%	27%	2%	9%	36%	2%	27%	1%	2%	1%	30%
Never heard of	402	145	103	153	129	147	107	174	181	111	49	178	184
	39%	36%	43%	41%	33%	49%	37%	36%	39%	39%	29%	34%	42%

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

-Jeff Bezos

	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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	343	197	145	66	82	110	85	148	195	237	42	34	30
	33%	41%	26%	32%	34%	39%	29%	33%	34%	33%	36%	30%	43%
VERY/SOMEWHAT UNFAVORABLE	352	161	189	65	80	100	107	145	207	266	21	40	25
	34%	34%	35%	31%	34%	35%	36%	32%	36%	37%	18%	35%	35%
Very favorable	83	51	31	20	18	30	14	39	44	55	14	8	7
	8%	11%	6%	10%	8%	11%	5%	9%	8%	8%	12%	7%	10%
Somewhat favorable	260	146	114	46	64	80	70	110	151	182	29	27	23
	25%	31%	21%	22%	27%	28%	24%	24%	26%	25%	25%	24%	32%
Heard of, no opinion	256	107	149	60	56	52	88	116	140	183	35	26	12
	25%	23%	27%	28%	24%	18%	30%	26%	24%	25%	30%	23%	18%
Somewhat unfavorable	188	88	100	17	56	58	56	73	114	143	7	19	19
	18%	18%	18%	8%	23%	20%	19%	16%	20%	20%	6%	17%	27%
Very unfavorable	164	74	89	47	25	42	51	72	92	123	14	21	6
	16%	15%	16%	23%	10%	15%	17%	16%	16%	17%	12%	19%	9%
Never heard of	74	10	64	19	20	21	15	39	36	40	19	13	3
	7%	2%	12%	9%	8%	7%	5%	9%	6%	5%	16%	11%	4%

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	Total	Education				Education Group		Household Income					HH Income Group	
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Total	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	343	98	87	109	50	185	159	67	44	77	58	96	111	230
	33%	33%	28%	42%	32%	30%	38%	31%	24%	36%	37%	39%	28%	37%
VERY/SOMEWHAT UNFAVORABLE	352	76	103	97	75	179	172	55	66	75	63	90	122	227
	34%	25%	34%	37%	48%	30%	41%	26%	37%	35%	40%	36%	31%	37%
Very favorable	83	29	23	18	13	52	31	20	6	16	11	29	26	56
	8%	10%	7%	7%	9%	9%	8%	9%	3%	8%	7%	12%	7%	9%
Somewhat favorable	260	69	64	91	36	133	127	47	37	60	47	67	85	174
	25%	23%	21%	35%	23%	22%	30%	22%	21%	28%	30%	27%	21%	28%
Heard of, no opinion	256	86	92	49	28	178	78	60	58	46	34	53	119	133
	25%	29%	30%	19%	18%	29%	19%	28%	32%	21%	22%	22%	30%	22%
Somewhat unfavorable	188	37	62	40	48	99	89	25	33	44	31	54	58	129
	18%	12%	20%	15%	31%	16%	21%	11%	18%	21%	20%	22%	15%	21%
Very unfavorable	164	39	42	56	27	80	84	31	33	30	32	36	64	98
	16%	13%	13%	22%	17%	13%	20%	14%	18%	14%	20%	15%	16%	16%
Never heard of	74	40	26	6	3	65	9	32	13	17	3	8	45	28
	7%	13%	8%	2%	2%	11%	2%	15%	7%	8%	2%	3%	11%	4%

Echelon Insights
January Omnibus 2025

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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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	343	193	93	180	93	70	128	77	50	93	167	84
	33%	37%	30%	36%	32%	31%	42%	55%	30%	32%	37%	29%
VERY/SOMEWHAT UNFAVORABLE	352	180	111	174	99	78	88	38	50	96	155	101
	34%	35%	36%	34%	34%	34%	29%	27%	30%	33%	34%	35%
Very favorable	83	54	17	42	29	12	30	20	9	28	37	18
	8%	10%	5%	8%	10%	5%	10%	14%	6%	10%	8%	6%
Somewhat favorable	260	139	76	138	65	57	98	57	41	65	129	66
	25%	27%	25%	27%	22%	25%	32%	41%	25%	22%	29%	23%
Heard of, no opinion	256	113	87	122	77	56	69	23	47	74	107	75
	25%	22%	28%	24%	27%	25%	23%	16%	28%	26%	24%	26%
Somewhat unfavorable	188	95	63	106	42	39	53	23	30	47	80	60
	18%	18%	21%	21%	14%	17%	17%	16%	18%	16%	18%	21%
Very unfavorable	164	85	48	68	57	39	36	15	20	49	75	41
	16%	16%	16%	14%	20%	17%	12%	11%	12%	17%	17%	14%
Never heard of	74	31	15	30	20	24	20	2	18	25	22	27
	7%	6%	5%	6%	7%	10%	7%	1%	11%	9%	5%	9%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

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

-Jeff Bezos

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	343	184	63	96	166	106	66	212	118	115	81	235	91
	33%	45%	26%	25%	42%	35%	23%	43%	25%	40%	47%	45%	21%
VERY/SOMEWHAT UNFAVORABLE	352	87	93	172	110	69	165	109	219	69	39	109	234
	34%	22%	38%	45%	28%	23%	57%	22%	47%	24%	23%	21%	53%
Very favorable	83	55	2	26	47	14	22	55	26	32	23	64	16
	8%	14%	1%	7%	12%	5%	8%	11%	6%	11%	13%	12%	4%
Somewhat favorable	260	129	61	70	120	92	44	157	92	83	58	171	74
	25%	32%	25%	19%	30%	30%	15%	32%	20%	29%	34%	33%	17%
Heard of, no opinion	256	104	73	79	98	94	47	136	98	80	43	138	89
	25%	26%	30%	21%	25%	31%	16%	28%	21%	28%	25%	27%	20%
Somewhat unfavorable	188	64	50	73	78	44	62	79	99	51	27	78	104
	18%	16%	21%	19%	20%	14%	21%	16%	21%	18%	16%	15%	24%
Very unfavorable	164	23	43	98	31	26	103	30	120	18	12	31	130
	16%	6%	18%	26%	8%	8%	35%	6%	26%	6%	7%	6%	29%
Never heard of	74	29	14	31	23	34	13	32	28	21	9	38	27
	7%	7%	6%	8%	6%	11%	4%	7%	6%	7%	5%	7%	6%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

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

-Mark Zuckerberg

	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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	321	162	157	85	76	93	67	161	160	215	48	29	30
	31%	34%	29%	40%	32%	33%	23%	36%	28%	30%	41%	25%	43%
VERY/SOMEWHAT UNFAVORABLE	493	243	248	83	112	146	152	196	297	369	38	53	33
	48%	51%	45%	40%	47%	51%	52%	44%	51%	51%	32%	47%	48%
Very favorable	97	48	47	29	31	25	11	61	37	53	22	14	9
	9%	10%	9%	14%	13%	9%	4%	14%	6%	7%	19%	12%	12%
Somewhat favorable	224	114	110	55	45	68	56	100	124	162	26	15	21
	22%	24%	20%	26%	19%	24%	19%	22%	21%	22%	22%	13%	30%
Heard of, no opinion	189	65	124	36	46	39	68	82	107	131	30	22	6
	18%	14%	23%	17%	19%	14%	23%	18%	18%	18%	25%	20%	9%
Somewhat unfavorable	274	134	140	34	64	86	89	98	176	204	22	28	19
	27%	28%	26%	16%	27%	30%	30%	22%	30%	28%	19%	25%	28%
Very unfavorable	219	109	109	49	48	59	62	97	122	165	15	25	14
	21%	23%	20%	23%	20%	21%	21%	22%	21%	23%	13%	22%	20%
Never heard of	22	5	17	5	4	6	8	9	13	11	2	9	0
	2%	1%	3%	2%	2%	2%	3%	2%	2%	1%	2%	8%	1%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

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

-Mark Zuckerberg

	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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	321	108	89	79	45	197	124	69	47	79	50	73	116	202
	31%	36%	29%	30%	29%	32%	30%	32%	26%	37%	32%	29%	29%	33%
VERY/SOMEWHAT UNFAVORABLE	493	122	138	147	87	260	233	85	95	87	83	139	180	309
	48%	41%	45%	56%	55%	43%	56%	39%	52%	41%	53%	56%	45%	50%
Very favorable	97	37	26	17	17	63	34	24	10	23	10	29	34	62
	9%	12%	8%	7%	11%	10%	8%	11%	6%	11%	6%	12%	9%	10%
Somewhat favorable	224	72	63	62	28	134	90	45	37	55	40	44	82	140
	22%	24%	20%	24%	18%	22%	21%	21%	20%	26%	26%	18%	21%	23%
Heard of, no opinion	189	60	72	33	24	132	57	52	32	46	24	32	84	102
	18%	20%	23%	13%	15%	22%	14%	24%	18%	21%	15%	13%	21%	16%
Somewhat unfavorable	274	76	80	68	50	156	118	41	61	52	38	82	102	172
	27%	25%	26%	26%	32%	26%	28%	19%	34%	24%	24%	33%	26%	28%
Very unfavorable	219	46	58	79	36	104	115	44	34	35	46	57	78	138
	21%	15%	19%	30%	23%	17%	28%	20%	19%	16%	29%	23%	20%	22%
Never heard of	22	10	9	2	2	19	3	10	7	2	1	3	17	6
	2%	3%	3%	1%	1%	3%	1%	5%	4%	1%	*%	1%	4%	1%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

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

-Mark Zuckerberg

	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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	321	172	80	147	103	72	122	59	62	110	132	79
	31%	33%	26%	29%	35%	32%	40%	43%	37%	38%	29%	27%
VERY/SOMEWHAT UNFAVORABLE	493	249	152	254	134	103	127	66	61	114	232	147
	48%	48%	50%	50%	46%	45%	42%	47%	37%	39%	52%	51%
Very favorable	97	59	20	43	38	16	41	23	18	47	28	22
	9%	11%	7%	9%	13%	7%	14%	16%	11%	16%	6%	8%
Somewhat favorable	224	113	60	103	64	56	81	37	44	63	104	57
	22%	22%	20%	20%	22%	25%	26%	26%	26%	22%	23%	20%
Heard of, no opinion	189	86	67	91	49	48	50	14	36	58	79	52
	18%	17%	22%	18%	17%	21%	16%	10%	22%	20%	18%	18%
Somewhat unfavorable	274	140	86	146	67	59	72	40	32	59	134	81
	27%	27%	28%	29%	23%	26%	23%	29%	19%	20%	30%	28%
Very unfavorable	219	110	66	108	66	44	55	26	29	55	98	65
	21%	21%	21%	21%	23%	19%	18%	19%	18%	19%	22%	23%
Never heard of	22	9	7	15	4	4	6	-	6	6	7	9
	2%	2%	2%	3%	1%	2%	2%		4%	2%	2%	3%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

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

-Mark Zuckerberg

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	321	168	53	100	152	100	60	189	115	110	69	222	83
	31%	42%	22%	26%	38%	33%	21%	39%	25%	39%	40%	43%	19%
VERY/SOMEWHAT UNFAVORABLE	493	160	126	207	168	123	191	201	257	121	68	194	276
	48%	39%	52%	55%	42%	41%	65%	41%	55%	43%	40%	37%	63%
Very favorable	97	49	7	41	48	24	24	53	40	33	17	71	21
	9%	12%	3%	11%	12%	8%	8%	11%	9%	12%	10%	14%	5%
Somewhat favorable	224	119	46	59	104	76	36	136	76	78	53	150	61
	22%	29%	19%	16%	26%	25%	12%	28%	16%	27%	31%	29%	14%
Heard of, no opinion	189	70	57	61	68	73	36	89	80	45	34	95	72
	18%	17%	24%	16%	17%	24%	12%	18%	17%	16%	20%	18%	16%
Somewhat unfavorable	274	106	76	92	113	73	80	133	124	77	50	130	132
	27%	26%	31%	24%	28%	24%	27%	27%	27%	27%	29%	25%	30%
Very unfavorable	219	54	50	115	55	50	111	68	133	44	18	64	144
	21%	13%	21%	30%	14%	16%	38%	14%	29%	16%	10%	12%	33%
Never heard of	22	6	7	9	9	7	5	10	11	8	1	10	10
	2%	2%	3%	2%	2%	2%	2%	2%	2%	3%	*%	2%	2%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

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

-Sundar Pichai

	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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	101	64	37	22	32	27	19	54	47	61	23	7	10
	10%	14%	7%	11%	13%	10%	7%	12%	8%	8%	20%	6%	14%
VERY/SOMEWHAT UNFAVORABLE	132	66	65	27	29	38	38	56	76	98	16	16	2
	13%	14%	12%	13%	12%	14%	13%	13%	13%	14%	14%	14%	3%
Very favorable	34	23	10	7	12	7	7	19	15	20	2	7	4
	3%	5%	2%	4%	5%	3%	3%	4%	3%	3%	2%	6%	6%
Somewhat favorable	67	41	26	15	20	20	12	35	32	40	21	0	6
	7%	9%	5%	7%	9%	7%	4%	8%	6%	6%	18%	*%	8%
Heard of, no opinion	242	129	114	49	62	59	72	111	131	155	31	26	31
	24%	27%	21%	23%	26%	21%	24%	25%	23%	21%	26%	23%	44%
Somewhat unfavorable	76	31	43	14	19	22	21	33	43	59	10	5	2
	7%	7%	8%	7%	8%	8%	7%	7%	7%	8%	9%	4%	3%
Very unfavorable	57	35	22	13	10	17	17	24	33	39	6	11	-
	6%	7%	4%	6%	4%	6%	6%	5%	6%	5%	5%	10%	
Never heard of	550	217	331	111	115	158	165	226	324	412	47	63	27
	54%	46%	61%	53%	48%	56%	56%	50%	56%	57%	40%	56%	39%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

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

	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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	101	24	22	31	24	46	55	21	10	16	14	40	31	70
	10%	8%	7%	12%	15%	8%	13%	10%	6%	7%	9%	16%	8%	11%
VERY/SOMEWHAT UNFAVORABLE	132	36	34	37	25	71	62	27	20	31	27	25	47	83
	13%	12%	11%	14%	16%	12%	15%	12%	11%	15%	17%	10%	12%	13%
Very favorable	34	6	8	10	10	14	19	9	1	3	5	16	9	25
	3%	2%	3%	4%	6%	2%	5%	4%	0%	2%	3%	7%	2%	4%
Somewhat favorable	67	18	13	21	14	32	36	12	10	12	9	24	22	45
	7%	6%	4%	8%	9%	5%	9%	6%	5%	6%	6%	10%	6%	7%
Heard of, no opinion	242	72	79	59	32	152	91	49	29	55	39	69	78	163
	24%	24%	26%	23%	20%	25%	22%	23%	16%	26%	25%	28%	20%	26%
Somewhat unfavorable	76	18	23	19	16	41	35	12	13	20	15	14	25	49
	7%	6%	8%	7%	10%	7%	8%	6%	7%	9%	10%	6%	6%	8%
Very unfavorable	57	19	11	18	9	30	27	14	7	12	11	11	22	34
	6%	6%	4%	7%	6%	5%	6%	7%	4%	6%	7%	4%	5%	6%
Never heard of	550	167	173	134	76	340	210	119	122	111	78	112	241	302
	54%	56%	56%	51%	48%	56%	50%	55%	67%	52%	50%	45%	61%	49%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

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

-Sundar Pichai

	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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	101	72	16	55	33	13	46	27	19	45	38	18
	10%	14%	5%	11%	11%	6%	15%	19%	11%	15%	8%	6%
VERY/SOMEWHAT UNFAVORABLE	132	70	43	60	48	25	33	18	14	34	64	35
	13%	14%	14%	12%	16%	11%	11%	13%	9%	12%	14%	12%
Very favorable	34	24	5	19	10	4	16	11	4	17	11	6
	3%	5%	2%	4%	3%	2%	5%	8%	3%	6%	2%	2%
Somewhat favorable	67	49	11	35	23	9	30	16	14	28	27	12
	7%	9%	4%	7%	8%	4%	10%	11%	9%	10%	6%	4%
Heard of, no opinion	242	119	84	126	70	46	77	37	40	67	109	66
	24%	23%	27%	25%	24%	20%	25%	26%	24%	23%	24%	23%
Somewhat unfavorable	76	44	23	37	26	12	16	8	8	13	41	22
	7%	9%	8%	7%	9%	5%	5%	6%	5%	5%	9%	8%
Very unfavorable	57	26	19	23	21	13	17	10	7	21	23	13
	6%	5%	6%	5%	7%	6%	6%	7%	4%	7%	5%	5%
Never heard of	550	255	164	265	139	143	149	57	92	143	239	167
	54%	49%	53%	52%	48%	63%	49%	41%	55%	50%	53%	58%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

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

-Sundar Pichai

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	101	41	17	43	47	23	31	51	46	27	20	70	29
	10%	10%	7%	11%	12%	8%	11%	11%	10%	9%	12%	13%	6%
VERY/SOMEWHAT UNFAVORABLE	132	47	35	50	46	37	46	54	68	37	14	52	78
	13%	12%	14%	13%	12%	12%	16%	11%	15%	13%	8%	10%	18%
Very favorable	34	17	6	11	17	10	6	22	11	14	7	32	1
	3%	4%	2%	3%	4%	3%	2%	5%	2%	5%	4%	6%	*%
Somewhat favorable	67	24	11	32	30	13	24	29	35	13	13	37	27
	7%	6%	5%	9%	8%	4%	8%	6%	8%	5%	7%	7%	6%
Heard of, no opinion	242	102	46	95	85	85	66	118	110	69	41	131	93
	24%	25%	19%	25%	21%	28%	22%	24%	24%	24%	24%	25%	21%
Somewhat unfavorable	76	31	21	24	32	25	18	37	31	24	10	35	38
	7%	8%	8%	6%	8%	8%	6%	8%	7%	8%	6%	7%	9%
Very unfavorable	57	16	15	26	15	13	28	17	37	13	4	17	40
	6%	4%	6%	7%	4%	4%	10%	4%	8%	5%	2%	3%	9%
Never heard of	550	215	145	190	219	158	149	265	238	152	96	268	241
	54%	53%	60%	50%	55%	52%	51%	54%	51%	53%	56%	51%	55%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

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

	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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	786	360	424	150	182	225	230	331	455	557	95	81	53
	77%	76%	78%	72%	76%	79%	78%	74%	79%	77%	81%	72%	76%
VERY/SOMEWHAT UNFAVORABLE	153	73	78	43	37	36	36	80	73	110	15	20	8
	15%	15%	14%	21%	16%	13%	12%	18%	13%	15%	12%	17%	12%
Very favorable	413	179	233	91	98	109	115	189	224	274	66	49	24
	40%	38%	43%	43%	41%	38%	39%	42%	39%	38%	57%	43%	34%
Somewhat favorable	373	181	192	59	84	116	115	142	231	283	28	33	29
	36%	38%	35%	28%	35%	41%	39%	32%	40%	39%	24%	29%	42%
Heard of, no opinion	84	42	41	16	20	21	26	36	47	55	8	12	8
	8%	9%	8%	8%	8%	7%	9%	8%	8%	8%	7%	11%	12%
Somewhat unfavorable	104	48	56	28	26	25	26	53	51	77	9	11	7
	10%	10%	10%	13%	11%	9%	9%	12%	9%	11%	8%	10%	10%
Very unfavorable	49	26	22	15	12	11	11	27	22	33	6	9	2
	5%	5%	4%	7%	5%	4%	4%	6%	4%	5%	5%	8%	2%
Never heard of	3	-	3	-	-	2	1	-	3	3	-	-	-
	*%		1%			1%	*%		*%	*%			

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

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

	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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	786	238	238	197	113	476	310	170	140	169	115	184	309	468
	77%	79%	77%	76%	72%	78%	74%	79%	77%	79%	73%	74%	78%	76%
VERY/SOMEWHAT UNFAVORABLE	153	36	40	47	31	76	77	18	34	27	31	43	52	100
	15%	12%	13%	18%	19%	12%	18%	8%	19%	12%	19%	17%	13%	16%
Very favorable	413	139	128	97	49	267	146	98	77	93	53	86	175	233
	40%	47%	41%	37%	31%	44%	35%	46%	42%	44%	34%	35%	44%	38%
Somewhat favorable	373	99	110	100	64	209	164	72	63	75	62	98	134	235
	36%	33%	36%	38%	41%	34%	39%	33%	34%	35%	39%	40%	34%	38%
Heard of, no opinion	84	24	29	17	14	53	30	25	8	18	11	19	33	49
	8%	8%	9%	6%	9%	9%	7%	12%	4%	8%	7%	8%	8%	8%
Somewhat unfavorable	104	20	28	30	25	48	56	10	23	18	17	37	33	71
	10%	7%	9%	12%	16%	8%	13%	4%	13%	8%	11%	15%	8%	12%
Very unfavorable	49	16	12	16	5	28	21	9	11	9	13	6	19	29
	5%	5%	4%	6%	3%	5%	5%	4%	6%	4%	9%	3%	5%	5%
Never heard of	3	2	1	-	-	3	-	2	-	-	-	1	2	1
	*%	1%	*%			*%		1%				*%	*%	*%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

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

-Amazon

	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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	786	383	243	398	207	180	248	110	137	218	344	224
	77%	74%	79%	79%	71%	79%	81%	79%	83%	76%	76%	78%
VERY/SOMEWHAT UNFAVORABLE	153	91	34	63	58	32	40	21	19	49	66	38
	15%	18%	11%	12%	20%	14%	13%	15%	12%	17%	15%	13%
Very favorable	413	210	116	201	122	89	144	60	83	129	170	114
	40%	41%	38%	40%	42%	39%	47%	43%	50%	45%	38%	40%
Somewhat favorable	373	173	127	197	84	91	104	50	54	89	174	110
	36%	33%	42%	39%	29%	40%	34%	36%	32%	31%	39%	38%
Heard of, no opinion	84	41	27	44	25	13	17	8	8	20	41	23
	8%	8%	9%	9%	9%	6%	6%	6%	5%	7%	9%	8%
Somewhat unfavorable	104	64	23	50	32	22	32	16	15	34	44	26
	10%	12%	8%	10%	11%	10%	10%	12%	9%	12%	10%	9%
Very unfavorable	49	28	11	13	26	10	8	4	4	15	21	12
	5%	5%	4%	3%	9%	4%	3%	3%	2%	5%	5%	4%
Never heard of	3	2	1	1	-	2	1	-	1	2	-	1
	0%	0%	0%	0%	0%	1%	0%	0%	1%	1%	0%	0%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

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

-Amazon

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	786	345	177	264	326	255	182	411	327	237	149	436	294
	77%	85%	73%	70%	82%	84%	62%	84%	71%	83%	87%	84%	67%
VERY/SOMEWHAT UNFAVORABLE	153	26	41	86	35	25	89	42	98	22	11	41	107
	15%	7%	17%	23%	9%	8%	30%	9%	21%	8%	7%	8%	24%
Very favorable	413	200	63	150	175	126	95	221	172	125	83	247	142
	40%	49%	26%	40%	44%	42%	33%	45%	37%	44%	48%	47%	32%
Somewhat favorable	373	146	114	114	151	130	87	190	156	112	66	189	152
	36%	36%	47%	30%	38%	43%	30%	39%	34%	39%	38%	36%	34%
Heard of, no opinion	84	30	26	27	33	22	21	32	39	23	11	40	40
	8%	7%	11%	7%	8%	7%	7%	7%	8%	8%	7%	8%	9%
Somewhat unfavorable	104	23	26	55	29	16	56	32	63	16	10	30	71
	10%	6%	11%	15%	7%	5%	19%	7%	14%	6%	6%	6%	16%
Very unfavorable	49	4	15	31	6	8	33	11	34	6	1	11	36
	5%	1%	6%	8%	2%	3%	11%	2%	7%	2%	1%	2%	8%
Never heard of	3	3	-	-	3	-	-	3	-	3	-	3	-
	*%	1%			1%			1%		1%		1%	

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPuckFav_TikTok] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?
-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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	411	165	244	142	110	119	40	252	159	253	69	56	33
	40%	35%	45%	68%	46%	42%	14%	56%	28%	35%	59%	49%	47%
VERY/SOMEWHAT UNFAVORABLE	407	215	191	45	89	106	167	134	273	327	22	36	22
	40%	45%	35%	22%	37%	37%	57%	30%	47%	45%	19%	32%	31%
Very favorable	196	69	126	88	49	53	7	136	60	115	41	29	11
	19%	14%	23%	42%	20%	19%	2%	30%	10%	16%	35%	25%	16%
Somewhat favorable	215	97	118	54	62	66	33	116	99	139	27	27	22
	21%	20%	22%	26%	26%	23%	11%	26%	17%	19%	23%	24%	31%
Heard of, no opinion	205	93	112	22	37	58	87	60	145	142	26	21	15
	20%	20%	20%	11%	16%	21%	30%	13%	25%	20%	22%	19%	21%
Somewhat unfavorable	179	99	79	27	44	43	65	71	108	137	10	19	13
	17%	21%	14%	13%	18%	15%	22%	16%	19%	19%	8%	17%	18%
Very unfavorable	227	116	111	18	45	62	102	63	165	190	12	16	9
	22%	24%	20%	9%	19%	22%	35%	14%	29%	26%	10%	15%	13%
Never heard of	3	2	1	-	2	1	-	2	1	3	-	-	-
	*%	*%	*%		1%	*%		1%	*%	*%			

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPuckFav_TikTok] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?
-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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	411	135	122	112	42	257	154	98	72	90	63	83	170	236
	40%	45%	40%	43%	27%	42%	37%	46%	40%	42%	40%	34%	43%	38%
VERY/SOMEWHAT UNFAVORABLE	407	100	116	108	83	216	191	78	60	81	64	120	138	265
	40%	33%	38%	42%	53%	35%	46%	36%	33%	38%	41%	48%	35%	43%
Very favorable	196	73	62	44	16	136	60	53	31	47	28	35	84	111
	19%	24%	20%	17%	10%	22%	14%	25%	17%	22%	18%	14%	21%	18%
Somewhat favorable	215	62	59	68	26	121	94	45	41	43	34	48	86	125
	21%	21%	19%	26%	17%	20%	23%	21%	23%	20%	22%	19%	22%	20%
Heard of, no opinion	205	62	71	40	32	132	72	36	50	42	31	44	86	117
	20%	21%	23%	15%	20%	22%	17%	17%	27%	20%	19%	18%	22%	19%
Somewhat unfavorable	179	38	55	52	35	92	87	33	24	33	37	51	57	121
	17%	13%	18%	20%	23%	15%	21%	15%	13%	16%	24%	20%	14%	20%
Very unfavorable	227	63	61	57	47	123	104	45	36	48	27	69	81	144
	22%	21%	20%	22%	30%	20%	25%	21%	20%	22%	17%	28%	20%	23%
Never heard of	3	3	-	-	-	3	-	3	-	-	-	-	3	-
	*%	1%				1%		1%					1%	

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPuckFav_TikTok] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?
-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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	411	252	58	181	154	75	160	63	96	138	155	118
	40%	49%	19%	36%	53%	33%	52%	45%	58%	48%	34%	41%
VERY/SOMEWHAT UNFAVORABLE	407	179	163	216	94	95	101	60	42	88	206	114
	40%	35%	53%	43%	32%	42%	33%	43%	25%	30%	46%	40%
Very favorable	196	130	20	84	85	27	82	31	51	78	59	59
	19%	25%	7%	17%	29%	12%	27%	22%	31%	27%	13%	21%
Somewhat favorable	215	122	38	96	69	48	77	32	45	60	96	59
	21%	24%	12%	19%	24%	21%	25%	23%	27%	21%	21%	21%
Heard of, no opinion	205	85	85	110	42	54	45	17	28	62	88	55
	20%	16%	28%	22%	14%	24%	15%	12%	17%	22%	19%	19%
Somewhat unfavorable	179	89	65	98	50	31	51	37	15	41	98	41
	17%	17%	21%	19%	17%	14%	17%	26%	9%	14%	22%	14%
Very unfavorable	227	90	98	118	44	64	50	23	27	47	108	73
	22%	17%	32%	23%	15%	28%	16%	16%	16%	16%	24%	25%
Never heard of	3	1	-	-	-	3	-	-	-	1	2	-
	*%	*%				1%				*%	1%	

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

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

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	411	165	86	159	141	132	119	192	186	115	69	219	162
	40%	41%	36%	42%	36%	44%	41%	39%	40%	40%	40%	42%	37%
VERY/SOMEWHAT UNFAVORABLE	407	162	97	148	171	111	120	189	192	109	70	191	200
	40%	40%	40%	39%	43%	37%	41%	39%	41%	38%	41%	37%	45%
Very favorable	196	85	30	80	73	53	59	97	80	60	32	111	70
	19%	21%	12%	21%	18%	18%	20%	20%	17%	21%	18%	21%	16%
Somewhat favorable	215	80	56	79	69	79	60	95	106	55	37	107	91
	21%	20%	23%	21%	17%	26%	20%	19%	23%	19%	22%	21%	21%
Heard of, no opinion	205	77	58	70	84	57	53	104	86	60	33	108	78
	20%	19%	24%	19%	21%	19%	18%	21%	19%	21%	19%	21%	18%
Somewhat unfavorable	179	66	49	64	72	51	53	82	84	50	24	83	82
	17%	16%	20%	17%	18%	17%	18%	17%	18%	17%	14%	16%	19%
Very unfavorable	227	96	48	83	99	60	68	107	108	59	46	108	119
	22%	24%	20%	22%	25%	20%	23%	22%	23%	21%	27%	21%	27%
Never heard of	3	1	2	-	1	2	-	3	-	1	-	3	-
	*%	*%	1%		*%	1%		1%		*%		1%	

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPuckFav_Facebook] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?
-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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	629	261	366	138	153	170	168	291	338	431	88	61	49
	61%	55%	67%	66%	64%	60%	57%	65%	59%	59%	75%	54%	69%
VERY/SOMEWHAT UNFAVORABLE	313	170	142	59	65	87	103	123	190	235	21	38	19
	31%	36%	26%	28%	27%	31%	35%	28%	33%	32%	18%	34%	28%
Very favorable	280	114	165	79	63	87	50	142	137	175	56	29	19
	27%	24%	30%	38%	26%	31%	17%	32%	24%	24%	47%	26%	28%
Somewhat favorable	349	147	201	59	90	83	117	149	201	255	33	32	29
	34%	31%	37%	28%	38%	29%	40%	33%	35%	35%	28%	28%	42%
Heard of, no opinion	82	43	39	12	21	26	23	34	49	59	8	13	2
	8%	9%	7%	6%	9%	9%	8%	7%	8%	8%	7%	12%	3%
Somewhat unfavorable	187	93	94	33	41	57	55	75	112	147	10	17	13
	18%	20%	17%	16%	17%	20%	19%	17%	19%	20%	9%	15%	19%
Very unfavorable	126	77	48	25	23	29	48	49	78	88	11	21	6
	12%	16%	9%	12%	10%	10%	16%	11%	13%	12%	9%	19%	9%
Never heard of	1	1	-	-	-	1	-	-	1	1	-	-	-
	.*%	.*%				.*%			.*%	.*%			

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPuckFav_Facebook] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?
-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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	629	212	188	148	81	400	229	149	124	129	84	138	273	351
	61%	71%	61%	57%	51%	66%	55%	69%	68%	61%	53%	56%	69%	57%
VERY/SOMEWHAT UNFAVORABLE	313	73	91	92	57	164	149	55	51	63	52	90	106	205
	31%	24%	30%	35%	36%	27%	36%	26%	28%	30%	33%	36%	27%	33%
Very favorable	280	110	86	58	26	196	84	86	50	59	36	46	136	142
	27%	37%	28%	22%	16%	32%	20%	40%	28%	28%	23%	19%	34%	23%
Somewhat favorable	349	102	102	90	55	205	145	63	74	70	48	92	137	210
	34%	34%	33%	35%	35%	34%	35%	29%	41%	33%	30%	37%	34%	34%
Heard of, no opinion	82	14	28	21	19	42	40	11	7	21	21	20	18	62
	8%	5%	9%	8%	12%	7%	10%	5%	4%	10%	13%	8%	4%	10%
Somewhat unfavorable	187	44	59	47	37	103	84	36	29	38	29	54	65	121
	18%	15%	19%	18%	23%	17%	20%	17%	16%	18%	18%	22%	16%	20%
Very unfavorable	126	29	32	45	20	61	65	19	21	25	24	35	41	84
	12%	10%	11%	17%	13%	10%	16%	9%	12%	12%	15%	14%	10%	14%
Never heard of	1	-	1	-	-	1	-	0	0	-	-	-	1	-
	.*%		.*%			.*%		.*%	.*%				.*%	

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPuckFav_Facebook] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?
-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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	629	317	182	294	178	156	211	89	122	194	255	180
	61%	61%	59%	58%	61%	69%	69%	64%	74%	67%	57%	63%
VERY/SOMEWHAT UNFAVORABLE	313	155	99	160	94	58	75	36	38	72	159	82
	31%	30%	32%	32%	32%	26%	25%	26%	23%	25%	35%	29%
Very favorable	280	158	65	128	87	64	106	44	62	103	87	90
	27%	31%	21%	25%	30%	28%	35%	32%	37%	36%	19%	31%
Somewhat favorable	349	159	116	166	90	91	105	45	60	91	168	90
	34%	31%	38%	33%	31%	40%	34%	32%	36%	32%	37%	31%
Heard of, no opinion	82	44	25	51	18	13	19	13	5	22	36	25
	8%	9%	8%	10%	6%	6%	6%	10%	3%	8%	8%	9%
Somewhat unfavorable	187	93	61	96	53	37	49	21	28	43	99	45
	18%	18%	20%	19%	18%	16%	16%	15%	17%	15%	22%	16%
Very unfavorable	126	62	38	65	40	21	26	16	10	29	61	37
	12%	12%	12%	13%	14%	9%	9%	11%	6%	10%	13%	13%
Never heard of	1	0	0	0	-	0	0	0	-	0	0	-
	.*%	.*%	.*%	.*%		.*%	.*%	.*%		.*%	.*%	

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

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

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	629	272	137	220	261	205	144	324	257	188	118	362	228
	61%	67%	56%	58%	66%	68%	49%	66%	55%	66%	69%	70%	52%
VERY/SOMEWHAT UNFAVORABLE	313	99	83	131	109	67	130	128	165	79	39	120	180
	31%	25%	34%	35%	28%	22%	45%	26%	36%	28%	23%	23%	41%
Very favorable	280	137	46	96	118	93	60	158	102	92	53	184	81
	27%	34%	19%	25%	30%	31%	20%	32%	22%	32%	31%	35%	18%
Somewhat favorable	349	135	90	124	143	112	85	166	155	95	65	178	147
	34%	33%	37%	33%	36%	37%	29%	34%	33%	34%	38%	34%	33%
Heard of, no opinion	82	33	24	26	27	30	17	36	41	17	14	38	33
	8%	8%	10%	7%	7%	10%	6%	7%	9%	6%	8%	7%	7%
Somewhat unfavorable	187	63	51	73	71	40	70	83	93	49	28	78	99
	18%	16%	21%	19%	18%	13%	24%	17%	20%	17%	16%	15%	22%
Very unfavorable	126	36	32	58	39	27	61	45	72	30	12	42	81
	12%	9%	13%	15%	10%	9%	21%	9%	16%	11%	7%	8%	18%
Never heard of	1	0	0	-	0	0	-	0	0	0	-	0	0
	*%	*%	*%		*%	*%		*%	*%	*%		*%	*%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPuckFav_Instagram] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?
-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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	523	219	302	139	133	165	86	272	251	339	81	62	40
	51%	46%	55%	67%	56%	58%	29%	61%	43%	47%	69%	55%	58%
VERY/SOMEWHAT UNFAVORABLE	231	122	108	43	62	52	74	105	126	171	17	27	15
	22%	26%	20%	21%	26%	18%	25%	23%	22%	24%	15%	24%	21%
Very favorable	222	93	128	80	53	64	24	133	88	117	54	30	20
	22%	20%	23%	38%	22%	23%	8%	30%	15%	16%	46%	27%	29%
Somewhat favorable	301	126	174	59	80	101	62	139	162	223	27	32	20
	29%	27%	32%	28%	33%	35%	21%	31%	28%	31%	23%	29%	28%
Heard of, no opinion	268	132	136	27	40	67	134	67	201	212	19	22	15
	26%	28%	25%	13%	17%	24%	46%	15%	35%	29%	16%	19%	21%
Somewhat unfavorable	134	64	70	26	42	33	32	69	65	100	10	15	10
	13%	13%	13%	13%	18%	12%	11%	15%	11%	14%	8%	14%	14%
Very unfavorable	96	58	37	16	20	18	42	36	60	71	8	12	5
	9%	12%	7%	8%	8%	6%	14%	8%	10%	10%	7%	11%	8%
Never heard of	4	3	1	-	3	0	-	3	0	3	-	1	-
	*%	1%	*%		1%	*%		1%	*%	*%		1%	

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPuckFav_Instagram] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?
-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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	523	148	154	154	67	302	221	109	84	111	81	133	193	325
	51%	49%	50%	59%	43%	50%	53%	51%	46%	52%	52%	54%	49%	53%
VERY/SOMEWHAT UNFAVORABLE	231	58	68	64	41	126	104	44	43	47	34	58	87	140
	22%	20%	22%	24%	26%	21%	25%	20%	24%	22%	22%	24%	22%	23%
Very favorable	222	82	57	53	30	139	83	52	39	52	28	49	91	130
	22%	27%	18%	20%	19%	23%	20%	24%	22%	24%	18%	20%	23%	21%
Somewhat favorable	301	66	97	101	37	163	138	57	45	59	53	84	102	196
	29%	22%	32%	39%	24%	27%	33%	27%	25%	28%	34%	34%	26%	32%
Heard of, no opinion	268	91	84	43	49	176	92	59	54	55	42	56	113	153
	26%	30%	27%	16%	31%	29%	22%	27%	30%	26%	26%	23%	28%	25%
Somewhat unfavorable	134	29	39	42	24	68	66	20	20	28	22	43	40	93
	13%	10%	13%	16%	15%	11%	16%	9%	11%	13%	14%	17%	10%	15%
Very unfavorable	96	29	29	22	16	58	38	24	23	19	13	15	47	47
	9%	10%	9%	9%	10%	10%	9%	11%	13%	9%	8%	6%	12%	8%
Never heard of	4	2	1	-	-	4	-	4	-	-	-	-	4	-
	*%	1%	*%			1%		2%					1%	

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

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

-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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	523	311	106	263	154	104	215	100	114	172	211	140
	51%	60%	35%	52%	53%	46%	70%	72%	69%	60%	47%	49%
VERY/SOMEWHAT UNFAVORABLE	231	112	71	103	78	50	54	26	28	52	108	71
	22%	22%	23%	20%	27%	22%	18%	18%	17%	18%	24%	25%
Very favorable	222	143	39	98	88	36	97	40	56	96	71	54
	22%	28%	13%	19%	30%	16%	32%	29%	34%	33%	16%	19%
Somewhat favorable	301	168	67	165	66	68	118	60	58	76	140	85
	29%	32%	22%	33%	23%	30%	39%	43%	35%	26%	31%	30%
Heard of, no opinion	268	94	129	140	56	71	36	14	22	64	129	75
	26%	18%	42%	28%	19%	31%	12%	10%	13%	22%	29%	26%
Somewhat unfavorable	134	66	36	66	42	26	34	12	22	30	67	38
	13%	13%	12%	13%	15%	11%	11%	8%	13%	10%	15%	13%
Very unfavorable	96	46	35	37	36	24	20	14	6	22	41	33
	9%	9%	11%	7%	13%	10%	6%	10%	4%	8%	9%	11%
Never heard of	4	-	0	-	1	3	1	-	1	-	3	1
	*%		*%		*%	1%	*%		1%		1%	*%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

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

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	523	225	104	194	208	164	136	248	237	156	91	284	204
	51%	55%	43%	51%	52%	54%	46%	51%	51%	55%	53%	55%	46%
VERY/SOMEWHAT UNFAVORABLE	231	79	60	92	72	62	90	96	114	57	34	90	126
	22%	20%	25%	24%	18%	21%	31%	20%	25%	20%	20%	17%	29%
Very favorable	222	99	27	95	93	60	63	102	110	62	38	126	85
	22%	24%	11%	25%	24%	20%	22%	21%	24%	22%	22%	24%	19%
Somewhat favorable	301	126	77	99	114	105	72	146	127	94	53	159	119
	29%	31%	32%	26%	29%	35%	25%	30%	27%	33%	31%	30%	27%
Heard of, no opinion	268	101	77	90	117	73	65	143	111	71	47	144	109
	26%	25%	32%	24%	29%	24%	22%	29%	24%	25%	28%	28%	25%
Somewhat unfavorable	134	46	29	59	43	35	52	55	65	34	22	51	71
	13%	11%	12%	16%	11%	11%	18%	11%	14%	12%	13%	10%	16%
Very unfavorable	96	33	31	33	30	28	38	40	49	24	12	39	55
	9%	8%	13%	9%	7%	9%	13%	8%	11%	8%	7%	8%	13%
Never heard of	4	-	3	1	-	3	1	2	1	-	-	2	1
	*%		1%	*%		1%	*%	*%	*%			*%	*%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

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

-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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	372	220	151	93	100	101	78	193	179	252	56	41	23
	36%	46%	28%	45%	42%	36%	26%	43%	31%	35%	47%	36%	33%
VERY/SOMEWHAT UNFAVORABLE	392	166	224	77	86	116	114	163	229	279	36	48	29
	38%	35%	41%	37%	36%	41%	39%	36%	40%	38%	31%	43%	41%
Very favorable	157	105	51	47	40	38	32	87	70	97	30	18	12
	15%	22%	9%	22%	17%	13%	11%	19%	12%	13%	25%	16%	17%
Somewhat favorable	215	115	100	46	60	63	46	106	109	155	26	23	12
	21%	24%	18%	22%	25%	22%	16%	24%	19%	21%	22%	20%	17%
Heard of, no opinion	249	87	162	36	48	64	100	84	165	187	25	19	18
	24%	18%	30%	17%	20%	23%	34%	19%	29%	26%	21%	17%	25%
Somewhat unfavorable	146	54	92	23	36	48	39	59	87	113	13	12	8
	14%	11%	17%	11%	15%	17%	13%	13%	15%	16%	11%	11%	11%
Very unfavorable	246	112	132	54	50	67	75	104	142	166	23	36	21
	24%	24%	24%	26%	21%	24%	25%	23%	25%	23%	20%	32%	31%
Never heard of	13	3	10	3	5	3	2	8	5	8	1	4	-
	1%	1%	2%	2%	2%	1%	1%	2%	1%	1%	1%	4%	

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

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

-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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	372	111	101	113	47	212	160	69	53	85	60	102	122	248
	36%	37%	33%	43%	30%	35%	38%	32%	29%	40%	38%	41%	31%	40%
VERY/SOMEWHAT UNFAVORABLE	392	92	115	108	77	207	185	78	69	71	68	102	147	241
	38%	31%	37%	41%	49%	34%	44%	36%	38%	33%	43%	41%	37%	39%
Very favorable	157	47	45	43	22	92	65	27	24	32	16	56	51	104
	15%	16%	14%	17%	14%	15%	15%	13%	13%	15%	10%	23%	13%	17%
Somewhat favorable	215	63	56	70	26	120	96	42	30	53	44	46	72	143
	21%	21%	18%	27%	16%	20%	23%	20%	16%	25%	28%	19%	18%	23%
Heard of, no opinion	249	89	90	37	32	179	69	64	54	56	28	42	118	126
	24%	30%	29%	14%	21%	30%	17%	30%	30%	26%	18%	17%	30%	20%
Somewhat unfavorable	146	37	42	43	25	78	68	30	24	30	19	42	54	91
	14%	12%	14%	16%	16%	13%	16%	14%	13%	14%	12%	17%	13%	15%
Very unfavorable	246	55	73	65	52	129	117	48	46	41	49	59	94	150
	24%	18%	24%	25%	33%	21%	28%	22%	25%	19%	31%	24%	24%	24%
Never heard of	13	8	2	3	-	10	3	5	5	1	1	2	9	3
	1%	3%	1%	1%		2%	1%	2%	3%	*%	1%	1%	2%	1%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

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

-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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	372	207	92	197	114	61	136	83	53	100	165	107
	36%	40%	30%	39%	39%	27%	45%	59%	32%	35%	37%	37%
VERY/SOMEWHAT UNFAVORABLE	392	198	119	182	121	87	111	44	67	120	189	83
	38%	38%	39%	36%	42%	38%	36%	32%	40%	42%	42%	29%
Very favorable	157	98	38	87	53	16	60	40	20	53	66	38
	15%	19%	12%	17%	18%	7%	20%	28%	12%	18%	15%	13%
Somewhat favorable	215	108	54	110	60	45	77	43	33	47	99	69
	21%	21%	18%	22%	21%	20%	25%	31%	20%	16%	22%	24%
Heard of, no opinion	249	106	95	121	51	77	50	12	38	64	92	93
	24%	21%	31%	24%	18%	34%	16%	8%	23%	22%	20%	32%
Somewhat unfavorable	146	79	38	68	42	35	44	18	26	40	74	31
	14%	15%	12%	13%	14%	15%	14%	13%	16%	14%	17%	11%
Very unfavorable	246	119	82	114	79	52	68	27	41	80	115	51
	24%	23%	27%	23%	27%	23%	22%	19%	25%	28%	25%	18%
Never heard of	13	6	-	7	3	2	8	1	7	4	4	4
	1%	1%		1%	1%	1%	3%	1%	4%	1%	1%	1%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

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

-X (formerly Twitter)

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	372	207	72	92	210	95	60	245	101	167	69	281	72
	36%	51%	30%	24%	53%	31%	21%	50%	22%	59%	40%	54%	16%
VERY/SOMEWHAT UNFAVORABLE	392	79	104	209	75	116	193	94	269	41	45	85	286
	38%	19%	43%	55%	19%	38%	66%	19%	58%	14%	26%	16%	65%
Very favorable	157	99	18	39	105	30	21	111	35	82	28	129	24
	15%	25%	7%	10%	26%	10%	7%	23%	8%	29%	16%	25%	5%
Somewhat favorable	215	108	54	53	105	64	39	134	66	86	41	152	48
	21%	27%	22%	14%	27%	21%	13%	27%	14%	30%	24%	29%	11%
Heard of, no opinion	249	115	63	71	111	88	34	144	87	74	56	149	77
	24%	28%	26%	19%	28%	29%	12%	29%	19%	26%	33%	29%	17%
Somewhat unfavorable	146	44	39	63	45	47	49	57	78	21	33	51	78
	14%	11%	16%	17%	11%	16%	17%	12%	17%	7%	19%	10%	18%
Very unfavorable	246	35	65	146	30	68	145	37	191	20	12	34	208
	24%	9%	27%	39%	8%	23%	50%	8%	41%	7%	7%	7%	47%
Never heard of	13	3	3	6	1	4	5	6	6	2	1	6	6
	1%	1%	1%	2%	*%	1%	2%	1%	1%	1%	1%	1%	1%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

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

-Google

	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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	804	363	440	170	185	233	216	355	449	559	102	90	52
	78%	76%	80%	81%	77%	82%	74%	79%	78%	77%	87%	80%	74%
VERY/SOMEWHAT UNFAVORABLE	125	65	59	19	30	29	46	50	76	98	6	13	8
	12%	14%	11%	9%	13%	10%	16%	11%	13%	13%	5%	12%	11%
Very favorable	423	178	244	116	92	136	79	208	215	263	78	51	31
	41%	37%	45%	56%	38%	48%	27%	46%	37%	36%	67%	45%	44%
Somewhat favorable	381	185	196	53	93	97	137	147	234	296	24	40	21
	37%	39%	36%	26%	39%	34%	47%	33%	41%	41%	21%	35%	31%
Heard of, no opinion	95	48	47	20	22	21	31	42	53	68	8	9	10
	9%	10%	9%	10%	9%	7%	11%	9%	9%	9%	7%	8%	15%
Somewhat unfavorable	79	40	40	16	14	22	28	30	49	63	3	6	7
	8%	8%	7%	8%	6%	8%	9%	7%	9%	9%	3%	5%	10%
Very unfavorable	46	25	19	3	16	8	18	20	26	35	3	7	0
	4%	5%	4%	2%	7%	3%	6%	4%	5%	5%	3%	7%	1%
Never heard of	2	0	2	-	2	0	-	2	0	1	1	-	-
	.*%	.*%	.*%		1%	.*%		.*%	.*%	.*%	.*%		

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

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

-Google

	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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	804	246	242	195	120	488	316	180	151	169	116	180	331	465
	78%	82%	78%	75%	77%	80%	76%	84%	83%	79%	74%	73%	84%	75%
VERY/SOMEWHAT UNFAVORABLE	125	26	44	35	21	70	55	21	20	26	23	33	41	82
	12%	9%	14%	13%	13%	12%	13%	10%	11%	12%	15%	13%	10%	13%
Very favorable	423	151	126	86	60	276	146	113	73	91	58	85	186	234
	41%	50%	41%	33%	38%	45%	35%	52%	40%	43%	37%	35%	47%	38%
Somewhat favorable	381	96	116	109	60	212	169	68	78	78	58	95	145	231
	37%	32%	38%	42%	38%	35%	41%	31%	43%	36%	37%	38%	37%	37%
Heard of, no opinion	95	26	22	31	16	48	47	13	11	17	18	34	24	70
	9%	9%	7%	12%	10%	8%	11%	6%	6%	8%	12%	14%	6%	11%
Somewhat unfavorable	79	12	28	22	17	41	39	13	12	15	14	24	25	53
	8%	4%	9%	8%	11%	7%	9%	6%	7%	7%	9%	10%	6%	9%
Very unfavorable	46	14	15	13	4	30	16	8	8	11	10	8	15	29
	4%	5%	5%	5%	2%	5%	4%	4%	4%	5%	6%	3%	4%	5%
Never heard of	2	1	1	-	-	2	-	1	-	1	-	-	1	1
	*%	*%	*%			*%		*%		*%			*%	*%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

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

-Google

	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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	804	412	233	389	222	190	248	116	132	241	349	214
	78%	80%	76%	77%	77%	84%	81%	83%	80%	84%	77%	75%
VERY/SOMEWHAT UNFAVORABLE	125	53	43	62	42	22	26	12	14	21	56	49
	12%	10%	14%	12%	15%	10%	9%	9%	9%	7%	12%	17%
Very favorable	423	243	95	197	137	89	145	64	80	140	174	108
	41%	47%	31%	39%	47%	39%	48%	46%	49%	49%	39%	38%
Somewhat favorable	381	169	137	192	85	101	103	52	51	101	175	105
	37%	33%	45%	38%	30%	45%	34%	37%	31%	35%	39%	37%
Heard of, no opinion	95	51	29	55	24	15	29	11	18	27	46	22
	9%	10%	10%	11%	8%	7%	9%	8%	11%	9%	10%	8%
Somewhat unfavorable	79	36	26	36	33	11	10	7	4	13	36	30
	8%	7%	9%	7%	12%	5%	3%	5%	2%	5%	8%	10%
Very unfavorable	46	17	17	26	9	11	16	6	11	7	19	19
	4%	3%	6%	5%	3%	5%	5%	4%	6%	3%	4%	7%
Never heard of	2	1	0	1	1	0	2	-	2	-	0	2
	*%	*%	*%	*%	*%	*%	1%		1%		*%	1%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

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

-Google

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	804	322	168	313	306	247	228	374	377	211	141	410	344
	78%	80%	69%	83%	77%	82%	78%	76%	81%	74%	82%	79%	78%
VERY/SOMEWHAT UNFAVORABLE	125	50	46	29	59	31	33	73	43	51	13	72	49
	12%	12%	19%	8%	15%	10%	11%	15%	9%	18%	8%	14%	11%
Very favorable	423	177	73	172	153	147	112	191	204	110	73	226	171
	41%	44%	30%	46%	38%	49%	38%	39%	44%	39%	43%	43%	39%
Somewhat favorable	381	145	94	141	153	100	116	183	173	101	68	184	172
	37%	36%	39%	37%	39%	33%	40%	37%	37%	36%	40%	35%	39%
Heard of, no opinion	95	31	29	34	32	24	31	40	42	23	16	37	47
	9%	8%	12%	9%	8%	8%	11%	8%	9%	8%	9%	7%	11%
Somewhat unfavorable	79	32	30	18	37	23	18	44	29	31	10	46	32
	8%	8%	12%	5%	9%	8%	6%	9%	6%	11%	6%	9%	7%
Very unfavorable	46	19	16	11	21	8	15	29	14	20	4	26	17
	4%	5%	6%	3%	5%	3%	5%	6%	3%	7%	2%	5%	4%
Never heard of	2	1	0	1	1	1	-	2	0	-	1	2	0
	*%	*%	*%	*%	*%	*%	-	*%	*%	-	1%	*%	*%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

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

	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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	401	228	172	96	110	110	85	206	195	274	46	46	35
	39%	48%	31%	46%	46%	39%	29%	46%	34%	38%	39%	41%	50%
VERY/SOMEWHAT UNFAVORABLE	381	161	217	81	79	109	112	160	221	275	42	36	28
	37%	34%	40%	39%	33%	38%	38%	36%	38%	38%	36%	32%	40%
Very favorable	164	98	65	58	38	43	24	96	67	100	26	18	20
	16%	21%	12%	28%	16%	15%	8%	22%	12%	14%	23%	16%	28%
Somewhat favorable	237	130	107	37	72	66	62	109	128	175	19	28	15
	23%	27%	19%	18%	30%	23%	21%	24%	22%	24%	16%	25%	21%
Heard of, no opinion	225	86	139	28	48	60	89	76	149	165	26	28	7
	22%	18%	25%	13%	20%	21%	30%	17%	26%	23%	22%	25%	10%
Somewhat unfavorable	181	70	111	32	44	56	48	77	105	131	20	13	17
	18%	15%	20%	15%	19%	20%	16%	17%	18%	18%	17%	12%	24%
Very unfavorable	199	91	106	48	35	53	63	83	116	144	22	22	11
	19%	19%	19%	23%	15%	19%	22%	19%	20%	20%	19%	20%	16%
Never heard of	19	-	19	5	2	5	8	7	13	12	4	3	0
	2%		4%	2%	1%	2%	3%	2%	2%	2%	4%	3%	*%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

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

	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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	401	112	118	111	60	230	170	75	58	93	70	102	133	264
	39%	38%	38%	42%	38%	38%	41%	35%	32%	43%	44%	41%	34%	43%
VERY/SOMEWHAT UNFAVORABLE	381	88	122	108	63	210	170	78	69	71	58	99	147	228
	37%	29%	40%	41%	40%	35%	41%	36%	38%	33%	37%	40%	37%	37%
Very favorable	164	59	36	45	23	96	68	31	24	36	26	47	55	108
	16%	20%	12%	17%	15%	16%	16%	14%	13%	17%	16%	19%	14%	18%
Somewhat favorable	237	53	82	65	37	135	102	44	35	57	44	55	78	156
	23%	18%	27%	25%	24%	22%	24%	20%	19%	27%	28%	22%	20%	25%
Heard of, no opinion	225	85	66	42	32	151	74	54	53	43	30	43	107	116
	22%	28%	21%	16%	20%	25%	18%	25%	29%	20%	19%	18%	27%	19%
Somewhat unfavorable	181	38	57	57	30	94	87	34	32	35	24	54	66	113
	18%	13%	18%	22%	19%	16%	21%	16%	18%	17%	15%	22%	17%	18%
Very unfavorable	199	51	65	51	33	116	84	44	37	36	34	45	81	115
	19%	17%	21%	20%	21%	19%	20%	20%	20%	17%	22%	18%	20%	19%
Never heard of	19	14	3	-	2	17	2	8	1	7	-	3	9	10
	2%	5%	1%		2%	3%	1%	4%	1%	3%		1%	2%	2%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

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

	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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	401	231	100	198	126	77	155	89	66	121	174	106
	39%	45%	33%	39%	43%	34%	51%	64%	40%	42%	39%	37%
VERY/SOMEWHAT UNFAVORABLE	381	190	110	181	113	84	97	37	59	94	186	101
	37%	37%	36%	36%	39%	37%	32%	27%	36%	32%	41%	35%
Very favorable	164	105	32	80	57	27	69	45	24	57	66	41
	16%	20%	11%	16%	20%	12%	22%	32%	14%	20%	15%	14%
Somewhat favorable	237	126	67	118	69	50	87	44	42	64	108	65
	23%	24%	22%	23%	24%	22%	28%	32%	25%	22%	24%	23%
Heard of, no opinion	225	90	88	113	48	63	46	13	33	71	84	70
	22%	17%	29%	22%	17%	28%	15%	9%	20%	25%	19%	24%
Somewhat unfavorable	181	99	43	90	52	38	52	19	34	41	83	57
	18%	19%	14%	18%	18%	17%	17%	13%	21%	14%	18%	20%
Very unfavorable	199	91	67	91	61	46	44	19	25	52	103	44
	19%	18%	22%	18%	21%	20%	15%	14%	15%	18%	23%	15%
Never heard of	19	6	8	14	2	3	8	-	8	3	7	10
	2%	1%	3%	3%	1%	1%	2%		5%	1%	2%	3%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

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

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	401	221	75	104	204	116	75	259	122	162	81	290	87
	39%	55%	31%	28%	51%	38%	26%	53%	26%	57%	47%	56%	20%
VERY/SOMEWHAT UNFAVORABLE	381	86	100	195	92	102	175	105	249	59	36	105	262
	37%	21%	41%	52%	23%	34%	60%	21%	54%	21%	21%	20%	60%
Very favorable	164	95	25	44	90	40	31	108	47	73	33	129	27
	16%	24%	10%	12%	23%	13%	11%	22%	10%	26%	19%	25%	6%
Somewhat favorable	237	126	50	61	114	75	44	150	75	89	48	161	60
	23%	31%	21%	16%	29%	25%	15%	31%	16%	31%	28%	31%	14%
Heard of, no opinion	225	91	64	70	101	76	38	115	86	57	52	116	86
	22%	22%	26%	19%	25%	25%	13%	23%	19%	20%	30%	22%	19%
Somewhat unfavorable	181	58	54	70	61	60	54	72	97	37	29	71	98
	18%	14%	22%	19%	15%	20%	19%	15%	21%	13%	17%	14%	22%
Very unfavorable	199	28	46	125	31	41	121	33	152	23	7	34	164
	19%	7%	19%	33%	8%	14%	41%	7%	33%	8%	4%	7%	37%
Never heard of	19	7	4	8	1	9	4	10	6	6	2	10	6
	2%	2%	2%	2%	*%	3%	1%	2%	1%	2%	1%	2%	1%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QTrumpAppro] Do you approve or disapprove of the way Donald Trump 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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	521	274	247	104	128	140	149	232	289	411	39	41	29
	51%	58%	45%	50%	54%	49%	51%	52%	50%	57%	33%	37%	42%
STRONGLY/SOMEWHAT DISAPPROVE	441	184	253	90	92	127	132	182	259	279	67	60	34
	43%	39%	46%	43%	39%	45%	45%	41%	45%	39%	57%	53%	48%
Strongly approve	374	202	172	74	90	102	109	164	210	299	21	32	21
	36%	43%	31%	35%	38%	36%	37%	37%	36%	41%	18%	29%	31%
Somewhat approve	146	71	75	30	38	38	41	68	79	112	17	9	8
	14%	15%	14%	14%	16%	13%	14%	15%	14%	15%	15%	8%	11%
Somewhat disapprove	75	29	46	16	16	29	14	32	43	35	16	16	8
	7%	6%	8%	8%	7%	10%	5%	7%	7%	5%	14%	14%	12%
Strongly disapprove	365	156	208	74	76	97	119	149	216	244	51	45	26
	36%	33%	38%	35%	32%	34%	40%	33%	37%	34%	43%	40%	37%
Unsure	64	18	47	16	19	17	13	35	30	35	11	11	7
	6%	4%	9%	8%	8%	6%	4%	8%	5%	5%	10%	10%	10%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QTrumpAppro] Do you approve or disapprove of the way Donald Trump is handling his job as 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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	521	168	160	127	66	328	193	100	95	113	80	125	195	319
	51%	56%	52%	49%	42%	54%	46%	46%	52%	53%	51%	51%	49%	52%
STRONGLY/SOMEWHAT DISAPPROVE	441	114	125	115	87	238	202	94	79	89	70	108	172	266
	43%	38%	41%	44%	55%	39%	48%	44%	43%	42%	44%	44%	43%	43%
Strongly approve	374	126	107	101	40	233	141	62	76	83	50	97	137	230
	36%	42%	35%	39%	26%	38%	34%	29%	42%	39%	32%	39%	35%	37%
Somewhat approve	146	42	53	26	25	95	52	38	19	29	31	29	57	89
	14%	14%	17%	10%	16%	16%	12%	18%	11%	14%	20%	12%	14%	14%
Somewhat disapprove	75	16	29	18	12	45	30	18	14	14	10	20	32	44
	7%	5%	9%	7%	8%	7%	7%	8%	8%	6%	6%	8%	8%	7%
Strongly disapprove	365	97	96	97	75	193	172	76	65	75	60	88	141	222
	36%	32%	31%	37%	48%	32%	41%	35%	36%	35%	38%	35%	35%	36%
Unsure	64	18	24	18	5	42	23	22	8	12	7	14	29	34
	6%	6%	8%	7%	3%	7%	5%	10%	4%	6%	5%	6%	7%	5%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QTrumpAppro] Do you approve or disapprove of the way Donald Trump is handling his job as 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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	521	260	156	286	123	112	169	87	82	128	215	177
	51%	50%	51%	56%	42%	49%	55%	63%	49%	44%	48%	62%
STRONGLY/SOMEWHAT DISAPPROVE	441	226	135	192	146	101	119	46	72	141	209	90
	43%	44%	44%	38%	50%	44%	39%	33%	44%	49%	46%	31%
Strongly approve	374	179	120	213	86	76	123	67	56	87	155	132
	36%	35%	39%	42%	30%	33%	40%	48%	34%	30%	34%	46%
Somewhat approve	146	81	35	73	37	36	46	21	26	42	60	45
	14%	16%	11%	14%	13%	16%	15%	15%	16%	14%	13%	16%
Somewhat disapprove	75	36	19	38	18	19	26	8	19	22	37	17
	7%	7%	6%	8%	6%	9%	9%	6%	11%	8%	8%	6%
Strongly disapprove	365	190	116	154	128	81	93	39	54	119	173	73
	36%	37%	38%	30%	44%	36%	30%	28%	32%	41%	38%	26%
Unsure	64	31	15	28	21	15	17	6	11	19	26	19
	6%	6%	5%	6%	7%	6%	6%	4%	7%	7%	6%	7%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QTrumpAppro] Do you approve or disapprove of the way Donald Trump is handling his job as President?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	521	373	101	46	347	126	31	461	42	277	149	521	-
	51%	92%	42%	12%	87%	42%	10%	94%	9%	97%	87%	100%	
STRONGLY/SOMEWHAT DISAPPROVE	441	23	114	303	39	141	251	14	390	4	16	-	441
	43%	6%	47%	80%	10%	47%	86%	3%	84%	1%	9%		100%
Strongly approve	374	296	58	21	276	70	19	355	13	242	90	374	-
	36%	73%	24%	5%	70%	23%	6%	73%	3%	85%	53%	72%	
Somewhat approve	146	77	44	26	71	56	12	106	29	34	59	146	-
	14%	19%	18%	7%	18%	19%	4%	22%	6%	12%	34%	28%	
Somewhat disapprove	75	9	27	38	16	37	19	9	57	4	7	-	75
	7%	2%	11%	10%	4%	12%	7%	2%	12%	1%	4%		17%
Strongly disapprove	365	14	87	265	23	104	231	5	333	-	9	-	365
	36%	3%	36%	70%	6%	34%	79%	1%	72%		5%		83%
Unsure	64	9	28	28	11	35	11	15	31	3	7	-	-
	6%	2%	11%	7%	3%	12%	4%	3%	7%	1%	4%		

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QTrumpApproEcon] Do you approve or disapprove of the way Donald Trump is handling the economy?

	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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	512	267	245	111	129	140	132	240	272	399	36	50	28
	50%	56%	45%	53%	54%	50%	45%	54%	47%	55%	30%	44%	40%
STRONGLY/SOMEWHAT DISAPPROVE	407	168	236	84	94	121	108	178	229	252	65	53	38
	40%	35%	43%	40%	39%	43%	37%	40%	40%	35%	55%	47%	54%
Strongly approve	348	187	161	71	87	93	97	157	191	275	22	31	20
	34%	39%	29%	34%	36%	33%	33%	35%	33%	38%	19%	27%	29%
Somewhat approve	164	79	85	41	42	47	35	82	82	124	14	19	8
	16%	17%	15%	19%	17%	17%	12%	18%	14%	17%	12%	17%	11%
Somewhat disapprove	91	33	57	16	26	33	16	42	49	43	21	15	12
	9%	7%	10%	8%	11%	12%	5%	9%	9%	6%	18%	13%	18%
Strongly disapprove	316	135	179	68	68	87	92	136	180	208	44	38	25
	31%	28%	33%	33%	28%	31%	31%	30%	31%	29%	38%	34%	36%
Unsure	107	41	66	14	16	22	54	30	76	75	17	10	5
	10%	9%	12%	7%	7%	8%	18%	7%	13%	10%	14%	9%	7%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QTrumpApproEcon] Do you approve or disapprove of the way Donald Trump is handling the economy?

	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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	512	165	154	130	63	319	193	97	97	105	82	122	195	310
	50%	55%	50%	50%	40%	52%	46%	45%	54%	49%	52%	50%	49%	50%
STRONGLY/SOMEWHAT DISAPPROVE	407	103	112	111	81	215	192	91	65	82	61	106	156	249
	40%	34%	36%	42%	52%	35%	46%	42%	36%	38%	38%	43%	39%	40%
Strongly approve	348	118	99	92	39	218	131	63	72	68	44	95	135	207
	34%	39%	32%	35%	25%	36%	31%	29%	40%	32%	28%	38%	34%	33%
Somewhat approve	164	47	54	39	24	101	63	35	25	38	38	27	60	103
	16%	16%	18%	15%	15%	17%	15%	16%	14%	18%	24%	11%	15%	17%
Somewhat disapprove	91	23	30	23	16	53	39	22	15	18	7	29	37	54
	9%	8%	10%	9%	10%	9%	9%	10%	8%	8%	5%	12%	9%	9%
Strongly disapprove	316	80	82	88	65	162	153	69	50	64	53	77	119	194
	31%	27%	27%	34%	42%	27%	37%	32%	28%	30%	34%	31%	30%	31%
Unsure	107	32	42	20	13	74	33	27	19	26	14	18	46	59
	10%	11%	14%	8%	8%	12%	8%	12%	11%	12%	9%	7%	12%	10%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QTrumpApproEcon] Do you approve or disapprove of the way Donald Trump is handling the economy?

	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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	512	260	143	275	130	107	177	88	89	134	217	161
	50%	50%	47%	54%	45%	47%	58%	63%	54%	46%	48%	56%
STRONGLY/SOMEWHAT DISAPPROVE	407	219	113	174	137	94	114	43	70	128	191	88
	40%	42%	37%	34%	47%	41%	37%	31%	42%	44%	42%	31%
Strongly approve	348	165	106	198	84	67	116	60	56	82	144	122
	34%	32%	35%	39%	29%	29%	38%	43%	34%	28%	32%	43%
Somewhat approve	164	96	37	77	46	40	61	28	33	52	74	38
	16%	18%	12%	15%	16%	18%	20%	20%	20%	18%	16%	13%
Somewhat disapprove	91	54	16	45	22	24	30	8	22	25	44	22
	9%	10%	5%	9%	8%	11%	10%	6%	14%	9%	10%	8%
Strongly disapprove	316	165	98	129	115	70	83	35	47	103	147	66
	31%	32%	32%	25%	40%	31%	27%	25%	29%	36%	33%	23%
Unsure	107	37	50	58	23	26	15	8	7	26	42	38
	10%	7%	16%	11%	8%	11%	5%	6%	4%	9%	9%	13%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QTrumpApproEcon] Do you approve or disapprove of the way Donald Trump is handling the economy?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	512	358	102	52	334	130	36	438	54	269	141	482	18
	50%	88%	42%	14%	84%	43%	12%	90%	12%	95%	82%	93%	4%
STRONGLY/SOMEWHAT DISAPPROVE	407	20	103	283	32	129	236	12	358	3	13	6	390
	40%	5%	42%	75%	8%	43%	81%	2%	77%	1%	8%	1%	89%
Strongly approve	348	280	51	18	263	58	18	326	14	220	89	345	3
	34%	69%	21%	5%	66%	19%	6%	67%	3%	77%	52%	66%	1%
Somewhat approve	164	78	52	34	71	72	18	111	40	49	52	137	15
	16%	19%	21%	9%	18%	24%	6%	23%	9%	17%	30%	26%	3%
Somewhat disapprove	91	10	26	56	14	41	31	7	70	3	9	5	80
	9%	2%	11%	15%	3%	14%	11%	1%	15%	1%	5%	1%	18%
Strongly disapprove	316	11	77	228	19	88	205	5	289	1	5	1	310
	31%	3%	32%	60%	5%	29%	70%	1%	62%	*%	3%	*%	70%
Unsure	107	27	38	42	31	43	21	39	51	12	17	33	33
	10%	7%	15%	11%	8%	14%	7%	8%	11%	4%	10%	6%	7%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QTrumpApproImm] Do you approve or disapprove of the way Donald Trump is handling 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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	568	294	273	101	137	154	176	238	330	441	52	38	37
	55%	62%	50%	48%	57%	54%	60%	53%	57%	61%	45%	34%	53%
STRONGLY/SOMEWHAT DISAPPROVE	411	166	243	97	96	117	102	193	218	258	54	70	30
	40%	35%	44%	46%	40%	41%	35%	43%	38%	36%	46%	62%	43%
Strongly approve	408	224	184	76	91	111	131	167	242	323	31	33	21
	40%	47%	34%	36%	38%	39%	45%	37%	42%	45%	26%	29%	30%
Somewhat approve	159	70	89	25	46	44	45	71	89	118	21	5	15
	16%	15%	16%	12%	19%	15%	15%	16%	15%	16%	18%	5%	22%
Somewhat disapprove	92	35	57	25	24	27	15	49	42	49	14	26	3
	9%	7%	10%	12%	10%	10%	5%	11%	7%	7%	12%	23%	4%
Strongly disapprove	319	131	186	72	72	89	87	143	176	209	40	44	27
	31%	28%	34%	34%	30%	32%	29%	32%	30%	29%	34%	39%	38%
Unsure	47	16	31	12	6	12	16	18	29	27	11	5	3
	5%	3%	6%	6%	3%	4%	6%	4%	5%	4%	10%	5%	5%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QTrumpApproImm] Do you approve or disapprove of the way Donald Trump is handling 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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	568	180	169	149	70	348	220	110	103	122	90	136	213	348
	55%	60%	55%	57%	45%	57%	53%	51%	57%	57%	57%	55%	54%	56%
STRONGLY/SOMEWHAT DISAPPROVE	411	99	126	104	81	225	186	93	69	81	64	102	162	247
	40%	33%	41%	40%	52%	37%	44%	43%	38%	38%	41%	41%	41%	40%
Strongly approve	408	134	121	107	46	255	154	69	82	88	63	100	151	251
	40%	45%	39%	41%	29%	42%	37%	32%	45%	41%	40%	40%	38%	41%
Somewhat approve	159	46	48	42	24	94	66	41	20	34	27	37	61	97
	16%	15%	16%	16%	15%	15%	16%	19%	11%	16%	17%	15%	15%	16%
Somewhat disapprove	92	28	35	15	13	63	28	23	20	18	10	21	43	49
	9%	9%	11%	6%	8%	10%	7%	11%	11%	8%	6%	8%	11%	8%
Strongly disapprove	319	71	91	89	68	162	157	70	49	63	54	82	119	199
	31%	24%	30%	34%	44%	27%	38%	32%	27%	30%	34%	33%	30%	32%
Unsure	47	21	13	7	5	34	13	13	10	10	3	9	23	23
	5%	7%	4%	3%	3%	6%	3%	6%	6%	5%	2%	4%	6%	4%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QTrumpApproImm] Do you approve or disapprove of the way Donald Trump is handling 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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	568	277	176	324	123	121	175	90	85	136	247	185
	55%	54%	58%	64%	42%	53%	57%	65%	51%	47%	55%	65%
STRONGLY/SOMEWHAT DISAPPROVE	411	226	108	165	153	91	122	46	75	138	186	87
	40%	44%	35%	33%	53%	40%	40%	33%	45%	48%	41%	30%
Strongly approve	408	191	137	236	93	80	122	59	63	90	175	144
	40%	37%	45%	47%	32%	35%	40%	43%	38%	31%	39%	50%
Somewhat approve	159	86	39	88	30	41	53	31	23	46	72	41
	16%	17%	13%	17%	10%	18%	18%	22%	14%	16%	16%	14%
Somewhat disapprove	92	52	16	38	34	19	39	15	24	37	35	20
	9%	10%	5%	8%	12%	8%	13%	11%	15%	13%	8%	7%
Strongly disapprove	319	174	92	127	119	71	83	31	51	101	151	67
	31%	34%	30%	25%	41%	31%	27%	22%	31%	35%	34%	24%
Unsure	47	13	22	17	14	16	9	3	5	15	17	14
	5%	3%	7%	3%	5%	7%	3%	2%	3%	5%	4%	5%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QTrumpApproImm] Do you approve or disapprove of the way Donald Trump is handling immigration?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	568	368	118	82	355	149	43	456	85	273	150	482	58
	55%	91%	49%	22%	89%	49%	15%	93%	18%	96%	87%	93%	13%
STRONGLY/SOMEWHAT DISAPPROVE	411	23	107	281	31	132	238	18	356	9	11	27	369
	40%	6%	44%	74%	8%	44%	81%	4%	77%	3%	6%	5%	84%
Strongly approve	408	301	76	31	304	78	17	374	21	240	109	386	17
	40%	74%	31%	8%	77%	26%	6%	77%	5%	84%	63%	74%	4%
Somewhat approve	159	67	42	50	51	71	26	81	64	34	41	96	41
	16%	17%	17%	13%	13%	24%	9%	17%	14%	12%	24%	18%	9%
Somewhat disapprove	92	9	31	52	12	38	36	11	68	6	4	19	61
	9%	2%	13%	14%	3%	13%	12%	2%	15%	2%	3%	4%	14%
Strongly disapprove	319	15	76	229	19	94	202	7	288	3	6	8	308
	31%	4%	31%	61%	5%	31%	69%	1%	62%	1%	4%	1%	70%
Unsure	47	13	18	15	11	21	11	15	23	2	11	11	14
	5%	3%	7%	4%	3%	7%	4%	3%	5%	1%	6%	2%	3%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QTrumpApproForeign] Do you approve or disapprove of the way Donald Trump is handling foreign policy?

	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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	508	271	237	102	121	144	142	223	285	400	36	45	27
	50%	57%	43%	49%	51%	51%	48%	50%	49%	55%	31%	40%	38%
STRONGLY/SOMEWHAT DISAPPROVE	402	168	232	91	96	114	101	187	215	248	60	57	37
	39%	35%	42%	44%	40%	40%	34%	42%	37%	34%	51%	51%	52%
Strongly approve	339	189	150	64	73	100	101	138	201	277	16	27	19
	33%	40%	27%	31%	31%	35%	34%	31%	35%	38%	14%	24%	27%
Somewhat approve	169	81	87	37	48	44	40	85	84	124	20	18	8
	17%	17%	16%	18%	20%	15%	14%	19%	15%	17%	17%	16%	11%
Somewhat disapprove	96	42	54	21	24	33	19	44	52	47	21	19	10
	9%	9%	10%	10%	10%	12%	6%	10%	9%	6%	18%	17%	14%
Strongly disapprove	306	126	178	71	72	82	82	143	163	201	39	39	27
	30%	26%	33%	34%	30%	29%	28%	32%	28%	28%	34%	34%	39%
Unsure	115	37	78	16	22	25	52	38	77	77	21	10	7
	11%	8%	14%	8%	9%	9%	18%	8%	13%	11%	18%	9%	9%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QTrumpApproForeign] Do you approve or disapprove of the way Donald Trump is handling foreign policy?

	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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	508	155	163	127	63	318	191	96	97	107	76	126	193	309
	50%	52%	53%	49%	40%	52%	46%	45%	53%	50%	48%	51%	49%	50%
STRONGLY/SOMEWHAT DISAPPROVE	402	104	109	112	77	213	189	90	64	81	64	101	154	246
	39%	35%	35%	43%	49%	35%	45%	42%	35%	38%	41%	41%	39%	40%
Strongly approve	339	111	103	84	41	214	125	59	71	70	46	87	130	203
	33%	37%	33%	32%	26%	35%	30%	28%	39%	33%	29%	35%	33%	33%
Somewhat approve	169	44	60	43	23	104	66	37	26	36	30	39	63	106
	17%	15%	19%	16%	14%	17%	16%	17%	14%	17%	19%	16%	16%	17%
Somewhat disapprove	96	31	27	22	16	58	38	23	16	19	14	23	40	56
	9%	10%	9%	9%	10%	10%	9%	11%	9%	9%	9%	9%	10%	9%
Strongly disapprove	306	73	82	90	62	155	151	67	48	62	50	78	114	190
	30%	24%	27%	34%	39%	25%	36%	31%	26%	29%	32%	31%	29%	31%
Unsure	115	41	36	21	17	77	38	29	21	26	17	21	50	64
	11%	14%	12%	8%	11%	13%	9%	13%	11%	12%	11%	8%	13%	10%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QTrumpApproForeign] Do you approve or disapprove of the way Donald Trump is handling foreign policy?

	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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	508	251	153	286	114	109	164	84	79	130	217	161
	50%	49%	50%	56%	39%	48%	54%	61%	48%	45%	48%	56%
STRONGLY/SOMEWHAT DISAPPROVE	402	223	107	170	151	80	115	47	68	126	189	87
	39%	43%	35%	34%	52%	35%	38%	33%	41%	44%	42%	31%
Strongly approve	339	157	110	196	77	66	97	52	45	75	146	118
	33%	30%	36%	39%	27%	29%	32%	37%	27%	26%	32%	41%
Somewhat approve	169	94	43	89	37	43	67	33	34	55	71	43
	17%	18%	14%	18%	13%	19%	22%	23%	21%	19%	16%	15%
Somewhat disapprove	96	57	21	45	33	18	35	14	22	31	45	20
	9%	11%	7%	9%	12%	8%	12%	10%	13%	11%	10%	7%
Strongly disapprove	306	166	86	125	117	62	80	33	46	95	144	67
	30%	32%	28%	25%	40%	27%	26%	24%	28%	33%	32%	23%
Unsure	115	42	47	51	25	38	27	8	18	32	45	38
	11%	8%	15%	10%	9%	17%	9%	6%	11%	11%	10%	13%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QTrumpApproForeign] Do you approve or disapprove of the way Donald Trump is handling foreign policy?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	508	350	106	53	328	124	42	430	58	266	137	461	34
	50%	86%	43%	14%	82%	41%	14%	88%	12%	93%	80%	89%	8%
STRONGLY/SOMEWHAT DISAPPROVE	402	20	101	282	38	126	233	16	356	1	16	19	368
	39%	5%	41%	75%	10%	41%	80%	3%	77%	*%	10%	4%	84%
Strongly approve	339	264	57	18	259	57	16	319	15	220	81	335	1
	33%	65%	23%	5%	65%	19%	6%	65%	3%	77%	47%	64%	*%
Somewhat approve	169	85	49	35	69	67	25	110	43	46	56	125	33
	17%	21%	20%	9%	17%	22%	9%	23%	9%	16%	32%	24%	8%
Somewhat disapprove	96	10	25	61	23	36	32	12	76	1	12	13	73
	9%	2%	10%	16%	6%	12%	11%	3%	16%	*%	7%	3%	17%
Strongly disapprove	306	10	76	221	15	90	200	4	280	-	5	6	295
	30%	2%	31%	58%	4%	30%	69%	1%	60%		3%	1%	67%
Unsure	115	35	37	43	31	53	18	43	49	18	18	40	38
	11%	9%	15%	11%	8%	17%	6%	9%	11%	6%	11%	8%	9%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QBidenAppro] Did you approve or disapprove of the way Joe Biden handled 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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	406	175	231	84	91	116	115	175	231	254	66	61	25
	40%	37%	42%	40%	38%	41%	39%	39%	40%	35%	56%	54%	36%
STRONGLY/SOMEWHAT DISAPPROVE	604	297	305	120	141	165	178	261	343	464	48	51	42
	59%	63%	56%	58%	59%	58%	60%	58%	59%	64%	41%	45%	60%
Strongly approve	178	82	95	28	34	63	52	62	116	109	36	21	12
	17%	17%	17%	14%	14%	22%	18%	14%	20%	15%	31%	18%	17%
Somewhat approve	229	93	136	56	58	52	63	113	115	145	29	41	13
	22%	19%	25%	27%	24%	18%	21%	25%	20%	20%	25%	36%	19%
Somewhat disapprove	142	61	80	46	40	33	24	86	57	92	23	12	14
	14%	13%	15%	22%	17%	12%	8%	19%	10%	13%	20%	11%	20%
Strongly disapprove	462	236	225	75	101	133	154	175	287	371	24	38	28
	45%	50%	41%	36%	42%	47%	52%	39%	50%	51%	21%	34%	40%
Unsure	15	4	12	5	7	2	1	12	3	8	4	1	3
	1%	1%	2%	2%	3%	1%	0%	3%	1%	1%	3%	1%	4%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QBidenAppro] Did you approve or disapprove of the way Joe Biden handled his job as 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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	406	113	118	92	83	231	175	102	69	73	67	91	171	232
	40%	38%	38%	35%	53%	38%	42%	47%	38%	34%	43%	37%	43%	37%
STRONGLY/SOMEWHAT DISAPPROVE	604	182	183	166	73	365	239	106	111	135	89	156	217	380
	59%	61%	59%	64%	46%	60%	57%	49%	61%	63%	56%	63%	55%	62%
Strongly approve	178	63	47	33	35	110	68	50	28	35	28	36	78	99
	17%	21%	15%	13%	22%	18%	16%	23%	15%	16%	17%	15%	20%	16%
Somewhat approve	229	50	71	59	48	122	107	51	42	38	40	55	93	133
	22%	17%	23%	23%	30%	20%	26%	24%	23%	18%	25%	22%	23%	21%
Somewhat disapprove	142	44	39	40	19	83	59	37	8	34	22	39	46	96
	14%	15%	13%	16%	12%	14%	14%	17%	5%	16%	14%	16%	12%	15%
Strongly disapprove	462	138	144	126	54	282	180	69	102	101	67	117	171	285
	45%	46%	47%	48%	35%	46%	43%	32%	56%	47%	42%	47%	43%	46%
Unsure	15	4	7	2	1	12	3	7	2	5	1	-	9	6
	1%	1%	2%	1%	1%	2%	1%	3%	1%	2%	1%		2%	1%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QBidenAppro] Did you approve or disapprove of the way Joe Biden handled his job as 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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	406	217	116	175	133	96	117	51	65	149	173	84
	40%	42%	38%	35%	46%	42%	38%	37%	39%	52%	38%	29%
STRONGLY/SOMEWHAT DISAPPROVE	604	291	190	328	149	126	183	86	96	130	275	199
	59%	56%	62%	65%	52%	56%	60%	62%	58%	45%	61%	70%
Strongly approve	178	93	58	72	63	43	48	26	22	73	75	30
	17%	18%	19%	14%	22%	19%	16%	18%	13%	25%	17%	10%
Somewhat approve	229	124	58	103	70	53	68	26	43	76	98	54
	22%	24%	19%	20%	24%	23%	22%	18%	26%	27%	22%	19%
Somewhat disapprove	142	78	34	56	56	30	44	20	24	37	73	31
	14%	15%	11%	11%	19%	13%	14%	14%	15%	13%	16%	11%
Strongly disapprove	462	213	155	272	94	97	139	67	72	93	202	168
	45%	41%	51%	54%	32%	43%	45%	48%	43%	32%	45%	59%
Unsure	15	9	0	3	7	5	6	2	4	9	3	3
	1%	2%	0%	1%	3%	2%	2%	1%	3%	3%	1%	1%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QBidenAppro] Did you approve or disapprove of the way Joe Biden handled his job as President?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	406	42	88	277	50	121	227	46	340	22	19	69	310
	40%	10%	36%	73%	13%	40%	78%	9%	73%	8%	11%	13%	70%
STRONGLY/SOMEWHAT DISAPPROVE	604	361	150	93	345	174	63	441	114	261	152	450	125
	59%	89%	62%	25%	87%	57%	22%	90%	25%	92%	88%	86%	28%
Strongly approve	178	20	30	128	23	45	109	21	151	11	8	32	138
	17%	5%	12%	34%	6%	15%	37%	4%	33%	4%	5%	6%	31%
Somewhat approve	229	22	57	149	27	75	118	25	189	11	11	37	172
	22%	5%	24%	40%	7%	25%	40%	5%	41%	4%	7%	7%	39%
Somewhat disapprove	142	31	47	64	37	63	40	37	84	16	21	51	80
	14%	8%	19%	17%	9%	21%	14%	8%	18%	6%	12%	10%	18%
Strongly disapprove	462	331	102	29	308	111	24	404	31	245	131	399	45
	45%	82%	42%	8%	77%	37%	8%	83%	7%	86%	76%	77%	10%
Unsure	15	2	6	7	2	8	2	2	9	1	1	1	6
	1%	*%	2%	2%	1%	3%	1%	*%	2%	*%	*%	*%	1%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
IMPROVING A LOT/LITTLE	340	196	144	70	80	81	109	150	191	260	33	28	19
	33%	41%	26%	33%	33%	29%	37%	33%	33%	36%	28%	25%	27%
GETTING A LOT/LITTLE WORSE	399	157	239	99	83	121	96	183	217	260	55	56	28
	39%	33%	44%	47%	35%	43%	33%	41%	37%	36%	47%	50%	40%
Improving a lot	86	49	38	20	23	21	22	43	43	57	12	11	6
	8%	10%	7%	10%	10%	8%	8%	10%	8%	8%	10%	10%	9%
Improving a little	254	148	106	50	57	60	87	107	147	203	21	17	13
	25%	31%	19%	24%	24%	21%	30%	24%	25%	28%	18%	15%	18%
Staying the same	224	102	121	32	54	72	66	85	139	155	27	24	18
	22%	22%	22%	15%	22%	25%	23%	19%	24%	21%	23%	21%	26%
Getting a little worse	206	83	122	40	41	63	61	81	124	133	32	25	15
	20%	17%	22%	19%	17%	22%	21%	18%	22%	18%	28%	22%	22%
Getting a lot worse	193	74	117	59	42	58	35	101	92	127	22	31	13
	19%	16%	21%	28%	18%	20%	12%	23%	16%	18%	19%	28%	18%
Unsure	62	20	43	9	22	9	22	31	32	51	2	5	5
	6%	4%	8%	4%	9%	3%	8%	7%	5%	7%	2%	4%	7%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
IMPROVING A LOT/LITTLE	340	107	102	84	48	208	132	55	53	70	53	106	107	230
	33%	36%	33%	32%	30%	34%	32%	25%	29%	33%	34%	43%	27%	37%
GETTING A LOT/LITTLE WORSE	399	101	121	115	62	222	177	96	65	93	64	78	162	235
	39%	34%	39%	44%	39%	37%	42%	45%	36%	44%	40%	32%	41%	38%
Improving a lot	86	27	23	20	16	50	36	16	13	15	12	29	29	56
	8%	9%	7%	8%	10%	8%	9%	7%	7%	7%	7%	12%	7%	9%
Improving a little	254	79	79	65	32	158	96	39	39	55	42	77	79	173
	25%	26%	26%	25%	20%	26%	23%	18%	22%	26%	27%	31%	20%	28%
Staying the same	224	69	71	48	35	140	84	48	52	41	29	53	100	123
	22%	23%	23%	19%	22%	23%	20%	22%	29%	19%	19%	21%	25%	20%
Getting a little worse	206	53	58	56	38	111	94	43	33	52	29	47	77	128
	20%	18%	19%	22%	24%	18%	23%	20%	18%	24%	19%	19%	19%	21%
Getting a lot worse	193	48	63	59	24	111	83	53	32	41	35	31	85	107
	19%	16%	20%	23%	15%	18%	20%	25%	18%	19%	22%	13%	21%	17%
Unsure	62	23	14	13	12	37	25	17	11	9	11	11	28	31
	6%	8%	5%	5%	8%	6%	6%	8%	6%	4%	7%	4%	7%	5%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
IMPROVING A LOT/LITTLE	340	178	109	204	78	58	109	60	50	88	148	104
	33%	34%	36%	40%	27%	26%	36%	43%	30%	31%	33%	36%
GETTING A LOT/LITTLE WORSE	399	210	102	159	144	93	113	42	70	112	178	109
	39%	41%	33%	31%	50%	41%	37%	30%	42%	39%	39%	38%
Improving a lot	86	44	24	46	26	14	26	15	11	27	33	27
	8%	8%	8%	9%	9%	6%	8%	11%	7%	9%	7%	9%
Improving a little	254	134	85	158	52	44	83	45	39	61	116	77
	25%	26%	28%	31%	18%	19%	27%	32%	23%	21%	26%	27%
Staying the same	224	107	76	120	54	50	65	31	34	74	96	54
	22%	21%	25%	24%	19%	22%	21%	22%	21%	26%	21%	19%
Getting a little worse	206	98	65	90	60	56	59	23	35	62	87	57
	20%	19%	21%	18%	21%	24%	19%	17%	21%	22%	19%	20%
Getting a lot worse	193	112	37	70	84	38	54	19	35	50	91	52
	19%	22%	12%	14%	29%	17%	18%	14%	21%	17%	20%	18%
Unsure	62	23	18	23	13	26	18	6	12	14	29	19
	6%	4%	6%	5%	5%	11%	6%	5%	7%	5%	6%	7%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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 . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
IMPROVING A LOT/LITTLE	340	231	57	52	222	79	34	269	57	174	87	290	41
	33%	57%	23%	14%	56%	26%	12%	55%	12%	61%	51%	56%	9%
GETTING A LOT/LITTLE WORSE	399	60	104	235	71	126	191	74	290	39	30	74	298
	39%	15%	43%	62%	18%	42%	65%	15%	63%	14%	18%	14%	68%
Improving a lot	86	65	7	15	62	11	14	70	15	51	17	77	9
	8%	16%	3%	4%	15%	4%	5%	14%	3%	18%	10%	15%	2%
Improving a little	254	166	50	38	161	68	20	199	41	123	70	213	32
	25%	41%	20%	10%	40%	23%	7%	41%	9%	43%	41%	41%	7%
Staying the same	224	91	64	69	81	82	51	114	95	57	41	126	83
	22%	22%	26%	18%	20%	27%	18%	23%	20%	20%	24%	24%	19%
Getting a little worse	206	41	52	113	51	69	81	48	139	25	23	50	135
	20%	10%	21%	30%	13%	23%	28%	10%	30%	9%	13%	10%	31%
Getting a lot worse	193	19	52	122	19	57	110	25	151	14	7	24	164
	19%	5%	22%	32%	5%	19%	38%	5%	33%	5%	4%	5%	37%
Unsure	62	23	19	21	23	16	15	33	22	14	13	30	18
	6%	6%	8%	5%	6%	5%	5%	7%	5%	5%	8%	6%	4%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QConcernAllInflation] How concerned are you, if at all, that the following are a problem for the country?
-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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
EXTREMELY/VERY CONCERNED	819	378	439	170	198	231	220	368	451	580	92	89	59
	80%	80%	80%	81%	83%	81%	75%	82%	78%	80%	78%	79%	85%
NOT VERY/NOT AT ALL CONCERNED	42	24	18	7	9	10	16	16	26	25	6	8	2
	4%	5%	3%	3%	4%	3%	5%	4%	4%	3%	5%	7%	3%
Extremely concerned	512	232	279	116	121	149	126	237	275	355	59	58	40
	50%	49%	51%	55%	51%	53%	43%	53%	48%	49%	51%	52%	57%
Very concerned	307	146	160	54	77	82	94	131	176	225	32	30	20
	30%	31%	29%	26%	32%	29%	32%	29%	30%	31%	28%	27%	28%
Somewhat concerned	144	72	72	27	25	39	54	52	93	110	13	13	8
	14%	15%	13%	13%	10%	14%	18%	12%	16%	15%	11%	11%	12%
Not very concerned	35	19	16	3	9	9	14	12	23	23	4	6	2
	3%	4%	3%	2%	4%	3%	5%	3%	4%	3%	3%	6%	3%
Not at all concerned	7	5	2	4	-	1	2	4	3	2	2	2	0
	1%	1%	*%	2%		*%	1%	1%	1%	*%	2%	2%	*%
Unsure	20	2	18	5	7	4	4	12	8	11	6	3	0
	2%	*%	3%	2%	3%	1%	1%	3%	1%	1%	5%	3%	*%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QConcernAllInflation] How concerned are you, if at all, that the following are a problem for the country?
-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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
EXTREMELY/VERY CONCERNED	819	238	250	216	115	489	331	161	155	171	125	198	316	494
	80%	79%	81%	83%	73%	80%	79%	75%	85%	80%	79%	80%	80%	80%
NOT VERY/NOT AT ALL CONCERNED	42	9	10	10	12	19	22	10	1	12	9	10	11	31
	4%	3%	3%	4%	8%	3%	5%	4%	1%	6%	5%	4%	3%	5%
Extremely concerned	512	153	162	137	60	315	197	109	99	105	74	122	207	300
	50%	51%	53%	52%	38%	52%	47%	50%	55%	49%	47%	49%	52%	49%
Very concerned	307	85	88	79	54	174	134	52	56	66	51	77	108	194
	30%	28%	29%	30%	35%	29%	32%	24%	31%	31%	32%	31%	27%	31%
Somewhat concerned	144	44	39	32	30	83	62	35	24	23	24	38	59	86
	14%	15%	13%	12%	19%	14%	15%	16%	13%	11%	15%	15%	15%	14%
Not very concerned	35	6	9	8	12	15	20	8	1	8	8	9	10	25
	3%	2%	3%	3%	7%	2%	5%	4%	1%	4%	5%	3%	2%	4%
Not at all concerned	7	3	1	2	1	4	2	1	-	4	0	1	1	5
	1%	1%	*%	1%	*%	1%	1%	1%		2%	*%	*%	*%	1%
Unsure	20	9	8	3	-	17	3	10	1	7	-	1	12	8
	2%	3%	3%	1%		3%	1%	5%	1%	3%		*%	3%	1%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QConcernAllInflation] How concerned are you, if at all, that the following are a problem for the country?
-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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
EXTREMELY/VERY CONCERNED	819	419	232	410	231	176	252	117	135	219	365	235
	80%	81%	76%	81%	80%	77%	83%	84%	82%	76%	81%	82%
NOT VERY/NOT AT ALL CONCERNED	42	21	15	24	12	5	7	3	4	11	14	16
	4%	4%	5%	5%	4%	2%	2%	2%	2%	4%	3%	6%
Extremely concerned	512	263	140	254	145	110	154	72	82	123	230	159
	50%	51%	46%	50%	50%	49%	51%	52%	50%	43%	51%	55%
Very concerned	307	156	92	156	85	66	98	44	53	96	135	76
	30%	30%	30%	31%	29%	29%	32%	32%	32%	33%	30%	27%
Somewhat concerned	144	68	55	69	38	38	41	20	21	51	65	28
	14%	13%	18%	14%	13%	17%	13%	14%	13%	18%	14%	10%
Not very concerned	35	18	13	22	10	3	6	2	4	9	13	13
	3%	3%	4%	4%	3%	1%	2%	1%	2%	3%	3%	5%
Not at all concerned	7	3	2	2	2	2	1	1	-	2	2	3
	1%	1%	1%	*%	1%	1%	*%	1%		1%	*%	1%
Unsure	20	9	5	4	9	8	5	-	5	7	6	7
	2%	2%	2%	1%	3%	3%	2%		3%	2%	1%	3%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QConcernAllInflation] How concerned are you, if at all, that the following are a problem for the country?

-Inflation

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
EXTREMELY/VERY CONCERNED	819	338	189	292	332	240	222	410	353	241	140	431	339
	80%	84%	78%	77%	83%	80%	76%	84%	76%	85%	81%	83%	77%
NOT VERY/NOT AT ALL CONCERNED	42	13	8	20	13	11	18	18	23	7	5	21	20
	4%	3%	3%	5%	3%	4%	6%	4%	5%	3%	3%	4%	5%
Extremely concerned	512	224	114	173	219	147	130	273	202	171	88	278	202
	50%	55%	47%	46%	55%	49%	45%	56%	44%	60%	51%	53%	46%
Very concerned	307	114	75	119	113	94	92	137	151	70	51	153	138
	30%	28%	31%	31%	28%	31%	32%	28%	33%	25%	30%	29%	31%
Somewhat concerned	144	47	41	56	48	43	50	52	79	32	23	60	76
	14%	12%	17%	15%	12%	14%	17%	11%	17%	11%	14%	11%	17%
Not very concerned	35	11	7	16	10	11	13	16	18	7	4	15	19
	3%	3%	3%	4%	3%	4%	5%	3%	4%	2%	3%	3%	4%
Not at all concerned	7	2	1	4	3	-	4	2	5	1	1	5	1
	1%	*%	*%	1%	1%		1%	*%	1%	*%	1%	1%	*%
Unsure	20	7	4	9	5	7	3	9	8	3	3	9	5
	2%	2%	2%	2%	1%	2%	1%	2%	2%	1%	2%	2%	1%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QConcernAllClimate] How concerned are you, if at all, that the following are a problem for the country?

-Climate 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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
EXTREMELY/VERY CONCERNED	499	219	276	128	121	131	119	249	250	322	72	58	47
	49%	46%	51%	61%	50%	46%	40%	55%	43%	44%	61%	51%	67%
NOT VERY/NOT AT ALL CONCERNED	286	166	120	28	68	81	110	95	191	234	13	27	13
	28%	35%	22%	13%	28%	29%	37%	21%	33%	32%	11%	24%	18%
Extremely concerned	334	147	185	90	75	85	84	166	168	215	48	41	31
	33%	31%	34%	43%	32%	30%	28%	37%	29%	30%	41%	36%	44%
Very concerned	164	72	91	38	45	46	35	83	82	107	24	17	16
	16%	15%	17%	18%	19%	16%	12%	18%	14%	15%	21%	15%	23%
Somewhat concerned	218	87	130	48	43	69	57	91	126	159	23	25	11
	21%	18%	24%	23%	18%	24%	19%	20%	22%	22%	19%	22%	15%
Not very concerned	140	75	65	15	31	45	48	47	94	117	7	10	6
	14%	16%	12%	7%	13%	16%	16%	10%	16%	16%	6%	9%	8%
Not at all concerned	146	91	55	12	36	36	61	49	97	117	6	17	7
	14%	19%	10%	6%	15%	13%	21%	11%	17%	16%	5%	15%	10%
Unsure	23	3	20	5	7	2	8	13	10	10	9	4	-
	2%	1%	4%	3%	3%	1%	3%	3%	2%	1%	8%	3%	

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QConcernAllClimate] How concerned are you, if at all, that the following are a problem for the country?

-Climate 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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
EXTREMELY/VERY CONCERNED	499	147	144	121	86	291	208	123	81	96	78	115	204	290
	49%	49%	47%	47%	55%	48%	50%	57%	45%	45%	50%	46%	51%	47%
NOT VERY/NOT AT ALL CONCERNED	286	79	90	79	39	168	118	42	60	58	46	78	103	182
	28%	26%	29%	30%	25%	28%	28%	20%	33%	27%	29%	32%	26%	29%
Extremely concerned	334	98	87	84	65	185	149	84	49	63	60	76	133	199
	33%	33%	28%	32%	42%	30%	36%	39%	27%	30%	38%	31%	33%	32%
Very concerned	164	49	57	38	21	106	58	39	32	33	19	39	71	91
	16%	16%	18%	14%	13%	17%	14%	18%	17%	15%	12%	16%	18%	15%
Somewhat concerned	218	63	66	58	30	129	89	43	39	51	31	53	82	135
	21%	21%	21%	22%	19%	21%	21%	20%	21%	24%	19%	22%	21%	22%
Not very concerned	140	40	46	34	21	86	55	27	24	27	28	34	51	90
	14%	13%	15%	13%	13%	14%	13%	13%	13%	13%	18%	14%	13%	14%
Not at all concerned	146	39	43	45	19	82	64	15	37	31	17	44	52	92
	14%	13%	14%	17%	12%	14%	15%	7%	20%	15%	11%	18%	13%	15%
Unsure	23	11	8	2	1	20	3	7	2	8	3	1	8	12
	2%	4%	3%	1%	1%	3%	1%	3%	1%	4%	2%	1%	2%	2%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QConcernAllClimate] How concerned are you, if at all, that the following are a problem for the country?

-Climate 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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
EXTREMELY/VERY CONCERNED	499	268	126	216	176	104	160	72	87	165	213	120
	49%	52%	41%	43%	61%	46%	52%	52%	53%	57%	47%	42%
NOT VERY/NOT AT ALL CONCERNED	286	121	113	176	52	58	69	43	26	48	143	95
	28%	23%	37%	35%	18%	25%	23%	31%	16%	17%	32%	33%
Extremely concerned	334	182	86	142	119	72	103	47	55	115	149	70
	33%	35%	28%	28%	41%	32%	34%	34%	34%	40%	33%	24%
Very concerned	164	85	41	75	56	32	57	25	32	49	65	50
	16%	17%	13%	15%	19%	14%	19%	18%	19%	17%	14%	18%
Somewhat concerned	218	118	60	106	50	61	72	24	47	67	89	62
	21%	23%	20%	21%	17%	27%	23%	17%	29%	23%	20%	22%
Not very concerned	140	64	51	81	25	34	33	20	13	23	76	41
	14%	12%	17%	16%	9%	15%	11%	14%	8%	8%	17%	14%
Not at all concerned	146	57	62	95	27	24	36	23	13	25	67	55
	14%	11%	20%	19%	9%	11%	12%	17%	8%	9%	15%	19%
Unsure	23	10	6	8	11	4	5	-	5	9	5	9
	2%	2%	2%	2%	4%	2%	2%		3%	3%	1%	3%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QConcernAllClimate] How concerned are you, if at all, that the following are a problem for the country?

-Climate change

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
EXTREMELY/VERY CONCERNED	499	98	118	282	83	164	243	110	349	57	46	129	343
	49%	24%	48%	75%	21%	54%	83%	23%	75%	20%	27%	25%	78%
NOT VERY/NOT AT ALL CONCERNED	286	193	72	21	211	60	10	245	26	155	77	255	26
	28%	48%	30%	6%	53%	20%	3%	50%	6%	54%	45%	49%	6%
Extremely concerned	334	51	73	210	44	89	193	47	259	26	24	63	258
	33%	13%	30%	56%	11%	30%	66%	10%	56%	9%	14%	12%	59%
Very concerned	164	47	45	72	38	75	50	64	90	31	22	66	85
	16%	12%	18%	19%	10%	25%	17%	13%	19%	11%	13%	13%	19%
Somewhat concerned	218	107	50	60	101	67	39	126	77	68	46	127	65
	21%	27%	20%	16%	25%	22%	13%	26%	17%	24%	27%	24%	15%
Not very concerned	140	90	39	11	95	36	5	113	17	67	41	121	18
	14%	22%	16%	3%	24%	12%	2%	23%	4%	24%	24%	23%	4%
Not at all concerned	146	102	33	11	115	24	5	132	9	87	36	135	7
	14%	25%	14%	3%	29%	8%	2%	27%	2%	31%	21%	26%	2%
Unsure	23	6	3	13	3	11	-	8	12	4	2	9	7
	2%	2%	1%	4%	1%	4%		2%	3%	1%	1%	2%	2%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QConcernAllIneq] How concerned are you, if at all, that the following are a problem for the country?

-Income inequality

	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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
EXTREMELY/VERY CONCERNED	538	235	300	151	138	139	111	289	250	341	87	67	43
	53%	50%	55%	72%	58%	49%	38%	64%	43%	47%	75%	59%	62%
NOT VERY/NOT AT ALL CONCERNED	207	127	79	14	43	58	91	58	149	173	7	16	11
	20%	27%	15%	7%	18%	21%	31%	13%	26%	24%	6%	14%	15%
Extremely concerned	296	132	162	96	69	74	58	164	132	180	56	41	19
	29%	28%	30%	46%	29%	26%	20%	37%	23%	25%	48%	36%	27%
Very concerned	242	103	137	55	69	65	52	124	118	161	31	26	24
	24%	22%	25%	26%	29%	23%	18%	28%	20%	22%	26%	23%	34%
Somewhat concerned	249	109	140	36	49	79	84	85	164	190	16	27	16
	24%	23%	26%	17%	21%	28%	29%	19%	28%	26%	14%	24%	22%
Not very concerned	137	75	63	9	30	42	56	39	98	118	2	10	7
	13%	16%	11%	5%	13%	15%	19%	9%	17%	16%	2%	9%	10%
Not at all concerned	69	53	17	5	13	17	35	18	51	56	5	5	4
	7%	11%	3%	2%	6%	6%	12%	4%	9%	8%	4%	4%	5%
Unsure	32	4	28	8	9	7	8	17	15	21	6	3	1
	3%	1%	5%	4%	4%	2%	3%	4%	3%	3%	5%	3%	1%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QConcernAllIneq] How concerned are you, if at all, that the following are a problem for the country?

-Income inequality

	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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
EXTREMELY/VERY CONCERNED	538	165	165	130	78	330	208	134	95	111	80	112	230	303
	53%	55%	54%	50%	50%	54%	50%	62%	52%	52%	51%	45%	58%	49%
NOT VERY/NOT AT ALL CONCERNED	207	46	65	61	35	111	96	26	34	36	30	80	60	146
	20%	15%	21%	23%	22%	18%	23%	12%	18%	17%	19%	32%	15%	24%
Extremely concerned	296	88	91	79	38	179	117	77	47	63	45	62	124	169
	29%	29%	30%	30%	24%	29%	28%	36%	26%	29%	28%	25%	31%	27%
Very concerned	242	77	74	51	40	151	91	57	48	48	35	50	105	134
	24%	26%	24%	20%	25%	25%	22%	27%	27%	23%	22%	20%	27%	22%
Somewhat concerned	249	73	66	65	44	139	109	42	48	59	48	52	90	158
	24%	24%	22%	25%	28%	23%	26%	20%	26%	28%	30%	21%	23%	26%
Not very concerned	137	32	45	37	24	77	60	15	22	24	21	55	37	100
	13%	11%	15%	14%	15%	13%	14%	7%	12%	11%	13%	22%	9%	16%
Not at all concerned	69	15	19	24	11	34	35	11	12	11	9	26	23	46
	7%	5%	6%	9%	7%	6%	8%	5%	7%	5%	6%	10%	6%	7%
Unsure	32	16	12	4	-	27	4	12	5	8	-	3	17	11
	3%	5%	4%	2%	-	4%	1%	6%	3%	4%	-	1%	4%	2%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QConcernAllIneq] How concerned are you, if at all, that the following are a problem for the country?

-Income inequality

	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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
EXTREMELY/VERY CONCERNED	538	308	114	235	187	114	180	75	105	199	212	128
	53%	60%	37%	46%	65%	50%	59%	54%	63%	69%	47%	45%
NOT VERY/NOT AT ALL CONCERNED	207	84	95	135	30	42	51	30	21	28	116	63
	20%	16%	31%	27%	10%	19%	17%	22%	12%	10%	26%	22%
Extremely concerned	296	172	63	115	118	62	90	35	55	108	120	69
	29%	33%	21%	23%	41%	27%	30%	25%	33%	37%	27%	24%
Very concerned	242	136	51	120	69	51	89	39	50	91	92	59
	24%	26%	17%	24%	24%	23%	29%	28%	30%	32%	20%	20%
Somewhat concerned	249	115	87	126	61	62	70	35	35	55	114	79
	24%	22%	29%	25%	21%	27%	23%	25%	21%	19%	25%	27%
Not very concerned	137	59	63	97	16	24	38	20	18	21	75	42
	13%	11%	21%	19%	6%	11%	12%	14%	11%	7%	17%	15%
Not at all concerned	69	25	33	38	13	18	13	11	3	7	41	22
	7%	5%	11%	8%	5%	8%	4%	8%	2%	2%	9%	8%
Unsure	32	10	9	11	12	9	5	-	5	6	9	17
	3%	2%	3%	2%	4%	4%	2%		3%	2%	2%	6%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QConcernAllIneq] How concerned are you, if at all, that the following are a problem for the country?

-Income inequality

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
EXTREMELY/VERY CONCERNED	538	138	130	270	118	170	233	165	332	92	56	178	324
	53%	34%	54%	71%	30%	56%	80%	34%	72%	32%	33%	34%	74%
NOT VERY/NOT AT ALL CONCERNED	207	139	46	22	157	35	11	171	29	104	63	179	25
	20%	34%	19%	6%	40%	11%	4%	35%	6%	37%	37%	34%	6%
Extremely concerned	296	59	71	166	54	73	159	75	195	47	23	85	201
	29%	15%	29%	44%	14%	24%	54%	15%	42%	16%	13%	16%	46%
Very concerned	242	79	60	104	65	96	74	91	137	45	33	93	123
	24%	19%	24%	28%	16%	32%	25%	19%	30%	16%	19%	18%	28%
Somewhat concerned	249	112	60	76	112	89	45	135	93	75	50	143	87
	24%	28%	25%	20%	28%	29%	15%	28%	20%	26%	29%	28%	20%
Not very concerned	137	93	29	16	104	23	8	111	24	71	40	115	20
	13%	23%	12%	4%	26%	8%	3%	23%	5%	25%	23%	22%	5%
Not at all concerned	69	46	17	7	53	12	3	60	5	33	23	64	5
	7%	11%	7%	2%	13%	4%	1%	12%	1%	12%	14%	12%	1%
Unsure	32	16	7	9	10	9	4	17	9	13	2	20	4
	3%	4%	3%	2%	3%	3%	1%	4%	2%	5%	1%	4%	1%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QConcernAllDebt] How concerned are you, if at all, that the following are a problem for the country?

-Budget deficits and the national debt

	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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
EXTREMELY/VERY CONCERNED	634	310	321	125	141	179	189	266	368	447	78	56	53
	62%	65%	59%	60%	59%	63%	64%	59%	64%	62%	66%	49%	75%
NOT VERY/NOT AT ALL CONCERNED	80	37	43	18	21	25	17	38	41	59	10	6	5
	8%	8%	8%	8%	9%	9%	6%	9%	7%	8%	9%	5%	7%
Extremely concerned	325	155	170	73	56	90	105	129	195	218	39	36	31
	32%	33%	31%	35%	23%	32%	36%	29%	34%	30%	33%	32%	45%
Very concerned	309	155	151	51	85	89	83	137	172	229	39	19	21
	30%	33%	28%	25%	36%	31%	28%	30%	30%	32%	33%	17%	30%
Somewhat concerned	276	123	153	55	69	73	79	124	151	199	23	42	12
	27%	26%	28%	27%	29%	26%	27%	28%	26%	27%	20%	37%	17%
Not very concerned	59	25	35	10	12	23	15	21	38	45	6	4	4
	6%	5%	6%	5%	5%	8%	5%	5%	7%	6%	5%	3%	6%
Not at all concerned	21	13	8	8	9	2	2	17	4	14	4	2	0
	2%	3%	1%	4%	4%	1%	1%	4%	1%	2%	3%	2%	1%
Unsure	37	6	31	11	8	7	10	20	17	20	7	9	1
	4%	1%	6%	5%	3%	3%	3%	4%	3%	3%	6%	8%	1%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QConcernAllDebt] How concerned are you, if at all, that the following are a problem for the country?

-Budget deficits and the national debt

	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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
EXTREMELY/VERY CONCERNED	634	174	195	165	100	369	265	126	112	123	96	173	237	391
	62%	58%	63%	63%	64%	61%	63%	58%	61%	58%	61%	70%	60%	63%
NOT VERY/NOT AT ALL CONCERNED	80	19	19	27	15	38	42	21	7	16	15	20	29	51
	8%	6%	6%	10%	10%	6%	10%	10%	4%	8%	9%	8%	7%	8%
Extremely concerned	325	101	98	79	47	198	126	64	66	67	48	78	129	193
	32%	34%	32%	30%	30%	33%	30%	30%	36%	31%	31%	31%	33%	31%
Very concerned	309	73	97	86	53	170	138	62	46	56	47	95	108	198
	30%	24%	32%	33%	34%	28%	33%	29%	25%	26%	30%	38%	27%	32%
Somewhat concerned	276	91	79	64	41	170	105	54	56	65	46	53	110	164
	27%	30%	26%	25%	26%	28%	25%	25%	31%	31%	29%	21%	28%	26%
Not very concerned	59	11	16	20	12	27	32	17	4	11	14	13	21	38
	6%	4%	5%	8%	7%	4%	8%	8%	2%	5%	9%	5%	5%	6%
Not at all concerned	21	7	3	7	3	10	10	4	3	6	1	6	7	13
	2%	2%	1%	3%	2%	2%	2%	2%	2%	3%	1%	3%	2%	2%
Unsure	37	17	14	5	1	31	5	15	6	9	2	2	21	12
	4%	6%	5%	2%	1%	5%	1%	7%	3%	4%	1%	1%	5%	2%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QConcernAllDebt] How concerned are you, if at all, that the following are a problem for the country?

-Budget deficits and the national debt

	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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
EXTREMELY/VERY CONCERNED	634	328	194	337	164	132	188	93	95	169	283	182
	62%	63%	63%	67%	57%	58%	62%	66%	57%	59%	63%	63%
NOT VERY/NOT AT ALL CONCERNED	80	37	22	28	31	20	16	9	8	28	33	19
	8%	7%	7%	6%	11%	9%	5%	6%	5%	10%	7%	7%
Extremely concerned	325	153	112	170	85	69	85	39	46	77	154	94
	32%	30%	36%	34%	29%	30%	28%	28%	28%	27%	34%	33%
Very concerned	309	175	83	167	79	62	103	54	49	92	129	88
	30%	34%	27%	33%	27%	27%	34%	39%	29%	32%	29%	31%
Somewhat concerned	276	143	80	127	77	69	95	38	57	82	121	73
	27%	28%	26%	25%	27%	31%	31%	27%	34%	28%	27%	25%
Not very concerned	59	29	18	24	20	15	12	6	6	20	26	14
	6%	6%	6%	5%	7%	7%	4%	4%	4%	7%	6%	5%
Not at all concerned	21	8	3	5	11	5	4	3	2	8	7	5
	2%	1%	1%	1%	4%	2%	1%	2%	1%	3%	2%	2%
Unsure	37	10	11	13	17	6	6	-	6	10	14	13
	4%	2%	3%	3%	6%	2%	2%		4%	3%	3%	5%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QConcernAllDebt] How concerned are you, if at all, that the following are a problem for the country?

-Budget deficits and the national debt

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
EXTREMELY/VERY CONCERNED	634	281	142	210	283	176	162	337	261	206	116	350	252
	62%	70%	58%	56%	71%	58%	55%	69%	56%	72%	68%	67%	57%
NOT VERY/NOT AT ALL CONCERNED	80	20	25	35	19	21	38	18	49	11	8	26	51
	8%	5%	10%	9%	5%	7%	13%	4%	11%	4%	5%	5%	12%
Extremely concerned	325	153	65	108	162	70	82	175	131	112	64	180	129
	32%	38%	27%	28%	41%	23%	28%	36%	28%	39%	37%	35%	29%
Very concerned	309	129	77	103	120	106	79	161	130	94	52	170	123
	30%	32%	32%	27%	30%	35%	27%	33%	28%	33%	31%	33%	28%
Somewhat concerned	276	92	69	114	87	94	85	120	137	61	42	129	126
	27%	23%	29%	30%	22%	31%	29%	24%	30%	21%	25%	25%	29%
Not very concerned	59	11	19	29	10	18	30	10	42	8	2	13	44
	6%	3%	8%	8%	2%	6%	10%	2%	9%	3%	1%	3%	10%
Not at all concerned	21	9	6	6	9	3	9	9	8	3	6	13	7
	2%	2%	2%	2%	2%	1%	3%	2%	2%	1%	3%	3%	2%
Unsure	37	11	7	18	9	11	7	14	15	7	5	15	11
	4%	3%	3%	5%	2%	4%	2%	3%	3%	2%	3%	3%	3%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QConcernAllCancel] How concerned are you, if at all, that the following are a problem for the country?

-Cancel culture

	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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
EXTREMELY/VERY CONCERNED	410	214	195	77	97	107	130	174	236	282	52	46	30
	40%	45%	36%	37%	41%	38%	44%	39%	41%	39%	44%	41%	43%
NOT VERY/NOT AT ALL CONCERNED	291	140	150	81	72	80	58	153	138	213	28	31	20
	28%	29%	27%	39%	30%	28%	20%	34%	24%	29%	24%	27%	28%
Extremely concerned	233	119	113	56	51	61	66	106	127	156	28	30	18
	23%	25%	21%	27%	21%	22%	22%	24%	22%	22%	24%	27%	26%
Very concerned	177	96	82	21	47	45	64	68	109	126	24	16	12
	17%	20%	15%	10%	19%	16%	22%	15%	19%	17%	21%	14%	17%
Somewhat concerned	204	93	111	39	46	61	58	85	119	144	24	27	10
	20%	20%	20%	19%	19%	22%	20%	19%	21%	20%	20%	24%	14%
Not very concerned	168	72	96	45	41	47	36	85	83	130	12	18	9
	16%	15%	18%	21%	17%	17%	12%	19%	14%	18%	10%	16%	13%
Not at all concerned	123	68	53	36	31	32	23	68	55	83	16	13	11
	12%	14%	10%	17%	13%	11%	8%	15%	10%	11%	14%	12%	15%
Unsure	120	29	91	12	24	36	48	36	84	87	14	9	11
	12%	6%	17%	6%	10%	13%	16%	8%	15%	12%	12%	8%	15%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QConcernAllCancel] How concerned are you, if at all, that the following are a problem for the country?

-Cancel culture

	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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
EXTREMELY/VERY CONCERNED	410	125	133	97	56	258	153	79	72	93	61	104	151	257
	40%	42%	43%	37%	35%	42%	37%	37%	40%	43%	38%	42%	38%	42%
NOT VERY/NOT AT ALL CONCERNED	291	69	75	90	57	144	147	53	48	52	51	84	101	188
	28%	23%	24%	35%	36%	24%	35%	25%	27%	25%	33%	34%	26%	30%
Extremely concerned	233	78	78	52	25	156	77	55	39	54	25	59	95	137
	23%	26%	25%	20%	16%	26%	18%	26%	22%	25%	16%	24%	24%	22%
Very concerned	177	47	55	45	30	102	76	23	33	39	36	45	56	120
	17%	16%	18%	17%	19%	17%	18%	11%	18%	18%	23%	18%	14%	19%
Somewhat concerned	204	59	62	48	36	121	84	50	34	45	34	40	83	119
	20%	20%	20%	19%	23%	20%	20%	23%	19%	21%	22%	16%	21%	19%
Not very concerned	168	48	36	57	27	85	84	30	31	34	28	44	61	106
	16%	16%	12%	22%	17%	14%	20%	14%	17%	16%	18%	18%	15%	17%
Not at all concerned	123	20	39	33	30	59	63	23	17	18	23	40	40	81
	12%	7%	13%	13%	19%	10%	15%	11%	9%	9%	15%	16%	10%	13%
Unsure	120	47	38	25	9	85	34	34	27	23	12	20	61	55
	12%	16%	12%	10%	6%	14%	8%	16%	15%	11%	7%	8%	15%	9%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QConcernAllCancel] How concerned are you, if at all, that the following are a problem for the country?

-Cancel culture

	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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
EXTREMELY/VERY CONCERNED	410	209	132	226	103	82	136	70	65	109	193	108
	40%	40%	43%	45%	36%	36%	44%	50%	39%	38%	43%	38%
NOT VERY/NOT AT ALL CONCERNED	291	167	64	141	100	47	79	36	43	86	126	79
	28%	32%	21%	28%	34%	21%	26%	26%	26%	30%	28%	27%
Extremely concerned	233	117	73	124	63	46	77	33	43	56	110	67
	23%	23%	24%	25%	22%	20%	25%	24%	26%	19%	24%	23%
Very concerned	177	92	59	102	40	36	59	37	22	53	83	41
	17%	18%	19%	20%	14%	16%	19%	26%	13%	18%	18%	14%
Somewhat concerned	204	104	61	92	60	53	65	29	35	63	87	55
	20%	20%	20%	18%	21%	23%	21%	21%	21%	22%	19%	19%
Not very concerned	168	102	36	82	53	31	43	19	24	48	70	51
	16%	20%	12%	16%	18%	14%	14%	13%	15%	17%	16%	18%
Not at all concerned	123	65	29	60	46	16	36	18	19	38	57	28
	12%	12%	9%	12%	16%	7%	12%	13%	11%	13%	13%	10%
Unsure	120	37	48	48	27	45	26	4	22	30	44	45
	12%	7%	16%	9%	9%	20%	8%	3%	13%	11%	10%	16%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QConcernAllCancel] How concerned are you, if at all, that the following are a problem for the country?

-Cancel culture

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
EXTREMELY/VERY CONCERNED	410	191	91	128	201	94	105	238	154	142	78	247	144
	40%	47%	37%	34%	51%	31%	36%	49%	33%	50%	45%	47%	33%
NOT VERY/NOT AT ALL CONCERNED	291	88	73	130	91	74	120	107	158	60	39	119	166
	28%	22%	30%	34%	23%	25%	41%	22%	34%	21%	23%	23%	38%
Extremely concerned	233	118	49	67	117	51	59	139	83	92	43	147	78
	23%	29%	20%	18%	29%	17%	20%	28%	18%	32%	25%	28%	18%
Very concerned	177	74	42	62	84	43	46	99	70	51	35	100	66
	17%	18%	17%	16%	21%	14%	16%	20%	15%	18%	20%	19%	15%
Somewhat concerned	204	76	55	74	61	81	55	87	106	51	31	97	93
	20%	19%	23%	19%	15%	27%	19%	18%	23%	18%	18%	19%	21%
Not very concerned	168	61	41	67	57	50	60	70	83	37	28	77	86
	16%	15%	17%	18%	14%	16%	21%	14%	18%	13%	17%	15%	20%
Not at all concerned	123	28	33	62	34	25	60	37	75	23	10	42	80
	12%	7%	13%	17%	9%	8%	21%	8%	16%	8%	6%	8%	18%
Unsure	120	50	23	46	44	53	12	57	46	32	24	58	38
	12%	12%	10%	12%	11%	17%	4%	12%	10%	11%	14%	11%	9%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QConcernAllLegal] How concerned are you, if at all, that the following are a problem for the country?
-Legal 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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
EXTREMELY/VERY CONCERNED	369	185	182	80	98	110	81	178	191	244	55	42	27
	36%	39%	33%	38%	41%	39%	28%	40%	33%	34%	47%	37%	39%
NOT VERY/NOT AT ALL CONCERNED	428	207	219	84	80	105	159	164	264	324	38	37	29
	42%	44%	40%	40%	33%	37%	54%	37%	46%	45%	32%	33%	42%
Extremely concerned	192	93	99	52	46	55	39	99	93	124	29	22	17
	19%	20%	18%	25%	19%	19%	13%	22%	16%	17%	25%	20%	24%
Very concerned	176	92	83	27	51	55	43	79	98	121	25	20	11
	17%	19%	15%	13%	21%	19%	15%	18%	17%	17%	22%	18%	15%
Somewhat concerned	202	80	122	41	55	64	42	96	106	143	17	29	13
	20%	17%	22%	20%	23%	23%	14%	21%	18%	20%	14%	26%	18%
Not very concerned	222	102	120	40	41	60	80	81	141	166	23	23	11
	22%	21%	22%	19%	17%	21%	27%	18%	24%	23%	19%	20%	15%
Not at all concerned	206	106	99	44	38	45	79	82	123	158	15	14	19
	20%	22%	18%	21%	16%	16%	27%	18%	21%	22%	13%	13%	27%
Unsure	27	4	23	3	7	5	12	11	17	14	8	4	0
	3%	1%	4%	2%	3%	2%	4%	2%	3%	2%	7%	4%	1%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QConcernAllLegal] How concerned are you, if at all, that the following are a problem for the country?

-Legal 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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
EXTREMELY/VERY CONCERNED	369	123	113	92	40	237	132	81	59	84	50	91	140	226
	36%	41%	37%	35%	25%	39%	32%	38%	32%	40%	32%	37%	35%	37%
NOT VERY/NOT AT ALL CONCERNED	428	114	120	114	80	234	194	89	83	82	56	113	172	250
	42%	38%	39%	44%	51%	39%	46%	42%	45%	38%	35%	46%	43%	41%
Extremely concerned	192	68	58	50	16	127	66	46	32	38	28	47	78	113
	19%	23%	19%	19%	10%	21%	16%	22%	17%	18%	18%	19%	20%	18%
Very concerned	176	55	55	42	24	110	66	34	27	47	22	44	62	113
	17%	18%	18%	16%	15%	18%	16%	16%	15%	22%	14%	18%	16%	18%
Somewhat concerned	202	50	62	53	36	112	89	34	39	38	49	40	72	127
	20%	17%	20%	20%	23%	19%	21%	16%	21%	18%	31%	16%	18%	21%
Not very concerned	222	64	60	56	42	123	99	44	41	43	35	55	85	133
	22%	21%	19%	22%	27%	20%	24%	20%	23%	20%	22%	22%	21%	21%
Not at all concerned	206	50	61	57	38	111	95	46	42	39	21	58	87	118
	20%	17%	20%	22%	24%	18%	23%	21%	23%	18%	13%	24%	22%	19%
Unsure	27	13	12	2	1	24	3	11	1	9	3	3	13	15
	3%	4%	4%	1%	1%	4%	1%	5%	1%	4%	2%	1%	3%	2%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QConcernAllLegal] How concerned are you, if at all, that the following are a problem for the country?

-Legal 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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
EXTREMELY/VERY CONCERNED	369	202	90	187	106	74	136	66	70	124	143	102
	36%	39%	29%	37%	37%	33%	45%	47%	42%	43%	32%	36%
NOT VERY/NOT AT ALL CONCERNED	428	183	164	203	122	103	93	44	49	115	202	112
	42%	35%	54%	40%	42%	45%	31%	31%	30%	40%	45%	39%
Extremely concerned	192	106	42	92	62	37	65	28	37	67	77	49
	19%	21%	14%	18%	21%	16%	21%	20%	22%	23%	17%	17%
Very concerned	176	96	48	95	44	37	71	37	33	58	66	53
	17%	19%	16%	19%	15%	16%	23%	27%	20%	20%	15%	19%
Somewhat concerned	202	124	39	108	54	38	72	29	43	43	93	65
	20%	24%	13%	21%	19%	17%	24%	21%	26%	15%	21%	23%
Not very concerned	222	100	82	114	57	51	51	21	29	58	104	60
	22%	19%	27%	23%	20%	22%	17%	15%	18%	20%	23%	21%
Not at all concerned	206	83	83	89	65	52	43	23	20	57	97	52
	20%	16%	27%	17%	22%	23%	14%	16%	12%	20%	22%	18%
Unsure	27	8	13	9	7	12	4	1	2	6	13	8
	3%	2%	4%	2%	2%	5%	1%	1%	2%	2%	3%	3%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QConcernAllLegal] How concerned are you, if at all, that the following are a problem for the country?

-Legal immigration

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
EXTREMELY/VERY CONCERNED	369	169	64	136	140	117	99	190	159	109	71	199	146
	36%	42%	26%	36%	35%	39%	34%	39%	34%	38%	41%	38%	33%
NOT VERY/NOT AT ALL CONCERNED	428	150	121	157	183	97	139	199	199	115	68	204	204
	42%	37%	50%	42%	46%	32%	47%	41%	43%	40%	39%	39%	46%
Extremely concerned	192	87	29	77	73	54	59	98	79	57	38	108	77
	19%	21%	12%	20%	18%	18%	20%	20%	17%	20%	22%	21%	17%
Very concerned	176	82	35	59	66	63	40	92	80	52	33	91	69
	17%	20%	15%	16%	17%	21%	14%	19%	17%	18%	19%	18%	16%
Somewhat concerned	202	80	53	69	70	73	52	90	89	58	29	106	82
	20%	20%	22%	18%	18%	24%	18%	18%	19%	20%	17%	20%	19%
Not very concerned	222	85	58	80	108	50	57	108	99	59	44	118	94
	22%	21%	24%	21%	27%	17%	19%	22%	21%	21%	26%	23%	21%
Not at all concerned	206	66	63	77	74	47	82	92	100	56	24	87	110
	20%	16%	26%	20%	19%	15%	28%	19%	22%	20%	14%	17%	25%
Unsure	27	6	5	16	5	15	3	10	16	2	4	11	8
	3%	2%	2%	4%	1%	5%	1%	2%	3%	1%	2%	2%	2%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QConcernAllIllegal] How concerned are you, if at all, that the following are a problem for the country?

-Illegal 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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
EXTREMELY/VERY CONCERNED	667	332	333	117	150	189	211	267	400	486	73	63	44
	65%	70%	61%	56%	63%	67%	72%	60%	69%	67%	62%	56%	63%
NOT VERY/NOT AT ALL CONCERNED	160	71	88	45	34	44	36	79	81	111	14	20	15
	16%	15%	16%	22%	14%	16%	12%	18%	14%	15%	12%	18%	22%
Extremely concerned	433	219	212	72	89	123	148	162	271	321	42	41	28
	42%	46%	39%	35%	37%	43%	50%	36%	47%	44%	36%	37%	41%
Very concerned	234	113	121	44	60	66	63	105	129	165	31	22	16
	23%	24%	22%	21%	25%	23%	21%	23%	22%	23%	26%	19%	23%
Somewhat concerned	176	69	107	42	48	47	40	89	87	118	22	26	10
	17%	15%	20%	20%	20%	16%	14%	20%	15%	16%	19%	23%	14%
Not very concerned	110	48	62	25	25	28	31	50	59	83	9	11	8
	11%	10%	11%	12%	11%	10%	11%	11%	10%	11%	7%	9%	11%
Not at all concerned	50	23	26	20	9	16	5	29	21	28	5	10	8
	5%	5%	5%	10%	4%	6%	2%	6%	4%	4%	4%	8%	11%
Unsure	22	3	19	5	7	4	6	13	10	9	9	3	1
	2%	1%	3%	3%	3%	1%	2%	3%	2%	1%	8%	3%	1%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QConcernAllIllegal] How concerned are you, if at all, that the following are a problem for the country?

-Illegal 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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
EXTREMELY/VERY CONCERNED	667	203	211	161	92	414	253	133	122	137	99	168	255	404
	65%	68%	68%	62%	59%	68%	61%	62%	67%	64%	63%	68%	64%	65%
NOT VERY/NOT AT ALL CONCERNED	160	44	36	47	33	79	81	37	24	33	22	43	61	98
	16%	15%	12%	18%	21%	13%	19%	17%	13%	16%	14%	17%	15%	16%
Extremely concerned	433	146	142	99	46	288	145	86	85	100	59	100	170	259
	42%	49%	46%	38%	29%	47%	35%	40%	47%	47%	37%	40%	43%	42%
Very concerned	234	57	69	62	46	126	108	47	37	36	40	69	84	145
	23%	19%	22%	24%	29%	21%	26%	22%	20%	17%	25%	28%	21%	23%
Somewhat concerned	176	40	54	51	32	94	82	36	33	36	35	36	69	106
	17%	13%	18%	19%	20%	16%	20%	17%	18%	17%	22%	14%	17%	17%
Not very concerned	110	36	21	28	24	57	53	23	18	26	15	28	41	69
	11%	12%	7%	11%	15%	9%	13%	11%	10%	12%	10%	11%	10%	11%
Not at all concerned	50	8	14	19	9	22	28	14	6	8	7	15	20	30
	5%	3%	5%	7%	6%	4%	7%	7%	3%	4%	4%	6%	5%	5%
Unsure	22	13	7	2	-	20	2	9	3	8	2	-	12	11
	2%	4%	2%	1%	-	3%	1%	4%	1%	4%	1%	-	3%	2%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QConcernAllIllegal] How concerned are you, if at all, that the following are a problem for the country?

-Illegal 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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
EXTREMELY/VERY CONCERNED	667	325	217	362	159	146	206	100	105	175	286	206
	65%	63%	71%	71%	55%	64%	67%	72%	64%	61%	63%	72%
NOT VERY/NOT AT ALL CONCERNED	160	87	41	61	57	40	46	19	27	51	74	35
	16%	17%	13%	12%	20%	18%	15%	13%	16%	18%	16%	12%
Extremely concerned	433	194	154	234	96	104	130	56	73	104	186	143
	42%	38%	50%	46%	33%	46%	42%	40%	44%	36%	41%	50%
Very concerned	234	131	63	128	63	42	76	44	33	72	100	62
	23%	25%	21%	25%	22%	19%	25%	31%	20%	25%	22%	22%
Somewhat concerned	176	99	40	77	64	35	50	20	31	50	88	38
	17%	19%	13%	15%	22%	15%	17%	14%	19%	17%	20%	13%
Not very concerned	110	63	31	44	33	31	33	13	20	35	48	27
	11%	12%	10%	9%	11%	14%	11%	9%	12%	12%	11%	9%
Not at all concerned	50	24	10	17	24	9	13	6	7	16	25	8
	5%	5%	3%	3%	8%	4%	4%	4%	4%	6%	6%	3%
Unsure	22	6	8	7	10	6	4	1	2	12	3	7
	2%	1%	3%	1%	3%	3%	1%	1%	1%	4%	1%	3%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QConcernAllIllegal] How concerned are you, if at all, that the following are a problem for the country?

-Illegal immigration

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
EXTREMELY/VERY CONCERNED	667	354	142	170	349	186	112	429	199	255	144	441	187
	65%	87%	58%	45%	88%	62%	38%	88%	43%	90%	84%	85%	42%
NOT VERY/NOT AT ALL CONCERNED	160	14	45	101	15	37	102	13	127	8	6	19	138
	16%	3%	19%	27%	4%	12%	35%	3%	27%	3%	3%	4%	31%
Extremely concerned	433	253	92	88	253	108	57	302	107	189	101	311	101
	42%	62%	38%	23%	64%	36%	19%	62%	23%	67%	59%	60%	23%
Very concerned	234	101	50	83	96	78	55	126	92	66	44	130	85
	23%	25%	21%	22%	24%	26%	19%	26%	20%	23%	25%	25%	19%
Somewhat concerned	176	35	51	91	30	69	72	40	121	21	19	52	109
	17%	9%	21%	24%	8%	23%	24%	8%	26%	7%	11%	10%	25%
Not very concerned	110	10	26	74	13	24	69	9	89	5	5	14	93
	11%	2%	11%	19%	3%	8%	23%	2%	19%	2%	3%	3%	21%
Not at all concerned	50	4	19	27	2	13	34	4	39	2	1	5	44
	5%	1%	8%	7%	1%	4%	12%	1%	8%	1%	1%	1%	10%
Unsure	22	2	5	16	3	10	6	6	15	-	2	9	7
	2%	1%	2%	4%	1%	3%	2%	1%	3%		1%	2%	2%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QConcernAllRace] How concerned are you, if at all, that the following are a problem for the country?

-Racism

	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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
EXTREMELY/VERY CONCERNED	530	225	302	138	132	143	118	270	260	324	91	68	47
	52%	47%	55%	66%	55%	50%	40%	60%	45%	45%	78%	60%	68%
NOT VERY/NOT AT ALL CONCERNED	267	154	113	28	61	69	108	90	177	226	9	20	11
	26%	32%	21%	14%	26%	24%	37%	20%	31%	31%	8%	18%	16%
Extremely concerned	300	124	173	85	67	87	61	152	148	169	64	38	29
	29%	26%	32%	41%	28%	31%	21%	34%	26%	23%	55%	34%	41%
Very concerned	230	101	129	53	65	56	57	118	112	155	27	30	19
	22%	21%	24%	25%	27%	20%	19%	26%	19%	21%	23%	26%	27%
Somewhat concerned	207	93	114	41	40	67	58	81	125	162	12	22	11
	20%	20%	21%	20%	17%	24%	20%	18%	22%	22%	10%	19%	16%
Not very concerned	173	85	88	16	39	43	74	55	118	153	4	7	9
	17%	18%	16%	8%	16%	15%	25%	12%	20%	21%	4%	6%	12%
Not at all concerned	94	68	26	12	22	26	34	34	59	73	5	13	3
	9%	14%	5%	6%	9%	9%	11%	8%	10%	10%	4%	12%	4%
Unsure	22	4	18	1	6	4	11	8	15	14	5	3	-
	2%	1%	3%	1%	3%	1%	4%	2%	3%	2%	4%	3%	

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QConcernAllRace] How concerned are you, if at all, that the following are a problem for the country?

-Racism

	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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
EXTREMELY/VERY CONCERNED	530	154	154	139	83	308	222	129	87	101	78	131	216	309
	52%	51%	50%	53%	53%	51%	53%	60%	48%	47%	49%	53%	54%	50%
NOT VERY/NOT AT ALL CONCERNED	267	76	83	71	36	159	107	43	55	49	43	73	97	165
	26%	25%	27%	27%	23%	26%	26%	20%	30%	23%	27%	30%	25%	27%
Extremely concerned	300	89	91	75	45	180	120	83	49	52	47	68	131	167
	29%	30%	29%	29%	29%	30%	29%	38%	27%	25%	30%	27%	33%	27%
Very concerned	230	65	63	64	38	128	102	46	38	48	31	63	85	143
	22%	22%	20%	24%	24%	21%	24%	22%	21%	23%	20%	26%	21%	23%
Somewhat concerned	207	57	65	47	38	122	85	36	37	58	35	39	73	132
	20%	19%	21%	18%	24%	20%	20%	17%	21%	27%	22%	16%	18%	21%
Not very concerned	173	54	55	43	21	109	64	25	33	33	34	45	58	112
	17%	18%	18%	16%	13%	18%	15%	12%	18%	16%	21%	18%	15%	18%
Not at all concerned	94	22	29	28	15	50	43	18	22	16	9	28	40	53
	9%	7%	9%	11%	10%	8%	10%	8%	12%	7%	6%	11%	10%	9%
Unsure	22	12	7	4	-	19	4	8	3	6	2	4	10	12
	2%	4%	2%	1%		3%	1%	4%	1%	3%	1%	2%	3%	2%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QConcernAllRace] How concerned are you, if at all, that the following are a problem for the country?

-Racism

	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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
EXTREMELY/VERY CONCERNED	530	290	128	241	182	104	175	74	100	185	225	120
	52%	56%	42%	48%	63%	46%	57%	53%	61%	64%	50%	42%
NOT VERY/NOT AT ALL CONCERNED	267	104	112	149	55	62	63	33	29	44	129	94
	26%	20%	37%	29%	19%	27%	21%	24%	18%	15%	29%	33%
Extremely concerned	300	165	75	123	114	61	92	36	56	120	115	65
	29%	32%	25%	24%	39%	27%	30%	26%	34%	42%	26%	23%
Very concerned	230	125	52	118	69	43	82	37	45	65	110	55
	22%	24%	17%	23%	24%	19%	27%	27%	27%	22%	24%	19%
Somewhat concerned	207	113	58	106	48	53	64	29	34	54	87	66
	20%	22%	19%	21%	16%	23%	21%	21%	21%	19%	19%	23%
Not very concerned	173	63	75	97	33	42	40	15	25	26	81	66
	17%	12%	24%	19%	11%	19%	13%	11%	15%	9%	18%	23%
Not at all concerned	94	40	37	51	22	20	23	18	5	17	49	28
	9%	8%	12%	10%	8%	9%	8%	13%	3%	6%	11%	10%
Unsure	22	10	8	10	4	8	4	3	2	7	9	7
	2%	2%	3%	2%	1%	3%	1%	2%	1%	2%	2%	2%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QConcernAllRace] How concerned are you, if at all, that the following are a problem for the country?

-Racism

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
EXTREMELY/VERY CONCERNED	530	122	120	288	107	169	235	139	349	77	49	166	332
	52%	30%	49%	76%	27%	56%	81%	28%	75%	27%	29%	32%	75%
NOT VERY/NOT AT ALL CONCERNED	267	185	56	26	197	53	10	231	22	139	72	233	29
	26%	46%	23%	7%	50%	18%	3%	47%	5%	49%	42%	45%	7%
Extremely concerned	300	55	72	173	53	82	153	68	204	39	21	77	212
	29%	14%	30%	46%	13%	27%	53%	14%	44%	14%	12%	15%	48%
Very concerned	230	67	48	115	54	86	82	71	144	37	28	89	120
	22%	17%	20%	31%	14%	28%	28%	15%	31%	13%	16%	17%	27%
Somewhat concerned	207	90	63	54	86	73	45	108	84	63	47	109	78
	20%	22%	26%	14%	22%	24%	15%	22%	18%	22%	27%	21%	18%
Not very concerned	173	122	33	18	130	32	7	148	14	84	53	150	19
	17%	30%	14%	5%	33%	11%	2%	30%	3%	29%	31%	29%	4%
Not at all concerned	94	63	23	8	67	21	3	82	8	55	19	84	9
	9%	16%	9%	2%	17%	7%	1%	17%	2%	19%	11%	16%	2%
Unsure	22	8	5	10	8	8	2	11	10	6	3	12	2
	2%	2%	2%	3%	2%	3%	1%	2%	2%	2%	2%	2%	*%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QGOPConcerns_Abortion] How concerned are you, if at all, that the following are a problem for the country?

-Legal abortion in the third trimester

	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	481 100	251 100	229 100	89 100	99 100	140 100	153 100	188 100	293 100	397 100	19 100	38 100	27 100
Unweighted Total	464	248	215	86	89	152	137	175	289	390	15	32	27
EXTREMELY/VERY CONCERNED	328 68%	163 65%	164 72%	64 72%	69 69%	99 71%	96 63%	133 71%	195 67%	268 67%	13 69%	29 76%	18 67%
NOT VERY/NOT AT ALL CONCERNED	62 13%	34 13%	29 13%	7 7%	11 11%	17 12%	27 18%	18 9%	45 15%	49 12%	3 17%	7 19%	3 10%
Extremely concerned	240 50%	118 47%	122 53%	42 48%	51 52%	75 54%	72 47%	94 50%	147 50%	196 49%	12 65%	24 64%	8 30%
Very concerned	88 18%	45 18%	42 18%	22 24%	17 18%	24 17%	24 16%	39 21%	48 17%	72 18%	1 4%	5 13%	10 37%
Somewhat concerned	74 15%	45 18%	30 13%	12 13%	19 19%	21 15%	23 15%	30 16%	44 15%	66 17%	1 6%	2 5%	5 20%
Not very concerned	33 7%	19 7%	15 6%	1 1%	4 4%	8 6%	21 14%	5 2%	29 10%	30 8%	1 5%	2 4%	1 2%
Not at all concerned	29 6%	15 6%	14 6%	6 7%	7 7%	9 7%	6 4%	13 7%	16 5%	19 5%	2 12%	5 14%	2 7%
Unsure	16 3%	10 4%	7 3%	7 8%	1 1%	3 2%	6 4%	7 4%	9 3%	14 3%	1 8%	-	1 4%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QGOPConcerns_Abortion] How concerned are you, if at all, that the following are a problem for the country?

-Legal abortion in the third trimester

	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	481	149	139	131	61	288	193	78	95	104	71	127	173	303
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	464	117	172	112	63	289	175	90	88	98	73	109	178	280
EXTREMELY/VERY CONCERNED	328	97	98	94	39	196	132	61	65	64	49	85	126	199
	68%	65%	70%	71%	63%	68%	69%	79%	68%	62%	69%	67%	73%	66%
NOT VERY/NOT AT ALL CONCERNED	62	18	19	15	10	37	25	4	21	15	7	15	24	37
	13%	12%	14%	12%	17%	13%	13%	5%	22%	14%	10%	12%	14%	12%
Extremely concerned	240	70	75	70	25	145	95	47	50	49	32	61	97	141
	50%	47%	54%	53%	41%	50%	49%	60%	53%	47%	45%	48%	56%	47%
Very concerned	88	27	23	24	14	50	37	15	15	16	17	24	29	57
	18%	18%	16%	18%	22%	17%	19%	19%	15%	15%	25%	19%	17%	19%
Somewhat concerned	74	24	20	19	11	44	30	11	9	21	13	20	20	54
	15%	16%	14%	15%	18%	15%	16%	14%	10%	20%	18%	16%	12%	18%
Not very concerned	33	10	7	10	7	17	16	2	12	6	3	10	14	19
	7%	7%	5%	7%	11%	6%	8%	3%	13%	6%	4%	8%	8%	6%
Not at all concerned	29	8	12	5	4	20	9	1	9	9	4	5	10	18
	6%	5%	9%	4%	6%	7%	5%	2%	9%	8%	6%	4%	6%	6%
Unsure	16	10	2	3	1	12	4	1	-	4	2	7	1	13
	3%	6%	2%	2%	2%	4%	2%	2%		4%	3%	5%	1%	4%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QGOPConcerns_Abortion] How concerned are you, if at all, that the following are a problem for the country?

-Legal abortion in the third trimester

	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	481	236	159	273	98	111	155	80	75	112	214	156
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	464	220	148	238	102	124	139	70	69	110	197	157
EXTREMELY/VERY CONCERNED	328	160	100	200	57	71	108	51	57	80	145	103
	68%	68%	63%	73%	59%	64%	70%	64%	76%	71%	68%	66%
NOT VERY/NOT AT ALL CONCERNED	62	25	28	32	14	16	12	6	6	16	27	19
	13%	11%	18%	12%	15%	15%	8%	8%	8%	14%	13%	12%
Extremely concerned	240	113	72	139	46	55	75	33	42	65	100	76
	50%	48%	45%	51%	47%	50%	48%	41%	56%	58%	47%	49%
Very concerned	88	48	29	61	12	15	33	19	14	15	45	28
	18%	20%	18%	22%	12%	14%	21%	23%	19%	13%	21%	18%
Somewhat concerned	74	44	24	35	18	22	32	22	10	13	34	28
	15%	19%	15%	13%	18%	19%	21%	27%	14%	11%	16%	18%
Not very concerned	33	12	18	17	4	13	4	3	1	9	14	10
	7%	5%	12%	6%	4%	11%	3%	4%	1%	8%	7%	6%
Not at all concerned	29	13	10	15	10	4	8	3	5	7	13	9
	6%	6%	6%	6%	10%	3%	5%	4%	7%	6%	6%	6%
Unsure	16	6	6	6	8	2	3	1	2	3	8	5
	3%	3%	4%	2%	8%	2%	2%	1%	3%	3%	4%	3%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QGOPConcerns_Abortion] How concerned are you, if at all, that the following are a problem for the country?

-Legal abortion in the third trimester

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	481	405	76	-	355	95	21	430	29	284	172	431	36
	100	100	100		100	100	100	100	100	100	100	100	100
Unweighted Total	464	390	74	-	342	90	22	413	23	280	158	420	32
EXTREMELY/VERY CONCERNED	328	288	40	-	255	59	10	305	12	200	119	306	17
	68%	71%	53%		72%	62%	50%	71%	40%	70%	69%	71%	48%
NOT VERY/NOT AT ALL CONCERNED	62	44	18	-	38	18	3	52	7	34	21	49	10
	13%	11%	24%		11%	19%	13%	12%	24%	12%	12%	11%	29%
Extremely concerned	240	209	31	-	193	35	8	225	8	161	73	227	10
	50%	52%	41%		54%	37%	39%	52%	26%	57%	43%	53%	28%
Very concerned	88	79	9	-	62	24	2	79	4	39	46	80	7
	18%	19%	12%		17%	25%	11%	18%	14%	14%	27%	19%	19%
Somewhat concerned	74	60	14	-	51	15	8	61	9	39	27	61	9
	15%	15%	18%		14%	15%	37%	14%	31%	14%	16%	14%	24%
Not very concerned	33	24	10	-	19	12	0	28	3	16	13	25	8
	7%	6%	13%		5%	13%	1%	6%	11%	6%	8%	6%	21%
Not at all concerned	29	21	8	-	19	6	2	25	4	18	8	24	3
	6%	5%	11%		5%	6%	12%	6%	13%	6%	4%	6%	7%
Unsure	16	13	4	-	10	4	-	13	2	12	5	15	-
	3%	3%	5%		3%	4%		3%	5%	4%	3%	3%	

Echelon Insights
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N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QGOPConcerns_Tax] How concerned are you, if at all, that the following are a problem for the country?

-High 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	481	251	229	89	99	140	153	188	293	397	19	38	27
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	464	248	215	86	89	152	137	175	289	390	15	32	27
EXTREMELY/VERY CONCERNED	386	195	190	75	80	109	122	155	231	314	19	32	22
	80%	78%	83%	84%	81%	78%	80%	82%	79%	79%	100%	83%	80%
NOT VERY/NOT AT ALL CONCERNED	21	13	8	1	7	12	1	8	13	13	-	4	3
	4%	5%	3%	1%	7%	8%	1%	4%	4%	3%		12%	12%
Extremely concerned	241	122	118	51	48	79	62	100	141	191	12	19	18
	50%	48%	52%	57%	49%	56%	41%	53%	48%	48%	65%	51%	66%
Very concerned	145	73	72	24	31	30	59	55	90	123	7	12	4
	30%	29%	31%	27%	32%	22%	39%	29%	31%	31%	35%	32%	13%
Somewhat concerned	68	41	27	7	12	20	30	19	49	65	-	1	2
	14%	16%	12%	8%	12%	14%	19%	10%	17%	16%		2%	9%
Not very concerned	16	12	4	1	3	12	0	4	12	8	-	4	3
	3%	5%	2%	1%	3%	8%	0%	2%	4%	2%		12%	12%
Not at all concerned	5	1	3	-	4	-	1	4	1	5	-	-	-
	1%	1%	1%		4%		1%	2%	0%	1%			
Unsure	6	2	4	6	-	-	-	6	-	5	-	1	-
	1%	1%	2%	7%				3%		1%		2%	

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QGOPConcerns_Tax] How concerned are you, if at all, that the following are a problem for the country?

-High 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	481	149	139	131	61	288	193	78	95	104	71	127	173	303
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	464	117	172	112	63	289	175	90	88	98	73	109	178	280
EXTREMELY/VERY CONCERNED	386	127	111	100	47	238	148	62	85	74	61	101	148	236
	80%	85%	80%	76%	77%	83%	77%	80%	90%	71%	86%	79%	85%	78%
NOT VERY/NOT AT ALL CONCERNED	21	1	7	11	2	9	12	3	1	4	1	11	4	17
	4%	1%	5%	8%	3%	3%	6%	4%	1%	4%	2%	9%	2%	6%
Extremely concerned	241	82	66	68	25	148	93	41	47	41	38	71	88	150
	50%	55%	47%	51%	41%	51%	48%	53%	49%	40%	53%	56%	51%	50%
Very concerned	145	44	46	33	22	90	55	21	38	32	23	30	60	86
	30%	30%	33%	25%	37%	31%	29%	27%	40%	31%	33%	23%	35%	28%
Somewhat concerned	68	18	19	19	12	37	31	13	8	23	9	15	21	47
	14%	12%	14%	14%	20%	13%	16%	16%	9%	22%	13%	12%	12%	16%
Not very concerned	16	-	6	10	-	6	10	2	-	4	1	8	2	14
	3%		5%	7%		2%	5%	3%		4%	2%	7%	1%	5%
Not at all concerned	5	1	1	1	2	2	3	1	1	-	-	2	2	2
	1%	1%	*%	1%	3%	1%	1%	1%	1%			2%	1%	1%
Unsure	6	3	1	2	-	5	2	-	-	3	-	-	-	3
	1%	2%	1%	1%		2%	1%			3%				1%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QGOPConcerns_Tax] How concerned are you, if at all, that the following are a problem for the country?

-High 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	481	236	159	273	98	111	155	80	75	112	214	156
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	464	220	148	238	102	124	139	70	69	110	197	157
EXTREMELY/VERY CONCERNED	386	189	134	226	75	85	123	64	59	97	171	118
	80%	80%	84%	83%	77%	77%	79%	80%	79%	87%	80%	76%
NOT VERY/NOT AT ALL CONCERNED	21	13	4	12	3	6	11	7	3	2	14	5
	4%	5%	2%	4%	3%	5%	7%	9%	4%	2%	7%	3%
Extremely concerned	241	129	68	146	44	50	79	40	40	59	110	72
	50%	55%	43%	54%	45%	45%	51%	49%	53%	53%	52%	46%
Very concerned	145	60	66	80	31	35	43	24	19	38	61	47
	30%	25%	42%	29%	32%	31%	28%	30%	26%	34%	28%	30%
Somewhat concerned	68	33	21	34	14	20	18	9	9	11	29	28
	14%	14%	13%	12%	15%	18%	11%	11%	11%	10%	13%	18%
Not very concerned	16	11	3	10	1	5	9	6	3	-	13	3
	3%	5%	2%	3%	1%	5%	6%	7%	4%		6%	2%
Not at all concerned	5	2	1	2	2	1	1	1	-	2	1	2
	1%	1%	1%	1%	2%	1%	1%	2%		2%	*%	1%
Unsure	6	2	-	1	5	-	4	-	4	1	-	5
	1%	1%		*%	5%		3%		5%	1%		3%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QGOPConcerns_Tax] How concerned are you, if at all, that the following are a problem for the country?

-High taxes

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	481	405	76	-	355	95	21	430	29	284	172	431	36
	100	100	100		100	100	100	100	100	100	100	100	100
Unweighted Total	464	390	74	-	342	90	22	413	23	280	158	420	32
EXTREMELY/VERY CONCERNED	386	322	64	-	282	83	15	349	20	231	136	348	27
	80%	79%	84%		80%	87%	74%	81%	70%	81%	80%	81%	74%
NOT VERY/NOT AT ALL CONCERNED	21	18	3	-	16	2	3	14	6	12	6	15	4
	4%	5%	3%		4%	2%	13%	3%	21%	4%	4%	3%	10%
Extremely concerned	241	196	44	-	169	57	10	217	13	151	77	214	19
	50%	48%	58%		48%	59%	46%	50%	43%	53%	45%	50%	54%
Very concerned	145	126	20	-	113	26	6	132	8	80	59	134	7
	30%	31%	26%		32%	27%	28%	31%	26%	28%	35%	31%	20%
Somewhat concerned	68	59	10	-	54	10	3	62	3	37	27	62	6
	14%	15%	12%		15%	11%	13%	14%	10%	13%	16%	14%	16%
Not very concerned	16	14	3	-	12	2	3	10	6	10	3	10	4
	3%	3%	3%		3%	2%	13%	2%	21%	4%	2%	2%	10%
Not at all concerned	5	5	-	-	4	1	-	5	-	2	3	5	-
	1%	1%			1%	1%		1%		1%	2%	1%	
Unsure	6	6	-	-	3	-	-	5	-	5	2	6	-
	1%	1%			1%			1%		2%	1%	1%	

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QGOPConcerns_Police] How concerned are you, if at all, that the following are a problem for the country?

-Lack of support for the police

	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	481	251	229	89	99	140	153	188	293	397	19	38	27
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	464	248	215	86	89	152	137	175	289	390	15	32	27
EXTREMELY/VERY CONCERNED	355	192	162	58	65	108	125	122	233	293	16	26	20
	74%	76%	71%	65%	65%	77%	82%	65%	79%	74%	87%	67%	72%
NOT VERY/NOT AT ALL CONCERNED	43	20	24	8	13	10	12	21	22	36	-	5	3
	9%	8%	10%	9%	13%	7%	8%	11%	8%	9%		13%	11%
Extremely concerned	220	111	109	38	42	64	77	80	141	180	11	14	15
	46%	44%	48%	42%	42%	45%	51%	42%	48%	45%	61%	38%	54%
Very concerned	135	81	53	20	23	44	48	43	92	113	5	11	5
	28%	32%	23%	22%	23%	31%	31%	23%	31%	29%	26%	30%	18%
Somewhat concerned	70	35	34	15	21	19	15	36	34	58	1	7	5
	14%	14%	15%	16%	21%	13%	10%	19%	12%	14%	5%	18%	17%
Not very concerned	32	14	17	6	9	7	11	14	18	28	-	1	3
	7%	6%	8%	6%	9%	5%	7%	7%	6%	7%		2%	10%
Not at all concerned	12	5	6	2	5	3	1	7	5	7	-	4	0
	2%	2%	3%	2%	5%	2%	1%	4%	2%	2%		11%	1%
Unsure	13	4	9	9	-	4	-	9	4	11	1	1	-
	3%	2%	4%	10%		3%		5%	1%	3%	8%	2%	

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QGOPConcerns_Police] How concerned are you, if at all, that the following are a problem for the country?

-Lack of support for the police

	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	481	149	139	131	61	288	193	78	95	104	71	127	173	303
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	464	117	172	112	63	289	175	90	88	98	73	109	178	280
EXTREMELY/VERY CONCERNED	355	111	100	98	47	211	144	54	72	72	54	100	126	226
	74%	74%	71%	74%	76%	73%	75%	70%	75%	70%	75%	79%	73%	75%
NOT VERY/NOT AT ALL CONCERNED	43	8	19	9	7	27	17	8	6	12	5	11	15	29
	9%	5%	13%	7%	12%	9%	9%	11%	7%	12%	7%	9%	9%	9%
Extremely concerned	220	64	63	66	27	127	93	31	46	39	29	73	77	141
	46%	43%	45%	50%	45%	44%	48%	41%	48%	37%	41%	57%	45%	47%
Very concerned	135	47	36	32	19	83	51	23	26	34	25	27	49	85
	28%	32%	26%	24%	32%	29%	27%	30%	28%	32%	35%	21%	28%	28%
Somewhat concerned	70	21	20	21	7	41	29	13	14	16	12	14	27	43
	14%	14%	15%	16%	12%	14%	15%	17%	14%	16%	17%	11%	15%	14%
Not very concerned	32	7	13	4	7	20	12	7	6	6	5	7	14	18
	7%	5%	9%	3%	12%	7%	6%	10%	7%	6%	6%	6%	8%	6%
Not at all concerned	12	1	6	5	-	7	5	1	-	6	0	4	1	11
	2%	1%	4%	4%		2%	3%	1%		6%	1%	3%	1%	4%
Unsure	13	9	1	3	-	10	3	1	3	3	-	2	5	5
	3%	6%	1%	2%		3%	2%	2%	4%	3%		1%	3%	2%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QGOPConcerns_Police] How concerned are you, if at all, that the following are a problem for the country?

-Lack of support for the police

	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	481	236	159	273	98	111	155	80	75	112	214	156
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	464	220	148	238	102	124	139	70	69	110	197	157
EXTREMELY/VERY CONCERNED	355	176	123	220	59	76	104	58	46	81	165	109
	74%	74%	78%	81%	61%	68%	67%	72%	62%	72%	77%	70%
NOT VERY/NOT AT ALL CONCERNED	43	19	12	20	9	14	17	8	9	7	23	13
	9%	8%	8%	7%	9%	13%	11%	10%	12%	6%	11%	9%
Extremely concerned	220	106	77	143	36	41	65	30	36	55	96	70
	46%	45%	48%	53%	37%	37%	42%	37%	48%	49%	45%	45%
Very concerned	135	69	47	77	23	35	39	28	11	26	69	39
	28%	29%	29%	28%	24%	31%	25%	35%	15%	23%	32%	25%
Somewhat concerned	70	35	21	29	20	20	28	13	15	20	23	26
	14%	15%	13%	11%	21%	18%	18%	16%	20%	18%	11%	17%
Not very concerned	32	14	11	14	6	11	9	5	5	7	17	8
	7%	6%	7%	5%	7%	10%	6%	6%	6%	6%	8%	5%
Not at all concerned	12	5	2	6	3	3	7	3	4	-	6	5
	2%	2%	1%	2%	3%	2%	5%	4%	5%		3%	3%
Unsure	13	6	2	3	9	1	6	1	5	4	2	7
	3%	3%	1%	1%	9%	1%	4%	2%	7%	3%	1%	4%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QGOPConcerns_Police] How concerned are you, if at all, that the following are a problem for the country?

-Lack of support for the police

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	481	405	76	-	355	95	21	430	29	284	172	431	36
	100	100	100		100	100	100	100	100	100	100	100	100
Unweighted Total	464	390	74	-	342	90	22	413	23	280	158	420	32
EXTREMELY/VERY CONCERNED	355	300	55	-	276	61	14	323	21	211	126	321	28
	74%	74%	73%		78%	64%	65%	75%	73%	74%	74%	74%	77%
NOT VERY/NOT AT ALL CONCERNED	43	35	9	-	30	13	1	36	2	23	19	39	3
	9%	9%	12%		8%	13%	4%	8%	7%	8%	11%	9%	7%
Extremely concerned	220	190	30	-	169	40	9	207	6	142	70	208	11
	46%	47%	39%		48%	42%	42%	48%	22%	50%	41%	48%	30%
Very concerned	135	109	25	-	107	21	5	117	15	69	56	112	17
	28%	27%	33%		30%	22%	23%	27%	51%	24%	33%	26%	48%
Somewhat concerned	70	59	11	-	43	20	6	60	4	41	22	63	6
	14%	15%	14%		12%	21%	31%	14%	15%	14%	13%	15%	15%
Not very concerned	32	24	8	-	19	12	1	25	2	17	14	29	2
	7%	6%	11%		5%	13%	4%	6%	7%	6%	8%	7%	6%
Not at all concerned	12	11	1	-	11	1	-	11	-	6	5	9	0
	2%	3%	1%		3%	1%		2%		2%	3%	2%	1%
Unsure	13	11	1	-	6	2	-	11	2	9	4	10	-
	3%	3%	2%		2%	2%		3%	5%	3%	2%	2%	

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QGOPConcerns_Moral] How concerned are you, if at all, that the following are a problem for the country?

-General moral decline of the country

	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	481	251	229	89	99	140	153	188	293	397	19	38	27
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	464	248	215	86	89	152	137	175	289	390	15	32	27
EXTREMELY/VERY CONCERNED	343	177	165	60	71	99	113	130	213	284	14	25	20
	71%	70%	72%	67%	71%	71%	74%	69%	73%	72%	75%	67%	71%
NOT VERY/NOT AT ALL CONCERNED	36	21	15	3	11	8	14	14	22	30	-	4	2
	7%	8%	7%	3%	11%	6%	9%	7%	8%	8%		10%	6%
Extremely concerned	212	106	106	36	43	64	69	79	133	178	8	17	9
	44%	42%	46%	40%	43%	46%	45%	42%	46%	45%	42%	45%	32%
Very concerned	131	70	59	24	28	35	44	51	79	106	6	8	11
	27%	28%	26%	27%	28%	25%	29%	27%	27%	27%	33%	22%	39%
Somewhat concerned	87	47	41	19	12	30	26	32	55	70	2	9	6
	18%	19%	18%	22%	13%	21%	17%	17%	19%	18%	13%	23%	22%
Not very concerned	28	18	10	3	7	6	13	10	19	23	-	4	1
	6%	7%	4%	3%	7%	4%	8%	5%	6%	6%		10%	5%
Not at all concerned	7	2	5	-	4	2	1	4	3	7	-	-	0
	2%	1%	2%		4%	1%	1%	2%	1%	2%			1%
Unsure	15	7	8	7	5	3	-	12	3	13	2	-	0
	3%	3%	4%	8%	5%	2%		7%	1%	3%	12%		1%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QGOPConcerns_Moral] How concerned are you, if at all, that the following are a problem for the country?

-General moral decline of the country

	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	481	149	139	131	61	288	193	78	95	104	71	127	173	303
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	464	117	172	112	63	289	175	90	88	98	73	109	178	280
EXTREMELY/VERY CONCERNED	343	101	99	99	44	199	143	58	69	70	48	95	127	213
	71%	68%	71%	76%	72%	69%	75%	75%	73%	67%	68%	75%	74%	70%
NOT VERY/NOT AT ALL CONCERNED	36	2	11	13	10	13	23	6	6	7	3	14	12	24
	7%	1%	8%	10%	16%	4%	12%	7%	7%	7%	4%	11%	7%	8%
Extremely concerned	212	55	65	66	25	121	91	39	45	38	25	63	84	126
	44%	37%	47%	50%	41%	42%	47%	50%	48%	37%	35%	49%	49%	42%
Very concerned	131	45	33	34	19	79	52	19	24	31	24	32	43	87
	27%	30%	24%	26%	31%	27%	27%	25%	25%	30%	33%	25%	25%	29%
Somewhat concerned	87	36	27	17	8	63	25	12	15	23	20	17	27	60
	18%	24%	19%	13%	12%	22%	13%	16%	16%	22%	28%	13%	16%	20%
Not very concerned	28	2	11	12	5	12	16	4	5	7	3	9	10	19
	6%	1%	8%	9%	7%	4%	8%	6%	6%	7%	4%	7%	6%	6%
Not at all concerned	7	0	-	2	5	0	7	1	1	-	-	5	2	5
	2%	*%		1%	8%	*%	4%	2%	1%			4%	1%	2%
Unsure	15	11	3	2	-	14	2	2	4	5	-	2	6	6
	3%	7%	2%	1%		5%	1%	2%	5%	4%		1%	3%	2%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QGOPConcerns_Moral] How concerned are you, if at all, that the following are a problem for the country?

-General moral decline of the country

	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	481	236	159	273	98	111	155	80	75	112	214	156
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	464	220	148	238	102	124	139	70	69	110	197	157
EXTREMELY/VERY CONCERNED	343	168	112	203	62	78	116	63	52	80	159	104
	71%	71%	71%	75%	63%	71%	75%	79%	70%	72%	74%	67%
NOT VERY/NOT AT ALL CONCERNED	36	17	13	20	6	9	10	5	5	7	20	9
	7%	7%	8%	7%	7%	8%	6%	7%	6%	6%	9%	6%
Extremely concerned	212	99	69	119	39	54	64	33	31	47	98	67
	44%	42%	44%	44%	40%	49%	41%	41%	42%	42%	46%	43%
Very concerned	131	69	43	84	23	24	52	31	21	33	61	37
	27%	29%	27%	31%	23%	22%	33%	38%	28%	30%	28%	24%
Somewhat concerned	87	46	29	47	18	22	25	11	14	23	31	33
	18%	20%	18%	17%	19%	20%	16%	14%	18%	20%	15%	21%
Not very concerned	28	12	10	19	3	7	8	5	3	4	18	7
	6%	5%	7%	7%	3%	6%	5%	6%	4%	3%	8%	4%
Not at all concerned	7	5	2	1	4	2	2	1	1	3	2	2
	2%	2%	1%	*%	4%	2%	1%	1%	2%	2%	1%	2%
Unsure	15	5	5	2	11	2	4	-	4	2	4	9
	3%	2%	3%	1%	12%	1%	3%		5%	2%	2%	6%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QGOPConcerns_Moral] How concerned are you, if at all, that the following are a problem for the country?

-General moral decline of the country

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	481	405	76	-	355	95	21	430	29	284	172	431	36
	100	100	100		100	100	100	100	100	100	100	100	100
Unweighted Total	464	390	74	-	342	90	22	413	23	280	158	420	32
EXTREMELY/VERY CONCERNED	343	289	54	-	259	63	15	314	19	202	125	309	23
	71%	71%	71%		73%	66%	73%	73%	65%	71%	73%	72%	63%
NOT VERY/NOT AT ALL CONCERNED	36	32	4	-	21	11	2	30	2	22	9	31	5
	7%	8%	5%		6%	12%	8%	7%	7%	8%	6%	7%	14%
Extremely concerned	212	178	34	-	162	34	11	195	11	138	64	193	11
	44%	44%	45%		46%	35%	52%	45%	37%	49%	37%	45%	31%
Very concerned	131	111	20	-	97	29	4	119	8	64	62	116	11
	27%	27%	26%		27%	31%	21%	28%	28%	22%	36%	27%	32%
Somewhat concerned	87	68	19	-	62	21	4	73	6	49	34	79	8
	18%	17%	25%		18%	22%	19%	17%	22%	17%	20%	18%	21%
Not very concerned	28	26	3	-	16	10	1	24	1	17	8	24	4
	6%	6%	3%		4%	11%	4%	6%	4%	6%	4%	6%	12%
Not at all concerned	7	6	1	-	5	1	1	6	1	5	2	6	1
	2%	2%	1%		2%	1%	4%	1%	3%	2%	1%	1%	3%
Unsure	15	15	-	-	12	-	-	13	2	12	3	13	0
	3%	4%			3%			3%	5%	4%	2%	3%	1%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QGOPConcerns_Socialism] How concerned are you, if at all, that the following are a problem for the country?
-Socialism

	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	481	251	229	89	99	140	153	188	293	397	19	38	27
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	464	248	215	86	89	152	137	175	289	390	15	32	27
EXTREMELY/VERY CONCERNED	267	149	118	38	56	83	90	93	173	217	11	17	21
	55%	59%	51%	42%	56%	59%	59%	50%	59%	55%	57%	45%	78%
NOT VERY/NOT AT ALL CONCERNED	81	47	33	17	20	22	22	37	44	64	5	11	1
	17%	19%	14%	20%	20%	16%	14%	20%	15%	16%	28%	29%	5%
Extremely concerned	151	90	62	20	30	44	58	49	102	122	6	14	9
	31%	36%	27%	22%	30%	32%	38%	26%	35%	31%	32%	38%	34%
Very concerned	115	59	56	18	26	39	33	44	72	96	5	3	12
	24%	24%	24%	20%	26%	27%	22%	23%	24%	24%	26%	7%	44%
Somewhat concerned	105	47	58	23	18	32	32	42	64	91	2	9	4
	22%	19%	25%	26%	19%	22%	21%	22%	22%	23%	8%	23%	14%
Not very concerned	55	29	25	11	13	13	18	24	31	45	1	7	1
	11%	12%	11%	12%	13%	9%	12%	13%	11%	11%	8%	20%	5%
Not at all concerned	27	19	8	6	7	9	3	14	13	19	4	3	-
	6%	7%	3%	7%	7%	7%	2%	7%	4%	5%	20%	9%	
Unsure	28	8	20	11	5	3	8	16	12	24	1	1	1
	6%	3%	9%	12%	5%	2%	6%	8%	4%	6%	6%	2%	4%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QGOPConcerns_Socialism] How concerned are you, if at all, that the following are a problem for the country?

-Socialism

	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	481	149	139	131	61	288	193	78	95	104	71	127	173	303
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	464	117	172	112	63	289	175	90	88	98	73	109	178	280
EXTREMELY/VERY CONCERNED	267	81	71	79	36	152	115	46	48	52	41	78	93	171
	55%	54%	51%	60%	59%	53%	60%	59%	50%	50%	58%	61%	54%	57%
NOT VERY/NOT AT ALL CONCERNED	81	24	25	13	20	49	32	10	17	23	11	20	27	55
	17%	16%	18%	10%	32%	17%	17%	13%	17%	22%	16%	16%	15%	18%
Extremely concerned	151	43	42	54	12	86	66	24	35	24	20	46	59	91
	31%	29%	30%	41%	20%	30%	34%	30%	37%	23%	29%	36%	34%	30%
Very concerned	115	38	28	25	24	66	49	22	13	28	21	32	34	81
	24%	25%	20%	19%	39%	23%	25%	28%	13%	27%	30%	25%	20%	27%
Somewhat concerned	105	28	38	34	5	66	39	17	24	21	18	25	40	65
	22%	19%	28%	26%	8%	23%	20%	21%	25%	20%	26%	20%	23%	21%
Not very concerned	55	16	16	7	16	33	22	5	12	19	7	12	17	38
	11%	11%	12%	5%	25%	11%	12%	6%	13%	18%	10%	9%	10%	12%
Not at all concerned	27	8	8	6	4	17	10	6	4	5	4	8	10	17
	6%	5%	6%	4%	7%	6%	5%	7%	4%	4%	6%	6%	6%	6%
Unsure	28	16	5	6	1	21	6	5	7	8	-	4	12	12
	6%	11%	4%	5%	1%	7%	3%	7%	8%	8%		3%	7%	4%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QGOPConcerns_Socialism] How concerned are you, if at all, that the following are a problem for the country?

-Socialism

	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	481	236	159	273	98	111	155	80	75	112	214	156
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	464	220	148	238	102	124	139	70	69	110	197	157
EXTREMELY/VERY CONCERNED	267	128	89	171	42	54	80	47	34	61	122	84
	55%	54%	56%	63%	43%	48%	52%	59%	45%	54%	57%	54%
NOT VERY/NOT AT ALL CONCERNED	81	42	22	40	22	20	23	14	8	18	37	27
	17%	18%	14%	15%	23%	18%	15%	18%	11%	16%	17%	18%
Extremely concerned	151	70	54	97	26	28	38	23	15	33	74	45
	31%	30%	34%	36%	26%	26%	24%	29%	20%	29%	34%	29%
Very concerned	115	58	35	73	17	25	43	24	19	28	48	39
	24%	25%	22%	27%	17%	23%	28%	30%	25%	25%	23%	25%
Somewhat concerned	105	54	37	52	22	31	38	17	21	27	48	31
	22%	23%	24%	19%	23%	28%	25%	21%	29%	24%	23%	20%
Not very concerned	55	28	17	26	16	13	13	10	3	14	27	14
	11%	12%	11%	9%	16%	12%	8%	13%	4%	12%	13%	9%
Not at all concerned	27	14	5	14	6	6	10	4	5	4	10	13
	6%	6%	3%	5%	7%	6%	6%	5%	7%	4%	5%	8%
Unsure	28	11	10	10	11	7	13	2	11	7	7	14
	6%	5%	6%	4%	11%	6%	8%	2%	15%	6%	3%	9%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QGOPConcerns_Socialism] How concerned are you, if at all, that the following are a problem for the country?

-Socialism

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	481	405	76	-	355	95	21	430	29	284	172	431	36
	100	100	100		100	100	100	100	100	100	100	100	100
Unweighted Total	464	390	74	-	342	90	22	413	23	280	158	420	32
EXTREMELY/VERY CONCERNED	267	226	41	-	215	38	10	250	9	172	89	252	13
	55%	56%	54%		61%	40%	47%	58%	31%	60%	52%	58%	36%
NOT VERY/NOT AT ALL CONCERNED	81	66	15	-	59	17	5	68	6	42	31	69	12
	17%	16%	20%		17%	17%	23%	16%	21%	15%	18%	16%	33%
Extremely concerned	151	121	30	-	125	16	8	146	2	114	35	147	3
	31%	30%	40%		35%	17%	38%	34%	5%	40%	20%	34%	9%
Very concerned	115	105	11	-	91	22	2	104	8	57	54	104	10
	24%	26%	14%		26%	23%	9%	24%	26%	20%	31%	24%	27%
Somewhat concerned	105	88	18	-	61	38	6	90	11	56	41	90	9
	22%	22%	23%		17%	40%	30%	21%	38%	20%	24%	21%	25%
Not very concerned	55	43	12	-	36	15	3	43	5	23	24	44	10
	11%	11%	16%		10%	16%	15%	10%	17%	8%	14%	10%	29%
Not at all concerned	27	24	3	-	23	1	2	25	1	19	6	25	1
	6%	6%	4%		6%	2%	9%	6%	4%	7%	4%	6%	4%
Unsure	28	25	2	-	20	2	-	22	3	14	11	20	2
	6%	6%	3%		6%	2%		5%	9%	5%	7%	5%	5%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QGOPConcerns_Censor] How concerned are you, if at all, that the following are a problem for the country?

-Tech company censorship

	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	481	251	229	89	99	140	153	188	293	397	19	38	27
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	464	248	215	86	89	152	137	175	289	390	15	32	27
EXTREMELY/VERY CONCERNED	225	134	91	48	54	60	63	102	123	181	11	16	17
	47%	53%	40%	54%	54%	43%	41%	54%	42%	46%	58%	43%	60%
NOT VERY/NOT AT ALL CONCERNED	90	45	45	11	17	30	32	28	62	75	4	10	2
	19%	18%	19%	13%	17%	21%	21%	15%	21%	19%	20%	25%	7%
Extremely concerned	122	71	51	31	27	40	23	58	64	94	5	12	11
	25%	28%	22%	35%	27%	29%	15%	31%	22%	24%	29%	32%	39%
Very concerned	102	63	39	17	27	20	39	43	59	87	5	4	6
	21%	25%	17%	19%	27%	14%	26%	23%	20%	22%	29%	11%	21%
Somewhat concerned	121	59	62	16	23	41	41	38	82	104	2	8	6
	25%	23%	27%	18%	23%	29%	27%	20%	28%	26%	13%	21%	21%
Not very concerned	70	29	40	8	12	23	26	21	50	62	1	7	-
	15%	12%	17%	9%	13%	17%	17%	11%	17%	15%	8%	19%	-
Not at all concerned	20	16	5	3	4	7	6	7	13	14	2	2	2
	4%	6%	2%	3%	4%	5%	4%	4%	4%	3%	12%	6%	7%
Unsure	45	13	32	14	6	9	16	20	25	36	2	4	3
	9%	5%	14%	16%	6%	7%	11%	11%	9%	9%	9%	11%	11%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QGOPConcerns_Censor] How concerned are you, if at all, that the following are a problem for the country?

-Tech company censorship

	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	481	149	139	131	61	288	193	78	95	104	71	127	173	303
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	464	117	172	112	63	289	175	90	88	98	73	109	178	280
EXTREMELY/VERY CONCERNED	225	68	64	63	30	132	93	32	36	55	36	63	68	154
	47%	46%	46%	48%	49%	46%	48%	42%	37%	53%	50%	50%	39%	51%
NOT VERY/NOT AT ALL CONCERNED	90	24	30	22	14	54	36	18	22	17	10	23	40	50
	19%	16%	21%	17%	23%	19%	19%	24%	23%	17%	14%	18%	23%	17%
Extremely concerned	122	37	37	36	13	73	49	24	13	27	14	42	37	84
	25%	25%	26%	28%	21%	25%	25%	30%	14%	26%	20%	33%	21%	28%
Very concerned	102	31	27	26	17	59	44	9	22	28	21	21	31	71
	21%	21%	20%	20%	28%	20%	23%	11%	23%	27%	30%	17%	18%	23%
Somewhat concerned	121	39	33	32	16	72	48	23	26	22	22	28	48	72
	25%	26%	24%	24%	26%	25%	25%	29%	27%	21%	31%	22%	28%	24%
Not very concerned	70	19	22	18	11	42	29	13	18	16	6	17	31	40
	15%	13%	16%	13%	18%	14%	15%	16%	19%	15%	9%	14%	18%	13%
Not at all concerned	20	5	8	5	3	13	8	6	4	1	4	5	9	11
	4%	3%	5%	4%	5%	4%	4%	7%	4%	1%	6%	4%	5%	4%
Unsure	45	18	12	14	1	30	15	4	13	9	3	14	16	26
	9%	12%	8%	11%	2%	10%	8%	5%	13%	9%	4%	11%	9%	8%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QGOPConcerns_Censor] How concerned are you, if at all, that the following are a problem for the country?

-Tech company censorship

	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	481	236	159	273	98	111	155	80	75	112	214	156
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	464	220	148	238	102	124	139	70	69	110	197	157
EXTREMELY/VERY CONCERNED	225	118	72	142	45	38	78	42	36	55	102	68
	47%	50%	45%	52%	46%	34%	50%	53%	48%	49%	48%	43%
NOT VERY/NOT AT ALL CONCERNED	90	39	33	43	23	25	17	10	7	21	43	26
	19%	16%	21%	16%	23%	22%	11%	13%	10%	19%	20%	17%
Extremely concerned	122	70	30	81	23	19	39	19	20	24	60	38
	25%	30%	19%	30%	23%	17%	25%	24%	27%	22%	28%	24%
Very concerned	102	48	42	61	22	20	39	23	16	30	42	30
	21%	20%	27%	22%	23%	18%	25%	28%	21%	27%	20%	19%
Somewhat concerned	121	62	38	68	16	37	43	21	22	24	51	46
	25%	26%	24%	25%	16%	33%	28%	27%	29%	21%	24%	30%
Not very concerned	70	30	27	31	17	22	14	7	7	19	31	20
	15%	13%	17%	11%	18%	19%	9%	9%	10%	17%	14%	13%
Not at all concerned	20	9	6	12	5	3	3	3	-	2	12	6
	4%	4%	4%	4%	5%	3%	2%	4%		2%	6%	4%
Unsure	45	17	15	20	14	11	16	6	10	12	18	15
	9%	7%	9%	7%	14%	10%	10%	8%	13%	11%	8%	10%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QGOPConcerns_Censor] How concerned are you, if at all, that the following are a problem for the country?

-Tech company censorship

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	481	405	76	-	355	95	21	430	29	284	172	431	36
	100	100	100		100	100	100	100	100	100	100	100	100
Unweighted Total	464	390	74	-	342	90	22	413	23	280	158	420	32
EXTREMELY/VERY CONCERNED	225	190	35	-	175	34	10	213	6	147	73	211	8
	47%	47%	46%		49%	36%	49%	50%	21%	52%	42%	49%	22%
NOT VERY/NOT AT ALL CONCERNED	90	68	23	-	62	20	7	71	12	46	30	69	17
	19%	17%	30%		18%	21%	33%	16%	43%	16%	18%	16%	49%
Extremely concerned	122	102	21	-	91	21	7	116	5	83	35	112	5
	25%	25%	27%		26%	22%	35%	27%	16%	29%	21%	26%	15%
Very concerned	102	88	14	-	84	13	3	97	1	64	37	99	3
	21%	22%	19%		24%	14%	14%	23%	5%	22%	22%	23%	7%
Somewhat concerned	121	105	16	-	84	33	4	107	8	64	51	109	10
	25%	26%	21%		24%	35%	18%	25%	27%	23%	30%	25%	28%
Not very concerned	70	53	17	-	45	18	5	52	12	33	27	52	15
	15%	13%	23%		13%	19%	25%	12%	40%	11%	16%	12%	41%
Not at all concerned	20	15	5	-	17	2	2	19	1	14	3	17	3
	4%	4%	7%		5%	2%	8%	4%	3%	5%	2%	4%	8%
Unsure	45	43	3	-	34	8	-	39	3	27	18	43	0
	9%	11%	3%		10%	9%		9%	9%	10%	10%	10%	1%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QGOPConcerns_Woke] How concerned are you, if at all, that the following are a problem for the country?

-Wokeness in schools

	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	481	251	229	89	99	140	153	188	293	397	19	38	27
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	464	248	215	86	89	152	137	175	289	390	15	32	27
EXTREMELY/VERY CONCERNED	344	198	146	58	73	97	116	131	213	282	15	28	19
	71%	79%	64%	65%	74%	69%	76%	70%	73%	71%	82%	73%	69%
NOT VERY/NOT AT ALL CONCERNED	32	11	21	9	6	8	9	15	17	23	1	6	2
	7%	4%	9%	10%	6%	5%	6%	8%	6%	6%	8%	17%	6%
Extremely concerned	243	140	103	38	49	72	84	87	156	200	12	19	12
	51%	56%	45%	43%	49%	52%	55%	46%	53%	50%	66%	50%	44%
Very concerned	101	58	43	20	24	24	32	44	57	82	3	9	7
	21%	23%	19%	22%	25%	17%	21%	23%	19%	21%	16%	23%	24%
Somewhat concerned	77	36	41	15	15	30	18	29	48	65	1	4	7
	16%	14%	18%	17%	15%	22%	12%	16%	16%	16%	8%	9%	26%
Not very concerned	21	9	12	6	4	3	8	10	11	14	1	4	1
	4%	4%	5%	7%	4%	2%	5%	5%	4%	4%	8%	10%	5%
Not at all concerned	11	2	9	3	3	4	1	5	6	8	-	3	0
	2%	1%	4%	3%	3%	3%	1%	3%	2%	2%		7%	1%
Unsure	28	6	22	8	5	6	9	13	15	28	0	-	-
	6%	3%	10%	9%	5%	4%	6%	7%	5%	7%	2%		

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QGOPConcerns_Woke] How concerned are you, if at all, that the following are a problem for the country?

-Wokeness in schools

	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	481	149	139	131	61	288	193	78	95	104	71	127	173	303
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	464	117	172	112	63	289	175	90	88	98	73	109	178	280
EXTREMELY/VERY CONCERNED	344	98	105	98	43	203	141	52	62	83	52	94	114	228
	71%	66%	75%	75%	70%	70%	73%	67%	65%	79%	73%	73%	66%	75%
NOT VERY/NOT AT ALL CONCERNED	32	10	6	9	6	17	16	7	6	5	6	8	13	19
	7%	7%	5%	7%	10%	6%	8%	9%	6%	5%	9%	6%	8%	6%
Extremely concerned	243	68	76	67	33	144	99	39	43	54	34	72	82	160
	51%	46%	54%	51%	53%	50%	52%	50%	45%	52%	48%	56%	47%	53%
Very concerned	101	30	29	31	10	59	42	13	19	29	18	22	32	69
	21%	20%	21%	24%	16%	20%	22%	17%	20%	28%	25%	17%	18%	23%
Somewhat concerned	77	26	22	18	11	48	29	14	19	9	12	22	33	43
	16%	18%	16%	14%	17%	17%	15%	18%	20%	9%	17%	17%	19%	14%
Not very concerned	21	6	3	6	5	10	11	4	4	4	4	5	8	13
	4%	4%	2%	5%	8%	3%	6%	5%	5%	4%	6%	4%	5%	4%
Not at all concerned	11	4	3	3	1	7	4	4	2	1	2	2	6	5
	2%	2%	2%	3%	1%	2%	2%	5%	2%	1%	3%	2%	3%	2%
Unsure	28	15	6	6	2	21	7	5	8	7	1	4	13	12
	6%	10%	4%	4%	3%	7%	4%	6%	8%	7%	1%	3%	7%	4%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QGOPConcerns_Woke] How concerned are you, if at all, that the following are a problem for the country?

-Wokeness in schools

	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	481	236	159	273	98	111	155	80	75	112	214	156
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	464	220	148	238	102	124	139	70	69	110	197	157
EXTREMELY/VERY CONCERNED	344	164	120	210	66	67	108	57	50	82	149	113
	71%	69%	76%	77%	68%	61%	70%	72%	68%	73%	70%	73%
NOT VERY/NOT AT ALL CONCERNED	32	17	8	8	10	14	8	4	4	9	15	8
	7%	7%	5%	3%	11%	12%	5%	5%	5%	8%	7%	5%
Extremely concerned	243	112	87	158	43	42	68	35	33	53	112	78
	51%	48%	55%	58%	44%	38%	44%	44%	44%	48%	52%	50%
Very concerned	101	51	33	53	23	25	40	22	18	29	37	35
	21%	22%	21%	19%	23%	23%	26%	27%	24%	26%	17%	23%
Somewhat concerned	77	43	22	46	10	21	29	17	11	15	39	23
	16%	18%	14%	17%	10%	19%	19%	22%	15%	14%	18%	15%
Not very concerned	21	13	5	5	6	11	7	4	3	6	9	6
	4%	6%	3%	2%	6%	9%	4%	5%	4%	5%	4%	4%
Not at all concerned	11	4	2	3	5	3	1	0	1	3	6	2
	2%	2%	1%	1%	5%	3%	1%	0%	1%	2%	3%	1%
Unsure	28	12	9	9	11	9	10	1	9	6	11	12
	6%	5%	6%	3%	11%	8%	7%	2%	12%	5%	5%	8%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QGOPConcerns_Woke] How concerned are you, if at all, that the following are a problem for the country?

-Wokeness in schools

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	481	405	76	-	355	95	21	430	29	284	172	431	36
	100	100	100		100	100	100	100	100	100	100	100	100
Unweighted Total	464	390	74	-	342	90	22	413	23	280	158	420	32
EXTREMELY/VERY CONCERNED	344	293	50	-	281	49	11	326	8	217	116	327	11
	71%	72%	66%		79%	52%	52%	76%	28%	76%	68%	76%	32%
NOT VERY/NOT AT ALL CONCERNED	32	25	7	-	15	14	2	24	7	17	10	23	9
	7%	6%	10%		4%	14%	10%	6%	24%	6%	6%	5%	25%
Extremely concerned	243	207	36	-	206	26	9	231	6	165	71	233	6
	51%	51%	47%		58%	27%	43%	54%	20%	58%	41%	54%	17%
Very concerned	101	86	14	-	75	23	2	95	2	52	45	94	5
	21%	21%	19%		21%	25%	10%	22%	8%	18%	26%	22%	15%
Somewhat concerned	77	63	14	-	42	25	7	59	10	39	32	63	10
	16%	16%	19%		12%	26%	34%	14%	33%	14%	19%	15%	27%
Not very concerned	21	16	5	-	10	10	0	18	3	12	7	18	4
	4%	4%	6%		3%	11%	1%	4%	9%	4%	4%	4%	10%
Not at all concerned	11	8	3	-	5	4	2	7	4	6	3	6	5
	2%	2%	4%		1%	4%	9%	2%	15%	2%	2%	1%	15%
Unsure	28	24	4	-	17	7	1	21	4	12	13	18	6
	6%	6%	5%		5%	8%	4%	5%	14%	4%	8%	4%	16%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QGOPConcerns_Bias] How concerned are you, if at all, that the following are a problem for the country?

-Liberal bias in mainstream 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	481	251	229	89	99	140	153	188	293	397	19	38	27
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	464	248	215	86	89	152	137	175	289	390	15	32	27
EXTREMELY/VERY CONCERNED	343	193	150	58	70	93	122	128	215	284	9	31	19
	71%	77%	65%	65%	71%	66%	80%	68%	73%	71%	50%	82%	68%
NOT VERY/NOT AT ALL CONCERNED	40	15	24	7	6	16	11	13	27	32	2	4	2
	8%	6%	11%	8%	6%	11%	7%	7%	9%	8%	12%	10%	7%
Extremely concerned	233	134	99	34	50	63	86	84	149	195	6	16	15
	48%	53%	43%	38%	50%	45%	56%	45%	51%	49%	33%	43%	55%
Very concerned	110	59	51	24	20	30	36	44	65	88	3	15	3
	23%	24%	22%	27%	21%	21%	23%	24%	22%	22%	17%	39%	13%
Somewhat concerned	75	35	40	16	18	23	18	34	41	61	5	2	7
	16%	14%	18%	18%	18%	16%	12%	18%	14%	15%	29%	5%	24%
Not very concerned	28	11	16	4	2	11	11	6	22	24	-	3	1
	6%	5%	7%	4%	2%	8%	7%	3%	7%	6%		8%	5%
Not at all concerned	12	3	8	3	4	5	-	7	5	8	2	1	1
	3%	1%	3%	4%	4%	4%		4%	2%	2%	12%	2%	2%
Unsure	23	9	15	7	6	8	2	13	10	21	2	1	0
	5%	3%	6%	8%	6%	6%	1%	7%	4%	5%	9%	2%	1%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QGOPConcerns_Bias] How concerned are you, if at all, that the following are a problem for the country?

-Liberal bias in mainstream 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	481	149	139	131	61	288	193	78	95	104	71	127	173	303
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	464	117	172	112	63	289	175	90	88	98	73	109	178	280
EXTREMELY/VERY CONCERNED	343	94	107	95	47	201	142	51	60	75	54	101	111	230
	71%	63%	77%	73%	76%	70%	74%	66%	63%	72%	76%	79%	64%	76%
NOT VERY/NOT AT ALL CONCERNED	40	12	10	12	7	21	19	6	7	10	10	7	14	26
	8%	8%	7%	9%	11%	7%	10%	8%	7%	9%	14%	5%	8%	9%
Extremely concerned	233	63	71	65	34	134	99	34	37	53	37	69	71	159
	48%	42%	51%	50%	55%	47%	51%	44%	39%	51%	53%	54%	41%	53%
Very concerned	110	30	37	30	13	67	43	17	23	22	17	31	39	70
	23%	20%	26%	23%	21%	23%	22%	22%	24%	21%	24%	25%	23%	23%
Somewhat concerned	75	31	18	18	8	49	26	14	21	15	6	18	35	39
	16%	21%	13%	14%	13%	17%	14%	18%	22%	14%	9%	15%	20%	13%
Not very concerned	28	8	7	8	4	15	12	4	4	8	9	3	8	20
	6%	6%	5%	6%	6%	5%	6%	5%	4%	7%	13%	2%	5%	7%
Not at all concerned	12	3	2	4	3	6	6	2	3	2	1	4	6	6
	3%	2%	2%	3%	4%	2%	3%	3%	3%	2%	1%	3%	3%	2%
Unsure	23	13	5	6	-	18	6	6	7	5	1	2	13	7
	5%	9%	3%	4%		6%	3%	7%	8%	5%	1%	1%	7%	2%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QGOPConcerns_Bias] How concerned are you, if at all, that the following are a problem for the country?

-Liberal bias in mainstream 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	481	236	159	273	98	111	155	80	75	112	214	156
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	464	220	148	238	102	124	139	70	69	110	197	157
EXTREMELY/VERY CONCERNED	343	161	123	217	61	65	109	59	50	66	161	115
	71%	68%	78%	80%	62%	59%	71%	74%	67%	59%	76%	74%
NOT VERY/NOT AT ALL CONCERNED	40	22	9	12	9	18	7	5	2	12	19	9
	8%	9%	6%	5%	10%	16%	5%	7%	3%	11%	9%	6%
Extremely concerned	233	109	81	157	37	39	71	37	34	47	106	80
	48%	46%	51%	58%	38%	35%	46%	47%	45%	42%	50%	51%
Very concerned	110	52	42	60	23	26	38	22	16	19	55	36
	23%	22%	27%	22%	24%	24%	25%	27%	22%	17%	26%	23%
Somewhat concerned	75	41	21	36	19	21	27	13	14	24	30	21
	16%	17%	13%	13%	19%	19%	17%	17%	18%	21%	14%	14%
Not very concerned	28	17	8	10	2	16	6	5	1	7	14	7
	6%	7%	5%	4%	2%	14%	4%	6%	1%	6%	7%	4%
Not at all concerned	12	5	1	3	7	2	2	1	1	6	4	2
	3%	2%	1%	1%	8%	2%	1%	1%	1%	5%	2%	2%
Unsure	23	12	5	7	9	7	11	2	9	9	4	10
	5%	5%	3%	3%	9%	6%	7%	2%	12%	8%	2%	6%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QGOPConcerns_Bias] How concerned are you, if at all, that the following are a problem for the country?

-Liberal bias in mainstream media

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	481	405	76	-	355	95	21	430	29	284	172	431	36
	100	100	100		100	100	100	100	100	100	100	100	100
Unweighted Total	464	390	74	-	342	90	22	413	23	280	158	420	32
EXTREMELY/VERY CONCERNED	343	290	53	-	278	46	14	325	8	210	119	325	8
	71%	72%	69%		79%	49%	65%	76%	27%	74%	69%	75%	22%
NOT VERY/NOT AT ALL CONCERNED	40	29	11	-	19	16	4	24	10	14	20	28	12
	8%	7%	15%		5%	17%	18%	6%	35%	5%	11%	7%	33%
Extremely concerned	233	198	35	-	195	27	7	224	2	157	70	226	5
	48%	49%	46%		55%	29%	33%	52%	8%	55%	41%	52%	13%
Very concerned	110	92	18	-	84	19	7	101	6	54	49	99	3
	23%	23%	24%		24%	20%	32%	24%	19%	19%	28%	23%	9%
Somewhat concerned	75	65	10	-	41	30	4	62	8	46	26	59	14
	16%	16%	13%		12%	32%	17%	14%	29%	16%	15%	14%	39%
Not very concerned	28	19	8	-	13	14	0	16	7	9	16	20	8
	6%	5%	11%		4%	15%	1%	4%	24%	3%	9%	5%	21%
Not at all concerned	12	9	3	-	6	2	3	8	3	5	4	8	4
	3%	2%	4%		2%	2%	16%	2%	11%	2%	2%	2%	12%
Unsure	23	21	3	-	16	2	-	19	3	14	8	20	2
	5%	5%	3%		5%	2%		4%	9%	5%	4%	5%	6%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QGOPConcerns_China] How concerned are you, if at all, that the following are a problem for the country?

-China

	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	481	251	229	89	99	140	153	188	293	397	19	38	27
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	464	248	215	86	89	152	137	175	289	390	15	32	27
EXTREMELY/VERY CONCERNED	329	184	144	45	60	102	122	105	224	276	14	16	22
	68%	73%	63%	51%	60%	73%	80%	56%	76%	70%	76%	43%	80%
NOT VERY/NOT AT ALL CONCERNED	47	22	24	15	15	14	3	30	17	32	0	12	2
	10%	9%	11%	17%	15%	10%	2%	16%	6%	8%	2%	33%	8%
Extremely concerned	182	104	78	26	25	56	74	52	130	143	10	10	19
	38%	41%	34%	29%	26%	40%	49%	27%	44%	36%	51%	27%	69%
Very concerned	147	80	67	19	34	46	48	53	94	133	5	6	3
	31%	32%	29%	21%	35%	33%	31%	28%	32%	34%	25%	16%	11%
Somewhat concerned	85	38	47	17	19	21	28	37	48	73	1	7	3
	18%	15%	20%	20%	20%	15%	18%	20%	16%	18%	6%	19%	12%
Not very concerned	25	14	12	8	7	9	2	14	11	15	-	9	1
	5%	5%	5%	9%	7%	6%	2%	8%	4%	4%		25%	3%
Not at all concerned	22	9	13	7	9	5	1	16	6	17	0	3	1
	5%	3%	6%	8%	9%	4%	1%	8%	2%	4%	2%	8%	4%
Unsure	20	7	13	12	5	4	-	16	4	15	3	2	-
	4%	3%	6%	13%	5%	3%		9%	1%	4%	16%	6%	

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QGOPConcerns_China] How concerned are you, if at all, that the following are a problem for the country?

-China

	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	481	149	139	131	61	288	193	78	95	104	71	127	173	303
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	464	117	172	112	63	289	175	90	88	98	73	109	178	280
EXTREMELY/VERY CONCERNED	329	98	96	90	44	194	135	53	60	73	47	94	113	213
	68%	66%	69%	69%	72%	67%	70%	68%	63%	70%	66%	73%	65%	71%
NOT VERY/NOT AT ALL CONCERNED	47	10	14	18	5	24	23	7	6	10	9	16	13	35
	10%	6%	10%	14%	8%	8%	12%	9%	6%	10%	13%	12%	7%	12%
Extremely concerned	182	59	54	47	22	113	69	31	38	36	22	54	68	112
	38%	40%	39%	36%	35%	39%	36%	39%	40%	35%	31%	42%	40%	37%
Very concerned	147	39	42	43	23	81	66	22	22	37	25	40	44	102
	31%	26%	30%	33%	37%	28%	34%	29%	23%	36%	35%	31%	26%	34%
Somewhat concerned	85	29	24	20	12	53	32	14	25	15	14	17	39	46
	18%	19%	17%	15%	20%	18%	17%	18%	26%	15%	20%	13%	22%	15%
Not very concerned	25	4	8	11	2	12	13	5	5	5	4	7	9	16
	5%	3%	6%	9%	3%	4%	7%	6%	5%	5%	5%	6%	5%	5%
Not at all concerned	22	6	6	7	4	12	11	2	1	5	5	8	3	19
	5%	4%	4%	5%	6%	4%	5%	3%	1%	5%	8%	7%	2%	6%
Unsure	20	13	5	3	-	17	3	4	5	6	1	2	9	8
	4%	8%	3%	2%		6%	1%	5%	6%	6%	1%	1%	5%	3%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QGOPConcerns_China] How concerned are you, if at all, that the following are a problem for the country?

-China

	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	481	236	159	273	98	111	155	80	75	112	214	156
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	464	220	148	238	102	124	139	70	69	110	197	157
EXTREMELY/VERY CONCERNED	329	150	124	196	58	75	96	54	42	66	153	110
	68%	63%	78%	72%	59%	67%	62%	68%	56%	59%	72%	71%
NOT VERY/NOT AT ALL CONCERNED	47	32	4	24	14	9	19	10	9	17	20	11
	10%	14%	2%	9%	15%	8%	12%	12%	12%	15%	9%	7%
Extremely concerned	182	84	67	115	28	38	49	28	21	35	87	60
	38%	35%	42%	42%	29%	35%	32%	36%	28%	31%	41%	38%
Very concerned	147	66	57	81	30	36	47	26	21	31	66	50
	31%	28%	36%	30%	30%	33%	30%	32%	28%	28%	31%	32%
Somewhat concerned	85	43	29	48	14	23	30	14	16	22	38	25
	18%	18%	18%	17%	14%	21%	19%	17%	22%	19%	18%	16%
Not very concerned	25	18	3	13	7	5	10	7	4	7	11	7
	5%	8%	2%	5%	7%	5%	7%	8%	5%	6%	5%	5%
Not at all concerned	22	14	1	11	7	4	8	3	5	10	9	4
	5%	6%	1%	4%	7%	4%	5%	4%	7%	9%	4%	2%
Unsure	20	12	2	5	12	3	10	2	8	8	3	10
	4%	5%	1%	2%	12%	3%	6%	2%	11%	7%	1%	6%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QGOPConcerns_China] How concerned are you, if at all, that the following are a problem for the country?

-China

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	481	405	76	-	355	95	21	430	29	284	172	431	36
	100	100	100		100	100	100	100	100	100	100	100	100
Unweighted Total	464	390	74	-	342	90	22	413	23	280	158	420	32
EXTREMELY/VERY CONCERNED	329	284	45	-	255	59	12	299	18	198	117	304	19
	68%	70%	59%		72%	62%	57%	70%	61%	70%	68%	71%	53%
NOT VERY/NOT AT ALL CONCERNED	47	38	10	-	35	6	5	41	3	21	22	40	6
	10%	9%	13%		10%	7%	23%	9%	12%	7%	13%	9%	16%
Extremely concerned	182	151	31	-	148	25	6	168	9	109	69	171	10
	38%	37%	40%		42%	26%	28%	39%	29%	38%	40%	40%	28%
Very concerned	147	133	14	-	106	34	6	132	9	90	47	134	9
	31%	33%	18%		30%	36%	29%	31%	32%	32%	28%	31%	25%
Somewhat concerned	85	66	19	-	51	26	4	73	6	51	26	69	11
	18%	16%	24%		14%	27%	20%	17%	22%	18%	15%	16%	30%
Not very concerned	25	20	6	-	18	5	1	21	3	9	13	21	3
	5%	5%	8%		5%	5%	6%	5%	9%	3%	8%	5%	7%
Not at all concerned	22	18	4	-	17	1	4	20	1	12	9	19	3
	5%	5%	5%		5%	1%	17%	5%	3%	4%	5%	4%	9%
Unsure	20	17	3	-	13	3	-	17	2	14	6	19	-
	4%	4%	4%		4%	3%		4%	5%	5%	4%	4%	

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QGOPConcerns_Unfair] How concerned are you, if at all, that the following are a problem for the country?

-The weaponization of the federal government

	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	481	251	229	89	99	140	153	188	293	397	19	38	27
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	464	248	215	86	89	152	137	175	289	390	15	32	27
EXTREMELY/VERY CONCERNED	303	173	129	60	62	85	96	122	181	246	14	23	19
	63%	69%	56%	67%	63%	60%	63%	65%	62%	62%	75%	60%	71%
NOT VERY/NOT AT ALL CONCERNED	58	32	25	7	8	24	19	15	42	47	-	7	4
	12%	13%	11%	8%	8%	17%	12%	8%	14%	12%		18%	13%
Extremely concerned	186	120	66	34	39	46	67	73	114	146	13	16	12
	39%	48%	29%	38%	39%	33%	44%	39%	39%	37%	67%	41%	45%
Very concerned	116	53	63	26	23	38	29	49	67	101	1	7	7
	24%	21%	28%	29%	24%	27%	19%	26%	23%	25%	8%	19%	26%
Somewhat concerned	87	39	48	13	20	25	29	33	55	76	1	7	2
	18%	15%	21%	14%	20%	18%	19%	17%	19%	19%	8%	20%	8%
Not very concerned	43	27	16	6	3	20	15	8	34	38	-	1	4
	9%	11%	7%	7%	3%	14%	10%	5%	12%	10%		2%	13%
Not at all concerned	15	5	10	1	5	4	4	7	8	9	-	6	-
	3%	2%	4%	2%	5%	3%	3%	4%	3%	2%		15%	
Unsure	33	7	27	10	9	7	8	18	15	27	3	1	2
	7%	3%	12%	11%	9%	5%	5%	10%	5%	7%	17%	2%	8%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QGOPConcerns_Unfair] How concerned are you, if at all, that the following are a problem for the country?

-The weaponization of the federal government

	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	481	149	139	131	61	288	193	78	95	104	71	127	173	303
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	464	117	172	112	63	289	175	90	88	98	73	109	178	280
EXTREMELY/VERY CONCERNED	303	101	86	81	35	187	116	56	52	65	42	85	109	191
	63%	68%	61%	62%	57%	65%	60%	73%	55%	63%	59%	66%	63%	63%
NOT VERY/NOT AT ALL CONCERNED	58	9	22	15	11	31	27	4	8	17	11	17	12	46
	12%	6%	16%	12%	18%	11%	14%	5%	8%	17%	16%	13%	7%	15%
Extremely concerned	186	60	50	56	20	110	76	37	32	32	28	55	69	116
	39%	40%	36%	43%	32%	38%	39%	48%	33%	31%	40%	43%	40%	38%
Very concerned	116	41	35	25	15	76	40	20	21	33	13	29	40	76
	24%	28%	25%	19%	25%	27%	21%	25%	22%	32%	19%	23%	23%	25%
Somewhat concerned	87	25	25	23	14	50	37	15	24	11	17	21	39	49
	18%	17%	18%	17%	23%	17%	19%	19%	26%	11%	23%	16%	22%	16%
Not very concerned	43	8	12	13	9	21	22	3	4	12	9	14	8	35
	9%	6%	9%	10%	14%	7%	12%	4%	5%	12%	13%	11%	4%	12%
Not at all concerned	15	1	10	2	3	10	4	1	4	5	2	3	4	10
	3%	1%	7%	1%	4%	4%	2%	1%	4%	5%	3%	3%	3%	3%
Unsure	33	13	7	12	1	20	13	2	11	11	1	5	13	17
	7%	9%	5%	9%	1%	7%	7%	3%	11%	10%	2%	4%	8%	6%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QGOPConcerns_Unfair] How concerned are you, if at all, that the following are a problem for the country?

-The weaponization of the federal government

	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	481	236	159	273	98	111	155	80	75	112	214	156
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	464	220	148	238	102	124	139	70	69	110	197	157
EXTREMELY/VERY CONCERNED	303	140	105	183	60	60	101	55	46	69	137	96
	63%	59%	67%	67%	61%	54%	65%	69%	61%	62%	64%	62%
NOT VERY/NOT AT ALL CONCERNED	58	34	16	38	7	13	15	10	5	9	32	17
	12%	14%	10%	14%	7%	12%	10%	12%	7%	8%	15%	11%
Extremely concerned	186	79	70	114	42	31	49	29	20	41	85	60
	39%	33%	44%	42%	43%	28%	32%	36%	27%	37%	40%	38%
Very concerned	116	62	36	69	18	29	51	26	25	28	52	36
	24%	26%	23%	25%	19%	26%	33%	32%	34%	25%	24%	23%
Somewhat concerned	87	47	29	40	17	30	28	13	15	23	35	29
	18%	20%	18%	15%	18%	27%	18%	16%	20%	21%	17%	19%
Not very concerned	43	25	12	28	4	11	11	9	2	5	26	12
	9%	11%	7%	10%	4%	10%	7%	11%	2%	4%	12%	8%
Not at all concerned	15	9	4	10	3	3	4	1	4	4	5	5
	3%	4%	3%	4%	3%	2%	3%	1%	5%	4%	2%	3%
Unsure	33	15	8	12	14	8	11	2	9	11	10	13
	7%	6%	5%	4%	14%	7%	7%	3%	11%	9%	4%	9%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QGOPConcerns_Unfair] How concerned are you, if at all, that the following are a problem for the country?

-The weaponization of the federal government

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	481	405	76	-	355	95	21	430	29	284	172	431	36
	100	100	100		100	100	100	100	100	100	100	100	100
Unweighted Total	464	390	74	-	342	90	22	413	23	280	158	420	32
EXTREMELY/VERY CONCERNED	303	258	45	-	233	51	13	280	14	193	96	279	15
	63%	64%	59%		66%	54%	64%	65%	46%	68%	56%	65%	41%
NOT VERY/NOT AT ALL CONCERNED	58	44	14	-	46	9	3	45	9	25	28	47	8
	12%	11%	18%		13%	9%	12%	10%	29%	9%	16%	11%	22%
Extremely concerned	186	154	32	-	145	29	9	169	9	126	50	174	9
	39%	38%	42%		41%	31%	41%	39%	30%	44%	29%	40%	26%
Very concerned	116	103	13	-	88	22	5	111	5	67	46	105	5
	24%	26%	17%		25%	23%	22%	26%	16%	24%	27%	24%	15%
Somewhat concerned	87	72	15	-	53	29	3	78	4	48	34	76	11
	18%	18%	20%		15%	31%	15%	18%	13%	17%	20%	18%	30%
Not very concerned	43	35	8	-	32	8	3	32	7	17	21	34	6
	9%	9%	11%		9%	8%	12%	7%	24%	6%	12%	8%	18%
Not at all concerned	15	9	6	-	14	1	-	13	2	8	7	13	2
	3%	2%	7%		4%	1%		3%	6%	3%	4%	3%	5%
Unsure	33	31	2	-	23	6	2	27	3	19	14	29	2
	7%	8%	3%		6%	6%	10%	6%	12%	7%	8%	7%	6%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QGOPConcerns_Fraud] How concerned are you, if at all, that the following are a problem for the country?

-Election fraud

	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	481	251	229	89	99	140	153	188	293	397	19	38	27
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	464	248	215	86	89	152	137	175	289	390	15	32	27
EXTREMELY/VERY CONCERNED	242	139	103	48	58	72	63	107	135	194	15	18	15
	50%	55%	45%	54%	59%	52%	41%	57%	46%	49%	82%	48%	54%
NOT VERY/NOT AT ALL CONCERNED	117	58	58	19	20	40	37	39	77	92	3	13	8
	24%	23%	26%	22%	20%	29%	24%	21%	26%	23%	18%	35%	30%
Extremely concerned	125	66	59	28	28	43	26	56	69	93	6	15	11
	26%	26%	26%	32%	28%	30%	17%	30%	23%	23%	34%	39%	39%
Very concerned	117	73	44	20	30	30	37	50	67	101	9	3	4
	24%	29%	19%	22%	31%	21%	24%	27%	23%	25%	47%	9%	15%
Somewhat concerned	112	52	59	14	21	26	52	35	78	102	-	6	4
	23%	21%	26%	15%	21%	19%	34%	18%	27%	26%		15%	16%
Not very concerned	68	31	37	8	10	27	23	18	50	59	1	5	2
	14%	12%	16%	9%	10%	19%	15%	9%	17%	15%	8%	13%	8%
Not at all concerned	49	27	22	11	10	14	13	22	27	32	2	8	6
	10%	11%	9%	13%	10%	10%	9%	11%	9%	8%	10%	22%	22%
Unsure	10	2	8	8	-	2	1	8	3	9	-	1	-
	2%	1%	4%	8%		1%	1%	4%	1%	2%		2%	

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QGOPConcerns_Fraud] How concerned are you, if at all, that the following are a problem for the country?

-Election fraud

	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	481	149	139	131	61	288	193	78	95	104	71	127	173	303
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	464	117	172	112	63	289	175	90	88	98	73	109	178	280
EXTREMELY/VERY CONCERNED	242	78	80	57	26	159	83	47	43	51	35	64	90	150
	50%	53%	58%	43%	43%	55%	43%	61%	45%	49%	49%	50%	52%	50%
NOT VERY/NOT AT ALL CONCERNED	117	26	32	40	19	58	59	15	23	29	16	34	38	79
	24%	17%	23%	31%	30%	20%	31%	19%	24%	28%	23%	26%	22%	26%
Extremely concerned	125	49	39	25	11	88	37	28	23	26	15	31	51	72
	26%	33%	28%	19%	19%	31%	19%	37%	24%	25%	22%	24%	30%	24%
Very concerned	117	29	41	32	15	71	46	19	20	25	19	33	39	78
	24%	20%	30%	24%	24%	24%	24%	24%	21%	24%	27%	26%	23%	26%
Somewhat concerned	112	39	26	33	15	64	48	16	29	20	19	28	45	67
	23%	26%	18%	25%	25%	22%	25%	20%	31%	19%	27%	22%	26%	22%
Not very concerned	68	17	22	18	12	38	29	9	19	16	10	14	28	40
	14%	11%	16%	14%	19%	13%	15%	11%	20%	15%	14%	11%	16%	13%
Not at all concerned	49	9	10	22	7	19	29	6	4	13	6	20	10	39
	10%	6%	7%	17%	12%	7%	15%	8%	4%	12%	9%	15%	6%	13%
Unsure	10	6	1	2	1	8	3	-	-	4	1	2	-	7
	2%	4%	1%	1%	2%	3%	1%			4%	2%	1%		2%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QGOPConcerns_Fraud] How concerned are you, if at all, that the following are a problem for the country?

-Election fraud

	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	481	236	159	273	98	111	155	80	75	112	214	156
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	464	220	148	238	102	124	139	70	69	110	197	157
EXTREMELY/VERY CONCERNED	242	121	75	147	46	49	88	47	41	56	102	83
	50%	51%	47%	54%	47%	44%	57%	58%	55%	50%	48%	54%
NOT VERY/NOT AT ALL CONCERNED	117	63	36	60	23	33	33	18	16	30	58	29
	24%	26%	23%	22%	24%	30%	22%	22%	21%	27%	27%	18%
Extremely concerned	125	65	35	79	25	21	47	21	27	27	47	51
	26%	28%	22%	29%	25%	19%	31%	26%	36%	24%	22%	33%
Very concerned	117	56	40	67	21	28	40	26	14	29	55	32
	24%	24%	25%	25%	22%	26%	26%	33%	19%	26%	26%	21%
Somewhat concerned	112	50	44	63	20	28	28	16	12	24	52	36
	23%	21%	28%	23%	21%	26%	18%	20%	17%	21%	24%	23%
Not very concerned	68	35	24	35	10	23	15	7	8	20	28	20
	14%	15%	15%	13%	10%	21%	10%	9%	11%	18%	13%	13%
Not at all concerned	49	28	13	25	13	10	18	10	8	10	30	9
	10%	12%	8%	9%	13%	9%	12%	13%	10%	9%	14%	6%
Unsure	10	3	3	2	8	-	5	-	5	1	2	7
	2%	1%	2%	1%	8%		4%		7%	1%	1%	5%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QGOPConcerns_Fraud] How concerned are you, if at all, that the following are a problem for the country?

-Election fraud

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	481	405	76	-	355	95	21	430	29	284	172	431	36
	100	100	100		100	100	100	100	100	100	100	100	100
Unweighted Total	464	390	74	-	342	90	22	413	23	280	158	420	32
EXTREMELY/VERY CONCERNED	242	208	34	-	189	39	8	229	7	174	62	230	7
	50%	51%	45%		53%	41%	40%	53%	22%	61%	36%	53%	19%
NOT VERY/NOT AT ALL CONCERNED	117	101	16	-	82	29	5	92	18	43	61	88	24
	24%	25%	21%		23%	31%	25%	21%	61%	15%	36%	20%	66%
Extremely concerned	125	109	16	-	97	16	7	117	3	92	30	118	3
	26%	27%	21%		27%	17%	36%	27%	12%	32%	18%	27%	8%
Very concerned	117	99	18	-	92	23	1	112	3	82	32	112	4
	24%	24%	24%		26%	24%	4%	26%	10%	29%	19%	26%	11%
Somewhat concerned	112	86	26	-	77	25	7	102	3	62	44	104	5
	23%	21%	34%		22%	27%	35%	24%	12%	22%	26%	24%	15%
Not very concerned	68	60	8	-	46	19	3	58	10	30	33	56	9
	14%	15%	11%		13%	20%	13%	13%	33%	11%	19%	13%	25%
Not at all concerned	49	41	8	-	36	10	2	35	8	12	29	32	15
	10%	10%	10%		10%	11%	12%	8%	28%	4%	17%	7%	41%
Unsure	10	10	-	-	6	1	-	8	2	6	4	9	-
	2%	3%			2%	1%		2%	5%	2%	3%	2%	

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QDemConcerns_Trump] How concerned are you, if at all, that the following are a problem for the country?

-Donald Trump's supporters

	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	447	179	266	105	102	120	119	208	239	266	83	58	40
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	462	195	264	111	103	131	117	214	248	289	82	52	39
EXTREMELY/VERY CONCERNED	338	144	192	79	71	95	93	150	188	200	57	50	32
	76%	80%	72%	75%	69%	79%	78%	72%	79%	75%	69%	85%	80%
NOT VERY/NOT AT ALL CONCERNED	46	16	30	12	10	15	9	22	23	30	12	3	1
	10%	9%	11%	12%	10%	12%	7%	11%	10%	11%	15%	5%	2%
Extremely concerned	276	116	158	62	57	75	82	119	157	169	42	42	23
	62%	65%	60%	59%	56%	63%	69%	57%	66%	64%	51%	71%	59%
Very concerned	62	28	34	18	14	20	11	31	31	31	14	8	8
	14%	16%	13%	17%	14%	16%	9%	15%	13%	12%	17%	14%	21%
Somewhat concerned	57	19	37	13	18	10	15	31	25	35	10	4	7
	13%	11%	14%	13%	18%	9%	12%	15%	10%	13%	13%	8%	18%
Not very concerned	26	8	18	5	5	8	8	10	16	19	5	2	1
	6%	4%	7%	5%	5%	7%	7%	5%	7%	7%	6%	3%	2%
Not at all concerned	19	8	11	7	4	7	1	12	8	11	7	1	0
	4%	5%	4%	7%	4%	6%	1%	6%	3%	4%	9%	2%	1%
Unsure	7	-	7	-	4	-	3	4	3	1	3	2	-
	1%		2%		4%		2%	2%	1%	1%	4%	3%	

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QDemConcerns_Trump] How concerned are you, if at all, that the following are a problem for the country?

-Donald Trump's supporters

	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	447	116	135	111	84	251	196	106	71	91	67	109	177	267
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	462	97	168	112	85	265	197	117	75	98	70	98	192	266
EXTREMELY/VERY CONCERNED	338	89	98	86	65	187	151	75	61	68	51	82	136	201
	76%	77%	73%	77%	77%	75%	77%	70%	87%	75%	77%	75%	77%	75%
NOT VERY/NOT AT ALL CONCERNED	46	12	16	14	3	29	17	18	4	9	7	6	22	22
	10%	11%	12%	12%	4%	11%	9%	17%	6%	10%	11%	6%	13%	8%
Extremely concerned	276	68	83	75	49	152	124	55	47	58	44	70	103	173
	62%	59%	62%	68%	58%	61%	63%	52%	67%	64%	66%	64%	58%	65%
Very concerned	62	21	15	11	16	35	27	19	14	10	7	11	33	28
	14%	18%	11%	9%	19%	14%	14%	18%	19%	11%	10%	10%	19%	11%
Somewhat concerned	57	11	17	12	16	28	28	10	5	12	7	22	15	40
	13%	10%	12%	11%	19%	11%	14%	9%	7%	13%	10%	20%	9%	15%
Not very concerned	26	4	11	8	3	16	10	12	4	4	2	4	16	10
	6%	4%	8%	7%	3%	6%	5%	11%	5%	5%	3%	3%	9%	4%
Not at all concerned	19	8	5	6	1	13	6	6	0	5	5	3	7	13
	4%	7%	4%	5%	1%	5%	3%	6%	1%	5%	8%	2%	4%	5%
Unsure	7	3	4	-	-	7	-	3	0	2	2	-	3	3
	1%	2%	3%			3%		3%	**%	2%	2%		2%	1%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QDemConcerns_Trump] How concerned are you, if at all, that the following are a problem for the country?

-Donald Trump's supporters

	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	447	236	123	187	163	94	124	50	74	148	202	97
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	462	241	126	184	171	104	130	50	79	153	208	101
EXTREMELY/VERY CONCERNED	338	176	98	138	127	71	93	37	56	108	161	69
	76%	74%	80%	74%	78%	76%	75%	75%	75%	73%	80%	71%
NOT VERY/NOT AT ALL CONCERNED	46	25	10	16	19	10	15	5	10	12	18	15
	10%	10%	8%	9%	11%	11%	12%	9%	14%	8%	9%	16%
Extremely concerned	276	138	89	113	97	64	74	31	43	83	140	53
	62%	58%	72%	60%	60%	68%	60%	62%	58%	56%	69%	55%
Very concerned	62	38	9	25	30	7	19	6	13	25	21	16
	14%	16%	8%	14%	18%	7%	15%	13%	17%	17%	11%	16%
Somewhat concerned	57	32	13	28	16	12	16	8	8	25	23	9
	13%	13%	11%	15%	10%	13%	13%	16%	10%	17%	11%	9%
Not very concerned	26	15	7	7	11	8	6	2	5	5	14	7
	6%	6%	5%	4%	7%	9%	5%	3%	6%	4%	7%	7%
Not at all concerned	19	10	4	9	8	2	9	3	6	7	4	9
	4%	4%	3%	5%	5%	2%	7%	6%	8%	5%	2%	9%
Unsure	7	4	2	5	2	-	1	-	1	3	-	4
	1%	2%	1%	2%	1%		*%		1%	2%		4%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QDemConcerns_Trump] How concerned are you, if at all, that the following are a problem for the country?

-Donald Trump's supporters

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	447	-	69	378	33	144	262	20	396	-	-	48	365
	100		100	100	100	100	100	100	100			100	100
Unweighted Total	462	-	76	386	36	157	262	22	408	-	-	54	375
EXTREMELY/VERY CONCERNED	338	-	54	284	14	98	223	0	317	-	-	13	316
	76%		78%	75%	43%	68%	85%	2%	80%			26%	86%
NOT VERY/NOT AT ALL CONCERNED	46	-	4	41	9	21	15	15	27	-	-	22	15
	10%		6%	11%	27%	15%	6%	74%	7%			45%	4%
Extremely concerned	276	-	42	234	12	80	183	0	261	-	-	10	259
	62%		60%	62%	35%	55%	70%	2%	66%			21%	71%
Very concerned	62	-	13	49	3	18	40	-	56	-	-	3	57
	14%		18%	13%	8%	13%	15%		14%			6%	16%
Somewhat concerned	57	-	11	46	10	21	23	5	46	-	-	13	35
	13%		15%	12%	30%	15%	9%	24%	12%			28%	10%
Not very concerned	26	-	4	22	3	13	10	9	14	-	-	10	10
	6%		6%	6%	10%	9%	4%	45%	3%			20%	3%
Not at all concerned	19	-	-	19	6	8	6	6	14	-	-	12	4
	4%			5%	17%	6%	2%	29%	3%			26%	1%
Unsure	7	-	-	7	-	4	0	-	6	-	-	0	-
	1%			2%		3%	*%		1%			1%	

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QDemConcerns_White] How concerned are you, if at all, that the following are a problem for the country?

-White nationalism

	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	447	179	266	105	102	120	119	208	239	266	83	58	40
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	462	195	264	111	103	131	117	214	248	289	82	52	39
EXTREMELY/VERY CONCERNED	350	146	202	79	79	94	98	158	192	208	62	47	34
	78%	82%	76%	75%	77%	79%	82%	76%	80%	78%	75%	80%	84%
NOT VERY/NOT AT ALL CONCERNED	33	14	20	9	8	10	7	17	16	19	7	5	1
	7%	8%	7%	9%	7%	8%	6%	8%	7%	7%	9%	9%	3%
Extremely concerned	261	110	148	61	60	66	74	121	140	153	48	36	24
	58%	62%	56%	58%	58%	55%	62%	58%	59%	57%	58%	62%	61%
Very concerned	90	36	54	18	20	28	24	37	52	56	14	11	9
	20%	20%	20%	17%	19%	24%	20%	18%	22%	21%	17%	18%	24%
Somewhat concerned	48	18	30	17	10	13	8	27	21	31	10	4	3
	11%	10%	11%	16%	10%	10%	7%	13%	9%	12%	13%	7%	7%
Not very concerned	18	7	11	4	5	4	5	9	9	12	1	3	1
	4%	4%	4%	4%	5%	3%	4%	4%	4%	5%	2%	6%	3%
Not at all concerned	15	6	9	5	3	6	2	8	8	7	6	2	0
	3%	4%	3%	5%	3%	5%	2%	4%	3%	3%	7%	4%	1%
Unsure	15	1	13	-	5	3	6	5	10	7	3	2	2
	3%	1%	5%		5%	3%	5%	3%	4%	3%	3%	4%	6%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QDemConcerns_White] How concerned are you, if at all, that the following are a problem for the country?

-White nationalism

	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	447	116	135	111	84	251	196	106	71	91	67	109	177	267
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	462	97	168	112	85	265	197	117	75	98	70	98	192	266
EXTREMELY/VERY CONCERNED	350	83	103	90	74	186	164	70	58	77	52	92	128	220
	78%	72%	76%	81%	88%	74%	84%	66%	82%	84%	77%	84%	72%	83%
NOT VERY/NOT AT ALL CONCERNED	33	11	12	7	2	24	10	11	4	6	6	6	16	17
	7%	10%	9%	6%	3%	9%	5%	11%	6%	6%	9%	6%	9%	7%
Extremely concerned	261	65	76	73	47	141	120	53	44	57	42	64	97	163
	58%	56%	56%	66%	55%	56%	61%	50%	62%	63%	62%	58%	55%	61%
Very concerned	90	18	27	17	27	45	45	17	14	19	10	28	30	58
	20%	15%	20%	16%	32%	18%	23%	16%	19%	21%	15%	26%	17%	22%
Somewhat concerned	48	15	16	12	6	31	17	17	7	6	8	10	24	23
	11%	13%	12%	10%	7%	12%	9%	16%	10%	6%	12%	9%	14%	9%
Not very concerned	18	5	8	3	2	13	5	7	3	3	3	2	10	8
	4%	4%	6%	3%	2%	5%	2%	6%	5%	3%	4%	2%	6%	3%
Not at all concerned	15	7	4	4	1	11	5	5	1	3	3	4	6	10
	3%	6%	3%	4%	1%	4%	2%	4%	1%	3%	5%	3%	3%	4%
Unsure	15	7	4	2	2	10	5	8	1	3	2	1	9	6
	3%	6%	3%	2%	3%	4%	2%	7%	2%	3%	2%	1%	5%	2%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QDemConcerns_White] How concerned are you, if at all, that the following are a problem for the country?

-White nationalism

	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	447	236	123	187	163	94	124	50	74	148	202	97
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	462	241	126	184	171	104	130	50	79	153	208	101
EXTREMELY/VERY CONCERNED	350	185	100	149	126	73	99	40	58	117	166	67
	78%	78%	81%	80%	77%	78%	79%	80%	79%	79%	82%	70%
NOT VERY/NOT AT ALL CONCERNED	33	16	7	16	10	6	12	3	8	11	12	10
	7%	7%	6%	9%	6%	7%	9%	6%	11%	7%	6%	11%
Extremely concerned	261	135	76	111	94	54	76	33	42	89	125	47
	58%	57%	61%	59%	57%	58%	61%	66%	57%	60%	62%	48%
Very concerned	90	50	25	38	32	19	23	7	16	28	41	21
	20%	21%	20%	20%	20%	21%	18%	14%	22%	19%	20%	21%
Somewhat concerned	48	29	9	17	21	10	14	7	7	18	17	13
	11%	12%	8%	9%	13%	10%	11%	14%	9%	12%	8%	14%
Not very concerned	18	7	4	9	5	4	8	1	6	3	7	7
	4%	3%	3%	5%	3%	4%	6%	2%	9%	2%	4%	7%
Not at all concerned	15	10	3	8	6	2	4	2	2	7	5	3
	3%	4%	3%	4%	3%	2%	3%	4%	3%	5%	2%	3%
Unsure	15	6	6	4	6	4	1	-	1	2	7	5
	3%	3%	5%	2%	4%	5%	1%		1%	1%	4%	6%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QDemConcerns_White] How concerned are you, if at all, that the following are a problem for the country?

-White nationalism

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	447	-	69	378	33	144	262	20	396	-	-	48	365
	100		100	100	100	100	100	100	100			100	100
Unweighted Total	462	-	76	386	36	157	262	22	408	-	-	54	375
EXTREMELY/VERY CONCERNED	350	-	54	296	16	96	231	6	326	-	-	21	315
	78%		79%	78%	49%	66%	88%	28%	82%			44%	86%
NOT VERY/NOT AT ALL CONCERNED	33	-	1	33	4	17	11	8	22	-	-	14	17
	7%		1%	9%	14%	11%	4%	38%	5%			30%	5%
Extremely concerned	261	-	40	220	9	64	186	2	246	-	-	12	240
	58%		58%	58%	27%	44%	71%	8%	62%			25%	66%
Very concerned	90	-	14	76	7	32	46	4	80	-	-	9	74
	20%		20%	20%	22%	22%	17%	21%	20%			19%	20%
Somewhat concerned	48	-	12	36	10	22	16	4	39	-	-	10	27
	11%		17%	10%	30%	15%	6%	20%	10%			21%	7%
Not very concerned	18	-	1	17	2	9	6	7	10	-	-	7	10
	4%		1%	5%	7%	7%	2%	34%	2%			16%	3%
Not at all concerned	15	-	-	15	2	7	5	1	12	-	-	7	7
	3%			4%	6%	5%	2%	4%	3%			14%	2%
Unsure	15	-	2	13	2	10	3	3	10	-	-	2	7
	3%		3%	3%	7%	7%	1%	14%	2%			5%	2%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QDemConcerns_Sexism] How concerned are you, if at all, that the following are a problem for the country?

-Sexism

	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	447	179	266	105	102	120	119	208	239	266	83	58	40
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	462	195	264	111	103	131	117	214	248	289	82	52	39
EXTREMELY/VERY CONCERNED	299	118	179	71	67	83	77	138	161	168	58	43	30
	67%	66%	67%	67%	66%	70%	65%	67%	67%	63%	71%	73%	76%
NOT VERY/NOT AT ALL CONCERNED	41	19	22	11	8	14	7	19	21	29	8	1	2
	9%	10%	8%	10%	8%	12%	6%	9%	9%	11%	10%	2%	5%
Extremely concerned	189	73	114	48	45	50	47	92	97	106	36	27	20
	42%	41%	43%	45%	44%	42%	40%	44%	41%	40%	44%	46%	52%
Very concerned	110	45	65	23	23	33	30	46	64	61	22	16	10
	25%	25%	24%	22%	22%	28%	25%	22%	27%	23%	27%	28%	25%
Somewhat concerned	94	41	53	23	25	17	30	47	46	62	13	11	7
	21%	23%	20%	22%	24%	14%	25%	23%	19%	23%	16%	19%	18%
Not very concerned	32	14	18	5	8	11	7	14	18	26	4	-	1
	7%	8%	7%	5%	8%	9%	6%	7%	8%	10%	5%	-	4%
Not at all concerned	9	5	4	5	-	3	-	5	3	3	4	1	1
	2%	3%	2%	5%	-	3%	-	3%	1%	1%	5%	2%	2%
Unsure	13	1	12	1	2	6	5	3	11	7	3	3	-
	3%	1%	4%	1%	2%	5%	4%	1%	4%	3%	4%	5%	-

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QDemConcerns_Sexism] How concerned are you, if at all, that the following are a problem for the country?

-Sexism

	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	447	116	135	111	84	251	196	106	71	91	67	109	177	267
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	462	97	168	112	85	265	197	117	75	98	70	98	192	266
EXTREMELY/VERY CONCERNED	299	74	88	82	56	162	137	61	55	62	50	68	116	180
	67%	64%	65%	73%	66%	65%	70%	58%	78%	68%	74%	62%	66%	67%
NOT VERY/NOT AT ALL CONCERNED	41	9	14	12	5	24	17	9	5	8	6	12	15	26
	9%	8%	11%	11%	5%	9%	9%	9%	8%	9%	8%	11%	8%	10%
Extremely concerned	189	45	57	57	30	102	87	39	31	38	32	48	70	118
	42%	39%	42%	51%	36%	41%	45%	37%	44%	41%	47%	44%	40%	44%
Very concerned	110	29	32	24	25	60	50	22	24	24	18	20	46	62
	25%	25%	23%	22%	30%	24%	25%	21%	34%	27%	27%	18%	26%	23%
Somewhat concerned	94	24	29	17	24	53	41	27	8	21	10	28	35	59
	21%	21%	21%	15%	29%	21%	21%	26%	11%	23%	15%	26%	20%	22%
Not very concerned	32	6	13	9	5	18	14	7	5	6	4	10	12	20
	7%	5%	9%	8%	5%	7%	7%	7%	8%	6%	5%	9%	7%	7%
Not at all concerned	9	4	2	3	-	5	3	3	-	2	2	2	3	6
	2%	3%	1%	3%		2%	2%	2%		3%	3%	2%	1%	2%
Unsure	13	8	4	1	-	12	1	8	2	-	2	1	10	3
	3%	7%	3%	1%		5%	*%	8%	3%		2%	1%	6%	1%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QDemConcerns_Sexism] How concerned are you, if at all, that the following are a problem for the country?

-Sexism

	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	447	236	123	187	163	94	124	50	74	148	202	97
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	462	241	126	184	171	104	130	50	79	153	208	101
EXTREMELY/VERY CONCERNED	299	161	77	120	114	62	88	35	53	102	144	52
	67%	68%	63%	64%	70%	67%	71%	70%	72%	69%	71%	54%
NOT VERY/NOT AT ALL CONCERNED	41	23	9	20	16	5	14	4	10	14	19	8
	9%	10%	8%	11%	10%	5%	12%	9%	13%	9%	9%	8%
Extremely concerned	189	100	54	76	77	35	53	18	34	59	94	36
	42%	42%	44%	41%	47%	38%	42%	37%	46%	40%	47%	37%
Very concerned	110	62	24	44	37	27	36	16	19	43	50	17
	25%	26%	19%	24%	23%	29%	29%	33%	26%	29%	25%	17%
Somewhat concerned	94	46	30	42	29	22	21	11	10	30	35	29
	21%	20%	24%	22%	18%	24%	17%	21%	14%	20%	17%	30%
Not very concerned	32	18	8	16	12	4	11	3	8	10	17	5
	7%	8%	6%	9%	7%	5%	9%	5%	11%	7%	8%	5%
Not at all concerned	9	5	1	4	5	0	4	2	2	4	2	4
	2%	2%	1%	2%	3%	0%	3%	4%	2%	2%	1%	4%
Unsure	13	5	7	5	4	4	1	-	1	2	4	7
	3%	2%	5%	3%	3%	4%	1%		1%	1%	2%	7%

Echelon Insights
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N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QDemConcerns_Sexism] How concerned are you, if at all, that the following are a problem for the country?

-Sexism

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	447	-	69	378	33	144	262	20	396	-	-	48	365
	100		100	100	100	100	100	100	100			100	100
Unweighted Total	462	-	76	386	36	157	262	22	408	-	-	54	375
EXTREMELY/VERY CONCERNED	299	-	46	253	17	79	198	5	277	-	-	17	271
	67%		66%	67%	50%	55%	76%	23%	70%			35%	74%
NOT VERY/NOT AT ALL CONCERNED	41	-	6	35	6	17	18	4	34	-	-	10	26
	9%		9%	9%	18%	12%	7%	22%	9%			21%	7%
Extremely concerned	189	-	27	163	8	50	129	1	175	-	-	11	173
	42%		39%	43%	24%	35%	49%	7%	44%			22%	47%
Very concerned	110	-	19	90	9	29	70	3	103	-	-	6	98
	25%		28%	24%	26%	20%	27%	16%	26%			13%	27%
Somewhat concerned	94	-	17	77	10	38	44	9	75	-	-	19	62
	21%		24%	20%	31%	26%	17%	45%	19%			39%	17%
Not very concerned	32	-	6	26	4	15	13	4	25	-	-	6	25
	7%		9%	7%	11%	11%	5%	22%	6%			12%	7%
Not at all concerned	9	-	-	9	2	2	5	-	9	-	-	4	1
	2%			2%	8%	1%	2%		2%			9%	*%
Unsure	13	-	1	12	-	10	2	2	10	-	-	2	7
	3%		1%	3%		7%	1%	10%	3%			4%	2%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QDemConcerns_LGBTQ] How concerned are you, if at all, that the following are a problem for the country?

-Discrimination against LGBTQ Americans

	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	447	179	266	105	102	120	119	208	239	266	83	58	40
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	462	195	264	111	103	131	117	214	248	289	82	52	39
EXTREMELY/VERY CONCERNED	296	117	176	70	73	82	71	143	153	178	47	38	33
	66%	66%	66%	66%	71%	69%	60%	69%	64%	67%	56%	65%	82%
NOT VERY/NOT AT ALL CONCERNED	58	27	31	15	12	17	14	26	32	35	11	9	3
	13%	15%	12%	14%	11%	15%	12%	13%	13%	13%	14%	15%	8%
Extremely concerned	208	84	122	55	51	53	49	107	102	129	35	26	19
	47%	47%	46%	53%	50%	44%	41%	51%	42%	48%	42%	45%	47%
Very concerned	87	34	54	14	21	29	22	36	52	50	12	12	14
	20%	19%	20%	14%	21%	24%	19%	17%	22%	19%	14%	21%	35%
Somewhat concerned	81	32	49	20	14	19	28	34	47	48	21	9	4
	18%	18%	18%	19%	13%	16%	23%	16%	20%	18%	25%	15%	10%
Not very concerned	34	16	17	6	8	9	11	14	19	24	6	3	1
	8%	9%	6%	6%	8%	7%	9%	7%	8%	9%	7%	6%	2%
Not at all concerned	24	10	14	8	4	9	3	12	12	11	6	6	2
	5%	6%	5%	8%	4%	7%	3%	6%	5%	4%	7%	10%	6%
Unsure	12	2	9	0	4	1	6	5	7	5	4	2	-
	3%	1%	3%	0%	4%	1%	5%	2%	3%	2%	5%	4%	-

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QDemConcerns_LGBTQ] How concerned are you, if at all, that the following are a problem for the country?

-Discrimination against LGBTQ Americans

	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	447	116	135	111	84	251	196	106	71	91	67	109	177	267
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	462	97	168	112	85	265	197	117	75	98	70	98	192	266
EXTREMELY/VERY CONCERNED	296	69	81	81	65	150	146	60	46	59	49	81	106	189
	66%	60%	60%	72%	77%	60%	74%	56%	65%	65%	74%	74%	60%	71%
NOT VERY/NOT AT ALL CONCERNED	58	15	20	17	6	35	23	18	10	10	8	11	28	29
	13%	13%	15%	16%	7%	14%	12%	17%	14%	11%	12%	10%	16%	11%
Extremely concerned	208	49	58	65	36	108	101	45	30	39	37	56	76	132
	47%	42%	43%	58%	42%	43%	51%	43%	43%	43%	55%	51%	43%	49%
Very concerned	87	20	22	16	30	42	45	14	16	19	13	25	30	57
	20%	17%	16%	14%	35%	17%	23%	14%	22%	21%	19%	23%	17%	21%
Somewhat concerned	81	26	29	13	14	55	27	23	12	20	7	18	36	45
	18%	22%	21%	12%	16%	22%	14%	22%	17%	21%	11%	17%	20%	17%
Not very concerned	34	6	14	11	3	19	14	12	6	4	4	7	18	15
	8%	5%	10%	10%	4%	8%	7%	11%	8%	4%	7%	6%	10%	6%
Not at all concerned	24	10	6	6	3	16	9	6	4	6	4	4	11	14
	5%	8%	5%	5%	3%	6%	4%	6%	6%	7%	6%	3%	6%	5%
Unsure	12	5	6	0	-	11	0	5	2	2	2	-	7	5
	3%	5%	4%	*%		4%	*%	4%	3%	3%	3%		4%	2%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QDemConcerns_LGBTQ] How concerned are you, if at all, that the following are a problem for the country?

-Discrimination against LGBTQ Americans

	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	447	236	123	187	163	94	124	50	74	148	202	97
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	462	241	126	184	171	104	130	50	79	153	208	101
EXTREMELY/VERY CONCERNED	296	166	75	121	108	65	92	35	56	95	146	55
	66%	70%	61%	65%	66%	69%	74%	71%	76%	64%	72%	57%
NOT VERY/NOT AT ALL CONCERNED	58	27	17	27	21	10	18	8	9	21	19	18
	13%	11%	14%	14%	13%	11%	14%	17%	12%	14%	10%	19%
Extremely concerned	208	118	52	85	72	49	65	25	39	65	108	35
	47%	50%	42%	45%	44%	53%	52%	50%	53%	44%	54%	36%
Very concerned	87	48	23	36	36	15	28	11	17	29	37	21
	20%	20%	19%	19%	22%	16%	22%	21%	23%	20%	18%	21%
Somewhat concerned	81	37	26	35	31	15	14	6	8	28	36	18
	18%	16%	21%	18%	19%	16%	11%	12%	11%	19%	18%	18%
Not very concerned	34	15	12	15	11	8	8	4	5	8	15	10
	8%	7%	9%	8%	7%	8%	6%	7%	6%	6%	8%	10%
Not at all concerned	24	11	5	12	11	2	9	5	5	12	4	8
	5%	5%	4%	6%	7%	2%	8%	10%	6%	8%	2%	9%
Unsure	12	6	6	5	2	4	1	-	1	5	1	5
	3%	2%	5%	3%	1%	4%	1%		1%	3%	1%	5%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QDemConcerns_LGBTQ] How concerned are you, if at all, that the following are a problem for the country?

-Discrimination against LGBTQ Americans

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	447	-	69	378	33	144	262	20	396	-	-	48	365
	100		100	100	100	100	100	100	100			100	100
Unweighted Total	462	-	76	386	36	157	262	22	408	-	-	54	375
EXTREMELY/VERY CONCERNED	296	-	46	250	13	74	207	0	278	-	-	15	267
	66%		66%	66%	41%	51%	79%	1%	70%			32%	73%
NOT VERY/NOT AT ALL CONCERNED	58	-	8	50	9	33	13	12	42	-	-	21	32
	13%		12%	13%	28%	23%	5%	59%	11%			43%	9%
Extremely concerned	208	-	35	173	9	50	147	-	195	-	-	8	191
	47%		50%	46%	27%	35%	56%		49%			17%	52%
Very concerned	87	-	11	77	4	24	59	0	83	-	-	7	77
	20%		16%	20%	13%	16%	23%	1%	21%			16%	21%
Somewhat concerned	81	-	15	66	9	31	40	8	65	-	-	11	62
	18%		22%	18%	26%	22%	15%	40%	16%			23%	17%
Not very concerned	34	-	6	28	7	18	8	9	22	-	-	12	19
	8%		8%	7%	20%	12%	3%	44%	6%			25%	5%
Not at all concerned	24	-	3	22	2	15	5	3	20	-	-	9	13
	5%		4%	6%	8%	10%	2%	15%	5%			18%	3%
Unsure	12	-	-	12	2	6	2	-	11	-	-	1	4
	3%			3%	5%	4%	1%		3%			2%	1%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QDemConcerns_Gun] How concerned are you, if at all, that the following are a problem for the country?

-Gun violence

	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	447	179	266	105	102	120	119	208	239	266	83	58	40
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	462	195	264	111	103	131	117	214	248	289	82	52	39
EXTREMELY/VERY CONCERNED	367	144	221	76	79	107	105	155	212	220	67	46	34
	82%	81%	83%	72%	77%	90%	88%	75%	89%	83%	81%	80%	86%
NOT VERY/NOT AT ALL CONCERNED	17	8	9	7	5	1	4	12	5	11	1	2	2
	4%	4%	4%	6%	5%	1%	3%	6%	2%	4%	2%	4%	6%
Extremely concerned	269	109	158	62	58	69	80	120	150	156	54	33	26
	60%	61%	59%	59%	56%	58%	67%	58%	63%	59%	66%	57%	64%
Very concerned	98	35	63	14	21	38	24	35	62	64	12	13	8
	22%	19%	24%	13%	21%	32%	20%	17%	26%	24%	15%	22%	21%
Somewhat concerned	61	27	33	23	16	11	11	38	22	35	12	10	3
	14%	15%	13%	21%	16%	10%	9%	19%	9%	13%	15%	17%	8%
Not very concerned	12	6	5	6	3	-	3	9	3	7	1	1	2
	3%	4%	2%	5%	3%		2%	4%	1%	3%	2%	2%	5%
Not at all concerned	5	1	4	1	2	1	1	3	2	4	-	1	0
	1%	1%	2%	1%	2%	1%	1%	2%	1%	1%		2%	1%
Unsure	2	-	2	-	2	-	-	2	-	-	2	-	-
	*%		1%		2%			1%			2%		

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QDemConcerns_Gun] How concerned are you, if at all, that the following are a problem for the country?

-Gun violence

	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	447	116	135	111	84	251	196	106	71	91	67	109	177	267
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	462	97	168	112	85	265	197	117	75	98	70	98	192	266
EXTREMELY/VERY CONCERNED	367	95	101	99	72	196	171	82	57	72	57	96	139	226
	82%	82%	75%	89%	86%	78%	87%	77%	81%	80%	85%	88%	79%	85%
NOT VERY/NOT AT ALL CONCERNED	17	2	9	5	2	11	6	1	5	1	4	6	6	11
	4%	1%	7%	4%	2%	4%	3%	1%	8%	1%	6%	5%	4%	4%
Extremely concerned	269	71	77	74	48	148	122	55	38	59	43	74	93	176
	60%	61%	57%	66%	57%	59%	62%	52%	54%	64%	65%	68%	53%	66%
Very concerned	98	25	24	25	25	48	49	27	19	14	14	22	46	50
	22%	21%	18%	22%	29%	19%	25%	25%	27%	15%	21%	21%	26%	19%
Somewhat concerned	61	17	25	8	11	42	19	21	8	18	6	7	29	31
	14%	15%	18%	7%	12%	17%	10%	20%	11%	19%	9%	7%	16%	11%
Not very concerned	12	2	5	4	2	7	5	1	5	1	-	5	6	5
	3%	1%	4%	3%	2%	3%	3%	1%	8%	1%		4%	4%	2%
Not at all concerned	5	-	4	1	-	4	1	-	-	-	4	1	-	5
	1%		3%	1%		2%	1%				6%	1%		2%
Unsure	2	2	-	-	-	2	-	2	-	-	-	-	2	-
	*%	2%				1%		2%					1%	

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QDemConcerns_Gun] How concerned are you, if at all, that the following are a problem for the country?

-Gun violence

	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	447	236	123	187	163	94	124	50	74	148	202	97
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	462	241	126	184	171	104	130	50	79	153	208	101
EXTREMELY/VERY CONCERNED	367	194	106	157	132	76	98	40	58	116	178	74
	82%	82%	86%	84%	81%	81%	79%	80%	78%	78%	88%	76%
NOT VERY/NOT AT ALL CONCERNED	17	9	4	9	7	1	6	3	4	4	7	5
	4%	4%	3%	5%	4%	1%	5%	5%	5%	3%	4%	5%
Extremely concerned	269	145	82	107	101	59	78	34	43	84	143	43
	60%	62%	67%	57%	62%	63%	62%	68%	58%	57%	71%	44%
Very concerned	98	48	24	50	31	17	21	6	14	32	34	31
	22%	21%	19%	27%	19%	18%	17%	12%	20%	22%	17%	32%
Somewhat concerned	61	32	13	21	23	16	20	7	13	28	17	16
	14%	13%	11%	11%	14%	18%	16%	15%	17%	19%	8%	16%
Not very concerned	12	6	3	5	6	1	4	1	2	3	6	3
	3%	3%	2%	3%	3%	1%	3%	3%	3%	2%	3%	3%
Not at all concerned	5	3	1	4	1	-	3	1	1	1	2	3
	1%	1%	1%	2%	1%		2%	2%	2%	1%	1%	3%
Unsure	2	2	-	-	2	-	-	-	-	-	-	2
	*%	1%			1%							2%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QDemConcerns_Gun] How concerned are you, if at all, that the following are a problem for the country?

-Gun violence

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	447	-	69	378	33	144	262	20	396	-	-	48	365
	100		100	100	100	100	100	100	100			100	100
Unweighted Total	462	-	76	386	36	157	262	22	408	-	-	54	375
EXTREMELY/VERY CONCERNED	367	-	58	310	18	111	230	9	335	-	-	31	312
	82%		83%	82%	54%	77%	88%	46%	84%			65%	85%
NOT VERY/NOT AT ALL CONCERNED	17	-	2	15	3	9	5	3	13	-	-	7	9
	4%		3%	4%	11%	6%	2%	17%	3%			15%	3%
Extremely concerned	269	-	42	227	13	78	174	4	249	-	-	22	230
	60%		61%	60%	40%	54%	66%	21%	63%			46%	63%
Very concerned	98	-	16	82	4	33	56	5	85	-	-	9	81
	22%		22%	22%	14%	23%	22%	25%	22%			18%	22%
Somewhat concerned	61	-	10	51	12	23	26	8	47	-	-	10	45
	14%		14%	14%	35%	16%	10%	38%	12%			21%	12%
Not very concerned	12	-	2	10	2	5	4	2	10	-	-	3	8
	3%		3%	3%	7%	4%	2%	9%	3%			6%	2%
Not at all concerned	5	-	-	5	1	3	1	1	3	-	-	4	1
	1%			1%	3%	2%	*%	7%	1%			9%	*%
Unsure	2	-	-	2	-	2	-	-	2	-	-	-	-
	*%			1%		1%			1%				

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QDemConcerns_Health] How concerned are you, if at all, that the following are a problem for the country?

-Americans lacking health coverage

	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	447	179	266	105	102	120	119	208	239	266	83	58	40
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	462	195	264	111	103	131	117	214	248	289	82	52	39
EXTREMELY/VERY CONCERNED	371	153	216	84	87	101	100	171	201	220	66	50	35
	83%	86%	81%	79%	85%	84%	83%	82%	84%	83%	81%	85%	88%
NOT VERY/NOT AT ALL CONCERNED	14	5	9	8	3	2	0	11	3	5	4	4	1
	3%	3%	3%	8%	3%	2%	*%	5%	1%	2%	5%	7%	2%
Extremely concerned	260	110	148	71	53	71	65	124	137	154	48	35	23
	58%	62%	56%	67%	52%	60%	55%	60%	57%	58%	59%	61%	57%
Very concerned	111	43	68	13	34	30	34	47	64	66	18	14	12
	25%	24%	26%	12%	33%	25%	29%	23%	27%	25%	22%	24%	31%
Somewhat concerned	59	21	38	14	10	16	19	23	35	40	10	5	4
	13%	12%	14%	13%	10%	14%	16%	11%	15%	15%	13%	8%	10%
Not very concerned	8	2	6	3	2	2	0	6	2	5	0	3	-
	2%	1%	2%	3%	2%	2%	*%	3%	1%	2%	1%	5%	-
Not at all concerned	6	3	3	5	1	0	-	5	0	1	3	1	1
	1%	1%	1%	4%	1%	*%	-	3%	*%	*%	4%	2%	2%
Unsure	3	0	3	-	3	-	0	3	0	1	2	-	-
	1%	*%	1%	-	2%	-	*%	1%	*%	*%	2%	-	-

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QDemConcerns_Health] How concerned are you, if at all, that the following are a problem for the country?

-Americans lacking health coverage

	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	447	116	135	111	84	251	196	106	71	91	67	109	177	267
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	462	97	168	112	85	265	197	117	75	98	70	98	192	266
EXTREMELY/VERY CONCERNED	371	96	110	97	68	206	165	81	61	74	59	92	142	226
	83%	83%	81%	87%	80%	82%	84%	77%	86%	82%	89%	84%	81%	85%
NOT VERY/NOT AT ALL CONCERNED	14	6	5	3	0	11	3	5	0	4	3	2	6	8
	3%	5%	4%	2%	*%	4%	2%	5%	1%	4%	4%	2%	3%	3%
Extremely concerned	260	71	79	69	41	150	110	61	44	49	40	65	104	154
	58%	61%	59%	62%	49%	60%	56%	57%	62%	54%	60%	60%	59%	58%
Very concerned	111	26	31	28	27	56	54	21	17	26	19	27	38	71
	25%	22%	23%	25%	32%	23%	28%	20%	24%	28%	28%	25%	21%	27%
Somewhat concerned	59	12	19	12	16	31	28	18	9	12	5	15	27	32
	13%	10%	14%	11%	19%	12%	14%	17%	13%	14%	7%	14%	15%	12%
Not very concerned	8	3	3	1	0	7	1	5	0	-	2	1	5	3
	2%	3%	2%	1%	*%	3%	1%	4%	1%		3%	1%	3%	1%
Not at all concerned	6	2	2	2	-	4	2	0	-	4	0	1	0	5
	1%	2%	1%	2%		2%	1%	*%		4%	*%	1%	*%	2%
Unsure	3	2	1	-	-	3	-	2	-	-	0	1	2	1
	1%	2%	1%			1%		2%			1%	1%	1%	*%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QDemConcerns_Health] How concerned are you, if at all, that the following are a problem for the country?

-Americans lacking health coverage

	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	447	236	123	187	163	94	124	50	74	148	202	97
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	462	241	126	184	171	104	130	50	79	153	208	101
EXTREMELY/VERY CONCERNED	371	195	103	155	136	78	105	43	62	124	175	73
	83%	82%	84%	83%	83%	83%	85%	86%	84%	84%	86%	76%
NOT VERY/NOT AT ALL CONCERNED	14	6	1	6	6	2	5	1	4	4	5	5
	3%	2%	1%	3%	4%	2%	4%	2%	5%	3%	2%	5%
Extremely concerned	260	141	71	100	101	58	77	35	41	88	119	53
	58%	60%	58%	53%	62%	62%	62%	71%	56%	59%	59%	55%
Very concerned	111	54	33	56	35	20	28	7	21	36	56	20
	25%	23%	27%	30%	21%	21%	22%	15%	28%	24%	28%	20%
Somewhat concerned	59	34	18	26	19	13	14	6	8	20	22	17
	13%	14%	15%	14%	12%	14%	11%	12%	11%	13%	11%	17%
Not very concerned	8	2	0	4	2	1	4	-	4	2	3	4
	2%	1%	*%	2%	1%	2%	3%		5%	1%	1%	4%
Not at all concerned	6	3	1	1	4	0	1	1	-	3	2	1
	1%	1%	1%	1%	2%	*%	1%	2%		2%	1%	1%
Unsure	3	2	0	1	2	0	-	-	-	1	0	2
	1%	1%	*%	*%	1%	*%				*%	*%	2%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QDemConcerns_Health] How concerned are you, if at all, that the following are a problem for the country?

-Americans lacking health coverage

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	447	-	69	378	33	144	262	20	396	-	-	48	365
	100		100	100	100	100	100	100	100			100	100
Unweighted Total	462	-	76	386	36	157	262	22	408	-	-	54	375
EXTREMELY/VERY CONCERNED	371	-	58	314	22	115	230	12	332	-	-	32	315
	83%		83%	83%	68%	80%	88%	61%	84%			66%	86%
NOT VERY/NOT AT ALL CONCERNED	14	-	2	12	3	5	6	1	12	-	-	6	7
	3%		3%	3%	9%	3%	2%	7%	3%			13%	2%
Extremely concerned	260	-	40	220	15	73	170	3	241	-	-	19	232
	58%		58%	58%	47%	50%	65%	16%	61%			39%	63%
Very concerned	111	-	17	94	7	42	60	9	91	-	-	13	83
	25%		25%	25%	22%	29%	23%	45%	23%			27%	23%
Somewhat concerned	59	-	9	49	7	23	25	6	49	-	-	10	42
	13%		14%	13%	22%	16%	10%	32%	12%			22%	12%
Not very concerned	8	-	2	6	1	5	3	1	6	-	-	2	6
	2%		3%	2%	2%	3%	1%	7%	2%			5%	2%
Not at all concerned	6	-	-	6	2	-	4	-	6	-	-	4	2
	1%			2%	7%		1%		1%			8%	*%
Unsure	3	-	-	3	0	2	1	-	3	-	-	-	1
	1%			1%	1%	1%	*%		1%				*%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QDemConcerns_Capitalism] How concerned are you, if at all, that the following are a problem for the country?

-Capitalism

	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	447	179	266	105	102	120	119	208	239	266	83	58	40
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	462	195	264	111	103	131	117	214	248	289	82	52	39
EXTREMELY/VERY CONCERNED	234	88	144	55	51	67	61	106	128	132	53	30	20
	52%	49%	54%	53%	50%	56%	51%	51%	54%	49%	64%	51%	51%
NOT VERY/NOT AT ALL CONCERNED	73	39	34	20	9	20	24	29	44	50	10	8	5
	16%	22%	13%	19%	9%	17%	20%	14%	18%	19%	12%	13%	12%
Extremely concerned	137	53	82	38	26	39	34	65	72	77	30	20	9
	31%	30%	31%	37%	26%	32%	28%	31%	30%	29%	37%	35%	24%
Very concerned	97	35	62	17	24	29	28	41	56	54	22	10	11
	22%	20%	23%	16%	24%	24%	23%	20%	23%	20%	27%	16%	28%
Somewhat concerned	111	49	62	25	31	25	30	57	55	69	12	17	13
	25%	28%	23%	24%	30%	21%	25%	27%	23%	26%	15%	29%	34%
Not very concerned	53	27	26	15	7	10	22	21	31	39	7	5	3
	12%	15%	10%	14%	7%	8%	18%	10%	13%	15%	8%	8%	7%
Not at all concerned	20	12	8	5	2	10	2	8	13	11	4	3	2
	5%	7%	3%	5%	2%	9%	2%	4%	5%	4%	4%	6%	6%
Unsure	28	2	26	4	12	7	5	16	12	16	7	4	1
	6%	1%	10%	4%	11%	6%	4%	8%	5%	6%	9%	6%	2%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QDemConcerns_Capitalism] How concerned are you, if at all, that the following are a problem for the country?

-Capitalism

	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	447	116	135	111	84	251	196	106	71	91	67	109	177	267
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	462	97	168	112	85	265	197	117	75	98	70	98	192	266
EXTREMELY/VERY CONCERNED	234	52	77	64	41	129	105	49	37	50	42	54	86	146
	52%	45%	57%	57%	48%	52%	54%	46%	53%	55%	63%	50%	49%	55%
NOT VERY/NOT AT ALL CONCERNED	73	21	18	20	14	39	34	15	13	14	7	23	28	44
	16%	18%	14%	18%	16%	16%	17%	15%	18%	16%	11%	21%	16%	17%
Extremely concerned	137	31	52	39	15	83	53	34	25	27	25	26	58	78
	31%	27%	39%	35%	18%	33%	27%	32%	35%	29%	38%	24%	33%	29%
Very concerned	97	21	25	25	26	46	51	16	13	23	17	28	28	68
	22%	18%	19%	23%	31%	18%	26%	15%	18%	26%	25%	25%	16%	25%
Somewhat concerned	111	32	27	25	27	59	52	28	15	22	16	29	43	67
	25%	28%	20%	23%	32%	24%	27%	26%	22%	24%	24%	27%	24%	25%
Not very concerned	53	17	13	12	10	30	23	12	11	9	6	14	23	30
	12%	15%	10%	11%	12%	12%	12%	11%	16%	10%	10%	13%	13%	11%
Not at all concerned	20	4	5	8	4	9	11	3	2	5	1	9	5	15
	5%	3%	4%	7%	4%	4%	6%	3%	2%	5%	1%	8%	3%	5%
Unsure	28	10	13	2	3	23	5	14	5	5	2	3	19	9
	6%	9%	9%	2%	3%	9%	3%	13%	8%	5%	2%	3%	11%	3%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QDemConcerns_Capitalism] How concerned are you, if at all, that the following are a problem for the country?

-Capitalism

	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	447	236	123	187	163	94	124	50	74	148	202	97
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	462	241	126	184	171	104	130	50	79	153	208	101
EXTREMELY/VERY CONCERNED	234	128	66	104	78	52	79	32	47	87	97	51
	52%	54%	54%	55%	47%	56%	64%	64%	63%	59%	48%	53%
NOT VERY/NOT AT ALL CONCERNED	73	37	24	31	27	14	15	9	7	20	41	12
	16%	16%	20%	17%	17%	15%	12%	17%	9%	13%	20%	13%
Extremely concerned	137	71	39	52	52	32	44	16	28	52	54	31
	31%	30%	32%	28%	32%	35%	36%	32%	37%	35%	26%	33%
Very concerned	97	57	27	51	25	20	35	16	19	35	43	19
	22%	24%	22%	27%	16%	22%	28%	32%	26%	23%	21%	20%
Somewhat concerned	111	59	27	43	46	21	24	9	15	35	56	20
	25%	25%	22%	23%	28%	22%	20%	19%	20%	24%	27%	21%
Not very concerned	53	25	21	21	18	13	10	4	6	13	30	9
	12%	11%	17%	11%	11%	14%	8%	8%	8%	9%	15%	10%
Not at all concerned	20	12	4	10	9	1	5	4	1	7	11	3
	5%	5%	3%	6%	6%	1%	4%	9%	1%	4%	5%	3%
Unsure	28	12	6	9	13	6	5	-	5	6	8	13
	6%	5%	5%	5%	8%	7%	4%		7%	4%	4%	14%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QDemConcerns_Capitalism] How concerned are you, if at all, that the following are a problem for the country?

-Capitalism

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	447	-	69	378	33	144	262	20	396	-	-	48	365
	100		100	100	100	100	100	100	100			100	100
Unweighted Total	462	-	76	386	36	157	262	22	408	-	-	54	375
EXTREMELY/VERY CONCERNED	234	-	40	194	15	73	145	7	217	-	-	22	203
	52%		58%	52%	45%	51%	55%	35%	55%			45%	55%
NOT VERY/NOT AT ALL CONCERNED	73	-	18	55	6	20	48	2	69	-	-	9	60
	16%		26%	15%	17%	14%	18%	10%	17%			18%	17%
Extremely concerned	137	-	21	116	8	33	96	1	130	-	-	12	122
	31%		30%	31%	25%	23%	37%	5%	33%			24%	33%
Very concerned	97	-	19	78	6	41	49	6	87	-	-	10	81
	22%		28%	21%	20%	28%	19%	31%	22%			21%	22%
Somewhat concerned	111	-	10	102	11	34	61	7	91	-	-	13	88
	25%		14%	27%	35%	24%	23%	32%	23%			27%	24%
Not very concerned	53	-	14	39	4	11	38	2	49	-	-	5	45
	12%		21%	10%	12%	8%	14%	9%	12%			10%	12%
Not at all concerned	20	-	3	17	2	8	10	0	20	-	-	4	15
	5%		5%	4%	5%	6%	4%	2%	5%			8%	4%
Unsure	28	-	2	26	1	17	8	4	19	-	-	5	15
	6%		3%	7%	3%	12%	3%	22%	5%			10%	4%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QDemConcerns_Abortion] How concerned are you, if at all, that the following are a problem for the country?

-Attempts to restrict abortion access

	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	447	179	266	105	102	120	119	208	239	266	83	58	40
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	462	195	264	111	103	131	117	214	248	289	82	52	39
EXTREMELY/VERY CONCERNED	356	149	205	83	80	96	96	164	193	217	61	43	35
	80%	83%	77%	79%	78%	80%	81%	79%	81%	82%	74%	74%	88%
NOT VERY/NOT AT ALL CONCERNED	24	12	12	8	7	7	2	15	9	11	7	5	2
	5%	7%	5%	7%	7%	6%	1%	7%	4%	4%	8%	8%	4%
Extremely concerned	269	117	150	65	59	75	69	124	144	168	48	31	21
	60%	65%	56%	62%	58%	62%	58%	60%	60%	63%	58%	54%	53%
Very concerned	88	32	55	18	21	22	27	39	48	49	13	12	14
	20%	18%	21%	17%	21%	18%	22%	19%	20%	18%	16%	20%	34%
Somewhat concerned	56	17	39	11	12	16	17	23	33	34	10	9	3
	13%	9%	15%	10%	12%	13%	15%	11%	14%	13%	12%	15%	8%
Not very concerned	14	7	7	5	5	2	2	10	4	6	4	2	2
	3%	4%	3%	5%	5%	2%	1%	5%	2%	2%	5%	4%	4%
Not at all concerned	10	6	5	3	2	5	-	5	5	5	3	2	0
	2%	3%	2%	3%	2%	5%		2%	2%	2%	3%	4%	1%
Unsure	10	1	9	3	3	-	4	6	4	4	5	2	-
	2%	1%	3%	3%	3%		3%	3%	2%	1%	6%	3%	

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QDemConcerns_Abortion] How concerned are you, if at all, that the following are a problem for the country?

-Attempts to restrict abortion access

	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	447	116	135	111	84	251	196	106	71	91	67	109	177	267
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	462	97	168	112	85	265	197	117	75	98	70	98	192	266
EXTREMELY/VERY CONCERNED	356	85	107	95	69	192	164	71	60	71	55	96	131	222
	80%	74%	79%	86%	81%	77%	84%	67%	85%	78%	82%	88%	74%	83%
NOT VERY/NOT AT ALL CONCERNED	24	6	8	8	3	13	11	11	2	4	4	4	13	11
	5%	5%	6%	7%	4%	5%	5%	10%	3%	4%	6%	3%	7%	4%
Extremely concerned	269	62	85	74	48	147	122	53	41	56	48	69	94	173
	60%	53%	63%	67%	57%	58%	62%	50%	58%	62%	71%	63%	53%	65%
Very concerned	88	23	22	21	21	46	42	18	19	15	7	28	37	49
	20%	20%	16%	19%	25%	18%	22%	17%	27%	16%	11%	25%	21%	18%
Somewhat concerned	56	20	16	7	13	36	20	21	7	13	6	9	28	28
	13%	17%	12%	7%	15%	14%	10%	20%	10%	14%	9%	9%	16%	11%
Not very concerned	14	2	2	6	3	4	9	5	2	2	3	2	7	7
	3%	2%	2%	6%	4%	2%	5%	5%	3%	2%	5%	2%	4%	2%
Not at all concerned	10	3	6	1	-	9	1	6	-	2	1	2	6	5
	2%	3%	4%	1%		4%	1%	5%		3%	1%	2%	3%	2%
Unsure	10	5	4	1	-	9	1	4	1	3	2	-	5	5
	2%	4%	3%	1%		4%	1%	4%	2%	3%	3%		3%	2%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QDemConcerns_Abortion] How concerned are you, if at all, that the following are a problem for the country?

-Attempts to restrict abortion access

	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	447	236	123	187	163	94	124	50	74	148	202	97
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	462	241	126	184	171	104	130	50	79	153	208	101
EXTREMELY/VERY CONCERNED	356	191	97	152	129	73	101	41	59	114	176	66
	80%	81%	79%	81%	79%	77%	81%	83%	79%	77%	87%	69%
NOT VERY/NOT AT ALL CONCERNED	24	13	6	10	10	3	9	4	5	9	10	5
	5%	6%	5%	6%	6%	3%	7%	8%	7%	6%	5%	6%
Extremely concerned	269	145	74	109	105	54	81	37	43	91	127	51
	60%	61%	60%	59%	64%	57%	65%	74%	58%	61%	63%	53%
Very concerned	88	46	23	42	25	19	20	4	16	23	49	15
	20%	20%	19%	22%	15%	20%	16%	8%	21%	16%	24%	16%
Somewhat concerned	56	27	16	23	17	15	15	5	10	22	14	20
	13%	12%	13%	12%	11%	17%	12%	9%	14%	15%	7%	20%
Not very concerned	14	9	4	3	8	2	7	2	5	5	7	1
	3%	4%	3%	2%	5%	2%	6%	5%	7%	3%	4%	1%
Not at all concerned	10	5	3	7	2	1	2	2	-	3	3	4
	2%	2%	2%	4%	1%	1%	1%	3%	-	2%	2%	4%
Unsure	10	4	4	2	6	2	-	-	-	3	2	5
	2%	2%	3%	1%	4%	3%	-	-	-	2%	1%	5%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QDemConcerns_Abortion] How concerned are you, if at all, that the following are a problem for the country?

-Attempts to restrict abortion access

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	447	-	69	378	33	144	262	20	396	-	-	48	365
	100		100	100	100	100	100	100	100			100	100
Unweighted Total	462	-	76	386	36	157	262	22	408	-	-	54	375
EXTREMELY/VERY CONCERNED	356	-	54	302	15	103	235	7	325	-	-	22	317
	80%		79%	80%	46%	72%	90%	37%	82%			45%	87%
NOT VERY/NOT AT ALL CONCERNED	24	-	7	18	6	12	5	3	19	-	-	9	14
	5%		10%	5%	20%	9%	2%	16%	5%			18%	4%
Extremely concerned	269	-	44	225	7	69	190	3	251	-	-	14	245
	60%		63%	60%	22%	48%	73%	13%	63%			29%	67%
Very concerned	88	-	10	77	8	34	45	5	73	-	-	8	72
	20%		15%	20%	24%	24%	17%	24%	19%			16%	20%
Somewhat concerned	56	-	7	49	10	24	18	9	42	-	-	15	32
	13%		10%	13%	29%	17%	7%	47%	11%			32%	9%
Not very concerned	14	-	7	7	4	7	3	2	10	-	-	5	9
	3%		10%	2%	12%	5%	1%	12%	3%			10%	2%
Not at all concerned	10	-	-	10	3	5	3	1	9	-	-	4	5
	2%			3%	8%	4%	1%	4%	2%			8%	1%
Unsure	10	-	1	9	2	5	3	-	10	-	-	3	3
	2%		2%	2%	5%	3%	1%		3%			5%	1%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QDemConcerns_Voter] How concerned are you, if at all, that the following are a problem for the country?

-Voter suppression

	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	447	179	266	105	102	120	119	208	239	266	83	58	40
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	462	195	264	111	103	131	117	214	248	289	82	52	39
EXTREMELY/VERY CONCERNED	297	129	166	66	66	80	85	132	165	174	56	38	30
	66%	72%	62%	63%	64%	67%	71%	63%	69%	65%	67%	65%	76%
NOT VERY/NOT AT ALL CONCERNED	47	20	27	14	9	14	10	23	24	31	8	6	3
	11%	11%	10%	14%	9%	11%	9%	11%	10%	12%	10%	10%	7%
Extremely concerned	216	100	114	46	46	59	65	92	124	129	42	28	18
	48%	56%	43%	44%	44%	49%	54%	44%	52%	48%	50%	47%	45%
Very concerned	81	29	52	20	20	21	20	40	41	45	14	10	12
	18%	16%	20%	19%	20%	18%	17%	19%	17%	17%	17%	17%	31%
Somewhat concerned	86	30	56	21	21	24	21	41	45	56	11	12	7
	19%	17%	21%	20%	20%	20%	18%	20%	19%	21%	14%	20%	17%
Not very concerned	32	12	20	10	6	8	8	16	16	21	5	3	3
	7%	7%	7%	10%	5%	7%	7%	8%	7%	8%	6%	6%	7%
Not at all concerned	15	8	7	4	3	6	2	8	8	10	3	2	0
	3%	5%	3%	4%	3%	5%	2%	4%	3%	4%	3%	4%	1%
Unsure	17	-	17	4	7	2	3	12	5	5	8	3	-
	4%		6%	4%	7%	2%	2%	6%	2%	2%	9%	6%	

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QDemConcerns_Voter] How concerned are you, if at all, that the following are a problem for the country?

-Voter suppression

	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	447	116	135	111	84	251	196	106	71	91	67	109	177	267
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	462	97	168	112	85	265	197	117	75	98	70	98	192	266
EXTREMELY/VERY CONCERNED	297	74	84	84	55	158	139	57	44	60	51	82	102	193
	66%	64%	63%	75%	65%	63%	71%	54%	63%	66%	76%	75%	58%	72%
NOT VERY/NOT AT ALL CONCERNED	47	9	17	12	9	26	21	13	9	11	3	12	21	26
	11%	8%	13%	11%	10%	10%	11%	12%	12%	12%	4%	11%	12%	10%
Extremely concerned	216	51	64	67	34	115	101	40	35	46	37	57	76	140
	48%	44%	47%	60%	40%	46%	51%	38%	50%	51%	55%	52%	43%	52%
Very concerned	81	23	21	17	21	43	38	17	9	14	14	25	26	53
	18%	20%	15%	15%	25%	17%	19%	16%	13%	15%	21%	23%	15%	20%
Somewhat concerned	86	25	27	15	19	52	34	29	13	18	10	15	42	44
	19%	22%	20%	14%	22%	21%	17%	27%	18%	20%	15%	14%	24%	16%
Not very concerned	32	6	9	11	5	15	17	8	7	7	1	9	16	16
	7%	5%	7%	10%	6%	6%	8%	8%	10%	7%	1%	8%	9%	6%
Not at all concerned	15	3	8	1	3	11	4	4	2	5	2	3	6	10
	3%	3%	6%	1%	4%	4%	2%	4%	2%	5%	3%	3%	3%	4%
Unsure	17	7	7	-	2	14	2	7	5	2	3	-	12	4
	4%	6%	5%		3%	6%	1%	7%	7%	2%	4%		7%	2%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QDemConcerns_Voter] How concerned are you, if at all, that the following are a problem for the country?

-Voter suppression

	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	447	236	123	187	163	94	124	50	74	148	202	97
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	462	241	126	184	171	104	130	50	79	153	208	101
EXTREMELY/VERY CONCERNED	297	159	84	133	97	64	91	37	53	97	143	58
	66%	67%	68%	71%	59%	68%	73%	74%	72%	65%	71%	60%
NOT VERY/NOT AT ALL CONCERNED	47	23	14	19	19	9	7	3	4	11	22	14
	11%	10%	11%	10%	12%	10%	6%	7%	5%	8%	11%	15%
Extremely concerned	216	113	64	95	70	48	60	26	33	74	102	39
	48%	48%	52%	51%	43%	51%	48%	53%	45%	50%	51%	41%
Very concerned	81	46	20	39	27	16	31	11	20	23	41	18
	18%	20%	16%	21%	16%	17%	25%	22%	27%	15%	20%	19%
Somewhat concerned	86	49	21	31	36	19	25	10	15	32	35	19
	19%	21%	17%	17%	22%	20%	20%	19%	20%	22%	17%	20%
Not very concerned	32	14	8	11	15	6	5	1	3	7	17	8
	7%	6%	6%	6%	9%	6%	4%	3%	4%	4%	8%	9%
Not at all concerned	15	9	6	8	4	3	3	2	1	5	5	6
	3%	4%	5%	4%	3%	3%	2%	4%	1%	3%	2%	6%
Unsure	17	4	5	4	11	2	2	-	2	8	3	5
	4%	2%	4%	2%	7%	2%	1%		2%	5%	2%	6%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QDemConcerns_Voter] How concerned are you, if at all, that the following are a problem for the country?

-Voter suppression

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	447	-	69	378	33	144	262	20	396	-	-	48	365
	100		100	100	100	100	100	100	100			100	100
Unweighted Total	462	-	76	386	36	157	262	22	408	-	-	54	375
EXTREMELY/VERY CONCERNED	297	-	45	252	17	85	193	9	273	-	-	20	263
	66%		64%	67%	51%	59%	74%	46%	69%			41%	72%
NOT VERY/NOT AT ALL CONCERNED	47	-	4	43	9	16	22	5	39	-	-	11	33
	11%		6%	11%	28%	11%	9%	27%	10%			22%	9%
Extremely concerned	216	-	26	190	7	54	154	2	202	-	-	12	195
	48%		38%	50%	23%	37%	59%	11%	51%			24%	53%
Very concerned	81	-	19	63	9	31	39	7	71	-	-	8	68
	18%		27%	17%	28%	22%	15%	35%	18%			17%	19%
Somewhat concerned	86	-	19	67	7	35	40	5	70	-	-	16	61
	19%		27%	18%	21%	24%	15%	27%	18%			33%	17%
Not very concerned	32	-	3	29	5	12	15	4	24	-	-	5	24
	7%		4%	8%	14%	8%	6%	22%	6%			11%	7%
Not at all concerned	15	-	1	14	5	4	7	1	14	-	-	5	9
	3%		2%	4%	14%	3%	3%	5%	4%			11%	2%
Unsure	17	-	1	15	-	9	6	-	14	-	-	2	9
	4%		2%	4%		6%	2%		3%			4%	2%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QDemConcerns_Immigrant] How concerned are you, if at all, that the following are a problem for the country?

-Unfair treatment of 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	447	179	266	105	102	120	119	208	239	266	83	58	40
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	462	195	264	111	103	131	117	214	248	289	82	52	39
EXTREMELY/VERY CONCERNED	320	127	190	73	72	87	87	146	174	193	51	44	31
	72%	71%	72%	70%	71%	73%	72%	70%	73%	73%	62%	75%	78%
NOT VERY/NOT AT ALL CONCERNED	40	18	22	11	5	12	12	15	24	23	9	3	4
	9%	10%	8%	10%	4%	10%	10%	7%	10%	9%	11%	5%	11%
Extremely concerned	206	86	118	47	52	52	56	98	108	127	33	31	16
	46%	48%	45%	44%	50%	43%	47%	47%	45%	48%	40%	53%	40%
Very concerned	113	41	72	27	21	36	30	47	66	66	19	13	15
	25%	23%	27%	25%	20%	30%	25%	23%	28%	25%	23%	22%	38%
Somewhat concerned	79	31	48	19	22	20	19	41	38	48	15	12	5
	18%	18%	18%	18%	21%	16%	16%	20%	16%	18%	18%	20%	11%
Not very concerned	28	11	17	6	2	8	12	8	20	18	5	2	3
	6%	6%	7%	5%	2%	7%	10%	4%	9%	7%	6%	3%	8%
Not at all concerned	12	7	5	5	2	4	-	8	4	5	4	1	1
	3%	4%	2%	5%	2%	3%		4%	2%	2%	5%	2%	3%
Unsure	8	3	5	2	4	0	2	6	2	1	7	-	-
	2%	2%	2%	2%	4%	0%	2%	3%	1%	0%	9%		

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QDemConcerns_Immigrant] How concerned are you, if at all, that the following are a problem for the country?

-Unfair treatment of 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	447	116	135	111	84	251	196	106	71	91	67	109	177	267
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	462	97	168	112	85	265	197	117	75	98	70	98	192	266
EXTREMELY/VERY CONCERNED	320	80	90	82	67	171	149	67	49	64	51	86	116	201
	72%	69%	67%	74%	79%	68%	76%	63%	69%	70%	76%	79%	65%	75%
NOT VERY/NOT AT ALL CONCERNED	40	13	15	10	2	29	11	16	4	10	3	6	20	19
	9%	12%	11%	9%	2%	11%	6%	15%	6%	12%	5%	5%	12%	7%
Extremely concerned	206	47	57	63	40	103	103	39	32	39	39	56	71	134
	46%	40%	42%	56%	48%	41%	53%	37%	45%	43%	58%	52%	40%	50%
Very concerned	113	34	34	20	26	67	46	27	17	24	12	30	44	66
	25%	29%	25%	18%	31%	27%	24%	26%	24%	27%	18%	27%	25%	25%
Somewhat concerned	79	17	27	19	16	44	35	18	15	16	12	17	33	46
	18%	15%	20%	17%	19%	18%	18%	17%	22%	18%	18%	16%	19%	17%
Not very concerned	28	9	10	7	2	19	9	13	3	6	2	4	16	12
	6%	8%	7%	7%	2%	8%	5%	12%	5%	7%	3%	3%	9%	5%
Not at all concerned	12	4	5	2	-	10	2	3	1	4	1	2	4	7
	3%	4%	4%	2%		4%	1%	3%	1%	5%	2%	2%	2%	3%
Unsure	8	5	3	1	-	7	1	5	2	0	0	-	7	1
	2%	4%	2%	1%		3%	*%	5%	3%	*%	1%		4%	*%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QDemConcerns_Immigrant] How concerned are you, if at all, that the following are a problem for the country?

-Unfair treatment of 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	447	236	123	187	163	94	124	50	74	148	202	97
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	462	241	126	184	171	104	130	50	79	153	208	101
EXTREMELY/VERY CONCERNED	320	168	91	140	110	68	91	37	53	97	155	68
	72%	71%	74%	75%	67%	73%	73%	74%	72%	65%	76%	71%
NOT VERY/NOT AT ALL CONCERNED	40	18	14	12	18	10	7	3	4	14	18	8
	9%	8%	11%	6%	11%	11%	6%	7%	5%	9%	9%	8%
Extremely concerned	206	112	57	85	77	43	61	24	36	73	98	36
	46%	48%	46%	46%	47%	46%	49%	48%	49%	49%	48%	37%
Very concerned	113	56	34	54	32	25	30	13	17	24	57	33
	25%	24%	28%	29%	20%	27%	24%	26%	23%	16%	28%	34%
Somewhat concerned	79	46	17	32	31	16	27	10	17	34	29	17
	18%	19%	14%	17%	19%	17%	21%	20%	23%	23%	14%	17%
Not very concerned	28	11	12	7	12	10	3	1	2	9	15	5
	6%	5%	10%	4%	7%	10%	2%	1%	3%	6%	7%	5%
Not at all concerned	12	7	2	5	6	0	4	3	1	5	3	4
	3%	3%	2%	3%	4%	0%	3%	6%	2%	3%	2%	4%
Unsure	8	4	2	4	5	-	-	-	-	4	1	4
	2%	2%	2%	2%	3%					3%	0%	4%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QDemConcerns_Immigrant] How concerned are you, if at all, that the following are a problem for the country?

-Unfair treatment of immigrants

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	447	-	69	378	33	144	262	20	396	-	-	48	365
	100		100	100	100	100	100	100	100			100	100
Unweighted Total	462	-	76	386	36	157	262	22	408	-	-	54	375
EXTREMELY/VERY CONCERNED	320	-	51	269	14	87	216	3	297	-	-	21	287
	72%		73%	71%	43%	61%	83%	13%	75%			43%	78%
NOT VERY/NOT AT ALL CONCERNED	40	-	3	37	10	21	8	11	25	-	-	14	22
	9%		4%	10%	30%	14%	3%	55%	6%			29%	6%
Extremely concerned	206	-	27	179	7	52	147	0	192	-	-	12	188
	46%		39%	48%	22%	36%	56%	2%	49%			25%	51%
Very concerned	113	-	24	90	7	36	69	2	105	-	-	9	99
	25%		34%	24%	21%	25%	26%	12%	26%			18%	27%
Somewhat concerned	79	-	16	63	9	32	35	6	67	-	-	12	52
	18%		23%	17%	26%	22%	13%	30%	17%			26%	14%
Not very concerned	28	-	3	26	6	16	5	10	15	-	-	10	16
	6%		4%	7%	19%	11%	2%	50%	4%			21%	4%
Not at all concerned	12	-	-	12	4	5	3	1	10	-	-	4	6
	3%			3%	11%	3%	1%	5%	2%			9%	2%
Unsure	8	-	-	8	0	4	2	0	7	-	-	1	4
	2%			2%	1%	3%	1%	2%	2%			2%	1%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QDemConcerns_Musk] How concerned are you, if at all, that the following are a problem for the country?

-Elon Musk's influence in government

	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	447	179	266	105	102	120	119	208	239	266	83	58	40
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	462	195	264	111	103	131	117	214	248	289	82	52	39
EXTREMELY/VERY CONCERNED	341	145	194	75	66	94	105	142	199	212	54	43	32
	76%	81%	73%	72%	65%	79%	88%	68%	83%	80%	66%	74%	80%
NOT VERY/NOT AT ALL CONCERNED	24	8	16	8	7	8	1	15	9	9	9	4	2
	5%	4%	6%	8%	7%	7%	1%	7%	4%	4%	11%	6%	5%
Extremely concerned	278	120	155	65	53	71	88	118	160	181	43	33	21
	62%	67%	58%	62%	52%	60%	74%	57%	67%	68%	52%	57%	53%
Very concerned	63	25	38	10	13	23	17	23	40	31	11	10	11
	14%	14%	14%	10%	13%	19%	14%	11%	17%	12%	13%	17%	27%
Somewhat concerned	66	26	41	20	21	15	11	41	25	40	14	8	5
	15%	15%	15%	19%	21%	12%	9%	20%	11%	15%	17%	13%	12%
Not very concerned	17	4	13	4	7	6	-	11	6	8	6	1	2
	4%	2%	5%	3%	7%	5%		5%	3%	3%	7%	2%	4%
Not at all concerned	7	4	3	5	-	2	1	5	3	1	3	2	0
	2%	2%	1%	4%		1%	1%	2%	1%	1%	4%	4%	1%
Unsure	15	-	15	2	8	3	3	9	6	5	5	4	1
	3%		6%	1%	8%	2%	2%	5%	2%	2%	6%	7%	3%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QDemConcerns_Musk] How concerned are you, if at all, that the following are a problem for the country?

-Elon Musk's influence in government

	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	447	116	135	111	84	251	196	106	71	91	67	109	177	267
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	462	97	168	112	85	265	197	117	75	98	70	98	192	266
EXTREMELY/VERY CONCERNED	341	86	98	87	69	185	156	70	58	66	56	88	127	210
	76%	74%	73%	78%	82%	74%	80%	66%	82%	72%	84%	81%	72%	79%
NOT VERY/NOT AT ALL CONCERNED	24	4	12	6	2	16	8	7	2	6	4	5	8	16
	5%	3%	9%	6%	2%	7%	4%	6%	2%	7%	6%	5%	5%	6%
Extremely concerned	278	73	85	68	51	158	119	56	46	58	47	69	102	174
	62%	63%	63%	61%	60%	63%	61%	53%	65%	64%	70%	63%	58%	65%
Very concerned	63	13	13	19	18	26	37	14	12	8	9	20	26	36
	14%	11%	10%	17%	21%	10%	19%	13%	17%	8%	14%	18%	15%	14%
Somewhat concerned	66	20	17	18	12	37	30	22	8	17	5	15	30	37
	15%	17%	13%	16%	14%	15%	15%	20%	12%	18%	7%	14%	17%	14%
Not very concerned	17	2	9	4	2	11	6	5	1	3	4	4	6	11
	4%	2%	7%	4%	2%	4%	3%	5%	1%	3%	6%	4%	3%	4%
Not at all concerned	7	2	4	2	-	5	2	1	1	4	0	1	2	5
	2%	2%	3%	2%		2%	1%	1%	2%	4%	*%	1%	1%	2%
Unsure	15	6	7	-	2	13	2	8	3	2	2	1	11	4
	3%	5%	5%		2%	5%	1%	8%	4%	2%	2%	1%	6%	2%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QDemConcerns_Musk] How concerned are you, if at all, that the following are a problem for the country?

-Elon Musk's influence in government

	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	447	236	123	187	163	94	124	50	74	148	202	97
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	462	241	126	184	171	104	130	50	79	153	208	101
EXTREMELY/VERY CONCERNED	341	172	108	144	120	74	92	38	54	110	163	68
	76%	73%	88%	77%	73%	79%	74%	77%	73%	74%	80%	71%
NOT VERY/NOT AT ALL CONCERNED	24	16	3	12	8	4	13	4	8	9	9	6
	5%	7%	2%	7%	5%	4%	10%	9%	11%	6%	4%	7%
Extremely concerned	278	139	91	115	94	66	73	32	41	82	141	55
	62%	59%	74%	61%	58%	70%	59%	64%	55%	55%	70%	57%
Very concerned	63	33	17	29	25	9	19	6	13	28	21	14
	14%	14%	14%	16%	16%	9%	15%	13%	18%	19%	11%	14%
Somewhat concerned	66	41	9	25	27	14	17	7	9	23	27	17
	15%	17%	7%	14%	17%	15%	13%	15%	13%	15%	13%	17%
Not very concerned	17	12	3	11	3	3	11	3	8	7	4	5
	4%	5%	2%	6%	2%	3%	9%	7%	11%	5%	2%	5%
Not at all concerned	7	4	0	2	5	1	1	1	-	2	5	1
	2%	2%	*%	1%	3%	1%	1%	2%		1%	2%	1%
Unsure	15	8	3	5	8	2	3	-	3	6	4	5
	3%	3%	2%	3%	5%	2%	2%		4%	4%	2%	6%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QDemConcerns_Musk] How concerned are you, if at all, that the following are a problem for the country?

-Elon Musk's influence in government

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	447	-	69	378	33	144	262	20	396	-	-	48	365
	100		100	100	100	100	100	100	100			100	100
Unweighted Total	462	-	76	386	36	157	262	22	408	-	-	54	375
EXTREMELY/VERY CONCERNED	341	-	59	282	19	100	218	4	315	-	-	22	305
	76%		85%	75%	57%	69%	83%	21%	79%			46%	83%
NOT VERY/NOT AT ALL CONCERNED	24	-	1	23	3	9	12	5	17	-	-	13	10
	5%		2%	6%	10%	6%	5%	23%	4%			26%	3%
Extremely concerned	278	-	50	228	10	75	191	-	264	-	-	11	258
	62%		72%	60%	32%	52%	73%		67%			22%	71%
Very concerned	63	-	9	55	8	25	26	4	51	-	-	11	47
	14%		12%	14%	25%	17%	10%	21%	13%			23%	13%
Somewhat concerned	66	-	8	59	11	27	29	11	53	-	-	13	44
	15%		11%	16%	32%	19%	11%	56%	13%			27%	12%
Not very concerned	17	-	1	16	1	9	7	4	13	-	-	8	8
	4%		2%	4%	3%	6%	3%	21%	3%			18%	2%
Not at all concerned	7	-	-	7	2	0	5	0	5	-	-	4	2
	2%			2%	7%	0%	2%	2%	1%			9%	1%
Unsure	15	-	2	13	0	8	4	-	11	-	-	0	7
	3%		3%	3%	1%	5%	1%		3%			1%	2%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QLAFires_Newsom] How much responsibility do each of the following hold for the devastation caused by the wildfires in Los Angeles?

-California Governor Gavin Newsom

	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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	549	282	267	99	131	152	166	231	318	391	54	61	43
	53%	59%	49%	48%	55%	54%	56%	51%	55%	54%	46%	54%	62%
A LITTLE/NONE	318	157	160	66	64	95	94	130	189	221	38	37	22
	31%	33%	29%	32%	27%	33%	32%	29%	33%	31%	32%	33%	31%
A lot	350	209	141	62	83	92	112	145	205	255	35	35	25
	34%	44%	26%	30%	35%	33%	38%	32%	35%	35%	30%	31%	36%
Some	199	72	126	38	48	60	53	86	113	136	19	25	18
	19%	15%	23%	18%	20%	21%	18%	19%	20%	19%	16%	22%	26%
A little	136	74	61	32	36	30	37	69	67	92	19	14	10
	13%	16%	11%	16%	15%	11%	13%	15%	12%	13%	16%	13%	15%
None	183	82	99	34	27	65	57	61	122	129	19	23	12
	18%	17%	18%	16%	11%	23%	19%	14%	21%	18%	16%	21%	17%
Unsure	159	37	120	43	44	37	34	87	71	113	26	15	5
	15%	8%	22%	21%	18%	13%	12%	20%	12%	16%	22%	13%	7%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QLAFires_Newsom] How much responsibility do each of the following hold for the devastation caused by the wildfires in Los Angeles?

-California Governor Gavin Newsom

	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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	549	145	168	158	79	312	236	91	100	122	88	143	191	353
	53%	48%	54%	60%	50%	51%	57%	42%	55%	57%	56%	58%	48%	57%
A LITTLE/NONE	318	89	89	78	62	178	140	72	52	60	55	77	124	192
	31%	30%	29%	30%	39%	29%	34%	33%	29%	28%	35%	31%	31%	31%
A lot	350	100	105	95	50	205	145	56	62	72	59	98	119	229
	34%	33%	34%	37%	32%	34%	35%	26%	34%	34%	38%	40%	30%	37%
Some	199	45	63	62	29	108	91	35	38	49	29	45	73	124
	19%	15%	20%	24%	18%	18%	22%	16%	21%	23%	19%	18%	18%	20%
A little	136	34	42	31	28	76	59	27	27	27	19	34	54	80
	13%	11%	14%	12%	18%	13%	14%	12%	15%	13%	12%	14%	14%	13%
None	183	55	47	47	34	102	81	46	25	32	36	44	71	112
	18%	18%	15%	18%	22%	17%	19%	21%	14%	15%	23%	18%	18%	18%
Unsure	159	66	51	25	17	117	41	52	29	32	14	27	81	73
	15%	22%	17%	10%	11%	19%	10%	24%	16%	15%	9%	11%	20%	12%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QLAFires_Newsom] How much responsibility do each of the following hold for the devastation caused by the wildfires in Los Angeles?

-California Governor Gavin Newsom

	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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	549	279	172	321	131	97	177	93	84	146	245	157
	53%	54%	56%	63%	45%	43%	58%	67%	51%	51%	54%	55%
A LITTLE/NONE	318	166	96	128	101	87	75	38	36	93	150	76
	31%	32%	31%	25%	35%	39%	25%	27%	22%	32%	33%	26%
A lot	350	170	122	217	75	59	115	67	48	88	162	100
	34%	33%	40%	43%	26%	26%	38%	48%	29%	30%	36%	35%
Some	199	109	51	104	56	38	62	25	36	58	83	57
	19%	21%	17%	21%	19%	17%	20%	18%	22%	20%	19%	20%
A little	136	78	36	56	42	37	34	17	18	48	54	33
	13%	15%	12%	11%	15%	16%	11%	12%	11%	17%	12%	12%
None	183	88	61	72	58	50	41	22	19	45	96	42
	18%	17%	20%	14%	20%	22%	13%	16%	11%	15%	21%	15%
Unsure	159	71	38	58	57	43	54	8	45	49	56	53
	15%	14%	12%	11%	20%	19%	18%	6%	27%	17%	12%	19%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QLAFires_Newsom] How much responsibility do each of the following hold for the devastation caused by the wildfires in Los Angeles?

-California Governor Gavin Newsom

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	549	297	119	132	305	136	95	368	150	225	115	380	145
	53%	73%	49%	35%	77%	45%	33%	75%	32%	79%	67%	73%	33%
A LITTLE/NONE	318	68	78	173	61	101	153	76	222	33	42	89	218
	31%	17%	32%	46%	15%	33%	52%	16%	48%	12%	24%	17%	50%
A lot	350	225	71	54	238	68	31	283	55	181	82	290	53
	34%	56%	29%	14%	60%	23%	11%	58%	12%	64%	48%	56%	12%
Some	199	72	48	79	66	68	64	85	95	44	32	90	93
	19%	18%	20%	21%	17%	22%	22%	17%	21%	16%	19%	17%	21%
A little	136	35	38	62	31	49	54	48	77	18	19	55	78
	13%	9%	16%	17%	8%	16%	18%	10%	17%	6%	11%	11%	18%
None	183	33	39	111	29	52	99	28	145	15	23	34	141
	18%	8%	16%	29%	7%	17%	34%	6%	31%	5%	13%	7%	32%
Unsure	159	40	47	72	32	65	44	45	91	26	15	52	77
	15%	10%	19%	19%	8%	21%	15%	9%	20%	9%	9%	10%	17%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QLAFires_Bass] How much responsibility do each of the following hold for the devastation caused by the wildfires in Los Angeles?

-Los Angeles Mayor Karen Bass

	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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	518	277	242	99	117	144	159	215	303	375	40	61	43
	51%	58%	44%	47%	49%	51%	54%	48%	52%	52%	34%	54%	61%
A LITTLE/NONE	316	152	163	64	68	99	85	132	184	220	47	34	16
	31%	32%	30%	31%	29%	35%	29%	30%	32%	30%	40%	30%	23%
A lot	312	183	129	61	68	87	96	129	183	227	25	30	30
	30%	38%	24%	29%	28%	31%	33%	29%	32%	31%	21%	27%	42%
Some	207	94	112	37	49	57	63	86	120	147	15	30	13
	20%	20%	21%	18%	21%	20%	21%	19%	21%	20%	13%	27%	19%
A little	126	63	63	30	32	36	28	62	65	94	19	9	4
	12%	13%	12%	14%	13%	13%	10%	14%	11%	13%	17%	8%	6%
None	190	89	99	34	36	62	57	71	119	126	27	25	12
	19%	19%	18%	16%	15%	22%	19%	16%	21%	17%	23%	22%	17%
Unsure	191	47	142	46	54	41	50	100	91	131	30	19	11
	19%	10%	26%	22%	23%	14%	17%	22%	16%	18%	26%	17%	16%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QLAFires_Bass] How much responsibility do each of the following hold for the devastation caused by the wildfires in Los Angeles?

-Los Angeles Mayor Karen Bass

	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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	518	137	160	146	76	296	222	81	96	113	88	136	176	337
	51%	46%	52%	56%	48%	49%	53%	37%	53%	53%	56%	55%	44%	55%
A LITTLE/NONE	316	97	85	79	55	182	134	73	57	58	51	75	130	184
	31%	32%	28%	30%	35%	30%	32%	34%	31%	27%	32%	30%	33%	30%
A lot	312	90	89	92	41	179	133	56	58	64	50	82	114	195
	30%	30%	29%	35%	26%	30%	32%	26%	32%	30%	32%	33%	29%	32%
Some	207	47	70	55	35	117	90	25	38	49	38	54	62	142
	20%	16%	23%	21%	22%	19%	21%	11%	21%	23%	24%	22%	16%	23%
A little	126	38	38	27	24	76	50	28	27	21	18	30	54	70
	12%	13%	12%	10%	15%	13%	12%	13%	15%	10%	12%	12%	14%	11%
None	190	59	47	53	31	106	84	46	30	36	33	45	76	114
	19%	20%	15%	20%	20%	17%	20%	21%	17%	17%	21%	18%	19%	18%
Unsure	191	67	63	35	26	130	61	62	29	42	18	36	91	97
	19%	22%	20%	13%	17%	21%	15%	29%	16%	20%	12%	15%	23%	16%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QLA Fires_Bass] How much responsibility do each of the following hold for the devastation caused by the wildfires in Los Angeles?

-Los Angeles Mayor Karen Bass

	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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	518	270	162	303	127	88	161	89	72	144	232	142
	51%	52%	53%	60%	44%	39%	53%	64%	44%	50%	51%	50%
A LITTLE/NONE	316	163	93	122	104	88	85	38	46	93	144	79
	31%	32%	30%	24%	36%	39%	28%	27%	28%	32%	32%	28%
A lot	312	156	104	182	75	55	100	56	44	76	139	97
	30%	30%	34%	36%	26%	24%	33%	40%	27%	26%	31%	34%
Some	207	115	58	122	52	33	62	33	28	68	92	46
	20%	22%	19%	24%	18%	15%	20%	24%	17%	24%	20%	16%
A little	126	73	31	50	43	33	38	16	22	36	52	39
	12%	14%	10%	10%	15%	15%	13%	12%	13%	12%	11%	13%
None	190	90	62	72	61	55	47	22	24	57	92	41
	19%	17%	20%	14%	21%	24%	15%	16%	15%	20%	20%	14%
Unsure	191	84	51	81	58	51	59	12	47	51	75	65
	19%	16%	17%	16%	20%	23%	19%	9%	28%	18%	17%	23%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QLAFires_Bass] How much responsibility do each of the following hold for the devastation caused by the wildfires in Los Angeles?

-Los Angeles Mayor Karen Bass

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	518	287	103	129	293	127	89	344	149	213	112	357	146
	51%	71%	42%	34%	74%	42%	30%	70%	32%	75%	65%	68%	33%
A LITTLE/NONE	316	71	82	163	61	98	153	83	211	39	42	96	204
	31%	18%	34%	43%	15%	32%	52%	17%	45%	14%	25%	18%	46%
A lot	312	204	55	53	216	53	34	244	56	154	77	245	59
	30%	50%	23%	14%	54%	18%	12%	50%	12%	54%	45%	47%	13%
Some	207	83	48	76	77	74	55	100	92	59	35	111	87
	20%	20%	20%	20%	19%	24%	19%	21%	20%	21%	21%	21%	20%
A little	126	35	37	54	30	40	56	46	72	21	18	50	69
	12%	9%	15%	14%	7%	13%	19%	9%	16%	7%	11%	10%	16%
None	190	36	45	109	31	59	98	37	138	18	24	46	134
	19%	9%	18%	29%	8%	19%	33%	8%	30%	6%	14%	9%	30%
Unsure	191	47	58	86	43	77	50	62	104	32	17	68	91
	19%	12%	24%	23%	11%	26%	17%	13%	22%	11%	10%	13%	21%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QLAFires_Water] How much responsibility do each of the following hold for the devastation caused by the wildfires in Los Angeles?

-Poor water management policies

	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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	712	352	358	128	160	211	213	288	424	516	69	79	48
	69%	74%	65%	61%	67%	74%	72%	64%	73%	71%	59%	70%	69%
A LITTLE/NONE	210	100	110	49	54	55	52	103	107	140	28	27	15
	20%	21%	20%	23%	22%	19%	18%	23%	19%	19%	24%	24%	21%
A lot	474	244	229	88	98	131	158	185	289	345	50	52	28
	46%	51%	42%	42%	41%	46%	54%	41%	50%	48%	42%	46%	40%
Some	237	108	129	40	63	79	55	103	134	170	20	27	20
	23%	23%	24%	19%	26%	28%	19%	23%	23%	23%	17%	24%	29%
A little	135	62	73	33	40	32	30	73	62	88	19	16	12
	13%	13%	13%	16%	17%	11%	10%	16%	11%	12%	17%	14%	16%
None	74	37	37	16	14	23	22	30	45	52	9	11	3
	7%	8%	7%	8%	6%	8%	7%	7%	8%	7%	8%	9%	5%
Unsure	104	24	78	32	25	18	29	57	47	70	20	7	7
	10%	5%	14%	15%	10%	6%	10%	13%	8%	10%	17%	6%	10%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QLAFires_Water] How much responsibility do each of the following hold for the devastation caused by the wildfires in Los Angeles?

-Poor water management policies

	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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	712	195	222	191	104	417	295	140	131	150	102	182	271	434
	69%	65%	72%	73%	66%	69%	71%	65%	72%	70%	65%	74%	68%	70%
A LITTLE/NONE	210	63	55	56	36	118	92	40	34	38	47	49	75	135
	20%	21%	18%	21%	23%	19%	22%	19%	19%	18%	30%	20%	19%	22%
A lot	474	131	158	125	60	289	186	85	84	111	72	119	169	303
	46%	44%	51%	48%	38%	48%	44%	40%	46%	52%	46%	48%	43%	49%
Some	237	64	64	66	43	128	109	55	47	39	30	63	102	132
	23%	21%	21%	25%	28%	21%	26%	25%	26%	18%	19%	26%	26%	21%
A little	135	39	35	35	26	74	61	27	22	26	27	33	49	86
	13%	13%	11%	13%	17%	12%	15%	13%	12%	12%	17%	13%	12%	14%
None	74	24	20	21	10	43	31	13	12	12	20	17	25	49
	7%	8%	6%	8%	6%	7%	7%	6%	7%	6%	13%	7%	6%	8%
Unsure	104	42	31	14	17	74	31	35	16	25	8	16	51	49
	10%	14%	10%	5%	11%	12%	7%	16%	9%	12%	5%	6%	13%	8%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QLAFires_Water] How much responsibility do each of the following hold for the devastation caused by the wildfires in Los Angeles?

-Poor water management policies

	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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	712	360	215	385	180	147	211	99	111	195	318	199
	69%	70%	70%	76%	62%	65%	69%	71%	67%	67%	71%	69%
A LITTLE/NONE	210	120	58	85	71	52	65	36	29	66	96	47
	20%	23%	19%	17%	25%	23%	21%	26%	17%	23%	21%	16%
A lot	474	241	150	266	111	98	132	64	69	127	209	138
	46%	47%	49%	53%	38%	43%	43%	46%	41%	44%	46%	48%
Some	237	119	65	119	69	49	79	35	43	68	109	61
	23%	23%	21%	24%	24%	22%	26%	25%	26%	24%	24%	21%
A little	135	83	34	57	46	32	49	27	22	53	55	27
	13%	16%	11%	11%	16%	14%	16%	19%	13%	18%	12%	10%
None	74	38	24	28	25	19	16	9	6	13	42	20
	7%	7%	8%	6%	9%	8%	5%	7%	4%	4%	9%	7%
Unsure	104	37	33	36	38	29	30	4	25	27	36	40
	10%	7%	11%	7%	13%	13%	10%	3%	15%	10%	8%	14%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QLA Fires_Water] How much responsibility do each of the following hold for the devastation caused by the wildfires in Los Angeles?

-Poor water management policies

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	712	328	172	212	342	195	154	406	265	237	134	427	252
	69%	81%	71%	56%	86%	64%	53%	83%	57%	83%	78%	82%	57%
A LITTLE/NONE	210	49	50	111	39	63	106	59	138	31	27	62	133
	20%	12%	20%	30%	10%	21%	36%	12%	30%	11%	16%	12%	30%
A lot	474	253	110	112	269	110	79	319	131	196	99	328	132
	46%	62%	45%	30%	68%	37%	27%	65%	28%	69%	58%	63%	30%
Some	237	75	62	100	73	84	75	87	134	41	35	99	121
	23%	19%	26%	27%	18%	28%	26%	18%	29%	15%	20%	19%	27%
A little	135	33	41	62	24	48	63	41	86	20	20	45	86
	13%	8%	17%	16%	6%	16%	22%	8%	19%	7%	11%	9%	19%
None	74	16	9	49	15	15	43	18	52	10	8	17	47
	7%	4%	4%	13%	4%	5%	15%	4%	11%	4%	5%	3%	11%
Unsure	104	29	21	54	16	45	32	24	60	17	10	32	55
	10%	7%	9%	14%	4%	15%	11%	5%	13%	6%	6%	6%	13%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QLAFires_Forest] How much responsibility do each of the following hold for the devastation caused by the wildfires in Los Angeles?

-Poor forest management

	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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	663	338	324	141	141	184	197	282	382	480	59	76	48
	65%	71%	59%	67%	59%	65%	67%	63%	66%	66%	51%	67%	68%
A LITTLE/NONE	251	120	132	47	68	68	69	115	137	168	38	26	20
	24%	25%	24%	22%	28%	24%	23%	26%	24%	23%	32%	23%	28%
A lot	410	216	192	83	76	112	138	160	250	296	40	41	32
	40%	45%	35%	40%	32%	40%	47%	36%	43%	41%	34%	36%	46%
Some	254	121	132	58	64	72	59	122	132	184	20	35	15
	25%	25%	24%	28%	27%	25%	20%	27%	23%	25%	17%	31%	22%
A little	174	85	89	33	53	48	40	86	88	119	26	17	12
	17%	18%	16%	16%	22%	17%	14%	19%	15%	16%	22%	15%	17%
None	77	34	43	14	15	20	28	29	49	49	12	9	8
	8%	7%	8%	7%	6%	7%	10%	6%	8%	7%	11%	8%	11%
Unsure	111	19	91	21	30	31	28	52	59	77	20	11	3
	11%	4%	17%	10%	13%	11%	10%	12%	10%	11%	17%	10%	4%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QLAFires_Forest] How much responsibility do each of the following hold for the devastation caused by the wildfires in Los Angeles?

-Poor forest management

	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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	663	186	201	178	98	387	276	127	124	140	99	167	251	407
	65%	62%	65%	68%	63%	64%	66%	59%	68%	66%	63%	68%	63%	66%
A LITTLE/NONE	251	70	73	65	43	143	108	54	38	49	48	61	92	158
	24%	23%	24%	25%	27%	23%	26%	25%	21%	23%	31%	25%	23%	25%
A lot	410	119	126	109	56	245	164	74	77	95	62	99	151	257
	40%	40%	41%	42%	35%	40%	39%	34%	43%	45%	40%	40%	38%	42%
Some	254	67	75	69	42	142	112	53	47	45	37	69	100	150
	25%	22%	24%	27%	27%	23%	27%	25%	26%	21%	24%	28%	25%	24%
A little	174	45	48	48	33	92	82	33	23	38	34	44	56	116
	17%	15%	15%	19%	21%	15%	20%	15%	13%	18%	22%	18%	14%	19%
None	77	25	25	17	10	51	27	21	15	11	14	17	36	42
	8%	8%	8%	7%	6%	8%	6%	10%	8%	5%	9%	7%	9%	7%
Unsure	111	44	34	17	16	78	33	34	20	25	10	19	54	53
	11%	15%	11%	7%	10%	13%	8%	16%	11%	11%	6%	8%	14%	9%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QLAFires_Forest] How much responsibility do each of the following hold for the devastation caused by the wildfires in Los Angeles?

-Poor forest management

	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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	663	338	199	344	176	143	191	95	96	187	290	186
	65%	65%	65%	68%	61%	63%	63%	68%	58%	65%	64%	65%
A LITTLE/NONE	251	133	75	114	76	59	76	39	38	72	118	62
	24%	26%	25%	23%	26%	26%	25%	28%	23%	25%	26%	22%
A lot	410	203	134	227	98	84	113	56	57	118	174	118
	40%	39%	44%	45%	34%	37%	37%	40%	34%	41%	39%	41%
Some	254	135	65	117	77	59	78	39	39	69	116	68
	25%	26%	21%	23%	27%	26%	26%	28%	24%	24%	26%	24%
A little	174	105	46	85	48	40	68	35	32	53	82	38
	17%	20%	15%	17%	17%	18%	22%	25%	19%	18%	18%	13%
None	77	29	30	29	28	19	9	3	6	18	35	24
	8%	6%	10%	6%	10%	8%	3%	2%	3%	6%	8%	8%
Unsure	111	45	32	48	38	25	38	6	32	30	43	38
	11%	9%	10%	9%	13%	11%	12%	4%	19%	10%	9%	13%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QLAFires_Forest] How much responsibility do each of the following hold for the devastation caused by the wildfires in Los Angeles?

-Poor forest management

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	663	314	150	199	319	177	153	382	244	236	122	402	232
	65%	78%	62%	53%	80%	59%	52%	78%	53%	83%	71%	77%	53%
A LITTLE/NONE	251	60	70	121	55	82	109	74	154	31	36	85	153
	24%	15%	29%	32%	14%	27%	37%	15%	33%	11%	21%	16%	35%
A lot	410	222	87	100	232	99	70	274	115	172	87	287	107
	40%	55%	36%	27%	58%	33%	24%	56%	25%	60%	51%	55%	24%
Some	254	92	63	99	87	79	82	108	130	64	36	115	125
	25%	23%	26%	26%	22%	26%	28%	22%	28%	23%	21%	22%	28%
A little	174	49	52	73	43	59	70	56	104	25	26	65	100
	17%	12%	21%	19%	11%	20%	24%	11%	22%	9%	15%	13%	23%
None	77	11	18	48	12	23	39	18	50	6	9	20	52
	8%	3%	7%	13%	3%	8%	13%	4%	11%	2%	5%	4%	12%
Unsure	111	31	23	57	23	43	30	33	65	17	13	33	56
	11%	8%	10%	15%	6%	14%	10%	7%	14%	6%	8%	6%	13%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QLAFires_Climate] How much responsibility do each of the following hold for the devastation caused by the wildfires in Los Angeles?

-Climate 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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	569	262	304	143	125	154	146	269	300	381	76	63	49
	55%	55%	56%	69%	53%	54%	50%	60%	52%	52%	65%	56%	70%
A LITTLE/NONE	385	194	191	46	94	115	130	140	245	298	24	46	17
	38%	41%	35%	22%	39%	41%	44%	31%	42%	41%	20%	41%	24%
A lot	347	150	194	91	68	93	95	159	188	221	48	43	35
	34%	31%	36%	43%	28%	33%	32%	35%	33%	30%	41%	38%	51%
Some	222	112	109	53	58	61	51	110	112	160	28	20	14
	22%	24%	20%	25%	24%	22%	17%	25%	19%	22%	24%	18%	20%
A little	162	77	86	24	35	56	48	59	104	119	14	22	8
	16%	16%	16%	11%	15%	20%	16%	13%	18%	16%	12%	19%	11%
None	223	117	106	23	59	59	82	82	141	179	9	25	9
	22%	25%	19%	11%	25%	21%	28%	18%	24%	25%	8%	22%	13%
Unsure	72	20	52	20	20	14	18	39	33	47	18	4	4
	7%	4%	10%	9%	8%	5%	6%	9%	6%	6%	15%	3%	6%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QLAFires_Climate] How much responsibility do each of the following hold for the devastation caused by the wildfires in Los Angeles?

-Climate 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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	569	174	160	143	92	333	235	140	90	120	83	130	230	333
	55%	58%	52%	55%	59%	55%	56%	65%	50%	56%	53%	53%	58%	54%
A LITTLE/NONE	385	97	123	110	56	220	165	54	85	68	65	109	139	242
	38%	32%	40%	42%	35%	36%	40%	25%	47%	32%	42%	44%	35%	39%
A lot	347	96	92	98	61	189	158	75	49	77	59	85	123	222
	34%	32%	30%	37%	39%	31%	38%	35%	27%	36%	38%	35%	31%	36%
Some	222	77	67	46	31	145	77	65	41	43	24	45	106	112
	22%	26%	22%	18%	20%	24%	18%	30%	23%	20%	15%	18%	27%	18%
A little	162	34	55	44	29	89	73	24	33	29	29	46	57	103
	16%	11%	18%	17%	18%	15%	18%	11%	18%	13%	18%	18%	14%	17%
None	223	62	68	65	27	130	92	29	52	39	37	64	81	139
	22%	21%	22%	25%	17%	21%	22%	14%	29%	18%	23%	26%	21%	23%
Unsure	72	29	26	8	9	55	17	22	7	26	9	8	28	43
	7%	10%	8%	3%	6%	9%	4%	10%	4%	12%	6%	3%	7%	7%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QLAFires_Climate] How much responsibility do each of the following hold for the devastation caused by the wildfires in Los Angeles?

-Climate 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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	569	303	156	252	183	131	176	78	98	183	253	132
	55%	59%	51%	50%	63%	58%	58%	56%	59%	64%	56%	46%
A LITTLE/NONE	385	182	132	224	79	81	105	52	53	81	175	129
	38%	35%	43%	44%	27%	36%	34%	37%	32%	28%	39%	45%
A lot	347	184	96	151	116	79	106	51	55	119	156	72
	34%	36%	31%	30%	40%	35%	35%	36%	33%	41%	35%	25%
Some	222	119	59	101	68	52	70	27	43	65	97	60
	22%	23%	19%	20%	23%	23%	23%	19%	26%	22%	22%	21%
A little	162	81	47	87	35	40	50	24	26	41	79	43
	16%	16%	15%	17%	12%	18%	16%	17%	16%	14%	17%	15%
None	223	101	85	137	44	41	55	28	27	40	96	87
	22%	20%	28%	27%	15%	18%	18%	20%	16%	14%	21%	30%
Unsure	72	32	19	30	27	15	24	10	14	24	23	25
	7%	6%	6%	6%	9%	7%	8%	7%	9%	8%	5%	9%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QLAFires_Climate] How much responsibility do each of the following hold for the devastation caused by the wildfires in Los Angeles?

-Climate change

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	569	143	133	293	130	179	246	161	366	85	68	191	344
	55%	35%	55%	78%	33%	59%	84%	33%	79%	30%	40%	37%	78%
A LITTLE/NONE	385	238	89	58	251	90	34	299	65	185	92	296	70
	38%	59%	37%	15%	63%	30%	12%	61%	14%	65%	54%	57%	16%
A lot	347	70	76	202	65	95	180	72	250	39	36	88	240
	34%	17%	31%	53%	16%	31%	62%	15%	54%	14%	21%	17%	55%
Some	222	73	57	92	65	83	67	89	116	46	33	104	104
	22%	18%	23%	24%	16%	28%	23%	18%	25%	16%	19%	20%	24%
A little	162	87	42	33	84	52	21	112	43	64	34	111	44
	16%	21%	17%	9%	21%	17%	7%	23%	9%	22%	20%	21%	10%
None	223	151	47	25	167	38	13	188	22	121	58	186	25
	22%	37%	19%	7%	42%	13%	4%	38%	5%	42%	34%	36%	6%
Unsure	72	25	21	26	16	34	12	28	32	15	11	33	27
	7%	6%	9%	7%	4%	11%	4%	6%	7%	5%	7%	6%	6%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QHeleneSRH] How much have you seen, read, or heard recently about the ongoing recovery in North Carolina from Hurricane Helene?

	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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	407	210	196	89	101	114	103	190	217	284	55	39	29
	40%	44%	36%	42%	42%	40%	35%	42%	38%	39%	47%	34%	42%
A LITTLE/NOTHING	586	254	330	117	127	159	183	244	342	422	56	69	40
	57%	53%	60%	56%	53%	56%	62%	54%	59%	58%	48%	61%	57%
A lot	127	65	60	31	21	47	27	52	74	93	17	11	5
	12%	14%	11%	15%	9%	17%	9%	12%	13%	13%	14%	9%	8%
Some	280	144	136	57	80	67	76	138	143	191	38	28	24
	27%	30%	25%	27%	34%	24%	26%	31%	25%	26%	33%	25%	34%
A little	292	135	157	51	68	77	96	119	172	215	22	36	19
	28%	28%	29%	25%	29%	27%	33%	27%	30%	30%	19%	32%	27%
Nothing	294	118	173	65	59	82	87	125	169	207	34	33	21
	29%	25%	32%	31%	25%	29%	30%	28%	29%	29%	29%	29%	29%
Unsure	33	12	21	4	10	10	8	14	19	20	6	5	1
	3%	3%	4%	2%	4%	4%	3%	3%	3%	3%	5%	5%	2%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QHeleneSRH] How much have you seen, read, or heard recently about the ongoing recovery in North Carolina from Hurricane Helene?

	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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	407	89	117	115	85	206	201	72	61	79	73	117	133	268
	40%	30%	38%	44%	54%	34%	48%	33%	34%	37%	46%	47%	34%	43%
A LITTLE/NOTHING	586	200	179	140	66	380	206	135	112	128	78	127	247	334
	57%	67%	58%	54%	42%	62%	49%	62%	62%	60%	50%	51%	62%	54%
A lot	127	29	35	33	30	64	62	27	17	21	25	36	44	82
	12%	10%	11%	13%	19%	11%	15%	12%	9%	10%	16%	15%	11%	13%
Some	280	60	82	83	56	142	139	45	44	57	48	81	89	186
	27%	20%	27%	32%	36%	23%	33%	21%	24%	27%	31%	33%	23%	30%
A little	292	86	92	75	38	178	114	62	57	78	36	56	120	170
	28%	29%	30%	29%	24%	29%	27%	29%	32%	36%	23%	23%	30%	28%
Nothing	294	115	87	65	28	201	93	72	55	51	42	71	127	164
	29%	38%	28%	25%	18%	33%	22%	34%	30%	24%	27%	29%	32%	26%
Unsure	33	11	11	5	5	22	11	9	8	6	6	3	17	16
	3%	4%	4%	2%	3%	4%	3%	4%	4%	3%	4%	1%	4%	3%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QHeleneSRH] How much have you seen, read, or heard recently about the ongoing recovery in North Carolina from Hurricane Helene?

	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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	407	227	111	219	103	85	142	76	65	127	176	104
	40%	44%	36%	43%	36%	37%	46%	55%	39%	44%	39%	36%
A LITTLE/NOTHING	586	275	184	276	175	133	155	60	95	145	267	174
	57%	53%	60%	54%	61%	58%	51%	43%	57%	50%	59%	61%
A lot	127	73	35	64	32	30	44	22	22	35	52	39
	12%	14%	12%	13%	11%	13%	14%	15%	13%	12%	12%	14%
Some	280	155	76	154	71	55	97	55	43	91	124	65
	27%	30%	25%	30%	25%	24%	32%	39%	26%	32%	28%	23%
A little	292	144	92	141	80	70	78	32	46	68	139	85
	28%	28%	30%	28%	28%	31%	26%	23%	28%	24%	31%	30%
Nothing	294	131	91	134	95	62	77	28	49	77	128	89
	29%	25%	30%	27%	33%	27%	25%	20%	29%	27%	28%	31%
Unsure	33	14	11	12	11	9	9	3	6	17	7	9
	3%	3%	4%	2%	4%	4%	3%	2%	4%	6%	2%	3%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QHeleneSRH] How much have you seen, read, or heard recently about the ongoing recovery in North Carolina from Hurricane Helene?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	407	175	93	139	185	105	108	216	171	126	81	243	148
	40%	43%	38%	37%	47%	35%	37%	44%	37%	44%	47%	47%	34%
A LITTLE/NOTHING	586	220	140	226	205	183	181	265	271	151	88	269	279
	57%	54%	58%	60%	52%	60%	62%	54%	59%	53%	51%	52%	63%
A lot	127	60	24	43	65	28	31	69	50	47	20	75	47
	12%	15%	10%	11%	16%	9%	11%	14%	11%	16%	12%	14%	11%
Some	280	115	69	96	121	76	77	147	121	80	60	167	101
	27%	29%	29%	25%	30%	25%	26%	30%	26%	28%	35%	32%	23%
A little	292	120	67	105	115	87	87	144	133	84	48	145	134
	28%	30%	27%	28%	29%	29%	30%	29%	29%	30%	28%	28%	30%
Nothing	294	100	73	121	90	95	94	122	139	67	40	124	144
	29%	25%	30%	32%	23%	32%	32%	25%	30%	24%	23%	24%	33%
Unsure	33	10	10	13	7	15	3	8	21	7	3	9	14
	3%	2%	4%	3%	2%	5%	1%	2%	5%	2%	2%	2%	3%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QUSExpandTerritory] Do you think the United States should seek to expand its territory?

	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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
Should	229	132	97	57	63	58	51	120	109	159	23	28	19
	22%	28%	18%	27%	26%	20%	17%	27%	19%	22%	19%	25%	27%
Should not	551	247	301	114	107	162	168	221	330	387	57	65	42
	54%	52%	55%	54%	45%	57%	57%	49%	57%	53%	49%	57%	60%
Unsure	246	96	149	38	69	64	75	107	139	179	37	20	9
	24%	20%	27%	18%	29%	22%	26%	24%	24%	25%	32%	18%	13%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QUSExpandTerritory] Do you think the United States should seek to expand its territory?

	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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Should	229	71	69	60	28	141	88	54	40	32	36	65	94	133
	22%	24%	23%	23%	18%	23%	21%	25%	22%	15%	23%	26%	24%	21%
Should not	551	138	162	149	102	300	251	108	84	126	88	141	192	355
	54%	46%	53%	57%	65%	49%	60%	50%	47%	59%	56%	57%	48%	57%
Unsure	246	90	77	51	27	167	78	53	57	55	33	42	110	130
	24%	30%	25%	20%	17%	28%	19%	25%	32%	26%	21%	17%	28%	21%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QUSExpandTerritory] Do you think the United States should seek to expand its territory?

	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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
Should	229	123	56	123	73	33	87	48	40	64	94	71
	22%	24%	18%	24%	25%	15%	29%	34%	24%	22%	21%	25%
Should not	551	280	173	261	156	131	145	64	80	151	267	133
	54%	54%	57%	51%	54%	58%	47%	46%	48%	53%	59%	46%
Unsure	246	114	77	123	60	63	73	27	46	73	90	83
	24%	22%	25%	24%	21%	28%	24%	20%	28%	25%	20%	29%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QUSExpandTerritory] Do you think the United States should seek to expand its territory?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
Should	229	148	40	42	152	46	28	175	46	113	54	194	31
	22%	36%	16%	11%	38%	15%	10%	36%	10%	40%	32%	37%	7%
Should not	551	121	142	288	131	164	238	146	356	72	64	155	356
	54%	30%	59%	76%	33%	54%	82%	30%	77%	25%	37%	30%	81%
Unsure	246	136	61	48	114	92	25	168	61	99	54	171	53
	24%	34%	25%	13%	29%	31%	9%	34%	13%	35%	31%	33%	12%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QCanada] Do you think the United States should try to make Canada the 51st state?

	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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
Should	167	89	78	55	53	42	16	109	59	110	20	29	8
	16%	19%	14%	26%	22%	15%	6%	24%	10%	15%	17%	25%	12%
Should not	696	320	373	120	143	198	235	263	433	500	70	75	50
	68%	67%	68%	57%	60%	70%	80%	59%	75%	69%	60%	67%	72%
Unsure	163	67	95	34	43	43	43	77	86	115	27	9	12
	16%	14%	17%	16%	18%	15%	15%	17%	15%	16%	23%	8%	17%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QCanada] Do you think the United States should try to make Canada the 51st state?

	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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Should	167	60	48	41	18	108	59	38	23	43	24	40	61	106
	16%	20%	16%	16%	11%	18%	14%	17%	13%	20%	15%	16%	15%	17%
Should not	696	173	206	190	128	378	317	131	131	137	106	186	263	429
	68%	58%	67%	73%	81%	62%	76%	61%	72%	64%	67%	75%	66%	69%
Unsure	163	67	54	30	11	121	42	46	27	34	28	21	73	83
	16%	22%	18%	12%	7%	20%	10%	21%	15%	16%	18%	9%	18%	13%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QCanada] Do you think the United States should try to make Canada the 51st state?

	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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
Should	167	107	24	89	59	19	79	44	34	62	49	56
	16%	21%	8%	18%	20%	8%	26%	32%	21%	21%	11%	20%
Should not	696	328	240	340	188	165	176	75	100	180	335	180
	68%	63%	78%	67%	65%	72%	58%	54%	60%	62%	74%	63%
Unsure	163	81	42	77	42	44	51	20	31	46	66	50
	16%	16%	14%	15%	15%	19%	17%	14%	19%	16%	15%	17%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QCanada] Do you think the United States should try to make Canada the 51st state?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
Should	167	92	26	50	87	43	31	101	57	68	29	122	36
	16%	23%	11%	13%	22%	14%	11%	21%	12%	24%	17%	23%	8%
Should not	696	216	180	300	233	203	244	272	376	149	101	274	383
	68%	53%	74%	80%	59%	67%	83%	56%	81%	53%	59%	53%	87%
Unsure	163	97	38	27	78	56	17	115	30	67	41	124	22
	16%	24%	16%	7%	20%	19%	6%	24%	7%	24%	24%	24%	5%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QGulfOfAm] Do you think the United States should rename the “Gulf of Mexico” to the “Gulf of America”?

	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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
Should	266	155	111	55	65	71	76	119	147	194	25	36	11
	26%	33%	20%	26%	27%	25%	26%	27%	25%	27%	21%	32%	16%
Should not	604	258	343	122	132	177	173	254	350	425	67	70	43
	59%	54%	63%	58%	55%	62%	59%	57%	61%	59%	57%	62%	61%
Unsure	156	63	93	33	42	36	45	75	81	107	26	7	16
	15%	13%	17%	16%	18%	13%	15%	17%	14%	15%	22%	7%	23%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QGulfOfAm] Do you think the United States should rename the “Gulf of Mexico” to the “Gulf of America”?

	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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Should	266	87	83	69	27	170	96	57	40	56	45	68	97	168
	26%	29%	27%	26%	17%	28%	23%	27%	22%	26%	28%	27%	24%	27%
Should not	604	167	170	156	110	337	266	126	114	121	92	145	241	359
	59%	56%	55%	60%	70%	56%	64%	59%	63%	57%	59%	59%	61%	58%
Unsure	156	46	55	35	20	100	56	32	27	36	21	34	59	91
	15%	15%	18%	14%	13%	17%	13%	15%	15%	17%	13%	14%	15%	15%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QGulfOfAm] Do you think the United States should rename the “Gulf of Mexico” to the “Gulf of America”?

	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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
Should	266	135	84	154	60	52	92	52	40	63	110	93
	26%	26%	27%	30%	21%	23%	30%	38%	24%	22%	24%	33%
Should not	604	309	181	269	189	142	170	69	100	168	287	150
	59%	60%	59%	53%	65%	63%	56%	50%	60%	58%	64%	52%
Unsure	156	72	41	83	40	33	44	18	26	58	54	44
	15%	14%	13%	16%	14%	15%	14%	13%	16%	20%	12%	15%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QGulfOfAm] Do you think the United States should rename the “Gulf of Mexico” to the “Gulf of America”?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
Should	266	176	47	43	178	60	23	210	44	137	66	231	26
	26%	43%	19%	11%	45%	20%	8%	43%	9%	48%	38%	44%	6%
Should not	604	143	159	301	149	183	254	175	380	82	79	180	389
	59%	35%	66%	80%	38%	60%	87%	36%	82%	29%	46%	35%	88%
Unsure	156	86	37	34	70	59	15	104	39	66	26	110	25
	15%	21%	15%	9%	18%	20%	5%	21%	8%	23%	15%	21%	6%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QH1BVisaSupport] Which of these statements comes closest to your view of the H-1B visa program?

	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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
We should continue the H1-B visa program because it allows the U.S. to recruit the best talent from other countries in fields like engineering, computer science, and medicine.	461	217	243	86	110	120	145	196	265	319	41	57	44
	45%	46%	44%	41%	46%	42%	49%	44%	46%	44%	35%	51%	63%
We should end or sharply curtail the H1-B visa program because it takes good-paying jobs away from Americans and uses cheaper foreign labor to undercut wages that would otherwise be paid to Americans.	328	174	153	66	71	110	81	137	191	237	40	37	15
	32%	36%	28%	31%	30%	39%	28%	31%	33%	33%	34%	32%	21%
Unsure	237	85	151	58	57	54	68	115	122	170	37	19	11
	23%	18%	28%	28%	24%	19%	23%	26%	21%	23%	31%	17%	15%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QH1BVisaSupport] Which of these statements comes closest to your view of the H-1B visa program?

	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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
We should continue the H1-B visa program because it allows the U.S. to recruit the best talent from other countries in fields like engineering, computer science, and medicine.	461	118	112	134	97	230	231	89	67	104	78	123	155	305
	45%	39%	36%	51%	62%	38%	55%	41%	37%	49%	50%	50%	39%	49%
We should end or sharply curtail the H1-B visa program because it takes good-paying jobs away from Americans and uses cheaper foreign labor to undercut wages that would otherwise be paid to Americans.	328	103	112	77	35	215	113	73	65	56	49	83	138	188
	32%	34%	36%	30%	23%	35%	27%	34%	36%	26%	31%	33%	35%	30%
Unsure	237	79	84	49	25	163	74	54	50	53	30	42	104	125
	23%	26%	27%	19%	16%	27%	18%	25%	28%	25%	19%	17%	26%	20%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QH1BVisaSupport] Which of these statements comes closest to your view of the H-1B visa program?

	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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
We should continue the H1-B visa program because it allows the U.S. to recruit the best talent from other countries in fields like engineering, computer science, and medicine.	461	244	145	221	149	88	142	64	77	130	201	130
	45%	47%	48%	44%	52%	39%	46%	46%	47%	45%	45%	45%
We should end or sharply curtail the H1-B visa program because it takes good-paying jobs away from Americans and uses cheaper foreign labor to undercut wages that would otherwise be paid to Americans.	328	165	94	175	74	79	101	56	45	83	159	86
	32%	32%	31%	34%	25%	35%	33%	40%	27%	29%	35%	30%
Unsure	237	108	66	110	66	60	63	20	43	75	91	71
	23%	21%	22%	22%	23%	26%	20%	14%	26%	26%	20%	25%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QH1BVisaSupport] Which of these statements comes closest to your view of the H-1B visa program?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
We should continue the H1-B visa program because it allows the U.S. to recruit the best talent from other countries in fields like engineering, computer science, and medicine.	461	147	110	204	139	123	193	172	260	91	70	187	256
	45%	36%	45%	54%	35%	41%	66%	35%	56%	32%	41%	36%	58%
We should end or sharply curtail the H1-B visa program because it takes good-paying jobs away from Americans and uses cheaper foreign labor to undercut wages that would otherwise be paid to Americans.	328	160	67	101	166	102	56	195	115	120	61	208	110
	32%	39%	27%	27%	42%	34%	19%	40%	25%	42%	35%	40%	25%
Unsure	237	98	66	72	92	77	43	122	88	73	40	125	74
	23%	24%	27%	19%	23%	26%	15%	25%	19%	26%	24%	24%	17%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QBirthrightCit] Do you think birthright citizenship, which grants US citizenship to anyone born in the country, should be ended for children born to 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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
Should be ended	352	198	154	51	80	104	118	130	222	282	16	27	27
	34%	42%	28%	24%	33%	37%	40%	29%	38%	39%	14%	24%	39%
Should not be ended	517	227	286	129	113	145	130	242	275	339	78	71	29
	50%	48%	52%	62%	47%	51%	44%	54%	48%	47%	66%	63%	42%
Unsure	156	50	106	30	46	34	46	76	80	104	24	15	14
	15%	11%	19%	14%	19%	12%	16%	17%	14%	14%	20%	13%	20%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QBirthrightCit] Do you think birthright citizenship, which grants US citizenship to anyone born in the country, should be ended for children born to 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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Should be ended	352	97	111	92	52	209	144	53	66	73	55	104	119	231
	34%	32%	36%	35%	33%	34%	34%	25%	36%	34%	35%	42%	30%	37%
Should not be ended	517	142	151	140	84	292	225	118	85	113	79	116	203	308
	50%	47%	49%	54%	54%	48%	54%	55%	47%	53%	50%	47%	51%	50%
Unsure	156	61	46	29	21	107	49	44	30	28	23	27	74	79
	15%	20%	15%	11%	13%	18%	12%	20%	17%	13%	15%	11%	19%	13%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QBirthrightCit] Do you think birthright citizenship, which grants US citizenship to anyone born in the country, should be ended for children born to 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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
Should be ended	352	167	124	218	63	71	110	62	47	79	160	113
	34%	32%	40%	43%	22%	31%	36%	45%	29%	28%	35%	40%
Should not be ended	517	283	142	216	183	115	153	67	86	163	226	127
	50%	55%	47%	43%	63%	51%	50%	48%	52%	57%	50%	44%
Unsure	156	68	40	72	43	41	43	11	32	46	64	46
	15%	13%	13%	14%	15%	18%	14%	8%	20%	16%	14%	16%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QBirthrightCit] Do you think birthright citizenship, which grants US citizenship to anyone born in the country, should be ended for children born to illegal immigrants?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
Should be ended	352	237	66	49	238	79	29	282	53	173	91	284	49
	34%	59%	27%	13%	60%	26%	10%	58%	11%	61%	53%	55%	11%
Should not be ended	517	97	130	290	103	156	246	114	364	56	50	137	348
	50%	24%	53%	77%	26%	52%	84%	23%	79%	20%	29%	26%	79%
Unsure	156	71	48	38	57	67	17	92	46	55	30	99	43
	15%	17%	20%	10%	14%	22%	6%	19%	10%	19%	17%	19%	10%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QTikTokBan] Do you think that the U.S. government should or should not ban 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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
Should ban TikTok	337	183	154	41	77	83	136	118	219	255	26	32	25
	33%	38%	28%	20%	32%	29%	46%	26%	38%	35%	22%	28%	35%
Should not ban TikTok	449	205	241	147	123	134	45	271	179	296	64	59	31
	44%	43%	44%	70%	52%	47%	15%	60%	31%	41%	55%	52%	44%
Unsure	239	88	151	20	39	67	113	59	179	174	27	22	15
	23%	18%	28%	10%	16%	24%	38%	13%	31%	24%	23%	20%	21%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QTikTokBan] Do you think that the U.S. government should or should not ban 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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Should ban TikTok	337	92	95	73	77	187	150	63	55	70	43	103	118	216
	33%	31%	31%	28%	49%	31%	36%	29%	30%	33%	27%	42%	30%	35%
Should not ban TikTok	449	133	140	132	45	272	177	111	68	88	72	106	178	265
	44%	44%	45%	51%	29%	45%	42%	51%	37%	41%	45%	43%	45%	43%
Unsure	239	75	74	55	35	149	90	42	58	55	43	38	101	137
	23%	25%	24%	21%	22%	24%	22%	20%	32%	26%	28%	15%	25%	22%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QTikTokBan] Do you think that the U.S. government should or should not ban 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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
Should ban TikTok	337	149	136	185	75	77	109	59	50	74	167	96
	33%	29%	45%	36%	26%	34%	36%	42%	30%	26%	37%	34%
Should not ban TikTok	449	263	68	198	163	87	156	67	88	142	189	119
	44%	51%	22%	39%	56%	38%	51%	48%	53%	49%	42%	42%
Unsure	239	105	102	124	51	64	40	13	27	73	95	71
	23%	20%	33%	24%	18%	28%	13%	10%	16%	25%	21%	25%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QTikTokBan] Do you think that the U.S. government should or should not ban TikTok?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
Should ban TikTok	337	144	68	126	151	98	87	167	152	98	60	173	153
	33%	35%	28%	33%	38%	32%	30%	34%	33%	34%	35%	33%	35%
Should not ban TikTok	449	171	104	175	145	142	142	203	203	121	70	229	189
	44%	42%	43%	46%	36%	47%	49%	41%	44%	42%	41%	44%	43%
Unsure	239	90	71	77	101	62	64	119	108	66	41	119	98
	23%	22%	29%	20%	25%	21%	22%	24%	23%	23%	24%	23%	22%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QTikTokData] Do you think the Chinese government is using TikTok to gather the personal data of Americans?

	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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY YES	682	350	332	96	155	191	239	252	430	509	61	61	51
	67%	74%	61%	46%	65%	68%	81%	56%	75%	70%	52%	54%	73%
DEFINITELY/PROBABLY NO	204	79	122	86	52	52	14	138	66	133	26	31	13
	20%	17%	22%	41%	22%	18%	5%	31%	12%	18%	23%	28%	19%
Definitely yes	271	160	112	26	61	81	103	87	184	208	18	26	20
	26%	34%	20%	12%	26%	29%	35%	20%	32%	29%	15%	23%	28%
Probably yes	411	191	220	70	94	110	136	165	246	302	43	35	32
	40%	40%	40%	34%	39%	39%	46%	37%	43%	42%	37%	31%	45%
Probably no	136	47	87	46	36	43	11	82	54	94	15	21	5
	13%	10%	16%	22%	15%	15%	4%	18%	9%	13%	13%	19%	8%
Definitely no	69	32	35	40	16	9	4	56	12	39	12	10	8
	7%	7%	6%	19%	7%	3%	1%	13%	2%	5%	10%	9%	11%
Unsure	139	46	92	27	31	40	41	58	81	83	30	20	6
	14%	10%	17%	13%	13%	14%	14%	13%	14%	11%	26%	18%	8%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QTikTokData] Do you think the Chinese government is using TikTok to gather the personal data of Americans?

	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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY YES	682	185	202	177	117	388	295	125	118	134	103	193	243	431
	67%	62%	66%	68%	75%	64%	71%	58%	65%	63%	66%	78%	61%	70%
DEFINITELY/PROBABLY NO	204	63	65	58	19	128	76	55	39	47	30	31	94	108
	20%	21%	21%	22%	12%	21%	18%	26%	21%	22%	19%	13%	24%	18%
Definitely yes	271	75	73	73	50	148	123	44	43	52	45	82	88	180
	26%	25%	24%	28%	32%	24%	30%	20%	24%	24%	29%	33%	22%	29%
Probably yes	411	110	129	104	67	240	171	81	74	82	58	111	155	251
	40%	37%	42%	40%	43%	39%	41%	38%	41%	39%	37%	45%	39%	41%
Probably no	136	38	40	45	13	78	58	35	28	25	25	22	63	72
	13%	13%	13%	17%	8%	13%	14%	16%	16%	12%	16%	9%	16%	12%
Definitely no	69	25	25	13	6	50	18	20	11	21	5	10	31	36
	7%	8%	8%	5%	4%	8%	4%	9%	6%	10%	3%	4%	8%	6%
Unsure	139	51	41	26	21	92	47	35	25	32	24	23	59	79
	14%	17%	13%	10%	13%	15%	11%	16%	14%	15%	15%	9%	15%	13%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QTikTokData] Do you think the Chinese government is using TikTok to gather the personal data of Americans?

	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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY YES	682	324	240	360	164	157	199	101	98	161	322	199
	67%	63%	78%	71%	57%	69%	65%	73%	59%	56%	72%	69%
DEFINITELY/PROBABLY NO	204	130	22	83	79	41	74	26	47	76	79	49
	20%	25%	7%	16%	27%	18%	24%	18%	29%	26%	18%	17%
Definitely yes	271	128	99	155	60	56	73	39	34	58	143	71
	26%	25%	32%	31%	21%	25%	24%	28%	21%	20%	32%	25%
Probably yes	411	196	141	205	104	100	127	63	64	103	180	128
	40%	38%	46%	41%	36%	44%	41%	45%	39%	36%	40%	45%
Probably no	136	86	16	57	46	33	47	15	32	44	61	32
	13%	17%	5%	11%	16%	15%	16%	10%	20%	15%	13%	11%
Definitely no	69	44	7	26	33	8	26	11	15	33	19	17
	7%	9%	2%	5%	11%	4%	9%	8%	9%	11%	4%	6%
Unsure	139	63	44	63	46	29	32	13	20	51	49	39
	14%	12%	14%	12%	16%	13%	11%	9%	12%	18%	11%	14%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QTikTokData] Do you think the Chinese government is using TikTok to gather the personal data of Americans?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY YES	682	302	150	230	309	191	171	361	277	217	123	378	272
	67%	75%	62%	61%	78%	63%	58%	74%	60%	76%	72%	73%	62%
DEFINITELY/PROBABLY NO	204	64	59	82	55	66	77	78	108	43	30	87	102
	20%	16%	24%	22%	14%	22%	26%	16%	23%	15%	18%	17%	23%
Definitely yes	271	127	67	78	150	63	53	164	91	94	53	170	90
	26%	31%	28%	21%	38%	21%	18%	34%	20%	33%	31%	33%	20%
Probably yes	411	175	83	153	160	128	117	197	187	123	70	208	182
	40%	43%	34%	40%	40%	42%	40%	40%	40%	43%	41%	40%	41%
Probably no	136	41	45	49	36	48	50	54	73	28	20	62	64
	13%	10%	19%	13%	9%	16%	17%	11%	16%	10%	12%	12%	15%
Definitely no	69	22	14	32	19	18	26	24	35	15	10	25	38
	7%	6%	6%	9%	5%	6%	9%	5%	7%	5%	6%	5%	9%
Unsure	139	39	34	66	33	45	45	49	78	25	18	56	67
	14%	10%	14%	17%	8%	15%	15%	10%	17%	9%	11%	11%	15%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QExecDayOne] Do you generally approve of Donald Trump's executive orders on his first day in 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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	530	280	250	109	126	144	151	235	295	409	43	40	38
	52%	59%	46%	52%	53%	51%	51%	52%	51%	56%	36%	36%	54%
STRONGLY/SOMEWHAT DISAPPROVE	433	178	252	88	95	121	128	184	249	276	63	66	28
	42%	37%	46%	42%	40%	43%	43%	41%	43%	38%	54%	58%	39%
Strongly approve	339	196	143	67	77	94	102	143	196	268	21	30	20
	33%	41%	26%	32%	32%	33%	35%	32%	34%	37%	18%	27%	28%
Somewhat approve	191	84	106	42	50	50	49	91	99	141	22	10	18
	19%	18%	19%	20%	21%	18%	17%	20%	17%	19%	19%	9%	26%
Somewhat disapprove	83	33	49	22	21	22	18	43	40	43	18	17	6
	8%	7%	9%	11%	9%	8%	6%	10%	7%	6%	15%	15%	8%
Strongly disapprove	349	145	202	66	75	99	110	141	209	233	46	49	22
	34%	30%	37%	32%	31%	35%	37%	31%	36%	32%	39%	43%	31%
Unsure	63	18	46	12	18	18	15	30	33	40	11	7	5
	6%	4%	8%	6%	7%	6%	5%	7%	6%	6%	10%	6%	7%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QExecDayOne] Do you generally approve of Donald Trump's executive orders on his first day in 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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	530	170	156	137	67	326	204	100	96	116	79	130	196	325
	52%	57%	51%	53%	42%	54%	49%	46%	53%	54%	50%	53%	49%	53%
STRONGLY/SOMEWHAT DISAPPROVE	433	109	129	110	84	239	194	98	75	82	72	103	173	257
	42%	36%	42%	42%	54%	39%	46%	46%	41%	38%	46%	42%	44%	42%
Strongly approve	339	120	98	88	34	218	121	55	70	76	44	89	124	209
	33%	40%	32%	34%	21%	36%	29%	25%	38%	35%	28%	36%	31%	34%
Somewhat approve	191	50	59	49	33	108	82	45	27	41	35	41	72	116
	19%	17%	19%	19%	21%	18%	20%	21%	15%	19%	22%	17%	18%	19%
Somewhat disapprove	83	18	35	19	11	53	30	25	21	12	11	14	47	37
	8%	6%	11%	7%	7%	9%	7%	12%	12%	6%	7%	6%	12%	6%
Strongly disapprove	349	92	94	91	73	186	163	73	54	70	61	90	126	221
	34%	31%	31%	35%	46%	31%	39%	34%	30%	33%	39%	36%	32%	36%
Unsure	63	21	22	14	6	43	20	18	10	15	6	14	28	36
	6%	7%	7%	5%	4%	7%	5%	8%	6%	7%	4%	6%	7%	6%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QExecDayOne] Do you generally approve of Donald Trump's executive orders on his first day in 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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	530	271	155	296	123	111	175	90	85	133	216	181
	52%	52%	51%	58%	43%	49%	57%	65%	52%	46%	48%	63%
STRONGLY/SOMEWHAT DISAPPROVE	433	217	135	188	145	98	119	44	74	138	205	89
	42%	42%	44%	37%	50%	43%	39%	31%	45%	48%	45%	31%
Strongly approve	339	161	113	194	78	67	107	60	47	76	142	122
	33%	31%	37%	38%	27%	29%	35%	43%	28%	26%	31%	42%
Somewhat approve	191	110	42	101	46	44	68	30	38	57	74	59
	19%	21%	14%	20%	16%	19%	22%	21%	23%	20%	16%	21%
Somewhat disapprove	83	43	19	31	28	24	23	8	14	33	33	17
	8%	8%	6%	6%	10%	11%	7%	6%	9%	11%	7%	6%
Strongly disapprove	349	175	117	156	118	74	96	36	60	105	172	73
	34%	34%	38%	31%	41%	32%	31%	25%	36%	36%	38%	25%
Unsure	63	28	16	23	21	19	11	5	6	17	30	16
	6%	5%	5%	5%	7%	8%	4%	4%	3%	6%	7%	6%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QExecDayOne] Do you generally approve of Donald Trump's executive orders on his first day in office?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	530	361	109	60	345	135	32	449	54	270	146	482	21
	52%	89%	45%	16%	87%	45%	11%	92%	12%	95%	85%	93%	5%
STRONGLY/SOMEWHAT DISAPPROVE	433	25	112	295	33	142	251	19	383	3	17	18	399
	42%	6%	46%	78%	8%	47%	86%	4%	83%	1%	10%	3%	91%
Strongly approve	339	270	50	19	257	61	14	321	11	222	84	332	5
	33%	67%	20%	5%	65%	20%	5%	66%	2%	78%	49%	64%	1%
Somewhat approve	191	91	59	40	88	74	18	129	43	48	62	150	16
	19%	22%	24%	11%	22%	24%	6%	26%	9%	17%	36%	29%	4%
Somewhat disapprove	83	12	28	44	17	40	24	14	57	3	9	12	60
	8%	3%	11%	12%	4%	13%	8%	3%	12%	1%	5%	2%	14%
Strongly disapprove	349	14	84	252	15	102	226	5	326	-	9	6	339
	34%	3%	35%	67%	4%	34%	78%	1%	70%		5%	1%	77%
Unsure	63	18	22	23	20	25	10	21	27	11	8	20	21
	6%	5%	9%	6%	5%	8%	3%	4%	6%	4%	5%	4%	5%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPuckBillionaires] Which of the following statements comes closest to your view, 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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
Tech billionaires and executives should not get too close to the president because it is dangerous for the country and wealth shouldn't buy access to power.	579	248	329	128	123	165	163	251	328	404	68	63	44
	56%	52%	60%	61%	52%	58%	56%	56%	57%	56%	58%	56%	63%
Tech billionaires and executives play a vital role in the American economy and should therefore have a close relationship with the president.	316	193	124	64	79	83	91	143	174	225	31	37	24
	31%	41%	23%	31%	33%	29%	31%	32%	30%	31%	26%	33%	34%
Unsure	130	35	95	17	37	36	40	54	75	97	18	13	2
	13%	7%	17%	8%	16%	13%	14%	12%	13%	13%	16%	11%	3%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPuckBillionaires] Which of the following statements comes closest to your view, 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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Tech billionaires and executives should not get too close to the president because it is dangerous for the country and wealth shouldn't buy access to power.	579	157	163	155	104	321	259	120	97	129	91	138	217	358
	56%	52%	53%	59%	66%	53%	62%	56%	53%	60%	58%	56%	55%	58%
Tech billionaires and executives play a vital role in the American economy and should therefore have a close relationship with the president.	316	92	103	84	38	195	122	61	54	57	56	88	114	201
	31%	31%	34%	32%	24%	32%	29%	28%	30%	27%	36%	35%	29%	33%
Unsure	130	51	41	22	15	93	37	34	31	27	10	21	66	59
	13%	17%	13%	9%	9%	15%	9%	16%	17%	13%	6%	9%	17%	9%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPuckBillionaires] Which of the following statements comes closest to your view, 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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
Tech billionaires and executives should not get too close to the president because it is dangerous for the country and wealth shouldn't buy access to power.	579	303	167	262	186	129	158	69	88	168	263	148
	56%	59%	55%	52%	64%	57%	52%	49%	53%	58%	58%	52%
Tech billionaires and executives play a vital role in the American economy and should therefore have a close relationship with the president.	316	157	100	185	68	64	113	61	52	81	141	94
	31%	30%	33%	36%	23%	28%	37%	44%	32%	28%	31%	33%
Unsure	130	57	39	60	36	34	35	10	25	39	47	44
	13%	11%	13%	12%	12%	15%	11%	7%	15%	14%	10%	15%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPuckBillionaires] Which of the following statements comes closest to your view, even if neither is exactly right?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
Tech billionaires and executives should not get too close to the president because it is dangerous for the country and wealth shouldn't buy access to power.	579	134	141	304	136	173	257	145	387	86	57	153	388
	56%	33%	58%	81%	34%	57%	88%	30%	83%	30%	33%	29%	88%
Tech billionaires and executives play a vital role in the American economy and should therefore have a close relationship with the president.	316	212	64	40	209	81	24	265	38	153	92	284	26
	31%	52%	26%	11%	53%	27%	8%	54%	8%	54%	53%	55%	6%
Unsure	130	58	39	33	53	49	11	78	38	46	23	84	26
	13%	14%	16%	9%	13%	16%	4%	16%	8%	16%	13%	16%	6%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QExecutive_Paris] How much have you seen, read, or heard about the following Executive Orders?

-Withdrawing from the Paris Climate Accords

	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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	592	321	270	98	128	158	208	226	366	440	54	55	43
	58%	68%	49%	47%	53%	56%	71%	50%	63%	61%	46%	48%	61%
A LITTLE/NOTHING	367	132	233	93	90	106	78	183	185	246	52	45	24
	36%	28%	43%	44%	38%	37%	27%	41%	32%	34%	45%	40%	34%
A lot	300	167	132	42	60	77	120	102	197	230	30	18	21
	29%	35%	24%	20%	25%	27%	41%	23%	34%	32%	25%	16%	30%
Some	292	154	138	56	68	81	87	124	169	209	25	36	22
	28%	32%	25%	27%	28%	29%	30%	28%	29%	29%	21%	32%	31%
A little	143	66	77	35	36	39	33	71	72	97	14	19	13
	14%	14%	14%	17%	15%	14%	11%	16%	12%	13%	12%	17%	18%
Nothing	224	67	156	57	54	67	46	111	113	148	38	26	11
	22%	14%	29%	27%	23%	24%	16%	25%	20%	20%	33%	23%	16%
Unsure	67	22	44	18	21	19	8	39	27	40	11	13	3
	6%	5%	8%	9%	9%	7%	3%	9%	5%	6%	9%	12%	4%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QExecutive_Paris] How much have you seen, read, or heard about the following Executive Orders?

-Withdrawing from the Paris Climate Accords

	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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	592	146	162	175	109	308	284	92	107	118	101	168	199	387
	58%	49%	53%	67%	70%	51%	68%	43%	59%	55%	64%	68%	50%	63%
A LITTLE/NOTHING	367	125	128	74	40	253	114	98	60	86	46	74	158	205
	36%	42%	41%	28%	26%	42%	27%	45%	33%	40%	29%	30%	40%	33%
A lot	300	64	84	90	61	148	151	46	45	50	59	97	91	206
	29%	21%	27%	35%	39%	24%	36%	21%	25%	24%	38%	39%	23%	33%
Some	292	82	78	84	48	160	132	46	62	68	42	71	108	181
	28%	27%	25%	32%	31%	26%	32%	21%	34%	32%	27%	29%	27%	29%
A little	143	35	52	34	21	88	55	36	24	28	17	37	60	83
	14%	12%	17%	13%	14%	14%	13%	17%	13%	13%	11%	15%	15%	13%
Nothing	224	90	76	40	19	165	59	62	36	58	29	36	98	122
	22%	30%	25%	15%	12%	27%	14%	29%	20%	27%	18%	15%	25%	20%
Unsure	67	29	18	12	8	47	20	25	14	9	11	6	40	25
	6%	10%	6%	5%	5%	8%	5%	12%	8%	4%	7%	2%	10%	4%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QExecutive_Paris] How much have you seen, read, or heard about the following Executive Orders?

-Withdrawing from the Paris Climate Accords

	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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	592	307	198	314	152	124	173	95	77	175	270	147
	58%	59%	65%	62%	53%	55%	56%	68%	46%	61%	60%	51%
A LITTLE/NOTHING	367	173	101	173	108	86	111	37	74	85	161	121
	36%	33%	33%	34%	37%	38%	36%	27%	45%	29%	36%	42%
A lot	300	149	116	168	74	58	79	47	32	79	135	85
	29%	29%	38%	33%	25%	25%	26%	33%	19%	27%	30%	30%
Some	292	158	83	145	78	66	94	49	45	96	135	62
	28%	31%	27%	29%	27%	29%	31%	35%	27%	33%	30%	22%
A little	143	73	38	70	44	29	42	17	25	26	72	45
	14%	14%	13%	14%	15%	13%	14%	12%	15%	9%	16%	16%
Nothing	224	99	62	103	64	57	69	20	49	59	89	76
	22%	19%	20%	20%	22%	25%	23%	15%	29%	21%	20%	27%
Unsure	67	37	7	20	29	17	21	7	15	29	19	19
	6%	7%	2%	4%	10%	7%	7%	5%	9%	10%	4%	7%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QExecutive_Paris] How much have you seen, read, or heard about the following Executive Orders?

-Withdrawing from the Paris Climate Accords

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	592	236	119	237	238	148	201	286	278	167	101	299	280
	58%	58%	49%	63%	60%	49%	69%	59%	60%	59%	59%	57%	64%
A LITTLE/NOTHING	367	145	105	116	139	135	75	174	155	97	62	190	135
	36%	36%	43%	31%	35%	44%	26%	36%	34%	34%	36%	36%	31%
A lot	300	113	62	124	119	66	112	140	144	96	35	144	148
	29%	28%	26%	33%	30%	22%	38%	29%	31%	34%	21%	28%	34%
Some	292	123	57	112	119	82	89	147	134	71	66	155	132
	28%	30%	24%	30%	30%	27%	30%	30%	29%	25%	38%	30%	30%
A little	143	59	43	41	61	42	37	69	64	37	25	70	62
	14%	15%	17%	11%	15%	14%	13%	14%	14%	13%	14%	13%	14%
Nothing	224	86	63	75	78	93	37	105	92	60	37	120	73
	22%	21%	26%	20%	20%	31%	13%	21%	20%	21%	22%	23%	17%
Unsure	67	23	18	25	20	20	17	29	30	20	9	32	26
	6%	6%	8%	7%	5%	7%	6%	6%	6%	7%	5%	6%	6%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QExecutive_Birthright] How much have you seen, read, or heard about the following Executive Orders?
-Declaring an end to birthright citizenship for children of illegal immigrants and people temporarily in the country

	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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	712	359	352	126	153	205	228	279	433	511	75	77	48
	69%	75%	64%	60%	64%	72%	77%	62%	75%	71%	64%	68%	69%
A LITTLE/NOTHING	277	106	169	74	73	71	59	147	130	193	32	32	21
	27%	22%	31%	35%	30%	25%	20%	33%	22%	27%	27%	28%	30%
A lot	395	210	185	71	73	110	141	144	252	288	44	33	30
	39%	44%	34%	34%	30%	39%	48%	32%	44%	40%	37%	29%	42%
Some	317	149	168	55	80	94	87	136	181	223	31	44	19
	31%	31%	31%	27%	34%	33%	29%	30%	31%	31%	26%	39%	27%
A little	155	65	88	41	31	45	37	73	82	111	15	17	11
	15%	14%	16%	20%	13%	16%	13%	16%	14%	15%	13%	15%	16%
Nothing	122	40	81	33	42	27	21	74	48	82	17	14	10
	12%	8%	15%	16%	17%	9%	7%	17%	8%	11%	14%	13%	14%
Unsure	37	11	25	9	13	7	8	22	15	21	10	4	1
	4%	2%	5%	4%	5%	3%	3%	5%	3%	3%	9%	3%	1%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QExecutive_Birthright] How much have you seen, read, or heard about the following Executive Orders?

-Declaring an end to birthright citizenship for children of illegal immigrants and people temporarily in the country

	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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	712	178	206	205	124	384	328	125	125	149	117	192	250	458
	69%	59%	67%	79%	79%	63%	79%	58%	69%	70%	74%	78%	63%	74%
A LITTLE/NOTHING	277	104	95	48	30	199	78	79	53	53	36	51	132	140
	27%	35%	31%	18%	19%	33%	19%	37%	29%	25%	23%	21%	33%	23%
A lot	395	91	112	118	75	203	193	69	52	78	72	121	122	271
	39%	30%	36%	45%	48%	33%	46%	32%	29%	37%	46%	49%	31%	44%
Some	317	88	94	87	49	181	136	56	72	71	45	72	128	187
	31%	29%	30%	33%	31%	30%	32%	26%	40%	33%	28%	29%	32%	30%
A little	155	51	55	26	23	106	49	40	30	32	23	31	70	85
	15%	17%	18%	10%	15%	17%	12%	19%	16%	15%	14%	12%	18%	14%
Nothing	122	53	40	22	7	93	29	39	23	21	13	21	62	55
	12%	18%	13%	9%	4%	15%	7%	18%	13%	10%	9%	8%	16%	9%
Unsure	37	18	7	8	4	25	12	11	4	11	5	4	15	20
	4%	6%	2%	3%	2%	4%	3%	5%	2%	5%	3%	2%	4%	3%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QExecutive_Birthright] How much have you seen, read, or heard about the following Executive Orders?

-Declaring an end to birthright citizenship for children of illegal immigrants and people temporarily in the country

	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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	712	364	234	368	186	155	203	105	98	212	320	180
	69%	71%	76%	73%	64%	68%	67%	75%	59%	74%	71%	63%
A LITTLE/NOTHING	277	137	64	125	86	66	94	33	60	65	120	92
	27%	27%	21%	25%	30%	29%	31%	24%	36%	23%	27%	32%
A lot	395	196	146	209	103	83	103	66	37	110	181	104
	39%	38%	48%	41%	36%	36%	34%	47%	22%	38%	40%	36%
Some	317	168	88	159	83	73	100	39	61	102	138	77
	31%	33%	29%	31%	29%	32%	33%	28%	37%	35%	31%	27%
A little	155	76	43	75	47	32	51	18	33	35	71	49
	15%	15%	14%	15%	16%	14%	17%	13%	20%	12%	16%	17%
Nothing	122	61	21	49	39	34	43	15	28	30	49	43
	12%	12%	7%	10%	14%	15%	14%	11%	17%	11%	11%	15%
Unsure	37	15	8	13	17	6	9	1	7	11	11	14
	4%	3%	3%	3%	6%	3%	3%	1%	4%	4%	2%	5%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QExecutive_Birthright] How much have you seen, read, or heard about the following Executive Orders?

-Declaring an end to birthright citizenship for children of illegal immigrants and people temporarily in the country

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	712	282	142	288	279	186	237	329	352	199	114	346	340
	69%	70%	59%	76%	70%	61%	81%	67%	76%	70%	66%	66%	77%
A LITTLE/NOTHING	277	111	85	81	109	103	49	138	98	74	53	151	93
	27%	27%	35%	21%	27%	34%	17%	28%	21%	26%	31%	29%	21%
A lot	395	148	77	169	150	95	147	165	207	111	53	174	211
	39%	37%	32%	45%	38%	31%	50%	34%	45%	39%	31%	33%	48%
Some	317	133	65	118	129	91	90	164	146	88	61	172	129
	31%	33%	27%	31%	32%	30%	31%	33%	31%	31%	36%	33%	29%
A little	155	61	50	43	67	57	26	77	58	39	29	89	53
	15%	15%	21%	11%	17%	19%	9%	16%	13%	14%	17%	17%	12%
Nothing	122	50	35	38	42	46	24	61	40	35	23	62	40
	12%	12%	14%	10%	11%	15%	8%	12%	9%	12%	14%	12%	9%
Unsure	37	12	16	9	9	14	5	22	13	12	5	24	7
	4%	3%	6%	2%	2%	4%	2%	4%	3%	4%	3%	5%	2%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QExecutive_JanSix] How much have you seen, read, or heard about the following Executive Orders?

-Pardoning January 6th defendants

	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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	762	381	379	134	162	217	248	297	465	564	73	73	51
	74%	80%	69%	64%	68%	77%	84%	66%	81%	78%	63%	64%	73%
A LITTLE/NOTHING	224	88	136	66	59	56	44	125	100	142	33	31	18
	22%	18%	25%	32%	25%	20%	15%	28%	17%	20%	28%	28%	26%
A lot	529	266	263	83	106	151	189	189	340	396	52	42	38
	52%	56%	48%	40%	44%	53%	64%	42%	59%	55%	45%	37%	55%
Some	232	115	116	52	56	66	58	108	125	168	21	30	13
	23%	24%	21%	25%	24%	23%	20%	24%	22%	23%	18%	27%	19%
A little	131	49	82	29	29	42	31	58	73	84	20	16	11
	13%	10%	15%	14%	12%	15%	11%	13%	13%	12%	17%	14%	16%
Nothing	93	39	54	36	30	15	12	67	27	58	13	15	7
	9%	8%	10%	17%	13%	5%	4%	15%	5%	8%	11%	14%	10%
Unsure	39	7	32	9	18	10	3	27	13	19	11	9	0
	4%	2%	6%	4%	7%	3%	1%	6%	2%	3%	9%	8%	*%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QExecutive_JanSix] How much have you seen, read, or heard about the following Executive Orders?

-Pardoning January 6th defendants

	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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	762	198	216	216	132	414	348	134	143	150	127	203	277	481
	74%	66%	70%	83%	84%	68%	83%	62%	79%	70%	81%	82%	70%	78%
A LITTLE/NOTHING	224	82	82	40	21	164	60	66	34	53	27	39	100	119
	22%	27%	27%	15%	13%	27%	14%	30%	19%	25%	17%	16%	25%	19%
A lot	529	124	153	158	94	277	252	94	84	109	90	150	178	349
	52%	41%	50%	61%	60%	46%	60%	43%	47%	51%	57%	61%	45%	57%
Some	232	73	63	58	38	137	96	40	59	41	37	53	99	131
	23%	24%	21%	22%	24%	22%	23%	19%	32%	19%	24%	21%	25%	21%
A little	131	36	52	24	18	88	42	38	16	30	18	28	54	76
	13%	12%	17%	9%	12%	15%	10%	18%	9%	14%	11%	11%	14%	12%
Nothing	93	45	31	16	2	76	18	28	18	23	9	11	46	44
	9%	15%	10%	6%	2%	12%	4%	13%	10%	11%	6%	5%	11%	7%
Unsure	39	21	9	5	4	30	9	16	4	10	3	5	20	19
	4%	7%	3%	2%	3%	5%	2%	7%	2%	5%	2%	2%	5%	3%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QExecutive_JanSix] How much have you seen, read, or heard about the following Executive Orders?

-Pardoning January 6th defendants

	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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	762	382	254	394	193	173	227	116	111	211	347	204
	74%	74%	83%	78%	67%	76%	74%	83%	67%	73%	77%	71%
A LITTLE/NOTHING	224	112	46	97	79	48	67	21	46	63	90	72
	22%	22%	15%	19%	27%	21%	22%	15%	28%	22%	20%	25%
A lot	529	263	188	283	126	118	142	79	63	141	249	139
	52%	51%	61%	56%	44%	52%	46%	56%	38%	49%	55%	49%
Some	232	119	67	110	67	55	85	38	48	69	99	64
	23%	23%	22%	22%	23%	24%	28%	27%	29%	24%	22%	23%
A little	131	69	30	67	37	26	40	15	25	37	52	42
	13%	13%	10%	13%	13%	12%	13%	11%	15%	13%	12%	15%
Nothing	93	44	17	30	42	22	28	7	21	26	38	29
	9%	8%	5%	6%	15%	9%	9%	5%	13%	9%	8%	10%
Unsure	39	23	6	16	17	6	11	2	9	15	14	11
	4%	4%	2%	3%	6%	3%	4%	1%	5%	5%	3%	4%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QExecutive_JanSix] How much have you seen, read, or heard about the following Executive Orders?

-Pardoning January 6th defendants

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	762	306	171	285	305	198	246	365	358	212	134	382	352
	74%	75%	70%	76%	77%	65%	84%	75%	77%	75%	78%	73%	80%
A LITTLE/NOTHING	224	89	57	79	84	87	42	107	85	62	32	118	77
	22%	22%	23%	21%	21%	29%	14%	22%	18%	22%	19%	23%	18%
A lot	529	210	102	217	215	123	182	238	268	149	82	249	263
	52%	52%	42%	58%	54%	41%	62%	49%	58%	52%	48%	48%	60%
Some	232	95	69	68	90	74	63	127	89	64	51	134	89
	23%	24%	28%	18%	23%	25%	22%	26%	19%	22%	30%	26%	20%
A little	131	51	33	47	56	58	17	66	49	32	21	76	42
	13%	13%	14%	12%	14%	19%	6%	14%	11%	11%	12%	15%	9%
Nothing	93	38	24	32	28	29	25	40	36	31	12	42	35
	9%	9%	10%	8%	7%	10%	9%	8%	8%	11%	7%	8%	8%
Unsure	39	11	15	14	8	18	5	17	21	9	5	20	11
	4%	3%	6%	4%	2%	6%	2%	4%	4%	3%	3%	4%	3%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QExecutive_Emergency] How much have you seen, read, or heard about the following Executive Orders?

-Declaring a national emergency for the southern border

	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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	702	366	336	129	147	192	235	276	427	520	71	63	49
	68%	77%	61%	62%	61%	68%	80%	62%	74%	72%	61%	56%	69%
A LITTLE/NOTHING	269	99	167	68	78	72	51	146	123	182	34	32	20
	26%	21%	31%	32%	33%	25%	17%	32%	21%	25%	29%	28%	29%
A lot	432	229	202	71	76	120	165	147	285	322	47	35	27
	42%	48%	37%	34%	32%	42%	56%	33%	49%	44%	40%	31%	39%
Some	271	137	134	58	71	72	70	129	142	198	25	27	21
	26%	29%	24%	28%	30%	25%	24%	29%	25%	27%	21%	24%	30%
A little	122	52	69	34	34	38	16	68	54	86	15	16	5
	12%	11%	13%	16%	14%	13%	5%	15%	9%	12%	13%	14%	7%
Nothing	147	46	98	34	44	34	35	78	69	96	19	16	15
	14%	10%	18%	16%	18%	12%	12%	17%	12%	13%	16%	14%	22%
Unsure	54	11	43	13	14	20	8	27	28	23	11	18	2
	5%	2%	8%	6%	6%	7%	3%	6%	5%	3%	10%	16%	2%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QExecutive_Emergency] How much have you seen, read, or heard about the following Executive Orders?

-Declaring a national emergency for the southern border

	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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	702	181	203	197	121	385	318	124	121	145	121	187	245	454
	68%	61%	66%	75%	77%	63%	76%	58%	67%	68%	77%	76%	62%	73%
A LITTLE/NOTHING	269	94	88	53	33	182	86	72	50	58	29	52	122	140
	26%	31%	29%	20%	21%	30%	21%	34%	27%	27%	19%	21%	31%	23%
A lot	432	104	140	119	68	244	187	70	67	86	83	124	137	292
	42%	35%	45%	46%	43%	40%	45%	33%	37%	40%	52%	50%	35%	47%
Some	271	77	63	78	53	140	131	54	55	59	39	64	108	161
	26%	26%	21%	30%	34%	23%	31%	25%	30%	28%	25%	26%	27%	26%
A little	122	31	45	27	20	75	46	29	19	24	19	27	48	70
	12%	10%	14%	10%	13%	12%	11%	13%	10%	11%	12%	11%	12%	11%
Nothing	147	63	44	27	14	107	40	44	31	34	10	26	75	70
	14%	21%	14%	10%	9%	18%	10%	20%	17%	16%	6%	10%	19%	11%
Unsure	54	25	17	11	3	41	13	19	10	10	7	7	29	25
	5%	8%	5%	4%	2%	7%	3%	9%	6%	5%	4%	3%	7%	4%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QExecutive_Emergency] How much have you seen, read, or heard about the following Executive Orders?

-Declaring a national emergency for the southern border

	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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	702	354	235	381	168	152	212	109	102	200	311	191
	68%	69%	77%	75%	58%	67%	69%	78%	62%	69%	69%	67%
A LITTLE/NOTHING	269	140	57	103	96	68	78	28	51	71	123	75
	26%	27%	19%	20%	33%	30%	26%	20%	31%	25%	27%	26%
A lot	432	200	164	242	96	94	113	60	52	119	189	124
	42%	39%	54%	48%	33%	41%	37%	43%	32%	41%	42%	43%
Some	271	154	70	139	71	58	98	49	49	81	123	67
	26%	30%	23%	28%	25%	26%	32%	35%	30%	28%	27%	23%
A little	122	71	21	55	41	24	42	17	25	30	56	36
	12%	14%	7%	11%	14%	11%	14%	12%	15%	10%	12%	13%
Nothing	147	69	36	48	55	44	37	11	25	41	68	39
	14%	13%	12%	9%	19%	19%	12%	8%	15%	14%	15%	13%
Unsure	54	23	14	22	25	7	16	3	13	18	16	21
	5%	4%	5%	4%	9%	3%	5%	2%	8%	6%	4%	7%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QExecutive_Emergency] How much have you seen, read, or heard about the following Executive Orders?

-Declaring a national emergency for the southern border

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	702	303	145	255	310	174	205	366	304	219	124	383	292
	68%	75%	60%	67%	78%	58%	70%	75%	66%	77%	73%	74%	66%
A LITTLE/NOTHING	269	90	77	102	81	106	71	104	129	56	41	117	127
	26%	22%	32%	27%	20%	35%	24%	21%	28%	20%	24%	23%	29%
A lot	432	205	82	144	216	97	113	245	166	156	77	260	159
	42%	51%	34%	38%	54%	32%	39%	50%	36%	55%	45%	50%	36%
Some	271	98	62	111	94	78	93	121	137	64	47	123	133
	26%	24%	26%	29%	24%	26%	32%	25%	30%	22%	28%	24%	30%
A little	122	38	39	45	40	49	31	50	58	24	16	56	56
	12%	9%	16%	12%	10%	16%	11%	10%	13%	8%	9%	11%	13%
Nothing	147	51	38	57	42	57	40	54	71	32	25	62	71
	14%	13%	16%	15%	10%	19%	14%	11%	15%	11%	14%	12%	16%
Unsure	54	12	21	21	7	23	16	19	30	9	6	20	22
	5%	3%	9%	6%	2%	7%	6%	4%	7%	3%	4%	4%	5%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QExecutive_TikTok] How much have you seen, read, or heard about the following Executive Orders?

-Delaying the federal ban of 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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	739	353	383	164	165	201	210	329	411	522	90	77	50
	72%	74%	70%	79%	69%	71%	71%	73%	71%	72%	77%	68%	72%
A LITTLE/NOTHING	250	110	140	39	68	69	74	107	143	185	18	27	19
	24%	23%	26%	19%	29%	24%	25%	24%	25%	26%	16%	24%	27%
A lot	410	199	209	97	96	124	94	192	218	283	54	45	27
	40%	42%	38%	46%	40%	44%	32%	43%	38%	39%	46%	40%	39%
Some	329	154	174	68	69	77	116	136	193	239	35	32	23
	32%	32%	32%	32%	29%	27%	39%	30%	33%	33%	30%	28%	33%
A little	165	75	90	28	38	45	54	66	99	120	14	22	8
	16%	16%	16%	13%	16%	16%	18%	15%	17%	17%	12%	19%	12%
Nothing	85	35	50	11	30	24	21	41	44	65	4	5	11
	8%	7%	9%	5%	13%	8%	7%	9%	8%	9%	3%	5%	15%
Unsure	36	12	24	6	6	14	10	12	24	17	9	9	1
	4%	3%	4%	3%	3%	5%	3%	3%	4%	2%	8%	8%	1%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QExecutive_TikTok] How much have you seen, read, or heard about the following Executive Orders?

-Delaying the federal ban of 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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	739	196	223	203	116	420	320	138	128	144	120	202	266	466
	72%	65%	73%	78%	74%	69%	77%	64%	71%	68%	76%	81%	67%	75%
A LITTLE/NOTHING	250	95	74	45	36	168	82	73	45	57	32	40	118	129
	24%	32%	24%	17%	23%	28%	20%	34%	25%	27%	20%	16%	30%	21%
A lot	410	98	129	122	61	227	183	81	54	77	68	127	135	272
	40%	33%	42%	47%	39%	37%	44%	37%	30%	36%	43%	51%	34%	44%
Some	329	98	94	82	55	192	137	58	74	67	52	75	131	193
	32%	33%	31%	31%	35%	32%	33%	27%	41%	31%	33%	30%	33%	31%
A little	165	61	49	29	25	111	54	44	37	36	21	25	81	82
	16%	20%	16%	11%	16%	18%	13%	21%	20%	17%	13%	10%	20%	13%
Nothing	85	33	24	16	11	58	28	29	9	21	11	15	37	47
	8%	11%	8%	6%	7%	9%	7%	13%	5%	10%	7%	6%	9%	8%
Unsure	36	9	11	12	4	20	16	4	8	13	5	6	12	24
	4%	3%	4%	5%	3%	3%	4%	2%	5%	6%	3%	2%	3%	4%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QExecutive_TikTok] How much have you seen, read, or heard about the following Executive Orders?

-Delaying the federal ban of 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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	739	391	208	381	210	147	234	113	121	213	329	197
	72%	76%	68%	75%	72%	65%	77%	81%	73%	74%	73%	69%
A LITTLE/NOTHING	250	110	86	108	67	75	63	24	38	65	107	79
	24%	21%	28%	21%	23%	33%	20%	17%	23%	22%	24%	27%
A lot	410	225	101	212	119	79	131	66	64	106	197	107
	40%	44%	33%	42%	41%	35%	43%	47%	39%	37%	44%	38%
Some	329	166	107	169	91	68	103	47	56	107	133	90
	32%	32%	35%	33%	31%	30%	34%	34%	34%	37%	29%	31%
A little	165	71	60	66	46	53	42	14	27	42	71	52
	16%	14%	20%	13%	16%	23%	14%	10%	17%	14%	16%	18%
Nothing	85	39	25	42	21	23	21	10	11	23	36	27
	8%	8%	8%	8%	7%	10%	7%	7%	7%	8%	8%	9%
Unsure	36	16	12	18	13	5	9	2	6	11	15	11
	4%	3%	4%	3%	5%	2%	3%	2%	4%	4%	3%	4%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QExecutive_TikTok] How much have you seen, read, or heard about the following Executive Orders?

-Delaying the federal ban of TikTok

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	739	295	156	289	298	194	231	354	342	214	122	374	330
	72%	73%	64%	76%	75%	64%	79%	72%	74%	75%	71%	72%	75%
A LITTLE/NOTHING	250	97	77	76	87	100	52	119	104	59	45	130	99
	24%	24%	32%	20%	22%	33%	18%	24%	23%	21%	26%	25%	22%
A lot	410	163	82	165	160	114	127	189	189	119	61	204	187
	40%	40%	34%	44%	40%	38%	43%	39%	41%	42%	36%	39%	42%
Some	329	132	74	124	139	81	105	164	153	95	61	170	143
	32%	33%	30%	33%	35%	27%	36%	34%	33%	33%	35%	33%	33%
A little	165	62	53	49	53	65	39	85	65	40	27	89	64
	16%	15%	22%	13%	13%	22%	13%	17%	14%	14%	16%	17%	15%
Nothing	85	35	24	27	34	34	14	33	39	19	17	41	35
	8%	9%	10%	7%	9%	11%	5%	7%	8%	7%	10%	8%	8%
Unsure	36	13	11	13	12	8	9	16	17	11	5	16	12
	4%	3%	4%	3%	3%	3%	3%	3%	4%	4%	3%	3%	3%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QExecutive_RTO] How much have you seen, read, or heard about the following Executive Orders?

-Making federal government workers return to the office five days a week

	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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	606	314	292	116	125	169	196	241	365	443	65	54	45
	59%	66%	53%	55%	52%	60%	67%	54%	63%	61%	55%	48%	64%
A LITTLE/NOTHING	376	149	224	83	103	100	90	186	189	261	42	50	23
	37%	31%	41%	40%	43%	35%	30%	42%	33%	36%	35%	44%	33%
A lot	324	174	149	60	70	95	100	130	194	224	42	29	29
	32%	37%	27%	29%	29%	33%	34%	29%	34%	31%	36%	26%	42%
Some	282	139	143	56	55	74	97	111	171	219	23	25	16
	27%	29%	26%	27%	23%	26%	33%	25%	30%	30%	19%	22%	22%
A little	140	67	73	26	43	42	29	69	71	105	12	14	8
	14%	14%	13%	13%	18%	15%	10%	15%	12%	14%	10%	13%	12%
Nothing	236	82	151	57	60	58	61	117	119	156	30	36	15
	23%	17%	28%	27%	25%	20%	21%	26%	21%	22%	25%	32%	21%
Unsure	44	13	30	10	11	15	8	21	23	22	11	9	2
	4%	3%	6%	5%	5%	5%	3%	5%	4%	3%	9%	8%	3%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QExecutive_RTO] How much have you seen, read, or heard about the following Executive Orders?

-Making federal government workers return to the office five days a week

	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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	606	152	187	163	104	339	268	97	107	127	103	169	203	399
	59%	51%	61%	63%	66%	56%	64%	45%	59%	60%	66%	68%	51%	65%
A LITTLE/NOTHING	376	129	111	88	47	241	135	104	68	73	51	73	172	197
	37%	43%	36%	34%	30%	40%	32%	48%	37%	34%	33%	29%	43%	32%
A lot	324	73	94	103	54	168	157	48	49	60	66	100	97	226
	32%	24%	31%	39%	34%	28%	38%	22%	27%	28%	42%	40%	24%	37%
Some	282	78	93	61	50	171	111	49	58	67	37	69	107	173
	27%	26%	30%	23%	32%	28%	27%	23%	32%	32%	23%	28%	27%	28%
A little	140	40	41	35	23	81	59	39	25	26	18	31	64	75
	14%	13%	13%	13%	15%	13%	14%	18%	14%	12%	12%	13%	16%	12%
Nothing	236	89	70	53	23	159	77	65	43	47	33	42	109	121
	23%	30%	23%	20%	15%	26%	18%	30%	24%	22%	21%	17%	27%	20%
Unsure	44	19	10	9	6	29	15	14	7	14	3	6	21	22
	4%	6%	3%	3%	4%	5%	4%	7%	4%	6%	2%	2%	5%	4%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QExecutive_RTO] How much have you seen, read, or heard about the following Executive Orders?

-Making federal government workers return to the office five days a week

	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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	606	317	193	329	152	124	177	94	83	173	278	156
	59%	61%	63%	65%	52%	54%	58%	67%	50%	60%	62%	54%
A LITTLE/NOTHING	376	181	106	161	120	95	114	44	70	98	159	118
	37%	35%	34%	32%	42%	42%	37%	32%	43%	34%	35%	41%
A lot	324	175	103	182	79	64	90	54	36	86	148	90
	32%	34%	34%	36%	27%	28%	30%	39%	22%	30%	33%	31%
Some	282	141	90	147	73	60	87	40	47	87	130	65
	27%	27%	29%	29%	25%	26%	28%	29%	28%	30%	29%	23%
A little	140	72	42	66	39	35	52	21	31	39	54	47
	14%	14%	14%	13%	14%	15%	17%	15%	19%	13%	12%	16%
Nothing	236	109	64	95	81	60	62	23	39	60	105	71
	23%	21%	21%	19%	28%	26%	20%	16%	24%	21%	23%	25%
Unsure	44	19	8	17	18	8	14	2	12	17	14	13
	4%	4%	3%	3%	6%	4%	4%	1%	7%	6%	3%	5%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QExecutive_RTO] How much have you seen, read, or heard about the following Executive Orders?

-Making federal government workers return to the office five days a week

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	606	272	123	212	272	165	163	324	251	200	112	339	249
	59%	67%	51%	56%	68%	54%	56%	66%	54%	70%	65%	65%	57%
A LITTLE/NOTHING	376	120	102	154	115	124	121	148	192	73	55	162	177
	37%	30%	42%	41%	29%	41%	41%	30%	41%	26%	32%	31%	40%
A lot	324	153	58	113	151	80	89	176	129	123	48	191	126
	32%	38%	24%	30%	38%	26%	31%	36%	28%	43%	28%	37%	29%
Some	282	119	65	99	120	85	74	148	122	77	64	148	123
	27%	29%	27%	26%	30%	28%	25%	30%	26%	27%	37%	28%	28%
A little	140	53	38	49	55	43	36	67	64	31	21	74	57
	14%	13%	16%	13%	14%	14%	12%	14%	14%	11%	12%	14%	13%
Nothing	236	67	63	106	60	81	85	80	128	42	33	88	120
	23%	17%	26%	28%	15%	27%	29%	16%	28%	15%	19%	17%	27%
Unsure	44	13	18	12	11	14	8	17	20	11	5	20	14
	4%	3%	8%	3%	3%	4%	3%	3%	4%	4%	3%	4%	3%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QExecutive_Gender] How much have you seen, read, or heard about the following Executive Orders?

-Declaring it federal government policy that there are two sexes, male and female

	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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	703	353	349	139	160	200	204	299	404	513	79	66	46
	69%	74%	64%	66%	67%	71%	69%	67%	70%	71%	67%	58%	66%
A LITTLE/NOTHING	285	112	172	66	65	73	80	131	153	191	29	40	24
	28%	24%	31%	32%	27%	26%	27%	29%	27%	26%	25%	35%	34%
A lot	422	217	203	97	97	117	112	194	229	299	56	40	28
	41%	46%	37%	46%	41%	41%	38%	43%	40%	41%	47%	36%	39%
Some	281	136	145	42	64	84	92	105	176	213	23	26	19
	27%	28%	27%	20%	27%	29%	31%	23%	30%	29%	20%	23%	27%
A little	148	64	83	39	31	34	43	71	77	97	14	23	13
	14%	13%	15%	19%	13%	12%	15%	16%	13%	13%	12%	20%	18%
Nothing	137	48	88	27	34	39	37	61	76	94	15	17	11
	13%	10%	16%	13%	14%	14%	13%	14%	13%	13%	13%	15%	16%
Unsure	38	11	26	4	13	10	10	18	20	21	9	7	-
	4%	2%	5%	2%	6%	4%	3%	4%	3%	3%	8%	6%	-

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QExecutive_Gender] How much have you seen, read, or heard about the following Executive Orders?

-Declaring it federal government policy that there are two sexes, male and female

	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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	703	180	202	200	121	382	321	124	121	135	116	202	245	453
	69%	60%	66%	77%	77%	63%	77%	58%	67%	63%	74%	82%	62%	73%
A LITTLE/NOTHING	285	108	94	52	30	202	83	80	56	69	35	40	135	144
	28%	36%	31%	20%	19%	33%	20%	37%	31%	32%	23%	16%	34%	23%
A lot	422	106	117	130	69	224	199	76	59	72	81	130	136	283
	41%	35%	38%	50%	44%	37%	48%	35%	33%	34%	51%	53%	34%	46%
Some	281	74	84	71	52	159	122	48	62	63	35	72	110	169
	27%	25%	27%	27%	33%	26%	29%	22%	34%	29%	22%	29%	28%	27%
A little	148	49	49	30	19	98	49	41	36	27	25	18	77	70
	14%	16%	16%	12%	12%	16%	12%	19%	20%	13%	16%	7%	19%	11%
Nothing	137	59	45	22	11	104	33	39	20	41	11	22	59	74
	13%	20%	15%	8%	7%	17%	8%	18%	11%	19%	7%	9%	15%	12%
Unsure	38	12	12	8	6	24	14	11	5	10	6	5	16	21
	4%	4%	4%	3%	4%	4%	3%	5%	3%	5%	4%	2%	4%	3%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QExecutive_Gender] How much have you seen, read, or heard about the following Executive Orders?

-Declaring it federal government policy that there are two sexes, male and female

	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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	703	366	210	373	190	139	221	115	105	210	311	183
	69%	71%	68%	74%	66%	61%	72%	82%	64%	73%	69%	64%
A LITTLE/NOTHING	285	131	86	121	85	79	72	23	49	66	128	91
	28%	25%	28%	24%	29%	35%	24%	17%	29%	23%	28%	32%
A lot	422	224	118	214	127	82	135	73	62	122	182	118
	41%	43%	39%	42%	44%	36%	44%	52%	37%	42%	40%	41%
Some	281	141	91	159	63	57	86	42	44	87	129	65
	27%	27%	30%	31%	22%	25%	28%	30%	26%	30%	29%	23%
A little	148	72	44	58	48	42	42	14	28	35	68	45
	14%	14%	14%	11%	17%	18%	14%	10%	17%	12%	15%	16%
Nothing	137	59	43	63	37	37	30	9	21	31	60	46
	13%	11%	14%	13%	13%	16%	10%	6%	13%	11%	13%	16%
Unsure	38	20	10	12	15	10	13	1	11	13	12	12
	4%	4%	3%	2%	5%	4%	4%	1%	7%	5%	3%	4%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QExecutive_Gender] How much have you seen, read, or heard about the following Executive Orders?

-Declaring it federal government policy that there are two sexes, male and female

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	703	298	144	261	298	180	212	357	311	216	121	379	297
	69%	74%	59%	69%	75%	59%	73%	73%	67%	76%	71%	73%	67%
A LITTLE/NOTHING	285	95	84	105	87	112	72	114	138	59	46	124	131
	28%	24%	35%	28%	22%	37%	24%	23%	30%	21%	27%	24%	30%
A lot	422	189	81	153	189	92	134	228	174	148	66	245	166
	41%	47%	33%	40%	48%	30%	46%	47%	37%	52%	39%	47%	38%
Some	281	110	63	109	109	88	79	129	137	67	55	134	131
	27%	27%	26%	29%	27%	29%	27%	26%	30%	24%	32%	26%	30%
A little	148	53	47	47	50	57	36	59	70	34	26	70	66
	14%	13%	19%	13%	12%	19%	12%	12%	15%	12%	15%	13%	15%
Nothing	137	42	37	58	38	54	36	55	67	26	19	54	65
	13%	10%	15%	15%	9%	18%	12%	11%	15%	9%	11%	10%	15%
Unsure	38	11	15	11	12	11	8	18	15	10	5	18	13
	4%	3%	6%	3%	3%	4%	3%	4%	3%	3%	3%	3%	3%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QExecutive_DEI] How much have you seen, read, or heard about the following Executive Orders?

-Ending diversity, equity, and inclusion (DEI) programs in the federal government

	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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	667	350	314	129	134	184	221	263	404	486	79	58	44
	65%	74%	57%	62%	56%	65%	75%	59%	70%	67%	68%	51%	63%
A LITTLE/NOTHING	293	107	186	65	88	80	60	153	140	201	31	38	24
	29%	23%	34%	31%	37%	28%	20%	34%	24%	28%	26%	34%	34%
A lot	389	208	180	68	79	104	139	146	242	280	47	37	25
	38%	44%	33%	32%	33%	37%	47%	33%	42%	39%	40%	33%	35%
Some	278	142	133	62	55	80	82	117	162	206	32	21	19
	27%	30%	24%	30%	23%	28%	28%	26%	28%	28%	27%	18%	28%
A little	126	55	72	32	37	33	24	69	58	87	12	18	10
	12%	11%	13%	15%	15%	12%	8%	15%	10%	12%	10%	16%	15%
Nothing	167	53	115	33	52	47	35	85	82	114	19	21	13
	16%	11%	21%	16%	22%	17%	12%	19%	14%	16%	16%	18%	19%
Unsure	65	18	47	15	17	19	14	32	33	39	7	17	2
	6%	4%	9%	7%	7%	7%	5%	7%	6%	5%	6%	15%	3%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QExecutive_DEI] How much have you seen, read, or heard about the following Executive Orders?

-Ending diversity, equity, and inclusion (DEI) programs in the federal government

	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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	667	166	190	188	123	356	311	111	115	140	114	183	226	437
	65%	55%	62%	72%	78%	59%	74%	52%	63%	65%	72%	74%	57%	71%
A LITTLE/NOTHING	293	108	95	61	29	203	90	86	57	56	35	56	143	147
	29%	36%	31%	23%	19%	33%	22%	40%	32%	26%	22%	23%	36%	24%
A lot	389	81	110	132	66	191	198	56	56	81	74	118	113	273
	38%	27%	36%	51%	42%	31%	47%	26%	31%	38%	47%	48%	28%	44%
Some	278	85	80	56	57	165	113	55	59	58	40	66	114	164
	27%	28%	26%	22%	36%	27%	27%	26%	32%	27%	25%	27%	29%	27%
A little	126	36	44	29	17	80	46	31	24	20	15	33	55	69
	12%	12%	14%	11%	11%	13%	11%	15%	13%	10%	10%	13%	14%	11%
Nothing	167	72	51	32	12	123	44	54	33	36	20	23	88	78
	16%	24%	16%	12%	8%	20%	11%	25%	18%	17%	13%	9%	22%	13%
Unsure	65	26	23	11	5	48	17	18	9	18	9	8	27	35
	6%	9%	7%	4%	3%	8%	4%	8%	5%	8%	6%	3%	7%	6%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QExecutive_DEI] How much have you seen, read, or heard about the following Executive Orders?

-Ending diversity, equity, and inclusion (DEI) programs in the federal government

	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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	667	341	219	359	173	134	189	102	86	195	304	168
	65%	66%	72%	71%	60%	59%	62%	73%	52%	68%	67%	59%
A LITTLE/NOTHING	293	148	69	118	95	79	93	36	56	76	128	89
	29%	29%	23%	23%	33%	35%	30%	26%	34%	26%	28%	31%
A lot	389	192	136	214	96	77	103	60	43	104	181	104
	38%	37%	45%	42%	33%	34%	34%	43%	26%	36%	40%	36%
Some	278	149	83	144	76	57	85	42	44	91	123	65
	27%	29%	27%	29%	26%	25%	28%	30%	27%	32%	27%	23%
A little	126	64	28	55	45	26	44	19	24	30	63	33
	12%	12%	9%	11%	16%	11%	14%	14%	15%	10%	14%	12%
Nothing	167	84	41	63	50	54	49	17	32	46	65	56
	16%	16%	13%	12%	17%	24%	16%	12%	19%	16%	14%	20%
Unsure	65	28	17	30	22	14	24	1	23	18	18	29
	6%	5%	6%	6%	7%	6%	8%	1%	14%	6%	4%	10%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QExecutive_DEI] How much have you seen, read, or heard about the following Executive Orders?

-Ending diversity, equity, and inclusion (DEI) programs in the federal government

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	667	270	142	255	282	156	221	326	311	196	108	340	306
	65%	67%	59%	67%	71%	51%	76%	67%	67%	69%	63%	65%	69%
A LITTLE/NOTHING	293	108	79	107	97	124	62	124	131	70	49	142	120
	29%	27%	32%	28%	25%	41%	21%	25%	28%	25%	29%	27%	27%
A lot	389	159	72	158	175	79	131	191	180	123	55	197	183
	38%	39%	30%	42%	44%	26%	45%	39%	39%	43%	32%	38%	41%
Some	278	111	71	97	106	77	90	135	131	73	52	142	123
	27%	27%	29%	26%	27%	25%	31%	28%	28%	26%	30%	27%	28%
A little	126	51	28	48	44	46	33	51	61	30	23	60	57
	12%	12%	11%	13%	11%	15%	11%	10%	13%	11%	14%	11%	13%
Nothing	167	57	51	59	54	78	29	73	70	40	26	82	63
	16%	14%	21%	16%	13%	26%	10%	15%	15%	14%	15%	16%	14%
Unsure	65	27	22	16	18	23	9	39	21	18	15	39	14
	6%	7%	9%	4%	5%	8%	3%	8%	5%	6%	9%	8%	3%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPuckExecutiveSupport_Paris] Do you support or oppose the following Executive Orders?

-Withdrawing from the Paris Climate Accords

	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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	347	215	132	55	85	87	120	141	207	271	25	32	20
	34%	45%	24%	26%	36%	31%	41%	31%	36%	37%	21%	28%	29%
STRONGLY/SOMEWHAT OPPOSE	422	192	229	83	92	123	123	175	247	283	53	50	37
	41%	40%	42%	40%	39%	44%	42%	39%	43%	39%	45%	44%	52%
Strongly support	214	135	78	23	49	59	83	72	141	171	10	18	14
	21%	28%	14%	11%	21%	21%	28%	16%	24%	24%	8%	16%	21%
Somewhat support	134	80	54	32	36	28	37	68	66	99	15	13	6
	13%	17%	10%	15%	15%	10%	13%	15%	11%	14%	13%	12%	9%
Somewhat oppose	113	49	65	23	32	32	26	56	58	69	19	18	7
	11%	10%	12%	11%	14%	11%	9%	12%	10%	9%	16%	16%	10%
Strongly oppose	309	143	165	60	60	92	97	120	189	214	34	31	29
	30%	30%	30%	28%	25%	32%	33%	27%	33%	30%	29%	28%	42%
Unsure	256	69	185	71	61	73	51	132	124	172	40	32	13
	25%	14%	34%	34%	26%	26%	17%	30%	21%	24%	34%	28%	18%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPuckExecutiveSupport_Paris] Do you support or oppose the following Executive Orders?

-Withdrawing from the Paris Climate Accords

	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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	347	97	102	97	51	199	148	54	67	75	50	98	121	223
	34%	32%	33%	37%	32%	33%	35%	25%	37%	35%	32%	40%	30%	36%
STRONGLY/SOMEWHAT OPPOSE	422	93	127	121	81	220	202	82	68	84	74	110	150	268
	41%	31%	41%	46%	52%	36%	48%	38%	38%	39%	47%	44%	38%	43%
Strongly support	214	51	69	63	31	120	94	32	36	42	31	70	68	144
	21%	17%	22%	24%	20%	20%	23%	15%	20%	20%	20%	28%	17%	23%
Somewhat support	134	46	34	34	19	80	54	22	31	32	19	28	53	80
	13%	15%	11%	13%	12%	13%	13%	10%	17%	15%	12%	12%	13%	13%
Somewhat oppose	113	27	43	27	17	70	44	26	17	24	21	24	43	69
	11%	9%	14%	10%	11%	11%	10%	12%	9%	11%	13%	10%	11%	11%
Strongly oppose	309	66	84	94	64	150	158	57	51	60	54	86	108	199
	30%	22%	27%	36%	41%	25%	38%	26%	28%	28%	34%	35%	27%	32%
Unsure	256	109	79	42	25	188	68	79	47	55	33	39	125	126
	25%	37%	26%	16%	16%	31%	16%	37%	26%	26%	21%	16%	32%	20%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPuckExecutiveSupport_Paris] Do you support or oppose the following Executive Orders?

-Withdrawing from the Paris Climate Accords

	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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	347	173	119	215	71	62	105	64	42	86	148	114
	34%	33%	39%	42%	24%	27%	34%	46%	25%	30%	33%	40%
STRONGLY/SOMEWHAT OPPOSE	422	228	125	186	132	102	121	56	64	134	202	87
	41%	44%	41%	37%	46%	45%	40%	40%	39%	46%	45%	30%
Strongly support	214	92	87	140	38	35	53	34	19	39	97	77
	21%	18%	28%	28%	13%	15%	17%	24%	11%	14%	22%	27%
Somewhat support	134	81	32	74	32	27	53	30	23	47	51	37
	13%	16%	10%	15%	11%	12%	17%	22%	14%	16%	11%	13%
Somewhat oppose	113	71	24	52	32	29	44	19	26	39	48	26
	11%	14%	8%	10%	11%	13%	15%	13%	16%	13%	11%	9%
Strongly oppose	309	157	101	134	100	73	76	37	38	95	153	60
	30%	30%	33%	26%	35%	32%	25%	27%	23%	33%	34%	21%
Unsure	256	116	63	106	86	63	79	20	60	69	101	86
	25%	22%	20%	21%	30%	28%	26%	14%	36%	24%	22%	30%

Echelon Insights
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N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPuckExecutiveSupport_Paris] Do you support or oppose the following Executive Orders?

-Withdrawing from the Paris Climate Accords

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	347	244	62	42	245	69	28	297	38	193	85	315	24
	34%	60%	26%	11%	62%	23%	9%	61%	8%	68%	50%	60%	5%
STRONGLY/SOMEWHAT OPPOSE	422	54	108	259	58	131	227	59	337	27	32	66	341
	41%	13%	45%	69%	14%	43%	78%	12%	73%	9%	18%	13%	77%
Strongly support	214	160	36	17	168	24	17	190	16	138	47	201	9
	21%	40%	15%	5%	42%	8%	6%	39%	3%	49%	28%	39%	2%
Somewhat support	134	83	26	24	77	45	11	107	23	54	38	113	14
	13%	21%	11%	6%	19%	15%	4%	22%	5%	19%	22%	22%	3%
Somewhat oppose	113	35	33	45	34	52	25	42	65	19	21	47	62
	11%	9%	14%	12%	9%	17%	8%	9%	14%	7%	12%	9%	14%
Strongly oppose	309	19	75	215	24	79	203	17	272	9	10	18	280
	30%	5%	31%	57%	6%	26%	69%	4%	59%	3%	6%	4%	63%
Unsure	256	107	73	77	95	102	37	133	89	65	55	140	76
	25%	26%	30%	20%	24%	34%	13%	27%	19%	23%	32%	27%	17%

Echelon Insights
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N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPuckExecutiveSupport_Birthright] Do you support or oppose the following Executive Orders?

-Declaring an end to birthright citizenship for children of illegal immigrants and people temporarily in the country

	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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	430	230	200	72	94	119	145	166	264	332	32	37	29
	42%	48%	37%	35%	39%	42%	49%	37%	46%	46%	27%	32%	42%
STRONGLY/SOMEWHAT OPPOSE	480	210	267	109	102	146	122	212	268	318	63	65	34
	47%	44%	49%	52%	43%	52%	41%	47%	46%	44%	54%	57%	48%
Strongly support	275	157	117	38	64	69	104	102	173	211	19	24	21
	27%	33%	21%	18%	27%	24%	35%	23%	30%	29%	16%	21%	30%
Somewhat support	156	73	83	35	30	50	42	64	91	122	14	13	8
	15%	15%	15%	17%	12%	18%	14%	14%	16%	17%	12%	11%	11%
Somewhat oppose	141	63	78	29	33	46	33	62	79	97	17	20	8
	14%	13%	14%	14%	14%	16%	11%	14%	14%	13%	14%	18%	11%
Strongly oppose	339	147	188	80	69	101	89	149	189	222	46	45	26
	33%	31%	34%	38%	29%	35%	30%	33%	33%	31%	40%	40%	37%
Unsure	115	35	80	27	43	18	27	70	45	75	22	11	7
	11%	7%	15%	13%	18%	7%	9%	16%	8%	10%	19%	10%	10%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPuckExecutiveSupport_Birthright] Do you support or oppose the following Executive Orders?

-Declaring an end to birthright citizenship for children of illegal immigrants and people temporarily in the country

	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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	430	124	138	112	57	262	168	64	89	87	67	121	153	276
	42%	41%	45%	43%	36%	43%	40%	30%	49%	41%	43%	49%	38%	45%
STRONGLY/SOMEWHAT OPPOSE	480	122	144	124	90	266	214	111	80	97	75	112	191	284
	47%	41%	47%	47%	57%	44%	51%	51%	44%	46%	48%	45%	48%	46%
Strongly support	275	78	90	71	36	168	107	42	56	56	36	83	98	176
	27%	26%	29%	27%	23%	28%	26%	20%	31%	26%	23%	34%	25%	28%
Somewhat support	156	46	48	40	21	94	61	22	33	31	31	38	55	100
	15%	15%	16%	15%	13%	16%	15%	10%	18%	15%	20%	15%	14%	16%
Somewhat oppose	141	39	55	27	20	94	47	36	28	25	22	28	64	75
	14%	13%	18%	10%	13%	15%	11%	17%	15%	12%	14%	12%	16%	12%
Strongly oppose	339	83	90	96	70	172	166	75	52	73	53	84	127	210
	33%	28%	29%	37%	45%	28%	40%	35%	29%	34%	34%	34%	32%	34%
Unsure	115	54	26	25	11	80	36	40	13	29	15	14	53	58
	11%	18%	8%	10%	7%	13%	9%	19%	7%	13%	10%	6%	13%	9%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPuckExecutiveSupport_Birthright] Do you support or oppose the following Executive Orders?

-Declaring an end to birthright citizenship for children of illegal immigrants and people temporarily in the country

	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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	430	207	148	255	89	87	137	72	65	110	189	131
	42%	40%	48%	50%	31%	38%	45%	52%	39%	38%	42%	46%
STRONGLY/SOMEWHAT OPPOSE	480	258	139	204	161	112	138	60	78	146	216	117
	47%	50%	45%	40%	56%	49%	45%	43%	47%	51%	48%	41%
Strongly support	275	118	105	162	56	57	75	43	32	60	128	87
	27%	23%	34%	32%	19%	25%	25%	31%	19%	21%	28%	30%
Somewhat support	156	90	43	93	33	30	62	29	33	50	61	45
	15%	17%	14%	18%	11%	13%	20%	21%	20%	17%	13%	16%
Somewhat oppose	141	74	42	66	41	34	44	16	28	39	63	39
	14%	14%	14%	13%	14%	15%	15%	12%	17%	14%	14%	14%
Strongly oppose	339	184	97	138	120	78	94	44	49	107	153	78
	33%	36%	32%	27%	42%	34%	31%	31%	30%	37%	34%	27%
Unsure	115	51	19	48	39	29	30	7	23	32	46	38
	11%	10%	6%	9%	14%	13%	10%	5%	14%	11%	10%	13%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPuckExecutiveSupport_Birthright] Do you support or oppose the following Executive Orders?

-Declaring an end to birthright citizenship for children of illegal immigrants and people temporarily in the country

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	430	280	83	67	270	106	42	331	74	202	111	349	65
	42%	69%	34%	18%	68%	35%	14%	68%	16%	71%	65%	67%	15%
STRONGLY/SOMEWHAT OPPOSE	480	78	128	274	89	149	237	93	355	46	41	105	350
	47%	19%	53%	73%	22%	49%	81%	19%	77%	16%	24%	20%	79%
Strongly support	275	192	50	33	202	43	26	233	30	148	72	240	28
	27%	47%	20%	9%	51%	14%	9%	48%	7%	52%	42%	46%	6%
Somewhat support	156	88	34	34	69	63	16	99	44	54	39	108	37
	15%	22%	14%	9%	17%	21%	6%	20%	10%	19%	23%	21%	8%
Somewhat oppose	141	46	39	56	50	52	38	60	74	29	25	68	65
	14%	11%	16%	15%	13%	17%	13%	12%	16%	10%	15%	13%	15%
Strongly oppose	339	32	89	218	39	97	199	32	281	17	16	37	285
	33%	8%	36%	58%	10%	32%	68%	7%	61%	6%	9%	7%	65%
Unsure	115	47	32	36	38	47	13	65	34	36	19	67	26
	11%	12%	13%	10%	10%	16%	4%	13%	7%	13%	11%	13%	6%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPuckExecutiveSupport_JanSix] Do you support or oppose the following Executive Orders?

-Pardoning January 6th defendants

	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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	381	213	167	57	92	106	126	149	231	297	31	34	18
	37%	45%	31%	27%	39%	37%	43%	33%	40%	41%	26%	31%	26%
STRONGLY/SOMEWHAT OPPOSE	536	225	308	116	108	158	153	224	311	359	65	66	46
	52%	47%	56%	55%	45%	56%	52%	50%	54%	50%	55%	59%	65%
Strongly support	227	127	100	32	48	68	79	80	147	174	16	23	15
	22%	27%	18%	15%	20%	24%	27%	18%	25%	24%	14%	20%	22%
Somewhat support	153	86	67	25	44	37	47	69	84	124	15	12	3
	15%	18%	12%	12%	18%	13%	16%	15%	15%	17%	13%	11%	4%
Somewhat oppose	108	46	62	30	22	25	31	53	55	82	9	10	7
	11%	10%	11%	15%	9%	9%	10%	12%	10%	11%	8%	9%	11%
Strongly oppose	428	179	246	85	86	134	122	171	256	277	56	56	38
	42%	38%	45%	41%	36%	47%	42%	38%	44%	38%	48%	50%	55%
Unsure	109	38	71	36	38	19	15	74	35	69	22	12	6
	11%	8%	13%	17%	16%	7%	5%	17%	6%	10%	19%	11%	9%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPuckExecutiveSupport_JanSix] Do you support or oppose the following Executive Orders?

-Pardoning January 6th defendants

	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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	381	110	117	104	50	227	154	72	78	72	50	106	150	229
	37%	37%	38%	40%	32%	37%	37%	34%	43%	34%	32%	43%	38%	37%
STRONGLY/SOMEWHAT OPPOSE	536	138	157	144	96	296	240	105	87	115	94	130	193	339
	52%	46%	51%	55%	61%	49%	57%	49%	48%	54%	60%	53%	49%	55%
Strongly support	227	65	71	62	29	136	91	40	44	44	28	68	84	141
	22%	22%	23%	24%	19%	22%	22%	19%	24%	21%	18%	28%	21%	23%
Somewhat support	153	45	46	42	20	91	62	32	34	28	22	38	66	88
	15%	15%	15%	16%	13%	15%	15%	15%	18%	13%	14%	15%	17%	14%
Somewhat oppose	108	37	37	22	12	74	34	23	17	28	23	17	40	67
	11%	12%	12%	8%	8%	12%	8%	10%	9%	13%	14%	7%	10%	11%
Strongly oppose	428	101	121	122	84	221	206	83	70	87	72	113	153	272
	42%	34%	39%	47%	53%	36%	49%	38%	39%	41%	45%	46%	39%	44%
Unsure	109	51	34	12	11	85	24	38	17	26	13	11	54	50
	11%	17%	11%	5%	7%	14%	6%	18%	9%	12%	8%	5%	14%	8%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPuckExecutiveSupport_JanSix] Do you support or oppose the following Executive Orders?

-Pardoning January 6th defendants

	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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	381	187	126	223	73	84	109	63	46	94	161	125
	37%	36%	41%	44%	25%	37%	36%	45%	28%	33%	36%	44%
STRONGLY/SOMEWHAT OPPOSE	536	280	164	249	168	116	161	66	94	163	252	120
	52%	54%	54%	49%	58%	51%	53%	47%	57%	57%	56%	42%
Strongly support	227	101	88	136	42	49	63	35	28	54	89	84
	22%	20%	29%	27%	15%	21%	21%	25%	17%	19%	20%	29%
Somewhat support	153	85	38	87	31	36	46	28	18	40	72	42
	15%	17%	12%	17%	11%	16%	15%	20%	11%	14%	16%	15%
Somewhat oppose	108	56	34	51	36	20	39	11	28	30	49	29
	11%	11%	11%	10%	13%	9%	13%	8%	17%	10%	11%	10%
Strongly oppose	428	224	131	198	131	96	122	56	66	133	203	91
	42%	43%	43%	39%	45%	42%	40%	40%	40%	46%	45%	32%
Unsure	109	50	15	34	48	27	35	10	25	31	38	41
	11%	10%	5%	7%	17%	12%	11%	7%	15%	11%	8%	14%

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N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPuckExecutiveSupport_JanSix] Do you support or oppose the following Executive Orders?

-Pardoning January 6th defendants

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	381	270	79	32	268	76	30	338	32	204	108	351	20
	37%	67%	33%	8%	67%	25%	10%	69%	7%	72%	63%	67%	4%
STRONGLY/SOMEWHAT OPPOSE	536	92	131	313	97	179	249	92	395	49	48	104	400
	52%	23%	54%	83%	24%	59%	85%	19%	85%	17%	28%	20%	91%
Strongly support	227	168	42	18	177	32	13	207	13	142	52	215	10
	22%	41%	17%	5%	45%	11%	5%	42%	3%	50%	31%	41%	2%
Somewhat support	153	102	37	14	91	44	16	132	18	62	55	136	10
	15%	25%	15%	4%	23%	15%	6%	27%	4%	22%	32%	26%	2%
Somewhat oppose	108	45	33	31	45	43	16	59	34	27	28	61	32
	11%	11%	13%	8%	11%	14%	5%	12%	7%	9%	16%	12%	7%
Strongly oppose	428	47	98	282	51	136	233	33	361	23	21	43	368
	42%	12%	40%	75%	13%	45%	80%	7%	78%	8%	12%	8%	84%
Unsure	109	43	33	33	32	48	14	59	37	31	15	65	21
	11%	11%	14%	9%	8%	16%	5%	12%	8%	11%	9%	13%	5%

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N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPuckExecutiveSupport_Emergency] Do you support or oppose the following Executive Orders?

-Declaring a national emergency for the southern border

	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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	589	300	289	100	129	164	196	229	360	439	59	48	43
	57%	63%	53%	48%	54%	58%	67%	51%	62%	61%	50%	43%	61%
STRONGLY/SOMEWHAT OPPOSE	334	147	184	76	83	96	80	158	176	227	38	46	23
	33%	31%	34%	36%	35%	34%	27%	35%	30%	31%	32%	41%	33%
Strongly support	407	217	190	49	86	122	149	136	271	313	38	31	24
	40%	46%	35%	24%	36%	43%	51%	30%	47%	43%	32%	28%	35%
Somewhat support	182	83	100	51	43	42	47	93	89	126	21	17	19
	18%	17%	18%	24%	18%	15%	16%	21%	15%	17%	18%	15%	27%
Somewhat oppose	139	61	78	28	44	34	33	72	67	99	16	15	8
	14%	13%	14%	13%	18%	12%	11%	16%	12%	14%	14%	14%	12%
Strongly oppose	195	87	106	48	39	62	46	87	108	128	22	31	15
	19%	18%	19%	23%	16%	22%	16%	19%	19%	18%	18%	27%	22%
Unsure	102	28	73	33	27	24	18	60	42	59	20	18	4
	10%	6%	13%	16%	11%	8%	6%	14%	7%	8%	17%	16%	6%

Echelon Insights
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N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPuckExecutiveSupport_Emergency] Do you support or oppose the following Executive Orders?

-Declaring a national emergency for the southern border

	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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	589	170	189	157	74	358	231	107	111	130	85	152	218	367
	57%	57%	61%	60%	47%	59%	55%	50%	61%	61%	54%	61%	55%	59%
STRONGLY/SOMEWHAT OPPOSE	334	83	93	86	72	176	158	72	56	59	59	85	128	204
	33%	28%	30%	33%	46%	29%	38%	33%	31%	28%	38%	34%	32%	33%
Strongly support	407	117	136	106	49	252	155	76	88	76	54	110	164	240
	40%	39%	44%	41%	31%	42%	37%	35%	48%	36%	34%	44%	41%	39%
Somewhat support	182	53	53	51	25	106	76	30	23	54	31	42	54	127
	18%	18%	17%	20%	16%	17%	18%	14%	13%	25%	20%	17%	14%	21%
Somewhat oppose	139	36	45	32	26	82	57	29	27	26	20	35	56	81
	14%	12%	15%	12%	16%	13%	14%	13%	15%	12%	13%	14%	14%	13%
Strongly oppose	195	46	48	54	46	94	101	43	29	34	40	50	72	123
	19%	15%	16%	21%	30%	16%	24%	20%	16%	16%	25%	20%	18%	20%
Unsure	102	48	26	18	11	73	29	36	15	24	13	10	51	48
	10%	16%	8%	7%	7%	12%	7%	17%	8%	11%	8%	4%	13%	8%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPuckExecutiveSupport_Emergency] Do you support or oppose the following Executive Orders?

-Declaring a national emergency for the southern border

	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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	589	285	196	335	123	131	184	94	90	146	257	186
	57%	55%	64%	66%	42%	58%	60%	68%	54%	51%	57%	65%
STRONGLY/SOMEWHAT OPPOSE	334	189	87	133	125	73	90	40	49	106	156	72
	33%	37%	28%	26%	43%	32%	29%	29%	30%	37%	35%	25%
Strongly support	407	177	146	243	68	95	110	61	48	94	181	132
	40%	34%	48%	48%	24%	42%	36%	44%	29%	33%	40%	46%
Somewhat support	182	108	50	92	54	36	74	33	41	52	77	54
	18%	21%	16%	18%	19%	16%	24%	24%	25%	18%	17%	19%
Somewhat oppose	139	79	31	60	47	30	39	19	21	45	66	27
	14%	15%	10%	12%	16%	13%	13%	13%	12%	16%	15%	10%
Strongly oppose	195	110	56	73	78	44	50	21	29	60	90	45
	19%	21%	18%	14%	27%	19%	16%	15%	17%	21%	20%	16%
Unsure	102	43	23	38	41	23	32	5	27	37	37	28
	10%	8%	7%	8%	14%	10%	10%	4%	16%	13%	8%	10%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPuckExecutiveSupport_Emergency] Do you support or oppose the following Executive Orders?

-Declaring a national emergency for the southern border

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	589	343	127	120	344	156	68	419	135	244	149	443	112
	57%	85%	52%	32%	87%	52%	23%	86%	29%	86%	87%	85%	25%
STRONGLY/SOMEWHAT OPPOSE	334	37	82	216	35	101	196	39	273	21	11	44	282
	33%	9%	34%	57%	9%	33%	67%	8%	59%	7%	6%	8%	64%
Strongly support	407	272	80	55	277	87	29	334	56	200	111	342	46
	40%	67%	33%	15%	70%	29%	10%	68%	12%	70%	65%	66%	10%
Somewhat support	182	70	47	65	67	70	39	86	79	44	37	101	66
	18%	17%	19%	17%	17%	23%	13%	18%	17%	15%	22%	19%	15%
Somewhat oppose	139	22	34	83	20	54	64	20	110	10	8	26	106
	14%	6%	14%	22%	5%	18%	22%	4%	24%	3%	5%	5%	24%
Strongly oppose	195	14	48	133	15	47	132	19	163	11	3	18	175
	19%	4%	20%	35%	4%	16%	45%	4%	35%	4%	2%	3%	40%
Unsure	102	26	35	42	18	45	28	31	55	20	12	34	47
	10%	6%	14%	11%	5%	15%	9%	6%	12%	7%	7%	7%	11%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPuckExecutiveSupport_TikTok] Do you support or oppose the following Executive Orders?

-Delaying the federal ban of 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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	509	237	271	127	124	136	123	250	259	364	57	50	38
	50%	50%	50%	61%	52%	48%	42%	56%	45%	50%	49%	45%	54%
STRONGLY/SOMEWHAT OPPOSE	328	168	158	54	75	95	104	129	198	232	34	44	18
	32%	35%	29%	26%	31%	34%	35%	29%	34%	32%	29%	39%	25%
Strongly support	241	110	129	68	70	65	38	138	102	163	34	28	14
	23%	23%	24%	33%	29%	23%	13%	31%	18%	23%	29%	25%	21%
Somewhat support	269	127	142	58	54	72	85	112	157	200	23	22	23
	26%	27%	26%	28%	23%	25%	29%	25%	27%	28%	20%	20%	33%
Somewhat oppose	168	87	81	22	39	50	57	61	107	125	17	16	10
	16%	18%	15%	11%	16%	18%	19%	14%	19%	17%	15%	14%	14%
Strongly oppose	159	81	77	32	36	45	46	68	91	107	17	27	8
	16%	17%	14%	15%	15%	16%	16%	15%	16%	15%	15%	24%	11%
Unsure	188	71	117	28	40	52	68	68	120	130	25	19	15
	18%	15%	21%	14%	17%	18%	23%	15%	21%	18%	22%	17%	21%

Echelon Insights
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N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPuckExecutiveSupport_TikTok] Do you support or oppose the following Executive Orders?

-Delaying the federal ban of 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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	509	146	160	143	60	306	203	106	92	105	76	127	199	308
	50%	49%	52%	55%	38%	50%	49%	49%	51%	49%	48%	52%	50%	50%
STRONGLY/SOMEWHAT OPPOSE	328	87	90	77	74	177	151	69	52	66	52	86	121	204
	32%	29%	29%	30%	47%	29%	36%	32%	29%	31%	33%	35%	30%	33%
Strongly support	241	77	73	69	22	150	91	46	41	60	25	67	87	152
	23%	26%	24%	27%	14%	25%	22%	21%	23%	28%	16%	27%	22%	25%
Somewhat support	269	69	87	74	38	156	113	61	51	45	51	60	111	155
	26%	23%	28%	28%	24%	26%	27%	28%	28%	21%	32%	24%	28%	25%
Somewhat oppose	168	49	49	34	36	97	71	35	30	38	26	38	65	103
	16%	16%	16%	13%	23%	16%	17%	16%	17%	18%	17%	16%	16%	17%
Strongly oppose	159	39	41	43	37	79	80	34	22	28	25	48	56	101
	16%	13%	13%	16%	24%	13%	19%	16%	12%	13%	16%	19%	14%	16%
Unsure	188	66	59	40	23	125	63	40	37	43	30	34	77	106
	18%	22%	19%	15%	15%	21%	15%	19%	21%	20%	19%	14%	19%	17%

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N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPuckExecutiveSupport_TikTok] Do you support or oppose the following Executive Orders?

-Delaying the federal ban of 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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	509	278	128	251	148	111	156	72	84	147	219	144
	50%	54%	42%	50%	51%	49%	51%	51%	51%	51%	49%	50%
STRONGLY/SOMEWHAT OPPOSE	328	162	108	159	93	75	105	52	53	89	157	81
	32%	31%	35%	31%	32%	33%	35%	37%	32%	31%	35%	28%
Strongly support	241	140	45	121	77	42	83	35	49	79	101	60
	23%	27%	15%	24%	27%	19%	27%	25%	29%	27%	22%	21%
Somewhat support	269	139	83	130	71	68	73	37	36	67	118	84
	26%	27%	27%	26%	24%	30%	24%	27%	22%	23%	26%	29%
Somewhat oppose	168	81	61	82	43	43	47	21	26	37	79	52
	16%	16%	20%	16%	15%	19%	15%	15%	16%	13%	18%	18%
Strongly oppose	159	81	47	77	50	32	58	31	27	52	78	29
	16%	16%	15%	15%	17%	14%	19%	22%	16%	18%	17%	10%
Unsure	188	76	70	97	49	41	44	16	28	52	75	61
	18%	15%	23%	19%	17%	18%	14%	12%	17%	18%	17%	21%

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N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPuckExecutiveSupport_TikTok] Do you support or oppose the following Executive Orders?

-Delaying the federal ban of TikTok

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	509	252	108	150	243	153	100	307	165	183	104	330	151
	50%	62%	44%	40%	61%	51%	34%	63%	36%	64%	61%	63%	34%
STRONGLY/SOMEWHAT OPPOSE	328	88	80	159	90	96	136	104	203	57	39	109	208
	32%	22%	33%	42%	23%	32%	47%	21%	44%	20%	23%	21%	47%
Strongly support	241	132	43	65	109	78	42	150	71	101	47	164	62
	23%	33%	18%	17%	27%	26%	14%	31%	15%	36%	27%	31%	14%
Somewhat support	269	119	65	84	134	75	58	157	94	81	58	167	89
	26%	29%	27%	22%	34%	25%	20%	32%	20%	29%	34%	32%	20%
Somewhat oppose	168	49	44	76	48	51	65	61	98	29	25	62	96
	16%	12%	18%	20%	12%	17%	22%	13%	21%	10%	15%	12%	22%
Strongly oppose	159	39	37	83	42	45	71	42	105	28	14	47	112
	16%	10%	15%	22%	11%	15%	24%	9%	23%	10%	8%	9%	25%
Unsure	188	65	54	69	65	53	56	79	95	45	29	81	82
	18%	16%	22%	18%	16%	18%	19%	16%	21%	16%	17%	16%	19%

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N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPuckExecutiveSupport_RT0] Do you support or oppose the following Executive Orders?

-Making federal government workers return to the office five days a week

	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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	622	322	300	112	141	170	199	253	369	452	63	64	43
	61%	68%	55%	53%	59%	60%	68%	56%	64%	62%	53%	57%	62%
STRONGLY/SOMEWHAT OPPOSE	264	116	147	69	52	83	61	121	143	183	31	27	22
	26%	24%	27%	33%	22%	29%	21%	27%	25%	25%	26%	24%	32%
Strongly support	377	204	172	61	82	104	130	143	234	279	36	34	29
	37%	43%	32%	29%	34%	37%	44%	32%	40%	38%	31%	30%	41%
Somewhat support	245	117	128	51	59	66	69	110	135	173	27	30	15
	24%	25%	23%	24%	25%	23%	23%	24%	23%	24%	23%	27%	21%
Somewhat oppose	129	58	71	33	23	42	30	57	72	88	13	15	12
	13%	12%	13%	16%	10%	15%	10%	13%	13%	12%	12%	14%	17%
Strongly oppose	135	58	76	36	28	41	30	64	71	95	18	12	11
	13%	12%	14%	17%	12%	14%	10%	14%	12%	13%	15%	11%	15%
Unsure	140	38	100	28	46	31	34	75	65	91	24	21	4
	14%	8%	18%	14%	19%	11%	12%	17%	11%	12%	20%	19%	6%

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N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPuckExecutiveSupport_RT0] Do you support or oppose the following Executive Orders?

-Making federal government workers return to the office five days a week

	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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	622	179	213	151	78	392	230	131	117	125	91	154	248	370
	61%	60%	69%	58%	50%	65%	55%	61%	64%	59%	58%	62%	62%	60%
STRONGLY/SOMEWHAT OPPOSE	264	63	60	82	60	122	141	44	39	54	48	76	83	178
	26%	21%	19%	31%	38%	20%	34%	21%	21%	25%	31%	31%	21%	29%
Strongly support	377	112	137	86	42	249	128	76	67	77	55	98	143	231
	37%	37%	44%	33%	27%	41%	31%	35%	37%	36%	35%	40%	36%	37%
Somewhat support	245	67	76	66	36	143	102	55	50	48	36	56	104	140
	24%	22%	25%	25%	23%	24%	24%	25%	27%	23%	23%	22%	26%	23%
Somewhat oppose	129	33	35	34	27	68	61	18	19	33	23	35	37	90
	13%	11%	11%	13%	17%	11%	15%	8%	11%	15%	14%	14%	9%	15%
Strongly oppose	135	29	25	47	33	54	80	26	19	21	26	41	46	88
	13%	10%	8%	18%	21%	9%	19%	12%	11%	10%	16%	17%	12%	14%
Unsure	140	58	35	28	19	93	47	40	26	34	18	18	66	70
	14%	19%	11%	11%	12%	15%	11%	19%	14%	16%	12%	7%	17%	11%

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N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPuckExecutiveSupport_RT0] Do you support or oppose the following Executive Orders?

-Making federal government workers return to the office five days a week

	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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	622	298	205	336	146	139	186	90	96	173	270	178
	61%	58%	67%	66%	50%	61%	61%	64%	58%	60%	60%	62%
STRONGLY/SOMEWHAT OPPOSE	264	151	65	120	89	54	81	36	44	77	125	62
	26%	29%	21%	24%	31%	24%	26%	26%	26%	27%	28%	22%
Strongly support	377	172	138	215	84	78	93	47	46	92	165	120
	37%	33%	45%	43%	29%	34%	31%	34%	28%	32%	37%	42%
Somewhat support	245	126	68	121	62	62	93	42	50	81	105	59
	24%	24%	22%	24%	21%	27%	30%	30%	30%	28%	23%	21%
Somewhat oppose	129	74	30	61	36	30	34	13	21	29	60	40
	13%	14%	10%	12%	12%	13%	11%	9%	13%	10%	13%	14%
Strongly oppose	135	77	35	59	53	23	46	23	22	48	65	22
	13%	15%	12%	12%	18%	10%	15%	17%	14%	17%	14%	8%
Unsure	140	67	36	51	55	34	39	14	26	38	56	46
	14%	13%	12%	10%	19%	15%	13%	10%	15%	13%	12%	16%

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N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPuckExecutiveSupport_RT0] Do you support or oppose the following Executive Orders?

-Making federal government workers return to the office five days a week

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	622	326	145	150	321	188	94	402	182	240	130	423	170
	61%	81%	60%	40%	81%	62%	32%	82%	39%	85%	76%	81%	38%
STRONGLY/SOMEWHAT OPPOSE	264	42	60	162	41	72	147	40	202	22	23	49	205
	26%	10%	25%	43%	10%	24%	50%	8%	44%	8%	13%	9%	46%
Strongly support	377	235	77	65	235	91	39	282	66	186	81	297	63
	37%	58%	32%	17%	59%	30%	13%	58%	14%	66%	47%	57%	14%
Somewhat support	245	92	68	85	86	98	55	120	115	54	49	126	107
	24%	23%	28%	23%	22%	32%	19%	24%	25%	19%	28%	24%	24%
Somewhat oppose	129	26	28	76	27	36	64	24	95	12	14	30	89
	13%	6%	11%	20%	7%	12%	22%	5%	20%	4%	8%	6%	20%
Strongly oppose	135	16	32	87	14	37	82	16	107	10	9	19	115
	13%	4%	13%	23%	4%	12%	28%	3%	23%	4%	5%	4%	26%
Unsure	140	37	38	65	35	42	52	47	79	22	19	49	66
	14%	9%	16%	17%	9%	14%	18%	10%	17%	8%	11%	9%	15%

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N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPuckExecutiveSupport_Gender] Do you support or oppose the following Executive Orders?

-Declaring it federal government policy that there are two sexes, male and female

	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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	591	305	286	116	132	168	175	248	343	442	51	62	36
	58%	64%	52%	55%	55%	59%	60%	55%	59%	61%	44%	55%	51%
STRONGLY/SOMEWHAT OPPOSE	358	154	201	80	84	104	90	164	194	234	49	41	33
	35%	32%	37%	38%	35%	37%	31%	37%	34%	32%	42%	37%	48%
Strongly support	432	235	197	74	104	118	135	178	254	328	39	45	21
	42%	49%	36%	36%	43%	42%	46%	40%	44%	45%	33%	40%	30%
Somewhat support	159	70	89	41	28	50	40	69	89	114	12	18	15
	15%	15%	16%	20%	12%	18%	13%	16%	15%	16%	10%	16%	21%
Somewhat oppose	118	49	69	25	30	37	26	55	63	69	24	14	11
	12%	10%	13%	12%	13%	13%	9%	12%	11%	10%	20%	13%	15%
Strongly oppose	240	105	132	55	53	67	65	109	131	165	25	27	23
	23%	22%	24%	27%	22%	24%	22%	24%	23%	23%	21%	24%	32%
Unsure	76	16	60	13	23	12	29	36	40	49	17	9	1
	7%	3%	11%	6%	10%	4%	10%	8%	7%	7%	15%	8%	1%

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N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPuckExecutiveSupport_Gender] Do you support or oppose the following Executive Orders?

-Declaring it federal government policy that there are two sexes, male and female

	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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	591	175	194	146	76	369	222	105	119	125	89	145	224	359
	58%	58%	63%	56%	48%	61%	53%	49%	66%	59%	57%	58%	56%	58%
STRONGLY/SOMEWHAT OPPOSE	358	90	91	102	75	181	177	86	48	68	59	95	134	222
	35%	30%	30%	39%	47%	30%	42%	40%	26%	32%	38%	38%	34%	36%
Strongly support	432	131	143	108	50	274	158	75	89	94	57	112	163	263
	42%	44%	47%	41%	32%	45%	38%	35%	49%	44%	36%	45%	41%	42%
Somewhat support	159	44	51	38	26	95	64	30	31	31	32	33	61	96
	15%	15%	16%	15%	16%	16%	15%	14%	17%	15%	21%	13%	15%	16%
Somewhat oppose	118	35	33	27	23	67	51	28	16	25	14	33	44	72
	12%	12%	11%	10%	15%	11%	12%	13%	9%	12%	9%	13%	11%	12%
Strongly oppose	240	56	58	75	51	114	126	58	31	43	45	62	89	150
	23%	19%	19%	29%	33%	19%	30%	27%	17%	20%	29%	25%	22%	24%
Unsure	76	35	23	12	7	58	19	24	15	20	9	8	39	37
	7%	12%	7%	5%	4%	9%	4%	11%	8%	9%	6%	3%	10%	6%

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N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPuckExecutiveSupport_Gender] Do you support or oppose the following Executive Orders?

-Declaring it federal government policy that there are two sexes, male and female

	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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	591	293	180	334	132	125	187	93	95	144	259	189
	58%	57%	59%	66%	46%	55%	61%	66%	57%	50%	57%	66%
STRONGLY/SOMEWHAT OPPOSE	358	195	97	143	134	78	99	45	54	116	173	70
	35%	38%	32%	28%	46%	34%	33%	32%	33%	40%	38%	24%
Strongly support	432	202	142	243	98	91	129	65	64	108	183	141
	42%	39%	47%	48%	34%	40%	42%	46%	39%	37%	41%	49%
Somewhat support	159	91	38	90	34	34	58	28	31	36	76	47
	15%	18%	12%	18%	12%	15%	19%	20%	19%	12%	17%	16%
Somewhat oppose	118	68	27	53	41	24	40	18	22	37	57	23
	12%	13%	9%	10%	14%	11%	13%	13%	13%	13%	13%	8%
Strongly oppose	240	127	70	91	93	54	60	27	32	79	115	46
	23%	25%	23%	18%	32%	24%	20%	20%	19%	27%	26%	16%
Unsure	76	29	29	29	23	24	18	2	16	29	20	28
	7%	6%	9%	6%	8%	10%	6%	1%	10%	10%	4%	10%

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N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPuckExecutiveSupport_Gender] Do you support or oppose the following Executive Orders?

-Declaring it federal government policy that there are two sexes, male and female

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	591	356	134	101	347	165	59	430	125	260	146	456	97
	58%	88%	55%	27%	87%	55%	20%	88%	27%	92%	85%	88%	22%
STRONGLY/SOMEWHAT OPPOSE	358	32	87	239	37	102	214	33	296	13	18	34	307
	35%	8%	36%	63%	9%	34%	73%	7%	64%	5%	10%	7%	70%
Strongly support	432	292	88	52	285	100	31	356	55	227	104	365	47
	42%	72%	36%	14%	72%	33%	11%	73%	12%	80%	61%	70%	11%
Somewhat support	159	64	46	49	61	66	28	74	71	33	42	91	49
	15%	16%	19%	13%	15%	22%	10%	15%	15%	12%	25%	18%	11%
Somewhat oppose	118	19	24	75	23	47	47	19	90	5	11	19	92
	12%	5%	10%	20%	6%	15%	16%	4%	19%	2%	7%	4%	21%
Strongly oppose	240	13	62	164	14	55	166	15	206	8	6	16	216
	23%	3%	26%	44%	4%	18%	57%	3%	44%	3%	4%	3%	49%
Unsure	76	17	22	37	14	36	20	26	42	11	8	30	36
	7%	4%	9%	10%	4%	12%	7%	5%	9%	4%	4%	6%	8%

Echelon Insights
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N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPuckExecutiveSupport_DEI] Do you support or oppose the following Executive Orders?

-Ending diversity, equity, and inclusion (DEI) programs in the federal government

	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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	467	270	197	75	105	131	155	180	286	374	29	36	28
	46%	57%	36%	36%	44%	46%	53%	40%	50%	52%	25%	32%	40%
STRONGLY/SOMEWHAT OPPOSE	413	168	243	96	93	122	102	189	224	252	66	59	37
	40%	35%	44%	46%	39%	43%	35%	42%	39%	35%	56%	52%	53%
Strongly support	323	193	131	46	71	89	117	117	206	257	17	31	18
	32%	41%	24%	22%	30%	32%	40%	26%	36%	35%	14%	28%	26%
Somewhat support	143	77	66	29	34	42	39	63	80	117	12	5	10
	14%	16%	12%	14%	14%	15%	13%	14%	14%	16%	10%	4%	14%
Somewhat oppose	131	54	77	32	34	35	30	66	65	76	23	17	15
	13%	11%	14%	15%	14%	12%	10%	15%	11%	10%	20%	15%	22%
Strongly oppose	282	114	167	64	59	87	72	123	159	176	43	41	22
	28%	24%	30%	31%	25%	31%	25%	28%	28%	24%	37%	37%	32%
Unsure	146	38	107	37	41	30	37	78	67	100	23	18	5
	14%	8%	20%	18%	17%	11%	13%	18%	12%	14%	19%	16%	7%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPuckExecutiveSupport_DEI] Do you support or oppose the following Executive Orders?

-Ending diversity, equity, and inclusion (DEI) programs in the federal government

	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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	467	116	150	128	73	266	200	74	87	92	78	132	162	302
	46%	39%	49%	49%	46%	44%	48%	34%	48%	43%	50%	53%	41%	49%
STRONGLY/SOMEWHAT OPPOSE	413	109	116	111	78	224	189	96	68	80	67	99	164	246
	40%	36%	38%	43%	50%	37%	45%	44%	38%	37%	43%	40%	41%	40%
Strongly support	323	78	110	92	43	188	135	51	62	64	50	93	113	207
	32%	26%	36%	35%	27%	31%	32%	24%	34%	30%	32%	38%	29%	33%
Somewhat support	143	38	40	36	30	78	65	23	25	28	28	38	48	95
	14%	13%	13%	14%	19%	13%	16%	11%	14%	13%	18%	15%	12%	15%
Somewhat oppose	131	42	37	28	25	78	53	35	21	32	17	25	56	74
	13%	14%	12%	11%	16%	13%	13%	16%	11%	15%	11%	10%	14%	12%
Strongly oppose	282	67	79	83	53	146	136	61	48	48	51	73	108	172
	28%	22%	26%	32%	34%	24%	33%	28%	26%	22%	32%	30%	27%	28%
Unsure	146	75	43	22	6	117	28	45	26	42	12	17	71	71
	14%	25%	14%	8%	4%	19%	7%	21%	14%	20%	8%	7%	18%	11%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPuckExecutiveSupport_DEI] Do you support or oppose the following Executive Orders?

-Ending diversity, equity, and inclusion (DEI) programs in the federal government

	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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	467	227	160	270	99	97	131	83	48	110	217	140
	46%	44%	52%	53%	34%	43%	43%	59%	29%	38%	48%	49%
STRONGLY/SOMEWHAT OPPOSE	413	224	112	180	140	91	129	49	80	136	187	91
	40%	43%	37%	35%	48%	40%	42%	35%	48%	47%	41%	32%
Strongly support	323	147	116	198	64	61	78	51	27	69	151	104
	32%	28%	38%	39%	22%	27%	25%	36%	16%	24%	33%	36%
Somewhat support	143	80	44	72	35	36	53	32	21	42	66	36
	14%	15%	14%	14%	12%	16%	17%	23%	13%	14%	15%	13%
Somewhat oppose	131	72	32	60	42	29	45	19	26	39	57	35
	13%	14%	11%	12%	14%	13%	15%	14%	16%	14%	13%	12%
Strongly oppose	282	152	80	120	98	62	84	30	54	96	130	56
	28%	29%	26%	24%	34%	27%	27%	21%	32%	33%	29%	20%
Unsure	146	66	34	56	51	39	46	8	38	42	48	56
	14%	13%	11%	11%	18%	17%	15%	6%	23%	15%	11%	19%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPuckExecutiveSupport_DEI] Do you support or oppose the following Executive Orders?

-Ending diversity, equity, and inclusion (DEI) programs in the federal government

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	467	302	104	60	312	115	32	370	72	223	125	389	59
	46%	75%	43%	16%	79%	38%	11%	76%	16%	78%	73%	75%	13%
STRONGLY/SOMEWHAT OPPOSE	413	45	98	270	42	128	237	46	337	22	22	57	339
	40%	11%	40%	71%	11%	42%	81%	9%	73%	8%	13%	11%	77%
Strongly support	323	231	65	27	241	58	18	283	32	181	85	290	28
	32%	57%	27%	7%	61%	19%	6%	58%	7%	64%	50%	56%	6%
Somewhat support	143	70	39	33	71	57	14	87	40	42	40	99	31
	14%	17%	16%	9%	18%	19%	5%	18%	9%	15%	23%	19%	7%
Somewhat oppose	131	34	28	68	26	56	49	36	87	17	16	42	80
	13%	8%	12%	18%	7%	18%	17%	7%	19%	6%	9%	8%	18%
Strongly oppose	282	11	70	201	16	72	189	10	250	5	7	15	259
	28%	3%	29%	53%	4%	24%	65%	2%	54%	2%	4%	3%	59%
Unsure	146	58	40	48	44	59	23	73	54	40	24	75	43
	14%	14%	17%	13%	11%	20%	8%	15%	12%	14%	14%	14%	10%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPriority_Inflation] How big of a priority do you consider each of the following for Donald Trump to tackle as he assumes the presidency?

-Reducing the cost of living

	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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
MUST BE THE FIRST PRIORITY/ONE OF THE HIGHEST PRIORITIES	876	406	467	172	201	247	255	374	502	619	100	91	66
	85%	85%	85%	82%	84%	87%	87%	83%	87%	85%	85%	81%	94%
NOT A VERY HIGH/NOT AT ALL A PRIORITY	47	23	24	12	12	12	11	24	23	36	4	5	3
	5%	5%	4%	6%	5%	4%	4%	5%	4%	5%	3%	4%	4%
Must be the first priority	488	211	273	118	114	126	129	232	256	319	64	61	43
	48%	44%	50%	56%	48%	45%	44%	52%	44%	44%	55%	54%	61%
One of the highest priorities	388	195	194	54	87	121	126	142	247	299	36	30	23
	38%	41%	35%	26%	37%	43%	43%	32%	43%	41%	30%	27%	33%
Something to tackle after higher-priority items	78	41	36	16	18	20	25	34	44	60	4	12	1
	8%	9%	7%	8%	7%	7%	8%	8%	8%	8%	4%	11%	2%
Not a very high priority	20	9	11	6	3	4	6	9	10	18	-	2	-
	2%	2%	2%	3%	1%	1%	2%	2%	2%	2%		2%	
Not at all a priority	27	14	13	6	9	8	4	15	12	18	4	3	3
	3%	3%	2%	3%	4%	3%	2%	3%	2%	3%	3%	2%	4%
Unsure	25	5	20	8	8	5	4	16	8	11	10	5	-
	2%	1%	4%	4%	3%	2%	1%	4%	1%	1%	8%	4%	

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPriority_Inflation] How big of a priority do you consider each of the following for Donald Trump to tackle as he assumes the presidency?

-Reducing the cost of living

	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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MUST BE THE FIRST PRIORITY/ONE OF THE HIGHEST PRIORITIES	876	256	266	220	134	522	354	175	158	186	131	216	332	534
	85%	85%	86%	84%	85%	86%	85%	81%	87%	87%	83%	87%	84%	86%
NOT A VERY HIGH/NOT AT ALL A PRIORITY	47	15	12	13	6	27	20	18	5	6	9	9	23	24
	5%	5%	4%	5%	4%	4%	5%	8%	3%	3%	6%	4%	6%	4%
Must be the first priority	488	151	159	121	58	309	178	106	90	114	77	94	195	285
	48%	50%	51%	46%	37%	51%	43%	49%	49%	53%	49%	38%	49%	46%
One of the highest priorities	388	105	107	99	76	213	176	69	68	72	54	122	137	248
	38%	35%	35%	38%	48%	35%	42%	32%	38%	34%	34%	50%	35%	40%
Something to tackle after higher-priority items	78	16	25	24	13	40	37	11	16	13	17	20	28	50
	8%	5%	8%	9%	8%	7%	9%	5%	9%	6%	11%	8%	7%	8%
Not a very high priority	20	5	5	6	4	10	10	6	2	3	7	1	8	12
	2%	2%	2%	2%	2%	2%	2%	3%	1%	2%	4%	1%	2%	2%
Not at all a priority	27	10	7	7	3	17	10	12	3	2	2	8	15	12
	3%	3%	2%	3%	2%	3%	2%	6%	2%	1%	1%	3%	4%	2%
Unsure	25	13	5	3	4	18	7	11	2	9	0	2	13	11
	2%	4%	2%	1%	2%	3%	2%	5%	1%	4%	*%	1%	3%	2%

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N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPriority_Inflation] How big of a priority do you consider each of the following for Donald Trump to tackle as he assumes the presidency?

-Reducing the cost of living

	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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
MUST BE THE FIRST PRIORITY/ONE OF THE HIGHEST PRIORITIES	876	447	257	437	235	202	260	119	140	246	387	243
	85%	86%	84%	86%	81%	89%	85%	85%	85%	85%	86%	85%
NOT A VERY HIGH/NOT AT ALL A PRIORITY	47	25	14	16	24	7	15	9	6	12	21	14
	5%	5%	5%	3%	8%	3%	5%	6%	4%	4%	5%	5%
Must be the first priority	488	264	120	224	153	108	149	67	82	151	215	122
	48%	51%	39%	44%	53%	48%	49%	48%	49%	52%	48%	42%
One of the highest priorities	388	183	137	212	83	93	111	53	59	95	172	121
	38%	35%	45%	42%	29%	41%	36%	38%	35%	33%	38%	42%
Something to tackle after higher-priority items	78	36	29	44	18	16	26	11	15	24	32	22
	8%	7%	9%	9%	6%	7%	9%	8%	9%	8%	7%	8%
Not a very high priority	20	9	8	7	10	3	9	4	5	8	6	6
	2%	2%	2%	1%	4%	1%	3%	3%	3%	3%	1%	2%
Not at all a priority	27	16	6	9	14	4	7	5	2	4	15	8
	3%	3%	2%	2%	5%	2%	2%	3%	1%	1%	3%	3%
Unsure	25	9	6	10	12	3	4	-	4	7	10	8
	2%	2%	2%	2%	4%	1%	1%		2%	2%	2%	3%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPriority_Inflation] How big of a priority do you consider each of the following for Donald Trump to tackle as he assumes the presidency?

-Reducing the cost of living

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
MUST BE THE FIRST PRIORITY/ONE OF THE HIGHEST PRIORITIES	876	358	200	318	352	255	241	432	382	251	154	456	368
	85%	88%	82%	84%	89%	84%	82%	88%	82%	88%	90%	88%	84%
NOT A VERY HIGH/NOT AT ALL A PRIORITY	47	7	12	27	6	17	23	6	35	3	3	9	36
	5%	2%	5%	7%	2%	6%	8%	1%	8%	1%	1%	2%	8%
Must be the first priority	488	205	107	176	188	156	128	233	213	143	78	245	210
	48%	51%	44%	47%	47%	52%	44%	48%	46%	50%	46%	47%	48%
One of the highest priorities	388	153	93	142	164	99	113	199	169	108	76	212	158
	38%	38%	38%	38%	41%	33%	39%	41%	36%	38%	44%	41%	36%
Something to tackle after higher-priority items	78	34	24	19	35	24	20	44	30	28	12	47	28
	8%	8%	10%	5%	9%	8%	7%	9%	7%	10%	7%	9%	6%
Not a very high priority	20	4	4	12	4	6	10	4	13	2	3	7	12
	2%	1%	2%	3%	1%	2%	3%	1%	3%	1%	1%	1%	3%
Not at all a priority	27	3	8	15	2	11	13	2	22	1	-	2	24
	3%	1%	3%	4%	*%	4%	4%	*%	5%	*%		*%	5%
Unsure	25	6	7	12	4	6	9	6	16	2	4	8	9
	2%	1%	3%	3%	1%	2%	3%	1%	3%	1%	2%	2%	2%

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N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPriority_DeportCriminals] How big of a priority do you consider each of the following for Donald Trump to tackle as he assumes the presidency?

-Deporting illegal immigrants who have committed other crimes or have outstanding deportation orders

	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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
MUST BE THE FIRST PRIORITY/ONE OF THE HIGHEST PRIORITIES	645	319	325	100	135	190	221	234	411	481	57	62	45
	63%	67%	59%	48%	56%	67%	75%	52%	71%	66%	49%	55%	65%
NOT A VERY HIGH/NOT AT ALL A PRIORITY	163	72	90	54	41	42	26	95	69	107	24	20	13
	16%	15%	16%	26%	17%	15%	9%	21%	12%	15%	20%	18%	18%
Must be the first priority	312	140	171	41	52	98	122	92	220	236	26	29	21
	30%	29%	31%	19%	22%	35%	42%	21%	38%	32%	23%	26%	31%
One of the highest priorities	333	179	153	59	83	92	99	142	191	245	31	33	24
	32%	38%	28%	28%	35%	32%	34%	32%	33%	34%	26%	29%	34%
Something to tackle after higher-priority items	181	81	101	44	54	45	38	99	83	119	25	26	12
	18%	17%	18%	21%	23%	16%	13%	22%	14%	16%	21%	23%	17%
Not a very high priority	70	33	36	20	15	25	10	35	34	43	15	8	3
	7%	7%	7%	10%	6%	9%	3%	8%	6%	6%	13%	7%	5%
Not at all a priority	94	39	53	34	25	18	17	59	34	64	8	12	9
	9%	8%	10%	16%	11%	6%	6%	13%	6%	9%	7%	11%	13%
Unsure	36	4	32	11	9	7	9	20	16	18	12	5	0
	4%	1%	6%	5%	4%	2%	3%	5%	3%	3%	10%	5%	*%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPriority_DeportCriminals] How big of a priority do you consider each of the following for Donald Trump to tackle as he assumes the presidency?

-Deporting illegal immigrants who have committed other crimes or have outstanding deportation orders

	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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MUST BE THE FIRST PRIORITY/ONE OF THE HIGHEST PRIORITIES	645	193	207	159	86	400	245	121	126	136	97	159	247	392
	63%	64%	67%	61%	55%	66%	59%	56%	69%	64%	61%	64%	62%	63%
NOT A VERY HIGH/NOT AT ALL A PRIORITY	163	39	42	55	27	81	82	43	24	26	25	43	68	94
	16%	13%	14%	21%	17%	13%	20%	20%	13%	12%	16%	17%	17%	15%
Must be the first priority	312	90	108	77	38	198	115	63	62	74	40	71	125	186
	30%	30%	35%	29%	24%	33%	27%	29%	34%	35%	26%	29%	32%	30%
One of the highest priorities	333	103	99	82	48	203	130	58	64	62	56	88	122	206
	32%	35%	32%	31%	30%	33%	31%	27%	35%	29%	36%	36%	31%	33%
Something to tackle after higher-priority items	181	48	50	44	40	97	84	39	25	41	33	42	63	116
	18%	16%	16%	17%	25%	16%	20%	18%	14%	19%	21%	17%	16%	19%
Not a very high priority	70	18	17	25	10	35	34	17	12	11	12	17	29	40
	7%	6%	6%	9%	6%	6%	8%	8%	7%	5%	7%	7%	7%	6%
Not at all a priority	94	21	25	30	18	46	48	26	13	14	14	26	39	54
	9%	7%	8%	12%	11%	8%	11%	12%	7%	7%	9%	11%	10%	9%
Unsure	36	20	9	2	5	29	7	12	7	11	2	3	19	16
	4%	7%	3%	1%	3%	5%	2%	5%	4%	5%	1%	1%	5%	3%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPriority_DeportCriminals] How big of a priority do you consider each of the following for Donald Trump to tackle as he assumes the presidency?

-Deporting illegal immigrants who have committed other crimes or have outstanding deportation orders

	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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
MUST BE THE FIRST PRIORITY/ONE OF THE HIGHEST PRIORITIES	645	287	228	357	136	151	194	98	95	158	289	199
	63%	56%	75%	71%	47%	67%	63%	70%	58%	55%	64%	69%
NOT A VERY HIGH/NOT AT ALL A PRIORITY	163	107	27	56	77	30	47	22	25	52	67	44
	16%	21%	9%	11%	26%	13%	15%	16%	15%	18%	15%	15%
Must be the first priority	312	127	120	170	66	77	84	33	50	77	124	111
	30%	25%	39%	33%	23%	34%	28%	24%	30%	27%	28%	39%
One of the highest priorities	333	159	108	188	70	75	110	65	45	81	164	87
	32%	31%	35%	37%	24%	33%	36%	46%	27%	28%	36%	31%
Something to tackle after higher-priority items	181	113	38	81	59	40	60	20	40	68	82	31
	18%	22%	12%	16%	21%	18%	20%	14%	24%	24%	18%	11%
Not a very high priority	70	51	9	27	29	13	23	10	13	24	26	20
	7%	10%	3%	5%	10%	6%	8%	7%	8%	8%	6%	7%
Not at all a priority	94	56	18	29	47	16	23	11	12	28	42	24
	9%	11%	6%	6%	16%	7%	8%	8%	7%	10%	9%	8%
Unsure	36	10	13	13	17	6	5	-	5	10	13	13
	4%	2%	4%	3%	6%	3%	2%		3%	4%	3%	5%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPriority_DeportCriminals] How big of a priority do you consider each of the following for Donald Trump to tackle as he assumes the presidency?

-Deporting illegal immigrants who have committed other crimes or have outstanding deportation orders

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
MUST BE THE FIRST PRIORITY/ONE OF THE HIGHEST PRIORITIES	645	352	144	149	350	178	99	432	180	258	148	450	157
	63%	87%	59%	40%	88%	59%	34%	88%	39%	91%	86%	86%	36%
NOT A VERY HIGH/NOT AT ALL A PRIORITY	163	11	50	102	14	51	96	13	130	8	2	17	142
	16%	3%	21%	27%	4%	17%	33%	3%	28%	3%	1%	3%	32%
Must be the first priority	312	197	63	53	203	65	35	233	64	152	71	242	55
	30%	49%	26%	14%	51%	22%	12%	48%	14%	53%	41%	46%	13%
One of the highest priorities	333	155	81	97	147	113	63	199	115	106	77	208	102
	32%	38%	33%	26%	37%	37%	22%	41%	25%	37%	45%	40%	23%
Something to tackle after higher-priority items	181	36	41	104	28	63	83	36	127	15	19	42	126
	18%	9%	17%	28%	7%	21%	28%	7%	27%	5%	11%	8%	29%
Not a very high priority	70	8	18	44	5	29	35	9	54	5	2	12	57
	7%	2%	7%	12%	1%	10%	12%	2%	12%	2%	1%	2%	13%
Not at all a priority	94	2	33	59	10	21	61	4	76	3	1	6	85
	9%	1%	13%	16%	2%	7%	21%	1%	16%	1%	*%	1%	19%
Unsure	36	6	8	22	5	11	15	8	26	3	3	11	16
	4%	2%	3%	6%	1%	4%	5%	2%	6%	1%	2%	2%	4%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPriority_DeportAll] How big of a priority do you consider each of the following for Donald Trump to tackle as he assumes the presidency?

-Deporting all 20 million illegal immigrants in the U.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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
MUST BE THE FIRST PRIORITY/ONE OF THE HIGHEST PRIORITIES	425	220	205	72	96	118	140	168	258	321	40	37	27
	41%	46%	38%	34%	40%	42%	48%	37%	45%	44%	34%	33%	38%
NOT A VERY HIGH/NOT AT ALL A PRIORITY	352	147	201	91	73	106	82	164	188	223	47	52	30
	34%	31%	37%	43%	31%	37%	28%	37%	33%	31%	40%	46%	42%
Must be the first priority	172	87	85	26	44	48	54	70	102	123	20	17	13
	17%	18%	16%	13%	19%	17%	18%	16%	18%	17%	17%	15%	18%
One of the highest priorities	253	133	120	46	52	70	86	97	156	198	21	21	14
	25%	28%	22%	22%	22%	25%	29%	22%	27%	27%	18%	18%	20%
Something to tackle after higher-priority items	210	98	112	37	52	52	68	89	121	156	22	19	12
	20%	21%	20%	18%	22%	19%	23%	20%	21%	22%	19%	17%	17%
Not a very high priority	135	48	85	30	35	45	24	65	69	75	25	19	15
	13%	10%	16%	14%	15%	16%	8%	15%	12%	10%	22%	17%	22%
Not at all a priority	217	99	116	61	38	60	58	99	118	148	22	32	15
	21%	21%	21%	29%	16%	21%	20%	22%	20%	20%	19%	29%	21%
Unsure	38	10	28	10	18	7	4	27	11	25	7	5	1
	4%	2%	5%	5%	7%	3%	1%	6%	2%	3%	6%	4%	2%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPriority_DeportAll] How big of a priority do you consider each of the following for Donald Trump to tackle as he assumes the presidency?

-Deporting all 20 million illegal immigrants in the U.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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MUST BE THE FIRST PRIORITY/ONE OF THE HIGHEST PRIORITIES	425	133	139	103	50	272	153	80	77	88	65	109	157	263
	41%	44%	45%	40%	32%	45%	37%	37%	42%	41%	41%	44%	40%	43%
NOT A VERY HIGH/NOT AT ALL A PRIORITY	352	84	96	102	70	180	172	77	58	62	59	93	135	214
	34%	28%	31%	39%	45%	30%	41%	36%	32%	29%	38%	38%	34%	35%
Must be the first priority	172	63	54	39	16	117	55	32	29	46	23	41	61	110
	17%	21%	17%	15%	10%	19%	13%	15%	16%	22%	14%	17%	15%	18%
One of the highest priorities	253	70	85	65	33	156	98	48	48	42	43	69	96	153
	25%	23%	28%	25%	21%	26%	23%	23%	26%	20%	27%	28%	24%	25%
Something to tackle after higher-priority items	210	67	63	51	29	130	79	40	42	55	31	39	82	125
	20%	22%	20%	20%	18%	21%	19%	19%	23%	26%	20%	16%	21%	20%
Not a very high priority	135	40	35	38	22	75	59	24	29	23	19	37	53	79
	13%	13%	11%	14%	14%	12%	14%	11%	16%	11%	12%	15%	13%	13%
Not at all a priority	217	43	61	64	49	104	113	53	29	38	40	56	82	135
	21%	14%	20%	25%	31%	17%	27%	25%	16%	18%	25%	23%	21%	22%
Unsure	38	16	10	4	9	25	13	18	4	9	2	5	22	16
	4%	5%	3%	2%	6%	4%	3%	8%	2%	4%	1%	2%	6%	3%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPriority_DeportAll] How big of a priority do you consider each of the following for Donald Trump to tackle as he assumes the presidency?

-Deporting all 20 million illegal immigrants in the U.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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
MUST BE THE FIRST PRIORITY/ONE OF THE HIGHEST PRIORITIES	425	200	144	244	92	89	145	74	70	96	188	142
	41%	39%	47%	48%	32%	39%	47%	53%	43%	33%	42%	49%
NOT A VERY HIGH/NOT AT ALL A PRIORITY	352	195	88	150	122	78	91	32	59	109	167	76
	34%	38%	29%	30%	42%	34%	30%	23%	35%	38%	37%	26%
Must be the first priority	172	73	61	92	39	41	58	26	31	41	66	65
	17%	14%	20%	18%	13%	18%	19%	19%	19%	14%	15%	23%
One of the highest priorities	253	127	83	153	54	47	87	48	39	55	122	77
	25%	25%	27%	30%	19%	21%	28%	34%	24%	19%	27%	27%
Something to tackle after higher-priority items	210	107	66	98	59	51	60	31	29	72	83	55
	20%	21%	22%	19%	21%	23%	20%	22%	18%	25%	18%	19%
Not a very high priority	135	78	29	59	45	31	45	11	33	44	72	19
	13%	15%	9%	12%	15%	13%	15%	8%	20%	15%	16%	7%
Not at all a priority	217	116	59	91	77	47	47	21	26	65	95	57
	21%	23%	19%	18%	27%	21%	15%	15%	15%	23%	21%	20%
Unsure	38	15	8	14	15	9	10	3	7	11	13	14
	4%	3%	3%	3%	5%	4%	3%	2%	4%	4%	3%	5%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPriority_DeportAll] How big of a priority do you consider each of the following for Donald Trump to tackle as he assumes the presidency?

-Deporting all 20 million illegal immigrants in the U.S.

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
MUST BE THE FIRST PRIORITY/ONE OF THE HIGHEST PRIORITIES	425	270	83	72	269	106	39	334	75	215	100	345	64
	41%	67%	34%	19%	68%	35%	13%	68%	16%	76%	58%	66%	15%
NOT A VERY HIGH/NOT AT ALL A PRIORITY	352	39	94	218	41	105	195	46	268	18	21	55	279
	34%	10%	39%	58%	10%	35%	67%	9%	58%	6%	12%	11%	63%
Must be the first priority	172	120	30	23	116	35	17	140	27	98	37	144	25
	17%	30%	12%	6%	29%	11%	6%	29%	6%	34%	22%	28%	6%
One of the highest priorities	253	150	53	50	153	71	22	193	48	117	63	202	40
	25%	37%	22%	13%	39%	24%	7%	40%	10%	41%	36%	39%	9%
Something to tackle after higher-priority items	210	87	52	71	80	75	47	99	95	48	46	105	84
	20%	21%	21%	19%	20%	25%	16%	20%	20%	17%	27%	20%	19%
Not a very high priority	135	22	41	71	25	46	55	33	85	10	13	38	86
	13%	6%	17%	19%	6%	15%	19%	7%	18%	4%	8%	7%	19%
Not at all a priority	217	17	53	147	16	59	140	14	183	8	7	16	193
	21%	4%	22%	39%	4%	19%	48%	3%	39%	3%	4%	3%	44%
Unsure	38	9	14	15	7	17	11	10	25	3	6	16	14
	4%	2%	6%	4%	2%	6%	4%	2%	5%	1%	3%	3%	3%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPriority_TaxCuts] How big of a priority do you consider each of the following for Donald Trump to tackle as he assumes the presidency?

-Renewing the Trump tax cuts

	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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
MUST BE THE FIRST PRIORITY/ONE OF THE HIGHEST PRIORITIES	420	224	195	73	101	119	127	174	246	316	33	39	31
	41%	47%	36%	35%	42%	42%	43%	39%	43%	44%	28%	35%	44%
NOT A VERY HIGH/NOT AT ALL A PRIORITY	271	127	142	59	57	82	73	116	155	186	34	33	18
	26%	27%	26%	28%	24%	29%	25%	26%	27%	26%	29%	29%	26%
Must be the first priority	134	69	64	20	29	40	45	49	85	97	13	14	12
	13%	15%	12%	10%	12%	14%	15%	11%	15%	13%	11%	12%	17%
One of the highest priorities	285	155	130	53	72	79	82	125	160	220	20	26	20
	28%	33%	24%	25%	30%	28%	28%	28%	28%	30%	17%	23%	28%
Something to tackle after higher-priority items	193	86	108	42	46	51	55	88	106	135	27	20	11
	19%	18%	20%	20%	19%	18%	19%	20%	18%	19%	23%	18%	16%
Not a very high priority	75	36	40	19	17	18	21	36	39	52	9	9	4
	7%	7%	7%	9%	7%	6%	7%	8%	7%	7%	8%	8%	6%
Not at all a priority	196	92	102	40	40	64	52	80	116	133	25	24	14
	19%	19%	19%	19%	17%	23%	18%	18%	20%	18%	21%	21%	20%
Unsure	142	38	102	35	35	32	39	70	71	89	24	20	9
	14%	8%	19%	17%	15%	11%	13%	16%	12%	12%	20%	18%	13%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPriority_TaxCuts] How big of a priority do you consider each of the following for Donald Trump to tackle as he assumes the presidency?

-Renewing the Trump tax cuts

	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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MUST BE THE FIRST PRIORITY/ONE OF THE HIGHEST PRIORITIES	420	113	123	118	65	236	183	62	80	95	63	114	141	272
	41%	38%	40%	45%	41%	39%	44%	29%	44%	44%	40%	46%	36%	44%
NOT A VERY HIGH/NOT AT ALL A PRIORITY	271	63	76	75	56	140	131	64	38	47	50	70	102	167
	26%	21%	25%	29%	36%	23%	31%	30%	21%	22%	32%	28%	26%	27%
Must be the first priority	134	42	41	34	17	83	51	26	20	30	17	39	46	87
	13%	14%	13%	13%	11%	14%	12%	12%	11%	14%	11%	16%	12%	14%
One of the highest priorities	285	71	82	84	48	153	132	36	60	64	47	75	95	186
	28%	24%	27%	32%	30%	25%	32%	17%	33%	30%	30%	30%	24%	30%
Something to tackle after higher-priority items	193	69	63	41	20	132	61	43	43	45	26	35	86	106
	19%	23%	20%	16%	13%	22%	15%	20%	23%	21%	16%	14%	22%	17%
Not a very high priority	75	21	26	15	12	47	28	22	13	13	10	17	35	40
	7%	7%	8%	6%	8%	8%	7%	10%	7%	6%	7%	7%	9%	6%
Not at all a priority	196	42	51	59	44	93	103	42	26	34	40	53	67	127
	19%	14%	16%	23%	28%	15%	25%	19%	14%	16%	25%	22%	17%	21%
Unsure	142	54	45	26	16	100	42	46	21	26	19	28	67	73
	14%	18%	15%	10%	10%	16%	10%	21%	11%	12%	12%	11%	17%	12%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPriority_TaxCuts] How big of a priority do you consider each of the following for Donald Trump to tackle as he assumes the presidency?

-Renewing the Trump tax cuts

	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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
MUST BE THE FIRST PRIORITY/ONE OF THE HIGHEST PRIORITIES	420	223	130	244	95	81	141	78	63	105	182	132
	41%	43%	42%	48%	33%	36%	46%	56%	38%	36%	40%	46%
NOT A VERY HIGH/NOT AT ALL A PRIORITY	271	143	80	113	90	66	71	27	44	87	126	58
	26%	28%	26%	22%	31%	29%	23%	19%	26%	30%	28%	20%
Must be the first priority	134	60	51	78	27	29	37	18	18	33	56	46
	13%	12%	17%	15%	9%	13%	12%	13%	11%	11%	12%	16%
One of the highest priorities	285	163	79	166	67	51	104	60	45	72	127	86
	28%	31%	26%	33%	23%	23%	34%	43%	27%	25%	28%	30%
Something to tackle after higher-priority items	193	88	58	87	55	51	64	25	39	66	71	56
	19%	17%	19%	17%	19%	23%	21%	18%	23%	23%	16%	20%
Not a very high priority	75	37	21	30	25	19	22	7	15	21	36	18
	7%	7%	7%	6%	9%	8%	7%	5%	9%	7%	8%	6%
Not at all a priority	196	106	59	83	65	48	49	20	29	66	89	40
	19%	21%	19%	16%	22%	21%	16%	15%	17%	23%	20%	14%
Unsure	142	63	38	61	50	29	30	10	20	30	72	40
	14%	12%	12%	12%	17%	13%	10%	7%	12%	10%	16%	14%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPriority_TaxCuts] How big of a priority do you consider each of the following for Donald Trump to tackle as he assumes the presidency?

-Renewing the Trump tax cuts

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
MUST BE THE FIRST PRIORITY/ONE OF THE HIGHEST PRIORITIES	420	283	82	54	271	104	31	330	72	200	117	344	54
	41%	70%	34%	14%	68%	34%	11%	67%	16%	70%	68%	66%	12%
NOT A VERY HIGH/NOT AT ALL A PRIORITY	271	25	67	179	20	78	172	23	227	14	9	25	236
	26%	6%	28%	47%	5%	26%	59%	5%	49%	5%	5%	5%	53%
Must be the first priority	134	93	23	18	84	34	11	106	24	75	27	111	17
	13%	23%	10%	5%	21%	11%	4%	22%	5%	26%	15%	21%	4%
One of the highest priorities	285	190	59	36	187	69	20	223	48	125	90	233	36
	28%	47%	24%	10%	47%	23%	7%	46%	10%	44%	53%	45%	8%
Something to tackle after higher-priority items	193	68	53	73	77	68	43	103	78	55	28	112	74
	19%	17%	22%	19%	19%	22%	15%	21%	17%	19%	17%	21%	17%
Not a very high priority	75	21	21	33	15	28	32	20	45	14	8	21	45
	7%	5%	8%	9%	4%	9%	11%	4%	10%	5%	4%	4%	10%
Not at all a priority	196	4	46	145	4	50	140	3	182	0	1	4	190
	19%	1%	19%	39%	1%	17%	48%	1%	39%	*%	1%	1%	43%
Unsure	142	29	42	71	29	53	46	33	86	16	17	41	77
	14%	7%	17%	19%	7%	17%	16%	7%	19%	6%	10%	8%	17%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPriority_DOGE] How big of a priority do you consider each of the following for Donald Trump to tackle as he assumes the presidency?

-Supporting the Department of Government Efficiency's plans to cut trillions of dollars in spending

	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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
MUST BE THE FIRST PRIORITY/ONE OF THE HIGHEST PRIORITIES	487	249	236	75	120	144	148	195	292	367	38	45	37
	47%	52%	43%	36%	50%	51%	50%	44%	50%	51%	33%	39%	52%
NOT A VERY HIGH/NOT AT ALL A PRIORITY	224	113	111	50	51	63	60	101	123	154	32	24	14
	22%	24%	20%	24%	21%	22%	20%	23%	21%	21%	27%	21%	20%
Must be the first priority	151	76	74	21	35	47	46	57	94	105	11	14	21
	15%	16%	13%	10%	15%	17%	16%	13%	16%	14%	9%	13%	30%
One of the highest priorities	336	173	162	54	84	96	101	138	198	262	27	30	16
	33%	36%	30%	26%	35%	34%	34%	31%	34%	36%	23%	27%	22%
Something to tackle after higher-priority items	222	91	131	54	48	52	67	102	119	155	23	28	15
	22%	19%	24%	26%	20%	18%	23%	23%	21%	21%	20%	25%	22%
Not a very high priority	88	45	42	24	20	23	20	44	43	61	14	6	6
	9%	9%	8%	12%	8%	8%	7%	10%	7%	8%	12%	6%	8%
Not at all a priority	137	68	69	26	31	40	40	57	80	93	18	18	8
	13%	14%	13%	12%	13%	14%	14%	13%	14%	13%	15%	16%	12%
Unsure	93	23	69	30	20	24	19	49	43	49	24	16	4
	9%	5%	13%	14%	8%	8%	7%	11%	8%	7%	20%	14%	6%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPriority_DOGE] How big of a priority do you consider each of the following for Donald Trump to tackle as he assumes the presidency?

-Supporting the Department of Government Efficiency's plans to cut trillions of dollars in spending

	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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MUST BE THE FIRST PRIORITY/ONE OF THE HIGHEST PRIORITIES	487	140	151	126	70	291	196	93	87	106	67	129	180	302
	47%	47%	49%	48%	44%	48%	47%	43%	48%	50%	43%	52%	45%	49%
NOT A VERY HIGH/NOT AT ALL A PRIORITY	224	58	56	63	48	114	110	52	29	46	35	61	81	142
	22%	19%	18%	24%	30%	19%	26%	24%	16%	21%	22%	25%	20%	23%
Must be the first priority	151	44	46	42	20	89	62	28	22	36	15	48	50	100
	15%	15%	15%	16%	13%	15%	15%	13%	12%	17%	10%	19%	13%	16%
One of the highest priorities	336	96	105	85	50	201	134	65	65	70	52	81	130	203
	33%	32%	34%	32%	32%	33%	32%	30%	36%	33%	33%	33%	33%	33%
Something to tackle after higher-priority items	222	63	69	60	30	132	90	42	43	39	48	49	85	135
	22%	21%	22%	23%	19%	22%	21%	20%	24%	18%	30%	20%	22%	22%
Not a very high priority	88	26	18	27	17	44	44	23	8	21	13	23	31	56
	9%	9%	6%	10%	11%	7%	11%	11%	4%	10%	8%	9%	8%	9%
Not at all a priority	137	32	38	36	31	70	67	28	21	25	22	39	50	86
	13%	11%	12%	14%	20%	12%	16%	13%	12%	12%	14%	16%	13%	14%
Unsure	93	39	32	12	10	71	22	29	22	23	7	8	51	38
	9%	13%	10%	5%	6%	12%	5%	13%	12%	11%	4%	3%	13%	6%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPriority_DOGE] How big of a priority do you consider each of the following for Donald Trump to tackle as he assumes the presidency?

-Supporting the Department of Government Efficiency's plans to cut trillions of dollars in spending

	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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
MUST BE THE FIRST PRIORITY/ONE OF THE HIGHEST PRIORITIES	487	236	155	272	99	115	160	84	76	122	217	148
	47%	46%	51%	54%	34%	51%	52%	60%	46%	42%	48%	52%
NOT A VERY HIGH/NOT AT ALL A PRIORITY	224	123	66	95	81	47	50	28	22	71	97	56
	22%	24%	21%	19%	28%	21%	16%	20%	14%	25%	22%	19%
Must be the first priority	151	70	58	92	27	31	44	20	23	36	69	46
	15%	14%	19%	18%	9%	14%	14%	14%	14%	13%	15%	16%
One of the highest priorities	336	166	97	180	72	84	116	64	52	86	148	102
	33%	32%	32%	36%	25%	37%	38%	46%	32%	30%	33%	36%
Something to tackle after higher-priority items	222	117	63	113	64	45	68	24	44	72	94	56
	22%	23%	21%	22%	22%	20%	22%	17%	27%	25%	21%	20%
Not a very high priority	88	52	20	38	33	16	18	9	9	23	41	24
	9%	10%	7%	8%	11%	7%	6%	6%	6%	8%	9%	8%
Not at all a priority	137	72	45	57	48	31	32	19	13	48	57	32
	13%	14%	15%	11%	17%	14%	10%	14%	8%	17%	13%	11%
Unsure	93	40	22	26	46	20	28	5	23	23	42	27
	9%	8%	7%	5%	16%	9%	9%	3%	14%	8%	9%	9%

Echelon Insights
January Omnibus 2025

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[QPriority_DOGE] How big of a priority do you consider each of the following for Donald Trump to tackle as he assumes the presidency?

-Supporting the Department of Government Efficiency's plans to cut trillions of dollars in spending

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
MUST BE THE FIRST PRIORITY/ONE OF THE HIGHEST PRIORITIES	487	295	103	88	292	129	51	358	104	214	123	369	91
	47%	73%	43%	23%	74%	43%	18%	73%	22%	75%	71%	71%	21%
NOT A VERY HIGH/NOT AT ALL A PRIORITY	224	17	62	146	16	68	139	18	188	10	6	25	194
	22%	4%	25%	39%	4%	23%	47%	4%	40%	4%	4%	5%	44%
Must be the first priority	151	98	27	26	92	36	15	114	26	81	29	115	25
	15%	24%	11%	7%	23%	12%	5%	23%	6%	28%	17%	22%	6%
One of the highest priorities	336	198	76	62	200	93	36	244	78	134	94	254	67
	33%	49%	31%	16%	50%	31%	12%	50%	17%	47%	55%	49%	15%
Something to tackle after higher-priority items	222	69	60	93	72	78	66	89	115	46	32	97	111
	22%	17%	25%	25%	18%	26%	22%	18%	25%	16%	19%	19%	25%
Not a very high priority	88	13	33	42	10	40	37	14	65	9	4	19	65
	9%	3%	14%	11%	3%	13%	13%	3%	14%	3%	2%	4%	15%
Not at all a priority	137	4	29	104	6	28	102	4	122	2	2	6	129
	13%	1%	12%	28%	2%	9%	35%	1%	26%	1%	1%	1%	29%
Unsure	93	24	18	51	17	28	37	24	58	13	10	29	44
	9%	6%	7%	14%	4%	9%	13%	5%	12%	5%	6%	6%	10%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPriority_Border] How big of a priority do you consider each of the following for Donald Trump to tackle as he assumes the presidency?

-Securing the southern border

	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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
MUST BE THE FIRST PRIORITY/ONE OF THE HIGHEST PRIORITIES	592	311	279	94	129	167	202	223	369	447	55	48	42
	58%	65%	51%	45%	54%	59%	69%	50%	64%	62%	47%	43%	59%
NOT A VERY HIGH/NOT AT ALL A PRIORITY	209	96	111	58	55	55	40	114	95	140	24	31	14
	20%	20%	20%	28%	23%	19%	14%	25%	16%	19%	21%	27%	20%
Must be the first priority	316	173	142	46	57	86	127	102	213	244	28	20	23
	31%	36%	26%	22%	24%	30%	43%	23%	37%	34%	24%	18%	33%
One of the highest priorities	276	138	137	49	72	80	75	121	156	203	27	28	18
	27%	29%	25%	23%	30%	28%	26%	27%	27%	28%	23%	25%	26%
Something to tackle after higher-priority items	178	62	116	44	43	52	40	87	92	115	23	26	15
	17%	13%	21%	21%	18%	18%	14%	19%	16%	16%	20%	23%	21%
Not a very high priority	96	41	55	22	33	26	14	55	41	63	10	17	6
	9%	9%	10%	11%	14%	9%	5%	12%	7%	9%	8%	15%	9%
Not at all a priority	113	55	56	36	22	29	25	59	54	77	15	14	8
	11%	12%	10%	17%	9%	10%	9%	13%	9%	11%	12%	12%	11%
Unsure	47	7	40	13	12	10	12	25	22	25	14	8	-
	5%	1%	7%	6%	5%	4%	4%	6%	4%	3%	12%	7%	

Echelon Insights
January Omnibus 2025
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[QPriority_Border] How big of a priority do you consider each of the following for Donald Trump to tackle as he assumes the presidency?

-Securing the southern border

	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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MUST BE THE FIRST PRIORITY/ONE OF THE HIGHEST PRIORITIES	592	181	180	157	74	361	231	114	111	131	80	151	224	362
	58%	60%	58%	60%	47%	59%	55%	53%	61%	61%	51%	61%	57%	59%
NOT A VERY HIGH/NOT AT ALL A PRIORITY	209	52	57	55	44	109	99	55	29	30	38	55	84	123
	20%	18%	18%	21%	28%	18%	24%	26%	16%	14%	24%	22%	21%	20%
Must be the first priority	316	97	108	71	40	205	111	58	65	72	44	75	122	191
	31%	32%	35%	27%	25%	34%	27%	27%	36%	34%	28%	30%	31%	31%
One of the highest priorities	276	84	72	86	34	156	120	56	46	58	37	76	102	171
	27%	28%	23%	33%	22%	26%	29%	26%	25%	27%	23%	31%	26%	28%
Something to tackle after higher-priority items	178	44	60	43	32	104	75	27	33	43	35	39	60	117
	17%	15%	19%	16%	21%	17%	18%	13%	18%	20%	22%	16%	15%	19%
Not a very high priority	96	21	26	24	24	47	49	20	18	13	21	22	38	56
	9%	7%	9%	9%	16%	8%	12%	9%	10%	6%	14%	9%	10%	9%
Not at all a priority	113	32	30	31	20	62	51	35	11	17	16	33	46	67
	11%	11%	10%	12%	12%	10%	12%	16%	6%	8%	10%	13%	12%	11%
Unsure	47	23	12	6	6	35	12	20	9	10	5	2	29	17
	5%	8%	4%	2%	4%	6%	3%	9%	5%	5%	3%	1%	7%	3%

Echelon Insights
January Omnibus 2025
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[QPriority_Border] How big of a priority do you consider each of the following for Donald Trump to tackle as he assumes the presidency?

-Securing the southern border

	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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
MUST BE THE FIRST PRIORITY/ONE OF THE HIGHEST PRIORITIES	592	274	206	328	126	137	183	95	88	152	254	186
	58%	53%	67%	65%	43%	60%	60%	68%	53%	53%	56%	65%
NOT A VERY HIGH/NOT AT ALL A PRIORITY	209	120	47	83	85	38	49	19	31	64	96	48
	20%	23%	15%	16%	29%	17%	16%	13%	19%	22%	21%	17%
Must be the first priority	316	142	123	172	63	81	93	45	48	73	131	111
	31%	28%	40%	34%	22%	35%	31%	32%	29%	25%	29%	39%
One of the highest priorities	276	131	83	156	62	57	90	50	40	78	123	75
	27%	25%	27%	31%	22%	25%	29%	36%	24%	27%	27%	26%
Something to tackle after higher-priority items	178	108	39	79	58	41	64	26	38	59	83	37
	17%	21%	13%	16%	20%	18%	21%	18%	23%	20%	18%	13%
Not a very high priority	96	64	18	40	37	18	28	9	18	30	46	20
	9%	12%	6%	8%	13%	8%	9%	7%	11%	10%	10%	7%
Not at all a priority	113	56	28	43	48	20	22	9	13	34	50	28
	11%	11%	9%	9%	17%	9%	7%	7%	8%	12%	11%	10%
Unsure	47	15	15	16	21	10	9	1	8	13	17	16
	5%	3%	5%	3%	7%	4%	3%	1%	5%	5%	4%	6%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPriority_Border] How big of a priority do you consider each of the following for Donald Trump to tackle as he assumes the presidency?
-Securing the southern border

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
MUST BE THE FIRST PRIORITY/ONE OF THE HIGHEST PRIORITIES	592	345	132	115	342	159	73	422	139	249	148	443	115
	58%	85%	54%	30%	86%	53%	25%	86%	30%	88%	86%	85%	26%
NOT A VERY HIGH/NOT AT ALL A PRIORITY	209	15	54	140	15	58	131	17	166	9	4	21	183
	20%	4%	22%	37%	4%	19%	45%	3%	36%	3%	2%	4%	42%
Must be the first priority	316	202	70	44	212	73	28	258	53	160	78	262	46
	31%	50%	29%	12%	53%	24%	10%	53%	12%	56%	45%	50%	11%
One of the highest priorities	276	143	62	71	131	87	46	164	85	89	70	181	69
	27%	35%	26%	19%	33%	29%	16%	34%	18%	31%	41%	35%	16%
Something to tackle after higher-priority items	178	37	47	95	35	69	68	40	127	22	15	42	122
	17%	9%	19%	25%	9%	23%	23%	8%	27%	8%	9%	8%	28%
Not a very high priority	96	10	22	64	9	29	55	10	76	8	3	13	82
	9%	2%	9%	17%	2%	10%	19%	2%	16%	3%	2%	3%	19%
Not at all a priority	113	5	32	76	6	29	77	6	90	1	1	7	102
	11%	1%	13%	20%	2%	10%	26%	1%	19%	1%	*%	1%	23%
Unsure	47	9	11	27	5	15	19	10	31	4	4	14	20
	5%	2%	4%	7%	1%	5%	7%	2%	7%	1%	3%	3%	5%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPriority_Territory] How big of a priority do you consider each of the following for Donald Trump to tackle as he assumes the presidency?

-Acquiring territories like Greenland or the Panama Canal

	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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
MUST BE THE FIRST PRIORITY/ONE OF THE HIGHEST PRIORITIES	128	88	40	30	38	35	25	68	60	84	16	21	7
	12%	18%	7%	14%	16%	13%	8%	15%	10%	12%	14%	19%	10%
NOT A VERY HIGH/NOT AT ALL A PRIORITY	618	269	347	118	128	180	193	246	372	445	59	64	50
	60%	57%	63%	56%	54%	63%	66%	55%	64%	61%	51%	57%	71%
Must be the first priority	41	28	12	12	11	9	9	23	18	25	7	6	3
	4%	6%	2%	6%	4%	3%	3%	5%	3%	3%	6%	5%	4%
One of the highest priorities	87	60	28	18	27	26	16	45	42	59	9	15	4
	9%	13%	5%	8%	11%	9%	5%	10%	7%	8%	8%	14%	6%
Something to tackle after higher-priority items	211	98	114	37	54	58	62	91	120	162	20	19	11
	21%	21%	21%	18%	23%	20%	21%	20%	21%	22%	17%	17%	15%
Not a very high priority	178	79	98	31	39	54	53	70	108	140	15	13	10
	17%	17%	18%	15%	16%	19%	18%	16%	19%	19%	13%	11%	15%
Not at all a priority	441	190	248	86	89	125	140	176	265	305	45	51	39
	43%	40%	45%	41%	37%	44%	47%	39%	46%	42%	38%	46%	56%
Unsure	68	21	47	24	19	10	14	43	25	35	22	8	3
	7%	4%	9%	12%	8%	4%	5%	10%	4%	5%	18%	7%	4%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPriority_Territory] How big of a priority do you consider each of the following for Donald Trump to tackle as he assumes the presidency?

-Acquiring territories like Greenland or the Panama Canal

	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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MUST BE THE FIRST PRIORITY/ONE OF THE HIGHEST PRIORITIES	128	40	38	34	17	77	51	30	16	27	20	34	46	81
	12%	13%	12%	13%	11%	13%	12%	14%	9%	13%	13%	14%	12%	13%
NOT A VERY HIGH/NOT AT ALL A PRIORITY	618	160	175	172	111	335	283	118	109	126	97	165	227	388
	60%	53%	57%	66%	71%	55%	68%	55%	60%	59%	62%	67%	57%	63%
Must be the first priority	41	13	13	12	3	26	15	12	5	7	8	8	18	23
	4%	4%	4%	4%	2%	4%	4%	6%	3%	4%	5%	3%	4%	4%
One of the highest priorities	87	27	24	22	14	51	36	18	11	20	12	27	28	58
	9%	9%	8%	9%	9%	8%	9%	8%	6%	9%	8%	11%	7%	9%
Something to tackle after higher-priority items	211	66	75	47	23	141	70	42	44	43	38	42	86	123
	21%	22%	24%	18%	15%	23%	17%	20%	24%	20%	24%	17%	22%	20%
Not a very high priority	178	48	50	51	28	99	79	37	29	32	25	53	67	109
	17%	16%	16%	20%	18%	16%	19%	17%	16%	15%	16%	21%	17%	18%
Not at all a priority	441	112	125	121	83	237	204	80	80	94	72	112	160	278
	43%	37%	41%	46%	53%	39%	49%	37%	44%	44%	46%	45%	40%	45%
Unsure	68	34	20	8	6	54	14	25	13	17	3	6	38	26
	7%	11%	6%	3%	4%	9%	3%	12%	7%	8%	2%	3%	10%	4%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPriority_Territory] How big of a priority do you consider each of the following for Donald Trump to tackle as he assumes the presidency?

-Acquiring territories like Greenland or the Panama Canal

	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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
MUST BE THE FIRST PRIORITY/ONE OF THE HIGHEST PRIORITIES	128	74	30	70	39	19	52	33	19	52	37	39
	12%	14%	10%	14%	13%	8%	17%	23%	11%	18%	8%	14%
NOT A VERY HIGH/NOT AT ALL A PRIORITY	618	312	202	298	171	146	160	67	93	175	290	154
	60%	60%	66%	59%	59%	64%	52%	48%	56%	61%	64%	54%
Must be the first priority	41	24	10	24	12	5	16	9	6	20	9	12
	4%	5%	3%	5%	4%	2%	5%	6%	4%	7%	2%	4%
One of the highest priorities	87	50	20	46	27	14	36	24	13	32	28	27
	9%	10%	6%	9%	9%	6%	12%	17%	8%	11%	6%	9%
Something to tackle after higher-priority items	211	105	62	116	43	52	77	36	41	42	99	70
	21%	20%	20%	23%	15%	23%	25%	26%	25%	15%	22%	24%
Not a very high priority	178	85	61	91	43	43	54	19	35	50	77	50
	17%	16%	20%	18%	15%	19%	18%	14%	21%	17%	17%	17%
Not at all a priority	441	227	141	207	128	103	106	48	57	124	212	104
	43%	44%	46%	41%	44%	45%	35%	35%	35%	43%	47%	36%
Unsure	68	26	13	22	36	10	16	4	13	20	24	24
	7%	5%	4%	4%	12%	4%	5%	3%	8%	7%	5%	8%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPriority_Territory] How big of a priority do you consider each of the following for Donald Trump to tackle as he assumes the presidency?

-Acquiring territories like Greenland or the Panama Canal

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
MUST BE THE FIRST PRIORITY/ONE OF THE HIGHEST PRIORITIES	128	86	22	21	86	23	16	103	20	70	23	115	8
	12%	21%	9%	6%	22%	8%	6%	21%	4%	25%	13%	22%	2%
NOT A VERY HIGH/NOT AT ALL A PRIORITY	618	163	162	293	161	193	246	190	375	106	81	194	382
	60%	40%	67%	78%	41%	64%	84%	39%	81%	37%	47%	37%	87%
Must be the first priority	41	31	7	3	28	5	7	35	4	24	9	36	4
	4%	8%	3%	1%	7%	2%	2%	7%	1%	8%	5%	7%	1%
One of the highest priorities	87	55	15	18	58	18	9	68	17	46	14	79	5
	9%	14%	6%	5%	15%	6%	3%	14%	4%	16%	8%	15%	1%
Something to tackle after higher-priority items	211	131	42	38	130	62	15	163	38	91	58	174	30
	21%	32%	17%	10%	33%	20%	5%	33%	8%	32%	34%	33%	7%
Not a very high priority	178	90	49	39	83	59	25	111	52	67	39	117	41
	17%	22%	20%	10%	21%	20%	9%	23%	11%	23%	23%	23%	9%
Not at all a priority	441	73	113	254	78	134	221	80	322	39	42	76	341
	43%	18%	47%	67%	20%	44%	76%	16%	70%	14%	24%	15%	77%
Unsure	68	26	17	25	20	25	15	32	30	18	10	37	21
	7%	6%	7%	7%	5%	8%	5%	7%	7%	6%	6%	7%	5%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPriority_Drill] How big of a priority do you consider each of the following for Donald Trump to tackle as he assumes the presidency?

-Drilling for more oil and natural gas

	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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
MUST BE THE FIRST PRIORITY/ONE OF THE HIGHEST PRIORITIES	420	225	194	72	88	119	142	160	260	331	33	30	25
	41%	47%	36%	34%	37%	42%	48%	36%	45%	46%	28%	27%	36%
NOT A VERY HIGH/NOT AT ALL A PRIORITY	318	134	181	64	72	87	94	137	181	206	37	46	29
	31%	28%	33%	31%	30%	31%	32%	31%	31%	28%	32%	41%	41%
Must be the first priority	168	87	81	26	20	55	69	45	123	130	9	15	14
	16%	18%	15%	12%	8%	19%	23%	10%	21%	18%	7%	13%	21%
One of the highest priorities	252	138	113	46	68	64	73	114	137	201	25	15	11
	25%	29%	21%	22%	29%	23%	25%	26%	24%	28%	21%	14%	16%
Something to tackle after higher-priority items	222	101	121	52	61	61	48	113	110	151	27	30	15
	22%	21%	22%	25%	26%	22%	16%	25%	19%	21%	23%	27%	21%
Not a very high priority	111	44	67	21	32	28	30	54	58	67	17	15	13
	11%	9%	12%	10%	14%	10%	10%	12%	10%	9%	14%	13%	18%
Not at all a priority	206	90	114	43	40	60	64	83	123	139	20	31	16
	20%	19%	21%	21%	17%	21%	22%	19%	21%	19%	17%	27%	23%
Unsure	65	15	51	21	18	16	10	39	26	38	20	6	1
	6%	3%	9%	10%	7%	6%	4%	9%	5%	5%	17%	6%	2%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPriority_Drill] How big of a priority do you consider each of the following for Donald Trump to tackle as he assumes the presidency?

-Drilling for more oil and natural gas

	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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MUST BE THE FIRST PRIORITY/ONE OF THE HIGHEST PRIORITIES	420	120	141	105	54	261	159	75	82	86	61	111	157	258
	41%	40%	46%	40%	34%	43%	38%	35%	45%	40%	39%	45%	40%	42%
NOT A VERY HIGH/NOT AT ALL A PRIORITY	318	72	88	97	61	160	158	63	51	60	59	83	114	203
	31%	24%	29%	37%	39%	26%	38%	29%	28%	28%	38%	34%	29%	33%
Must be the first priority	168	50	61	37	20	111	57	26	25	43	22	51	51	116
	16%	17%	20%	14%	13%	18%	14%	12%	14%	20%	14%	21%	13%	19%
One of the highest priorities	252	70	80	68	34	150	102	49	57	43	40	61	106	143
	25%	23%	26%	26%	22%	25%	24%	23%	31%	20%	25%	25%	27%	23%
Something to tackle after higher-priority items	222	75	60	53	35	134	88	51	42	47	33	48	93	128
	22%	25%	19%	20%	22%	22%	21%	24%	23%	22%	21%	19%	23%	21%
Not a very high priority	111	22	42	32	15	64	47	26	14	23	19	30	40	71
	11%	7%	14%	12%	10%	11%	11%	12%	8%	11%	12%	12%	10%	12%
Not at all a priority	206	50	46	65	45	96	111	37	37	37	41	53	74	131
	20%	17%	15%	25%	29%	16%	26%	17%	20%	18%	26%	22%	19%	21%
Unsure	65	33	19	5	8	53	13	26	7	21	4	5	33	29
	6%	11%	6%	2%	5%	9%	3%	12%	4%	10%	2%	2%	8%	5%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPriority_Drill] How big of a priority do you consider each of the following for Donald Trump to tackle as he assumes the presidency?

-Drilling for more oil and natural gas

	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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
MUST BE THE FIRST PRIORITY/ONE OF THE HIGHEST PRIORITIES	420	201	146	235	92	93	131	69	61	107	178	134
	41%	39%	48%	46%	32%	41%	43%	50%	37%	37%	40%	47%
NOT A VERY HIGH/NOT AT ALL A PRIORITY	318	169	90	142	105	69	79	34	45	109	149	60
	31%	33%	29%	28%	36%	30%	26%	25%	27%	38%	33%	21%
Must be the first priority	168	60	77	101	31	36	45	16	28	34	66	68
	16%	12%	25%	20%	11%	16%	15%	12%	17%	12%	15%	24%
One of the highest priorities	252	141	69	134	61	57	87	53	33	73	112	66
	25%	27%	23%	26%	21%	25%	28%	38%	20%	25%	25%	23%
Something to tackle after higher-priority items	222	120	57	109	61	51	78	33	45	58	96	68
	22%	23%	19%	22%	21%	23%	26%	23%	27%	20%	21%	24%
Not a very high priority	111	65	26	51	31	28	27	11	16	37	56	18
	11%	13%	9%	10%	11%	12%	9%	8%	10%	13%	12%	6%
Not at all a priority	206	104	63	91	75	41	53	24	29	72	93	42
	20%	20%	21%	18%	26%	18%	17%	17%	18%	25%	21%	15%
Unsure	65	26	13	21	31	14	17	3	14	15	27	23
	6%	5%	4%	4%	11%	6%	5%	2%	8%	5%	6%	8%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPriority_Drill] How big of a priority do you consider each of the following for Donald Trump to tackle as he assumes the presidency?

-Drilling for more oil and natural gas

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
MUST BE THE FIRST PRIORITY/ONE OF THE HIGHEST PRIORITIES	420	280	83	57	289	88	34	345	58	210	109	359	49
	41%	69%	34%	15%	73%	29%	12%	71%	13%	74%	64%	69%	11%
NOT A VERY HIGH/NOT AT ALL A PRIORITY	318	32	73	213	27	96	189	30	262	18	15	29	273
	31%	8%	30%	57%	7%	32%	65%	6%	57%	6%	9%	6%	62%
Must be the first priority	168	126	29	14	132	26	10	148	16	89	54	153	14
	16%	31%	12%	4%	33%	9%	3%	30%	3%	31%	31%	29%	3%
One of the highest priorities	252	154	54	43	157	62	24	197	43	121	56	206	35
	25%	38%	22%	11%	39%	21%	8%	40%	9%	42%	32%	40%	8%
Something to tackle after higher-priority items	222	80	66	76	72	90	51	101	99	49	43	114	85
	22%	20%	27%	20%	18%	30%	18%	21%	21%	17%	25%	22%	19%
Not a very high priority	111	14	30	68	18	44	49	16	83	12	4	18	83
	11%	3%	12%	18%	5%	15%	17%	3%	18%	4%	3%	4%	19%
Not at all a priority	206	18	43	146	10	52	140	13	179	5	10	11	190
	20%	4%	18%	39%	2%	17%	48%	3%	39%	2%	6%	2%	43%
Unsure	65	13	21	31	9	28	18	13	44	8	5	18	33
	6%	3%	9%	8%	2%	9%	6%	3%	10%	3%	3%	4%	8%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPriority_Tariffs] How big of a priority do you consider each of the following for Donald Trump to tackle as he assumes the presidency?

-Passing additional tariffs on imports

	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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
MUST BE THE FIRST PRIORITY/ONE OF THE HIGHEST PRIORITIES	256	145	110	56	59	68	74	115	141	189	20	29	17
	25%	31%	20%	27%	25%	24%	25%	26%	24%	26%	17%	26%	24%
NOT A VERY HIGH/NOT AT ALL A PRIORITY	411	183	226	77	91	119	123	169	242	284	46	47	34
	40%	39%	41%	37%	38%	42%	42%	38%	42%	39%	39%	42%	48%
Must be the first priority	67	45	21	15	19	15	18	34	33	46	10	8	3
	7%	10%	4%	7%	8%	5%	6%	8%	6%	6%	8%	7%	5%
One of the highest priorities	188	100	88	41	40	52	56	81	108	143	11	21	13
	18%	21%	16%	19%	17%	18%	19%	18%	19%	20%	9%	19%	19%
Something to tackle after higher-priority items	260	121	139	44	62	75	78	106	154	196	24	23	16
	25%	25%	25%	21%	26%	27%	27%	24%	27%	27%	21%	20%	23%
Not a very high priority	138	61	77	26	39	40	32	66	72	90	19	17	12
	13%	13%	14%	13%	16%	14%	11%	15%	13%	12%	16%	15%	18%
Not at all a priority	273	122	149	51	52	79	91	103	170	194	27	30	21
	27%	26%	27%	24%	22%	28%	31%	23%	29%	27%	23%	27%	30%
Unsure	99	26	72	32	27	21	20	59	41	56	26	14	4
	10%	5%	13%	15%	11%	7%	7%	13%	7%	8%	23%	12%	5%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPriority_Tariffs] How big of a priority do you consider each of the following for Donald Trump to tackle as he assumes the presidency?

-Passing additional tariffs on imports

	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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MUST BE THE FIRST PRIORITY/ONE OF THE HIGHEST PRIORITIES	256	78	76	63	38	155	101	46	38	63	35	70	84	168
	25%	26%	25%	24%	24%	25%	24%	21%	21%	29%	23%	28%	21%	27%
NOT A VERY HIGH/NOT AT ALL A PRIORITY	411	104	117	110	81	220	190	87	71	77	71	105	158	252
	40%	35%	38%	42%	51%	36%	46%	40%	39%	36%	45%	42%	40%	41%
Must be the first priority	67	22	21	13	11	43	24	13	5	16	4	27	19	47
	7%	7%	7%	5%	7%	7%	6%	6%	3%	7%	2%	11%	5%	8%
One of the highest priorities	188	57	55	50	26	112	77	33	33	47	32	43	66	121
	18%	19%	18%	19%	17%	18%	18%	15%	18%	22%	20%	17%	17%	20%
Something to tackle after higher-priority items	260	74	83	73	30	157	103	47	56	47	47	60	103	154
	25%	25%	27%	28%	19%	26%	25%	22%	31%	22%	30%	24%	26%	25%
Not a very high priority	138	42	43	30	22	86	52	35	25	26	16	35	60	78
	13%	14%	14%	11%	14%	14%	13%	16%	14%	12%	10%	14%	15%	13%
Not at all a priority	273	61	74	80	58	135	138	52	46	51	54	70	98	174
	27%	20%	24%	31%	37%	22%	33%	24%	25%	24%	34%	28%	25%	28%
Unsure	99	44	31	15	8	75	24	35	16	27	4	12	52	44
	10%	15%	10%	6%	5%	12%	6%	16%	9%	13%	3%	5%	13%	7%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPriority_Tariffs] How big of a priority do you consider each of the following for Donald Trump to tackle as he assumes the presidency?

-Passing additional tariffs on imports

	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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
MUST BE THE FIRST PRIORITY/ONE OF THE HIGHEST PRIORITIES	256	125	84	141	66	49	83	41	42	66	108	81
	25%	24%	27%	28%	23%	22%	27%	29%	25%	23%	24%	28%
NOT A VERY HIGH/NOT AT ALL A PRIORITY	411	221	121	188	125	96	109	50	59	126	190	95
	40%	43%	39%	37%	43%	42%	36%	36%	35%	44%	42%	33%
Must be the first priority	67	33	20	37	17	13	25	12	13	24	26	18
	7%	6%	6%	7%	6%	6%	8%	9%	8%	8%	6%	6%
One of the highest priorities	188	92	64	104	48	36	58	29	29	42	82	64
	18%	18%	21%	21%	17%	16%	19%	21%	18%	15%	18%	22%
Something to tackle after higher-priority items	260	128	81	144	52	63	87	42	45	70	116	74
	25%	25%	26%	28%	18%	28%	28%	30%	27%	24%	26%	26%
Not a very high priority	138	81	30	61	47	29	48	23	24	46	61	31
	13%	16%	10%	12%	16%	13%	16%	17%	15%	16%	13%	11%
Not at all a priority	273	140	91	127	77	67	61	27	35	80	129	64
	27%	27%	30%	25%	27%	30%	20%	19%	21%	28%	29%	22%
Unsure	99	43	21	34	46	19	27	7	20	27	36	36
	10%	8%	7%	7%	16%	8%	9%	5%	12%	9%	8%	13%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPriority_Tariffs] How big of a priority do you consider each of the following for Donald Trump to tackle as he assumes the presidency?

-Passing additional tariffs on imports

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
MUST BE THE FIRST PRIORITY/ONE OF THE HIGHEST PRIORITIES	256	182	42	32	179	50	21	209	39	136	61	220	23
	25%	45%	17%	9%	45%	17%	7%	43%	8%	48%	36%	42%	5%
NOT A VERY HIGH/NOT AT ALL A PRIORITY	411	63	102	245	62	127	215	65	317	29	37	68	330
	40%	16%	42%	65%	16%	42%	74%	13%	68%	10%	21%	13%	75%
Must be the first priority	67	43	10	13	42	10	14	49	17	41	7	54	10
	7%	11%	4%	4%	11%	3%	5%	10%	4%	14%	4%	10%	2%
One of the highest priorities	188	138	31	19	136	40	7	160	22	96	54	166	13
	18%	34%	13%	5%	34%	13%	2%	33%	5%	34%	31%	32%	3%
Something to tackle after higher-priority items	260	125	68	67	134	80	38	173	66	95	62	182	57
	25%	31%	28%	18%	34%	26%	13%	35%	14%	33%	36%	35%	13%
Not a very high priority	138	48	35	55	43	47	43	51	75	22	29	57	71
	13%	12%	14%	15%	11%	16%	15%	10%	16%	8%	17%	11%	16%
Not at all a priority	273	15	68	190	19	80	172	14	242	7	8	11	259
	27%	4%	28%	50%	5%	26%	59%	3%	52%	2%	5%	2%	59%
Unsure	99	35	31	33	23	46	18	42	42	24	12	50	30
	10%	9%	13%	9%	6%	15%	6%	9%	9%	9%	7%	10%	7%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPriority_Firing] How big of a priority do you consider each of the following for Donald Trump to tackle as he assumes the presidency?

-Firing large numbers of Federal government employees

	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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
MUST BE THE FIRST PRIORITY/ONE OF THE HIGHEST PRIORITIES	254	145	109	52	63	62	77	115	139	187	22	22	23
	25%	30%	20%	25%	27%	22%	26%	26%	24%	26%	19%	20%	32%
NOT A VERY HIGH/NOT AT ALL A PRIORITY	471	202	267	89	101	141	141	190	282	314	61	64	32
	46%	43%	49%	42%	42%	50%	48%	42%	49%	43%	52%	57%	45%
Must be the first priority	72	39	33	17	14	19	21	32	40	47	8	10	6
	7%	8%	6%	8%	6%	7%	7%	7%	7%	7%	7%	9%	9%
One of the highest priorities	183	106	76	35	49	43	56	84	99	140	14	12	17
	18%	22%	14%	17%	21%	15%	19%	19%	17%	19%	12%	11%	24%
Something to tackle after higher-priority items	206	108	98	40	48	60	58	89	117	160	22	17	8
	20%	23%	18%	19%	20%	21%	20%	20%	20%	22%	18%	15%	11%
Not a very high priority	159	66	93	33	37	51	38	70	89	98	20	29	12
	16%	14%	17%	16%	16%	18%	13%	16%	15%	13%	17%	26%	17%
Not at all a priority	312	136	174	56	64	90	103	120	193	216	41	35	20
	30%	29%	32%	27%	27%	32%	35%	27%	33%	30%	35%	31%	28%
Unsure	94	20	73	28	26	21	18	54	39	64	12	10	8
	9%	4%	13%	13%	11%	7%	6%	12%	7%	9%	10%	8%	11%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPriority_Firing] How big of a priority do you consider each of the following for Donald Trump to tackle as he assumes the presidency?

-Firing large numbers of Federal government employees

	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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MUST BE THE FIRST PRIORITY/ONE OF THE HIGHEST PRIORITIES	254	69	83	65	38	152	102	42	42	55	39	74	84	168
	25%	23%	27%	25%	24%	25%	25%	20%	23%	26%	25%	30%	21%	27%
NOT A VERY HIGH/NOT AT ALL A PRIORITY	471	120	131	123	97	251	220	103	84	96	78	105	187	280
	46%	40%	43%	47%	62%	41%	53%	48%	47%	45%	50%	42%	47%	45%
Must be the first priority	72	17	33	12	10	50	22	16	6	18	8	23	22	49
	7%	6%	11%	4%	6%	8%	5%	7%	4%	9%	5%	9%	6%	8%
One of the highest priorities	183	52	50	53	28	102	81	26	36	37	31	52	62	119
	18%	17%	16%	20%	18%	17%	19%	12%	20%	17%	19%	21%	16%	19%
Something to tackle after higher-priority items	206	71	64	57	14	135	71	42	37	38	34	56	79	128
	20%	24%	21%	22%	9%	22%	17%	20%	20%	18%	22%	22%	20%	21%
Not a very high priority	159	49	46	34	30	95	64	41	27	38	23	28	67	90
	16%	16%	15%	13%	19%	16%	15%	19%	15%	18%	15%	11%	17%	15%
Not at all a priority	312	71	85	89	68	156	157	62	58	58	55	77	120	190
	30%	24%	28%	34%	43%	26%	38%	29%	32%	27%	35%	31%	30%	31%
Unsure	94	40	30	16	8	70	23	28	19	24	6	12	47	43
	9%	13%	10%	6%	5%	12%	6%	13%	10%	11%	4%	5%	12%	7%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPriority_Firing] How big of a priority do you consider each of the following for Donald Trump to tackle as he assumes the presidency?

-Firing large numbers of Federal government employees

	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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
MUST BE THE FIRST PRIORITY/ONE OF THE HIGHEST PRIORITIES	254	117	87	149	60	45	87	45	41	70	101	83
	25%	23%	29%	30%	21%	20%	28%	32%	25%	24%	22%	29%
NOT A VERY HIGH/NOT AT ALL A PRIORITY	471	247	143	199	151	119	110	49	60	150	213	108
	46%	48%	47%	39%	52%	53%	36%	35%	37%	52%	47%	38%
Must be the first priority	72	37	24	48	15	8	30	16	14	28	22	22
	7%	7%	8%	10%	5%	4%	10%	12%	8%	10%	5%	8%
One of the highest priorities	183	80	64	101	45	36	57	29	28	42	79	61
	18%	16%	21%	20%	16%	16%	19%	21%	17%	15%	18%	21%
Something to tackle after higher-priority items	206	119	53	120	45	41	81	42	39	48	98	60
	20%	23%	17%	24%	16%	18%	26%	30%	24%	17%	22%	21%
Not a very high priority	159	89	39	68	54	37	37	16	21	49	70	40
	16%	17%	13%	14%	19%	16%	12%	11%	13%	17%	16%	14%
Not at all a priority	312	159	104	130	97	83	72	33	39	101	143	69
	30%	31%	34%	26%	33%	36%	24%	24%	24%	35%	32%	24%
Unsure	94	33	23	38	34	22	28	4	24	20	38	36
	9%	6%	7%	8%	12%	10%	9%	3%	15%	7%	8%	12%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPriority_Firing] How big of a priority do you consider each of the following for Donald Trump to tackle as he assumes the presidency?

-Firing large numbers of Federal government employees

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
MUST BE THE FIRST PRIORITY/ONE OF THE HIGHEST PRIORITIES	254	166	56	32	175	49	21	208	34	142	54	221	29
	25%	41%	23%	9%	44%	16%	7%	43%	7%	50%	31%	42%	7%
NOT A VERY HIGH/NOT AT ALL A PRIORITY	471	86	114	272	84	149	233	100	340	50	42	104	343
	46%	21%	47%	72%	21%	49%	80%	21%	73%	17%	24%	20%	78%
Must be the first priority	72	48	13	10	44	14	11	55	10	41	12	59	11
	7%	12%	5%	3%	11%	5%	4%	11%	2%	14%	7%	11%	3%
One of the highest priorities	183	118	43	22	131	35	10	153	24	101	42	162	18
	18%	29%	18%	6%	33%	12%	3%	31%	5%	36%	24%	31%	4%
Something to tackle after higher-priority items	206	120	45	41	111	67	23	138	50	75	61	150	41
	20%	30%	19%	11%	28%	22%	8%	28%	11%	26%	36%	29%	9%
Not a very high priority	159	58	39	61	56	60	39	70	76	37	27	72	76
	16%	14%	16%	16%	14%	20%	13%	14%	16%	13%	16%	14%	17%
Not at all a priority	312	28	75	210	27	89	194	30	264	13	15	32	267
	30%	7%	31%	56%	7%	29%	66%	6%	57%	4%	8%	6%	61%
Unsure	94	32	28	33	29	37	15	42	40	18	15	46	27
	9%	8%	11%	9%	7%	12%	5%	9%	9%	6%	9%	9%	6%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPriority_Crypto] How big of a priority do you consider each of the following for Donald Trump to tackle as he assumes the presidency?

-Supporting the development of cryptocurrency

	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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
MUST BE THE FIRST PRIORITY/ONE OF THE HIGHEST PRIORITIES	120	77	42	39	37	27	16	76	43	69	20	17	13
	12%	16%	8%	19%	15%	10%	6%	17%	8%	10%	17%	15%	19%
NOT A VERY HIGH/NOT AT ALL A PRIORITY	606	260	345	104	109	184	209	213	393	453	47	68	38
	59%	55%	63%	50%	45%	65%	71%	48%	68%	62%	40%	61%	54%
Must be the first priority	26	17	8	13	9	3	1	22	4	12	5	5	4
	2%	4%	1%	6%	4%	1%	*%	5%	1%	2%	4%	4%	6%
One of the highest priorities	94	60	34	26	28	24	15	54	39	58	15	12	9
	9%	13%	6%	13%	12%	8%	5%	12%	7%	8%	13%	11%	13%
Something to tackle after higher-priority items	202	114	87	40	65	56	40	106	96	142	26	18	15
	20%	24%	16%	19%	27%	20%	14%	24%	17%	20%	22%	16%	22%
Not a very high priority	220	106	115	39	55	64	63	93	127	161	18	29	13
	21%	22%	21%	19%	23%	22%	22%	21%	22%	22%	15%	25%	18%
Not at all a priority	386	154	230	66	54	120	146	120	266	292	29	40	25
	38%	32%	42%	31%	23%	42%	50%	27%	46%	40%	25%	35%	36%
Unsure	98	25	73	25	28	16	29	53	45	61	24	9	4
	10%	5%	13%	12%	12%	6%	10%	12%	8%	8%	21%	8%	6%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPriority_Crypto] How big of a priority do you consider each of the following for Donald Trump to tackle as he assumes the presidency?

-Supporting the development of cryptocurrency

	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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MUST BE THE FIRST PRIORITY/ONE OF THE HIGHEST PRIORITIES	120	33	40	33	13	73	46	30	12	23	16	39	42	78
	12%	11%	13%	13%	8%	12%	11%	14%	7%	11%	10%	16%	11%	13%
NOT A VERY HIGH/NOT AT ALL A PRIORITY	606	169	176	164	98	345	261	125	122	120	92	145	247	357
	59%	56%	57%	63%	62%	57%	63%	58%	67%	56%	58%	59%	62%	58%
Must be the first priority	26	5	10	8	3	15	10	9	3	5	3	5	12	13
	2%	2%	3%	3%	2%	2%	3%	4%	2%	2%	2%	2%	3%	2%
One of the highest priorities	94	28	31	26	10	58	36	21	8	18	12	34	29	65
	9%	9%	10%	10%	6%	10%	9%	10%	5%	8%	8%	14%	7%	10%
Something to tackle after higher-priority items	202	53	60	53	35	114	88	29	26	44	44	54	55	142
	20%	18%	20%	20%	22%	19%	21%	14%	14%	21%	28%	22%	14%	23%
Not a very high priority	220	61	69	67	24	130	90	45	43	47	33	52	88	132
	21%	20%	22%	26%	15%	21%	22%	21%	24%	22%	21%	21%	22%	21%
Not at all a priority	386	108	107	97	74	215	171	81	78	73	59	93	159	225
	38%	36%	35%	37%	47%	35%	41%	38%	43%	34%	37%	38%	40%	36%
Unsure	98	45	31	11	11	76	22	31	22	27	5	9	53	41
	10%	15%	10%	4%	7%	13%	5%	14%	12%	13%	3%	4%	13%	7%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QPriority_Crypto] How big of a priority do you consider each of the following for Donald Trump to tackle as he assumes the presidency?

-Supporting the development of cryptocurrency

	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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
MUST BE THE FIRST PRIORITY/ONE OF THE HIGHEST PRIORITIES	120	76	21	63	40	16	56	31	24	49	40	31
	12%	15%	7%	12%	14%	7%	18%	22%	15%	17%	9%	11%
NOT A VERY HIGH/NOT AT ALL A PRIORITY	606	278	216	296	150	159	149	61	88	159	276	172
	59%	54%	70%	58%	52%	70%	49%	44%	53%	55%	61%	60%
Must be the first priority	26	19	4	12	13	1	12	9	3	18	5	2
	2%	4%	1%	2%	4%	*%	4%	6%	2%	6%	1%	1%
One of the highest priorities	94	58	17	51	28	15	44	23	21	31	34	29
	9%	11%	6%	10%	10%	7%	14%	16%	13%	11%	8%	10%
Something to tackle after higher-priority items	202	123	43	107	58	37	79	43	36	58	99	45
	20%	24%	14%	21%	20%	16%	26%	31%	22%	20%	22%	16%
Not a very high priority	220	110	68	102	59	59	70	32	39	58	92	70
	21%	21%	22%	20%	20%	26%	23%	23%	23%	20%	20%	25%
Not at all a priority	386	168	147	194	91	100	78	29	49	101	184	101
	38%	33%	48%	38%	31%	44%	26%	21%	30%	35%	41%	35%
Unsure	98	39	27	41	41	16	22	4	18	23	36	39
	10%	7%	9%	8%	14%	7%	7%	3%	11%	8%	8%	14%

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[QPriority_Crypto] How big of a priority do you consider each of the following for Donald Trump to tackle as he assumes the presidency?

-Supporting the development of cryptocurrency

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
MUST BE THE FIRST PRIORITY/ONE OF THE HIGHEST PRIORITIES	120	71	22	26	62	40	17	85	29	54	24	101	16
	12%	17%	9%	7%	16%	13%	6%	17%	6%	19%	14%	19%	4%
NOT A VERY HIGH/NOT AT ALL A PRIORITY	606	192	159	255	200	174	218	232	328	117	102	230	344
	59%	47%	66%	68%	50%	58%	75%	47%	71%	41%	59%	44%	78%
Must be the first priority	26	17	4	4	15	6	5	18	6	12	6	21	3
	2%	4%	2%	1%	4%	2%	2%	4%	1%	4%	3%	4%	1%
One of the highest priorities	94	54	18	22	47	35	12	66	24	42	18	80	13
	9%	13%	8%	6%	12%	11%	4%	14%	5%	15%	11%	15%	3%
Something to tackle after higher-priority items	202	99	38	65	103	52	41	124	65	85	27	135	51
	20%	25%	15%	17%	26%	17%	14%	25%	14%	30%	16%	26%	12%
Not a very high priority	220	113	45	63	109	61	45	136	67	71	58	139	65
	21%	28%	19%	17%	28%	20%	15%	28%	15%	25%	34%	27%	15%
Not at all a priority	386	80	114	192	91	113	173	96	260	46	44	92	279
	38%	20%	47%	51%	23%	37%	59%	20%	56%	16%	25%	18%	63%
Unsure	98	42	24	32	33	36	16	49	41	28	19	55	30
	10%	10%	10%	8%	8%	12%	6%	10%	9%	10%	11%	11%	7%

Echelon Insights
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N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QMassDeport] Do you support or oppose deporting all illegal immigrants currently living in 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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	573	287	286	86	142	161	185	228	346	434	54	45	40
	56%	60%	52%	41%	59%	57%	63%	51%	60%	60%	46%	40%	57%
STRONGLY/SOMEWHAT OPPOSE	383	167	214	99	83	112	90	182	202	246	50	62	26
	37%	35%	39%	47%	35%	39%	31%	41%	35%	34%	43%	55%	37%
Strongly support	317	163	154	40	82	84	111	122	195	250	29	21	17
	31%	34%	28%	19%	34%	30%	38%	27%	34%	34%	25%	19%	25%
Somewhat support	256	124	132	45	60	77	74	106	151	184	25	24	22
	25%	26%	24%	22%	25%	27%	25%	24%	26%	25%	21%	22%	32%
Somewhat oppose	158	62	96	35	39	48	37	74	84	108	20	26	4
	15%	13%	18%	17%	17%	17%	12%	17%	15%	15%	17%	23%	6%
Strongly oppose	225	105	118	64	43	64	53	107	117	138	30	36	21
	22%	22%	22%	31%	18%	23%	18%	24%	20%	19%	26%	32%	30%
Unsure	69	22	47	25	14	11	19	39	30	46	13	6	4
	7%	5%	9%	12%	6%	4%	7%	9%	5%	6%	11%	5%	6%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QMassDeport] Do you support or oppose deporting all illegal immigrants currently living in 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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	573	165	181	152	75	346	228	109	98	127	94	142	207	363
	56%	55%	59%	59%	48%	57%	55%	51%	54%	59%	60%	58%	52%	59%
STRONGLY/SOMEWHAT OPPOSE	383	103	106	98	76	209	175	93	63	70	57	96	156	223
	37%	34%	34%	38%	49%	34%	42%	43%	35%	33%	37%	39%	39%	36%
Strongly support	317	104	100	83	31	204	114	62	65	64	43	82	127	189
	31%	35%	32%	32%	20%	33%	27%	29%	36%	30%	27%	33%	32%	31%
Somewhat support	256	61	81	70	45	142	114	47	33	62	51	61	80	174
	25%	20%	26%	27%	28%	23%	27%	22%	18%	29%	32%	25%	20%	28%
Somewhat oppose	158	41	54	37	27	94	64	38	30	31	18	40	68	88
	15%	14%	17%	14%	17%	16%	15%	18%	17%	15%	11%	16%	17%	14%
Strongly oppose	225	62	52	61	49	114	111	55	32	39	40	56	87	135
	22%	21%	17%	23%	31%	19%	26%	25%	18%	18%	25%	23%	22%	22%
Unsure	69	32	21	10	5	54	15	13	20	17	6	9	34	32
	7%	11%	7%	4%	3%	9%	4%	6%	11%	8%	4%	4%	9%	5%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QMassDeport] Do you support or oppose deporting all illegal immigrants currently living in 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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	573	282	190	316	127	129	175	91	84	143	251	179
	56%	55%	62%	62%	44%	57%	57%	65%	51%	50%	56%	63%
STRONGLY/SOMEWHAT OPPOSE	383	208	96	166	132	83	115	45	69	126	171	86
	37%	40%	31%	33%	46%	37%	38%	33%	42%	44%	38%	30%
Strongly support	317	142	111	177	66	74	94	47	47	65	147	104
	31%	27%	36%	35%	23%	33%	31%	34%	28%	23%	33%	36%
Somewhat support	256	140	79	139	61	55	81	44	37	78	103	75
	25%	27%	26%	28%	21%	24%	27%	31%	23%	27%	23%	26%
Somewhat oppose	158	82	39	71	47	41	52	18	34	47	74	37
	15%	16%	13%	14%	16%	18%	17%	13%	21%	16%	16%	13%
Strongly oppose	225	125	56	95	85	42	63	27	35	79	97	49
	22%	24%	18%	19%	30%	19%	20%	20%	21%	27%	22%	17%
Unsure	69	27	20	24	30	14	15	3	12	19	29	21
	7%	5%	7%	5%	10%	6%	5%	2%	7%	7%	6%	7%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QMassDeport] Do you support or oppose deporting all illegal immigrants currently living in the United States?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	573	328	126	120	319	159	77	399	144	236	137	413	124
	56%	81%	52%	32%	80%	53%	26%	82%	31%	83%	80%	79%	28%
STRONGLY/SOMEWHAT OPPOSE	383	51	101	232	58	118	198	61	286	31	24	74	292
	37%	13%	41%	61%	15%	39%	68%	13%	62%	11%	14%	14%	66%
Strongly support	317	219	52	46	215	69	26	259	49	169	76	265	43
	31%	54%	22%	12%	54%	23%	9%	53%	11%	59%	44%	51%	10%
Somewhat support	256	109	73	74	105	90	51	141	95	68	62	148	81
	25%	27%	30%	20%	26%	30%	17%	29%	21%	24%	36%	28%	18%
Somewhat oppose	158	26	43	89	28	64	63	29	116	11	17	35	111
	15%	6%	18%	24%	7%	21%	22%	6%	25%	4%	10%	7%	25%
Strongly oppose	225	25	57	142	30	54	135	32	171	20	7	39	181
	22%	6%	24%	38%	7%	18%	46%	7%	37%	7%	4%	8%	41%
Unsure	69	26	17	26	20	26	18	28	33	17	10	33	24
	7%	6%	7%	7%	5%	9%	6%	6%	7%	6%	6%	6%	6%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[Q.CriminalDeport] Do you support or oppose deporting illegal immigrants with criminal records and those with existing deportation orders?

	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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	873	422	449	150	199	247	276	349	524	629	94	87	63
	85%	89%	82%	72%	83%	87%	94%	78%	91%	87%	80%	77%	89%
STRONGLY/SOMEWHAT OPPOSE	102	44	57	45	23	24	10	68	34	62	13	21	6
	10%	9%	10%	21%	10%	8%	3%	15%	6%	9%	11%	18%	8%
Strongly support	644	308	335	86	130	197	230	217	427	483	51	60	50
	63%	65%	61%	41%	55%	70%	78%	48%	74%	67%	43%	53%	71%
Somewhat support	229	115	114	64	69	50	47	133	97	146	43	27	12
	22%	24%	21%	30%	29%	18%	16%	30%	17%	20%	37%	24%	18%
Somewhat oppose	53	20	33	18	15	12	7	33	19	37	3	10	3
	5%	4%	6%	9%	6%	4%	2%	7%	3%	5%	3%	9%	4%
Strongly oppose	49	24	24	26	8	12	3	34	15	25	10	11	3
	5%	5%	4%	13%	3%	4%	1%	8%	3%	3%	9%	10%	4%
Unsure	51	9	41	14	17	12	8	31	20	34	10	5	2
	5%	2%	8%	7%	7%	4%	3%	7%	3%	5%	8%	5%	3%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[Q.CriminalDeport] Do you support or oppose deporting illegal immigrants with criminal records and those with existing deportation orders?

	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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	873	252	261	222	137	514	359	168	152	188	144	214	321	546
	85%	84%	85%	85%	87%	84%	86%	78%	84%	88%	91%	86%	81%	88%
STRONGLY/SOMEWHAT OPPOSE	102	28	35	28	11	63	39	32	20	19	6	24	52	48
	10%	9%	11%	11%	7%	10%	9%	15%	11%	9%	4%	10%	13%	8%
Strongly support	644	195	198	162	89	392	251	107	121	141	106	164	228	411
	63%	65%	64%	62%	57%	65%	60%	49%	67%	66%	67%	66%	57%	66%
Somewhat support	229	58	64	60	48	121	108	62	31	48	37	49	93	135
	22%	19%	21%	23%	31%	20%	26%	29%	17%	22%	24%	20%	23%	22%
Somewhat oppose	53	17	14	13	8	32	21	15	8	11	2	16	24	29
	5%	6%	5%	5%	5%	5%	5%	7%	5%	5%	1%	7%	6%	5%
Strongly oppose	49	11	20	15	3	31	18	17	12	8	4	7	29	20
	5%	4%	7%	6%	2%	5%	4%	8%	6%	4%	3%	3%	7%	3%
Unsure	51	19	12	10	9	32	19	15	9	6	8	10	24	24
	5%	6%	4%	4%	6%	5%	5%	7%	5%	3%	5%	4%	6%	4%

Echelon Insights
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N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[Q.CriminalDeport] Do you support or oppose deporting illegal immigrants with criminal records and those with existing deportation orders?

	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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	873	434	280	461	216	194	250	123	127	230	390	253
	85%	84%	92%	91%	75%	85%	82%	88%	77%	80%	87%	88%
STRONGLY/SOMEWHAT OPPOSE	102	57	16	29	53	20	39	13	26	40	42	19
	10%	11%	5%	6%	18%	9%	13%	9%	16%	14%	9%	7%
Strongly support	644	297	233	370	121	152	178	89	88	150	289	205
	63%	57%	76%	73%	42%	67%	58%	64%	53%	52%	64%	71%
Somewhat support	229	137	47	91	95	42	73	34	39	80	101	48
	22%	27%	15%	18%	33%	18%	24%	24%	24%	28%	22%	17%
Somewhat oppose	53	25	10	20	17	15	18	4	14	19	24	9
	5%	5%	3%	4%	6%	7%	6%	3%	8%	7%	5%	3%
Strongly oppose	49	32	5	9	36	5	22	9	13	21	18	10
	5%	6%	2%	2%	12%	2%	7%	7%	8%	7%	4%	4%
Unsure	51	25	10	16	21	14	16	4	12	18	18	15
	5%	5%	3%	3%	7%	6%	5%	3%	7%	6%	4%	5%

Echelon Insights
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N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[Q.CriminalDeport] Do you support or oppose deporting illegal immigrants with criminal records and those with existing deportation orders?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	873	378	205	290	382	253	214	464	357	263	167	489	338
	85%	93%	84%	77%	96%	84%	73%	95%	77%	92%	97%	94%	77%
STRONGLY/SOMEWHAT OPPOSE	102	18	22	61	12	27	60	17	72	15	2	24	70
	10%	5%	9%	16%	3%	9%	20%	4%	16%	5%	1%	5%	16%
Strongly support	644	337	148	159	337	185	103	410	198	245	141	420	188
	63%	83%	61%	42%	85%	61%	35%	84%	43%	86%	82%	81%	43%
Somewhat support	229	41	56	132	45	69	110	54	159	18	26	69	149
	22%	10%	23%	35%	11%	23%	38%	11%	34%	6%	15%	13%	34%
Somewhat oppose	53	10	9	34	5	14	32	7	38	7	1	11	36
	5%	3%	4%	9%	1%	5%	11%	1%	8%	2%	1%	2%	8%
Strongly oppose	49	8	13	28	7	14	27	10	34	9	1	13	34
	5%	2%	5%	7%	2%	4%	9%	2%	7%	3%	*%	3%	8%
Unsure	51	9	16	26	3	22	19	7	34	6	3	7	33
	5%	2%	7%	7%	1%	7%	6%	1%	7%	2%	2%	1%	7%

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January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QIsraelSideWith] In the current conflict in the Middle East, do you side more with...

	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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
Israel	439	241	198	40	87	127	184	127	312	359	25	34	21
	43%	51%	36%	19%	36%	45%	63%	28%	54%	49%	21%	31%	30%
The Palestinians in Gaza and the West Bank	183	99	82	64	44	46	28	109	74	102	25	35	21
	18%	21%	15%	31%	19%	16%	10%	24%	13%	14%	21%	31%	30%
Unsure	404	136	266	105	108	110	81	212	191	265	67	43	28
	39%	29%	49%	50%	45%	39%	28%	47%	33%	37%	57%	38%	40%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QIsraelSideWith] In the current conflict in the Middle East, do you side more with...

	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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Israel	439	120	130	118	71	250	189	78	87	94	65	110	166	269
	43%	40%	42%	45%	45%	41%	45%	36%	48%	44%	41%	45%	42%	44%
The Palestinians in Gaza and the West Bank	183	38	45	65	36	82	100	35	34	33	31	49	69	112
	18%	13%	14%	25%	23%	14%	24%	16%	19%	15%	20%	20%	17%	18%
Unsure	404	142	133	78	50	275	128	101	61	86	62	89	162	237
	39%	47%	43%	30%	32%	45%	31%	47%	33%	41%	39%	36%	41%	38%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QIsraelSideWith] In the current conflict in the Middle East, do you side more with...

	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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
Israel	439	195	182	255	73	111	115	64	52	90	201	149
	43%	38%	60%	50%	25%	49%	38%	46%	31%	31%	44%	52%
The Palestinians in Gaza and the West Bank	183	110	34	72	83	26	59	32	26	66	83	34
	18%	21%	11%	14%	29%	12%	19%	23%	16%	23%	18%	12%
Unsure	404	212	89	179	133	90	131	43	88	133	167	104
	39%	41%	29%	35%	46%	39%	43%	31%	53%	46%	37%	36%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QIsraelSideWith] In the current conflict in the Middle East, do you side more with...

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
Israel	439	254	96	89	270	99	65	305	120	185	109	316	110
	43%	63%	39%	24%	68%	33%	22%	62%	26%	65%	63%	61%	25%
The Palestinians in Gaza and the West Bank	183	26	39	118	26	41	113	28	133	12	14	37	135
	18%	7%	16%	31%	7%	13%	39%	6%	29%	4%	8%	7%	31%
Unsure	404	124	109	171	101	163	114	155	211	88	48	167	195
	39%	31%	45%	45%	25%	54%	39%	32%	45%	31%	28%	32%	44%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QIsraelCivilians] Who do you think is mostly responsible for any civilian casualties in the Gaza Strip?

	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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
Israel	243	133	108	66	58	68	51	124	119	158	31	32	22
	24%	28%	20%	32%	24%	24%	17%	28%	21%	22%	26%	28%	32%
Hamas	454	241	212	57	88	129	180	145	309	349	29	44	31
	44%	51%	39%	27%	37%	46%	61%	32%	53%	48%	25%	39%	44%
Unsure	329	102	226	85	94	86	63	179	149	218	57	37	17
	32%	21%	41%	41%	39%	30%	21%	40%	26%	30%	49%	33%	24%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QIsraelCivilians] Who do you think is mostly responsible for any civilian casualties in the Gaza Strip?

	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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Israel	243	71	57	70	44	129	114	50	35	49	51	58	85	158
	24%	24%	19%	27%	28%	21%	27%	23%	19%	23%	32%	23%	21%	26%
Hamas	454	112	137	132	72	250	204	76	84	102	64	122	159	289
	44%	38%	45%	50%	46%	41%	49%	35%	46%	48%	41%	50%	40%	47%
Unsure	329	116	113	59	40	229	99	90	63	62	43	67	153	171
	32%	39%	37%	23%	26%	38%	24%	42%	35%	29%	27%	27%	38%	28%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QIsraelCivilians] Who do you think is mostly responsible for any civilian casualties in the Gaza Strip?

	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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
Israel	243	140	64	107	87	48	74	36	38	84	98	61
	24%	27%	21%	21%	30%	21%	24%	26%	23%	29%	22%	21%
Hamas	454	209	172	255	87	110	118	67	50	100	221	132
	44%	40%	56%	50%	30%	48%	39%	48%	30%	35%	49%	46%
Unsure	329	168	71	144	115	69	113	36	77	104	131	93
	32%	33%	23%	28%	40%	31%	37%	26%	46%	36%	29%	33%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QIsraelCivilians] Who do you think is mostly responsible for any civilian casualties in the Gaza Strip?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
Israel	243	52	56	135	54	57	123	60	163	34	21	70	159
	24%	13%	23%	36%	14%	19%	42%	12%	35%	12%	12%	14%	36%
Hamas	454	245	90	118	260	105	84	292	141	171	106	302	133
	44%	61%	37%	31%	65%	35%	29%	60%	30%	60%	62%	58%	30%
Unsure	329	108	97	124	84	140	85	137	160	79	45	148	149
	32%	27%	40%	33%	21%	46%	29%	28%	35%	28%	26%	28%	34%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QDealCredit] Who do you think deserves primary credit for the Israel-Hamas hostage and ceasefire deal?

	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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
Donald Trump	324	198	125	56	70	104	94	126	198	264	14	28	18
	32%	42%	23%	27%	29%	37%	32%	28%	34%	36%	12%	25%	26%
Joe Biden	338	148	189	57	67	103	112	124	215	216	56	43	24
	33%	31%	35%	27%	28%	36%	38%	28%	37%	30%	47%	38%	35%
Both equally	132	63	68	30	36	26	40	66	66	80	18	17	17
	13%	13%	12%	15%	15%	9%	13%	15%	11%	11%	16%	15%	24%
Unsure	232	66	164	66	66	50	49	133	99	166	29	26	11
	23%	14%	30%	32%	28%	18%	17%	30%	17%	23%	25%	23%	15%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QDealCredit] Who do you think deserves primary credit for the Israel-Hamas hostage and ceasefire deal?

	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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Donald Trump	324	95	102	90	37	197	127	58	63	68	50	82	121	200
	32%	32%	33%	35%	23%	32%	30%	27%	35%	32%	32%	33%	30%	32%
Joe Biden	338	87	100	82	70	186	152	73	54	74	57	80	127	210
	33%	29%	32%	32%	44%	31%	36%	34%	30%	35%	36%	32%	32%	34%
Both equally	132	47	38	30	16	85	47	34	13	33	18	31	47	83
	13%	16%	12%	12%	10%	14%	11%	16%	7%	16%	11%	13%	12%	13%
Unsure	232	71	68	58	34	139	92	50	52	38	33	54	102	125
	23%	24%	22%	22%	22%	23%	22%	23%	29%	18%	21%	22%	26%	20%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QDealCredit] Who do you think deserves primary credit for the Israel-Hamas hostage and ceasefire deal?

	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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
Donald Trump	324	164	103	197	70	57	109	65	43	69	137	117
	32%	32%	34%	39%	24%	25%	36%	47%	26%	24%	30%	41%
Joe Biden	338	170	117	150	106	80	95	36	58	108	152	79
	33%	33%	38%	30%	37%	35%	31%	26%	35%	37%	34%	27%
Both equally	132	64	34	60	39	34	31	18	13	36	66	30
	13%	12%	11%	12%	13%	15%	10%	13%	8%	12%	15%	11%
Unsure	232	120	52	100	75	57	71	19	51	75	96	61
	23%	23%	17%	20%	26%	25%	23%	14%	31%	26%	21%	21%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QDealCredit] Who do you think deserves primary credit for the Israel-Hamas hostage and ceasefire deal?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
Donald Trump	324	249	63	12	240	65	15	297	16	195	91	298	20
	32%	61%	26%	3%	60%	21%	5%	61%	3%	69%	53%	57%	5%
Joe Biden	338	32	72	234	38	99	197	28	293	16	15	43	277
	33%	8%	30%	62%	10%	33%	68%	6%	63%	5%	9%	8%	63%
Both equally	132	45	31	57	51	53	24	59	60	27	24	70	45
	13%	11%	13%	15%	13%	17%	8%	12%	13%	9%	14%	13%	10%
Unsure	232	79	78	75	69	86	55	105	95	47	41	109	98
	23%	20%	32%	20%	17%	29%	19%	21%	20%	16%	24%	21%	22%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QUkraineSide] Do you personally side more with Russia or Ukraine in this conflict, or are you neutral on the matter?

	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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
Russia	51	32	19	15	19	13	3	34	17	32	8	9	2
	5%	7%	4%	7%	8%	5%	1%	8%	3%	4%	7%	8%	2%
Ukraine	608	298	308	106	112	168	221	219	389	449	50	59	49
	59%	63%	56%	51%	47%	59%	75%	49%	67%	62%	43%	52%	71%
Neutral	237	116	120	54	67	64	52	121	116	164	39	23	11
	23%	24%	22%	26%	28%	23%	18%	27%	20%	23%	34%	20%	16%
Unsure	129	30	99	33	40	37	19	74	56	80	20	22	8
	13%	6%	18%	16%	17%	13%	6%	16%	10%	11%	17%	20%	11%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QUkraineSide] Do you personally side more with Russia or Ukraine in this conflict, or are you neutral on the matter?

	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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Russia	51	21	13	12	5	34	17	21	7	8	8	6	28	22
	5%	7%	4%	5%	3%	6%	4%	10%	4%	4%	5%	2%	7%	4%
Ukraine	608	152	166	178	112	318	290	93	111	140	99	160	204	399
	59%	51%	54%	68%	71%	52%	69%	43%	61%	66%	63%	65%	51%	64%
Neutral	237	81	78	51	28	159	78	66	39	39	35	57	105	131
	23%	27%	25%	19%	18%	26%	19%	31%	21%	18%	22%	23%	26%	21%
Unsure	129	46	51	20	12	97	33	36	25	26	16	24	60	66
	13%	15%	16%	8%	8%	16%	8%	17%	14%	12%	10%	10%	15%	11%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QUkraineSide] Do you personally side more with Russia or Ukraine in this conflict, or are you neutral on the matter?

	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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
Russia	51	26	11	19	20	12	18	9	9	13	19	19
	5%	5%	4%	4%	7%	5%	6%	7%	5%	5%	4%	6%
Ukraine	608	305	212	315	154	136	160	81	78	161	300	147
	59%	59%	69%	62%	53%	60%	52%	58%	47%	56%	66%	51%
Neutral	237	125	58	109	67	61	82	41	41	70	91	76
	23%	24%	19%	21%	23%	27%	27%	29%	25%	24%	20%	27%
Unsure	129	60	25	64	48	17	46	8	37	44	41	45
	13%	12%	8%	13%	17%	8%	15%	6%	23%	15%	9%	16%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QUkraineSide] Do you personally side more with Russia or Ukraine in this conflict, or are you neutral on the matter?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
Russia	51	22	20	10	27	18	5	39	10	23	5	43	5
	5%	5%	8%	3%	7%	6%	2%	8%	2%	8%	3%	8%	1%
Ukraine	608	215	130	263	221	147	233	238	335	125	116	254	332
	59%	53%	53%	70%	56%	49%	80%	49%	72%	44%	67%	49%	75%
Neutral	237	113	60	65	106	88	33	146	72	94	33	154	64
	23%	28%	25%	17%	27%	29%	11%	30%	15%	33%	19%	30%	14%
Unsure	129	56	33	41	44	49	21	65	47	42	17	70	40
	13%	14%	14%	11%	11%	16%	7%	13%	10%	15%	10%	14%	9%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QUkraineContrast] Even if the US does not get involved militarily, which of the following comes closest to your view, 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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
Ukraine's war is our war. If Russia wins, vital US interests and values are threatened.	391	199	191	60	78	114	139	138	254	297	32	33	29
	38%	42%	35%	29%	33%	40%	47%	31%	44%	41%	27%	29%	41%
The war in Ukraine is a tragedy, but vital US interests and values are not really at stake in this conflict.	414	212	201	93	109	109	103	202	212	298	41	49	26
	40%	45%	37%	44%	46%	38%	35%	45%	37%	41%	35%	43%	37%
Unsure	220	64	155	56	52	60	52	108	112	130	44	31	15
	21%	14%	28%	27%	22%	21%	18%	24%	19%	18%	38%	27%	22%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QUkraineContrast] Even if the US does not get involved militarily, which of the following comes closest to your view, 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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Ukraine's war is our war. If Russia wins, vital US interests and values are threatened.	391	92	108	100	91	200	191	74	57	84	64	107	131	255
	38%	31%	35%	38%	58%	33%	46%	34%	32%	39%	41%	43%	33%	41%
The war in Ukraine is a tragedy, but vital US interests and values are not really at stake in this conflict.	414	128	119	122	45	247	167	87	85	77	67	96	172	240
	40%	43%	39%	47%	29%	41%	40%	40%	47%	36%	42%	39%	43%	39%
Unsure	220	80	81	39	20	161	60	55	39	53	26	44	94	123
	21%	27%	26%	15%	13%	26%	14%	25%	22%	25%	17%	18%	24%	20%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QUkraineContrast] Even if the US does not get involved militarily, which of the following comes closest to your view, 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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
Ukraine's war is our war. If Russia wins, vital US interests and values are threatened.	391	199	132	191	104	96	113	58	55	108	181	102
	38%	39%	43%	38%	36%	42%	37%	42%	33%	37%	40%	36%
The war in Ukraine is a tragedy, but vital US interests and values are not really at stake in this conflict.	414	216	121	207	124	83	128	63	65	111	185	118
	40%	42%	40%	41%	43%	37%	42%	45%	39%	39%	41%	41%
Unsure	220	102	53	109	62	48	65	19	46	69	85	66
	21%	20%	17%	22%	22%	21%	21%	13%	28%	24%	19%	23%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QUkraineContrast] Even if the US does not get involved militarily, which of the following comes closest to your view, even if neither is exactly right?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
Ukraine 's war is our war. If Russia wins, vital US interests and values are threatened.	391	107	79	205	112	91	187	124	247	62	55	128	246
	38%	26%	33%	54%	28%	30%	64%	25%	53%	22%	32%	25%	56%
The war in Ukraine is a tragedy, but vital US interests and values are not really at stake in this conflict.	414	203	108	103	203	135	67	256	132	157	77	278	121
	40%	50%	45%	27%	51%	44%	23%	52%	28%	55%	45%	53%	27%
Unsure	220	95	55	70	83	77	39	109	84	66	40	115	74
	21%	23%	23%	18%	21%	25%	13%	22%	18%	23%	23%	22%	17%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QUkraineSpending] The U.S. has provided military assistance to Ukraine, including advanced weapons systems. Do you think the U.S. providing military assistance to Ukraine is a good idea or a bad idea?

	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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
Good idea	502	263	237	87	99	148	168	186	316	365	45	48	44
	49%	55%	43%	41%	41%	52%	57%	41%	55%	50%	39%	43%	62%
Bad idea	278	137	140	72	80	76	50	152	127	192	35	39	12
	27%	29%	26%	34%	33%	27%	17%	34%	22%	26%	30%	34%	18%
Unsure	246	75	170	50	60	59	76	111	135	169	36	26	14
	24%	16%	31%	24%	25%	21%	26%	25%	23%	23%	31%	23%	20%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QUkraineSpending] The U.S. has provided military assistance to Ukraine, including advanced weapons systems. Do you think the U.S. providing military assistance to Ukraine is a good idea or a bad idea?

	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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Good idea	502	119	147	128	107	266	235	94	82	102	88	133	177	323
	49%	40%	48%	49%	68%	44%	56%	44%	45%	48%	56%	54%	44%	52%
Bad idea	278	99	84	74	22	182	96	67	49	66	43	53	116	162
	27%	33%	27%	28%	14%	30%	23%	31%	27%	31%	27%	22%	29%	26%
Unsure	246	82	77	58	28	159	86	54	51	46	27	61	104	134
	24%	27%	25%	22%	18%	26%	21%	25%	28%	21%	17%	25%	26%	22%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QUkraineSpending] The U.S. has provided military assistance to Ukraine, including advanced weapons systems. Do you think the U.S. providing military assistance to Ukraine is a good idea or a bad idea?

	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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
Good idea	502	250	172	255	135	108	139	78	60	138	245	118
	49%	48%	56%	50%	47%	48%	45%	56%	36%	48%	54%	41%
Bad idea	278	145	71	136	91	51	99	42	57	69	108	101
	27%	28%	23%	27%	31%	22%	33%	30%	35%	24%	24%	35%
Unsure	246	122	63	115	63	68	67	19	48	81	98	67
	24%	24%	21%	23%	22%	30%	22%	13%	29%	28%	22%	24%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QUkraineSpending] The U.S. has provided military assistance to Ukraine, including advanced weapons systems. Do you think the U.S. providing military assistance to Ukraine is a good idea or a bad idea?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
Good idea	502	165	96	240	159	131	209	176	300	94	83	196	290
	49%	41%	39%	64%	40%	43%	71%	36%	65%	33%	48%	38%	66%
Bad idea	278	139	71	68	143	81	43	184	75	110	53	190	70
	27%	34%	29%	18%	36%	27%	15%	38%	16%	39%	31%	36%	16%
Unsure	246	100	77	69	95	90	40	129	89	80	36	135	80
	24%	25%	32%	18%	24%	30%	14%	26%	19%	28%	21%	26%	18%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QTrumpUkraineExpect] What do you expect Donald Trump to do regarding military aid to Ukraine?

	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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
GIVE A LOT/LITTLE MORE MILITARY AID	216	113	102	64	53	60	39	117	99	142	34	24	15
	21%	24%	19%	31%	22%	21%	13%	26%	17%	20%	29%	22%	22%
GIVE A LOT/LITTLE LESS MILITARY AID	592	276	314	113	123	169	187	236	356	434	62	59	37
	58%	58%	57%	54%	52%	60%	64%	53%	62%	60%	53%	53%	52%
Give a lot more military aid	102	64	37	34	21	27	20	55	47	70	20	7	5
	10%	14%	7%	16%	9%	10%	7%	12%	8%	10%	17%	6%	8%
Give a little more military aid	114	48	65	30	32	33	19	62	52	72	14	18	10
	11%	10%	12%	15%	13%	12%	6%	14%	9%	10%	12%	16%	14%
Make no change to military aid	218	88	130	32	63	54	68	95	123	149	21	29	18
	21%	18%	24%	15%	26%	19%	23%	21%	21%	21%	18%	26%	26%
Give a little less military aid	205	93	112	45	33	54	73	79	127	149	22	19	15
	20%	20%	20%	22%	14%	19%	25%	18%	22%	21%	18%	17%	21%
Give a lot less military aid	387	182	202	67	90	115	114	157	229	284	40	40	22
	38%	38%	37%	32%	38%	41%	39%	35%	40%	39%	35%	35%	31%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QTrumpUkraineExpect] What do you expect Donald Trump to do regarding military aid to Ukraine?

	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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
GIVE A LOT/LITTLE MORE MILITARY AID	216	72	63	58	23	135	81	54	31	48	34	46	85	128
	21%	24%	20%	22%	15%	22%	19%	25%	17%	22%	22%	19%	21%	21%
GIVE A LOT/LITTLE LESS MILITARY AID	592	159	178	156	98	337	255	109	104	126	97	154	212	377
	58%	53%	58%	60%	63%	55%	61%	50%	57%	59%	62%	62%	54%	61%
Give a lot more military aid	102	35	29	29	9	64	39	29	13	18	12	30	41	60
	10%	12%	9%	11%	6%	10%	9%	13%	7%	8%	7%	12%	10%	10%
Give a little more military aid	114	37	34	28	14	71	42	25	18	30	23	16	43	69
	11%	13%	11%	11%	9%	12%	10%	12%	10%	14%	14%	6%	11%	11%
Make no change to military aid	218	68	67	47	35	136	82	53	47	39	26	47	100	112
	21%	23%	22%	18%	23%	22%	20%	25%	26%	18%	17%	19%	25%	18%
Give a little less military aid	205	57	55	51	43	112	94	39	31	36	40	59	70	134
	20%	19%	18%	20%	27%	18%	22%	18%	17%	17%	25%	24%	18%	22%
Give a lot less military aid	387	103	123	105	56	225	161	70	72	90	58	95	142	243
	38%	34%	40%	40%	36%	37%	39%	32%	40%	42%	37%	39%	36%	39%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QTrumpUkraineExpect] What do you expect Donald Trump to do regarding military aid to Ukraine?

	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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
GIVE A LOT/LITTLE MORE MILITARY AID	216	124	47	96	76	44	77	43	34	73	88	55
	21%	24%	15%	19%	26%	19%	25%	31%	21%	25%	20%	19%
GIVE A LOT/LITTLE LESS MILITARY AID	592	294	195	307	159	124	165	68	97	159	259	174
	58%	57%	64%	61%	55%	55%	54%	49%	59%	55%	57%	61%
Give a lot more military aid	102	53	23	45	42	15	34	25	9	36	45	21
	10%	10%	7%	9%	15%	6%	11%	18%	5%	12%	10%	7%
Give a little more military aid	114	71	24	51	33	30	43	17	25	37	43	33
	11%	14%	8%	10%	12%	13%	14%	12%	15%	13%	10%	12%
Make no change to military aid	218	99	65	104	55	59	63	29	34	56	103	58
	21%	19%	21%	20%	19%	26%	21%	21%	21%	19%	23%	20%
Give a little less military aid	205	110	69	106	54	45	56	19	37	49	92	65
	20%	21%	23%	21%	19%	20%	18%	14%	22%	17%	20%	23%
Give a lot less military aid	387	184	126	201	104	79	109	48	60	110	167	109
	38%	36%	41%	40%	36%	35%	36%	35%	36%	38%	37%	38%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QTrumpUkraineExpect] What do you expect Donald Trump to do regarding military aid to Ukraine?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
GIVE A LOT/LITTLE MORE MILITARY AID	216	104	39	73	89	65	55	115	86	65	42	127	73
	21%	26%	16%	19%	22%	22%	19%	24%	19%	23%	24%	24%	17%
GIVE A LOT/LITTLE LESS MILITARY AID	592	211	144	238	227	154	196	269	289	171	80	279	292
	58%	52%	59%	63%	57%	51%	67%	55%	62%	60%	47%	54%	66%
Give a lot more military aid	102	48	20	35	40	29	29	49	44	35	12	54	39
	10%	12%	8%	9%	10%	10%	10%	10%	9%	12%	7%	10%	9%
Give a little more military aid	114	57	19	38	49	36	26	66	42	30	29	73	34
	11%	14%	8%	10%	12%	12%	9%	14%	9%	10%	17%	14%	8%
Make no change to military aid	218	90	61	67	81	83	41	105	89	49	50	115	75
	21%	22%	25%	18%	20%	27%	14%	21%	19%	17%	29%	22%	17%
Give a little less military aid	205	81	52	72	90	57	55	108	83	67	33	118	79
	20%	20%	21%	19%	23%	19%	19%	22%	18%	23%	19%	23%	18%
Give a lot less military aid	387	129	92	166	137	97	141	161	206	104	47	161	213
	38%	32%	38%	44%	34%	32%	48%	33%	44%	37%	27%	31%	48%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	572	253	317	169	166	169	69	335	238	366	77	82	47
	56%	53%	58%	81%	69%	60%	23%	75%	41%	50%	66%	72%	67%
No	453	222	230	40	73	114	226	113	340	359	40	31	23
	44%	47%	42%	19%	31%	40%	77%	25%	59%	50%	34%	28%	33%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	572	143	163	178	88	306	267	104	86	114	104	160	190	377
	56%	48%	53%	68%	56%	50%	64%	48%	47%	53%	66%	65%	48%	61%
No	453	157	145	82	69	302	151	111	96	100	53	88	207	241
	44%	52%	47%	32%	44%	50%	36%	52%	53%	47%	34%	35%	52%	39%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
Yes	572	371	91	281	201	89	233	104	128	189	247	136
	56%	72%	30%	56%	69%	39%	76%	74%	78%	66%	55%	48%
No	453	146	215	225	88	138	73	36	37	99	204	150
	44%	28%	70%	44%	31%	61%	24%	26%	22%	34%	45%	52%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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 . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	572	225	124	223	198	174	182	253	272	157	89	281	254
	56%	56%	51%	59%	50%	57%	62%	52%	59%	55%	52%	54%	58%
No	453	180	119	154	199	129	110	236	192	127	82	239	186
	44%	44%	49%	41%	50%	43%	38%	48%	41%	45%	48%	46%	42%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	348	212	136	106	109	91	42	215	133	220	54	44	30
	34%	45%	25%	51%	46%	32%	14%	48%	23%	30%	46%	39%	43%
No	677	264	411	103	130	192	252	233	444	505	63	69	40
	66%	55%	75%	49%	54%	68%	86%	52%	77%	70%	54%	61%	57%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	348	93	95	106	54	189	160	56	43	72	61	114	99	246
	34%	31%	31%	41%	34%	31%	38%	26%	24%	34%	39%	46%	25%	40%
No	677	207	213	155	103	419	258	160	138	142	97	133	298	372
	66%	69%	69%	59%	66%	69%	62%	74%	76%	66%	61%	54%	75%	60%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
Yes	348	230	63	174	127	47	148	89	59	106	150	92
	34%	44%	21%	34%	44%	21%	49%	64%	35%	37%	33%	32%
No	677	287	243	332	162	180	157	51	107	182	301	194
	66%	56%	79%	66%	56%	79%	51%	36%	65%	63%	67%	68%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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 . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	348	153	63	132	154	89	100	172	149	110	57	201	137
	34%	38%	26%	35%	39%	29%	34%	35%	32%	39%	33%	39%	31%
No	677	252	180	246	244	213	192	316	315	175	114	320	304
	66%	62%	74%	65%	61%	71%	66%	65%	68%	61%	67%	61%	69%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	835	353	480	163	211	245	216	374	461	600	97	81	57
	81%	74%	88%	78%	88%	86%	73%	83%	80%	83%	83%	72%	81%
No	191	123	67	46	28	39	78	74	117	126	21	32	13
	19%	26%	12%	22%	12%	14%	27%	17%	20%	17%	17%	28%	19%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	835	246	255	204	129	501	333	172	151	168	132	204	323	503
	81%	82%	83%	78%	82%	82%	80%	80%	83%	79%	84%	82%	81%	81%
No	191	54	53	57	28	107	84	43	31	46	26	43	74	115
	19%	18%	17%	22%	18%	18%	20%	20%	17%	21%	16%	18%	19%	19%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
Yes	835	433	232	411	226	195	276	120	155	242	356	237
	81%	84%	76%	81%	78%	86%	90%	86%	94%	84%	79%	83%
No	191	84	74	95	63	32	29	19	10	47	94	50
	19%	16%	24%	19%	22%	14%	10%	14%	6%	16%	21%	17%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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 . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	835	332	197	306	315	259	231	398	373	238	136	435	348
	81%	82%	81%	81%	79%	86%	79%	81%	80%	84%	79%	84%	79%
No	191	73	46	72	83	43	61	90	91	46	36	85	93
	19%	18%	19%	19%	21%	14%	21%	19%	20%	16%	21%	16%	21%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	407	174	230	143	115	111	38	258	149	243	73	61	31
	40%	37%	42%	69%	48%	39%	13%	58%	26%	33%	62%	54%	44%
No	618	301	317	66	124	172	257	190	429	483	45	51	40
	60%	63%	58%	31%	52%	61%	87%	42%	74%	67%	38%	46%	56%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	407	132	125	110	40	257	150	91	63	91	70	88	154	248
	40%	44%	41%	42%	25%	42%	36%	42%	35%	42%	44%	36%	39%	40%
No	618	168	183	150	117	351	267	125	118	123	88	159	242	370
	60%	56%	59%	58%	75%	58%	64%	58%	65%	58%	56%	64%	61%	60%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
Yes	407	266	54	176	158	73	168	73	94	132	166	109
	40%	52%	18%	35%	55%	32%	55%	52%	57%	46%	37%	38%
No	618	250	252	331	131	154	138	66	71	157	284	178
	60%	48%	82%	65%	45%	68%	45%	48%	43%	54%	63%	62%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[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 . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	407	156	91	161	133	126	125	191	184	111	65	210	167
	40%	38%	37%	43%	33%	42%	43%	39%	40%	39%	38%	40%	38%
No	618	249	152	217	265	177	168	298	279	173	107	311	273
	60%	62%	63%	57%	67%	58%	57%	61%	60%	61%	62%	60%	62%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	327	179	145	126	91	77	32	217	110	220	38	44	25
	32%	38%	27%	60%	38%	27%	11%	49%	19%	30%	33%	39%	35%
No	699	297	401	83	148	206	262	231	468	505	79	69	45
	68%	62%	73%	40%	62%	73%	89%	51%	81%	70%	67%	61%	65%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	327	80	94	109	43	174	153	59	38	68	70	88	97	226
	32%	27%	31%	42%	28%	29%	37%	27%	21%	32%	44%	36%	24%	37%
No	699	220	214	151	114	434	265	156	143	145	88	159	300	392
	68%	73%	69%	58%	72%	71%	63%	73%	79%	68%	56%	64%	76%	63%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
Yes	327	214	50	145	140	41	127	68	57	99	145	83
	32%	41%	16%	29%	48%	18%	41%	49%	35%	34%	32%	29%
No	699	303	256	361	150	186	179	71	108	189	306	203
	68%	59%	84%	71%	52%	82%	59%	51%	65%	66%	68%	71%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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 . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	327	115	82	130	98	96	126	136	162	87	40	157	155
	32%	28%	34%	34%	25%	32%	43%	28%	35%	31%	23%	30%	35%
No	699	290	161	247	299	206	166	353	301	197	132	363	286
	68%	72%	66%	66%	75%	68%	57%	72%	65%	69%	77%	70%	65%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	839	400	435	192	219	247	180	411	427	567	108	102	62
	82%	84%	80%	92%	92%	87%	61%	92%	74%	78%	92%	91%	88%
No	187	76	111	17	20	36	114	37	150	158	10	10	9
	18%	16%	20%	8%	8%	13%	39%	8%	26%	22%	8%	9%	12%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	839	239	254	224	121	493	345	191	140	168	129	201	331	498
	82%	80%	83%	86%	77%	81%	83%	89%	77%	79%	82%	81%	83%	81%
No	187	61	54	37	36	115	72	24	42	45	28	47	66	120
	18%	20%	17%	14%	23%	19%	17%	11%	23%	21%	18%	19%	17%	19%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
Yes	839	455	204	401	263	171	275	134	140	245	371	222
	82%	88%	67%	79%	91%	75%	90%	96%	84%	85%	82%	78%
No	187	62	102	105	26	56	31	5	26	43	80	64
	18%	12%	33%	21%	9%	25%	10%	4%	16%	15%	18%	22%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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 . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	839	320	202	316	308	249	254	388	384	237	123	424	357
	82%	79%	83%	84%	77%	82%	87%	79%	83%	84%	72%	81%	81%
No	187	85	41	61	90	54	38	101	80	47	48	97	84
	18%	21%	17%	16%	23%	18%	13%	21%	17%	16%	28%	19%	19%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	263	136	126	126	77	48	12	203	60	170	48	32	13
	26%	29%	23%	60%	32%	17%	4%	45%	10%	23%	41%	29%	18%
No	763	340	421	83	162	235	282	245	518	555	69	81	57
	74%	71%	77%	40%	68%	83%	96%	55%	90%	77%	59%	71%	82%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	263	87	71	72	32	159	104	63	39	52	38	66	102	156
	26%	29%	23%	28%	20%	26%	25%	29%	22%	24%	24%	27%	26%	25%
No	763	213	237	188	125	449	313	152	142	162	119	181	294	462
	74%	71%	77%	72%	80%	74%	75%	71%	78%	76%	76%	73%	74%	75%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
Yes	263	182	17	109	112	40	127	61	64	96	96	70
	26%	35%	6%	22%	39%	17%	41%	44%	39%	33%	21%	25%
No	763	335	289	397	177	187	179	78	101	192	354	216
	74%	65%	94%	78%	61%	83%	59%	56%	61%	67%	79%	75%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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 . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	263	110	50	103	93	76	85	125	115	84	36	151	101
	26%	27%	21%	27%	23%	25%	29%	26%	25%	29%	21%	29%	23%
No	763	295	193	274	304	226	208	364	348	201	135	369	340
	74%	73%	79%	73%	77%	75%	71%	74%	75%	71%	79%	71%	77%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QMediaFreq_LocalTVNews] How frequently do you do each of the following?

-Watch local TV news

	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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
DAILY OR MORE	501	233	268	82	97	143	179	179	322	338	70	57	36
	49%	49%	49%	39%	41%	51%	61%	40%	56%	47%	60%	51%	51%
SELDOM OR NEVER	276	124	149	69	71	71	66	140	136	213	18	24	21
	27%	26%	27%	33%	30%	25%	22%	31%	24%	29%	15%	21%	30%
Daily, multiple hours per day	257	110	147	37	47	71	102	84	173	166	43	26	23
	25%	23%	27%	18%	20%	25%	35%	19%	30%	23%	37%	23%	33%
Daily, one hour or less per day	244	123	121	44	51	72	77	95	149	172	27	31	13
	24%	26%	22%	21%	21%	25%	26%	21%	26%	24%	23%	28%	18%
A few times a week	176	88	89	38	54	46	38	93	84	122	23	23	9
	17%	18%	16%	18%	23%	16%	13%	21%	15%	17%	20%	20%	13%
A few times per month	72	31	41	20	16	24	11	36	36	52	7	9	4
	7%	7%	7%	10%	7%	9%	4%	8%	6%	7%	6%	8%	6%
Seldom	156	73	83	38	47	41	30	86	70	123	8	12	13
	15%	15%	15%	18%	20%	14%	10%	19%	12%	17%	7%	11%	18%
Never	120	52	67	30	24	30	36	54	66	90	10	12	8
	12%	11%	12%	15%	10%	11%	12%	12%	11%	12%	8%	11%	12%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QMediaFreq_LocalTVNews] How frequently do you do each of the following?

-Watch local TV news

	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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DAILY OR MORE	501	150	162	97	92	312	189	107	88	105	88	109	195	302
	49%	50%	53%	37%	59%	51%	45%	50%	49%	49%	56%	44%	49%	49%
SELDOM OR NEVER	276	73	79	85	40	152	125	70	45	56	34	66	115	156
	27%	24%	26%	33%	26%	25%	30%	33%	25%	26%	22%	27%	29%	25%
Daily, multiple hours per day	257	79	88	49	41	167	90	62	52	38	42	63	113	143
	25%	26%	29%	19%	26%	27%	22%	29%	28%	18%	27%	25%	29%	23%
Daily, one hour or less per day	244	71	74	48	51	145	99	45	37	67	46	46	82	160
	24%	24%	24%	18%	33%	24%	24%	21%	20%	31%	30%	19%	21%	26%
A few times a week	176	55	45	61	15	100	76	24	32	44	25	49	56	119
	17%	18%	15%	24%	9%	17%	18%	11%	18%	21%	16%	20%	14%	19%
A few times per month	72	22	22	18	10	44	27	14	16	8	9	23	30	41
	7%	7%	7%	7%	6%	7%	7%	7%	9%	4%	6%	10%	8%	7%
Seldom	156	38	47	52	19	85	71	35	26	32	18	41	61	91
	15%	13%	15%	20%	12%	14%	17%	16%	15%	15%	12%	17%	15%	15%
Never	120	35	32	33	21	67	54	36	19	25	16	24	54	65
	12%	12%	10%	13%	13%	11%	13%	17%	10%	12%	10%	10%	14%	11%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QMediaFreq_LocalTVNews] How frequently do you do each of the following?

-Watch local TV news

	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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
DAILY OR MORE	501	240	181	262	124	115	143	72	70	159	220	122
	49%	46%	59%	52%	43%	50%	47%	52%	43%	55%	49%	43%
SELDOM OR NEVER	276	135	63	131	86	57	74	33	41	70	109	97
	27%	26%	20%	26%	30%	25%	24%	23%	25%	24%	24%	34%
Daily, multiple hours per day	257	112	102	133	59	66	69	35	34	86	112	59
	25%	22%	33%	26%	20%	29%	23%	25%	20%	30%	25%	21%
Daily, one hour or less per day	244	128	79	129	65	49	74	38	37	72	108	63
	24%	25%	26%	25%	23%	22%	24%	27%	22%	25%	24%	22%
A few times a week	176	101	49	85	54	38	67	30	37	46	83	47
	17%	20%	16%	17%	19%	17%	22%	21%	23%	16%	19%	16%
A few times per month	72	41	13	29	25	17	21	5	17	14	38	20
	7%	8%	4%	6%	9%	8%	7%	3%	10%	5%	8%	7%
Seldom	156	75	31	81	44	29	46	22	24	39	62	54
	15%	14%	10%	16%	15%	13%	15%	16%	15%	14%	14%	19%
Never	120	60	32	50	42	29	28	11	17	31	47	43
	12%	12%	10%	10%	14%	13%	9%	8%	10%	11%	11%	15%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QMediaFreq_LocalTVNews] How frequently do you do each of the following?

-Watch local TV news

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
DAILY OR MORE	501	186	105	210	179	171	134	222	251	119	83	241	228
	49%	46%	43%	56%	45%	56%	46%	45%	54%	42%	48%	46%	52%
SELDOM OR NEVER	276	120	75	82	115	63	83	143	102	91	48	145	112
	27%	30%	31%	22%	29%	21%	29%	29%	22%	32%	28%	28%	26%
Daily, multiple hours per day	257	90	56	111	90	99	58	112	127	50	46	123	119
	25%	22%	23%	29%	23%	33%	20%	23%	27%	18%	27%	24%	27%
Daily, one hour or less per day	244	96	49	99	90	72	76	109	124	69	36	118	109
	24%	24%	20%	26%	23%	24%	26%	22%	27%	24%	21%	23%	25%
A few times a week	176	70	42	64	73	52	50	89	80	52	30	97	67
	17%	17%	17%	17%	18%	17%	17%	18%	17%	18%	18%	19%	15%
A few times per month	72	29	21	22	30	16	25	35	30	23	11	37	33
	7%	7%	9%	6%	7%	5%	8%	7%	7%	8%	6%	7%	7%
Seldom	156	73	41	42	74	36	40	90	53	55	33	88	60
	15%	18%	17%	11%	19%	12%	14%	18%	11%	19%	19%	17%	14%
Never	120	47	33	40	41	27	43	53	49	36	15	57	53
	12%	12%	14%	10%	10%	9%	15%	11%	11%	13%	9%	11%	12%

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January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QMediaFreq_BroadcastTVNews] How frequently do you do each of the following?

-Watch broadcast TV news (ABC, CBS, NBC)

	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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
DAILY OR MORE	473	209	264	77	101	139	157	177	296	324	74	41	34
	46%	44%	48%	37%	42%	49%	53%	40%	51%	45%	63%	36%	49%
SELDOM OR NEVER	310	145	163	84	70	75	81	153	156	231	16	36	27
	30%	30%	30%	40%	29%	26%	28%	34%	27%	32%	14%	31%	39%
Daily, multiple hours per day	255	91	163	35	51	69	99	86	168	172	50	15	18
	25%	19%	30%	17%	21%	24%	34%	19%	29%	24%	42%	13%	26%
Daily, one hour or less per day	219	118	101	41	50	70	58	91	128	153	24	26	16
	21%	25%	18%	20%	21%	25%	20%	20%	22%	21%	21%	23%	23%
A few times a week	162	82	80	38	39	45	40	77	85	117	17	22	5
	16%	17%	15%	18%	16%	16%	14%	17%	15%	16%	15%	20%	7%
A few times per month	81	40	40	11	30	25	15	41	40	53	10	14	4
	8%	8%	7%	5%	12%	9%	5%	9%	7%	7%	8%	13%	5%
Seldom	146	64	81	39	36	44	28	74	72	110	8	15	13
	14%	14%	15%	19%	15%	15%	9%	17%	12%	15%	7%	13%	19%
Never	164	81	82	45	34	31	54	79	85	121	9	21	14
	16%	17%	15%	22%	14%	11%	18%	18%	15%	17%	7%	19%	20%

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January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QMediaFreq_BroadcastTVNews] How frequently do you do each of the following?

-Watch broadcast TV news (ABC, CBS, NBC)

	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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DAILY OR MORE	473	137	143	111	83	280	193	94	78	100	80	118	172	298
	46%	46%	47%	42%	53%	46%	46%	44%	43%	47%	51%	48%	43%	48%
SELDOM OR NEVER	310	89	82	93	45	172	138	74	58	59	39	74	132	173
	30%	30%	27%	36%	29%	28%	33%	34%	32%	28%	25%	30%	33%	28%
Daily, multiple hours per day	255	82	79	53	41	161	94	55	47	47	47	57	102	151
	25%	27%	26%	20%	26%	26%	23%	26%	26%	22%	30%	23%	26%	24%
Daily, one hour or less per day	219	55	64	58	42	120	99	39	31	53	32	61	70	147
	21%	18%	21%	22%	26%	20%	24%	18%	17%	25%	21%	25%	18%	24%
A few times a week	162	40	58	42	22	97	64	25	31	36	28	41	56	105
	16%	13%	19%	16%	14%	16%	15%	11%	17%	17%	18%	16%	14%	17%
A few times per month	81	34	25	15	7	59	22	22	15	18	10	14	37	42
	8%	11%	8%	6%	4%	10%	5%	10%	8%	9%	6%	6%	9%	7%
Seldom	146	40	40	45	21	80	66	27	25	33	19	42	52	94
	14%	13%	13%	17%	13%	13%	16%	12%	14%	15%	12%	17%	13%	15%
Never	164	49	43	48	24	92	72	47	33	26	20	32	80	79
	16%	16%	14%	18%	15%	15%	17%	22%	18%	12%	13%	13%	20%	13%

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N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QMediaFreq_BroadcastTVNews] How frequently do you do each of the following?

-Watch broadcast TV news (ABC, CBS, NBC)

	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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
DAILY OR MORE	473	233	163	239	127	107	136	72	64	152	209	112
	46%	45%	53%	47%	44%	47%	45%	51%	39%	53%	46%	39%
SELDOM OR NEVER	310	153	77	152	91	65	90	38	52	71	130	109
	30%	30%	25%	30%	31%	29%	29%	27%	31%	25%	29%	38%
Daily, multiple hours per day	255	115	101	122	68	65	61	23	37	81	108	66
	25%	22%	33%	24%	23%	29%	20%	17%	22%	28%	24%	23%
Daily, one hour or less per day	219	118	62	117	59	42	75	48	27	71	102	46
	21%	23%	20%	23%	21%	19%	25%	35%	16%	25%	23%	16%
A few times a week	162	93	47	81	47	33	59	24	35	40	77	45
	16%	18%	15%	16%	16%	15%	19%	17%	21%	14%	17%	16%
A few times per month	81	38	19	35	25	21	21	6	15	25	35	21
	8%	7%	6%	7%	9%	9%	7%	4%	9%	9%	8%	7%
Seldom	146	80	24	80	38	27	46	23	23	31	61	54
	14%	16%	8%	16%	13%	12%	15%	17%	14%	11%	13%	19%
Never	164	73	53	72	53	39	44	15	29	40	69	54
	16%	14%	17%	14%	18%	17%	14%	10%	18%	14%	15%	19%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QMediaFreq_BroadcastTVNews] How frequently do you do each of the following?

-Watch broadcast TV news (ABC, CBS, NBC)

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
DAILY OR MORE	473	171	90	213	163	159	140	191	254	110	72	216	227
	46%	42%	37%	56%	41%	53%	48%	39%	55%	39%	42%	41%	51%
SELDOM OR NEVER	310	142	85	82	138	70	85	172	109	100	63	173	121
	30%	35%	35%	22%	35%	23%	29%	35%	24%	35%	37%	33%	27%
Daily, multiple hours per day	255	81	50	124	77	95	72	96	145	50	32	107	128
	25%	20%	20%	33%	19%	31%	25%	20%	31%	18%	19%	21%	29%
Daily, one hour or less per day	219	90	40	89	87	64	67	95	109	61	39	109	99
	21%	22%	17%	24%	22%	21%	23%	19%	23%	21%	23%	21%	22%
A few times a week	162	63	38	60	66	49	45	80	72	47	30	84	64
	16%	16%	16%	16%	17%	16%	15%	16%	15%	16%	18%	16%	15%
A few times per month	81	28	29	23	30	25	23	46	28	27	7	48	28
	8%	7%	12%	6%	8%	8%	8%	9%	6%	9%	4%	9%	6%
Seldom	146	61	40	45	60	36	44	73	59	46	26	76	64
	14%	15%	16%	12%	15%	12%	15%	15%	13%	16%	15%	15%	14%
Never	164	81	46	37	78	34	41	99	50	54	37	97	57
	16%	20%	19%	10%	20%	11%	14%	20%	11%	19%	21%	19%	13%

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N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QMediaFreq_NationalTVNews] How frequently do you do each of the following?

-Watch national cable TV news (Fox News, CNN, MSNBC, etc.)

	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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
DAILY OR MORE	399	200	198	63	82	108	146	145	254	285	49	38	27
	39%	42%	36%	30%	34%	38%	49%	32%	44%	39%	42%	34%	38%
SELDOM OR NEVER	369	155	212	76	97	101	95	173	196	273	33	37	26
	36%	32%	39%	36%	41%	36%	32%	39%	34%	38%	28%	33%	37%
Daily, multiple hours per day	216	115	100	32	41	47	97	73	143	148	33	18	17
	21%	24%	18%	15%	17%	16%	33%	16%	25%	20%	28%	16%	24%
Daily, one hour or less per day	182	85	97	30	42	62	49	72	110	137	15	20	10
	18%	18%	18%	15%	17%	22%	17%	16%	19%	19%	13%	18%	14%
A few times a week	173	83	90	41	39	55	38	80	93	117	21	25	9
	17%	17%	17%	19%	17%	19%	13%	18%	16%	16%	18%	23%	13%
A few times per month	85	38	47	30	20	19	15	51	34	50	14	13	8
	8%	8%	9%	14%	8%	7%	5%	11%	6%	7%	12%	11%	11%
Seldom	151	74	76	40	46	38	28	85	66	102	20	16	12
	15%	16%	14%	19%	19%	13%	9%	19%	11%	14%	17%	14%	18%
Never	218	80	135	36	51	63	67	87	130	171	13	20	13
	21%	17%	25%	17%	21%	22%	23%	19%	23%	24%	11%	18%	19%

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N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QMediaFreq_NationalTVNews] How frequently do you do each of the following?

-Watch national cable TV news (Fox News, CNN, MSNBC, etc.)

	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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DAILY OR MORE	399	104	115	102	77	220	179	64	66	86	70	109	130	265
	39%	35%	37%	39%	49%	36%	43%	30%	36%	40%	45%	44%	33%	43%
SELDOM OR NEVER	369	115	105	96	53	220	149	102	70	66	49	77	173	192
	36%	38%	34%	37%	34%	36%	36%	48%	39%	31%	31%	31%	44%	31%
Daily, multiple hours per day	216	57	70	46	44	127	89	36	40	41	33	65	77	139
	21%	19%	23%	18%	28%	21%	21%	17%	22%	19%	21%	26%	19%	22%
Daily, one hour or less per day	182	47	46	57	33	93	90	27	26	45	38	44	53	126
	18%	16%	15%	22%	21%	15%	21%	13%	14%	21%	24%	18%	13%	20%
A few times a week	173	45	63	44	22	107	66	25	29	48	29	41	54	118
	17%	15%	20%	17%	14%	18%	16%	12%	16%	22%	19%	16%	14%	19%
A few times per month	85	36	25	19	5	61	24	24	16	14	9	21	41	43
	8%	12%	8%	7%	3%	10%	6%	11%	9%	6%	6%	8%	10%	7%
Seldom	151	42	48	41	20	90	61	34	30	24	17	43	64	84
	15%	14%	16%	16%	13%	15%	15%	16%	17%	11%	10%	18%	16%	14%
Never	218	72	57	55	33	130	88	68	40	42	32	34	108	107
	21%	24%	19%	21%	21%	21%	21%	32%	22%	20%	20%	14%	27%	17%

Echelon Insights
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N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QMediaFreq_NationalTVNews] How frequently do you do each of the following?

-Watch national cable TV news (Fox News, CNN, MSNBC, etc.)

	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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
DAILY OR MORE	399	200	138	227	93	78	120	70	49	115	188	96
	39%	39%	45%	45%	32%	34%	39%	51%	30%	40%	42%	33%
SELDOM OR NEVER	369	175	101	161	117	88	95	37	58	102	152	114
	36%	34%	33%	32%	41%	39%	31%	27%	35%	36%	34%	40%
Daily, multiple hours per day	216	95	87	120	51	44	54	34	19	56	108	52
	21%	18%	28%	24%	18%	20%	18%	25%	12%	20%	24%	18%
Daily, one hour or less per day	182	105	51	107	42	33	66	36	30	59	79	44
	18%	20%	17%	21%	14%	15%	22%	26%	18%	20%	18%	15%
A few times a week	173	96	52	80	51	42	59	23	36	50	74	50
	17%	19%	17%	16%	18%	19%	19%	17%	22%	17%	16%	17%
A few times per month	85	45	15	39	27	19	31	8	23	21	37	27
	8%	9%	5%	8%	9%	8%	10%	6%	14%	7%	8%	9%
Seldom	151	75	26	67	50	32	45	23	22	45	68	38
	15%	15%	9%	13%	17%	14%	15%	17%	13%	16%	15%	13%
Never	218	100	75	94	68	56	50	14	36	58	84	76
	21%	19%	24%	19%	23%	24%	16%	10%	22%	20%	19%	27%

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N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QMediaFreq_NationalTVNews] How frequently do you do each of the following?

-Watch national cable TV news (Fox News, CNN, MSNBC, etc.)

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
DAILY OR MORE	399	179	73	146	185	105	100	208	176	124	79	230	150
	39%	44%	30%	39%	46%	35%	34%	43%	38%	44%	46%	44%	34%
SELDOM OR NEVER	369	117	106	145	107	125	119	147	183	88	42	148	192
	36%	29%	44%	38%	27%	41%	41%	30%	40%	31%	25%	28%	44%
Daily, multiple hours per day	216	96	46	74	109	53	48	121	87	70	42	131	71
	21%	24%	19%	20%	27%	18%	17%	25%	19%	25%	24%	25%	16%
Daily, one hour or less per day	182	83	27	72	76	51	52	88	89	54	37	100	79
	18%	21%	11%	19%	19%	17%	18%	18%	19%	19%	22%	19%	18%
A few times a week	173	73	36	64	70	48	50	88	77	48	31	94	67
	17%	18%	15%	17%	18%	16%	17%	18%	17%	17%	18%	18%	15%
A few times per month	85	36	27	22	36	24	23	46	27	24	19	49	32
	8%	9%	11%	6%	9%	8%	8%	9%	6%	9%	11%	9%	7%
Seldom	151	45	49	57	47	52	47	62	70	42	14	66	74
	15%	11%	20%	15%	12%	17%	16%	13%	15%	15%	8%	13%	17%
Never	218	72	58	88	61	73	72	84	113	46	28	82	117
	21%	18%	24%	23%	15%	24%	25%	17%	24%	16%	16%	16%	27%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QMediaFreq_TalkRadio] How frequently do you do each of the following?
-Listen to talk radio

	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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
DAILY OR MORE	212	123	89	46	62	62	43	108	104	148	24	20	21
	21%	26%	16%	22%	26%	22%	14%	24%	18%	20%	20%	18%	30%
SELDOM OR NEVER	539	214	322	88	109	156	186	197	342	415	53	47	24
	53%	45%	59%	42%	46%	55%	63%	44%	59%	57%	45%	41%	35%
Daily, multiple hours per day	97	62	35	24	28	27	18	52	45	62	16	12	7
	9%	13%	6%	12%	12%	10%	6%	12%	8%	9%	14%	10%	11%
Daily, one hour or less per day	115	61	54	22	34	35	25	55	60	86	8	8	13
	11%	13%	10%	10%	14%	12%	8%	12%	10%	12%	7%	8%	19%
A few times a week	166	92	74	45	41	42	39	86	80	91	31	33	11
	16%	19%	13%	21%	17%	15%	13%	19%	14%	13%	26%	30%	15%
A few times per month	109	46	62	31	27	23	27	58	51	72	9	13	15
	11%	10%	11%	15%	11%	8%	9%	13%	9%	10%	8%	11%	21%
Seldom	189	92	98	35	41	67	46	76	113	137	27	16	10
	18%	19%	18%	17%	17%	24%	16%	17%	20%	19%	23%	14%	14%
Never	349	122	224	52	68	89	139	120	229	277	26	31	15
	34%	26%	41%	25%	28%	32%	47%	27%	40%	38%	22%	27%	21%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QMediaFreq_TalkRadio] How frequently do you do each of the following?

-Listen to talk radio

	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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DAILY OR MORE	212	50	57	71	35	107	105	36	32	35	45	65	67	145
	21%	17%	19%	27%	22%	18%	25%	17%	18%	16%	29%	26%	17%	23%
SELDOM OR NEVER	539	162	177	119	81	339	200	122	102	117	71	119	224	307
	53%	54%	57%	46%	51%	56%	48%	57%	56%	55%	45%	48%	56%	50%
Daily, multiple hours per day	97	37	21	26	13	59	39	18	17	16	21	26	35	63
	9%	12%	7%	10%	8%	10%	9%	8%	9%	7%	13%	11%	9%	10%
Daily, one hour or less per day	115	12	36	45	22	48	67	18	15	19	25	38	33	82
	11%	4%	12%	17%	14%	8%	16%	8%	8%	9%	16%	15%	8%	13%
A few times a week	166	51	46	40	30	96	70	34	31	28	26	45	65	99
	16%	17%	15%	15%	19%	16%	17%	16%	17%	13%	17%	18%	16%	16%
A few times per month	109	37	28	31	12	65	43	24	17	34	15	18	41	67
	11%	12%	9%	12%	8%	11%	10%	11%	9%	16%	9%	7%	10%	11%
Seldom	189	46	64	43	37	110	80	26	33	50	26	50	59	127
	18%	15%	21%	16%	24%	18%	19%	12%	18%	24%	17%	20%	15%	21%
Never	349	117	113	76	44	229	120	96	69	67	45	69	165	180
	34%	39%	37%	29%	28%	38%	29%	45%	38%	31%	28%	28%	42%	29%

Echelon Insights
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N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QMediaFreq_TalkRadio] How frequently do you do each of the following?

-Listen to talk radio

	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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
DAILY OR MORE	212	144	43	113	58	42	91	55	36	68	102	42
	21%	28%	14%	22%	20%	18%	30%	39%	22%	24%	23%	15%
SELDOM OR NEVER	539	218	194	265	145	126	123	38	85	131	231	176
	53%	42%	63%	52%	50%	56%	40%	27%	52%	46%	51%	61%
Daily, multiple hours per day	97	66	17	46	32	19	42	28	14	36	39	22
	9%	13%	6%	9%	11%	9%	14%	20%	8%	12%	9%	8%
Daily, one hour or less per day	115	78	25	67	26	22	49	27	22	32	63	20
	11%	15%	8%	13%	9%	10%	16%	19%	13%	11%	14%	7%
A few times a week	166	106	40	69	58	39	57	34	23	59	69	37
	16%	21%	13%	14%	20%	17%	19%	25%	14%	21%	15%	13%
A few times per month	109	48	30	58	29	20	34	12	22	30	48	31
	11%	9%	10%	12%	10%	9%	11%	9%	13%	10%	11%	11%
Seldom	189	87	53	107	51	30	59	21	38	50	72	68
	18%	17%	17%	21%	18%	13%	19%	15%	23%	17%	16%	24%
Never	349	131	141	159	94	97	64	17	47	82	160	108
	34%	25%	46%	31%	32%	43%	21%	12%	28%	28%	35%	38%

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N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QMediaFreq_TalkRadio] How frequently do you do each of the following?

-Listen to talk radio

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
DAILY OR MORE	212	98	48	66	90	67	51	110	90	71	42	123	77
	21%	24%	20%	18%	23%	22%	17%	23%	19%	25%	25%	24%	18%
SELDOM OR NEVER	539	195	128	216	198	143	172	239	258	133	85	243	260
	53%	48%	52%	57%	50%	47%	59%	49%	56%	47%	50%	47%	59%
Daily, multiple hours per day	97	44	19	34	40	35	21	49	43	28	20	53	37
	9%	11%	8%	9%	10%	11%	7%	10%	9%	10%	12%	10%	8%
Daily, one hour or less per day	115	54	29	32	49	33	30	62	47	43	22	70	41
	11%	13%	12%	8%	12%	11%	10%	13%	10%	15%	13%	13%	9%
A few times a week	166	65	38	63	64	51	50	85	72	55	20	95	63
	16%	16%	16%	17%	16%	17%	17%	17%	15%	19%	12%	18%	14%
A few times per month	109	47	29	33	45	40	19	54	44	26	24	60	41
	11%	12%	12%	9%	11%	13%	6%	11%	9%	9%	14%	12%	9%
Seldom	189	81	41	67	80	51	49	98	80	53	36	101	75
	18%	20%	17%	18%	20%	17%	17%	20%	17%	19%	21%	19%	17%
Never	349	114	86	148	118	92	124	141	178	80	49	141	185
	34%	28%	36%	39%	30%	30%	42%	29%	38%	28%	29%	27%	42%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QMediaFreq_Podcasts] How frequently do you do each of the following?

-Listen to podcasts

	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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
DAILY OR MORE	215	115	99	70	59	59	27	129	86	136	37	30	12
	21%	24%	18%	33%	25%	21%	9%	29%	15%	19%	32%	27%	17%
SELDOM OR NEVER	500	205	293	60	91	135	213	151	348	385	40	47	28
	49%	43%	54%	29%	38%	48%	73%	34%	60%	53%	34%	42%	40%
Daily, multiple hours per day	104	56	47	39	27	32	6	66	38	63	22	12	7
	10%	12%	9%	19%	11%	11%	2%	15%	7%	9%	19%	11%	10%
Daily, one hour or less per day	111	59	52	31	33	27	21	63	48	73	15	18	5
	11%	12%	10%	15%	14%	10%	7%	14%	8%	10%	13%	16%	8%
A few times a week	185	97	88	47	57	50	32	104	81	116	25	23	21
	18%	20%	16%	22%	24%	18%	11%	23%	14%	16%	21%	21%	30%
A few times per month	126	59	66	33	31	39	23	64	62	88	16	12	10
	12%	12%	12%	16%	13%	14%	8%	14%	11%	12%	14%	11%	14%
Seldom	172	67	105	28	40	59	45	68	104	135	6	22	8
	17%	14%	19%	13%	17%	21%	15%	15%	18%	19%	5%	20%	12%
Never	328	138	188	32	51	76	168	84	244	249	34	25	19
	32%	29%	34%	15%	21%	27%	57%	19%	42%	34%	29%	22%	28%

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N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QMediaFreq_Podcasts] How frequently do you do each of the following?

-Listen to podcasts

	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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DAILY OR MORE	215	58	66	68	23	124	92	48	38	40	43	46	86	129
	21%	19%	21%	26%	15%	20%	22%	22%	21%	19%	28%	19%	22%	21%
SELDOM OR NEVER	500	167	168	97	67	335	164	118	99	108	61	108	217	277
	49%	56%	55%	37%	43%	55%	39%	55%	55%	51%	39%	44%	55%	45%
Daily, multiple hours per day	104	22	27	43	12	49	55	28	17	18	18	23	45	59
	10%	7%	9%	16%	7%	8%	13%	13%	9%	9%	12%	9%	11%	10%
Daily, one hour or less per day	111	36	39	26	11	75	37	20	21	21	25	24	41	70
	11%	12%	13%	10%	7%	12%	9%	9%	12%	10%	16%	10%	10%	11%
A few times a week	185	40	38	60	47	78	107	29	30	34	30	60	58	125
	18%	13%	12%	23%	30%	13%	26%	13%	16%	16%	19%	24%	15%	20%
A few times per month	126	35	36	35	20	71	55	21	15	32	23	32	36	87
	12%	12%	12%	13%	13%	12%	13%	10%	8%	15%	15%	13%	9%	14%
Seldom	172	47	56	43	26	103	69	31	33	37	23	45	64	106
	17%	16%	18%	16%	16%	17%	16%	15%	18%	17%	15%	18%	16%	17%
Never	328	120	112	54	41	232	95	86	66	71	37	63	152	171
	32%	40%	36%	21%	26%	38%	23%	40%	36%	33%	24%	26%	38%	28%

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January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QMediaFreq_Podcasts] How frequently do you do each of the following?

-Listen to podcasts

	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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
DAILY OR MORE	215	138	36	92	85	38	83	49	34	79	98	37
	21%	27%	12%	18%	29%	17%	27%	35%	20%	28%	22%	13%
SELDOM OR NEVER	500	181	207	256	108	135	101	27	75	123	218	159
	49%	35%	68%	51%	37%	60%	33%	19%	45%	43%	48%	56%
Daily, multiple hours per day	104	66	14	51	38	15	49	28	20	46	35	22
	10%	13%	5%	10%	13%	7%	16%	20%	12%	16%	8%	8%
Daily, one hour or less per day	111	72	23	41	47	23	34	21	14	33	63	15
	11%	14%	7%	8%	16%	10%	11%	15%	8%	11%	14%	5%
A few times a week	185	123	39	94	59	32	83	46	38	55	77	53
	18%	24%	13%	19%	20%	14%	27%	33%	23%	19%	17%	19%
A few times per month	126	75	24	64	37	23	38	18	19	32	57	37
	12%	15%	8%	13%	13%	10%	12%	13%	12%	11%	13%	13%
Seldom	172	88	52	90	46	36	53	11	43	56	72	43
	17%	17%	17%	18%	16%	16%	17%	8%	26%	20%	16%	15%
Never	328	93	155	166	63	99	48	16	32	66	146	116
	32%	18%	51%	33%	22%	44%	16%	11%	19%	23%	32%	40%

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N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QMediaFreq_Podcasts] How frequently do you do each of the following?

-Listen to podcasts

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
DAILY OR MORE	215	85	45	85	84	55	71	100	97	67	26	113	93
	21%	21%	19%	23%	21%	18%	24%	20%	21%	24%	15%	22%	21%
SELDOM OR NEVER	500	194	128	178	198	151	124	243	219	134	92	250	209
	49%	48%	53%	47%	50%	50%	43%	50%	47%	47%	53%	48%	47%
Daily, multiple hours per day	104	43	24	36	41	26	33	50	45	33	13	59	41
	10%	11%	10%	10%	10%	9%	11%	10%	10%	12%	7%	11%	9%
Daily, one hour or less per day	111	41	21	49	43	29	39	50	52	34	13	54	52
	11%	10%	9%	13%	11%	10%	13%	10%	11%	12%	8%	10%	12%
A few times a week	185	79	31	75	72	54	59	89	88	51	32	96	84
	18%	19%	13%	20%	18%	18%	20%	18%	19%	18%	18%	18%	19%
A few times per month	126	48	39	39	44	43	37	57	58	32	23	62	55
	12%	12%	16%	10%	11%	14%	13%	12%	13%	11%	13%	12%	12%
Seldom	172	67	50	55	63	58	41	89	71	56	27	88	70
	17%	17%	20%	15%	16%	19%	14%	18%	15%	20%	16%	17%	16%
Never	328	126	79	122	135	93	83	154	149	78	65	162	139
	32%	31%	32%	32%	34%	31%	28%	32%	32%	27%	38%	31%	32%

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N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QMediaFreq_Websites] How frequently do you do each of the following?

-Read articles on news websites

	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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
DAILY OR MORE	375	199	176	75	87	112	101	162	213	260	44	39	33
	37%	42%	32%	36%	36%	39%	34%	36%	37%	36%	37%	34%	47%
SELDOM OR NEVER	295	128	166	59	62	65	108	122	173	208	43	32	12
	29%	27%	30%	28%	26%	23%	37%	27%	30%	29%	37%	28%	17%
Daily, multiple hours per day	142	78	63	28	25	42	46	53	88	99	24	11	8
	14%	16%	12%	13%	11%	15%	16%	12%	15%	14%	20%	10%	11%
Daily, one hour or less per day	233	121	113	47	62	70	55	109	125	161	20	27	25
	23%	25%	21%	23%	26%	25%	19%	24%	22%	22%	17%	24%	36%
A few times a week	260	115	144	56	62	76	65	119	141	191	18	32	19
	25%	24%	26%	27%	26%	27%	22%	26%	24%	26%	15%	29%	28%
A few times per month	95	35	61	18	27	30	20	46	50	67	12	10	6
	9%	7%	11%	9%	11%	11%	7%	10%	9%	9%	11%	9%	9%
Seldom	142	69	72	31	29	36	45	60	82	101	23	15	3
	14%	15%	13%	15%	12%	13%	15%	13%	14%	14%	19%	13%	4%
Never	153	58	94	28	33	29	63	61	92	107	20	17	9
	15%	12%	17%	14%	14%	10%	21%	14%	16%	15%	17%	15%	13%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QMediaFreq_Websites] How frequently do you do each of the following?

-Read articles on news websites

	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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DAILY OR MORE	375	75	103	122	74	179	196	64	62	62	74	112	126	248
	37%	25%	34%	47%	47%	29%	47%	30%	34%	29%	47%	45%	32%	40%
SELDOM OR NEVER	295	126	100	39	30	226	70	88	57	69	29	46	145	144
	29%	42%	32%	15%	19%	37%	17%	41%	32%	32%	19%	19%	37%	23%
Daily, multiple hours per day	142	39	40	40	23	79	63	33	26	19	30	32	59	82
	14%	13%	13%	15%	15%	13%	15%	16%	14%	9%	19%	13%	15%	13%
Daily, one hour or less per day	233	36	64	82	51	100	133	31	37	42	44	80	67	166
	23%	12%	21%	32%	33%	16%	32%	14%	20%	20%	28%	32%	17%	27%
A few times a week	260	81	70	71	38	151	109	49	46	56	43	62	95	161
	25%	27%	23%	27%	24%	25%	26%	23%	26%	26%	27%	25%	24%	26%
A few times per month	95	18	35	28	14	53	43	14	16	26	11	27	30	64
	9%	6%	11%	11%	9%	9%	10%	6%	9%	12%	7%	11%	7%	10%
Seldom	142	62	49	22	10	111	31	45	25	33	11	26	70	70
	14%	21%	16%	8%	6%	18%	8%	21%	14%	16%	7%	11%	18%	11%
Never	153	64	51	18	21	115	38	43	33	36	19	20	76	75
	15%	21%	16%	7%	13%	19%	9%	20%	18%	17%	12%	8%	19%	12%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QMediaFreq_Websites] How frequently do you do each of the following?

-Read articles on news websites

	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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
DAILY OR MORE	375	215	106	192	110	73	123	69	53	106	179	90
	37%	42%	35%	38%	38%	32%	40%	50%	32%	37%	40%	31%
SELDOM OR NEVER	295	102	114	138	83	72	61	20	41	74	119	102
	29%	20%	37%	27%	29%	32%	20%	14%	25%	26%	26%	36%
Daily, multiple hours per day	142	69	55	67	48	27	41	24	16	41	61	39
	14%	13%	18%	13%	16%	12%	13%	17%	10%	14%	14%	14%
Daily, one hour or less per day	233	146	51	125	63	45	82	45	37	64	118	51
	23%	28%	17%	25%	22%	20%	27%	33%	22%	22%	26%	18%
A few times a week	260	143	66	126	74	59	85	40	45	78	119	63
	25%	28%	21%	25%	26%	26%	28%	28%	27%	27%	26%	22%
A few times per month	95	57	21	50	22	23	37	11	26	31	33	30
	9%	11%	7%	10%	8%	10%	12%	8%	16%	11%	7%	11%
Seldom	142	56	47	74	41	25	36	13	23	42	54	46
	14%	11%	15%	15%	14%	11%	12%	9%	14%	14%	12%	16%
Never	153	46	67	64	41	48	25	7	18	32	65	56
	15%	9%	22%	13%	14%	21%	8%	5%	11%	11%	14%	20%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QMediaFreq_Websites] How frequently do you do each of the following?

-Read articles on news websites

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
DAILY OR MORE	375	140	87	148	149	97	127	174	185	103	63	184	175
	37%	35%	36%	39%	38%	32%	44%	36%	40%	36%	37%	35%	40%
SELDOM OR NEVER	295	117	77	101	117	94	67	147	123	86	40	151	120
	29%	29%	32%	27%	30%	31%	23%	30%	27%	30%	23%	29%	27%
Daily, multiple hours per day	142	54	32	56	55	41	44	64	69	41	21	69	63
	14%	13%	13%	15%	14%	14%	15%	13%	15%	14%	12%	13%	14%
Daily, one hour or less per day	233	87	55	92	95	56	83	110	116	62	42	115	112
	23%	21%	22%	24%	24%	18%	28%	22%	25%	22%	24%	22%	25%
A few times a week	260	111	50	99	93	82	77	124	112	70	54	139	109
	25%	27%	20%	26%	23%	27%	26%	25%	24%	25%	31%	27%	25%
A few times per month	95	36	29	30	38	30	21	44	43	25	15	46	36
	9%	9%	12%	8%	10%	10%	7%	9%	9%	9%	9%	9%	8%
Seldom	142	61	38	43	60	41	35	72	57	43	21	81	50
	14%	15%	16%	11%	15%	13%	12%	15%	12%	15%	12%	15%	11%
Never	153	56	39	57	58	53	31	75	66	43	19	71	70
	15%	14%	16%	15%	15%	17%	11%	15%	14%	15%	11%	14%	16%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QMediaFreq_Newspapers] How frequently do you do each of the following?

-Read a print newspaper

	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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
DAILY OR MORE	122	69	52	29	33	31	29	62	60	83	23	9	6
	12%	15%	9%	14%	14%	11%	10%	14%	10%	11%	20%	8%	9%
SELDOM OR NEVER	696	311	383	138	160	190	208	299	397	497	73	80	46
	68%	65%	70%	66%	67%	67%	71%	67%	69%	69%	62%	71%	65%
Daily, multiple hours per day	56	31	25	16	14	12	15	29	27	33	16	4	3
	5%	6%	5%	7%	6%	4%	5%	6%	5%	5%	13%	4%	4%
Daily, one hour or less per day	66	39	26	14	19	19	14	33	32	50	7	5	3
	6%	8%	5%	7%	8%	7%	5%	7%	6%	7%	6%	4%	5%
A few times a week	102	48	54	15	25	26	35	41	62	71	13	8	11
	10%	10%	10%	7%	11%	9%	12%	9%	11%	10%	11%	7%	15%
A few times per month	105	48	58	26	21	36	23	47	59	74	8	15	8
	10%	10%	11%	12%	9%	13%	8%	10%	10%	10%	7%	13%	11%
Seldom	289	132	157	43	83	83	81	125	163	204	32	36	17
	28%	28%	29%	20%	35%	29%	28%	28%	28%	28%	27%	32%	24%
Never	407	179	226	96	78	107	127	173	234	293	41	45	29
	40%	38%	41%	46%	33%	38%	43%	39%	41%	40%	35%	40%	41%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QMediaFreq_Newspapers] How frequently do you do each of the following?

-Read a print newspaper

	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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DAILY OR MORE	122	27	34	27	33	61	60	22	12	20	28	40	34	88
	12%	9%	11%	10%	21%	10%	14%	10%	6%	10%	18%	16%	8%	14%
SELDOM OR NEVER	696	208	218	180	90	426	270	150	128	146	96	167	278	409
	68%	69%	71%	69%	57%	70%	65%	70%	71%	68%	61%	68%	70%	66%
Daily, multiple hours per day	56	16	20	8	11	36	20	13	10	7	8	18	23	33
	5%	5%	7%	3%	7%	6%	5%	6%	5%	3%	5%	7%	6%	5%
Daily, one hour or less per day	66	11	14	18	22	25	41	9	2	13	20	22	11	55
	6%	4%	4%	7%	14%	4%	10%	4%	1%	6%	13%	9%	3%	9%
A few times a week	102	25	31	25	21	56	46	19	18	25	18	22	37	65
	10%	8%	10%	10%	13%	9%	11%	9%	10%	12%	11%	9%	9%	10%
A few times per month	105	40	24	28	13	64	41	24	24	22	15	19	48	56
	10%	13%	8%	11%	8%	11%	10%	11%	13%	10%	10%	8%	12%	9%
Seldom	289	74	92	81	42	166	123	57	51	67	46	65	108	178
	28%	25%	30%	31%	27%	27%	29%	26%	28%	31%	29%	26%	27%	29%
Never	407	134	126	99	48	260	147	94	77	79	50	102	171	231
	40%	45%	41%	38%	31%	43%	35%	43%	42%	37%	32%	41%	43%	37%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QMediaFreq_Newspapers] How frequently do you do each of the following?

-Read a print newspaper

	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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
DAILY OR MORE	122	78	32	62	34	25	52	30	22	41	56	25
	12%	15%	10%	12%	12%	11%	17%	21%	13%	14%	12%	9%
SELDOM OR NEVER	696	340	209	337	199	158	194	82	112	181	312	203
	68%	66%	68%	66%	69%	70%	63%	59%	67%	63%	69%	71%
Daily, multiple hours per day	56	33	17	23	19	14	17	9	8	21	22	13
	5%	6%	5%	5%	7%	6%	6%	7%	5%	7%	5%	4%
Daily, one hour or less per day	66	45	15	39	15	11	35	21	14	20	34	12
	6%	9%	5%	8%	5%	5%	12%	15%	8%	7%	7%	4%
A few times a week	102	43	39	57	31	15	27	14	13	34	43	25
	10%	8%	13%	11%	11%	7%	9%	10%	8%	12%	9%	9%
A few times per month	105	57	26	51	25	29	33	14	19	32	40	33
	10%	11%	9%	10%	9%	13%	11%	10%	11%	11%	9%	12%
Seldom	289	149	81	146	79	61	87	35	52	79	120	90
	28%	29%	26%	29%	27%	27%	29%	25%	32%	27%	27%	31%
Never	407	191	128	190	120	97	107	47	59	103	192	113
	40%	37%	42%	38%	41%	43%	35%	34%	36%	36%	43%	39%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QMediaFreq_Newspapers] How frequently do you do each of the following?

-Read a print newspaper

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
DAILY OR MORE	122	49	24	49	53	37	30	61	52	39	17	73	42
	12%	12%	10%	13%	13%	12%	10%	13%	11%	14%	10%	14%	10%
SELDOM OR NEVER	696	271	170	255	265	203	205	327	318	195	114	339	315
	68%	67%	70%	68%	67%	67%	70%	67%	69%	69%	66%	65%	72%
Daily, multiple hours per day	56	19	12	25	22	21	13	25	27	15	5	31	23
	5%	5%	5%	7%	6%	7%	4%	5%	6%	5%	3%	6%	5%
Daily, one hour or less per day	66	30	12	24	31	16	17	36	25	25	12	42	19
	6%	7%	5%	6%	8%	5%	6%	7%	6%	9%	7%	8%	4%
A few times a week	102	40	19	44	35	30	34	44	52	24	19	49	46
	10%	10%	8%	12%	9%	10%	12%	9%	11%	8%	11%	9%	11%
A few times per month	105	45	30	30	44	33	23	57	41	26	22	60	37
	10%	11%	12%	8%	11%	11%	8%	12%	9%	9%	13%	11%	8%
Seldom	289	116	73	100	119	91	74	140	133	79	51	147	126
	28%	29%	30%	27%	30%	30%	25%	29%	29%	28%	30%	28%	29%
Never	407	155	98	155	146	112	131	186	185	116	63	192	189
	40%	38%	40%	41%	37%	37%	45%	38%	40%	41%	37%	37%	43%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QMediaFreq_Facebook] How frequently do you do each of the following?

-Browse 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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
DAILY OR MORE	647	274	372	128	162	199	158	289	358	454	78	66	48
	63%	58%	68%	61%	68%	70%	54%	65%	62%	63%	67%	58%	69%
SELDOM OR NEVER	198	120	77	44	23	42	89	68	131	133	20	31	13
	19%	25%	14%	21%	10%	15%	30%	15%	23%	18%	17%	28%	19%
Daily, multiple hours per day	375	147	228	78	88	130	80	166	209	258	56	36	25
	37%	31%	42%	37%	37%	46%	27%	37%	36%	36%	48%	32%	36%
Daily, one hour or less per day	272	127	145	50	74	69	79	124	148	197	22	30	23
	27%	27%	26%	24%	31%	24%	27%	28%	26%	27%	19%	26%	33%
A few times a week	127	55	72	27	41	29	31	68	59	100	9	13	5
	12%	12%	13%	13%	17%	10%	10%	15%	10%	14%	8%	12%	7%
A few times per month	53	27	25	10	13	14	16	23	30	38	9	3	3
	5%	6%	5%	5%	5%	5%	6%	5%	5%	5%	8%	2%	5%
Seldom	62	29	33	15	7	13	28	22	40	44	4	8	5
	6%	6%	6%	7%	3%	4%	9%	5%	7%	6%	4%	7%	7%
Never	136	91	44	30	16	29	61	46	90	89	16	23	8
	13%	19%	8%	14%	7%	10%	21%	10%	16%	12%	14%	20%	12%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QMediaFreq_Facebook] How frequently do you do each of the following?
-Browse 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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DAILY OR MORE	647	200	202	144	101	402	245	137	112	132	99	160	249	392
	63%	67%	66%	55%	64%	66%	59%	64%	62%	62%	63%	65%	63%	63%
SELDOM OR NEVER	198	51	52	68	27	104	95	43	34	43	31	47	76	121
	19%	17%	17%	26%	17%	17%	23%	20%	19%	20%	20%	19%	19%	20%
Daily, multiple hours per day	375	131	130	70	43	261	114	94	65	71	54	87	159	213
	37%	44%	42%	27%	28%	43%	27%	44%	36%	33%	34%	35%	40%	34%
Daily, one hour or less per day	272	69	71	74	58	140	132	43	47	61	45	73	90	179
	27%	23%	23%	28%	37%	23%	32%	20%	26%	29%	28%	30%	23%	29%
A few times a week	127	32	37	35	24	69	58	21	26	25	22	29	47	77
	12%	11%	12%	13%	15%	11%	14%	10%	14%	12%	14%	12%	12%	12%
A few times per month	53	17	16	14	6	33	19	14	10	12	5	11	24	29
	5%	6%	5%	5%	4%	6%	5%	7%	5%	6%	3%	5%	6%	5%
Seldom	62	11	16	29	6	27	35	11	15	8	12	16	26	36
	6%	4%	5%	11%	4%	5%	8%	5%	8%	4%	8%	7%	6%	6%
Never	136	40	36	39	21	76	60	32	19	35	19	31	51	85
	13%	13%	12%	15%	13%	13%	14%	15%	11%	17%	12%	12%	13%	14%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QMediaFreq_Facebook] How frequently do you do each of the following?

-Browse 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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
DAILY OR MORE	647	347	177	329	165	154	230	98	132	199	266	182
	63%	67%	58%	65%	57%	68%	75%	70%	80%	69%	59%	64%
SELDOM OR NEVER	198	80	85	101	65	32	27	18	8	44	97	58
	19%	15%	28%	20%	23%	14%	9%	13%	5%	15%	21%	20%
Daily, multiple hours per day	375	201	100	186	93	96	134	50	84	125	133	116
	37%	39%	33%	37%	32%	42%	44%	36%	51%	43%	30%	41%
Daily, one hour or less per day	272	146	78	143	71	58	96	48	48	73	133	66
	27%	28%	25%	28%	25%	25%	31%	35%	29%	25%	29%	23%
A few times a week	127	67	28	56	40	29	38	18	20	30	62	35
	12%	13%	9%	11%	14%	13%	13%	13%	12%	10%	14%	12%
A few times per month	53	23	16	21	20	13	10	5	5	16	26	12
	5%	4%	5%	4%	7%	6%	3%	4%	3%	5%	6%	4%
Seldom	62	27	28	28	21	13	6	5	2	10	31	21
	6%	5%	9%	6%	7%	6%	2%	3%	1%	4%	7%	7%
Never	136	53	57	73	44	19	20	14	7	34	66	37
	13%	10%	18%	14%	15%	8%	7%	10%	4%	12%	15%	13%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QMediaFreq_Facebook] How frequently do you do each of the following?

-Browse Facebook

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
DAILY OR MORE	647	266	147	235	246	206	172	318	288	185	109	343	269
	63%	66%	60%	62%	62%	68%	59%	65%	62%	65%	64%	66%	61%
SELDOM OR NEVER	198	77	47	75	85	45	66	91	94	47	38	86	99
	19%	19%	19%	20%	21%	15%	23%	19%	20%	17%	22%	17%	22%
Daily, multiple hours per day	375	176	78	121	155	122	79	207	142	114	75	232	122
	37%	43%	32%	32%	39%	40%	27%	42%	31%	40%	43%	45%	28%
Daily, one hour or less per day	272	90	69	114	91	84	93	111	146	71	35	111	147
	27%	22%	28%	30%	23%	28%	32%	23%	31%	25%	20%	21%	33%
A few times a week	127	43	36	49	45	35	42	56	57	38	16	63	53
	12%	11%	15%	13%	11%	12%	14%	11%	12%	13%	9%	12%	12%
A few times per month	53	20	14	20	22	17	13	25	25	14	8	28	19
	5%	5%	6%	5%	6%	6%	4%	5%	5%	5%	5%	5%	4%
Seldom	62	21	15	27	20	18	23	23	32	15	8	24	36
	6%	5%	6%	7%	5%	6%	8%	5%	7%	5%	5%	5%	8%
Never	136	56	32	48	65	27	43	68	62	32	30	62	63
	13%	14%	13%	13%	16%	9%	15%	14%	13%	11%	18%	12%	14%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QMediaFreq_X] How frequently do you do each of the following?

-Browse 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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
DAILY OR MORE	209	128	80	77	65	52	14	142	66	124	43	26	16
	20%	27%	15%	37%	27%	19%	5%	32%	12%	17%	37%	23%	22%
SELDOM OR NEVER	644	245	396	85	122	183	254	207	437	485	58	61	40
	63%	52%	72%	40%	51%	65%	86%	46%	76%	67%	49%	54%	57%
Daily, multiple hours per day	104	66	37	39	29	28	7	68	35	55	33	11	4
	10%	14%	7%	19%	12%	10%	2%	15%	6%	8%	28%	10%	6%
Daily, one hour or less per day	105	62	44	38	36	24	7	74	31	69	10	14	12
	10%	13%	8%	18%	15%	9%	2%	16%	5%	10%	9%	13%	17%
A few times a week	115	77	38	32	37	31	15	68	47	79	12	15	9
	11%	16%	7%	15%	15%	11%	5%	15%	8%	11%	10%	13%	13%
A few times per month	58	26	33	16	15	17	11	30	28	36	5	12	5
	6%	5%	6%	8%	6%	6%	4%	7%	5%	5%	4%	10%	7%
Seldom	94	41	53	19	16	37	22	35	59	63	6	14	10
	9%	9%	10%	9%	7%	13%	7%	8%	10%	9%	6%	13%	14%
Never	550	205	343	66	106	146	232	172	378	422	51	46	30
	54%	43%	63%	32%	44%	51%	79%	38%	65%	58%	44%	41%	43%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QMediaFreq_X] How frequently do you do each of the following?

-Browse 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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DAILY OR MORE	209	63	55	64	27	118	91	40	19	48	38	61	59	147
	20%	21%	18%	25%	17%	19%	22%	19%	10%	22%	24%	25%	15%	24%
SELDOM OR NEVER	644	191	212	145	95	403	241	148	132	140	89	130	280	360
	63%	64%	69%	56%	61%	66%	58%	69%	73%	66%	57%	53%	70%	58%
Daily, multiple hours per day	104	37	28	26	13	65	38	23	14	22	17	28	37	67
	10%	12%	9%	10%	8%	11%	9%	11%	8%	10%	11%	11%	9%	11%
Daily, one hour or less per day	105	26	27	39	14	52	53	18	5	26	21	33	22	80
	10%	9%	9%	15%	9%	9%	13%	8%	3%	12%	13%	13%	6%	13%
A few times a week	115	26	25	40	23	51	63	12	19	16	21	44	31	81
	11%	9%	8%	16%	15%	8%	15%	6%	11%	7%	13%	18%	8%	13%
A few times per month	58	20	16	11	12	36	22	15	11	9	9	12	26	31
	6%	7%	5%	4%	8%	6%	5%	7%	6%	4%	6%	5%	7%	5%
Seldom	94	21	35	27	9	57	37	20	16	20	12	25	35	57
	9%	7%	12%	10%	6%	9%	9%	9%	9%	9%	8%	10%	9%	9%
Never	550	170	176	118	86	346	204	128	116	120	77	105	244	303
	54%	57%	57%	45%	55%	57%	49%	59%	64%	56%	49%	43%	62%	49%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QMediaFreq_X] How frequently do you do each of the following?

-Browse 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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
DAILY OR MORE	209	148	32	97	92	19	89	51	38	69	80	60
	20%	29%	11%	19%	32%	9%	29%	36%	23%	24%	18%	21%
SELDOM OR NEVER	644	258	244	328	139	176	149	46	103	170	280	194
	63%	50%	80%	65%	48%	78%	49%	33%	62%	59%	62%	68%
Daily, multiple hours per day	104	74	18	41	50	12	38	27	10	37	35	32
	10%	14%	6%	8%	17%	5%	12%	19%	6%	13%	8%	11%
Daily, one hour or less per day	105	74	15	56	42	7	51	24	27	32	45	28
	10%	14%	5%	11%	14%	3%	17%	17%	16%	11%	10%	10%
A few times a week	115	76	18	59	36	18	52	37	15	31	61	23
	11%	15%	6%	12%	12%	8%	17%	26%	9%	11%	14%	8%
A few times per month	58	36	11	22	23	13	16	6	10	19	30	9
	6%	7%	4%	4%	8%	6%	5%	4%	6%	7%	7%	3%
Seldom	94	40	29	47	26	20	29	6	23	21	49	23
	9%	8%	9%	9%	9%	9%	10%	5%	14%	7%	11%	8%
Never	550	218	216	281	113	156	120	40	80	149	231	171
	54%	42%	70%	56%	39%	69%	39%	29%	49%	52%	51%	60%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QMediaFreq_X] How frequently do you do each of the following?

-Browse X (formerly Twitter)

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
DAILY OR MORE	209	90	36	83	91	52	62	100	92	62	34	123	74
	20%	22%	15%	22%	23%	17%	21%	20%	20%	22%	20%	24%	17%
SELDOM OR NEVER	644	236	174	234	233	203	180	299	299	163	109	303	294
	63%	58%	71%	62%	59%	67%	61%	61%	65%	57%	63%	58%	67%
Daily, multiple hours per day	104	40	19	45	48	27	27	47	47	29	16	62	36
	10%	10%	8%	12%	12%	9%	9%	10%	10%	10%	9%	12%	8%
Daily, one hour or less per day	105	50	17	39	43	25	35	53	45	34	18	61	38
	10%	12%	7%	10%	11%	8%	12%	11%	10%	12%	11%	12%	9%
A few times a week	115	58	20	37	55	29	29	62	44	41	23	65	44
	11%	14%	8%	10%	14%	10%	10%	13%	9%	14%	13%	13%	10%
A few times per month	58	21	13	23	18	18	22	27	28	19	6	29	28
	6%	5%	6%	6%	5%	6%	7%	6%	6%	7%	4%	6%	6%
Seldom	94	34	27	33	36	26	26	44	40	29	14	45	42
	9%	8%	11%	9%	9%	9%	9%	9%	9%	10%	8%	9%	9%
Never	550	202	147	201	197	177	153	255	260	133	95	258	252
	54%	50%	60%	53%	50%	58%	52%	52%	56%	47%	55%	50%	57%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QMediaFreq_Instagram] How frequently do you do each of the following?

-Look at photos or watch stories on 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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
DAILY OR MORE	346	157	189	116	105	90	35	221	125	200	61	50	35
	34%	33%	34%	56%	44%	32%	12%	49%	22%	28%	52%	44%	51%
SELDOM OR NEVER	452	223	228	45	67	113	227	112	340	362	38	26	25
	44%	47%	42%	21%	28%	40%	77%	25%	59%	50%	32%	23%	36%
Daily, multiple hours per day	145	69	75	61	41	35	8	102	43	70	40	22	14
	14%	15%	14%	29%	17%	13%	3%	23%	7%	10%	34%	19%	20%
Daily, one hour or less per day	201	88	113	55	64	55	27	119	82	130	22	28	22
	20%	18%	21%	26%	27%	19%	9%	27%	14%	18%	18%	25%	31%
A few times a week	153	70	82	36	44	55	17	81	72	102	11	33	7
	15%	15%	15%	17%	19%	19%	6%	18%	12%	14%	10%	29%	10%
A few times per month	75	25	48	12	22	25	15	34	41	61	7	4	3
	7%	5%	9%	6%	9%	9%	5%	8%	7%	8%	6%	4%	4%
Seldom	73	34	39	13	12	22	27	25	48	60	0	2	11
	7%	7%	7%	6%	5%	8%	9%	6%	8%	8%	*%	2%	15%
Never	379	189	188	32	55	91	200	87	291	302	37	24	15
	37%	40%	34%	15%	23%	32%	68%	19%	50%	42%	32%	21%	21%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QMediaFreq_Instagram] How frequently do you do each of the following?

-Look at photos or watch stories on 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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DAILY OR MORE	346	87	100	109	51	186	160	67	44	65	57	110	112	232
	34%	29%	32%	42%	33%	31%	38%	31%	24%	30%	36%	44%	28%	38%
SELDOM OR NEVER	452	155	139	83	75	294	158	100	94	111	59	83	194	253
	44%	52%	45%	32%	48%	48%	38%	46%	52%	52%	38%	34%	49%	41%
Daily, multiple hours per day	145	45	44	39	17	89	56	37	18	29	22	37	56	88
	14%	15%	14%	15%	11%	15%	13%	17%	10%	14%	14%	15%	14%	14%
Daily, one hour or less per day	201	42	56	69	34	98	104	30	26	36	35	72	56	143
	20%	14%	18%	27%	22%	16%	25%	14%	14%	17%	22%	29%	14%	23%
A few times a week	153	41	43	45	23	84	68	30	38	26	34	24	68	84
	15%	14%	14%	17%	15%	14%	16%	14%	21%	12%	22%	10%	17%	14%
A few times per month	75	16	27	24	8	43	32	18	6	12	7	31	23	50
	7%	5%	9%	9%	5%	7%	8%	8%	3%	6%	4%	12%	6%	8%
Seldom	73	24	20	12	17	44	29	12	10	17	8	25	22	50
	7%	8%	7%	5%	11%	7%	7%	6%	6%	8%	5%	10%	6%	8%
Never	379	131	119	71	58	250	129	88	84	94	51	57	171	203
	37%	44%	38%	27%	37%	41%	31%	41%	46%	44%	32%	23%	43%	33%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QMediaFreq_Instagram] How frequently do you do each of the following?

-Look at photos or watch stories on 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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
DAILY OR MORE	346	240	48	166	132	47	149	66	82	125	145	77
	34%	46%	16%	33%	46%	21%	49%	47%	50%	43%	32%	27%
SELDOM OR NEVER	452	148	215	233	86	131	75	37	37	93	204	155
	44%	29%	70%	46%	30%	58%	24%	27%	23%	32%	45%	54%
Daily, multiple hours per day	145	100	17	52	68	24	58	29	28	58	58	29
	14%	19%	6%	10%	24%	11%	19%	21%	17%	20%	13%	10%
Daily, one hour or less per day	201	140	31	114	64	23	91	37	54	67	86	48
	20%	27%	10%	23%	22%	10%	30%	26%	33%	23%	19%	17%
A few times a week	153	91	21	70	56	27	64	31	33	46	71	36
	15%	18%	7%	14%	19%	12%	21%	22%	20%	16%	16%	13%
A few times per month	75	38	22	37	15	22	18	6	13	24	31	19
	7%	7%	7%	7%	5%	9%	6%	4%	8%	8%	7%	7%
Seldom	73	29	28	38	15	19	18	5	13	12	38	24
	7%	6%	9%	8%	5%	8%	6%	4%	8%	4%	8%	8%
Never	379	119	187	195	71	113	57	32	25	81	166	131
	37%	23%	61%	38%	25%	50%	19%	23%	15%	28%	37%	46%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QMediaFreq_Instagram] How frequently do you do each of the following?

-Look at photos or watch stories on Instagram

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
DAILY OR MORE	346	138	64	145	130	101	108	148	165	94	52	172	156
	34%	34%	26%	38%	33%	33%	37%	30%	36%	33%	30%	33%	35%
SELDOM OR NEVER	452	179	120	153	191	127	116	233	195	127	82	236	187
	44%	44%	49%	40%	48%	42%	40%	48%	42%	45%	48%	45%	43%
Daily, multiple hours per day	145	62	20	63	58	39	46	63	64	43	21	77	57
	14%	15%	8%	17%	15%	13%	16%	13%	14%	15%	12%	15%	13%
Daily, one hour or less per day	201	76	44	82	71	62	63	85	101	51	31	95	99
	20%	19%	18%	22%	18%	21%	22%	17%	22%	18%	18%	18%	22%
A few times a week	153	65	37	52	54	51	40	76	63	50	23	83	59
	15%	16%	15%	14%	14%	17%	14%	16%	14%	18%	13%	16%	13%
A few times per month	75	24	23	28	22	24	28	31	41	12	15	30	38
	7%	6%	9%	8%	6%	8%	9%	6%	9%	4%	9%	6%	9%
Seldom	73	27	21	25	21	26	21	34	35	21	12	36	33
	7%	7%	9%	7%	5%	9%	7%	7%	8%	7%	7%	7%	8%
Never	379	152	99	127	170	100	95	199	160	106	70	199	154
	37%	38%	41%	34%	43%	33%	33%	41%	34%	37%	41%	38%	35%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QMediaFreq_InstaReels] How frequently do you do each of the following?
-Watch videos or reels on 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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
DAILY OR MORE	318	145	172	113	97	81	27	210	108	182	61	44	31
	31%	30%	31%	54%	40%	29%	9%	47%	19%	25%	52%	39%	44%
SELDOM OR NEVER	488	228	259	50	77	125	236	127	361	381	39	39	29
	48%	48%	47%	24%	32%	44%	80%	28%	63%	53%	33%	35%	41%
Daily, multiple hours per day	143	69	73	64	45	26	8	109	34	71	39	17	16
	14%	15%	13%	30%	19%	9%	3%	24%	6%	10%	33%	15%	22%
Daily, one hour or less per day	175	76	99	50	51	55	19	101	74	111	22	27	15
	17%	16%	18%	24%	22%	19%	6%	23%	13%	15%	18%	24%	22%
A few times a week	139	69	69	29	44	52	14	73	66	98	10	25	5
	14%	14%	13%	14%	18%	18%	5%	16%	11%	14%	8%	22%	8%
A few times per month	81	34	46	16	21	25	18	38	43	64	8	4	5
	8%	7%	8%	8%	9%	9%	6%	8%	7%	9%	7%	4%	7%
Seldom	105	34	71	18	20	29	38	37	68	80	7	9	8
	10%	7%	13%	8%	8%	10%	13%	8%	12%	11%	6%	8%	12%
Never	384	195	188	32	57	96	198	90	294	301	32	30	20
	37%	41%	34%	16%	24%	34%	67%	20%	51%	41%	27%	27%	29%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QMediaFreq_InstaReels] How frequently do you do each of the following?

-Watch videos or reels on 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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DAILY OR MORE	318	85	84	105	44	169	149	55	45	63	56	95	100	214
	31%	28%	27%	40%	28%	28%	36%	26%	25%	30%	36%	38%	25%	35%
SELDOM OR NEVER	488	162	154	95	77	316	172	110	102	110	63	97	212	270
	48%	54%	50%	36%	49%	52%	41%	51%	56%	51%	40%	39%	54%	44%
Daily, multiple hours per day	143	50	39	39	15	88	54	34	18	31	16	43	51	90
	14%	17%	13%	15%	10%	15%	13%	16%	10%	15%	10%	17%	13%	15%
Daily, one hour or less per day	175	36	45	66	28	80	94	21	27	32	40	52	49	124
	17%	12%	15%	25%	18%	13%	23%	10%	15%	15%	25%	21%	12%	20%
A few times a week	139	26	47	37	29	73	66	26	27	25	30	31	52	86
	14%	9%	15%	14%	18%	12%	16%	12%	15%	12%	19%	12%	13%	14%
A few times per month	81	27	23	23	8	50	31	24	8	15	8	25	32	48
	8%	9%	7%	9%	5%	8%	7%	11%	4%	7%	5%	10%	8%	8%
Seldom	105	28	32	26	18	61	44	21	20	18	14	30	40	62
	10%	9%	10%	10%	12%	10%	11%	10%	11%	8%	9%	12%	10%	10%
Never	384	134	122	69	58	256	128	89	83	92	49	67	172	208
	37%	45%	40%	27%	37%	42%	31%	42%	45%	43%	31%	27%	43%	34%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QMediaFreq_InstaReels] How frequently do you do each of the following?

-Watch videos or reels on 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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
DAILY OR MORE	318	218	41	149	124	43	148	71	76	114	131	73
	31%	42%	13%	30%	43%	19%	48%	51%	46%	40%	29%	25%
SELDOM OR NEVER	488	163	225	255	98	134	80	40	41	111	218	160
	48%	32%	74%	50%	34%	59%	26%	28%	25%	38%	48%	56%
Daily, multiple hours per day	143	101	18	61	63	18	66	36	29	63	46	34
	14%	20%	6%	12%	22%	8%	21%	26%	18%	22%	10%	12%
Daily, one hour or less per day	175	118	23	88	61	26	83	35	47	51	85	39
	17%	23%	7%	17%	21%	11%	27%	25%	29%	18%	19%	14%
A few times a week	139	90	21	72	43	23	55	24	32	51	61	27
	14%	17%	7%	14%	15%	10%	18%	17%	19%	18%	14%	9%
A few times per month	81	46	18	30	23	27	21	5	17	13	41	27
	8%	9%	6%	6%	8%	12%	7%	3%	10%	5%	9%	9%
Seldom	105	35	39	53	21	30	23	8	15	28	45	32
	10%	7%	13%	10%	7%	13%	7%	6%	9%	10%	10%	11%
Never	384	128	186	202	77	104	58	32	26	83	173	127
	37%	25%	61%	40%	27%	46%	19%	23%	16%	29%	38%	45%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QMediaFreq_InstaReels] How frequently do you do each of the following?

-Watch videos or reels on Instagram

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
DAILY OR MORE	318	132	57	128	123	89	101	139	148	96	47	165	135
	31%	33%	24%	34%	31%	29%	34%	28%	32%	34%	27%	32%	31%
SELDOM OR NEVER	488	189	135	164	194	145	129	242	217	133	86	244	211
	48%	47%	56%	43%	49%	48%	44%	50%	47%	47%	50%	47%	48%
Daily, multiple hours per day	143	58	19	65	50	47	44	64	61	42	21	78	51
	14%	14%	8%	17%	13%	16%	15%	13%	13%	15%	12%	15%	12%
Daily, one hour or less per day	175	74	38	63	73	42	56	74	87	54	26	87	84
	17%	18%	16%	17%	18%	14%	19%	15%	19%	19%	15%	17%	19%
A few times a week	139	47	31	61	46	40	46	57	71	32	23	61	70
	14%	12%	13%	16%	12%	13%	16%	12%	15%	11%	13%	12%	16%
A few times per month	81	36	20	24	34	28	17	51	28	23	16	50	25
	8%	9%	8%	6%	9%	9%	6%	11%	6%	8%	9%	10%	6%
Seldom	105	31	35	39	26	41	34	43	53	23	12	44	53
	10%	8%	14%	10%	7%	14%	12%	9%	11%	8%	7%	8%	12%
Never	384	158	100	125	168	103	95	199	164	110	74	200	158
	37%	39%	41%	33%	42%	34%	32%	41%	35%	39%	43%	38%	36%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QMediaFreq_YouTube] How frequently do you do each of the following?
-Watch videos on 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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
DAILY OR MORE	528	282	243	154	148	149	77	302	225	331	84	75	38
	51%	59%	44%	74%	62%	53%	26%	67%	39%	46%	71%	66%	55%
SELDOM OR NEVER	180	70	110	14	25	35	106	39	141	150	7	14	8
	18%	15%	20%	7%	10%	12%	36%	9%	24%	21%	6%	13%	11%
Daily, multiple hours per day	343	177	163	115	97	86	44	212	131	211	65	47	20
	33%	37%	30%	55%	41%	31%	15%	47%	23%	29%	56%	42%	28%
Daily, one hour or less per day	185	104	80	39	51	62	32	90	95	120	19	28	19
	18%	22%	15%	18%	22%	22%	11%	20%	16%	17%	16%	25%	26%
A few times a week	231	101	130	33	50	73	75	83	148	171	19	19	22
	23%	21%	24%	16%	21%	26%	25%	19%	26%	24%	16%	17%	32%
A few times per month	86	23	64	8	16	27	36	23	63	74	7	4	1
	8%	5%	12%	4%	7%	9%	12%	5%	11%	10%	6%	4%	2%
Seldom	82	24	58	11	13	22	36	25	57	67	2	7	6
	8%	5%	11%	5%	6%	8%	12%	5%	10%	9%	2%	6%	8%
Never	98	46	52	3	11	13	71	14	84	84	5	7	2
	10%	10%	10%	1%	5%	5%	24%	3%	15%	12%	4%	7%	3%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QMediaFreq_YouTube] How frequently do you do each of the following?

-Watch videos on 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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DAILY OR MORE	528	164	158	143	63	322	206	134	94	111	75	110	227	296
	51%	55%	51%	55%	40%	53%	49%	62%	52%	52%	48%	45%	57%	48%
SELDOM OR NEVER	180	51	59	36	35	109	71	25	31	41	29	52	56	121
	18%	17%	19%	14%	23%	18%	17%	12%	17%	19%	18%	21%	14%	20%
Daily, multiple hours per day	343	121	112	84	26	233	110	102	59	80	40	58	161	178
	33%	40%	36%	32%	16%	38%	26%	47%	33%	38%	25%	23%	41%	29%
Daily, one hour or less per day	185	43	46	59	37	89	96	32	35	31	35	52	66	118
	18%	14%	15%	23%	24%	15%	23%	15%	19%	15%	22%	21%	17%	19%
A few times a week	231	61	64	61	45	125	106	41	34	44	41	68	75	153
	23%	20%	21%	24%	29%	21%	25%	19%	18%	20%	26%	28%	19%	25%
A few times per month	86	24	28	20	14	52	34	15	23	18	13	17	38	48
	8%	8%	9%	8%	9%	9%	8%	7%	13%	8%	8%	7%	10%	8%
Seldom	82	15	30	18	19	45	37	13	5	14	16	33	18	63
	8%	5%	10%	7%	12%	7%	9%	6%	3%	6%	10%	13%	5%	10%
Never	98	36	29	18	16	64	34	12	26	27	13	19	38	59
	10%	12%	9%	7%	10%	11%	8%	6%	14%	13%	8%	8%	10%	10%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QMediaFreq_YouTube] How frequently do you do each of the following?

-Watch videos on 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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
DAILY OR MORE	528	307	106	223	198	103	182	104	77	182	205	140
	51%	59%	35%	44%	69%	46%	60%	75%	47%	63%	46%	49%
SELDOM OR NEVER	180	55	97	113	19	48	33	5	28	38	81	61
	18%	11%	32%	22%	7%	21%	11%	4%	17%	13%	18%	21%
Daily, multiple hours per day	343	195	63	138	140	62	120	71	49	131	117	94
	33%	38%	21%	27%	48%	28%	39%	51%	29%	46%	26%	33%
Daily, one hour or less per day	185	112	43	85	58	41	62	33	29	51	88	46
	18%	22%	14%	17%	20%	18%	20%	24%	17%	18%	19%	16%
A few times a week	231	115	73	133	50	48	72	26	46	46	127	58
	23%	22%	24%	26%	17%	21%	23%	19%	28%	16%	28%	20%
A few times per month	86	41	31	37	21	28	19	4	15	22	37	27
	8%	8%	10%	7%	7%	12%	6%	3%	9%	8%	8%	9%
Seldom	82	35	31	61	9	12	22	4	18	14	43	25
	8%	7%	10%	12%	3%	5%	7%	3%	11%	5%	9%	9%
Never	98	20	66	53	10	36	11	1	10	24	39	35
	10%	4%	21%	10%	3%	16%	4%	1%	6%	8%	9%	12%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QMediaFreq_YouTube] How frequently do you do each of the following?

-Watch videos on YouTube

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
DAILY OR MORE	528	207	126	194	199	151	161	242	246	154	71	264	225
	51%	51%	52%	51%	50%	50%	55%	49%	53%	54%	41%	51%	51%
SELDOM OR NEVER	180	72	47	61	83	50	41	93	79	44	44	88	83
	18%	18%	19%	16%	21%	17%	14%	19%	17%	15%	26%	17%	19%
Daily, multiple hours per day	343	139	75	129	137	92	104	163	154	100	51	175	140
	33%	34%	31%	34%	34%	30%	36%	33%	33%	35%	30%	34%	32%
Daily, one hour or less per day	185	68	51	66	62	60	56	78	92	54	20	89	85
	18%	17%	21%	17%	16%	20%	19%	16%	20%	19%	12%	17%	19%
A few times a week	231	87	55	89	82	73	67	110	99	57	45	120	98
	23%	22%	23%	24%	21%	24%	23%	22%	21%	20%	26%	23%	22%
A few times per month	86	38	15	33	34	28	23	44	39	30	12	48	34
	8%	10%	6%	9%	8%	9%	8%	9%	8%	11%	7%	9%	8%
Seldom	82	36	25	22	38	25	14	45	33	22	20	42	34
	8%	9%	10%	6%	10%	8%	5%	9%	7%	8%	12%	8%	8%
Never	98	36	22	40	45	26	27	48	46	22	24	46	50
	10%	9%	9%	10%	11%	8%	9%	10%	10%	8%	14%	9%	11%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QMediaFreq_TikTok] How frequently do you do each of the following?
-Watch videos on 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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
DAILY OR MORE	288	132	153	121	81	70	15	202	86	164	61	42	21
	28%	28%	28%	58%	34%	25%	5%	45%	15%	23%	52%	37%	29%
SELDOM OR NEVER	573	277	296	55	114	153	252	169	404	449	45	46	34
	56%	58%	54%	26%	48%	54%	86%	38%	70%	62%	38%	41%	48%
Daily, multiple hours per day	173	73	97	92	38	36	7	130	43	95	44	26	8
	17%	15%	18%	44%	16%	13%	3%	29%	7%	13%	37%	23%	11%
Daily, one hour or less per day	115	59	55	30	43	35	8	72	43	69	17	16	13
	11%	12%	10%	14%	18%	12%	3%	16%	7%	10%	14%	14%	18%
A few times a week	107	42	65	22	34	33	17	56	51	68	9	18	12
	10%	9%	12%	11%	14%	12%	6%	13%	9%	9%	7%	16%	17%
A few times per month	57	25	33	11	10	27	10	20	37	44	3	7	4
	6%	5%	6%	5%	4%	10%	3%	5%	6%	6%	3%	6%	5%
Seldom	75	35	40	21	16	21	17	37	38	53	4	11	7
	7%	7%	7%	10%	7%	7%	6%	8%	7%	7%	4%	10%	10%
Never	499	243	256	34	98	132	235	132	367	396	40	35	27
	49%	51%	47%	16%	41%	46%	80%	29%	63%	55%	34%	31%	38%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QMediaFreq_TikTok] How frequently do you do each of the following?
-Watch videos on 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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DAILY OR MORE	288	90	93	77	28	183	105	69	42	60	59	54	110	173
	28%	30%	30%	30%	18%	30%	25%	32%	23%	28%	37%	22%	28%	28%
SELDOM OR NEVER	573	160	172	141	100	333	241	120	110	117	74	146	230	337
	56%	53%	56%	54%	64%	55%	58%	56%	61%	55%	47%	59%	58%	54%
Daily, multiple hours per day	173	59	63	39	11	122	50	52	30	37	23	27	81	87
	17%	20%	21%	15%	7%	20%	12%	24%	16%	17%	15%	11%	21%	14%
Daily, one hour or less per day	115	31	30	38	16	60	54	17	12	23	36	27	29	86
	11%	10%	10%	15%	10%	10%	13%	8%	7%	11%	23%	11%	7%	14%
A few times a week	107	34	27	28	18	61	46	17	22	24	19	25	39	68
	10%	11%	9%	11%	11%	10%	11%	8%	12%	11%	12%	10%	10%	11%
A few times per month	57	16	15	15	11	31	26	10	8	13	5	22	17	40
	6%	5%	5%	6%	7%	5%	6%	4%	4%	6%	3%	9%	4%	6%
Seldom	75	22	23	22	8	45	30	18	12	12	9	25	29	45
	7%	7%	7%	8%	5%	7%	7%	8%	6%	5%	5%	10%	7%	7%
Never	499	138	150	119	92	288	211	102	99	105	65	121	201	291
	49%	46%	49%	46%	58%	47%	51%	48%	54%	49%	42%	49%	51%	47%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QMediaFreq_TikTok] How frequently do you do each of the following?

-Watch videos on 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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
DAILY OR MORE	288	199	23	120	122	44	122	53	68	103	109	76
	28%	39%	8%	24%	42%	19%	40%	38%	41%	36%	24%	27%
SELDOM OR NEVER	573	225	243	304	121	147	123	61	62	144	263	166
	56%	43%	79%	60%	42%	65%	40%	44%	37%	50%	58%	58%
Daily, multiple hours per day	173	112	14	60	84	27	67	25	42	63	59	52
	17%	22%	5%	12%	29%	12%	22%	18%	25%	22%	13%	18%
Daily, one hour or less per day	115	87	9	61	38	16	55	28	27	40	50	25
	11%	17%	3%	12%	13%	7%	18%	20%	16%	14%	11%	9%
A few times a week	107	67	23	57	29	21	46	22	25	29	51	27
	10%	13%	7%	11%	10%	9%	15%	16%	15%	10%	11%	9%
A few times per month	57	26	17	26	17	15	14	4	10	14	27	17
	6%	5%	5%	5%	6%	7%	5%	3%	6%	5%	6%	6%
Seldom	75	34	20	37	25	13	31	11	21	18	43	14
	7%	7%	7%	7%	9%	6%	10%	8%	12%	6%	10%	5%
Never	499	191	223	266	97	134	92	50	41	126	220	153
	49%	37%	73%	53%	33%	59%	30%	36%	25%	44%	49%	53%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QMediaFreq_TikTok] How frequently do you do each of the following?
-Watch videos on TikTok

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
DAILY OR MORE	288	112	57	119	97	82	93	133	130	85	37	151	118
	28%	28%	23%	31%	24%	27%	32%	27%	28%	30%	22%	29%	27%
SELDOM OR NEVER	573	230	144	200	243	168	153	273	260	154	104	283	256
	56%	57%	59%	53%	61%	55%	52%	56%	56%	54%	61%	54%	58%
Daily, multiple hours per day	173	73	33	67	63	46	52	88	67	54	24	97	66
	17%	18%	14%	18%	16%	15%	18%	18%	14%	19%	14%	19%	15%
Daily, one hour or less per day	115	39	24	52	34	36	41	45	63	31	13	54	52
	11%	10%	10%	14%	8%	12%	14%	9%	14%	11%	8%	10%	12%
A few times a week	107	40	31	36	38	32	28	57	47	30	22	59	42
	10%	10%	13%	9%	10%	11%	10%	12%	10%	11%	13%	11%	10%
A few times per month	57	23	11	23	19	20	18	26	26	15	8	27	24
	6%	6%	5%	6%	5%	7%	6%	5%	6%	5%	5%	5%	5%
Seldom	75	29	26	20	31	18	25	30	39	19	13	34	37
	7%	7%	11%	5%	8%	6%	9%	6%	8%	7%	8%	7%	8%
Never	499	201	118	180	212	149	128	243	222	135	91	249	219
	49%	50%	48%	48%	53%	49%	44%	50%	48%	47%	53%	48%	50%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QMediaFreq_AltSocialMedia] How frequently do you do each of the following?
-Browse alternatives to X (formerly Twitter), like Threads, Bluesky, or Truth Social

	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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
DAILY OR MORE	175	104	70	72	48	40	16	120	56	102	31	25	18
	17%	22%	13%	34%	20%	14%	5%	27%	10%	14%	27%	22%	26%
SELDOM OR NEVER	713	300	411	100	155	193	266	255	459	534	66	71	42
	70%	63%	75%	48%	65%	68%	90%	57%	79%	74%	56%	63%	60%
Daily, multiple hours per day	74	48	25	32	23	14	5	55	19	42	20	8	4
	7%	10%	5%	15%	9%	5%	2%	12%	3%	6%	17%	7%	6%
Daily, one hour or less per day	101	56	45	40	25	26	11	65	37	60	11	16	14
	10%	12%	8%	19%	10%	9%	4%	14%	6%	8%	9%	15%	19%
A few times a week	88	45	43	24	27	29	8	51	37	60	10	10	8
	9%	9%	8%	11%	11%	10%	3%	11%	6%	8%	9%	9%	11%
A few times per month	49	27	22	13	10	22	4	23	26	30	10	7	2
	5%	6%	4%	6%	4%	8%	1%	5%	5%	4%	8%	6%	3%
Seldom	132	50	81	24	32	43	33	56	76	91	11	19	10
	13%	11%	15%	11%	13%	15%	11%	12%	13%	13%	10%	17%	15%
Never	582	250	329	77	122	150	233	199	383	443	55	52	31
	57%	52%	60%	37%	51%	53%	79%	44%	66%	61%	47%	46%	45%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QMediaFreq_AltSocialMedia] How frequently do you do each of the following?
-Browse alternatives to X (formerly Twitter), like Threads, Bluesky, or Truth Social

	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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DAILY OR MORE	175	62	43	53	18	105	71	34	23	34	40	40	58	115
	17%	21%	14%	20%	12%	17%	17%	16%	13%	16%	26%	16%	15%	19%
SELDOM OR NEVER	713	201	231	168	113	432	281	149	137	161	95	165	286	421
	70%	67%	75%	64%	72%	71%	67%	69%	76%	75%	61%	67%	72%	68%
Daily, multiple hours per day	74	27	22	16	8	49	25	23	9	12	13	16	32	42
	7%	9%	7%	6%	5%	8%	6%	11%	5%	6%	8%	7%	8%	7%
Daily, one hour or less per day	101	34	21	36	10	55	46	11	14	22	27	24	25	73
	10%	11%	7%	14%	6%	9%	11%	5%	8%	10%	17%	10%	6%	12%
A few times a week	88	25	20	26	17	45	43	19	16	9	11	33	35	53
	9%	8%	7%	10%	11%	7%	10%	9%	9%	4%	7%	13%	9%	9%
A few times per month	49	13	13	14	8	26	23	13	5	10	11	9	18	30
	5%	4%	4%	6%	5%	4%	5%	6%	3%	5%	7%	4%	5%	5%
Seldom	132	32	47	31	22	79	53	24	17	32	20	37	41	89
	13%	11%	15%	12%	14%	13%	13%	11%	9%	15%	13%	15%	10%	14%
Never	582	169	184	137	91	353	228	125	120	129	75	128	245	332
	57%	56%	60%	53%	58%	58%	55%	58%	66%	60%	48%	52%	62%	54%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QMediaFreq_AltSocialMedia] How frequently do you do each of the following?
-Browse alternatives to X (formerly Twitter), like Threads, Bluesky, or Truth Social

	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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
DAILY OR MORE	175	122	26	74	78	23	77	51	26	63	69	44
	17%	24%	9%	15%	27%	10%	25%	36%	16%	22%	15%	15%
SELDOM OR NEVER	713	312	256	363	165	184	179	65	114	182	317	215
	70%	60%	84%	72%	57%	81%	58%	46%	69%	63%	70%	75%
Daily, multiple hours per day	74	53	11	28	36	10	35	25	9	30	22	22
	7%	10%	4%	5%	13%	4%	11%	18%	5%	10%	5%	8%
Daily, one hour or less per day	101	70	15	46	42	13	43	26	17	33	46	22
	10%	14%	5%	9%	14%	6%	14%	18%	10%	11%	10%	8%
A few times a week	88	57	14	49	32	6	33	15	18	30	39	18
	9%	11%	4%	10%	11%	2%	11%	11%	11%	11%	9%	6%
A few times per month	49	26	10	20	14	14	16	9	8	14	26	9
	5%	5%	3%	4%	5%	6%	5%	6%	5%	5%	6%	3%
Seldom	132	71	36	67	27	37	48	16	32	31	58	42
	13%	14%	12%	13%	9%	16%	16%	11%	20%	11%	13%	15%
Never	582	241	220	296	138	146	130	49	81	150	259	173
	57%	47%	72%	58%	48%	64%	43%	35%	49%	52%	57%	60%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QMediaFreq_AltSocialMedia] How frequently do you do each of the following?

-Browse alternatives to X (formerly Twitter), like Threads, Bluesky, or Truth Social

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
DAILY OR MORE	175	71	31	73	68	37	65	77	86	48	28	95	79
	17%	18%	13%	19%	17%	12%	22%	16%	19%	17%	16%	18%	18%
SELDOM OR NEVER	713	284	179	250	281	221	185	353	308	195	129	359	302
	70%	70%	74%	66%	71%	73%	63%	72%	66%	69%	75%	69%	69%
Daily, multiple hours per day	74	29	16	29	36	14	23	39	32	23	10	45	29
	7%	7%	7%	8%	9%	5%	8%	8%	7%	8%	6%	9%	6%
Daily, one hour or less per day	101	42	15	44	32	23	42	38	54	25	18	50	50
	10%	10%	6%	12%	8%	8%	14%	8%	12%	9%	10%	10%	11%
A few times a week	88	37	17	34	33	27	28	43	39	30	12	48	37
	9%	9%	7%	9%	8%	9%	10%	9%	8%	11%	7%	9%	8%
A few times per month	49	12	17	20	15	17	15	16	31	11	3	20	23
	5%	3%	7%	5%	4%	6%	5%	3%	7%	4%	2%	4%	5%
Seldom	132	67	25	40	66	34	28	78	47	52	21	82	43
	13%	16%	10%	11%	17%	11%	9%	16%	10%	18%	12%	16%	10%
Never	582	217	154	210	215	188	157	275	261	143	108	277	259
	57%	54%	63%	56%	54%	62%	54%	56%	56%	50%	63%	53%	59%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
Often	95	53	41	29	26	25	14	55	39	56	13	20	6
	9%	11%	8%	14%	11%	9%	5%	12%	7%	8%	11%	17%	9%
Sometimes	276	136	140	76	68	69	62	145	131	182	48	27	19
	27%	28%	26%	37%	29%	24%	21%	32%	23%	25%	41%	24%	26%
Rarely	285	132	152	53	82	85	65	135	150	219	21	27	18
	28%	28%	28%	25%	34%	30%	22%	30%	26%	30%	18%	24%	26%
Never	370	155	213	51	62	104	153	113	257	268	35	40	27
	36%	33%	39%	24%	26%	37%	52%	25%	45%	37%	30%	35%	39%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Often	95	21	29	28	17	50	44	21	15	16	19	24	36	59
	9%	7%	10%	11%	11%	8%	11%	10%	8%	7%	12%	10%	9%	9%
Sometimes	276	91	80	71	34	171	105	66	48	57	45	56	115	158
	27%	30%	26%	27%	22%	28%	25%	31%	27%	27%	29%	22%	29%	26%
Rarely	285	74	89	69	53	163	122	56	49	56	46	76	105	178
	28%	25%	29%	27%	34%	27%	29%	26%	27%	26%	29%	31%	26%	29%
Never	370	113	110	92	54	223	146	72	70	84	47	93	141	224
	36%	38%	36%	35%	34%	37%	35%	33%	38%	39%	30%	37%	36%	36%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
Often	95	63	20	33	42	19	34	17	16	33	37	25
	9%	12%	7%	7%	15%	9%	11%	12%	10%	12%	8%	9%
Sometimes	276	165	63	130	92	54	103	47	56	96	108	72
	27%	32%	21%	26%	32%	24%	34%	34%	34%	33%	24%	25%
Rarely	285	143	78	148	75	61	85	39	46	80	120	86
	28%	28%	26%	29%	26%	27%	28%	28%	28%	28%	27%	30%
Never	370	146	145	196	81	93	83	37	47	79	186	104
	36%	28%	47%	39%	28%	41%	27%	26%	28%	28%	41%	36%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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 . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
Often	95	36	19	40	36	22	35	42	48	27	12	51	42
	9%	9%	8%	11%	9%	7%	12%	9%	10%	10%	7%	10%	10%
Sometimes	276	117	51	108	108	70	93	143	114	86	39	154	112
	27%	29%	21%	29%	27%	23%	32%	29%	25%	30%	23%	30%	25%
Rarely	285	103	76	106	110	95	71	140	122	84	44	150	113
	28%	25%	31%	28%	28%	32%	24%	29%	26%	30%	26%	29%	26%
Never	370	150	96	124	143	115	92	165	179	86	76	165	174
	36%	37%	40%	33%	36%	38%	32%	34%	39%	30%	45%	32%	39%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
ABC News	328	146	182	51	77	93	107	128	200	212	60	33	24
	32%	31%	33%	24%	32%	33%	36%	29%	35%	29%	51%	29%	34%
NBC News	315	155	159	40	76	91	108	116	199	212	45	35	22
	31%	33%	29%	19%	32%	32%	37%	26%	34%	29%	38%	31%	32%
CBS News	318	146	171	47	67	96	108	114	204	206	48	39	25
	31%	31%	31%	23%	28%	34%	37%	25%	35%	28%	41%	35%	35%
Fox News	392	202	189	72	82	109	129	154	238	290	45	30	26
	38%	42%	35%	34%	34%	39%	44%	34%	41%	40%	39%	27%	37%
MSNBC	195	99	95	34	51	63	48	85	111	130	33	24	9
	19%	21%	17%	16%	21%	22%	16%	19%	19%	18%	28%	21%	13%
CNN	300	160	139	73	85	79	63	158	142	180	45	40	35
	29%	34%	25%	35%	36%	28%	21%	35%	25%	25%	38%	36%	50%
Newsmax	118	66	52	17	29	26	46	47	71	81	13	19	5
	12%	14%	9%	8%	12%	9%	15%	10%	12%	11%	11%	17%	7%
OAN	30	18	12	4	8	6	12	12	18	18	3	7	3
	3%	4%	2%	2%	4%	2%	4%	3%	3%	2%	2%	6%	4%
Local TV news	466	217	249	76	101	122	167	177	289	334	54	51	27
	45%	46%	46%	36%	42%	43%	57%	39%	50%	46%	46%	45%	38%
Traditional national newspapers, online or in print (such as The New York Times, Washington Post, or Wall Street Journal)	176	87	88	39	47	46	44	86	90	124	22	16	15
	17%	18%	16%	19%	20%	16%	15%	19%	16%	17%	19%	14%	21%
Your local paper, online or in print	214	106	108	32	62	52	68	94	120	164	22	18	10
	21%	22%	20%	15%	26%	18%	23%	21%	21%	23%	19%	16%	15%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	167 16%	81 17%	86 16%	26 12%	55 23%	51 18%	35 12%	81 18%	86 15%	115 16%	16 14%	14 12%	23 32%
Social media (such as YouTube, TikTok, Snapchat)	426 41%	200 42%	223 41%	133 64%	119 50%	110 39%	63 22%	253 56%	173 30%	296 41%	48 41%	57 51%	24 34%
Podcasts (such as The Daily, Pod Save America, or The Ben Shapiro Show)	180 18%	91 19%	89 16%	37 18%	63 26%	49 17%	32 11%	99 22%	81 14%	135 19%	18 15%	16 14%	12 17%
Something else (Please specify)	57 6%	32 7%	24 4%	9 4%	9 4%	15 5%	25 8%	18 4%	39 7%	45 6%	2 2%	5 4%	5 7%
None of these	63 6%	17 4%	45 8%	20 9%	18 8%	16 6%	8 3%	38 9%	24 4%	40 6%	11 9%	10 9%	1 2%

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N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
ABC News	328	91	105	81	52	196	133	70	57	77	59	62	127	198
	32%	30%	34%	31%	33%	32%	32%	32%	31%	36%	38%	25%	32%	32%
NBC News	315	74	98	83	60	171	143	61	49	72	61	69	110	201
	31%	25%	32%	32%	38%	28%	34%	28%	27%	34%	39%	28%	28%	33%
CBS News	318	83	103	80	53	185	133	76	60	65	47	65	135	178
	31%	28%	33%	31%	33%	30%	32%	35%	33%	30%	30%	26%	34%	29%
Fox News	392	116	116	106	54	231	160	72	65	89	50	112	137	251
	38%	39%	38%	41%	34%	38%	38%	33%	36%	42%	32%	45%	35%	41%
MSNBC	195	35	56	64	40	91	104	29	24	44	48	48	52	141
	19%	12%	18%	24%	26%	15%	25%	13%	13%	21%	31%	19%	13%	23%
CNN	300	64	84	90	61	149	151	56	32	68	59	83	87	210
	29%	21%	27%	35%	39%	24%	36%	26%	17%	32%	37%	34%	22%	34%
Newsmax	118	28	36	40	14	63	55	15	21	24	23	36	36	82
	12%	9%	12%	15%	9%	10%	13%	7%	11%	11%	14%	15%	9%	13%
OAN	30	6	9	9	6	16	14	6	6	1	7	9	12	18
	3%	2%	3%	3%	4%	3%	3%	3%	3%	1%	5%	4%	3%	3%
Local TV news	466	139	146	105	77	284	182	81	87	112	80	100	169	292
	45%	46%	47%	40%	49%	47%	43%	38%	48%	53%	51%	41%	43%	47%
Traditional national newspapers, online or in print (such as The New York Times, Washington Post, or Wall Street Journal)	176	31	44	57	44	75	101	19	27	34	35	59	47	128
	17%	10%	14%	22%	28%	12%	24%	9%	15%	16%	22%	24%	12%	21%
Your local paper, online or in print	214	48	54	65	47	102	112	35	33	48	49	49	68	146
	21%	16%	18%	25%	30%	17%	27%	16%	18%	22%	31%	20%	17%	24%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	167 16%	24 8%	37 12%	63 24%	44 28%	60 10%	107 26%	27 13%	25 14%	26 12%	30 19%	58 24%	52 13%	114 18%
Social media (such as YouTube, TikTok, Snapchat)	426 41%	133 45%	119 39%	128 49%	45 29%	253 42%	173 41%	89 41%	83 46%	87 41%	66 42%	97 39%	172 43%	251 41%
Podcasts (such as The Daily, Pod Save America, or The Ben Shapiro Show)	180 18%	35 12%	44 14%	69 26%	33 21%	79 13%	102 24%	29 13%	29 16%	30 14%	37 23%	54 22%	57 14%	121 20%
Something else (Please specify)	57 6%	11 4%	21 7%	15 6%	11 7%	31 5%	26 6%	13 6%	10 6%	7 3%	8 5%	17 7%	24 6%	32 5%
None of these	63 6%	27 9%	19 6%	10 4%	6 4%	46 8%	16 4%	20 9%	13 7%	13 6%	4 2%	12 5%	33 8%	29 5%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
ABC News	328	150	120	157	90	81	92	45	47	104	151	73
	32%	29%	39%	31%	31%	36%	30%	32%	28%	36%	34%	26%
NBC News	315	162	99	151	85	77	90	45	44	98	152	65
	31%	31%	32%	30%	29%	34%	30%	32%	27%	34%	34%	23%
CBS News	318	161	104	153	88	77	89	41	47	98	146	75
	31%	31%	34%	30%	30%	34%	29%	30%	28%	34%	32%	26%
Fox News	392	198	117	230	89	72	131	68	63	99	174	119
	38%	38%	38%	45%	31%	32%	43%	49%	38%	34%	39%	41%
MSNBC	195	122	52	93	56	46	65	34	30	68	86	42
	19%	24%	17%	18%	19%	20%	21%	25%	18%	24%	19%	15%
CNN	300	185	61	143	103	54	118	70	48	102	138	60
	29%	36%	20%	28%	36%	24%	39%	50%	29%	35%	31%	21%
Newsmax	118	55	43	76	27	16	43	24	18	28	56	34
	12%	11%	14%	15%	9%	7%	14%	17%	11%	10%	13%	12%
OAN	30	15	11	15	10	6	10	7	3	5	17	8
	3%	3%	3%	3%	3%	2%	3%	5%	2%	2%	4%	3%
Local TV news	466	222	171	236	120	110	138	64	73	133	209	124
	45%	43%	56%	47%	42%	48%	45%	46%	44%	46%	46%	43%
Traditional national newspapers, online or in print (such as The New York Times, Washington Post, or Wall Street Journal)	176	115	39	82	60	34	65	40	24	61	78	36
	17%	22%	13%	16%	21%	15%	21%	29%	15%	21%	17%	13%
Your local paper, online or in print	214	121	64	110	60	44	73	43	29	72	76	66
	21%	23%	21%	22%	21%	19%	24%	31%	18%	25%	17%	23%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	167 16%	107 21%	32 11%	77 15%	49 17%	41 18%	56 18%	33 23%	23 14%	63 22%	73 16%	31 11%
Social media (such as YouTube, TikTok, Snapchat)	426 41%	247 48%	77 25%	189 37%	154 53%	81 36%	150 49%	79 57%	70 42%	141 49%	184 41%	101 35%
Podcasts (such as The Daily, Pod Save America, or The Ben Shapiro Show)	180 18%	112 22%	34 11%	87 17%	58 20%	34 15%	67 22%	41 29%	25 15%	63 22%	74 16%	43 15%
Something else (Please specify)	57 6%	21 4%	20 6%	26 5%	17 6%	14 6%	11 3%	5 3%	6 4%	12 4%	26 6%	19 7%
None of these	63 6%	31 6%	10 3%	25 5%	22 8%	15 7%	18 6%	3 2%	15 9%	19 7%	26 6%	18 6%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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 . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
ABC News	328	84	76	168	88	125	108	99	207	43	50	116	188
	32%	21%	31%	44%	22%	41%	37%	20%	45%	15%	29%	22%	43%
NBC News	315	77	73	164	79	115	116	95	198	40	44	117	180
	31%	19%	30%	43%	20%	38%	40%	19%	43%	14%	26%	22%	41%
CBS News	318	89	81	148	82	121	110	108	191	46	48	121	174
	31%	22%	33%	39%	21%	40%	38%	22%	41%	16%	28%	23%	39%
Fox News	392	246	76	70	241	104	35	296	79	176	107	315	62
	38%	61%	31%	19%	61%	34%	12%	61%	17%	62%	62%	60%	14%
MSNBC	195	43	36	116	42	50	101	49	138	21	25	61	123
	19%	11%	15%	31%	11%	17%	35%	10%	30%	7%	15%	12%	28%
CNN	300	80	59	161	79	89	127	90	194	38	48	117	169
	29%	20%	24%	43%	20%	29%	43%	18%	42%	13%	28%	22%	38%
Newsmax	118	80	22	16	85	22	12	100	16	62	31	100	14
	12%	20%	9%	4%	21%	7%	4%	20%	4%	22%	18%	19%	3%
OAN	30	24	5	2	21	8	1	27	3	18	9	27	3
	3%	6%	2%	1%	5%	3%	*%	6%	1%	6%	5%	5%	1%
Local TV news	466	182	113	171	176	154	120	225	221	119	84	236	209
	45%	45%	46%	45%	44%	51%	41%	46%	48%	42%	49%	45%	47%
Traditional national newspapers, online or in print (such as The New York Times, Washington Post, or Wall Street Journal)	176	57	31	87	62	34	78	56	114	30	28	65	101
	17%	14%	13%	23%	16%	11%	27%	12%	25%	10%	17%	12%	23%
Your local paper, online or in print	214	72	63	79	74	72	63	87	111	41	38	93	106
	21%	18%	26%	21%	19%	24%	22%	18%	24%	15%	22%	18%	24%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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 . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Public radio or broadcast news, such as NPR or PBS	167	40	51	77	48	40	78	47	107	23	24	59	101
	16%	10%	21%	20%	12%	13%	27%	10%	23%	8%	14%	11%	23%
Social media (such as YouTube, TikTok, Snapchat)	426	167	99	159	159	118	133	207	185	125	70	230	172
	41%	41%	41%	42%	40%	39%	45%	42%	40%	44%	41%	44%	39%
Podcasts (such as The Daily, Pod Save America, or The Ben Shapiro Show)	180	76	39	64	74	50	54	96	74	62	24	103	75
	18%	19%	16%	17%	19%	16%	19%	20%	16%	22%	14%	20%	17%
Something else (Please specify)	57	23	19	16	27	11	19	32	22	25	5	30	24
	6%	6%	8%	4%	7%	4%	7%	7%	5%	9%	3%	6%	6%
None of these	63	24	20	19	21	22	14	29	24	16	9	27	24
	6%	6%	8%	5%	5%	7%	5%	6%	5%	6%	5%	5%	5%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	572	253	317	169	166	169	69	335	238	366	77	82	47
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	564	250	311	175	157	171	61	332	232	371	75	73	45
WEEKLY OR MORE	371	181	191	128	113	101	30	241	130	221	56	61	34
	65%	71%	60%	76%	68%	59%	43%	72%	55%	60%	72%	75%	71%
LESS OFTEN	176	70	104	34	47	58	37	81	95	126	17	19	14
	31%	28%	33%	20%	29%	34%	54%	24%	40%	34%	22%	24%	29%
Multiple times each day	175	90	85	64	52	49	9	116	59	86	33	35	21
	31%	35%	27%	38%	31%	29%	14%	35%	25%	23%	42%	43%	45%
Once a day	106	47	59	46	26	24	10	71	34	71	15	15	6
	18%	18%	19%	27%	15%	14%	14%	21%	14%	19%	19%	18%	12%
Once a week	91	45	46	18	35	27	11	54	37	65	9	11	6
	16%	18%	15%	11%	21%	16%	15%	16%	16%	18%	11%	14%	13%
Once a month	21	11	11	7	6	6	4	12	9	11	7	3	1
	4%	4%	3%	4%	3%	3%	5%	4%	4%	3%	9%	4%	2%
Rarely	112	50	61	18	27	42	25	45	67	83	8	12	9
	20%	20%	19%	11%	16%	25%	36%	13%	28%	23%	10%	14%	20%
Never	42	9	32	9	15	10	9	24	19	32	3	4	3
	7%	4%	10%	5%	9%	6%	13%	7%	8%	9%	4%	5%	7%
Unsure	25	2	22	7	5	11	2	12	13	19	4	1	-
	4%	1%	7%	4%	3%	7%	3%	4%	5%	5%	6%	2%	

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	572	143	163	178	88	306	267	104	86	114	104	160	190	377
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	564	121	205	156	82	326	238	110	93	116	100	140	203	356
WEEKLY OR MORE	371	86	93	134	58	179	192	67	50	77	73	104	117	254
	65%	60%	57%	75%	66%	59%	72%	64%	58%	67%	70%	65%	62%	67%
LESS OFTEN	176	45	62	43	26	107	69	33	30	34	28	50	62	112
	31%	31%	38%	24%	30%	35%	26%	31%	35%	30%	27%	32%	33%	30%
Multiple times each day	175	40	47	67	20	88	87	33	20	40	33	49	53	122
	31%	28%	29%	37%	23%	29%	33%	32%	23%	35%	32%	31%	28%	32%
Once a day	106	29	25	35	17	53	52	20	17	15	23	32	36	69
	18%	20%	15%	19%	20%	17%	20%	19%	19%	13%	22%	20%	19%	18%
Once a week	91	16	22	33	20	38	53	14	13	22	17	24	28	63
	16%	11%	13%	18%	23%	12%	20%	14%	15%	19%	16%	15%	15%	17%
Once a month	21	9	7	3	2	16	5	6	6	0	6	3	12	9
	4%	7%	4%	1%	3%	5%	2%	6%	7%	*%	6%	2%	6%	2%
Rarely	112	27	39	27	19	66	46	19	16	26	14	36	35	76
	20%	19%	24%	15%	22%	22%	17%	18%	19%	23%	14%	23%	19%	20%
Never	42	8	16	13	5	25	18	7	8	8	8	11	15	27
	7%	6%	10%	7%	5%	8%	7%	7%	9%	7%	7%	7%	8%	7%
Unsure	25	12	7	1	4	20	5	5	6	3	3	5	11	11
	4%	9%	4%	1%	4%	6%	2%	4%	7%	3%	3%	3%	6%	3%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	572 100	371 100	91 100	281 100	201 100	89 100	233 100	104 100	128 100	189 100	247 100	136 100
Unweighted Total	564	359	86	254	205	103	225	96	128	189	242	133
WEEKLY OR MORE	371 65%	265 71%	44 48%	187 67%	139 69%	44 50%	163 70%	82 79%	81 63%	126 67%	160 65%	85 62%
LESS OFTEN	176 31%	94 25%	44 48%	84 30%	53 26%	38 43%	59 26%	21 21%	37 29%	57 30%	82 33%	38 28%
Multiple times each day	175 31%	130 35%	20 22%	86 30%	70 35%	19 21%	75 32%	44 42%	31 24%	74 39%	60 24%	41 30%
Once a day	106 18%	72 19%	16 17%	54 19%	37 19%	14 16%	51 22%	19 19%	31 24%	29 15%	52 21%	24 18%
Once a week	91 16%	63 17%	9 10%	48 17%	32 16%	11 13%	38 16%	19 18%	19 15%	23 12%	48 20%	20 14%
Once a month	21 4%	14 4%	5 5%	9 3%	9 4%	4 5%	8 4%	4 4%	4 3%	11 6%	8 3%	3 2%
Rarely	112 20%	62 17%	27 30%	55 19%	30 15%	27 30%	35 15%	14 14%	20 16%	29 15%	61 25%	22 16%
Never	42 7%	19 5%	12 13%	21 7%	14 7%	8 9%	16 7%	3 3%	13 10%	17 9%	13 5%	13 9%
Unsure	25 4%	11 3%	3 4%	10 4%	9 5%	6 7%	10 4%	-	10 7%	6 3%	5 2%	14 10%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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 . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	572	225	124	223	198	174	182	253	272	157	89	281	254
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	564	205	129	230	188	174	185	237	275	146	80	275	254
WEEKLY OR MORE	371	145	76	151	136	108	121	166	176	99	59	188	161
	65%	64%	61%	68%	68%	62%	66%	66%	65%	63%	66%	67%	63%
LESS OFTEN	176	69	39	68	55	58	56	75	86	48	27	81	86
	31%	31%	31%	31%	28%	33%	31%	30%	32%	31%	30%	29%	34%
Multiple times each day	175	68	28	79	67	48	56	74	82	41	27	85	79
	31%	30%	23%	35%	34%	28%	31%	29%	30%	26%	31%	30%	31%
Once a day	106	42	24	40	35	34	36	50	51	30	17	56	41
	18%	18%	20%	18%	17%	20%	20%	20%	19%	19%	19%	20%	16%
Once a week	91	35	23	33	34	26	29	42	43	29	14	46	41
	16%	16%	19%	15%	17%	15%	16%	17%	16%	18%	16%	16%	16%
Once a month	21	11	4	7	9	5	7	12	6	8	3	12	8
	4%	5%	3%	3%	5%	3%	4%	5%	2%	5%	4%	4%	3%
Rarely	112	43	26	43	36	41	32	46	58	31	15	50	57
	20%	19%	21%	19%	18%	24%	18%	18%	21%	20%	16%	18%	22%
Never	42	15	9	19	10	11	17	17	22	9	9	18	21
	7%	7%	7%	8%	5%	6%	9%	7%	8%	6%	10%	7%	8%
Unsure	25	12	10	4	8	8	5	12	10	10	3	13	7
	4%	5%	8%	2%	4%	5%	3%	5%	4%	6%	4%	5%	3%

Echelon Insights
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N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	348	212	136	106	109	91	42	215	133	220	54	44	30
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	341	205	134	109	93	93	46	202	139	222	51	41	27
WEEKLY OR MORE	286	183	103	89	91	77	29	180	106	176	46	36	28
	82%	86%	76%	84%	84%	85%	68%	84%	79%	80%	85%	83%	92%
LESS OFTEN	52	26	25	14	16	11	11	30	22	38	4	8	2
	15%	12%	19%	13%	15%	12%	27%	14%	17%	17%	7%	17%	8%
Multiple times each day	147	97	50	49	51	37	10	100	47	86	27	22	12
	42%	46%	37%	46%	47%	41%	23%	46%	35%	39%	50%	51%	38%
Once a day	82	50	32	29	26	18	8	55	26	58	13	5	6
	23%	23%	24%	28%	24%	20%	18%	26%	20%	26%	23%	11%	20%
Once a week	57	36	21	10	14	21	11	24	33	31	6	9	10
	16%	17%	15%	10%	13%	24%	27%	11%	25%	14%	11%	21%	34%
Once a month	11	2	8	3	3	3	1	6	5	5	2	3	1
	3%	1%	6%	3%	3%	4%	3%	3%	4%	2%	4%	7%	2%
Rarely	33	18	14	8	12	5	7	21	12	25	1	5	2
	9%	8%	10%	8%	11%	6%	16%	10%	9%	11%	3%	10%	6%
Never	9	6	3	3	1	2	3	4	5	8	1	-	-
	3%	3%	2%	3%	1%	2%	8%	2%	4%	4%	1%	-	-
Unsure	11	3	8	3	2	3	2	5	5	6	4	-	-
	3%	1%	6%	3%	2%	3%	5%	2%	4%	3%	8%	-	-

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	348	93	95	106	54	189	160	56	43	72	61	114	99	246
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	341	75	115	98	53	190	151	55	52	72	60	99	107	231
WEEKLY OR MORE	286	71	73	93	49	144	142	43	31	56	53	101	74	210
	82%	76%	76%	87%	91%	76%	89%	77%	72%	79%	87%	89%	75%	85%
LESS OFTEN	52	17	19	12	4	36	16	11	10	14	7	10	21	31
	15%	18%	20%	12%	7%	19%	10%	19%	23%	19%	12%	9%	21%	13%
Multiple times each day	147	37	40	47	23	77	70	22	14	32	25	54	36	111
	42%	40%	42%	44%	42%	41%	44%	39%	33%	45%	41%	47%	36%	45%
Once a day	82	26	17	23	15	43	38	15	9	13	19	24	24	56
	23%	28%	18%	22%	28%	23%	24%	27%	21%	19%	31%	21%	25%	23%
Once a week	57	8	15	22	11	23	34	6	7	11	9	24	14	43
	16%	9%	16%	21%	21%	12%	21%	11%	17%	15%	14%	21%	14%	18%
Once a month	11	5	3	2	1	8	3	2	3	4	-	3	4	7
	3%	5%	3%	2%	1%	4%	2%	3%	6%	5%		3%	4%	3%
Rarely	33	11	11	7	3	22	10	5	5	9	7	6	11	22
	9%	11%	12%	7%	6%	12%	7%	10%	13%	13%	12%	5%	11%	9%
Never	9	1	5	3	-	6	3	4	2	1	-	2	6	3
	3%	1%	5%	3%		3%	2%	6%	5%	2%		2%	6%	1%
Unsure	11	5	4	1	1	9	2	2	2	1	1	2	4	4
	3%	5%	4%	1%	2%	5%	1%	4%	5%	2%	2%	2%	4%	2%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	348	230	63	174	127	47	148	89	59	106	150	92
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	341	219	63	160	128	52	141	82	58	109	145	87
WEEKLY OR MORE	286	197	47	150	104	31	124	79	45	86	125	75
	82%	86%	74%	86%	82%	68%	83%	89%	76%	81%	83%	81%
LESS OFTEN	52	29	13	22	19	12	21	10	10	17	22	13
	15%	13%	20%	12%	15%	25%	14%	11%	18%	16%	15%	14%
Multiple times each day	147	105	22	70	64	13	59	39	20	37	65	45
	42%	46%	35%	40%	50%	27%	40%	44%	34%	35%	43%	49%
Once a day	82	55	12	47	26	8	40	23	17	30	30	22
	23%	24%	20%	27%	21%	18%	27%	26%	29%	29%	20%	24%
Once a week	57	36	12	33	14	10	25	17	8	18	31	8
	16%	16%	20%	19%	11%	22%	17%	19%	13%	17%	20%	9%
Once a month	11	7	2	4	4	2	5	-	5	3	6	2
	3%	3%	3%	3%	3%	5%	3%		9%	2%	4%	3%
Rarely	33	17	7	14	12	6	10	5	5	14	13	6
	9%	7%	11%	8%	9%	14%	7%	5%	8%	13%	8%	6%
Never	9	5	3	3	3	3	6	5	1	1	4	4
	3%	2%	5%	2%	2%	7%	4%	6%	2%	1%	3%	5%
Unsure	11	3	4	3	5	3	4	0	3	3	3	5
	3%	1%	6%	2%	4%	7%	3%	1%	6%	3%	2%	5%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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 . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	348	153	63	132	154	89	100	172	149	110	57	201	137
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	341	142	67	132	150	84	102	164	148	105	52	196	133
WEEKLY OR MORE	286	129	44	113	130	73	83	144	123	94	47	169	109
	82%	84%	69%	86%	84%	82%	83%	84%	83%	85%	81%	84%	80%
LESS OFTEN	52	21	16	15	21	13	16	26	21	14	9	29	23
	15%	13%	26%	12%	13%	14%	16%	15%	14%	13%	15%	14%	17%
Multiple times each day	147	59	27	61	63	39	45	71	63	48	15	86	56
	42%	39%	43%	46%	41%	43%	45%	41%	42%	44%	26%	43%	41%
Once a day	82	39	10	32	39	19	23	45	33	31	14	52	29
	23%	26%	16%	24%	26%	21%	23%	26%	22%	28%	25%	26%	21%
Once a week	57	30	7	21	27	15	15	28	28	14	17	31	23
	16%	19%	11%	16%	18%	17%	15%	16%	19%	13%	30%	16%	17%
Once a month	11	4	1	6	5	1	5	5	5	3	1	5	6
	3%	3%	2%	4%	3%	1%	5%	3%	3%	2%	2%	2%	4%
Rarely	33	12	11	9	11	10	9	14	13	10	4	17	15
	9%	8%	17%	7%	7%	11%	9%	8%	9%	9%	8%	9%	11%
Never	9	4	4	0	5	2	2	6	3	1	3	7	2
	3%	3%	6%	*%	3%	2%	2%	4%	2%	1%	5%	3%	2%
Unsure	11	4	3	3	3	3	1	3	5	2	2	3	5
	3%	3%	5%	2%	2%	4%	1%	2%	3%	2%	4%	1%	4%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	835	353	480	163	211	245	216	374	461	600	97	81	57
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	839	367	469	175	206	261	197	381	458	620	90	73	56
WEEKLY OR MORE	629	277	351	130	165	187	147	295	334	446	66	71	46
	75%	78%	73%	80%	78%	76%	68%	79%	72%	74%	69%	88%	80%
LESS OFTEN	183	72	110	29	35	54	65	64	119	140	24	10	8
	22%	20%	23%	18%	16%	22%	30%	17%	26%	23%	25%	12%	14%
Multiple times each day	345	147	197	81	99	94	70	180	164	231	42	43	28
	41%	42%	41%	50%	47%	39%	32%	48%	36%	39%	44%	53%	49%
Once a day	185	82	102	31	47	63	44	77	107	135	18	21	11
	22%	23%	21%	19%	22%	26%	20%	21%	23%	22%	19%	25%	20%
Once a week	100	47	53	18	19	29	33	37	63	79	6	8	7
	12%	13%	11%	11%	9%	12%	15%	10%	14%	13%	6%	10%	12%
Once a month	37	15	23	9	8	13	7	17	20	26	7	3	1
	4%	4%	5%	6%	4%	5%	3%	5%	4%	4%	7%	4%	3%
Rarely	102	37	65	14	19	34	34	33	69	85	8	4	5
	12%	11%	13%	9%	9%	14%	16%	9%	15%	14%	9%	5%	8%
Never	43	20	22	5	8	7	23	13	30	29	9	3	2
	5%	6%	5%	3%	4%	3%	11%	3%	7%	5%	10%	4%	3%
Unsure	23	4	19	4	11	4	4	15	8	14	6	-	4
	3%	1%	4%	2%	5%	1%	2%	4%	2%	2%	6%		6%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	835	246	255	204	129	501	333	172	151	168	132	204	323	503
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	839	203	319	189	128	522	317	186	156	173	131	184	342	488
WEEKLY OR MORE	629	181	186	164	98	367	262	124	112	125	106	158	236	389
	75%	74%	73%	80%	76%	73%	79%	72%	74%	75%	80%	77%	73%	77%
LESS OFTEN	183	57	61	36	30	117	65	45	32	40	25	36	77	101
	22%	23%	24%	17%	23%	23%	20%	26%	21%	24%	19%	18%	24%	20%
Multiple times each day	345	106	105	79	55	211	134	76	54	73	46	95	130	214
	41%	43%	41%	38%	42%	42%	40%	44%	36%	44%	35%	47%	40%	43%
Once a day	185	43	56	58	28	99	86	32	34	30	42	45	66	117
	22%	17%	22%	28%	22%	20%	26%	18%	23%	18%	32%	22%	20%	23%
Once a week	100	32	25	27	15	57	43	17	23	22	18	18	40	58
	12%	13%	10%	13%	12%	11%	13%	10%	15%	13%	14%	9%	12%	12%
Once a month	37	10	13	10	5	23	15	12	3	9	7	7	14	23
	4%	4%	5%	5%	4%	5%	4%	7%	2%	5%	6%	3%	4%	5%
Rarely	102	30	32	18	22	62	40	23	21	20	12	21	45	53
	12%	12%	12%	9%	17%	12%	12%	14%	14%	12%	9%	10%	14%	11%
Never	43	17	16	8	2	33	10	10	8	10	5	9	18	25
	5%	7%	6%	4%	2%	7%	3%	6%	5%	6%	4%	4%	6%	5%
Unsure	23	8	9	5	1	17	7	3	7	3	1	10	10	14
	3%	3%	3%	2%	1%	3%	2%	2%	5%	2%	1%	5%	3%	3%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	835	433	232	411	226	195	276	120	155	242	356	237
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	839	434	218	382	242	213	273	115	157	246	355	238
WEEKLY OR MORE	629	350	166	311	176	142	229	103	126	196	258	175
	75%	81%	72%	76%	78%	73%	83%	86%	81%	81%	72%	74%
LESS OFTEN	183	75	60	87	44	50	41	16	25	39	88	56
	22%	17%	26%	21%	19%	26%	15%	14%	16%	16%	25%	24%
Multiple times each day	345	195	83	164	100	80	136	62	74	118	132	94
	41%	45%	36%	40%	44%	41%	49%	52%	48%	49%	37%	40%
Once a day	185	98	54	95	44	45	65	28	37	56	80	49
	22%	23%	23%	23%	20%	23%	24%	23%	24%	23%	22%	21%
Once a week	100	58	29	52	31	17	27	13	14	21	46	32
	12%	13%	13%	13%	14%	9%	10%	11%	9%	9%	13%	14%
Once a month	37	19	6	15	11	10	14	4	10	5	19	14
	4%	4%	2%	4%	5%	5%	5%	3%	6%	2%	5%	6%
Rarely	102	45	34	49	18	34	18	6	13	20	49	33
	12%	10%	15%	12%	8%	17%	7%	5%	8%	8%	14%	14%
Never	43	11	21	22	15	6	9	7	2	14	21	8
	5%	2%	9%	5%	6%	3%	3%	6%	1%	6%	6%	3%
Unsure	23	8	6	13	7	3	6	1	5	7	10	6
	3%	2%	2%	3%	3%	2%	2%	1%	3%	3%	3%	2%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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 . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	835	332	197	306	315	259	231	398	373	238	136	435	348
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	839	322	204	313	311	261	237	386	378	236	123	434	353
WEEKLY OR MORE	629	260	147	222	254	178	180	313	278	186	111	344	256
	75%	78%	75%	73%	81%	69%	78%	79%	75%	78%	82%	79%	74%
LESS OFTEN	183	64	42	76	54	72	47	79	85	47	22	85	83
	22%	19%	21%	25%	17%	28%	20%	20%	23%	20%	16%	19%	24%
Multiple times each day	345	151	66	127	139	89	105	170	156	90	68	195	136
	41%	46%	33%	42%	44%	34%	45%	43%	42%	38%	50%	45%	39%
Once a day	185	73	57	54	76	60	43	95	77	62	30	98	73
	22%	22%	29%	18%	24%	23%	19%	24%	21%	26%	22%	22%	21%
Once a week	100	36	24	40	39	28	32	48	46	34	13	52	47
	12%	11%	12%	13%	12%	11%	14%	12%	12%	14%	10%	12%	14%
Once a month	37	15	6	16	10	19	9	19	14	11	5	20	14
	4%	5%	3%	5%	3%	7%	4%	5%	4%	4%	4%	4%	4%
Rarely	102	37	27	37	34	38	24	47	48	30	9	49	46
	12%	11%	14%	12%	11%	15%	10%	12%	13%	13%	6%	11%	13%
Never	43	12	8	23	10	15	14	13	23	6	8	16	24
	5%	4%	4%	7%	3%	6%	6%	3%	6%	3%	6%	4%	7%
Unsure	23	7	8	8	7	10	5	6	10	5	2	7	8
	3%	2%	4%	3%	2%	4%	2%	2%	3%	2%	2%	2%	2%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	407	174	230	143	115	111	38	258	149	243	73	61	31
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	413	171	238	150	116	115	32	266	147	260	67	56	30
WEEKLY OR MORE	320	140	177	123	93	81	22	216	104	187	54	55	24
	79%	80%	77%	86%	81%	73%	59%	84%	70%	77%	74%	89%	79%
LESS OFTEN	78	31	46	19	18	27	15	36	42	51	15	6	6
	19%	18%	20%	13%	16%	24%	39%	14%	28%	21%	20%	11%	21%
Multiple times each day	178	86	90	74	50	45	8	124	54	102	32	34	10
	44%	49%	39%	52%	44%	41%	22%	48%	36%	42%	44%	55%	33%
Once a day	79	33	46	35	20	20	5	55	25	49	11	12	8
	19%	19%	20%	24%	17%	18%	13%	21%	16%	20%	15%	19%	25%
Once a week	63	22	41	15	23	16	9	37	26	36	11	10	7
	15%	12%	18%	10%	20%	15%	25%	14%	17%	15%	15%	16%	22%
Once a month	13	6	7	5	4	4	-	9	4	9	3	2	0
	3%	3%	3%	3%	4%	4%		4%	3%	4%	3%	3%	1%
Rarely	38	17	21	5	9	15	9	14	24	30	3	1	5
	9%	10%	9%	4%	7%	13%	25%	5%	16%	12%	4%	1%	15%
Never	27	8	18	8	5	8	5	14	13	12	9	4	2
	7%	5%	8%	6%	5%	7%	14%	5%	9%	5%	13%	6%	6%
Unsure	9	3	6	1	4	3	1	5	4	5	4	-	-
	2%	2%	3%	1%	4%	3%	2%	2%	2%	2%	6%		

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	407	132	125	110	40	257	150	91	63	91	70	88	154	248
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	413	107	161	105	40	268	145	96	68	94	66	85	164	245
WEEKLY OR MORE	320	97	98	91	34	195	125	70	54	67	60	67	124	194
	79%	73%	79%	83%	84%	76%	83%	77%	84%	74%	86%	76%	80%	78%
LESS OFTEN	78	32	25	16	6	57	21	17	9	22	9	18	27	49
	19%	24%	20%	14%	14%	22%	14%	19%	14%	24%	13%	21%	17%	20%
Multiple times each day	178	50	67	46	15	117	61	39	28	38	32	38	67	108
	44%	38%	54%	42%	37%	45%	41%	43%	44%	42%	45%	44%	44%	44%
Once a day	79	25	21	23	11	46	34	14	13	18	17	19	26	53
	19%	19%	17%	21%	27%	18%	22%	15%	20%	20%	24%	21%	17%	21%
Once a week	63	22	11	22	8	33	30	17	13	11	12	10	30	33
	15%	17%	8%	20%	20%	13%	20%	19%	20%	12%	17%	12%	19%	13%
Once a month	13	6	4	1	2	10	3	6	2	3	2	1	7	6
	3%	5%	3%	1%	4%	4%	2%	6%	3%	3%	3%	1%	5%	2%
Rarely	38	12	14	8	4	26	12	10	4	7	2	15	14	24
	9%	9%	12%	7%	9%	10%	8%	11%	6%	8%	3%	17%	9%	10%
Never	27	14	6	7	0	20	7	2	4	12	4	2	6	19
	7%	10%	5%	6%	1%	8%	5%	2%	6%	13%	6%	3%	4%	8%
Unsure	9	3	2	4	1	5	4	3	1	2	1	2	4	5
	2%	2%	1%	3%	2%	2%	3%	4%	1%	2%	1%	3%	3%	2%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	407	266	54	176	158	73	168	73	94	132	166	109
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	413	261	54	162	165	86	166	68	97	139	166	108
WEEKLY OR MORE	320	221	33	141	129	50	136	61	75	107	125	88
	79%	83%	61%	80%	82%	68%	81%	83%	79%	81%	75%	81%
LESS OFTEN	78	40	19	30	27	21	30	12	17	23	40	16
	19%	15%	36%	17%	17%	29%	18%	17%	18%	17%	24%	14%
Multiple times each day	178	121	18	80	76	21	76	36	39	63	66	49
	44%	45%	33%	46%	48%	29%	45%	50%	42%	48%	39%	45%
Once a day	79	62	3	35	32	12	34	15	19	26	32	22
	19%	23%	6%	20%	20%	17%	21%	21%	20%	19%	19%	20%
Once a week	63	38	11	26	20	16	26	9	17	19	27	17
	15%	14%	21%	15%	13%	22%	16%	13%	18%	14%	16%	16%
Once a month	13	10	2	4	6	3	7	3	4	2	6	6
	3%	4%	4%	2%	4%	4%	4%	4%	4%	1%	4%	5%
Rarely	38	20	12	17	8	13	14	4	9	10	21	7
	9%	8%	22%	10%	5%	18%	8%	6%	10%	8%	13%	6%
Never	27	10	5	8	13	5	9	5	4	11	13	4
	7%	4%	10%	5%	8%	7%	5%	7%	5%	8%	8%	3%
Unsure	9	6	2	5	2	2	2	-	2	2	2	5
	2%	2%	3%	3%	1%	3%	1%		2%	2%	1%	5%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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 . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	407	156	91	161	133	126	125	191	184	111	65	210	167
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	413	148	100	165	131	131	130	186	190	109	60	213	171
WEEKLY OR MORE	320	123	70	127	109	93	103	157	140	93	47	169	132
	79%	79%	77%	79%	82%	74%	83%	82%	76%	83%	73%	80%	79%
LESS OFTEN	78	29	18	31	21	27	22	31	41	17	16	38	34
	19%	19%	20%	19%	16%	22%	17%	16%	22%	16%	24%	18%	20%
Multiple times each day	178	65	40	73	61	52	57	83	78	50	20	93	72
	44%	42%	44%	45%	46%	41%	46%	43%	42%	45%	31%	44%	43%
Once a day	79	37	13	29	33	22	23	42	33	25	18	43	33
	19%	24%	14%	18%	25%	17%	18%	22%	18%	23%	27%	20%	20%
Once a week	63	22	17	25	15	19	23	33	30	18	9	33	27
	15%	14%	18%	15%	12%	15%	19%	17%	16%	16%	15%	16%	16%
Once a month	13	7	2	4	6	4	3	8	6	5	3	10	4
	3%	4%	2%	3%	5%	3%	3%	4%	3%	4%	5%	5%	2%
Rarely	38	15	10	13	13	14	10	14	21	8	9	15	18
	9%	9%	11%	8%	10%	11%	8%	7%	11%	7%	13%	7%	11%
Never	27	8	6	13	2	9	9	10	15	5	4	13	13
	7%	5%	7%	8%	2%	7%	7%	5%	8%	4%	6%	6%	8%
Unsure	9	3	3	3	3	6	-	3	3	1	2	3	1
	2%	2%	3%	2%	2%	4%		2%	2%	1%	2%	2%	1%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	327	179	145	126	91	77	32	217	110	220	38	44	25
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	329	173	152	133	86	81	29	219	110	228	39	38	24
WEEKLY OR MORE	198	119	77	90	57	41	11	147	51	122	26	33	16
	61%	67%	53%	71%	63%	52%	33%	68%	47%	56%	69%	76%	64%
LESS OFTEN	114	56	57	30	29	34	20	59	54	89	8	9	8
	35%	31%	39%	24%	32%	44%	63%	27%	50%	40%	21%	21%	30%
Multiple times each day	86	61	24	42	27	14	3	69	17	57	13	11	5
	26%	34%	17%	33%	30%	19%	9%	32%	16%	26%	35%	25%	20%
Once a day	60	32	28	29	14	16	1	43	17	36	3	14	7
	18%	18%	19%	23%	16%	20%	3%	20%	15%	17%	7%	32%	28%
Once a week	52	26	26	20	15	10	7	35	17	29	11	9	4
	16%	15%	18%	15%	17%	13%	20%	16%	15%	13%	27%	19%	17%
Once a month	25	10	14	5	8	8	4	13	12	19	3	1	2
	8%	6%	10%	4%	8%	10%	12%	6%	11%	9%	7%	2%	8%
Rarely	63	31	32	18	16	18	11	34	29	48	5	6	4
	19%	17%	22%	14%	17%	23%	35%	16%	27%	22%	12%	15%	15%
Never	26	15	11	7	6	8	5	13	14	21	1	2	2
	8%	8%	7%	5%	6%	11%	16%	6%	12%	10%	1%	5%	8%
Unsure	15	4	11	7	5	3	1	11	4	9	4	1	1
	5%	2%	8%	5%	5%	3%	4%	5%	4%	4%	10%	3%	6%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	327	80	94	109	43	174	153	59	38	68	70	88	97	226
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	329	72	124	93	40	196	133	63	45	77	64	76	108	217
WEEKLY OR MORE	198	52	45	76	25	96	102	34	25	38	44	57	59	138
	61%	64%	48%	70%	59%	55%	67%	58%	65%	56%	63%	64%	61%	61%
LESS OFTEN	114	21	47	29	18	67	46	24	10	26	25	28	34	79
	35%	26%	50%	26%	41%	39%	30%	41%	26%	38%	36%	31%	35%	35%
Multiple times each day	86	21	26	34	5	47	40	11	9	18	20	28	20	66
	26%	26%	27%	31%	12%	27%	26%	19%	24%	26%	29%	32%	21%	29%
Once a day	60	15	14	22	10	28	32	10	12	11	10	16	22	38
	18%	18%	14%	20%	23%	16%	21%	16%	32%	17%	14%	19%	22%	17%
Once a week	52	16	5	20	10	21	30	14	3	9	14	12	17	35
	16%	20%	6%	18%	24%	12%	20%	23%	9%	13%	20%	14%	18%	15%
Once a month	25	4	8	7	6	12	13	7	0	6	7	3	8	16
	8%	5%	9%	6%	14%	7%	8%	13%	1%	8%	10%	4%	8%	7%
Rarely	63	9	30	14	10	40	23	10	6	17	13	16	17	46
	19%	12%	32%	13%	22%	23%	15%	17%	17%	24%	19%	18%	17%	21%
Never	26	7	8	8	2	16	11	6	3	4	5	8	9	17
	8%	9%	9%	8%	5%	9%	7%	11%	8%	5%	7%	9%	10%	7%
Unsure	15	8	3	5	-	11	5	1	3	4	1	4	4	9
	5%	10%	3%	4%	-	6%	3%	1%	9%	6%	1%	4%	4%	4%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	327	214	50	145	140	41	127	68	57	99	145	83
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	329	213	46	133	144	51	125	62	62	103	143	83
WEEKLY OR MORE	198	142	20	76	103	18	81	52	29	69	82	48
	61%	66%	41%	53%	74%	45%	64%	75%	51%	69%	56%	58%
LESS OFTEN	114	65	28	60	32	21	38	16	21	26	59	29
	35%	30%	57%	41%	23%	51%	30%	23%	37%	26%	41%	35%
Multiple times each day	86	63	7	27	51	9	35	26	9	27	37	22
	26%	29%	14%	18%	36%	22%	28%	38%	15%	27%	26%	27%
Once a day	60	42	3	25	31	4	28	18	10	19	27	14
	18%	20%	6%	17%	22%	10%	22%	26%	17%	19%	19%	17%
Once a week	52	37	11	25	22	5	18	8	11	23	17	12
	16%	17%	21%	17%	16%	12%	14%	11%	18%	23%	12%	14%
Once a month	25	16	5	14	4	7	13	6	6	10	8	7
	8%	8%	9%	9%	3%	18%	10%	9%	11%	10%	5%	8%
Rarely	63	34	18	35	18	9	21	9	12	10	35	18
	19%	16%	35%	24%	13%	23%	16%	13%	21%	10%	24%	22%
Never	26	15	6	11	10	5	4	1	3	6	16	4
	8%	7%	12%	7%	7%	11%	3%	2%	5%	6%	11%	5%
Unsure	15	7	1	9	4	2	8	1	7	5	4	6
	5%	3%	3%	6%	3%	4%	6%	1%	12%	5%	3%	8%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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 . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	327	115	82	130	98	96	126	136	162	87	40	157	155
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	329	109	85	135	99	97	126	132	167	83	39	159	152
WEEKLY OR MORE	198	73	41	85	64	52	80	85	97	58	22	102	92
	61%	64%	49%	65%	66%	54%	64%	63%	60%	67%	56%	65%	59%
LESS OFTEN	114	35	37	43	31	37	43	43	61	25	15	47	59
	35%	30%	44%	33%	32%	39%	34%	32%	38%	29%	37%	30%	38%
Multiple times each day	86	28	15	44	29	18	38	32	45	22	7	40	45
	26%	24%	18%	34%	29%	19%	30%	24%	27%	26%	18%	26%	29%
Once a day	60	28	10	22	22	17	21	30	27	21	8	32	26
	18%	25%	12%	17%	22%	18%	16%	22%	16%	25%	21%	20%	17%
Once a week	52	17	16	19	14	16	22	23	26	14	7	30	21
	16%	14%	20%	15%	14%	17%	17%	17%	16%	16%	17%	19%	14%
Once a month	25	9	6	9	9	4	11	11	12	7	3	12	10
	8%	8%	7%	7%	9%	4%	9%	8%	7%	8%	6%	8%	6%
Rarely	63	20	21	22	20	23	19	27	31	15	10	27	32
	19%	18%	25%	17%	20%	24%	15%	19%	19%	17%	24%	17%	21%
Never	26	5	10	11	3	10	13	6	19	3	2	8	17
	8%	4%	12%	9%	3%	10%	10%	4%	11%	4%	6%	5%	11%
Unsure	15	7	5	3	2	7	3	7	4	4	3	8	4
	5%	6%	6%	2%	2%	7%	2%	5%	2%	5%	7%	5%	3%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	839	400	435	192	219	247	180	411	427	567	108	102	62
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	840	406	430	203	206	262	169	409	431	587	103	89	61
WEEKLY OR MORE	520	269	248	140	141	151	88	281	239	330	77	77	36
	62%	67%	57%	73%	65%	61%	49%	68%	56%	58%	71%	75%	59%
LESS OFTEN	274	120	153	43	63	87	80	107	167	203	25	25	20
	33%	30%	35%	23%	29%	35%	45%	26%	39%	36%	24%	25%	33%
Multiple times each day	252	143	109	81	66	72	33	147	105	140	46	46	20
	30%	36%	25%	42%	30%	29%	18%	36%	24%	25%	43%	45%	33%
Once a day	144	75	67	35	41	39	29	76	68	102	17	18	7
	17%	19%	15%	18%	19%	16%	16%	19%	16%	18%	16%	18%	11%
Once a week	124	52	72	23	34	40	27	57	67	88	14	13	9
	15%	13%	17%	12%	16%	16%	15%	14%	16%	16%	13%	13%	15%
Once a month	47	24	24	14	9	15	10	22	25	32	6	8	1
	6%	6%	5%	7%	4%	6%	6%	5%	6%	6%	6%	8%	1%
Rarely	151	64	87	23	38	51	39	61	90	115	10	12	14
	18%	16%	20%	12%	17%	21%	21%	15%	21%	20%	9%	12%	23%
Never	76	32	43	6	17	21	32	23	52	56	10	4	5
	9%	8%	10%	3%	8%	8%	18%	6%	12%	10%	9%	4%	9%
Unsure	45	11	34	9	14	10	11	24	21	34	5	-	5
	5%	3%	8%	5%	6%	4%	6%	6%	5%	6%	5%		9%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	839	239	254	224	121	493	345	191	140	168	129	201	331	498
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	840	195	320	203	122	515	325	204	146	174	130	176	350	480
WEEKLY OR MORE	520	159	154	139	68	314	207	136	95	100	88	97	231	285
	62%	66%	61%	62%	56%	64%	60%	71%	68%	60%	68%	49%	70%	57%
LESS OFTEN	274	67	86	74	48	152	122	48	41	63	38	82	89	183
	33%	28%	34%	33%	40%	31%	35%	25%	29%	37%	29%	41%	27%	37%
Multiple times each day	252	83	81	65	23	164	88	72	48	56	33	42	120	130
	30%	35%	32%	29%	19%	33%	26%	38%	34%	33%	25%	21%	36%	26%
Once a day	144	54	35	40	16	89	55	36	34	24	25	24	70	73
	17%	22%	14%	18%	13%	18%	16%	19%	24%	14%	19%	12%	21%	15%
Once a week	124	22	39	34	29	61	63	28	12	21	31	31	40	82
	15%	9%	15%	15%	24%	12%	18%	14%	9%	12%	24%	15%	12%	17%
Once a month	47	15	17	9	6	32	15	14	6	9	10	9	20	27
	6%	6%	7%	4%	5%	6%	4%	8%	4%	5%	7%	4%	6%	5%
Rarely	151	32	44	44	30	77	74	22	22	35	17	54	44	106
	18%	14%	17%	20%	25%	16%	22%	11%	16%	21%	13%	27%	13%	21%
Never	76	20	24	20	12	44	32	12	14	19	11	19	26	49
	9%	8%	10%	9%	10%	9%	9%	6%	10%	11%	8%	10%	8%	10%
Unsure	45	13	14	12	5	27	17	7	4	5	4	21	11	30
	5%	6%	6%	5%	4%	6%	5%	4%	3%	3%	3%	10%	3%	6%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	839	455	204	401	263	171	275	134	140	245	371	222
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	840	450	197	371	275	191	272	125	146	249	365	226
WEEKLY OR MORE	520	293	116	232	191	96	190	102	87	170	211	140
	62%	64%	57%	58%	73%	56%	69%	76%	62%	69%	57%	63%
LESS OFTEN	274	145	76	141	63	68	73	29	44	66	143	65
	33%	32%	37%	35%	24%	40%	27%	21%	32%	27%	38%	29%
Multiple times each day	252	142	55	111	100	41	91	53	38	93	85	74
	30%	31%	27%	28%	38%	24%	33%	39%	27%	38%	23%	33%
Once a day	144	78	31	58	54	32	54	29	24	46	62	36
	17%	17%	15%	14%	20%	18%	20%	22%	17%	19%	17%	16%
Once a week	124	73	30	63	37	24	46	20	25	30	64	30
	15%	16%	15%	16%	14%	14%	17%	15%	18%	12%	17%	14%
Once a month	47	25	12	22	11	13	12	2	10	11	21	16
	6%	6%	6%	5%	4%	7%	4%	1%	7%	4%	6%	7%
Rarely	151	89	33	81	34	35	42	19	22	37	80	33
	18%	20%	16%	20%	13%	21%	15%	14%	16%	15%	22%	15%
Never	76	30	31	38	17	20	20	8	12	18	42	15
	9%	7%	15%	10%	7%	12%	7%	6%	9%	8%	11%	7%
Unsure	45	17	11	28	9	7	12	3	8	9	18	18
	5%	4%	6%	7%	4%	4%	4%	2%	6%	4%	5%	8%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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 . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	839	320	202	316	308	249	254	388	384	237	123	424	357
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	840	307	209	324	304	253	256	375	389	233	115	424	360
WEEKLY OR MORE	520	213	117	190	196	153	160	252	235	166	73	287	206
	62%	66%	58%	60%	64%	62%	63%	65%	61%	70%	59%	68%	58%
LESS OFTEN	274	93	72	109	98	82	81	120	130	63	42	120	136
	33%	29%	36%	34%	32%	33%	32%	31%	34%	26%	34%	28%	38%
Multiple times each day	252	100	56	96	96	66	83	119	116	76	34	135	99
	30%	31%	28%	30%	31%	26%	32%	31%	30%	32%	28%	32%	28%
Once a day	144	61	37	46	49	55	39	70	64	50	19	83	56
	17%	19%	18%	15%	16%	22%	15%	18%	17%	21%	15%	20%	16%
Once a week	124	52	25	47	52	33	39	62	55	39	20	68	51
	15%	16%	12%	15%	17%	13%	15%	16%	14%	17%	16%	16%	14%
Once a month	47	13	14	19	16	16	15	22	21	9	5	22	19
	6%	4%	7%	6%	5%	6%	6%	6%	5%	4%	4%	5%	5%
Rarely	151	56	37	58	60	44	38	71	69	43	22	72	71
	18%	18%	18%	18%	20%	18%	15%	18%	18%	18%	18%	17%	20%
Never	76	23	21	31	22	22	27	27	40	10	15	25	46
	9%	7%	10%	10%	7%	9%	11%	7%	10%	4%	12%	6%	13%
Unsure	45	15	12	18	13	13	13	16	19	9	8	17	15
	5%	5%	6%	6%	4%	5%	5%	4%	5%	4%	7%	4%	4%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	263	136	126	126	77	48	12	203	60	170	48	32	13
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	275	132	141	137	75	52	11	212	63	186	44	32	13
WEEKLY OR MORE	147	94	53	72	40	32	4	112	35	80	33	26	8
	56%	69%	42%	57%	52%	65%	30%	55%	59%	47%	70%	80%	61%
LESS OFTEN	109	40	68	51	35	15	8	86	23	86	12	7	5
	41%	29%	54%	40%	46%	30%	70%	42%	38%	50%	24%	20%	39%
Multiple times each day	60	44	16	33	20	6	-	53	6	31	16	11	2
	23%	32%	12%	26%	26%	13%	-	26%	10%	18%	33%	34%	17%
Once a day	53	27	25	29	13	11	1	41	12	29	13	9	2
	20%	20%	20%	23%	17%	23%	5%	20%	20%	17%	28%	27%	16%
Once a week	34	23	12	11	7	14	3	17	17	21	4	6	4
	13%	17%	9%	8%	9%	29%	25%	9%	28%	12%	9%	18%	29%
Once a month	16	9	7	12	2	2	1	13	3	11	4	-	1
	6%	7%	5%	9%	2%	4%	7%	6%	5%	6%	9%	-	7%
Rarely	51	17	34	21	17	7	7	37	13	41	4	3	3
	19%	12%	27%	16%	22%	14%	56%	18%	22%	24%	9%	8%	23%
Never	42	14	27	19	17	6	1	36	6	35	3	4	1
	16%	11%	22%	15%	22%	12%	6%	18%	11%	20%	6%	12%	8%
Unsure	7	2	5	3	2	2	-	5	2	4	3	-	-
	3%	2%	4%	3%	2%	4%	-	2%	4%	2%	6%	-	-

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	263	87	71	72	32	159	104	63	39	52	38	66	102	156
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	275	74	95	74	32	169	106	64	46	58	40	62	110	160
WEEKLY OR MORE	147	48	39	39	22	87	60	36	16	28	27	41	52	95
	56%	55%	54%	54%	67%	55%	58%	57%	40%	54%	70%	62%	50%	61%
LESS OFTEN	109	36	32	31	9	68	41	26	23	23	10	24	49	56
	41%	42%	45%	43%	29%	43%	39%	42%	57%	44%	25%	36%	48%	36%
Multiple times each day	60	24	12	15	8	37	23	16	5	12	10	17	21	39
	23%	28%	17%	21%	25%	23%	22%	25%	12%	24%	26%	25%	20%	25%
Once a day	53	19	18	11	6	36	17	12	8	11	10	12	20	33
	20%	21%	25%	15%	19%	23%	16%	19%	21%	22%	25%	18%	20%	21%
Once a week	34	5	9	13	7	14	20	8	3	4	7	12	11	24
	13%	6%	12%	18%	23%	9%	19%	12%	8%	8%	19%	19%	10%	15%
Once a month	16	5	5	6	-	10	6	4	-	5	2	3	4	10
	6%	6%	7%	9%		6%	6%	7%		10%	6%	4%	4%	7%
Rarely	51	16	13	13	8	30	21	11	9	15	3	10	20	28
	19%	19%	19%	19%	24%	19%	20%	17%	23%	29%	9%	15%	19%	18%
Never	42	15	14	12	2	29	13	11	14	3	4	11	25	17
	16%	17%	19%	16%	5%	18%	13%	18%	35%	5%	10%	16%	24%	11%
Unsure	7	3	1	2	1	4	3	1	1	1	2	1	2	4
	3%	3%	1%	3%	4%	2%	3%	2%	2%	2%	5%	2%	2%	3%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	263	182	17	109	112	40	127	61	64	96	96	70
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	275	186	18	107	122	45	129	58	70	98	102	75
WEEKLY OR MORE	147	112	6	61	67	19	75	45	30	58	48	41
	56%	61%	33%	56%	60%	47%	59%	73%	46%	60%	50%	58%
LESS OFTEN	109	65	10	44	43	20	47	16	32	34	46	29
	41%	36%	61%	40%	39%	50%	37%	25%	49%	35%	47%	42%
Multiple times each day	60	51	-	27	27	5	32	23	10	23	16	20
	23%	28%		25%	24%	13%	25%	37%	15%	24%	16%	29%
Once a day	53	35	4	18	27	8	27	14	13	21	17	15
	20%	19%	24%	17%	24%	21%	21%	23%	20%	22%	17%	21%
Once a week	34	25	2	16	13	5	16	8	8	13	16	6
	13%	14%	9%	15%	12%	13%	12%	13%	12%	13%	16%	9%
Once a month	16	9	2	5	9	3	5	2	4	8	6	2
	6%	5%	12%	4%	8%	7%	4%	3%	6%	8%	6%	3%
Rarely	51	30	7	23	17	10	24	8	16	14	24	13
	19%	16%	41%	21%	15%	26%	19%	13%	25%	14%	25%	19%
Never	42	26	1	16	18	7	18	6	12	12	16	14
	16%	14%	8%	15%	16%	17%	14%	10%	19%	13%	16%	20%
Unsure	7	5	1	4	2	1	4	1	3	5	2	-
	3%	3%	6%	4%	2%	3%	3%	2%	4%	5%	2%	

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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 . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	263	110	50	103	93	76	85	125	115	84	36	151	101
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	275	111	60	104	98	79	87	128	118	84	37	156	107
WEEKLY OR MORE	147	67	25	55	57	47	42	77	58	52	20	96	47
	56%	61%	50%	53%	61%	62%	50%	61%	50%	63%	56%	63%	47%
LESS OFTEN	109	42	23	44	35	27	40	47	53	31	16	53	50
	41%	38%	46%	43%	38%	36%	48%	37%	46%	36%	44%	35%	50%
Multiple times each day	60	27	8	24	25	15	19	31	26	17	10	43	15
	23%	25%	16%	23%	27%	19%	23%	24%	23%	20%	29%	28%	15%
Once a day	53	26	10	18	25	16	11	29	17	24	6	33	18
	20%	24%	19%	17%	27%	21%	13%	23%	15%	29%	15%	22%	18%
Once a week	34	14	8	13	7	16	11	17	15	11	4	20	15
	13%	13%	15%	12%	8%	21%	14%	14%	13%	13%	12%	13%	15%
Once a month	16	6	3	7	7	2	6	8	7	5	3	11	5
	6%	6%	6%	7%	8%	2%	7%	7%	6%	6%	9%	7%	5%
Rarely	51	21	12	18	13	19	16	23	24	13	8	24	22
	19%	19%	23%	18%	14%	24%	18%	18%	20%	16%	21%	16%	21%
Never	42	15	9	19	15	7	19	16	22	13	5	17	24
	16%	13%	17%	18%	16%	9%	23%	13%	19%	15%	15%	11%	24%
Unsure	7	1	2	5	1	2	2	2	5	1	-	3	3
	3%	1%	4%	4%	1%	3%	2%	1%	4%	1%	-	2%	3%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
Employed full-time	395	214	180	117	139	121	18	256	139	256	58	56	24
	39%	45%	33%	56%	58%	43%	6%	57%	24%	35%	50%	50%	35%
Employed part-time	99	28	71	22	18	31	28	40	59	76	10	5	8
	10%	6%	13%	10%	8%	11%	10%	9%	10%	10%	8%	4%	12%
Freelance, contract, or temporary work	15	6	9	4	3	5	4	7	8	15	-	-	-
	1%	1%	2%	2%	1%	2%	1%	2%	1%	2%			
"Gig economy" work like ride shares, food delivery, or dog walking	8	4	3	-	4	4	-	4	4	6	-	-	2
	1%	1%	1%		2%	1%		1%	1%	1%			2%
Unemployed and looking for work	73	43	30	27	24	17	5	51	22	43	12	11	7
	7%	9%	5%	13%	10%	6%	2%	11%	4%	6%	11%	9%	11%
Stay-at-home parent or caregiver	56	8	48	16	27	10	4	43	14	38	3	9	6
	5%	2%	9%	8%	11%	3%	1%	9%	2%	5%	2%	8%	9%
Full time student	22	11	11	15	6	1	-	21	1	13	2	6	1
	2%	2%	2%	7%	2%	1%		5%	1%	2%	1%	5%	2%
Retired	306	147	158	2	8	65	231	10	296	246	26	16	18
	30%	31%	29%	1%	3%	23%	78%	2%	51%	34%	22%	14%	26%
Something else	45	13	30	3	9	28	6	11	34	29	5	9	2
	4%	3%	5%	1%	4%	10%	2%	3%	6%	4%	4%	8%	4%
Prefer not to say	6	1	5	4	1	1	-	5	1	3	1	2	-
	1%	1%	1%	2%	1%	1%		1%	1%	1%	1%	2%	

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Employed full-time	395	77	92	144	82	169	226	37	45	83	91	138	82	312
	39%	26%	30%	55%	52%	28%	54%	17%	25%	39%	58%	56%	21%	51%
Employed part-time	99	36	24	22	17	60	39	24	25	26	15	7	48	49
	10%	12%	8%	9%	11%	10%	9%	11%	14%	12%	10%	3%	12%	8%
Freelance, contract, or temporary work	15	2	2	11	1	4	11	6	3	2	2	1	9	5
	1%	1%	1%	4%	1%	1%	3%	3%	2%	1%	1%	1%	2%	1%
"Gig economy" work like ride shares, food delivery, or dog walking	8	1	3	3	1	4	4	5	-	0	-	2	5	3
	1%	*%	1%	1%	*%	1%	1%	2%		*%		1%	1%	*%
Unemployed and looking for work	73	37	28	5	3	65	8	37	13	13	2	7	50	21
	7%	12%	9%	2%	2%	11%	2%	17%	7%	6%	1%	3%	13%	3%
Stay-at-home parent or caregiver	56	22	15	16	3	37	19	12	11	11	4	17	23	32
	5%	7%	5%	6%	2%	6%	5%	6%	6%	5%	2%	7%	6%	5%
Full time student	22	1	15	5	-	17	5	8	3	2	2	6	11	11
	2%	*%	5%	2%		3%	1%	4%	2%	1%	1%	3%	3%	2%
Retired	306	108	102	48	47	210	96	62	73	65	42	63	135	170
	30%	36%	33%	19%	30%	35%	23%	29%	40%	31%	26%	25%	34%	27%
Something else	45	11	26	5	3	37	8	24	8	7	-	5	32	12
	4%	4%	8%	2%	2%	6%	2%	11%	4%	3%		2%	8%	2%
Prefer not to say	6	3	2	1	-	5	1	-	1	3	-	-	1	3
	1%	1%	1%	*%		1%	*%		1%	1%			*%	1%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
Employed full-time	395	395	-	205	136	53	197	110	87	131	176	88
	39%	76%		41%	47%	23%	64%	79%	52%	45%	39%	31%
Employed part-time	99	99	-	41	27	31	18	4	14	26	45	28
	10%	19%		8%	9%	14%	6%	3%	8%	9%	10%	10%
Freelance, contract, or temporary work	15	15	-	1	7	7	2	1	0	7	4	5
	1%	3%		*%	2%	3%	1%	1%	*%	2%	1%	2%
"Gig economy" work like ride shares, food delivery, or dog walking	8	8	-	3	3	1	2	-	2	3	1	3
	1%	1%		1%	1%	*%	*%		1%	1%	*%	1%
Unemployed and looking for work	73	-	-	18	43	12	13	7	6	20	31	23
	7%			3%	15%	5%	4%	5%	4%	7%	7%	8%
Stay-at-home parent or caregiver	56	-	-	48	5	3	38	7	31	17	23	16
	5%			9%	2%	1%	12%	5%	19%	6%	5%	5%
Full time student	22	-	-	1	19	2	2	-	2	5	10	7
	2%			*%	7%	1%	1%		1%	2%	2%	2%
Retired	306	-	306	171	32	103	23	7	15	64	144	98
	30%		100%	34%	11%	45%	7%	5%	9%	22%	32%	34%
Something else	45	-	-	17	13	16	8	1	7	14	15	15
	4%			3%	4%	7%	3%	1%	4%	5%	3%	5%
Prefer not to say	6	-	-	1	5	-	3	1	2	1	2	3
	1%			*%	2%		1%	1%	1%	*%	*%	1%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[Q Employment] What is your current employment status?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
Employed full-time	395	157	80	158	139	115	133	179	197	107	64	200	170
	39%	39%	33%	42%	35%	38%	46%	37%	42%	38%	37%	38%	39%
Employed part-time	99	45	18	36	42	30	26	52	40	29	18	53	40
	10%	11%	7%	10%	10%	10%	9%	11%	9%	10%	10%	10%	9%
Freelance, contract, or temporary work	15	5	5	5	3	2	9	3	9	3	2	4	11
	1%	1%	2%	1%	1%	1%	3%	1%	2%	1%	1%	1%	3%
"Gig economy" work like ride shares, food delivery, or dog walking	8	1	3	3	2	4	2	3	4	3	-	3	4
	1%	*%	1%	1%	*%	1%	1%	1%	1%	1%		1%	1%
Unemployed and looking for work	73	25	21	27	25	20	21	30	32	16	10	38	32
	7%	6%	9%	7%	6%	7%	7%	6%	7%	6%	6%	7%	7%
Stay-at-home parent or caregiver	56	27	9	20	25	22	8	31	15	17	13	35	16
	5%	7%	4%	5%	6%	7%	3%	6%	3%	6%	8%	7%	4%
Full time student	22	4	9	9	6	5	9	9	8	4	3	9	13
	2%	1%	4%	2%	2%	2%	3%	2%	2%	1%	2%	2%	3%
Retired	306	126	77	103	142	84	71	157	136	91	57	156	135
	30%	31%	32%	27%	36%	28%	24%	32%	29%	32%	33%	30%	31%
Something else	45	11	18	16	13	17	11	18	20	12	3	18	17
	4%	3%	7%	4%	3%	6%	4%	4%	4%	4%	2%	3%	4%
Prefer not to say	6	2	2	2	-	2	1	5	1	2	-	5	1
	1%	1%	1%	1%		1%	*%	1%	*%	1%		1%	*%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	517	253	264	142	164	161	49	306	210	353	68	61	34
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	508	247	261	147	152	163	46	299	209	362	66	51	29
White collar worker, like work at a desk or an office	274	138	137	59	87	99	29	146	129	200	25	30	20
	53%	54%	52%	41%	53%	62%	59%	48%	61%	57%	36%	49%	58%
Blue collar worker, like work with my hands or in a factory	123	89	34	46	37	30	10	83	40	82	25	15	2
	24%	35%	13%	32%	23%	19%	20%	27%	19%	23%	36%	25%	5%
Service worker, like work in a store, hospital, or restaurant	95	23	72	32	33	24	6	65	30	60	14	11	11
	18%	9%	27%	23%	20%	15%	13%	21%	14%	17%	20%	17%	33%
Unsure	24	3	21	5	7	8	4	12	11	12	5	5	2
	5%	1%	8%	4%	4%	5%	7%	4%	5%	3%	8%	9%	4%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	517 100	116 100	121 100	179 100	101 100	237 100	280 100	72 100	73 100	112 100	108 100	149 100	145 100	369 100
Unweighted Total	508	91	162	158	97	253	255	71	82	114	106	131	153	351
White collar worker, like work at a desk or an office	274 53%	23 20%	50 41%	117 65%	84 83%	73 31%	201 72%	14 20%	23 32%	46 41%	74 69%	114 76%	38 26%	234 63%
Blue collar worker, like work with my hands or in a factory	123 24%	46 40%	38 31%	36 20%	3 3%	84 36%	39 14%	27 37%	23 31%	31 27%	24 22%	20 13%	49 34%	74 20%
Service worker, like work in a store, hospital, or restaurant	95 18%	40 35%	20 17%	23 13%	12 12%	60 25%	35 13%	22 31%	23 32%	27 24%	8 7%	14 10%	46 32%	49 13%
Unsure	24 5%	7 6%	13 10%	3 2%	2 2%	19 8%	5 2%	8 11%	4 5%	9 8%	2 2%	1 1%	12 8%	12 3%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	517	517	-	251	174	91	218	115	103	167	226	124
	100	100		100	100	100	100	100	100	100	100	100
Unweighted Total	508	508	-	229	174	103	208	104	104	166	223	119
White collar worker, like work at a desk or an office	274	274	-	154	71	49	118	69	49	80	140	54
	53%	53%		62%	41%	53%	54%	59%	48%	48%	62%	44%
Blue collar worker, like work with my hands or in a factory	123	123	-	52	50	21	50	34	15	44	54	26
	24%	24%		21%	29%	23%	23%	30%	15%	26%	24%	21%
Service worker, like work in a store, hospital, or restaurant	95	95	-	34	44	17	40	11	29	34	25	36
	18%	18%		14%	25%	18%	18%	9%	28%	21%	11%	29%
Unsure	24	24	-	10	8	5	11	2	9	9	6	9
	5%	5%		4%	5%	6%	5%	1%	9%	5%	3%	7%

Echelon Insights

January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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 . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	517	208	107	202	186	151	171	237	250	142	84	260	226
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	508	193	110	205	179	147	171	225	250	137	72	254	221
White collar worker, like work at a desk or an office	274	99	55	120	102	64	104	110	152	60	50	124	142
	53%	48%	51%	60%	55%	43%	61%	46%	61%	42%	59%	48%	63%
Blue collar worker, like work with my hands or in a factory	123	55	25	43	39	48	35	66	47	42	16	70	44
	24%	26%	24%	21%	21%	32%	21%	28%	19%	30%	19%	27%	20%
Service worker, like work in a store, hospital, or restaurant	95	45	17	33	37	27	27	50	41	31	16	54	33
	18%	22%	16%	16%	20%	18%	16%	21%	16%	22%	19%	21%	15%
Unsure	24	9	9	6	8	11	4	11	11	9	2	13	7
	5%	4%	9%	3%	4%	7%	3%	5%	5%	6%	3%	5%	3%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes, I have	100	82	18	3	11	36	51	14	87	73	13	11	3
	10%	17%	3%	1%	5%	13%	17%	3%	15%	10%	11%	10%	5%
Yes, a member of my household has	127	39	87	24	16	42	45	40	87	91	16	14	6
	12%	8%	16%	11%	7%	15%	15%	9%	15%	13%	14%	12%	8%
No	798	354	442	182	211	206	199	393	406	560	88	89	61
	78%	74%	81%	87%	88%	73%	68%	88%	70%	77%	75%	79%	88%
Unsure	7	2	4	1	3	3	-	4	3	5	1	-	-
	1%	*%	1%	*%	1%	1%		1%	1%	1%	1%		

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes, I have	100	22	38	24	15	61	40	12	14	22	22	29	26	72
	10%	7%	12%	9%	10%	10%	10%	6%	8%	10%	14%	12%	7%	12%
Yes, a member of my household has	127	35	44	30	18	79	48	13	22	34	23	34	35	91
	12%	12%	14%	11%	12%	13%	11%	6%	12%	16%	15%	14%	9%	15%
No	798	240	225	207	125	466	332	190	145	158	112	186	335	456
	78%	80%	73%	79%	80%	77%	80%	88%	80%	74%	71%	75%	84%	74%
Unsure	7	2	1	3	1	3	4	-	1	1	4	1	1	5
	1%	1%	*%	1%	*%	1%	1%		*%	*%	2%	*%	*%	1%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
Yes, I have	100	38	56	62	11	27	21	13	7	25	49	26
	10%	7%	18%	12%	4%	12%	7%	9%	4%	9%	11%	9%
Yes, a member of my household has	127	60	46	78	27	21	32	9	24	28	61	38
	12%	12%	15%	15%	9%	9%	11%	6%	14%	10%	14%	13%
No	798	419	206	366	249	181	252	116	136	234	343	221
	78%	81%	67%	72%	86%	80%	82%	83%	82%	81%	76%	77%
Unsure	7	4	1	4	3	-	3	1	2	2	1	4
	1%	1%	*%	1%	1%		1%	1%	1%	1%	*%	1%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QMilitaryHH] Has anyone in your household ever served in the United States military?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes, I have	100	52	25	23	58	19	18	64	33	44	19	65	32
	10%	13%	10%	6%	15%	6%	6%	13%	7%	15%	11%	13%	7%
Yes, a member of my household has	127	57	32	37	64	25	32	73	45	40	28	75	48
	12%	14%	13%	10%	16%	8%	11%	15%	10%	14%	16%	14%	11%
No	798	294	185	319	277	257	242	351	388	200	127	381	361
	78%	73%	76%	85%	70%	85%	83%	72%	84%	70%	74%	73%	82%
Unsure	7	3	4	-	1	3	1	4	-	2	1	4	3
	1%	1%	2%	-	*%	1%	*%	1%	-	1%	*%	1%	1%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes, I am	58	32	26	12	11	19	16	23	36	43	4	2	9
	6%	7%	5%	6%	4%	7%	6%	5%	6%	6%	3%	2%	13%
Yes, a member of my household is	55	19	36	17	11	19	8	28	27	42	3	6	3
	5%	4%	7%	8%	5%	7%	3%	6%	5%	6%	3%	6%	5%
No	909	423	483	179	211	249	270	390	518	637	109	105	58
	89%	89%	88%	86%	88%	88%	92%	87%	90%	88%	93%	93%	83%
Unsure	9	3	6	3	6	1	-	8	1	8	1	0	-
	1%	1%	1%	1%	2%	*%		2%	*%	1%	1%	*%	

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes, I am	58	9	7	25	17	16	42	5	2	12	15	24	7	51
	6%	3%	2%	10%	11%	3%	10%	2%	1%	6%	9%	10%	2%	8%
Yes, a member of my household is	55	13	15	19	8	28	27	10	3	9	16	17	13	42
	5%	4%	5%	7%	5%	5%	6%	5%	1%	4%	10%	7%	3%	7%
No	909	274	284	217	133	559	350	198	175	190	129	207	373	526
	89%	91%	92%	83%	85%	92%	84%	92%	96%	89%	82%	84%	94%	85%
Unsure	9	4	1	3	1	5	4	3	1	2	1	1	4	4
	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
Yes, I am	58	42	15	37	11	10	17	12	5	17	29	12
	6%	8%	5%	7%	4%	5%	6%	9%	3%	6%	7%	4%
Yes, a member of my household is	55	37	9	34	12	8	17	8	8	8	27	21
	5%	7%	3%	7%	4%	3%	5%	6%	5%	3%	6%	7%
No	909	438	281	436	261	209	268	117	151	257	396	256
	89%	85%	92%	86%	90%	92%	88%	84%	91%	89%	88%	89%
Unsure	9	6	-	4	5	1	5	2	3	8	-	1
	1%	1%		1%	2%	*%	2%	1%	2%	3%		*%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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 . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes, I am	58	24	10	25	19	18	21	27	30	18	7	26	29
	6%	6%	4%	7%	5%	6%	7%	5%	6%	6%	4%	5%	7%
Yes, a member of my household is	55	22	16	18	22	20	11	25	23	13	12	28	21
	5%	5%	7%	5%	5%	7%	4%	5%	5%	5%	7%	5%	5%
No	909	359	215	335	356	267	258	434	411	253	153	464	390
	89%	89%	88%	89%	90%	88%	88%	89%	89%	89%	89%	89%	88%
Unsure	9	2	4	3	1	1	4	6	3	2	-	6	3
	1%	1%	2%	1%	*%	*%	1%	1%	1%	1%	-	1%	1%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes, I do	258	167	91	44	61	77	76	105	153	194	30	24	10
	25%	35%	17%	21%	25%	27%	26%	23%	26%	27%	25%	21%	14%
Yes, a member of my household does	178	54	123	37	50	44	48	87	91	134	13	21	10
	17%	11%	23%	18%	21%	15%	16%	19%	16%	19%	11%	19%	14%
No	645	278	365	136	143	178	188	279	366	439	78	74	54
	63%	59%	67%	65%	60%	63%	64%	62%	63%	61%	66%	66%	77%
Unsure	6	3	3	1	1	2	1	3	3	5	-	1	1
	1%	1%	1%	1%	1%	1%	*%	1%	*%	1%		*%	1%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes, I do	258	71	92	63	31	163	95	22	53	58	50	74	75	182
	25%	24%	30%	24%	20%	27%	23%	10%	29%	27%	32%	30%	19%	29%
Yes, a member of my household does	178	46	59	46	27	104	74	28	20	40	37	52	48	128
	17%	15%	19%	18%	18%	17%	18%	13%	11%	19%	23%	21%	12%	21%
No	645	191	185	166	104	376	270	164	118	130	84	142	282	357
	63%	64%	60%	64%	66%	62%	65%	76%	65%	61%	54%	58%	71%	58%
Unsure	6	2	3	1	-	4	1	3	1	1	1	-	4	2
	1%	1%	1%	1%		1%	*%	1%	*%	*%	*%		1%	*%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
Yes, I do	258	142	86	166	47	44	100	59	41	56	110	93
	25%	27%	28%	33%	16%	19%	33%	42%	25%	19%	24%	32%
Yes, a member of my household does	178	86	49	122	30	25	53	10	43	36	65	77
	17%	17%	16%	24%	10%	11%	17%	7%	26%	12%	15%	27%
No	645	313	192	268	214	162	173	73	99	205	302	139
	63%	61%	63%	53%	74%	71%	57%	52%	60%	71%	67%	49%
Unsure	6	4	-	1	3	1	1	-	1	2	1	3
	1%	1%		*%	1%	1%	*%		1%	1%	*%	1%

Echelon Insights
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N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QGunOwner] Do you or does anyone in your household own a firearm?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes, I do	258	137	57	63	140	61	51	166	79	102	53	172	80
	25%	34%	24%	17%	35%	20%	18%	34%	17%	36%	31%	33%	18%
Yes, a member of my household does	178	85	52	41	95	43	34	117	49	68	35	116	51
	17%	21%	21%	11%	24%	14%	12%	24%	11%	24%	20%	22%	12%
No	645	215	148	283	195	216	211	247	349	137	95	276	322
	63%	53%	61%	75%	49%	72%	72%	51%	75%	48%	55%	53%	73%
Unsure	6	2	2	1	3	1	1	4	1	4	-	4	1
	1%	1%	1%	*%	1%	*%	*%	1%	*%	1%	-	1%	*%

Echelon Insights
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N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
City	288	137	151	66	87	74	61	154	135	172	63	41	12
	28%	29%	28%	32%	37%	26%	21%	34%	23%	24%	54%	37%	17%
Suburb near a city	451	231	217	94	81	120	156	175	276	324	37	48	42
	44%	49%	40%	45%	34%	42%	53%	39%	48%	45%	32%	42%	60%
Small town not near a city	104	38	65	17	27	37	23	43	60	84	4	12	3
	10%	8%	12%	8%	11%	13%	8%	10%	10%	12%	4%	11%	5%
Rural or country area	183	69	114	33	43	52	55	76	107	146	12	12	13
	18%	14%	21%	16%	18%	18%	19%	17%	18%	20%	11%	10%	18%

Echelon Insights
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N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
City	288	88	85	80	36	173	115	74	63	58	40	49	137	147
	28%	29%	27%	31%	23%	28%	28%	34%	35%	27%	25%	20%	34%	24%
Suburb near a city	451	109	136	126	80	245	206	65	73	82	74	154	138	310
	44%	36%	44%	48%	51%	40%	49%	30%	40%	39%	47%	62%	35%	50%
Small town not near a city	104	32	29	26	16	62	42	27	15	26	20	15	43	61
	10%	11%	10%	10%	10%	10%	10%	13%	9%	12%	13%	6%	11%	10%
Rural or country area	183	70	58	29	25	128	55	49	30	48	23	30	79	100
	18%	23%	19%	11%	16%	21%	13%	23%	17%	22%	15%	12%	20%	16%

Echelon Insights
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N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
City	288	167	64	121	109	59	104	54	50	288	-	-
	28%	32%	21%	24%	38%	26%	34%	38%	30%	100%		
Suburb near a city	451	226	144	228	120	102	115	57	58	-	451	-
	44%	44%	47%	45%	41%	45%	38%	41%	35%		100%	
Small town not near a city	104	50	30	54	20	28	33	13	21	-	-	104
	10%	10%	10%	11%	7%	12%	11%	9%	12%			36%
Rural or country area	183	74	68	103	41	38	54	16	37	-	-	183
	18%	14%	22%	20%	14%	17%	18%	12%	23%			64%

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N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

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

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
City	288	92	66	131	87	89	100	115	154	73	33	128	141
	28%	23%	27%	35%	22%	29%	34%	23%	33%	26%	19%	25%	32%
Suburb near a city	451	183	99	168	170	136	134	202	213	111	92	215	209
	44%	45%	41%	45%	43%	45%	46%	41%	46%	39%	54%	41%	48%
Small town not near a city	104	47	26	30	52	33	19	58	39	36	18	60	35
	10%	12%	11%	8%	13%	11%	7%	12%	8%	13%	11%	12%	8%
Rural or country area	183	82	52	49	88	45	39	115	58	65	28	117	55
	18%	20%	21%	13%	22%	15%	13%	23%	12%	23%	16%	22%	13%

Echelon Insights
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N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
1 year or less	12	6	6	4	1	2	5	5	7	5	4	1	2
	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	3%	1%	2%
2 years	31	15	16	12	9	5	5	20	10	21	6	2	2
	3%	3%	3%	6%	4%	2%	2%	5%	2%	3%	5%	2%	3%
3 years	30	11	17	8	7	8	6	15	15	20	3	6	1
	3%	2%	3%	4%	3%	3%	2%	3%	3%	3%	3%	5%	2%
4 years	29	13	15	8	6	10	5	14	15	20	4	3	1
	3%	3%	3%	4%	3%	3%	2%	3%	3%	3%	4%	3%	1%
5 years or more	924	430	493	177	216	258	273	393	531	659	99	101	65
	90%	90%	90%	85%	90%	91%	93%	88%	92%	91%	85%	90%	92%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
1 year or less	12	6	4	2	1	9	2	4	1	4	1	2	5	7
	1%	2%	1%	1%	*%	2%	1%	2%	1%	2%	1%	1%	1%	1%
2 years	31	11	9	9	2	20	11	14	3	7	3	4	16	14
	3%	4%	3%	3%	1%	3%	3%	6%	2%	3%	2%	2%	4%	2%
3 years	30	9	10	7	5	19	12	6	2	7	5	9	8	22
	3%	3%	3%	3%	3%	3%	3%	3%	1%	3%	3%	4%	2%	4%
4 years	29	7	6	8	7	14	15	7	5	5	4	9	12	17
	3%	2%	2%	3%	4%	2%	4%	3%	3%	2%	2%	4%	3%	3%
5 years or more	924	267	279	234	143	546	378	185	171	191	145	222	356	558
	90%	89%	91%	90%	91%	90%	90%	86%	94%	89%	92%	90%	90%	90%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
1 year or less	12	5	5	7	3	2	2	1	1	3	6	2
	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%
2 years	31	18	5	7	17	7	5	2	3	11	16	3
	3%	4%	2%	1%	6%	3%	2%	2%	2%	4%	4%	1%
3 years	30	17	6	15	6	10	12	3	9	4	16	10
	3%	3%	2%	3%	2%	4%	4%	2%	5%	1%	3%	4%
4 years	29	14	9	16	5	7	14	8	6	10	15	4
	3%	3%	3%	3%	2%	3%	4%	6%	4%	3%	3%	1%
5 years or more	924	463	280	462	258	202	272	125	147	260	397	267
	90%	90%	91%	91%	89%	89%	89%	89%	89%	90%	88%	93%

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N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QResidenceDuration] How long have you lived in the state where you currently live?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
1 year or less	12	1	8	4	2	3	3	5	5	2	1	7	4
	1%	*%	3%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
2 years	31	14	12	5	9	11	9	19	10	14	4	20	10
	3%	3%	5%	1%	2%	4%	3%	4%	2%	5%	2%	4%	2%
3 years	30	15	6	9	15	5	10	17	12	5	11	19	11
	3%	4%	3%	2%	4%	2%	3%	3%	3%	2%	6%	4%	3%
4 years	29	17	4	8	13	8	9	16	12	11	5	16	12
	3%	4%	2%	2%	3%	2%	3%	3%	3%	4%	3%	3%	3%
5 years or more	924	359	213	352	359	275	262	433	425	253	150	459	403
	90%	89%	88%	93%	90%	91%	90%	88%	92%	89%	88%	88%	91%

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N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
In the United States	977	458	516	204	230	264	279	434	543	713	116	103	45
	95%	96%	94%	98%	96%	93%	95%	97%	94%	98%	99%	91%	64%
In a foreign country	47	18	29	5	8	20	15	12	35	12	-	10	25
	5%	4%	5%	2%	3%	7%	5%	3%	6%	2%		9%	36%
Prefer not to say	1	-	1	-	1	-	-	1	-	-	1	-	-
	*%		*%		*%			*%			1%		

Echelon Insights
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N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
In the United States	977	294	293	243	146	588	389	210	171	207	157	223	381	587
	95%	98%	95%	93%	93%	97%	93%	98%	94%	97%	99%	90%	96%	95%
In a foreign country	47	6	15	17	11	20	27	5	11	6	1	24	16	31
	5%	2%	5%	6%	7%	3%	6%	2%	6%	3%	1%	10%	4%	5%
Prefer not to say	1	-	-	1	-	-	1	-	-	-	-	-	-	-
	*%			*%			*%							

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N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
In the United States	977	500	285	471	284	219	291	132	158	278	418	281
	95%	97%	93%	93%	98%	96%	95%	95%	95%	96%	93%	98%
In a foreign country	47	16	21	35	5	7	15	7	8	10	32	5
	5%	3%	7%	7%	2%	3%	5%	5%	5%	4%	7%	2%
Prefer not to say	1	1	-	-	-	1	-	-	-	-	1	-
	*%	*%				*%					*%	

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N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QNativity] Where were you born?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
In the United States	977	390	232	355	379	288	279	472	437	279	160	502	414
	95%	96%	96%	94%	95%	95%	96%	97%	94%	98%	93%	97%	94%
In a foreign country	47	15	11	21	17	15	13	15	26	6	12	17	26
	5%	4%	4%	6%	4%	5%	4%	3%	6%	2%	7%	3%	6%
Prefer not to say	1	-	-	1	1	-	-	1	-	-	-	1	-
	*%			*%	*%			*%				*%	

Echelon Insights
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N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
Single, never married	289	144	143	143	74	48	24	217	73	158	62	50	20
	28%	30%	26%	68%	31%	17%	8%	48%	13%	22%	53%	44%	28%
Married	506	252	253	58	127	158	163	185	321	376	41	50	40
	49%	53%	46%	28%	53%	56%	56%	41%	56%	52%	35%	44%	57%
Separated	25	13	12	1	9	11	4	10	15	19	2	3	1
	2%	3%	2%	1%	4%	4%	1%	2%	3%	3%	2%	2%	1%
Divorced	128	34	93	5	23	53	47	28	100	100	9	10	9
	12%	7%	17%	2%	9%	19%	16%	6%	17%	14%	7%	9%	13%
Widowed	74	30	45	0	5	13	56	6	69	70	4	-	0
	7%	6%	8%	*%	2%	4%	19%	1%	12%	10%	3%	-	1%
Prefer not to say	3	3	-	1	1	-	-	3	-	2	1	-	-
	*%	1%		1%	1%			1%		*%	1%		

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N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Single, never married	289	102	83	81	23	185	104	95	57	64	33	34	152	131
	28%	34%	27%	31%	15%	30%	25%	44%	31%	30%	21%	14%	38%	21%
Married	506	124	148	130	105	271	235	45	67	103	98	191	112	391
	49%	41%	48%	50%	67%	45%	56%	21%	37%	48%	62%	77%	28%	63%
Separated	25	9	7	7	3	16	9	10	5	2	2	6	15	10
	2%	3%	2%	3%	2%	3%	2%	5%	3%	1%	1%	2%	4%	2%
Divorced	128	30	47	32	19	77	51	39	28	29	21	10	67	59
	12%	10%	15%	12%	12%	13%	12%	18%	15%	13%	13%	4%	17%	10%
Widowed	74	34	23	11	7	57	17	24	24	15	3	7	48	26
	7%	11%	7%	4%	4%	9%	4%	11%	13%	7%	2%	3%	12%	4%
Prefer not to say	3	1	1	-	1	2	1	2	-	1	-	-	2	1
	*%	*%	*%		*%	*%	*%	1%		*%			1%	*%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
Single, never married	289	174	32	-	289	-	77	32	46	109	120	61
	28%	34%	10%		100%		25%	23%	28%	38%	27%	21%
Married	506	251	171	506	-	-	185	97	88	121	228	157
	49%	48%	56%	100%			61%	70%	53%	42%	51%	55%
Separated	25	11	9	-	-	25	9	3	6	9	10	6
	2%	2%	3%			11%	3%	2%	4%	3%	2%	2%
Divorced	128	58	48	-	-	128	27	6	21	33	57	38
	12%	11%	16%			56%	9%	4%	13%	11%	13%	13%
Widowed	74	22	46	-	-	74	6	1	5	17	35	23
	7%	4%	15%			33%	2%	1%	3%	6%	8%	8%
Prefer not to say	3	1	-	-	-	-	1	1	-	-	1	1
	*%	*%					*%	*%			*%	1%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QMarital] What is your current marital status?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
Single, never married	289	85	65	140	79	82	119	106	153	69	27	123	146
	28%	21%	27%	37%	20%	27%	41%	22%	33%	24%	16%	24%	33%
Married	506	230	118	158	228	150	111	271	206	154	102	286	192
	49%	57%	49%	42%	57%	50%	38%	55%	45%	54%	59%	55%	44%
Separated	25	8	12	5	8	7	9	11	13	4	4	10	11
	2%	2%	5%	1%	2%	2%	3%	2%	3%	2%	2%	2%	2%
Divorced	128	50	34	44	49	40	33	63	58	37	23	63	57
	12%	12%	14%	12%	12%	13%	11%	13%	12%	13%	13%	12%	13%
Widowed	74	32	14	28	34	22	18	38	32	19	17	39	32
	7%	8%	6%	7%	8%	7%	6%	8%	7%	7%	10%	8%	7%
Prefer not to say	3	-	-	3	-	1	2	-	2	-	-	-	2
	*%			1%		*%	1%		*%				*%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
Protestant (for example, Baptist, Methodist, Non-denominational, Lutheran, Presbyterian, Pentecostal, Episcopalian, etc.)	271	125	145	32	44	81	113	76	195	204	40	14	13
	26%	26%	27%	15%	18%	29%	39%	17%	34%	28%	34%	12%	18%
Roman Catholic	223	109	114	36	53	63	70	89	134	162	5	36	20
	22%	23%	21%	17%	22%	22%	24%	20%	23%	22%	4%	32%	29%
Mormon (Church of Jesus Christ of Latter-day Saints or LDS)	10	5	5	-	3	1	6	3	7	9	-	1	-
	1%	1%	1%		1%	*%	2%	1%	1%	1%		1%	
Orthodox (such as Greek, Russian, or some other Orthodox church)	8	2	5	-	2	3	4	2	6	7	-	-	1
	1%	*%	1%		1%	1%	1%	*%	1%	1%			1%
Just Christian	165	64	100	47	46	49	23	93	71	113	28	19	5
	16%	13%	18%	23%	19%	17%	8%	21%	12%	16%	24%	17%	7%
Jewish	18	10	8	3	1	4	9	5	13	16	-	-	2
	2%	2%	1%	2%	1%	2%	3%	1%	2%	2%			2%
Muslim	12	8	3	4	3	4	2	6	6	5	5	-	2
	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	4%		3%
Buddhist	4	3	1	2	2	-	0	4	0	2	1	1	1
	*%	1%	*%	1%	1%		*%	1%	*%	*%	1%	1%	1%
Hindu	10	4	6	-	2	8	-	2	8	-	-	0	9
	1%	1%	1%		1%	3%		*%	1%			*%	13%
Atheist	57	38	18	19	10	19	9	29	28	46	3	7	2
	6%	8%	3%	9%	4%	7%	3%	6%	5%	6%	3%	6%	3%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	47	24	23	16	17	9	5	33	14	37	1	8	2
	5%	5%	4%	8%	7%	3%	2%	7%	2%	5%	1%	7%	3%
Something else (Please specify)	48	15	33	8	14	13	13	23	25	25	15	5	3
	5%	3%	6%	4%	6%	4%	4%	5%	4%	3%	13%	4%	4%
Nothing in particular	153	68	85	40	43	30	40	83	70	100	19	23	11
	15%	14%	16%	19%	18%	10%	14%	19%	12%	14%	16%	21%	16%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Protestant (for example, Baptist, Methodist, Non-denominational, Lutheran, Presbyterian, Pentecostal, Episcopalian, etc.)	271	68	88	66	49	156	115	46	61	48	43	70	107	160
	26%	23%	28%	25%	31%	26%	27%	22%	34%	22%	27%	28%	27%	26%
Roman Catholic	223	71	54	58	39	125	97	37	40	50	38	58	77	146
	22%	24%	18%	22%	25%	21%	23%	17%	22%	24%	24%	23%	19%	24%
Mormon (Church of Jesus Christ of Latter-day Saints or LDS)	10	-	2	6	2	2	8	1	-	4	-	5	1	9
	1%		1%	2%	1%	1%	2%	1%		2%		2%	1%	1%
Orthodox (such as Greek, Russian, or some other Orthodox church)	8	2	2	2	2	4	4	1	1	1	2	2	2	6
	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Just Christian	165	54	60	37	13	114	50	53	20	35	16	39	73	90
	16%	18%	20%	14%	8%	19%	12%	25%	11%	16%	10%	16%	18%	15%
Jewish	18	1	5	3	9	6	12	1	2	2	4	8	3	14
	2%	1%	2%	1%	6%	1%	3%	1%	1%	1%	3%	3%	1%	2%
Muslim	12	-	3	7	2	3	9	-	1	3	5	3	1	11
	1%		1%	3%	1%	1%	2%		1%	2%	3%	1%	1%	2%
Buddhist	4	-	2	2	-	2	2	2	1	-	1	-	3	1
	1%		1%	1%		1%	1%	1%	1%		1%		1%	1%
Hindu	10	-	0	3	6	0	9	-	-	0	-	9	-	10
	1%		1%	1%	4%	1%	2%			1%		4%		2%
Atheist	57	15	14	22	6	29	28	11	6	12	15	13	17	40
	6%	5%	5%	8%	4%	5%	7%	5%	4%	6%	9%	5%	4%	6%
Agnostic	47	12	9	19	7	21	26	12	6	10	8	10	18	28
	5%	4%	3%	7%	4%	4%	6%	6%	3%	5%	5%	4%	5%	5%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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)	48	17	20	7	4	37	11	15	11	7	6	8	26	21
	5%	6%	7%	3%	2%	6%	3%	7%	6%	3%	4%	3%	7%	3%
Nothing in particular	153	60	47	29	18	107	46	35	33	40	19	21	68	81
	15%	20%	15%	11%	11%	18%	11%	16%	18%	19%	12%	9%	17%	13%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
Protestant (for example, Baptist, Methodist, Non-denominational, Lutheran, Presbyterian, Pentecostal, Episcopalian, etc.)	271	110	117	151	53	66	51	23	28	65	113	92
	26%	21%	38%	30%	18%	29%	17%	16%	17%	22%	25%	32%
Roman Catholic	223	124	69	133	52	38	63	31	32	66	112	45
	22%	24%	23%	26%	18%	17%	21%	22%	19%	23%	25%	16%
Mormon (Church of Jesus Christ of Latter-day Saints or LDS)	10	6	3	6	3	1	3	3	-	1	9	-
	1%	1%	1%	1%	1%	*%	1%	2%		*%	2%	
Orthodox (such as Greek, Russian, or some other Orthodox church)	8	4	4	3	1	3	2	-	2	3	4	1
	1%	1%	1%	1%	*%	1%	1%		1%	1%	1%	*%
Just Christian	165	81	33	71	58	35	71	28	44	50	61	54
	16%	16%	11%	14%	20%	15%	23%	20%	26%	17%	14%	19%
Jewish	18	10	5	10	5	4	5	3	2	5	11	2
	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%	1%
Muslim	12	10	2	6	5	1	8	7	-	9	3	-
	1%	2%	1%	1%	2%	1%	3%	5%		3%	1%	
Buddhist	4	2	0	3	1	1	2	2	-	3	1	0
	*%	*%	*%	1%	*%	*%	1%	2%		1%	*%	*%
Hindu	10	9	0	9	-	0	6	3	3	-	10	-
	1%	2%	*%	2%		*%	2%	2%	2%		2%	
Atheist	57	37	11	19	25	13	12	10	3	7	30	21
	6%	7%	4%	4%	9%	6%	4%	7%	2%	2%	7%	7%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	47	30	8	12	27	8	17	8	9	15	21	11
	5%	6%	3%	2%	9%	4%	5%	6%	5%	5%	5%	4%
Something else (Please specify)	48	21	19	23	9	15	13	2	10	18	12	18
	5%	4%	6%	4%	3%	7%	4%	2%	6%	6%	3%	6%
Nothing in particular	153	72	36	60	51	41	52	19	34	47	63	43
	15%	14%	12%	12%	17%	18%	17%	13%	20%	16%	14%	15%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

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

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
Protestant (for example, Baptist, Methodist, Non-denominational, Lutheran, Presbyterian, Pentecostal, Episcopalian, etc.)	271	130	54	87	141	66	61	154	105	87	58	159	101
	26%	32%	22%	23%	36%	22%	21%	32%	23%	31%	34%	31%	23%
Roman Catholic	223	98	38	87	91	75	53	112	97	71	36	122	86
	22%	24%	16%	23%	23%	25%	18%	23%	21%	25%	21%	23%	20%
Mormon (Church of Jesus Christ of Latter-day Saints or LDS)	10	6	0	4	1	7	1	3	6	3	3	3	4
	1%	1%	*%	1%	*%	2%	*%	1%	1%	1%	2%	1%	1%
Orthodox (such as Greek, Russian, or some other Orthodox church)	8	4	2	2	4	1	2	4	3	3	1	5	3
	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%
Just Christian	165	80	34	51	77	51	31	97	59	54	35	104	44
	16%	20%	14%	14%	19%	17%	11%	20%	13%	19%	20%	20%	10%
Jewish	18	4	3	10	8	2	8	7	9	3	4	9	9
	2%	1%	1%	3%	2%	1%	3%	1%	2%	1%	3%	2%	2%
Muslim	12	3	3	6	-	3	8	3	7	1	2	6	5
	1%	1%	1%	2%		1%	3%	1%	1%	*%	1%	1%	1%
Buddhist	4	-	1	3	-	2	2	-	2	-	-	1	1
	*%		*%	1%		1%	1%		*%			*%	*%
Hindu	10	3	2	4	3	2	4	-	10	-	3	2	8
	1%	1%	1%	1%	1%	1%	1%		2%		2%	*%	2%
Atheist	57	5	21	31	5	9	41	9	41	6	3	10	46
	6%	1%	9%	8%	1%	3%	14%	2%	9%	2%	2%	2%	11%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

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

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Agnostic	47	12	18	18	9	13	25	16	29	13	3	14	31
	5%	3%	7%	5%	2%	4%	9%	3%	6%	4%	1%	3%	7%
Something else (Please specify)	48	17	15	16	14	20	13	24	21	13	6	24	24
	5%	4%	6%	4%	4%	7%	4%	5%	5%	5%	3%	5%	5%
Nothing in particular	153	44	52	57	44	50	43	60	75	31	19	63	77
	15%	11%	21%	15%	11%	17%	15%	12%	16%	11%	11%	12%	17%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	676	305	370	116	148	197	216	264	412	495	73	69	39
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	666	312	352	119	141	215	191	260	406	499	68	63	36
Yes, born-again or evangelical Christian	271	123	148	52	66	86	68	117	154	184	52	24	11
	40%	40%	40%	45%	44%	44%	32%	44%	37%	37%	72%	35%	28%
No, not born-again or evangelical Christian	373	167	205	52	78	106	137	130	243	288	18	40	27
	55%	55%	56%	45%	53%	54%	63%	49%	59%	58%	25%	58%	70%
Unsure	32	15	16	12	4	5	11	16	16	24	3	5	1
	5%	5%	4%	10%	3%	3%	5%	6%	4%	5%	3%	7%	2%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	676	195	206	169	106	402	274	139	121	138	99	174	261	411
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	666	162	248	152	104	410	256	151	122	133	100	155	273	388
Yes, born-again or evangelical Christian	271	81	85	64	41	166	105	64	52	59	27	66	116	152
	40%	41%	41%	38%	39%	41%	38%	46%	43%	43%	28%	38%	45%	37%
No, not born-again or evangelical Christian	373	98	111	100	64	209	164	69	61	76	66	101	130	243
	55%	50%	54%	60%	60%	52%	60%	50%	50%	55%	67%	58%	50%	59%
Unsure	32	17	10	4	1	27	5	6	9	3	6	7	15	16
	5%	9%	5%	2%	1%	7%	2%	4%	7%	2%	6%	4%	6%	4%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	676	325	225	365	167	143	191	85	106	184	300	192
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	666	324	208	333	172	160	187	82	105	183	288	195
Yes, born-again or evangelical Christian	271	135	77	140	72	59	83	33	50	82	93	96
	40%	41%	34%	38%	43%	41%	44%	39%	47%	45%	31%	50%
No, not born-again or evangelical Christian	373	173	141	215	86	72	96	44	52	92	195	87
	55%	53%	63%	59%	51%	50%	50%	52%	49%	50%	65%	45%
Unsure	32	17	7	11	10	12	11	7	4	10	12	10
	5%	5%	3%	3%	6%	8%	6%	8%	4%	5%	4%	5%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

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

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	676	317	128	231	314	200	147	370	270	218	132	393	239
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	666	306	127	233	305	201	145	358	266	212	125	386	239
Yes, born-again or evangelical Christian	271	145	46	81	156	62	47	170	89	102	59	182	78
	40%	46%	36%	35%	50%	31%	32%	46%	33%	47%	45%	46%	33%
No, not born-again or evangelical Christian	373	155	74	144	146	127	94	176	174	101	65	187	153
	55%	49%	58%	62%	47%	64%	64%	48%	64%	46%	50%	48%	64%
Unsure	32	17	9	6	12	11	6	24	6	15	7	24	8
	5%	5%	7%	3%	4%	5%	4%	6%	2%	7%	5%	6%	3%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
At least once a week	257	110	145	45	55	68	89	100	157	173	35	29	21
	25%	23%	27%	21%	23%	24%	30%	22%	27%	24%	30%	25%	29%
Once or twice a month	87	51	35	18	24	26	19	42	45	65	13	6	3
	8%	11%	6%	8%	10%	9%	6%	9%	8%	9%	11%	6%	5%
A few times a year	183	85	98	42	43	52	45	86	98	121	25	20	17
	18%	18%	18%	20%	18%	18%	15%	19%	17%	17%	22%	18%	24%
Usually just for religious holidays	94	35	59	15	21	33	26	36	58	70	6	11	7
	9%	7%	11%	7%	9%	11%	9%	8%	10%	10%	5%	10%	10%
Never	371	183	187	84	81	97	109	165	206	275	36	42	17
	36%	38%	34%	40%	34%	34%	37%	37%	36%	38%	31%	38%	25%
Prefer not to say	33	11	22	6	14	7	6	20	13	22	3	4	5
	3%	2%	4%	3%	6%	3%	2%	4%	2%	3%	2%	4%	7%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
At least once a week	257	57	76	66	58	133	124	44	45	62	31	72	89	165
	25%	19%	25%	25%	37%	22%	30%	20%	25%	29%	20%	29%	22%	27%
Once or twice a month	87	13	26	32	15	39	48	11	15	13	20	27	27	60
	8%	4%	8%	12%	10%	6%	11%	5%	8%	6%	12%	11%	7%	10%
A few times a year	183	57	54	42	30	111	72	39	37	36	37	33	75	106
	18%	19%	17%	16%	19%	18%	17%	18%	20%	17%	24%	13%	19%	17%
Usually just for religious holidays	94	31	34	20	9	65	29	25	10	21	10	27	34	58
	9%	10%	11%	8%	6%	11%	7%	12%	5%	10%	7%	11%	9%	9%
Never	371	125	110	93	43	235	136	90	67	72	57	82	157	211
	36%	42%	36%	36%	28%	39%	33%	42%	37%	34%	36%	33%	40%	34%
Prefer not to say	33	16	9	7	2	25	9	6	8	10	2	6	14	18
	3%	5%	3%	3%	1%	4%	2%	3%	4%	5%	1%	3%	4%	3%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
At least once a week	257	132	85	152	58	47	78	38	40	81	99	77
	25%	26%	28%	30%	20%	21%	26%	27%	24%	28%	22%	27%
Once or twice a month	87	51	22	43	21	23	35	21	14	31	39	17
	8%	10%	7%	8%	7%	10%	12%	15%	8%	11%	9%	6%
A few times a year	183	108	44	93	48	43	57	29	29	47	93	43
	18%	21%	14%	18%	17%	19%	19%	21%	17%	16%	21%	15%
Usually just for religious holidays	94	48	32	40	29	25	28	6	21	26	43	25
	9%	9%	10%	8%	10%	11%	9%	5%	13%	9%	10%	9%
Never	371	169	115	161	123	85	100	44	56	98	162	111
	36%	33%	38%	32%	43%	37%	33%	32%	34%	34%	36%	39%
Prefer not to say	33	10	8	18	10	5	7	1	6	6	14	13
	3%	2%	3%	4%	3%	2%	2%	1%	4%	2%	3%	4%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

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

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
At least once a week	257	120	48	89	131	74	47	135	114	84	46	156	86
	25%	30%	20%	23%	33%	24%	16%	28%	25%	30%	27%	30%	20%
Once or twice a month	87	44	16	27	43	24	19	54	28	29	20	54	29
	8%	11%	7%	7%	11%	8%	6%	11%	6%	10%	12%	10%	7%
A few times a year	183	78	41	65	77	58	47	93	76	49	37	98	75
	18%	19%	17%	17%	19%	19%	16%	19%	16%	17%	21%	19%	17%
Usually just for religious holidays	94	47	13	34	41	28	21	48	40	27	23	54	32
	9%	12%	5%	9%	10%	9%	7%	10%	9%	9%	13%	10%	7%
Never	371	103	115	152	95	106	153	142	196	85	42	141	209
	36%	26%	47%	40%	24%	35%	52%	29%	42%	30%	24%	27%	47%
Prefer not to say	33	13	10	11	11	12	5	16	10	10	4	18	10
	3%	3%	4%	3%	3%	4%	2%	3%	2%	4%	3%	3%	2%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	-	-	-	-	-	-	-	-	-	-	-	-	-
Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
Yes	1026	517	306	506	289	227	305	139	165	288	451	286
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	-	-	-	-	-	-	-	-	-	-	-	-
Unsure	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

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

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	-	-	-	-	-	-	-	-	-	-	-	-	-
Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
Technology	45	24	20	9	18	16	2	26	18	34	3	2	6
	4%	5%	4%	4%	7%	6%	1%	6%	3%	5%	3%	2%	8%
Sales	49	27	22	16	12	15	5	29	20	33	10	2	4
	5%	6%	4%	8%	5%	5%	2%	6%	3%	5%	8%	2%	5%
Healthcare or the pharmaceutical industry	77	19	58	16	23	24	15	38	39	54	10	9	4
	7%	4%	11%	7%	9%	8%	5%	9%	7%	8%	8%	8%	5%
Journalism or the media	-	-	-	-	-	-	-	-	-	-	-	-	-
Food service or the restaurant industry	55	17	38	21	17	11	6	38	18	41	6	6	2
	5%	4%	7%	10%	7%	4%	2%	8%	3%	6%	5%	6%	3%
Market research	-	-	-	-	-	-	-	-	-	-	-	-	-
Public relations	-	-	-	-	-	-	-	-	-	-	-	-	-
None of these	828	397	428	163	176	220	268	340	489	582	94	95	58
	81%	83%	78%	78%	74%	78%	91%	76%	85%	80%	80%	84%	83%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Technology	45	4	5	18	17	9	35	5	2	5	5	27	7	37
	4%	1%	2%	7%	11%	2%	8%	3%	1%	3%	3%	11%	2%	6%
Sales	49	14	20	11	3	35	14	8	12	7	10	11	20	28
	5%	5%	7%	4%	2%	6%	3%	4%	7%	3%	6%	5%	5%	5%
Healthcare or the pharmaceutical industry	77	16	20	22	19	36	40	9	5	17	15	29	15	61
	7%	5%	7%	8%	12%	6%	10%	4%	3%	8%	10%	12%	4%	10%
Journalism or the media	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Food service or the restaurant industry	55	28	15	9	4	42	13	15	12	14	4	11	26	29
	5%	9%	5%	4%	2%	7%	3%	7%	6%	7%	3%	4%	7%	5%
Market research	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Public relations	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None of these	828	249	254	208	117	503	326	187	153	181	127	172	339	480
	81%	83%	83%	80%	75%	83%	78%	87%	84%	85%	81%	70%	86%	78%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
Technology	45	37	5	26	11	7	28	15	12	15	22	8
	4%	7%	2%	5%	4%	3%	9%	11%	7%	5%	5%	3%
Sales	49	34	5	23	16	10	20	11	9	17	25	7
	5%	7%	2%	5%	5%	4%	7%	8%	5%	6%	5%	3%
Healthcare or the pharmaceutical industry	77	57	10	48	17	12	27	6	21	12	33	32
	7%	11%	3%	9%	6%	5%	9%	4%	13%	4%	7%	11%
Journalism or the media	-	-	-	-	-	-	-	-	-	-	-	-
Food service or the restaurant industry	55	38	6	16	24	15	18	5	13	24	15	16
	5%	7%	2%	3%	8%	7%	6%	3%	8%	8%	3%	6%
Market research	-	-	-	-	-	-	-	-	-	-	-	-
Public relations	-	-	-	-	-	-	-	-	-	-	-	-
None of these	828	371	283	401	237	188	227	107	120	231	366	232
	81%	72%	92%	79%	82%	83%	74%	76%	73%	80%	81%	81%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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 . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
Technology	45	15	14	16	10	14	19	14	28	9	7	19	22
	4%	4%	6%	4%	3%	5%	6%	3%	6%	3%	4%	4%	5%
Sales	49	25	11	13	23	13	9	30	13	17	11	31	15
	5%	6%	5%	3%	6%	4%	3%	6%	3%	6%	6%	6%	4%
Healthcare or the pharmaceutical industry	77	32	18	27	26	33	14	33	34	18	14	37	32
	7%	8%	7%	7%	7%	11%	5%	7%	7%	6%	8%	7%	7%
Journalism or the media	-	-	-	-	-	-	-	-	-	-	-	-	-
Food service or the restaurant industry	55	25	10	20	23	18	11	30	22	18	9	26	16
	5%	6%	4%	5%	6%	6%	4%	6%	5%	6%	5%	5%	4%
Market research	-	-	-	-	-	-	-	-	-	-	-	-	-
Public relations	-	-	-	-	-	-	-	-	-	-	-	-	-
None of these	828	324	198	306	330	233	241	398	373	233	138	425	361
	81%	80%	82%	81%	83%	77%	83%	81%	81%	82%	81%	82%	82%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QGender] 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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
Man	476	476	-	102	107	129	138	209	267	339	59	46	31
	46%	100%		49%	45%	45%	47%	47%	46%	47%	50%	41%	45%
Woman	547	-	547	105	132	155	155	237	310	383	58	67	39
	53%		100%	50%	55%	55%	53%	53%	54%	53%	49%	59%	55%
In some other way	3	-	-	3	-	-	1	3	1	3	1	-	-
	*%			1%			*%	1%	*%	*%	*%		

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QGender] 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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Man	476	146	138	126	66	284	192	89	78	90	82	134	167	305
	46%	49%	45%	48%	42%	47%	46%	41%	43%	42%	52%	54%	42%	49%
Woman	547	152	169	134	91	322	225	125	104	122	76	113	228	311
	53%	51%	55%	51%	58%	53%	54%	58%	57%	57%	48%	46%	58%	50%
In some other way	3	1	1	1	-	3	1	1	-	2	-	-	1	2
	*%	*%	*%	*%		*%	*%	1%		1%			*%	*%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QGender] 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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
Man	476	253	147	252	144	76	139	139	-	137	231	107
	46%	49%	48%	50%	50%	34%	46%	100%		48%	51%	37%
Woman	547	264	158	253	143	150	165	-	165	151	217	179
	53%	51%	52%	50%	49%	66%	54%		100%	52%	48%	62%
In some other way	3	-	1	1	2	0	1	-	-	1	2	0
	*%		*%	*%	1%	*%	*%			*%	*%	*%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

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

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
Man	476	212	114	150	215	120	135	253	193	150	87	274	184
	46%	52%	47%	40%	54%	40%	46%	52%	42%	53%	51%	53%	42%
Woman	547	192	128	227	182	182	154	235	268	135	84	247	253
	53%	47%	53%	60%	46%	60%	53%	48%	58%	47%	49%	47%	57%
In some other way	3	1	2	0	-	-	3	1	2	-	1	-	3
	*%	*%	1%	*%			1%	*%	*%		1%		1%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
White	791	366	423	130	186	228	248	315	476	725	-	52	14
	77%	77%	77%	62%	78%	80%	84%	70%	82%	100%		46%	20%
Black or African American	130	65	64	51	28	26	25	79	50	-	117	6	6
	13%	14%	12%	24%	12%	9%	8%	18%	9%		100%	6%	9%
Hispanic or Latino	113	46	67	35	30	39	9	65	48	-	-	113	-
	11%	10%	12%	17%	13%	14%	3%	14%	8%			100%	
Asian	48	19	29	13	11	13	11	24	24	-	-	-	48
	5%	4%	5%	6%	4%	4%	4%	5%	4%				68%
Native American or Alaska Native	18	8	10	5	6	5	3	10	8	-	-	6	12
	2%	2%	2%	2%	2%	2%	1%	2%	1%			5%	18%
Native Hawaiian or Other Pacific Islander	3	1	2	1	0	-	1	2	1	-	-	0	2
	*%	*%	*%	1%	*%		*%	*%	*%			*%	3%
Other race or ethnicity	7	3	4	2	-	2	3	2	5	-	-	1	6
	1%	1%	1%	1%		1%	1%	1%	1%			1%	8%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
White	791	228	228	199	137	456	335	153	142	159	130	201	295	489
	77%	76%	74%	76%	87%	75%	80%	71%	78%	74%	82%	81%	74%	79%
Black or African American	130	52	46	25	6	98	31	41	21	35	13	17	62	65
	13%	17%	15%	10%	4%	16%	7%	19%	11%	16%	8%	7%	16%	10%
Hispanic or Latino	113	26	51	31	4	77	36	28	26	21	25	13	54	59
	11%	9%	17%	12%	3%	13%	9%	13%	15%	10%	16%	5%	14%	9%
Asian	48	7	5	23	13	12	36	5	1	10	5	26	6	42
	5%	2%	2%	9%	8%	2%	9%	2%	1%	5%	3%	11%	2%	7%
Native American or Alaska Native	18	7	7	3	2	14	4	6	5	2	2	2	12	6
	2%	2%	2%	1%	1%	2%	1%	3%	3%	1%	1%	1%	3%	1%
Native Hawaiian or Other Pacific Islander	3	1	2	-	-	3	-	0	1	1	-	1	1	2
	*%	*%	1%			*%		*%	*%	*%		*%	*%	*%
Other race or ethnicity	7	2	2	2	1	4	3	1	2	1	1	2	3	3
	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	*%	1%	1%	1%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
White	791	389	256	406	184	200	238	112	126	188	359	244
	77%	75%	84%	80%	64%	88%	78%	80%	76%	65%	80%	85%
Black or African American	130	74	28	45	67	17	38	17	20	67	45	18
	13%	14%	9%	9%	23%	7%	12%	12%	12%	23%	10%	6%
Hispanic or Latino	113	61	16	50	50	13	51	15	36	41	48	24
	11%	12%	5%	10%	17%	6%	17%	10%	22%	14%	11%	8%
Asian	48	30	12	32	10	5	17	8	9	8	33	7
	5%	6%	4%	6%	4%	2%	6%	6%	6%	3%	7%	2%
Native American or Alaska Native	18	5	3	6	8	4	6	2	3	4	6	8
	2%	1%	1%	1%	3%	2%	2%	2%	2%	1%	1%	3%
Native Hawaiian or Other Pacific Islander	3	0	1	2	1	-	1	-	1	2	1	-
	*%	*%	*%	*%	*%		*%		1%	1%	*%	
Other race or ethnicity	7	1	3	4	2	1	1	-	1	2	3	2
	1%	*%	1%	1%	1%	1%	*%		1%	1%	1%	1%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QRace] What is your race or ethnicity?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
White	791	362	188	241	339	226	203	425	314	254	152	443	308
	77%	89%	77%	64%	85%	75%	69%	87%	68%	89%	88%	85%	70%
Black or African American	130	18	28	83	25	51	48	31	86	19	2	43	75
	13%	5%	12%	22%	6%	17%	17%	6%	19%	7%	1%	8%	17%
Hispanic or Latino	113	30	31	52	31	36	41	40	63	24	11	41	60
	11%	8%	13%	14%	8%	12%	14%	8%	14%	8%	6%	8%	14%
Asian	48	18	9	21	19	12	16	15	28	4	14	18	24
	5%	4%	4%	5%	5%	4%	6%	3%	6%	1%	8%	4%	5%
Native American or Alaska Native	18	4	6	8	3	8	6	8	7	5	2	6	10
	2%	1%	2%	2%	1%	3%	2%	2%	2%	2%	1%	1%	2%
Native Hawaiian or Other Pacific Islander	3	1	1	1	2	-	1	2	1	2	-	2	1
	*%	*%	*%	*%	1%		*%	*%	*%	1%		*%	*%
Other race or ethnicity	7	2	3	3	4	2	1	4	4	2	1	4	2
	1%	*%	1%	1%	1%	1%	*%	1%	1%	1%	*%	1%	1%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QEducation] 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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
High school or less	300	146	152	85	58	63	94	142	158	211	49	26	15
	29%	31%	28%	40%	24%	22%	32%	32%	27%	29%	41%	23%	21%
Some college	206	90	115	36	45	56	70	80	125	140	25	32	8
	20%	19%	21%	17%	19%	20%	24%	18%	22%	19%	22%	28%	12%
Associate degree	102	47	55	22	21	33	26	44	59	61	17	19	5
	10%	10%	10%	11%	9%	12%	9%	10%	10%	8%	14%	17%	7%
Bachelor's degree	261	126	134	58	71	80	52	129	132	179	23	31	27
	25%	26%	25%	28%	30%	28%	18%	29%	23%	25%	20%	28%	39%
Graduate degree	157	66	91	9	44	52	52	53	104	134	3	4	15
	15%	14%	17%	4%	19%	18%	18%	12%	18%	19%	3%	4%	21%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
High school or less	300	300	-	-	-	300	-	102	78	79	11	26	179	116
	29%	100%				49%		47%	43%	37%	7%	10%	45%	19%
Some college	206	-	206	-	-	206	-	51	40	48	26	39	90	113
	20%		67%			34%		23%	22%	22%	17%	16%	23%	18%
Associate degree	102	-	102	-	-	102	-	27	21	19	18	18	48	55
	10%		33%			17%		12%	11%	9%	11%	7%	12%	9%
Bachelor's degree	261	-	-	261	-	-	261	24	36	48	61	91	61	199
	25%			100%			62%	11%	20%	22%	39%	37%	15%	32%
Graduate degree	157	-	-	-	157	-	157	12	7	20	42	74	19	136
	15%				100%		38%	5%	4%	9%	27%	30%	5%	22%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QEducation] 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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
High school or less	300	116	108	124	102	73	80	29	51	88	109	102
	29%	22%	35%	24%	35%	32%	26%	21%	31%	31%	24%	36%
Some college	206	76	73	101	52	53	50	17	33	53	92	61
	20%	15%	24%	20%	18%	23%	16%	12%	20%	18%	20%	21%
Associate degree	102	45	29	46	31	24	29	10	19	32	43	27
	10%	9%	9%	9%	11%	10%	9%	7%	11%	11%	10%	9%
Bachelor's degree	261	179	48	130	81	50	98	57	41	80	126	55
	25%	35%	16%	26%	28%	22%	32%	41%	25%	28%	28%	19%
Graduate degree	157	101	47	105	23	28	48	26	22	36	80	41
	15%	19%	15%	21%	8%	12%	16%	19%	14%	12%	18%	14%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[Q Education] What is the highest level of education you have completed?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
High school or less	300	129	70	101	109	94	77	158	120	95	48	168	114
	29%	32%	29%	27%	28%	31%	27%	32%	26%	34%	28%	32%	26%
Some college	206	71	56	79	79	66	56	97	92	56	31	104	87
	20%	17%	23%	21%	20%	22%	19%	20%	20%	20%	18%	20%	20%
Associate degree	102	42	28	32	44	37	16	49	43	33	13	55	38
	10%	10%	11%	9%	11%	12%	5%	10%	9%	12%	8%	11%	9%
Bachelor's degree	261	108	60	93	107	68	82	125	117	68	54	127	115
	25%	27%	25%	25%	27%	23%	28%	25%	25%	24%	31%	24%	26%
Graduate degree	157	55	29	73	58	38	61	60	91	32	26	66	87
	15%	14%	12%	19%	15%	12%	21%	12%	20%	11%	15%	13%	20%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
18-34	209	102	105	209	-	-	-	209	-	109	46	35	19
	20%	21%	19%	100%				47%		15%	39%	31%	28%
35-49	239	107	132	-	239	-	-	239	-	168	25	30	16
	23%	23%	24%		100%			53%		23%	21%	27%	23%
50-64	283	129	155	-	-	283	-	-	283	206	22	39	17
	28%	27%	28%			100%			49%	28%	18%	34%	24%
65+	294	138	155	-	-	-	294	-	294	243	25	9	17
	29%	29%	28%				100%		51%	33%	21%	8%	25%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
18-34	209	85	58	58	9	143	66	55	35	52	30	33	90	115
	20%	28%	19%	22%	5%	23%	16%	26%	19%	24%	19%	13%	23%	19%
35-49	239	58	66	71	44	124	115	53	33	39	35	77	86	151
	23%	19%	21%	27%	28%	20%	28%	24%	18%	18%	22%	31%	22%	24%
50-64	283	63	88	80	52	152	132	60	41	50	52	78	101	180
	28%	21%	29%	31%	33%	25%	32%	28%	23%	23%	33%	32%	25%	29%
65+	294	94	96	52	52	190	104	47	73	73	41	59	120	173
	29%	31%	31%	20%	33%	31%	25%	22%	40%	34%	26%	24%	30%	28%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
18-34	209	142	2	58	143	7	89	36	53	66	94	49
	20%	27%	1%	11%	49%	3%	29%	26%	32%	23%	21%	17%
35-49	239	164	8	127	74	37	130	63	67	87	81	70
	23%	32%	3%	25%	26%	16%	43%	45%	40%	30%	18%	24%
50-64	283	161	65	158	48	77	75	32	43	74	120	89
	28%	31%	21%	31%	17%	34%	24%	23%	26%	26%	27%	31%
65+	294	49	231	163	24	107	12	8	3	61	156	78
	29%	10%	75%	32%	8%	47%	4%	6%	2%	21%	35%	27%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QAge] What is your age?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
18-34	209	77	47	85	70	48	82	88	96	57	30	104	90
	20%	19%	19%	23%	18%	16%	28%	18%	21%	20%	18%	20%	20%
35-49	239	87	63	89	76	88	67	118	101	66	29	128	92
	23%	21%	26%	24%	19%	29%	23%	24%	22%	23%	17%	25%	21%
50-64	283	117	65	101	110	93	73	131	138	78	50	140	127
	28%	29%	27%	27%	28%	31%	25%	27%	30%	28%	29%	27%	29%
65+	294	124	68	102	142	74	70	152	128	83	62	149	132
	29%	31%	28%	27%	36%	24%	24%	31%	28%	29%	36%	29%	30%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
States in the Northeast	171	72	99	30	35	53	53	65	106	133	13	15	10
	17%	15%	18%	14%	15%	19%	18%	14%	18%	18%	11%	13%	14%
States in the Midwest	222	103	118	48	61	58	55	109	113	184	21	7	9
	22%	22%	22%	23%	26%	20%	19%	24%	20%	25%	18%	6%	13%
States in the South	394	180	214	90	88	106	110	178	217	253	71	49	21
	38%	38%	39%	43%	37%	37%	37%	40%	37%	35%	60%	44%	31%
States in the West	238	121	116	41	55	67	75	96	142	155	12	41	29
	23%	25%	21%	20%	23%	24%	26%	21%	25%	21%	11%	37%	42%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
States in the Northeast	171	52	44	38	37	96	75	38	28	33	29	42	66	104
	17%	17%	14%	15%	24%	16%	18%	17%	15%	16%	18%	17%	17%	17%
States in the Midwest	222	69	59	57	38	128	95	49	42	52	35	44	91	131
	22%	23%	19%	22%	24%	21%	23%	23%	23%	24%	22%	18%	23%	21%
States in the South	394	135	125	89	46	259	135	75	80	81	58	93	155	233
	38%	45%	40%	34%	29%	43%	32%	35%	44%	38%	37%	38%	39%	38%
States in the West	238	44	81	77	36	125	113	54	32	47	35	68	86	150
	23%	15%	26%	29%	23%	21%	27%	25%	17%	22%	22%	28%	22%	24%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
States in the Northeast	171	84	60	75	53	41	47	20	28	56	70	45
	17%	16%	19%	15%	18%	18%	15%	14%	17%	19%	16%	16%
States in the Midwest	222	128	61	96	65	62	72	38	34	56	102	65
	22%	25%	20%	19%	22%	27%	23%	27%	20%	19%	23%	23%
States in the South	394	196	110	210	104	79	127	53	73	115	153	126
	38%	38%	36%	42%	36%	35%	41%	38%	44%	40%	34%	44%
States in the West	238	109	75	125	69	45	60	28	31	62	126	50
	23%	21%	25%	25%	24%	20%	20%	20%	19%	21%	28%	18%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QState] In what state do you live?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
States in the Northeast	171	59	36	76	58	57	54	72	92	38	29	78	80
	17%	15%	15%	20%	15%	19%	19%	15%	20%	14%	17%	15%	18%
States in the Midwest	222	88	57	78	91	58	66	119	89	74	29	122	95
	22%	22%	23%	21%	23%	19%	23%	24%	19%	26%	17%	23%	21%
States in the South	394	179	92	123	184	110	82	211	156	120	85	229	139
	38%	44%	38%	33%	46%	36%	28%	43%	34%	42%	49%	44%	31%
States in the West	238	79	59	100	64	77	90	87	126	52	30	92	127
	23%	20%	24%	26%	16%	26%	31%	18%	27%	18%	17%	18%	29%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT CONSERVATIVE	397	215	182	70	76	110	142	146	252	315	24	31	27
	39%	45%	33%	33%	32%	39%	48%	33%	44%	43%	20%	28%	39%
VERY/SOMEWHAT LIBERAL	292	135	154	82	67	73	70	149	143	185	43	41	23
	28%	28%	28%	39%	28%	26%	24%	33%	25%	25%	37%	37%	32%
Very conservative	186	102	84	37	42	50	56	79	106	139	15	16	16
	18%	21%	15%	18%	18%	18%	19%	18%	18%	19%	13%	14%	23%
Somewhat conservative	212	113	98	33	34	59	86	66	145	176	9	15	11
	21%	24%	18%	16%	14%	21%	29%	15%	25%	24%	8%	13%	16%
Moderate	302	120	182	48	88	93	74	136	167	202	46	36	19
	29%	25%	33%	23%	37%	33%	25%	30%	29%	28%	39%	32%	27%
Somewhat liberal	157	75	81	40	41	35	41	81	76	104	19	27	7
	15%	16%	15%	19%	17%	13%	14%	18%	13%	14%	16%	24%	10%
Very liberal	135	60	73	42	26	37	29	69	67	81	24	14	16
	13%	13%	13%	20%	11%	13%	10%	15%	12%	11%	21%	13%	22%
Unsure	34	5	28	9	8	8	8	17	17	23	5	4	1
	3%	1%	5%	4%	4%	3%	3%	4%	3%	3%	4%	4%	2%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT CONSERVATIVE	397	109	123	107	58	233	165	59	81	91	57	107	140	254
	39%	36%	40%	41%	37%	38%	39%	27%	45%	43%	36%	43%	35%	41%
VERY/SOMEWHAT LIBERAL	292	77	71	82	61	149	143	66	51	55	49	69	118	172
	28%	26%	23%	32%	39%	25%	34%	31%	28%	26%	31%	28%	30%	28%
Very conservative	186	58	50	47	30	108	77	31	37	41	24	51	67	116
	18%	19%	16%	18%	19%	18%	19%	14%	20%	19%	16%	21%	17%	19%
Somewhat conservative	212	51	73	60	27	124	87	28	44	50	32	56	73	138
	21%	17%	24%	23%	17%	20%	21%	13%	24%	23%	21%	22%	18%	22%
Moderate	302	94	103	68	38	196	106	81	43	57	50	71	124	178
	29%	31%	33%	26%	24%	32%	25%	38%	24%	27%	32%	29%	31%	29%
Somewhat liberal	157	43	38	45	31	81	76	35	30	32	27	32	66	91
	15%	14%	12%	17%	20%	13%	18%	16%	17%	15%	17%	13%	17%	15%
Very liberal	135	35	33	37	30	68	67	31	21	23	22	37	52	82
	13%	12%	11%	14%	19%	11%	16%	14%	12%	11%	14%	15%	13%	13%
Unsure	34	20	10	3	1	30	4	9	7	11	2	1	16	14
	3%	7%	3%	1%	1%	5%	1%	4%	4%	5%	1%	1%	4%	2%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT CONSERVATIVE	397	186	142	228	79	90	108	59	49	87	170	140
	39%	36%	47%	45%	27%	40%	35%	42%	30%	30%	38%	49%
VERY/SOMEWHAT LIBERAL	292	171	71	111	119	60	80	37	43	100	134	58
	28%	33%	23%	22%	41%	26%	26%	26%	26%	35%	30%	20%
Very conservative	186	88	64	108	43	35	60	30	31	50	64	72
	18%	17%	21%	21%	15%	15%	20%	21%	18%	17%	14%	25%
Somewhat conservative	212	98	78	120	36	55	48	29	19	37	107	68
	21%	19%	26%	24%	12%	24%	16%	21%	11%	13%	24%	24%
Moderate	302	151	84	150	82	70	106	44	62	89	136	78
	29%	29%	28%	30%	28%	31%	35%	31%	38%	31%	30%	27%
Somewhat liberal	157	91	41	59	61	37	43	20	23	48	74	35
	15%	18%	14%	12%	21%	16%	14%	14%	14%	17%	16%	12%
Very liberal	135	79	30	52	59	23	37	17	20	52	60	23
	13%	15%	10%	10%	20%	10%	12%	12%	12%	18%	13%	8%
Unsure	34	9	8	17	9	8	11	-	11	13	10	11
	3%	2%	3%	3%	3%	3%	4%		7%	4%	2%	4%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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 . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT CONSERVATIVE	397	305	61	31	397	-	-	343	40	204	140	347	39
	39%	75%	25%	8%	100%			70%	9%	72%	81%	67%	9%
VERY/SOMEWHAT LIBERAL	292	16	47	228	-	-	292	18	259	11	4	31	251
	28%	4%	19%	61%			100%	4%	56%	4%	2%	6%	57%
Very conservative	186	166	11	9	186	-	-	174	9	114	59	176	7
	18%	41%	5%	2%	47%			36%	2%	40%	34%	34%	2%
Somewhat conservative	212	139	50	22	212	-	-	169	32	90	80	171	32
	21%	34%	21%	6%	53%			35%	7%	31%	47%	33%	7%
Moderate	302	76	115	112	-	302	-	112	154	60	27	126	141
	29%	19%	47%	30%		100%		23%	33%	21%	16%	24%	32%
Somewhat liberal	157	10	27	120	-	-	157	11	136	5	4	15	133
	15%	3%	11%	32%			54%	2%	29%	2%	2%	3%	30%
Very liberal	135	6	20	109	-	-	135	7	123	6	1	15	117
	13%	2%	8%	29%			46%	1%	27%	2%	1%	3%	27%
Unsure	34	8	20	6	-	-	-	15	10	9	1	16	10
	3%	2%	8%	2%				3%	2%	3%	1%	3%	2%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
Less than \$30,000 per year	215	89	125	55	53	60	47	108	107	139	37	28	12
	21%	19%	23%	26%	22%	21%	16%	24%	19%	19%	31%	25%	17%
\$30,000 to \$49,999 per year	181	78	104	35	33	41	73	68	113	129	20	26	6
	18%	16%	19%	17%	14%	14%	25%	15%	20%	18%	17%	23%	9%
\$50,000 to \$74,999 per year	213	90	122	52	39	50	73	91	123	146	33	21	14
	21%	19%	22%	25%	16%	18%	25%	20%	21%	20%	29%	18%	20%
\$75,000 to \$99,999 per year	89	50	39	24	15	27	24	39	50	65	5	14	4
	9%	11%	7%	11%	6%	9%	8%	9%	9%	9%	5%	13%	6%
\$100,000 to \$124,999 per year	68	31	37	6	20	25	17	26	42	51	4	11	2
	7%	7%	7%	3%	8%	9%	6%	6%	7%	7%	4%	10%	3%
\$125,000 to \$149,999 per year	101	61	40	15	34	26	27	48	52	86	2	4	10
	10%	13%	7%	7%	14%	9%	9%	11%	9%	12%	2%	3%	14%
\$150,000 to \$199,999 per year	93	51	42	10	24	35	24	34	59	72	7	3	11
	9%	11%	8%	5%	10%	12%	8%	8%	10%	10%	6%	2%	16%
\$200,000 to \$249,999 per year	30	14	16	2	14	9	5	16	14	19	3	3	5
	3%	3%	3%	1%	6%	3%	2%	3%	2%	3%	2%	3%	7%
\$250,000 or more per year	24	9	15	6	6	8	3	12	11	12	3	3	5
	2%	2%	3%	3%	3%	3%	1%	3%	2%	2%	3%	3%	7%
Prefer not to say	11	3	8	4	2	3	1	6	4	6	3	-	1
	1%	1%	1%	2%	1%	1%	0%	1%	1%	1%	3%	-	1%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Less than \$30,000 per year	215	102	77	24	12	179	36	215	-	-	-	-	215	-
	21%	34%	25%	9%	7%	29%	9%	100%					54%	
\$30,000 to \$49,999 per year	181	78	61	36	7	138	43	-	181	-	-	-	181	-
	18%	26%	20%	14%	4%	23%	10%		100%				46%	
\$50,000 to \$74,999 per year	213	79	66	48	20	146	68	-	-	213	-	-	-	213
	21%	26%	22%	18%	13%	24%	16%			100%				35%
\$75,000 to \$99,999 per year	89	3	30	35	22	33	56	-	-	-	89	-	-	89
	9%	1%	10%	13%	14%	5%	13%				57%			14%
\$100,000 to \$124,999 per year	68	8	14	26	20	22	47	-	-	-	68	-	-	68
	7%	3%	5%	10%	13%	4%	11%				43%			11%
\$125,000 to \$149,999 per year	101	12	29	36	23	41	60	-	-	-	-	101	-	101
	10%	4%	9%	14%	15%	7%	14%					41%		16%
\$150,000 to \$199,999 per year	93	6	19	39	29	25	68	-	-	-	-	93	-	93
	9%	2%	6%	15%	18%	4%	16%					38%		15%
\$200,000 to \$249,999 per year	30	3	5	10	11	9	21	-	-	-	-	30	-	30
	3%	1%	2%	4%	7%	1%	5%					12%		5%
\$250,000 or more per year	24	4	4	5	10	9	15	-	-	-	-	24	-	24
	2%	1%	1%	2%	6%	1%	4%					10%		4%
Prefer not to say	11	5	2	1	3	7	4	-	-	-	-	-	-	-
	1%	2%	1%	0%	2%	1%	1%							

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
Less than \$30,000 per year	215	72	62	45	95	73	44	12	32	74	65	76
	21%	14%	20%	9%	33%	32%	14%	9%	19%	26%	14%	27%
\$30,000 to \$49,999 per year	181	73	73	67	57	57	41	18	23	63	73	46
	18%	14%	24%	13%	20%	25%	14%	13%	14%	22%	16%	16%
\$50,000 to \$74,999 per year	213	112	65	103	64	46	57	15	41	58	82	73
	21%	22%	21%	20%	22%	20%	19%	11%	25%	20%	18%	26%
\$75,000 to \$99,999 per year	89	64	22	53	23	13	37	23	14	24	42	23
	9%	12%	7%	11%	8%	6%	12%	17%	8%	8%	9%	8%
\$100,000 to \$124,999 per year	68	44	20	45	10	13	21	10	11	16	32	20
	7%	8%	6%	9%	4%	6%	7%	7%	7%	6%	7%	7%
\$125,000 to \$149,999 per year	101	56	29	84	11	6	41	32	9	22	63	16
	10%	11%	10%	17%	4%	3%	13%	23%	6%	8%	14%	5%
\$150,000 to \$199,999 per year	93	53	27	69	12	12	37	17	20	13	60	20
	9%	10%	9%	14%	4%	5%	12%	12%	12%	5%	13%	7%
\$200,000 to \$249,999 per year	30	22	4	24	2	4	13	6	7	6	17	6
	3%	4%	1%	5%	1%	2%	4%	4%	4%	2%	4%	2%
\$250,000 or more per year	24	18	3	14	9	1	11	5	5	7	14	3
	2%	3%	1%	3%	3%	0%	3%	4%	3%	2%	3%	1%
Prefer not to say	11	4	1	3	6	2	3	-	3	5	2	3
	1%	1%	0%	1%	2%	1%	1%		2%	2%	1%	1%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 Percentage Points

[QIncome] Which range includes your total annual household income from all sources, before taxes?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
Less than \$30,000 per year	215	62	66	88	59	81	66	88	99	54	16	100	94
	21%	15%	27%	23%	15%	27%	23%	18%	21%	19%	9%	19%	21%
\$30,000 to \$49,999 per year	181	78	49	55	81	43	51	97	76	58	33	95	79
	18%	19%	20%	14%	20%	14%	18%	20%	16%	20%	19%	18%	18%
\$50,000 to \$74,999 per year	213	96	39	78	91	57	55	109	97	51	51	113	89
	21%	24%	16%	21%	23%	19%	19%	22%	21%	18%	29%	22%	20%
\$75,000 to \$99,999 per year	89	38	18	33	35	26	28	45	40	27	19	52	34
	9%	9%	7%	9%	9%	9%	10%	9%	9%	9%	11%	10%	8%
\$100,000 to \$124,999 per year	68	19	22	28	22	23	21	28	33	14	8	28	35
	7%	5%	9%	7%	6%	8%	7%	6%	7%	5%	5%	5%	8%
\$125,000 to \$149,999 per year	101	44	18	39	43	32	26	47	42	34	16	53	40
	10%	11%	7%	10%	11%	10%	9%	10%	9%	12%	9%	10%	9%
\$150,000 to \$199,999 per year	93	46	17	30	43	22	28	49	43	28	24	51	37
	9%	11%	7%	8%	11%	7%	10%	10%	9%	10%	14%	10%	9%
\$200,000 to \$249,999 per year	30	12	4	14	8	11	10	12	18	11	1	13	16
	3%	3%	2%	4%	2%	4%	3%	2%	4%	4%	1%	3%	4%
\$250,000 or more per year	24	7	8	9	12	7	5	7	13	2	5	8	14
	2%	2%	3%	2%	3%	2%	2%	1%	3%	1%	3%	2%	3%
Prefer not to say	11	5	2	3	4	1	2	7	3	6	-	7	2
	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	0%	1%	1%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	476	547	209	239	283	294	448	578	725	117	113	70
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	305	139	165	89	130	75	12	219	86	201	31	51	23
	30%	29%	30%	42%	55%	26%	4%	49%	15%	28%	27%	45%	32%
No	718	334	381	121	108	208	282	228	490	524	86	61	48
	70%	70%	70%	58%	45%	73%	96%	51%	85%	72%	73%	54%	68%
Prefer not to say	2	2	-	-	1	1	-	1	1	1	-	1	-
	*%	*%			*%	*%		*%	*%	*%		1%	

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	300	308	261	157	608	418	215	181	213	157	247	397	618
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	305	80	79	98	48	159	147	44	41	57	58	102	85	217
	30%	27%	26%	38%	31%	26%	35%	20%	23%	27%	37%	41%	22%	35%
No	718	219	228	162	109	447	271	170	140	155	99	146	311	400
	70%	73%	74%	62%	69%	74%	65%	79%	77%	73%	63%	59%	78%	65%
Prefer not to say	2	1	1	-	-	2	-	1	-	1	-	-	1	1
	*%	*%	*%			*%		*%		*%			*%	*%

Echelon Insights
January Omnibus 2025

N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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	1026	517	306	506	289	227	305	139	165	288	451	286
	100	100	100	100	100	100	100	100	100	100	100	100
Yes	305	218	23	185	77	42	305	139	165	104	115	87
	30%	42%	7%	37%	27%	19%	100%	100%	100%	36%	25%	30%
No	718	299	283	320	211	185	-	-	-	185	336	198
	70%	58%	93%	63%	73%	81%				64%	75%	69%
Prefer not to say	2	-	-	1	1	-	-	-	-	-	-	2
	*%			*%	*%							1%

Echelon Insights
January Omnibus 2025
N=1,024 Registered Voters in the Likely Electorate, Nationally, January 22-24, 2025, Margin of Error=+/-3.5 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 . . .		Trump Job Approval	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party	Approve	Disapprove
Total	1026	405	243	378	397	302	292	489	463	284	172	521	441
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	305	140	69	97	108	106	80	152	137	95	52	169	119
	30%	35%	28%	26%	27%	35%	27%	31%	30%	33%	30%	32%	27%
No	718	265	174	280	289	196	212	336	325	190	119	351	321
	70%	65%	71%	74%	73%	65%	73%	69%	70%	67%	70%	67%	73%
Prefer not to say	2	-	1	1	-	1	-	1	1	-	-	1	1
	*%		*%	*%		*%		*%	*%			*%	*%