

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Republican	390	204	186	68	89	110	123	157	234	321	15	30	24
	39%	44%	35%	33%	38%	39%	43%	36%	41%	45%	13%	27%	35%
Democrat	393	165	227	80	92	108	114	172	221	229	78	51	35
	39%	35%	42%	39%	39%	38%	39%	39%	39%	32%	68%	46%	50%
Independent	206	93	111	50	48	59	49	98	109	150	21	25	10
	20%	20%	21%	24%	20%	21%	17%	22%	19%	21%	18%	23%	14%
Member of another party	4	2	2	-	3	-	1	3	1	3	0	-	1
	*%	*%	*%		1%		*%	1%	*%	*%	*%		1%
Unsure	16	4	13	9	3	3	1	12	4	10	1	5	-
	2%	1%	2%	5%	1%	1%	*%	3%	1%	1%	1%	4%	

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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	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Republican	390	118	113	102	57	231	160	64	84	73	73	95	148	241
	39%	40%	37%	40%	37%	38%	39%	30%	39%	42%	45%	39%	35%	42%
Democrat	393	115	109	103	66	224	169	95	76	56	58	107	171	221
	39%	39%	36%	40%	43%	37%	41%	45%	35%	32%	36%	44%	40%	38%
Independent	206	57	72	47	30	129	77	46	49	41	28	38	95	107
	20%	19%	24%	19%	19%	21%	19%	22%	23%	24%	17%	16%	22%	19%
Member of another party	4	-	1	2	1	1	3	0	1	-	1	1	1	3
	*%		*%	1%	1%	*%	1%	*%	*%		1%	1%	*%	*%
Unsure	16	7	9	-	-	16	-	6	4	2	1	2	10	5
	2%	2%	3%			3%		3%	2%	1%	1%	1%	2%	1%

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

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
Republican	390	209	131	200	96	93	122	65	57	92	162	136
	39%	37%	45%	42%	31%	41%	39%	46%	33%	32%	38%	46%
Democrat	393	222	102	170	131	91	120	45	75	133	172	88
	39%	40%	35%	36%	43%	40%	38%	32%	43%	46%	40%	30%
Independent	206	117	55	97	72	36	65	30	34	54	86	67
	20%	21%	19%	20%	24%	16%	20%	21%	19%	19%	20%	22%
Member of another party	4	2	1	3	-	1	3	1	1	-	1	3
	*%	*%	*%	1%		1%	1%	1%	1%		*%	1%
Unsure	16	10	3	3	8	5	7	-	7	8	5	4
	2%	2%	1%	1%	3%	2%	2%		4%	3%	1%	1%

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N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

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

	Total	Party			Ideology			2020 Ballot		2024 Ballot		GOP Supporter of	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
Republican	390	390	-	-	298	72	18	343	20	351	21	228	154
	39%	100%			80%	22%	6%	78%	4%	76%	5%	82%	89%
Democrat	393	-	-	393	23	129	232	15	355	16	344	-	-
	39%			100%	6%	40%	80%	4%	76%	3%	77%		
Independent	206	-	206	-	47	116	35	73	87	89	78	45	18
	20%		91%		12%	36%	12%	17%	19%	19%	17%	16%	10%
Member of another party	4	-	4	-	2	0	2	2	2	2	2	1	1
	*%		2%		1%	*%	1%	1%	*%	1%	*%	*%	1%
Unsure	16	-	16	-	3	5	2	4	5	5	2	3	1
	2%		7%		1%	1%	1%	1%	1%	1%	*%	1%	*%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	390	204	186	68	89	110	123	157	234	321	15	30	24
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	405	190	215	78	86	122	119	164	241	347	16	25	17
Firmly a Republican	310	163	147	59	67	95	90	125	184	261	14	19	17
	79%	80%	79%	86%	75%	86%	73%	80%	79%	81%	94%	62%	69%
Not firmly a Republican	81	41	39	9	22	16	34	31	49	60	1	12	8
	21%	20%	21%	14%	25%	14%	27%	20%	21%	19%	6%	38%	31%

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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	390	118	113	102	57	231	160	64	84	73	73	95	148	241
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	405	107	156	97	45	263	142	82	84	79	77	81	166	237
Firmly a Republican	310	101	88	78	43	189	121	59	70	60	53	66	129	179
	79%	86%	78%	76%	75%	82%	76%	93%	82%	83%	73%	69%	87%	75%
Not firmly a Republican	81	17	25	25	14	42	39	5	15	13	20	29	19	61
	21%	14%	22%	24%	25%	18%	24%	7%	18%	17%	27%	31%	13%	25%

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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	390	209	131	200	96	93	122	65	57	92	162	136
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	405	206	137	190	101	112	137	67	70	88	163	154
Firmly a Republican	310	162	102	149	83	76	97	51	46	78	121	111
	79%	77%	78%	75%	87%	82%	79%	79%	80%	84%	75%	82%
Not firmly a Republican	81	48	29	51	13	17	25	14	11	14	41	25
	21%	23%	22%	25%	13%	18%	21%	21%	20%	16%	25%	18%

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

	Total	Party			Ideology			2020 Ballot		2024 Ballot		GOP Supporter of	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	390	390	-	-	298	72	18	343	20	351	21	228	154
	100	100			100	100	100	100	100	100	100	100	100
Unweighted Total	405	405	-	-	309	73	19	354	18	367	17	242	154
Firmly a Republican	310	310	-	-	254	38	16	282	7	287	8	193	116
	79%	79%			85%	52%	89%	82%	34%	82%	38%	85%	75%
Not firmly a Republican	81	81	-	-	44	34	2	61	13	63	13	35	38
	21%	21%			15%	48%	11%	18%	66%	18%	62%	15%	25%

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November Omnibus 2024
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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	393	165	227	80	92	108	114	172	221	229	78	51	35
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	380	143	236	78	78	112	112	156	224	230	84	41	25
Firmly a Democrat	306	131	175	65	71	80	90	136	170	177	72	41	16
	78%	79%	77%	82%	77%	75%	79%	79%	77%	77%	93%	79%	45%
Not firmly a Democrat	87	35	52	14	21	27	24	36	51	52	6	10	19
	22%	21%	23%	18%	23%	25%	21%	21%	23%	23%	7%	21%	55%

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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	393	115	109	103	66	224	169	95	76	56	58	107	171	221
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	380	93	132	99	56	225	155	99	81	55	57	87	180	199
Firmly a Democrat	306	102	76	71	57	178	128	82	59	40	49	76	140	165
	78%	89%	70%	69%	87%	79%	76%	86%	78%	71%	85%	71%	82%	75%
Not firmly a Democrat	87	13	33	32	9	46	41	14	17	16	9	31	31	56
	22%	11%	30%	31%	13%	21%	24%	14%	22%	29%	15%	29%	18%	25%

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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	393	222	102	170	131	91	120	45	75	133	172	88
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	380	203	109	144	128	107	104	35	69	129	157	94
Firmly a Democrat	306	162	87	130	106	70	91	36	55	109	128	68
	78%	73%	85%	76%	81%	77%	76%	80%	73%	82%	75%	78%
Not firmly a Democrat	87	60	15	40	25	21	29	9	20	24	44	19
	22%	27%	15%	24%	19%	23%	24%	20%	27%	18%	25%	22%

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

	Total	Party			Ideology			2020 Ballot		2024 Ballot		GOP Supporter of	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	393	-	-	393	23	129	232	15	355	16	344	-	-
	100			100	100	100	100	100	100	100	100		
Unweighted Total	380	-	-	380	25	123	223	17	337	15	333	-	-
Firmly a Democrat	306	-	-	306	18	84	199	7	284	9	279	-	-
	78%			78%	77%	65%	86%	47%	80%	56%	81%		
Not firmly a Democrat	87	-	-	87	5	45	34	8	71	7	64	-	-
	22%			22%	23%	35%	14%	53%	20%	44%	19%		

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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	227	98	126	59	54	62	52	113	114	163	23	30	10
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	225	97	125	62	49	58	56	111	114	164	24	22	15
Republicans	85	44	41	16	22	26	20	38	46	66	3	11	4
	37%	44%	32%	28%	41%	42%	39%	34%	40%	40%	15%	37%	39%
Democrats	72	29	41	22	17	14	19	39	33	48	11	10	3
	32%	30%	32%	37%	32%	23%	37%	35%	29%	29%	50%	33%	32%
Both equally often	54	19	34	14	10	19	12	24	30	39	6	7	2
	24%	20%	27%	24%	18%	30%	22%	21%	26%	24%	25%	24%	19%
Unsure	16	6	10	7	4	4	1	11	5	11	2	2	1
	7%	6%	8%	12%	8%	6%	2%	10%	4%	7%	10%	6%	10%

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

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	227	64	82	50	31	146	81	52	54	44	30	41	106	115
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	225	54	95	46	30	149	76	53	54	46	29	39	107	114
Republicans	85	20	37	19	10	56	28	11	23	14	18	16	34	48
	37%	31%	44%	37%	31%	39%	35%	22%	42%	32%	59%	38%	32%	41%
Democrats	72	20	26	16	10	47	25	21	18	16	7	9	39	33
	32%	32%	32%	32%	31%	32%	31%	40%	33%	37%	24%	23%	37%	29%
Both equally often	54	12	16	14	12	28	26	12	9	11	5	15	21	31
	24%	19%	20%	28%	38%	19%	32%	23%	18%	26%	17%	36%	20%	27%
Unsure	16	11	3	2	-	14	2	8	4	2	-	1	12	3
	7%	18%	4%	3%		10%	2%	15%	7%	4%		4%	11%	3%

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

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	227	129	59	102	80	42	74	31	42	61	92	73
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	225	127	61	83	84	55	73	27	45	63	82	80
Republicans	85	50	24	50	21	13	24	16	8	19	47	19
	37%	39%	40%	49%	26%	32%	32%	51%	19%	31%	51%	26%
Democrats	72	35	24	27	30	15	19	6	12	22	24	26
	32%	27%	41%	26%	37%	36%	25%	18%	28%	36%	27%	35%
Both equally often	54	35	10	23	21	8	21	7	14	16	18	20
	24%	27%	17%	23%	27%	19%	28%	21%	34%	25%	19%	28%
Unsure	16	9	1	2	8	5	11	3	8	4	3	8
	7%	7%	2%	2%	11%	13%	15%	10%	18%	7%	3%	12%

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	Total	Party			Ideology			2020 Ballot		2024 Ballot		GOP Supporter of	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	227	-	227	-	51	121	39	80	94	96	82	50	19
	100		100		100	100	100	100	100	100	100	100	100
Unweighted Total	225	-	225	-	46	124	41	77	94	96	82	47	19
Republicans	85	-	85	-	41	39	4	59	12	68	0	50	19
	37%		37%		79%	32%	9%	75%	13%	71%	1%	100%	100%
Democrats	72	-	72	-	3	34	34	3	54	3	59	-	-
	32%		32%		5%	28%	87%	4%	57%	3%	72%		
Both equally often	54	-	54	-	7	44	1	13	25	20	21	-	-
	24%		24%		13%	37%	2%	16%	27%	20%	26%		
Unsure	16	-	16	-	2	4	1	4	2	5	1	-	-
	7%		7%		3%	3%	3%	5%	3%	5%	1%		

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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	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Total Republican+Republican-leaning Independents	475	248	227	84	111	136	144	195	280	387	18	41	28
	47%	53%	42%	41%	47%	49%	50%	44%	49%	54%	16%	37%	41%
Total Democratic+Democratic-leaning Independents	465	195	267	101	109	122	133	211	254	276	90	61	38
	46%	42%	50%	49%	47%	44%	46%	48%	45%	39%	77%	55%	55%
Total Independent	70	25	45	21	14	22	13	35	35	50	8	9	3
	7%	5%	8%	10%	6%	8%	4%	8%	6%	7%	7%	8%	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	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Total Republican+Republican-leaning Independents	475	137	150	121	67	287	188	75	107	87	91	111	182	288
	47%	46%	49%	47%	44%	48%	46%	35%	50%	51%	56%	45%	43%	50%
Total Democratic+Democratic-leaning Independents	465	135	136	119	75	271	194	116	93	72	65	117	210	254
	46%	46%	45%	47%	49%	45%	47%	55%	44%	42%	41%	48%	49%	44%
Total Independent	70	23	19	16	12	43	27	20	13	13	5	16	33	35
	7%	8%	6%	6%	8%	7%	7%	9%	6%	8%	3%	7%	8%	6%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
Total Republican+Republican-leaning Independents	475	259	155	250	117	106	146	80	66	111	209	155
	47%	46%	53%	53%	38%	47%	46%	57%	37%	39%	49%	52%
Total Democratic+Democratic-leaning Independents	465	257	126	196	161	106	138	50	87	156	196	113
	46%	46%	43%	42%	52%	47%	44%	36%	50%	54%	46%	38%
Total Independent	70	44	11	26	30	13	32	10	22	20	21	29
	7%	8%	4%	5%	10%	6%	10%	7%	13%	7%	5%	10%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QPartyConsolidated] QPartyID and QPartyLeanView

	Total	Party			Ideology			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
Total Republican+Republican-leaning Independents	475	390	85	-	338	111	21	402	32	419	22	278	174
	47%	100%	37%		91%	34%	7%	92%	7%	91%	5%	100%	100%
Total Democratic+Democratic-leaning Independents	465	-	72	393	26	163	266	19	409	19	403	-	-
	46%		32%	100%	7%	51%	92%	4%	87%	4%	90%		
Total Independent	70	-	70	-	8	48	2	17	28	25	22	-	-
	7%		31%		2%	15%	1%	4%	6%	5%	5%		

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	475	248	227	84	111	136	144	195	280	387	18	41	28
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	483	230	253	94	103	148	138	197	286	407	21	33	22
Supporter of Donald Trump	278	157	121	58	55	85	81	113	165	215	13	27	23
	59%	63%	53%	69%	49%	62%	56%	58%	59%	56%	74%	65%	81%
Supporter of the Republican Party	174	81	93	25	47	47	55	72	102	154	4	11	5
	37%	33%	41%	29%	43%	35%	38%	37%	36%	40%	20%	26%	19%
I don't support either one	13	5	7	0	4	-	8	5	8	9	1	3	-
	3%	2%	3%	*%	4%		6%	2%	3%	2%	6%	6%	
Unsure	10	5	5	1	4	4	-	6	4	9	-	1	-
	2%	2%	2%	1%	4%	3%		3%	2%	2%		3%	

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	475	137	150	121	67	287	188	75	107	87	91	111	182	288
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	483	126	190	114	53	316	167	94	106	92	93	95	200	280
Supporter of Donald Trump	278	94	93	61	29	188	91	55	65	54	53	48	120	156
	59%	69%	62%	51%	43%	65%	48%	73%	61%	62%	59%	44%	66%	54%
Supporter of the Republican Party	174	39	47	54	34	86	88	18	37	29	36	54	55	119
	37%	28%	32%	45%	50%	30%	47%	24%	34%	33%	40%	49%	30%	41%
I don't support either one	13	1	6	3	3	7	6	0	1	3	1	4	2	8
	3%	1%	4%	2%	5%	2%	3%	0%	1%	3%	2%	4%	1%	3%
Unsure	10	3	3	3	1	6	4	1	4	1	-	4	5	5
	2%	2%	2%	2%	2%	2%	2%	2%	3%	1%		4%	3%	2%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	475	259	155	250	117	106	146	80	66	111	209	155
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	483	250	161	227	123	130	158	79	79	107	200	176
Supporter of Donald Trump	278	152	83	132	77	68	87	47	39	59	122	97
	59%	59%	53%	53%	66%	64%	59%	59%	60%	53%	59%	63%
Supporter of the Republican Party	174	93	64	102	35	36	54	28	26	45	77	52
	37%	36%	42%	41%	30%	34%	37%	35%	39%	41%	37%	34%
I don't support either one	13	6	6	10	1	2	3	3	0	2	7	4
	3%	2%	4%	4%	1%	2%	2%	3%	1%	2%	3%	2%
Unsure	10	8	1	6	4	1	2	2	-	4	3	2
	2%	3%	1%	2%	3%	*%	2%	3%		4%	2%	1%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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			2020 Ballot		2024 Ballot		GOP Supporter of	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	475	390	85	-	338	111	21	402	32	419	22	278	174
	100	100	100		100	100	100	100	100	100	100	100	100
Unweighted Total	483	405	78	-	345	109	23	406	31	428	18	289	173
Supporter of Donald Trump	278	228	50	-	185	74	15	245	9	265	-	278	-
	59%	58%	59%		55%	67%	71%	61%	29%	63%		100%	
Supporter of the Republican Party	174	154	19	-	146	23	4	144	18	143	20	-	174
	37%	40%	23%		43%	21%	21%	36%	54%	34%	91%		100%
I don't support either one	13	6	7	-	6	5	2	6	4	4	2	-	-
	3%	2%	8%		2%	5%	8%	1%	13%	1%	9%		
Unsure	10	1	9	-	1	9	-	8	1	7	-	-	-
	2%	*%	10%		*%	8%		2%	4%	2%			

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Right direction	304	154	150	79	76	87	62	155	149	209	37	38	20
	30%	33%	28%	38%	32%	31%	22%	35%	26%	29%	32%	34%	29%
Wrong track	596	283	310	98	130	166	202	228	368	432	64	61	40
	59%	60%	58%	48%	55%	59%	70%	52%	65%	61%	55%	54%	58%
Unsure	110	31	79	29	29	27	24	58	51	73	14	13	9
	11%	7%	15%	14%	12%	10%	8%	13%	9%	10%	12%	12%	13%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Right direction	304	98	84	79	44	182	122	59	70	47	47	81	129	175
	30%	33%	28%	31%	28%	30%	30%	28%	33%	27%	29%	33%	30%	30%
Wrong track	596	161	187	156	93	348	249	124	125	117	101	126	249	344
	59%	54%	61%	61%	60%	58%	61%	59%	58%	68%	63%	52%	59%	60%
Unsure	110	38	34	20	18	71	38	28	18	8	13	37	46	58
	11%	13%	11%	8%	12%	12%	9%	13%	9%	5%	8%	15%	11%	10%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
Right direction	304	192	60	139	99	65	131	72	59	101	116	88
	30%	34%	21%	29%	32%	29%	41%	51%	34%	35%	27%	30%
Wrong track	596	302	209	279	175	142	149	61	87	155	259	182
	59%	54%	71%	59%	57%	63%	47%	44%	50%	54%	61%	61%
Unsure	110	66	23	54	33	19	37	8	29	31	51	27
	11%	12%	8%	11%	11%	8%	12%	6%	16%	11%	12%	9%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
Right direction	304	150	52	101	138	89	74	165	115	170	111	112	59
	30%	38%	23%	26%	37%	28%	25%	38%	25%	37%	25%	40%	34%
Wrong track	596	212	141	243	206	186	187	242	295	256	286	149	97
	59%	54%	62%	62%	55%	58%	65%	55%	63%	55%	64%	53%	56%
Unsure	110	28	33	49	28	47	29	31	59	37	49	17	17
	11%	7%	15%	12%	8%	14%	10%	7%	13%	8%	11%	6%	10%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QDysfunction] How likely do you think it is that the country will start to head in a better direction in 2025?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT LIKELY	587	295	291	128	138	160	160	266	320	435	52	59	40
	58%	63%	54%	62%	59%	57%	55%	60%	56%	61%	45%	53%	57%
NOT VERY/NOT AT ALL LIKELY	382	159	222	72	84	109	118	156	227	255	55	46	27
	38%	34%	41%	35%	36%	39%	41%	35%	40%	36%	47%	41%	39%
Very likely	390	209	181	80	90	114	106	170	220	313	23	32	22
	39%	45%	34%	39%	38%	41%	37%	38%	39%	44%	19%	29%	31%
Somewhat likely	197	86	111	48	48	47	54	96	100	122	30	27	18
	19%	18%	21%	23%	21%	17%	19%	22%	18%	17%	26%	24%	26%
Not very likely	173	65	107	37	43	51	42	80	93	109	25	25	14
	17%	14%	20%	18%	18%	18%	15%	18%	16%	15%	22%	22%	20%
Not at all likely	209	94	114	34	41	58	76	75	134	146	29	21	13
	21%	20%	21%	17%	17%	21%	26%	17%	24%	20%	25%	19%	19%
Unsure	41	14	26	7	12	11	11	19	22	23	9	6	2
	4%	3%	5%	3%	5%	4%	4%	4%	4%	3%	8%	6%	3%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QDysfunction] How likely do you think it is that the country will start to head in a better direction in 2025?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT LIKELY	587	184	179	146	79	362	224	108	128	106	99	143	236	348
	58%	62%	59%	57%	51%	60%	55%	51%	60%	61%	62%	59%	55%	60%
NOT VERY/NOT AT ALL LIKELY	382	96	114	102	71	209	173	88	82	61	58	93	170	213
	38%	32%	37%	40%	46%	35%	42%	42%	38%	36%	36%	38%	40%	37%
Very likely	390	113	127	93	57	240	150	68	78	72	71	98	146	241
	39%	38%	42%	36%	37%	40%	37%	32%	36%	42%	44%	40%	34%	42%
Somewhat likely	197	71	52	53	21	123	74	40	50	34	28	45	90	107
	19%	24%	17%	21%	14%	20%	18%	19%	24%	20%	17%	19%	21%	19%
Not very likely	173	38	51	53	32	88	85	33	46	25	27	43	79	95
	17%	13%	17%	21%	21%	15%	21%	16%	21%	14%	17%	18%	19%	16%
Not at all likely	209	58	63	49	39	121	88	55	37	37	32	50	91	118
	21%	20%	21%	19%	25%	20%	22%	26%	17%	21%	20%	20%	21%	20%
Unsure	41	17	12	8	4	29	12	15	4	5	3	8	19	17
	4%	6%	4%	3%	3%	5%	3%	7%	2%	3%	2%	3%	5%	3%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QDysfunction] How likely do you think it is that the country will start to head in a better direction in 2025?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT LIKELY	587	339	156	292	163	128	211	106	104	165	239	183
	58%	61%	53%	62%	53%	57%	67%	76%	60%	57%	56%	62%
NOT VERY/NOT AT ALL LIKELY	382	202	125	167	129	86	93	33	60	110	173	99
	38%	36%	43%	35%	42%	38%	29%	23%	35%	38%	41%	33%
Very likely	390	220	112	199	100	89	136	80	56	106	156	127
	39%	39%	38%	42%	33%	40%	43%	57%	32%	37%	37%	43%
Somewhat likely	197	120	43	93	63	39	75	27	48	58	83	56
	19%	21%	15%	20%	21%	17%	24%	19%	28%	20%	19%	19%
Not very likely	173	105	41	77	63	33	57	21	36	40	84	49
	17%	19%	14%	16%	21%	15%	18%	15%	21%	14%	20%	17%
Not at all likely	209	97	84	90	66	53	36	12	24	70	89	50
	21%	17%	29%	19%	21%	24%	11%	8%	14%	24%	21%	17%
Unsure	41	19	11	13	15	11	12	1	10	12	14	15
	4%	3%	4%	3%	5%	5%	4%	1%	6%	4%	3%	5%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QDysfunction] How likely do you think it is that the country will start to head in a better direction in 2025?

	Total	Party			Ideology			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT LIKELY	587	361	124	101	327	181	67	411	127	440	97	271	148
	58%	92%	55%	26%	88%	56%	23%	94%	27%	95%	22%	97%	85%
NOT VERY/NOT AT ALL LIKELY	382	23	87	272	38	121	213	21	321	18	327	7	17
	38%	6%	39%	69%	10%	38%	74%	5%	69%	4%	73%	2%	10%
Very likely	390	277	67	45	238	102	46	314	50	337	36	227	91
	39%	71%	29%	12%	64%	32%	16%	72%	11%	73%	8%	82%	53%
Somewhat likely	197	84	58	56	88	80	22	97	76	103	61	44	57
	19%	21%	25%	14%	24%	25%	7%	22%	16%	22%	14%	16%	33%
Not very likely	173	17	48	108	26	65	79	19	130	16	135	6	15
	17%	4%	21%	27%	7%	20%	27%	4%	28%	3%	30%	2%	9%
Not at all likely	209	6	39	164	12	57	134	3	192	3	192	1	2
	21%	2%	17%	42%	3%	18%	46%	1%	41%	1%	43%	*%	1%
Unsure	41	6	15	20	8	19	10	6	21	5	23	0	8
	4%	2%	7%	5%	2%	6%	3%	1%	4%	1%	5%	*%	5%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Infrastructure	3	2	1	1	1	1	-	2	1	3	-	1	-
	3%	3%	3%	3%	1%	3%	0%	3%	3%	3%	0%	1%	0%
The environment and climate change	41	28	13	4	11	9	17	16	26	30	2	5	4
	4%	6%	2%	2%	5%	3%	6%	4%	5%	4%	2%	4%	6%
Education	17	8	9	7	5	3	2	12	4	12	3	1	1
	2%	2%	2%	3%	2%	1%	1%	3%	1%	2%	3%	1%	1%
National security	27	14	13	4	5	5	13	9	18	19	5	2	0
	3%	3%	2%	2%	2%	2%	4%	2%	3%	3%	4%	2%	1%
Gun rights	15	6	10	5	7	3	1	11	4	9	3	3	-
	2%	1%	2%	2%	3%	1%	3%	3%	1%	1%	3%	3%	0%
Healthcare	31	11	20	6	10	11	5	15	16	17	4	2	7
	3%	2%	4%	3%	4%	4%	2%	3%	3%	2%	4%	2%	11%
Taxes	17	2	15	6	6	3	1	13	5	4	5	7	1
	2%	3%	3%	3%	3%	1%	3%	3%	1%	1%	4%	7%	2%
Jobs and the economy	137	73	64	37	41	31	28	78	59	97	17	15	9
	14%	16%	12%	18%	18%	11%	10%	18%	10%	14%	15%	13%	13%
Cost of living	272	100	171	61	60	88	62	121	150	203	28	34	6
	27%	21%	32%	30%	26%	32%	21%	28%	26%	28%	24%	30%	9%
Drug abuse	9	2	6	1	6	2	-	7	2	3	2	3	-
	1%	3%	1%	3%	3%	1%	0%	2%	3%	3%	2%	3%	0%
Immigration	154	91	63	22	25	47	61	47	108	115	13	9	17
	15%	19%	12%	10%	11%	17%	21%	11%	19%	16%	11%	8%	25%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	25	12	14	9	4	8	5	12	13	13	5	7	-
	3%	2%	3%	4%	2%	3%	2%	3%	2%	2%	4%	6%	
Political corruption	59	26	32	16	11	10	21	27	32	43	7	1	8
	6%	5%	6%	8%	5%	4%	7%	6%	6%	6%	6%	1%	11%
Race relations	7	4	4	2	-	4	2	2	6	4	1	2	0
	1%	1%	1%	1%		1%	1%	*%	1%	1%	1%	2%	1%
Abortion	52	17	34	12	18	11	11	30	22	35	10	7	1
	5%	4%	6%	6%	8%	4%	4%	7%	4%	5%	9%	6%	1%
The state of democracy	99	53	46	10	17	33	39	27	72	73	9	7	10
	10%	11%	8%	5%	7%	12%	13%	6%	13%	10%	7%	6%	15%
Something else (Please specify)	36	20	16	2	5	10	18	7	28	26	2	6	2
	4%	4%	3%	1%	2%	4%	6%	2%	5%	4%	2%	5%	2%
Unsure	8	1	7	2	2	1	3	4	4	7	-	-	2
	1%	*%	1%	1%	1%	*%	1%	1%	1%	1%			2%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Infrastructure	3	1	2	-	-	3	-	-	-	2	1	-	-	3
	*%	*%	1%			1%				1%	1%			1%
The environment and climate change	41	14	11	7	9	25	17	10	8	5	6	12	18	24
	4%	5%	4%	3%	6%	4%	4%	5%	4%	3%	4%	5%	4%	4%
Education	17	1	3	4	9	4	13	1	-	6	2	8	1	16
	2%	*%	1%	2%	6%	1%	3%	1%		4%	1%	3%	*%	3%
National security	27	7	11	8	2	17	9	7	8	2	4	6	15	12
	3%	2%	3%	3%	1%	3%	2%	3%	4%	1%	2%	3%	3%	2%
Gun rights	15	4	4	4	3	8	7	1	4	2	1	5	6	8
	2%	1%	1%	2%	2%	1%	2%	1%	2%	1%	1%	2%	1%	1%
Healthcare	31	9	9	12	2	18	14	8	6	2	3	12	15	17
	3%	3%	3%	5%	2%	3%	3%	4%	3%	1%	2%	5%	3%	3%
Taxes	17	5	8	-	4	13	4	7	3	4	-	1	10	5
	2%	2%	3%		3%	2%	1%	3%	1%	2%		*%	2%	1%
Jobs and the economy	137	35	40	39	22	76	61	28	22	20	24	43	50	87
	14%	12%	13%	15%	14%	13%	15%	13%	10%	12%	15%	18%	12%	15%
Cost of living	272	92	76	66	38	168	104	56	68	44	48	54	124	146
	27%	31%	25%	26%	24%	28%	25%	26%	32%	25%	30%	22%	29%	25%
Drug abuse	9	5	3	1	-	8	1	5	1	1	-	1	6	3
	1%	2%	1%	*%		1%	*%	2%	*%	1%		1%	1%	*%
Immigration	154	45	50	43	17	95	60	27	28	35	32	32	56	98
	15%	15%	16%	17%	11%	16%	15%	13%	13%	20%	20%	13%	13%	17%
Crime	25	14	7	3	1	21	4	9	8	1	3	4	17	8
	3%	5%	2%	1%	1%	4%	1%	4%	4%	1%	2%	2%	4%	1%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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+
Political corruption	59 6%	19 6%	17 6%	14 5%	9 6%	36 6%	23 6%	11 5%	11 5%	11 6%	9 5%	15 6%	23 5%	35 6%
Race relations	7 1%	2 1%	1 *%	2 1%	3 2%	2 *%	5 1%	3 1%	1 *%	1 1%	2 1%	1 1%	3 1%	4 1%
Abortion	52 5%	12 4%	15 5%	14 5%	11 7%	27 4%	25 6%	13 6%	10 5%	4 2%	8 5%	16 7%	23 5%	28 5%
The state of democracy	99 10%	18 6%	32 10%	30 12%	20 13%	50 8%	50 12%	16 7%	24 11%	24 14%	11 7%	24 10%	40 9%	59 10%
Something else (Please specify)	36 4%	10 3%	14 5%	9 4%	3 2%	24 4%	12 3%	8 4%	9 4%	5 3%	5 3%	8 3%	17 4%	18 3%
Unsure	8 1%	4 1%	3 1%	0 *%	1 1%	7 1%	2 *%	2 1%	1 *%	1 1%	3 2%	1 *%	3 1%	5 1%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
Infrastructure	3	3	-	1	1	1	2	1	1	2	1	1
	*%	1%		*%	*%	1%	1%	*%	1%	1%	*%	*%
The environment and climate change	41	20	17	23	10	8	8	6	2	18	15	8
	4%	4%	6%	5%	3%	3%	3%	4%	1%	6%	3%	3%
Education	17	15	2	9	5	2	8	4	4	8	7	2
	2%	3%	1%	2%	2%	1%	3%	3%	2%	3%	2%	1%
National security	27	17	8	11	9	7	4	2	2	7	9	10
	3%	3%	3%	2%	3%	3%	1%	1%	1%	2%	2%	3%
Gun rights	15	8	1	5	6	3	9	3	7	6	8	1
	2%	1%	*%	1%	2%	1%	3%	2%	4%	2%	2%	*%
Healthcare	31	17	9	16	10	6	8	1	7	7	18	7
	3%	3%	3%	3%	3%	3%	3%	1%	4%	3%	4%	2%
Taxes	17	7	1	9	6	2	7	1	6	6	5	7
	2%	1%	*%	2%	2%	1%	2%	1%	3%	2%	1%	2%
Jobs and the economy	137	88	28	71	43	23	68	36	32	27	64	46
	14%	16%	10%	15%	14%	10%	21%	25%	18%	9%	15%	15%
Cost of living	272	153	73	109	90	72	96	31	65	82	112	77
	27%	27%	25%	23%	29%	32%	30%	22%	37%	29%	26%	26%
Drug abuse	9	5	-	1	2	4	5	2	3	3	5	0
	1%	1%		*%	1%	2%	2%	1%	2%	1%	1%	*%
Immigration	154	75	61	81	34	39	32	24	9	34	74	46
	15%	13%	21%	17%	11%	17%	10%	17%	5%	12%	17%	16%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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
Crime	25 3%	12 2%	3 1%	10 2%	11 4%	4 2%	10 3%	3 2%	7 4%	14 5%	6 1%	5 2%
Political corruption	59 6%	33 6%	16 6%	27 6%	18 6%	13 6%	15 5%	4 3%	11 6%	11 4%	22 5%	25 8%
Race relations	7 1%	6 1%	0 *%	4 1%	3 1%	0 *%	-	-	-	4 1%	2 *%	2 1%
Abortion	52 5%	33 6%	12 4%	22 5%	19 6%	11 5%	17 5%	8 6%	9 5%	20 7%	21 5%	11 4%
The state of democracy	99 10%	52 9%	39 14%	55 12%	29 9%	16 7%	23 7%	14 10%	9 5%	28 10%	39 9%	33 11%
Something else (Please specify)	36 4%	11 2%	19 7%	16 3%	8 2%	12 5%	1 *%	1 1%	-	6 2%	18 4%	11 4%
Unsure	8 1%	5 1%	2 1%	2 *%	2 1%	3 1%	2 1%	-	2 1%	3 1%	1 *%	4 1%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	Party			Ideology			2020 Ballot		2024 Ballot		GOP Supporter of	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010 100	390 100	227 100	393 100	372 100	322 100	289 100	438 100	469 100	463 100	447 100	278 100	174 100
Infrastructure	3 *%	2 1%	1 *%	-	2 *%	1 *%	1 *%	3 1%	-	3 1%	-	2 1%	1 *%
The environment and climate change	41 4%	8 2%	7 3%	26 7%	8 2%	10 3%	24 8%	8 2%	30 6%	10 2%	29 7%	4 1%	5 3%
Education	17 2%	1 *%	3 1%	13 3%	-	2 1%	15 5%	6 1%	10 2%	5 1%	10 2%	1 *%	-
National security	27 3%	16 4%	3 1%	8 2%	16 4%	4 1%	6 2%	20 4%	6 1%	22 5%	5 1%	12 4%	6 4%
Gun rights	15 2%	1 *%	2 1%	12 3%	1 *%	9 3%	4 1%	1 *%	12 3%	1 *%	12 3%	-	1 *%
Healthcare	31 3%	5 1%	8 4%	18 5%	4 1%	17 5%	9 3%	10 2%	18 4%	8 2%	19 4%	3 1%	2 1%
Taxes	17 2%	1 *%	10 5%	6 1%	3 1%	8 2%	4 1%	3 1%	7 2%	1 *%	7 2%	3 1%	0 *%
Jobs and the economy	137 14%	66 17%	30 13%	41 10%	64 17%	47 15%	22 8%	73 17%	51 11%	75 16%	53 12%	48 17%	29 17%
Cost of living	272 27%	118 30%	78 34%	76 19%	109 29%	102 32%	52 18%	134 31%	105 22%	150 32%	85 19%	78 28%	64 37%
Drug abuse	9 1%	3 1%	3 1%	2 *%	4 1%	2 1%	2 1%	5 1%	3 1%	1 *%	3 1%	1 *%	3 2%
Immigration	154 15%	115 30%	25 11%	14 3%	108 29%	35 11%	11 4%	120 28%	24 5%	128 28%	20 4%	91 33%	43 25%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	Party			Ideology			2020 Ballot		2024 Ballot		GOP Supporter of	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Crime	25	8	6	11	8	15	3	8	12	10	9	8	2
	3%	2%	3%	3%	2%	5%	1%	2%	2%	2%	2%	3%	1%
Political corruption	59	16	13	29	17	15	24	15	35	15	36	10	6
	6%	4%	6%	7%	5%	5%	8%	3%	7%	3%	8%	4%	3%
Race relations	7	2	0	5	2	2	4	1	7	2	4	1	1
	1%	*%	*%	1%	*%	1%	1%	*%	1%	*%	1%	*%	*%
Abortion	52	12	7	34	14	11	23	14	33	13	36	6	6
	5%	3%	3%	9%	4%	3%	8%	3%	7%	3%	8%	2%	3%
The state of democracy	99	9	18	72	6	23	71	8	87	8	88	3	3
	10%	2%	8%	18%	1%	7%	24%	2%	18%	2%	20%	1%	2%
Something else (Please specify)	36	4	9	22	7	16	13	8	24	10	24	7	2
	4%	1%	4%	6%	2%	5%	4%	2%	5%	2%	5%	2%	1%
Unsure	8	1	2	5	2	3	3	1	4	1	6	1	1
	1%	*%	1%	1%	*%	1%	1%	*%	1%	*%	1%	*%	1%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QIssuesSecondChoice] 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	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Infrastructure	8	7	1	1	0	4	3	1	7	4	2	3	-
	1%	1%	0%	0%	0%	2%	1%	0%	1%	1%	1%	2%	-
The environment and climate change	41	22	18	6	7	13	14	13	27	36	2	2	1
	4%	5%	3%	3%	3%	5%	5%	3%	5%	5%	2%	1%	2%
Education	16	9	7	6	7	3	-	13	3	6	3	5	2
	2%	2%	1%	3%	3%	1%	-	3%	1%	1%	2%	5%	3%
National security	40	23	17	9	5	11	15	14	27	28	1	5	7
	4%	5%	3%	4%	2%	4%	5%	3%	5%	4%	1%	4%	9%
Gun rights	22	5	17	6	7	4	5	13	9	14	5	1	2
	2%	1%	3%	3%	3%	1%	2%	3%	2%	2%	4%	1%	3%
Healthcare	51	11	40	13	14	14	11	27	24	35	8	6	2
	5%	2%	7%	6%	6%	5%	4%	6%	4%	5%	7%	6%	2%
Taxes	34	19	14	9	10	8	6	19	15	23	8	2	-
	3%	4%	3%	4%	4%	3%	2%	4%	3%	3%	7%	2%	-
Jobs and the economy	152	57	94	34	41	53	24	75	77	96	14	27	15
	15%	12%	18%	16%	17%	19%	8%	17%	14%	13%	12%	24%	21%
Cost of living	199	101	98	41	48	45	64	89	110	149	21	18	11
	20%	22%	18%	20%	20%	16%	22%	20%	19%	21%	18%	16%	16%
Drug abuse	17	11	6	13	2	2	1	15	3	13	1	3	-
	2%	2%	1%	6%	1%	1%	0%	3%	0%	2%	1%	2%	-
Immigration	129	66	62	12	26	43	47	38	90	110	5	12	2
	13%	14%	11%	6%	11%	15%	16%	9%	16%	15%	4%	11%	3%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

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

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Crime	52	24	27	7	16	9	20	23	29	33	8	8	3
	5%	5%	5%	3%	7%	3%	7%	5%	5%	5%	7%	7%	5%
Political corruption	67	27	40	15	10	21	21	25	42	49	7	5	7
	7%	6%	7%	7%	4%	8%	7%	6%	7%	7%	6%	4%	10%
Race relations	19	7	12	4	5	6	3	10	10	5	9	2	4
	2%	2%	2%	2%	2%	2%	1%	2%	2%	1%	7%	2%	6%
Abortion	73	38	35	20	17	20	16	37	36	42	14	6	11
	7%	8%	7%	10%	7%	7%	6%	8%	6%	6%	12%	5%	16%
The state of democracy	65	30	35	9	13	17	26	22	43	50	8	7	1
	6%	6%	6%	4%	6%	6%	9%	5%	8%	7%	7%	7%	1%
Something else (Please specify)	19	10	8	2	4	4	9	6	13	16	1	-	2
	2%	2%	2%	1%	2%	2%	3%	1%	2%	2%	1%	-	2%
Unsure	6	1	5	1	1	2	2	2	4	6	-	-	0
	1%	*%	1%	1%	*%	1%	1%	*%	1%	1%	-	-	1%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

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

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Infrastructure	8	3	5	1	-	7	1	3	-	4	1	1	3	5
	1%	1%	2%	*%		1%	*%	1%		2%	1%	*%	1%	1%
The environment and climate change	41	6	14	8	13	20	21	6	9	6	6	14	15	26
	4%	2%	5%	3%	8%	3%	5%	3%	4%	4%	3%	6%	4%	4%
Education	16	4	2	7	3	6	10	1	4	1	4	5	6	9
	2%	1%	1%	3%	2%	1%	2%	1%	2%	1%	2%	2%	1%	2%
National security	40	11	8	12	9	19	21	6	4	13	2	15	10	29
	4%	4%	3%	5%	6%	3%	5%	3%	2%	8%	1%	6%	2%	5%
Gun rights	22	7	6	7	3	13	10	5	2	4	5	6	7	15
	2%	2%	2%	3%	2%	2%	2%	3%	1%	2%	3%	2%	2%	3%
Healthcare	51	9	16	19	7	25	26	5	14	15	7	6	20	28
	5%	3%	5%	7%	5%	4%	6%	3%	7%	9%	4%	3%	5%	5%
Taxes	34	7	11	8	8	18	15	5	6	5	7	11	10	23
	3%	2%	4%	3%	5%	3%	4%	2%	3%	3%	4%	5%	2%	4%
Jobs and the economy	152	50	40	43	20	89	63	34	35	22	26	35	69	83
	15%	17%	13%	17%	13%	15%	15%	16%	17%	13%	16%	14%	16%	14%
Cost of living	199	62	76	42	18	138	61	45	50	30	27	45	95	103
	20%	21%	25%	17%	12%	23%	15%	21%	23%	18%	17%	18%	22%	18%
Drug abuse	17	5	5	5	3	10	7	5	3	2	3	4	8	9
	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%
Immigration	129	37	31	37	23	68	60	26	34	20	21	27	60	67
	13%	12%	10%	14%	15%	11%	15%	12%	16%	12%	13%	11%	14%	12%
Crime	52	17	15	15	5	32	20	10	2	9	16	13	12	38
	5%	6%	5%	6%	3%	5%	5%	5%	1%	5%	10%	5%	3%	7%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QIssuesSecondChoice] 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	67 7%	19 6%	31 10%	10 4%	8 5%	50 8%	18 4%	18 8%	20 9%	6 4%	10 6%	13 5%	38 9%	30 5%
Race relations	19 2%	6 2%	7 2%	3 1%	4 3%	12 2%	7 2%	5 2%	1 *	8 5%	4 2%	2 1%	5 1%	14 2%
Abortion	73 7%	24 8%	21 7%	17 7%	12 8%	45 7%	29 7%	17 8%	14 6%	10 6%	10 6%	23 9%	30 7%	43 7%
The state of democracy	65 6%	24 8%	11 4%	15 6%	16 10%	35 6%	30 7%	14 7%	10 5%	11 6%	9 6%	20 8%	24 6%	41 7%
Something else (Please specify)	19 2%	5 2%	4 1%	7 3%	2 2%	9 2%	9 2%	5 2%	4 2%	4 2%	2 1%	4 2%	9 2%	10 2%
Unsure	6 1%	2 1%	2 1%	0 *	1 1%	4 1%	2 *	2 1%	1 *	1 *	1 1%	1 *	3 1%	3 1%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QIssuesSecondChoice] 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	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
Infrastructure	8	2	4	3	3	2	2	1	1	4	3	2
	1%	*%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%
The environment and climate change	41	21	15	20	8	12	12	10	2	12	15	14
	4%	4%	5%	4%	3%	5%	4%	7%	1%	4%	4%	5%
Education	16	13	-	4	9	2	10	4	7	4	9	3
	2%	2%		1%	3%	1%	3%	3%	4%	1%	2%	1%
National security	40	19	18	23	7	9	11	7	4	11	16	13
	4%	3%	6%	5%	2%	4%	4%	5%	2%	4%	4%	4%
Gun rights	22	14	4	12	6	4	11	3	8	6	9	7
	2%	2%	1%	3%	2%	2%	4%	2%	4%	2%	2%	2%
Healthcare	51	29	14	22	18	11	18	5	13	19	18	13
	5%	5%	5%	5%	6%	5%	6%	3%	8%	7%	4%	5%
Taxes	34	25	4	23	10	1	13	9	4	12	15	7
	3%	4%	1%	5%	3%	*%	4%	6%	2%	4%	4%	2%
Jobs and the economy	152	93	31	56	55	41	58	20	38	59	57	36
	15%	17%	11%	12%	18%	18%	18%	14%	22%	20%	13%	12%
Cost of living	199	107	54	92	64	42	57	25	32	43	90	66
	20%	19%	18%	19%	21%	18%	18%	18%	18%	15%	21%	22%
Drug abuse	17	15	2	9	7	1	11	8	3	9	5	4
	2%	3%	1%	2%	2%	1%	4%	6%	2%	3%	1%	1%
Immigration	129	60	54	59	31	38	32	15	16	26	50	52
	13%	11%	19%	12%	10%	17%	10%	11%	9%	9%	12%	18%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

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

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Crime	52	34	12	24	10	16	13	6	7	17	26	9
	5%	6%	4%	5%	3%	7%	4%	4%	4%	6%	6%	3%
Political corruption	67	33	24	27	25	15	12	6	6	16	30	21
	7%	6%	8%	6%	8%	7%	4%	4%	4%	6%	7%	7%
Race relations	19	10	3	11	6	2	7	1	6	8	9	3
	2%	2%	1%	2%	2%	1%	2%	1%	3%	3%	2%	1%
Abortion	73	40	21	40	25	8	30	13	17	18	31	25
	7%	7%	7%	8%	8%	4%	9%	9%	10%	6%	7%	8%
The state of democracy	65	33	20	37	13	16	16	7	10	14	37	15
	6%	6%	7%	8%	4%	7%	5%	5%	5%	5%	9%	5%
Something else (Please specify)	19	7	10	7	9	3	2	2	-	8	6	5
	2%	1%	4%	1%	3%	1%	1%	1%		3%	1%	2%
Unsure	6	4	0	2	2	2	2	-	2	2	1	3
	1%	1%	0%	0%	1%	1%	1%		1%	1%	0%	1%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

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

	Total	Party			Ideology			2020 Ballot		2024 Ballot		GOP Supporter of	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
Infrastructure	8	2	1	5	2	2	4	2	5	2	4	1	2
	1%	1%	*%	1%	1%	1%	1%	*%	1%	1%	1%	*%	1%
The environment and climate change	41	7	14	20	5	18	17	10	28	10	30	7	1
	4%	2%	6%	5%	1%	6%	6%	2%	6%	2%	7%	3%	1%
Education	16	7	3	7	4	7	5	6	8	7	8	5	1
	2%	2%	1%	2%	1%	2%	2%	1%	2%	2%	2%	2%	1%
National security	40	26	5	10	23	12	6	28	12	29	8	17	12
	4%	7%	2%	3%	6%	4%	2%	6%	2%	6%	2%	6%	7%
Gun rights	22	5	5	13	7	8	7	6	15	8	13	4	1
	2%	1%	2%	3%	2%	2%	3%	1%	3%	2%	3%	1%	*%
Healthcare	51	13	14	24	10	19	22	13	30	13	27	8	6
	5%	3%	6%	6%	3%	6%	7%	3%	6%	3%	6%	3%	4%
Taxes	34	9	10	15	12	10	12	10	20	14	20	6	4
	3%	2%	5%	4%	3%	3%	4%	2%	4%	3%	5%	2%	3%
Jobs and the economy	152	68	39	45	63	61	27	75	56	77	50	52	31
	15%	17%	17%	11%	17%	19%	9%	17%	12%	17%	11%	19%	18%
Cost of living	199	89	45	65	83	60	45	100	69	101	73	64	40
	20%	23%	20%	17%	22%	18%	16%	23%	15%	22%	16%	23%	23%
Drug abuse	17	5	3	9	5	3	7	10	6	10	6	2	5
	2%	1%	1%	2%	1%	1%	2%	2%	1%	2%	1%	1%	3%
Immigration	129	88	28	13	84	31	11	100	20	107	14	57	45
	13%	22%	12%	3%	22%	10%	4%	23%	4%	23%	3%	21%	26%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

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

	Total	Party			Ideology			2020 Ballot		2024 Ballot		GOP Supporter of	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Crime	52	29	10	13	30	18	4	33	18	34	15	25	9
	5%	7%	5%	3%	8%	5%	1%	8%	4%	7%	3%	9%	5%
Political corruption	67	14	19	34	17	15	34	14	43	18	42	12	5
	7%	4%	9%	9%	4%	5%	12%	3%	9%	4%	9%	4%	3%
Race relations	19	1	5	13	1	4	12	1	15	1	15	1	-
	2%	*%	2%	3%	*%	1%	4%	*%	3%	*%	3%	*%	-
Abortion	73	14	8	51	11	28	32	15	54	17	53	10	2
	7%	4%	3%	13%	3%	9%	11%	3%	12%	4%	12%	4%	1%
The state of democracy	65	11	10	44	11	19	35	12	50	11	50	7	6
	6%	3%	4%	11%	3%	6%	12%	3%	11%	2%	11%	2%	3%
Something else (Please specify)	19	4	4	11	4	7	8	3	15	4	14	1	2
	2%	1%	2%	3%	1%	2%	3%	1%	3%	1%	3%	*%	1%
Unsure	6	-	2	4	1	2	3	-	3	-	5	-	1
	1%		1%	1%	*%	1%	1%		1%		1%		1%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Infrastructure	11	9	3	1	2	6	3	3	8	6	2	3	-
	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	3%	-
The environment and climate change	82	50	32	10	18	22	31	29	53	65	4	7	6
	8%	11%	6%	5%	8%	8%	11%	6%	9%	9%	4%	6%	8%
Education	33	17	16	13	12	6	2	25	8	17	6	6	3
	3%	4%	3%	6%	5%	2%	1%	6%	1%	2%	5%	6%	4%
National security	67	37	30	13	10	17	28	23	45	48	6	6	7
	7%	8%	6%	6%	4%	6%	10%	5%	8%	7%	5%	6%	10%
Gun rights	37	10	26	11	14	7	6	25	13	23	8	4	2
	4%	2%	5%	5%	6%	2%	2%	6%	2%	3%	7%	4%	3%
Healthcare	82	22	60	18	24	25	15	42	40	53	12	9	9
	8%	5%	11%	9%	10%	9%	5%	10%	7%	7%	10%	8%	13%
Taxes	51	21	29	16	16	11	8	32	19	27	13	10	1
	5%	5%	5%	8%	7%	4%	3%	7%	3%	4%	11%	9%	2%
Jobs and the economy	289	130	158	71	82	84	52	153	136	193	31	42	23
	29%	28%	29%	34%	35%	30%	18%	35%	24%	27%	27%	38%	34%
Cost of living	470	201	269	103	108	134	126	210	260	352	49	52	18
	47%	43%	50%	50%	46%	48%	44%	48%	46%	49%	42%	46%	26%
Drug abuse	26	13	13	13	8	4	1	21	5	17	3	6	-
	3%	3%	2%	6%	3%	1%	*%	5%	1%	2%	3%	6%	-
Immigration	283	157	125	34	51	90	108	85	198	225	17	21	20
	28%	34%	23%	16%	22%	32%	38%	19%	35%	32%	15%	19%	28%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	77 8%	36 8%	41 8%	16 8%	20 8%	17 6%	25 9%	35 8%	42 7%	46 6%	13 11%	15 13%	3 5%
Political corruption	126 12%	53 11%	72 13%	31 15%	21 9%	31 11%	43 15%	52 12%	74 13%	92 13%	14 12%	6 5%	14 21%
Race relations	27 3%	11 2%	16 3%	6 3%	5 2%	10 4%	5 2%	11 3%	16 3%	9 1%	9 8%	4 3%	5 7%
Abortion	125 12%	55 12%	70 13%	32 16%	35 15%	30 11%	27 9%	68 15%	58 10%	77 11%	24 20%	12 11%	12 17%
The state of democracy	164 16%	83 18%	81 15%	18 9%	31 13%	50 18%	65 23%	49 11%	115 20%	123 17%	17 14%	14 13%	11 16%
Something else (Please specify)	50 5%	27 6%	23 4%	4 2%	9 4%	13 4%	25 9%	13 3%	38 7%	38 5%	4 3%	6 5%	3 4%
Unsure	10 1%	2 *	8 2%	2 1%	2 1%	2 1%	4 1%	4 1%	6 1%	8 1%	-	-	2 2%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Infrastructure	11	4	7	1	-	11	1	3	-	6	3	1	3	9
	1%	1%	2%	*%		2%	*%	1%		3%	2%	*%	1%	2%
The environment and climate change	82	20	25	15	22	44	37	15	17	11	12	26	33	49
	8%	7%	8%	6%	14%	7%	9%	7%	8%	7%	7%	11%	8%	9%
Education	33	5	5	11	12	10	23	2	4	7	5	12	7	25
	3%	2%	2%	4%	8%	2%	6%	1%	2%	4%	3%	5%	2%	4%
National security	67	18	18	20	11	36	31	13	12	15	5	21	25	42
	7%	6%	6%	8%	7%	6%	7%	6%	6%	9%	3%	9%	6%	7%
Gun rights	37	11	10	11	6	20	17	7	7	6	7	11	13	23
	4%	4%	3%	4%	4%	3%	4%	3%	3%	3%	4%	4%	3%	4%
Healthcare	82	18	25	30	9	43	40	14	21	17	10	18	34	45
	8%	6%	8%	12%	6%	7%	10%	6%	10%	10%	6%	7%	8%	8%
Taxes	51	12	19	8	12	31	20	12	8	9	7	12	20	28
	5%	4%	6%	3%	8%	5%	5%	5%	4%	5%	4%	5%	5%	5%
Jobs and the economy	289	85	80	83	42	165	124	61	58	42	49	78	119	170
	29%	29%	26%	32%	27%	27%	30%	29%	27%	25%	31%	32%	28%	29%
Cost of living	470	154	152	109	56	306	164	100	118	74	76	99	218	249
	47%	52%	50%	43%	36%	51%	40%	48%	55%	43%	47%	41%	51%	43%
Drug abuse	26	9	9	6	3	18	8	10	4	4	3	5	14	12
	3%	3%	3%	2%	2%	3%	2%	5%	2%	2%	2%	2%	3%	2%
Immigration	283	82	81	79	41	163	120	53	62	55	52	58	115	165
	28%	28%	27%	31%	26%	27%	29%	25%	29%	32%	33%	24%	27%	29%
Crime	77	31	22	18	6	53	24	19	11	11	19	17	29	47
	8%	11%	7%	7%	4%	9%	6%	9%	5%	6%	12%	7%	7%	8%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	126	38	48	24	16	86	40	29	31	18	19	28	60	65
	12%	13%	16%	9%	10%	14%	10%	14%	15%	10%	12%	12%	14%	11%
Race relations	27	7	8	5	7	15	12	7	1	9	5	4	9	18
	3%	2%	2%	2%	5%	2%	3%	3%	1%	5%	3%	2%	2%	3%
Abortion	125	35	36	31	23	71	54	29	24	14	17	39	53	71
	12%	12%	12%	12%	15%	12%	13%	14%	11%	8%	11%	16%	13%	12%
The state of democracy	164	42	43	44	36	85	80	30	34	35	21	44	64	100
	16%	14%	14%	17%	23%	14%	20%	14%	16%	20%	13%	18%	15%	17%
Something else (Please specify)	50	14	16	15	5	30	20	12	13	9	6	11	25	26
	5%	5%	5%	6%	3%	5%	5%	6%	6%	5%	4%	5%	6%	4%
Unsure	10	5	3	1	1	8	2	3	1	1	3	1	4	5
	1%	2%	1%	*%	1%	1%	1%	2%	*%	1%	2%	*%	1%	1%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
Infrastructure	11	5	4	4	4	3	4	2	2	5	4	2
	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%
The environment and climate change	82	41	32	44	18	20	20	16	4	30	30	22
	8%	7%	11%	9%	6%	9%	6%	11%	2%	10%	7%	7%
Education	33	28	2	13	14	4	19	8	11	11	16	5
	3%	5%	1%	3%	5%	2%	6%	6%	6%	4%	4%	2%
National security	67	37	26	34	16	16	15	9	6	18	26	23
	7%	7%	9%	7%	5%	7%	5%	6%	3%	6%	6%	8%
Gun rights	37	22	5	17	12	7	21	6	14	12	17	8
	4%	4%	2%	4%	4%	3%	6%	4%	8%	4%	4%	3%
Healthcare	82	46	23	38	27	17	26	6	20	27	36	20
	8%	8%	8%	8%	9%	7%	8%	4%	12%	9%	8%	7%
Taxes	51	32	5	32	16	3	20	10	10	17	20	13
	5%	6%	2%	7%	5%	1%	6%	7%	5%	6%	5%	4%
Jobs and the economy	289	181	60	127	98	64	126	56	70	85	121	82
	29%	32%	20%	27%	32%	28%	40%	40%	40%	30%	28%	28%
Cost of living	470	260	126	201	153	114	154	56	97	126	202	143
	47%	46%	43%	43%	50%	50%	49%	40%	55%	44%	47%	48%
Drug abuse	26	20	2	11	9	5	16	10	6	12	9	4
	3%	4%	1%	2%	3%	2%	5%	7%	4%	4%	2%	1%
Immigration	283	135	115	140	66	78	64	39	24	61	124	99
	28%	24%	39%	30%	21%	34%	20%	28%	14%	21%	29%	33%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	77 8%	46 8%	15 5%	35 7%	21 7%	21 9%	23 7%	9 6%	14 8%	32 11%	32 7%	14 5%
Political corruption	126 12%	66 12%	40 14%	54 11%	43 14%	28 12%	27 8%	9 7%	17 10%	27 10%	52 12%	46 16%
Race relations	27 3%	16 3%	4 1%	15 3%	10 3%	3 1%	7 2%	1 1%	6 3%	12 4%	11 3%	4 1%
Abortion	125 12%	74 13%	33 11%	62 13%	45 15%	19 8%	46 15%	21 15%	25 14%	38 13%	51 12%	36 12%
The state of democracy	164 16%	85 15%	59 20%	91 19%	41 14%	32 14%	39 12%	21 15%	19 11%	41 14%	76 18%	47 16%
Something else (Please specify)	50 5%	18 3%	27 9%	21 4%	15 5%	14 6%	3 1%	3 2%	-	12 4%	23 5%	15 5%
Unsure	10 1%	5 1%	2 1%	2 *%	3 1%	4 2%	2 1%	-	2 1%	3 1%	1 *%	6 2%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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			2020 Ballot		2024 Ballot		GOP Supporter of	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
Infrastructure	11	5	2	5	4	3	5	5	5	6	4	2	2
	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%
The environment and climate change	82	15	21	46	12	28	41	18	58	20	59	11	6
	8%	4%	9%	12%	3%	9%	14%	4%	12%	4%	13%	4%	3%
Education	33	8	5	20	4	9	20	12	18	12	18	6	1
	3%	2%	2%	5%	1%	3%	7%	3%	4%	3%	4%	2%	1%
National security	67	42	7	18	38	16	12	48	18	50	13	29	18
	7%	11%	3%	5%	10%	5%	4%	11%	4%	11%	3%	10%	11%
Gun rights	37	6	7	25	9	16	11	7	27	8	25	4	2
	4%	1%	3%	6%	2%	5%	4%	2%	6%	2%	6%	1%	1%
Healthcare	82	18	23	42	13	36	30	23	47	21	45	11	8
	8%	5%	10%	11%	4%	11%	11%	5%	10%	5%	10%	4%	5%
Taxes	51	10	21	20	15	17	16	13	27	15	27	8	5
	5%	2%	9%	5%	4%	5%	5%	3%	6%	3%	6%	3%	3%
Jobs and the economy	289	134	69	86	127	108	49	148	107	152	103	100	60
	29%	34%	30%	22%	34%	33%	17%	34%	23%	33%	23%	36%	35%
Cost of living	470	207	122	141	192	162	98	234	174	251	158	142	103
	47%	53%	54%	36%	51%	50%	34%	54%	37%	54%	35%	51%	59%
Drug abuse	26	9	7	11	9	6	9	16	10	11	9	3	8
	3%	2%	3%	3%	2%	2%	3%	4%	2%	2%	2%	1%	5%
Immigration	283	203	53	27	191	65	22	220	45	235	34	148	88
	28%	52%	24%	7%	51%	20%	8%	50%	10%	51%	8%	53%	51%

Echelon Insights
November Omnibus 2024
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[QIssues - Combined] If you had to choose just one, Which would you say is the biggest issue facing the country today?

	Total	Party			Ideology			2020 Ballot		2024 Ballot		GOP Supporter of	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Crime	77	37	16	24	38	33	7	41	30	43	24	33	11
	8%	10%	7%	6%	10%	10%	2%	9%	6%	9%	5%	12%	6%
Political corruption	126	30	33	63	34	30	58	29	78	33	79	22	11
	12%	8%	14%	16%	9%	9%	20%	7%	17%	7%	18%	8%	6%
Race relations	27	2	6	19	3	6	15	2	22	3	19	2	1
	3%	1%	3%	5%	1%	2%	5%	*%	5%	1%	4%	1%	*%
Abortion	125	26	14	85	25	39	54	28	87	30	89	16	8
	12%	7%	6%	22%	7%	12%	19%	6%	19%	7%	20%	6%	4%
The state of democracy	164	20	29	116	17	42	106	19	137	19	139	10	9
	16%	5%	13%	29%	5%	13%	37%	4%	29%	4%	31%	3%	5%
Something else (Please specify)	50	9	13	28	10	21	19	10	36	13	35	8	3
	5%	2%	6%	7%	3%	7%	7%	2%	8%	3%	8%	3%	2%
Unsure	10	1	3	6	2	3	5	1	5	1	7	1	1
	1%	*%	1%	1%	1%	1%	2%	*%	1%	*%	2%	*%	1%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

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

-Joe Biden

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	424	193	228	86	96	116	127	182	243	261	85	45	33
	42%	41%	42%	42%	41%	41%	44%	41%	43%	37%	73%	40%	48%
VERY/SOMEWHAT UNFAVORABLE	556	267	288	110	132	153	162	241	315	441	23	58	34
	55%	57%	54%	53%	56%	55%	56%	55%	55%	62%	20%	52%	49%
Very favorable	192	80	112	32	38	54	67	70	122	113	47	22	10
	19%	17%	21%	16%	16%	19%	23%	16%	21%	16%	40%	20%	15%
Somewhat favorable	232	114	116	54	57	61	60	111	121	148	39	23	23
	23%	24%	22%	26%	24%	22%	21%	25%	21%	21%	33%	20%	33%
Heard of, no opinion	23	8	15	8	7	7	1	15	8	10	7	5	2
	2%	2%	3%	4%	3%	3%	*%	3%	1%	1%	6%	4%	2%
Somewhat unfavorable	141	64	77	33	50	29	29	83	58	97	11	26	7
	14%	14%	14%	16%	21%	10%	10%	19%	10%	14%	10%	23%	10%
Very unfavorable	416	204	211	77	82	124	133	158	257	345	11	32	27
	41%	43%	39%	37%	35%	44%	46%	36%	45%	48%	10%	29%	40%
Never heard of	7	-	7	3	-	4	-	3	4	2	1	4	-
	1%		1%	1%		1%		1%	1%	*%	1%	3%	

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

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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	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	424	116	120	112	76	236	188	91	84	67	63	118	175	248
	42%	39%	40%	44%	49%	39%	46%	43%	39%	39%	39%	48%	41%	43%
VERY/SOMEWHAT UNFAVORABLE	556	161	181	140	74	342	214	102	127	104	97	120	228	321
	55%	54%	59%	55%	48%	57%	52%	48%	59%	60%	61%	49%	54%	56%
Very favorable	192	62	55	42	33	117	75	53	39	28	31	40	93	99
	19%	21%	18%	16%	21%	20%	18%	25%	18%	16%	20%	16%	22%	17%
Somewhat favorable	232	54	65	70	43	119	113	38	45	39	32	78	83	149
	23%	18%	21%	28%	28%	20%	28%	18%	21%	23%	20%	32%	19%	26%
Heard of, no opinion	23	13	2	3	4	16	7	12	3	0	-	6	16	6
	2%	5%	1%	1%	3%	3%	2%	6%	2%	*%		2%	4%	1%
Somewhat unfavorable	141	33	41	43	24	74	67	21	34	26	20	37	55	83
	14%	11%	13%	17%	16%	12%	16%	10%	16%	15%	12%	15%	13%	14%
Very unfavorable	416	129	140	97	50	268	147	81	92	77	78	83	173	238
	41%	43%	46%	38%	33%	45%	36%	38%	43%	45%	48%	34%	41%	41%
Never heard of	7	6	1	-	-	7	-	6	-	1	-	-	6	1
	1%	2%	*%			1%		3%		1%			1%	*%

Echelon Insights
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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	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	424	238	121	198	138	87	132	61	71	136	194	93
	42%	42%	42%	42%	45%	38%	42%	44%	41%	48%	46%	31%
VERY/SOMEWHAT UNFAVORABLE	556	313	171	267	151	135	171	77	94	136	226	194
	55%	56%	58%	57%	49%	60%	54%	54%	54%	47%	53%	66%
Very favorable	192	90	67	77	71	44	41	19	23	66	85	41
	19%	16%	23%	16%	23%	20%	13%	13%	13%	23%	20%	14%
Somewhat favorable	232	148	55	121	67	42	91	42	49	70	109	53
	23%	26%	19%	26%	22%	19%	29%	30%	28%	25%	26%	18%
Heard of, no opinion	23	9	-	6	12	4	11	3	8	11	5	7
	2%	2%		1%	4%	2%	3%	2%	5%	4%	1%	2%
Somewhat unfavorable	141	97	30	68	45	29	56	23	33	44	50	47
	14%	17%	10%	14%	14%	13%	18%	17%	19%	15%	12%	16%
Very unfavorable	416	216	140	199	107	107	115	53	61	92	176	148
	41%	39%	48%	42%	35%	47%	36%	38%	35%	32%	41%	50%
Never heard of	7	1	-	1	6	-	2	-	2	4	1	2
	1%	*%		*%	2%		1%		1%	1%	*%	1%

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	Total	Party			Ideology			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	424	26	71	327	42	152	226	30	368	28	364	11	15
	42%	7%	31%	83%	11%	47%	78%	7%	79%	6%	82%	4%	9%
VERY/SOMEWHAT UNFAVORABLE	556	357	141	58	321	161	58	401	93	426	74	264	155
	55%	91%	62%	15%	86%	50%	20%	92%	20%	92%	17%	95%	89%
Very favorable	192	9	23	161	22	60	107	10	176	5	180	4	4
	19%	2%	10%	41%	6%	19%	37%	2%	37%	1%	40%	1%	2%
Somewhat favorable	232	18	49	166	20	92	120	19	192	23	184	7	11
	23%	5%	21%	42%	5%	28%	41%	4%	41%	5%	41%	2%	6%
Heard of, no opinion	23	6	10	7	5	9	4	6	7	7	8	4	3
	2%	2%	4%	2%	1%	3%	1%	1%	1%	1%	2%	1%	2%
Somewhat unfavorable	141	59	48	35	39	64	30	64	53	67	45	37	32
	14%	15%	21%	9%	10%	20%	10%	15%	11%	15%	10%	13%	18%
Very unfavorable	416	298	94	23	282	97	28	337	40	359	29	227	123
	41%	76%	41%	6%	76%	30%	10%	77%	9%	78%	6%	82%	71%
Never heard of	7	1	5	1	5	-	1	1	1	2	-	-	1
	1%	*%	2%	*%	1%		*%	*%	*%	*%			1%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	471	199	268	98	111	125	137	209	262	291	85	56	38
	47%	43%	50%	47%	47%	45%	47%	47%	46%	41%	73%	51%	55%
VERY/SOMEWHAT UNFAVORABLE	510	260	250	96	119	144	151	215	295	413	22	45	30
	50%	56%	46%	47%	51%	51%	52%	49%	52%	58%	19%	40%	43%
Very favorable	275	111	163	53	67	76	80	120	156	169	57	38	12
	27%	24%	30%	25%	29%	27%	28%	27%	27%	24%	49%	34%	18%
Somewhat favorable	195	88	105	45	44	49	57	89	106	122	28	19	26
	19%	19%	19%	22%	19%	18%	20%	20%	19%	17%	24%	17%	37%
Heard of, no opinion	21	9	12	9	5	6	1	14	7	8	6	5	1
	2%	2%	2%	4%	2%	2%	*%	3%	1%	1%	5%	5%	2%
Somewhat unfavorable	96	57	39	29	31	19	16	61	35	63	7	17	9
	9%	12%	7%	14%	13%	7%	6%	14%	6%	9%	6%	15%	12%
Very unfavorable	414	203	211	67	88	125	135	155	259	350	15	28	21
	41%	43%	39%	32%	37%	45%	47%	35%	46%	49%	13%	25%	30%
Never heard of	9	-	9	4	-	5	-	4	5	2	3	5	-
	1%		2%	2%		2%		1%	1%	*%	2%	4%	

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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	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	471	127	132	129	84	258	212	102	92	77	68	132	193	277
	47%	43%	43%	50%	54%	43%	52%	48%	43%	45%	43%	54%	46%	48%
VERY/SOMEWHAT UNFAVORABLE	510	149	168	125	68	316	193	95	117	94	90	108	211	292
	50%	50%	55%	49%	44%	53%	47%	45%	54%	54%	56%	44%	50%	51%
Very favorable	275	81	85	63	47	166	110	65	63	34	39	75	127	148
	27%	27%	28%	25%	30%	28%	27%	31%	29%	20%	24%	31%	30%	26%
Somewhat favorable	195	46	46	66	37	92	103	37	29	43	30	57	66	129
	19%	16%	15%	26%	24%	15%	25%	17%	14%	25%	19%	23%	16%	22%
Heard of, no opinion	21	12	5	2	2	17	4	7	5	-	2	4	12	7
	2%	4%	2%	1%	1%	3%	1%	3%	2%		2%	2%	3%	1%
Somewhat unfavorable	96	25	31	22	17	57	39	18	19	21	11	24	37	56
	9%	9%	10%	8%	11%	9%	10%	9%	9%	12%	7%	10%	9%	10%
Very unfavorable	414	123	136	103	51	260	154	76	98	73	79	84	174	236
	41%	42%	45%	41%	33%	43%	38%	36%	46%	42%	49%	34%	41%	41%
Never heard of	9	9	-	-	-	9	-	8	1	1	-	-	8	1
	1%	3%				2%		4%	1%	1%			2%	1%

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	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
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Total	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	471	263	132	217	153	100	159	63	95	155	204	112
	47%	47%	45%	46%	50%	44%	50%	45%	54%	54%	48%	38%
VERY/SOMEWHAT UNFAVORABLE	510	284	158	248	137	122	145	73	71	120	215	175
	50%	51%	54%	52%	45%	54%	46%	52%	41%	42%	50%	59%
Very favorable	275	143	84	115	101	59	84	32	52	95	122	59
	27%	25%	29%	24%	33%	26%	27%	23%	30%	33%	29%	20%
Somewhat favorable	195	120	48	101	52	41	75	31	44	60	82	53
	19%	21%	16%	21%	17%	18%	24%	22%	25%	21%	19%	18%
Heard of, no opinion	21	12	2	7	10	2	9	5	4	8	4	8
	2%	2%	1%	1%	3%	1%	3%	3%	2%	3%	1%	3%
Somewhat unfavorable	96	72	16	43	35	18	32	23	9	31	42	23
	9%	13%	6%	9%	11%	8%	10%	16%	5%	11%	10%	8%
Very unfavorable	414	212	141	204	102	104	112	50	62	89	173	152
	41%	38%	48%	43%	33%	46%	35%	36%	35%	31%	41%	51%
Never heard of	9	2	-	1	6	2	4	-	4	4	3	2
	1%	*%		*%	2%	1%	1%		2%	1%	1%	1%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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			2020 Ballot		2024 Ballot		GOP Supporter of	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	471	25	85	360	35	179	248	33	401	27	405	7	18
	47%	6%	37%	92%	9%	56%	86%	8%	86%	6%	91%	3%	10%
VERY/SOMEWHAT UNFAVORABLE	510	354	125	30	324	137	37	391	63	426	42	264	154
	50%	91%	55%	8%	87%	42%	13%	89%	13%	92%	9%	95%	88%
Very favorable	275	8	26	241	24	87	159	12	247	7	251	0	6
	27%	2%	11%	61%	6%	27%	55%	3%	53%	2%	56%	*%	4%
Somewhat favorable	195	17	59	119	11	93	89	21	154	20	153	7	12
	19%	4%	26%	30%	3%	29%	31%	5%	33%	4%	34%	2%	7%
Heard of, no opinion	21	9	10	1	7	6	3	11	3	8	-	7	1
	2%	2%	4%	*%	2%	2%	1%	2%	1%	2%		3%	1%
Somewhat unfavorable	96	40	39	17	34	39	20	43	33	58	27	32	19
	9%	10%	17%	4%	9%	12%	7%	10%	7%	13%	6%	12%	11%
Very unfavorable	414	314	87	13	290	98	17	349	30	368	15	232	135
	41%	80%	38%	3%	78%	30%	6%	80%	6%	79%	3%	83%	78%
Never heard of	9	2	6	1	6	-	1	3	1	2	-	-	2
	1%	*%	3%	*%	2%		*%	1%	*%	*%			1%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

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

-Donald Trump

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	491	258	233	104	121	137	129	225	266	397	24	44	26
	49%	55%	43%	50%	52%	49%	45%	51%	47%	56%	20%	40%	38%
VERY/SOMEWHAT UNFAVORABLE	493	205	285	95	110	129	160	204	289	310	84	56	43
	49%	44%	53%	46%	47%	46%	55%	46%	51%	43%	73%	50%	62%
Very favorable	340	188	152	71	79	94	96	150	190	278	15	26	21
	34%	40%	28%	35%	34%	34%	33%	34%	33%	39%	13%	23%	30%
Somewhat favorable	151	71	80	32	42	43	33	75	76	119	8	19	5
	15%	15%	15%	16%	18%	15%	11%	17%	13%	17%	7%	17%	8%
Heard of, no opinion	21	5	16	8	3	10	-	10	10	6	8	7	-
	2%	1%	3%	4%	1%	4%		2%	2%	1%	7%	6%	
Somewhat unfavorable	72	28	44	20	18	10	25	38	35	35	13	11	14
	7%	6%	8%	10%	8%	4%	9%	9%	6%	5%	11%	10%	20%
Very unfavorable	421	177	241	75	92	119	135	167	254	275	72	45	29
	42%	38%	45%	36%	39%	42%	47%	38%	45%	39%	62%	40%	42%
Never heard of	5	-	5	1	1	4	-	2	4	1	-	4	-
	1%		1%	*%	*%	1%		*%	1%	*%		4%	

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

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

-Donald Trump

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	491	149	158	119	65	307	184	82	109	95	90	107	191	292
	49%	50%	52%	47%	42%	51%	45%	39%	51%	55%	56%	44%	45%	51%
VERY/SOMEWHAT UNFAVORABLE	493	134	140	131	88	274	219	116	101	74	70	131	216	276
	49%	45%	46%	52%	57%	46%	54%	55%	47%	43%	44%	54%	51%	48%
Very favorable	340	115	102	80	42	217	123	69	75	64	60	68	144	193
	34%	39%	34%	31%	28%	36%	30%	33%	35%	37%	37%	28%	34%	33%
Somewhat favorable	151	34	56	39	22	90	62	12	35	30	30	39	47	100
	15%	11%	18%	15%	14%	15%	15%	6%	16%	18%	19%	16%	11%	17%
Heard of, no opinion	21	9	6	4	1	15	5	10	4	3	-	4	14	7
	2%	3%	2%	2%	1%	3%	1%	5%	2%	1%		2%	3%	1%
Somewhat unfavorable	72	23	16	23	11	39	34	17	17	5	14	20	34	39
	7%	8%	5%	9%	7%	6%	8%	8%	8%	3%	9%	8%	8%	7%
Very unfavorable	421	111	124	109	77	235	186	99	84	69	56	112	183	237
	42%	38%	41%	43%	50%	39%	45%	47%	39%	40%	35%	46%	43%	41%
Never heard of	5	4	1	-	1	4	1	4	-	1	-	1	4	2
	1%	1%	*%		*%	1%	*%	2%		*%		*%	1%	*%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

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

-Donald Trump

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	491	279	134	249	129	109	174	96	79	125	204	162
	49%	50%	46%	53%	42%	48%	55%	68%	45%	44%	48%	55%
VERY/SOMEWHAT UNFAVORABLE	493	270	155	215	163	113	130	44	86	151	211	132
	49%	48%	53%	46%	53%	50%	41%	31%	49%	53%	49%	44%
Very favorable	340	186	102	166	86	87	116	70	46	85	136	119
	34%	33%	35%	35%	28%	39%	37%	50%	26%	30%	32%	40%
Somewhat favorable	151	94	32	83	43	21	59	26	33	40	68	43
	15%	17%	11%	18%	14%	10%	19%	18%	19%	14%	16%	15%
Heard of, no opinion	21	9	3	6	11	3	11	2	9	7	11	3
	2%	2%	1%	1%	4%	1%	3%	1%	5%	2%	3%	1%
Somewhat unfavorable	72	48	17	32	27	13	26	9	16	25	27	20
	7%	9%	6%	7%	9%	6%	8%	6%	9%	9%	6%	7%
Very unfavorable	421	223	138	183	136	100	104	35	69	126	184	111
	42%	40%	47%	39%	44%	44%	33%	25%	40%	44%	43%	37%
Never heard of	5	2	-	1	4	1	2	-	2	4	1	-
	1%	*%		*%	1%	*%	*%		1%	2%	*%	

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

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

-Donald Trump

	Total	Party			Ideology			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	491	346	112	33	306	135	41	396	49	435	21	274	136
	49%	88%	49%	8%	82%	42%	14%	90%	10%	94%	5%	98%	78%
VERY/SOMEWHAT UNFAVORABLE	493	42	100	352	60	175	245	38	409	24	420	3	36
	49%	11%	44%	90%	16%	54%	85%	9%	87%	5%	94%	1%	21%
Very favorable	340	282	46	13	236	74	26	301	14	322	4	236	80
	34%	72%	20%	3%	63%	23%	9%	69%	3%	70%	1%	85%	46%
Somewhat favorable	151	64	67	21	70	61	15	95	34	113	16	38	56
	15%	16%	29%	5%	19%	19%	5%	22%	7%	24%	4%	14%	32%
Heard of, no opinion	21	3	11	7	3	11	2	3	10	4	5	1	2
	2%	1%	5%	2%	1%	3%	1%	1%	2%	1%	1%	*%	1%
Somewhat unfavorable	72	20	17	35	20	36	14	20	39	16	42	-	20
	7%	5%	8%	9%	5%	11%	5%	4%	8%	3%	9%		12%
Very unfavorable	421	21	82	317	40	139	231	18	370	8	377	3	15
	42%	5%	36%	81%	11%	43%	80%	4%	79%	2%	85%	1%	9%
Never heard of	5	-	4	1	4	1	1	1	1	1	1	-	-
	1%		2%	*%	1%	*%	*%	*%	*%	*%	*%		

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

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

-JD Vance

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	435	231	204	77	102	122	134	179	256	342	27	42	25
	43%	49%	38%	37%	43%	44%	46%	41%	45%	48%	23%	37%	36%
VERY/SOMEWHAT UNFAVORABLE	419	183	233	69	89	119	141	158	260	283	59	39	38
	41%	39%	43%	34%	38%	43%	49%	36%	46%	40%	51%	35%	55%
Very favorable	258	137	121	45	44	85	83	90	168	217	15	11	15
	26%	29%	22%	22%	19%	30%	29%	20%	30%	30%	13%	10%	21%
Somewhat favorable	177	94	83	32	57	37	51	89	88	125	12	31	10
	18%	20%	15%	15%	25%	13%	18%	20%	15%	18%	10%	27%	14%
Heard of, no opinion	102	40	62	34	33	24	11	67	35	63	18	16	5
	10%	8%	12%	16%	14%	9%	4%	15%	6%	9%	15%	14%	7%
Somewhat unfavorable	84	41	42	15	21	20	29	36	49	53	14	7	12
	8%	9%	8%	7%	9%	7%	10%	8%	9%	7%	12%	6%	17%
Very unfavorable	334	142	191	54	69	99	113	123	212	231	45	32	27
	33%	30%	36%	26%	29%	35%	39%	28%	37%	32%	39%	29%	38%
Never heard of	54	15	39	26	11	14	3	37	17	25	12	15	1
	5%	3%	7%	13%	5%	5%	1%	8%	3%	4%	11%	13%	2%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

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

-JD Vance

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	435	118	140	114	63	258	178	69	98	78	80	106	167	264
	43%	40%	46%	45%	41%	43%	43%	33%	46%	45%	50%	43%	39%	46%
VERY/SOMEWHAT UNFAVORABLE	419	107	116	124	71	223	195	90	85	69	63	110	176	242
	41%	36%	38%	49%	46%	37%	48%	43%	40%	40%	39%	45%	41%	42%
Very favorable	258	87	77	62	32	164	94	45	53	54	42	62	98	158
	26%	29%	25%	24%	21%	27%	23%	21%	25%	31%	26%	26%	23%	27%
Somewhat favorable	177	30	63	52	31	94	84	24	45	24	38	43	68	106
	18%	10%	21%	20%	20%	16%	20%	11%	21%	14%	24%	18%	16%	18%
Heard of, no opinion	102	38	36	13	15	74	28	30	18	18	13	23	48	54
	10%	13%	12%	5%	10%	12%	7%	14%	9%	10%	8%	9%	11%	9%
Somewhat unfavorable	84	22	23	30	10	45	40	16	17	15	16	20	33	51
	8%	7%	7%	12%	6%	7%	10%	8%	8%	9%	10%	8%	8%	9%
Very unfavorable	334	85	94	94	62	179	156	74	69	54	48	90	143	191
	33%	29%	31%	37%	40%	30%	38%	35%	32%	31%	30%	37%	34%	33%
Never heard of	54	33	12	4	4	45	8	22	12	8	4	5	34	17
	5%	11%	4%	2%	3%	8%	2%	10%	6%	5%	2%	2%	8%	3%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

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

-JD Vance

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	435	235	138	223	111	100	134	73	61	105	196	134
	43%	42%	47%	47%	36%	44%	42%	52%	35%	37%	46%	45%
VERY/SOMEWHAT UNFAVORABLE	419	233	139	196	124	99	105	37	67	116	188	115
	41%	42%	48%	41%	40%	44%	33%	27%	38%	40%	44%	39%
Very favorable	258	128	90	131	66	60	72	40	32	62	112	84
	26%	23%	31%	28%	21%	27%	23%	29%	18%	21%	26%	28%
Somewhat favorable	177	108	48	92	45	40	62	33	30	44	84	50
	18%	19%	16%	19%	15%	18%	20%	23%	17%	15%	20%	17%
Heard of, no opinion	102	65	13	40	40	20	47	23	25	43	28	31
	10%	12%	4%	9%	13%	9%	15%	16%	14%	15%	7%	10%
Somewhat unfavorable	84	51	25	40	19	25	29	14	14	18	39	27
	8%	9%	9%	8%	6%	11%	9%	10%	8%	6%	9%	9%
Very unfavorable	334	182	114	155	105	74	76	23	53	98	149	87
	33%	32%	39%	33%	34%	33%	24%	17%	30%	34%	35%	29%
Never heard of	54	28	3	13	32	6	29	7	22	22	14	18
	5%	5%	1%	3%	10%	3%	9%	5%	13%	8%	3%	6%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

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

-JD Vance

	Total	Party			Ideology			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	435	314	79	43	290	106	38	347	56	374	41	233	129
	43%	80%	35%	11%	78%	33%	13%	79%	12%	81%	9%	84%	74%
VERY/SOMEWHAT UNFAVORABLE	419	36	86	297	40	147	224	34	350	33	356	14	23
	41%	9%	38%	76%	11%	46%	77%	8%	75%	7%	80%	5%	13%
Very favorable	258	207	33	18	187	47	22	226	18	238	15	163	68
	26%	53%	15%	5%	50%	15%	8%	52%	4%	51%	3%	59%	39%
Somewhat favorable	177	107	46	24	103	58	15	121	38	136	26	70	61
	18%	27%	20%	6%	28%	18%	5%	28%	8%	29%	6%	25%	35%
Heard of, no opinion	102	30	37	35	28	46	21	40	47	43	35	23	16
	10%	8%	16%	9%	8%	14%	7%	9%	10%	9%	8%	8%	9%
Somewhat unfavorable	84	17	18	49	14	42	27	20	51	20	56	7	12
	8%	4%	8%	13%	4%	13%	9%	5%	11%	4%	13%	3%	7%
Very unfavorable	334	19	67	248	26	105	197	13	300	13	300	6	11
	33%	5%	30%	63%	7%	32%	68%	3%	64%	3%	67%	2%	6%
Never heard of	54	10	25	19	14	24	7	18	16	13	14	8	6
	5%	3%	11%	5%	4%	7%	2%	4%	3%	3%	3%	3%	3%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	481	248	233	87	114	140	140	201	280	379	25	44	32
	48%	53%	43%	42%	49%	50%	49%	46%	49%	53%	22%	39%	46%
VERY/SOMEWHAT UNFAVORABLE	474	202	268	97	109	123	145	206	268	308	77	52	37
	47%	43%	50%	47%	46%	44%	50%	47%	47%	43%	67%	47%	53%
Very favorable	245	137	108	52	55	68	71	107	138	196	13	20	17
	24%	29%	20%	25%	24%	24%	24%	24%	24%	28%	11%	18%	24%
Somewhat favorable	235	111	124	35	59	72	69	94	141	183	13	24	15
	23%	24%	23%	17%	25%	26%	24%	21%	25%	26%	11%	22%	22%
Heard of, no opinion	45	15	31	20	8	12	4	29	16	23	10	12	1
	4%	3%	6%	10%	4%	4%	1%	7%	3%	3%	9%	10%	1%
Somewhat unfavorable	164	60	102	39	46	37	43	85	80	109	19	20	16
	16%	13%	19%	19%	19%	13%	15%	19%	14%	15%	16%	18%	24%
Very unfavorable	309	143	166	58	63	86	102	121	188	199	58	32	20
	31%	30%	31%	28%	27%	31%	35%	28%	33%	28%	50%	29%	29%
Never heard of	10	3	7	2	3	5	-	5	5	4	3	4	-
	1%	1%	1%	1%	1%	2%		1%	1%	1%	2%	3%	

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	481	136	148	127	70	284	197	79	103	87	90	118	181	295
	48%	46%	49%	50%	45%	47%	48%	37%	48%	50%	56%	48%	43%	51%
VERY/SOMEWHAT UNFAVORABLE	474	129	140	123	81	270	204	104	100	77	69	121	204	268
	47%	44%	46%	48%	53%	45%	50%	49%	47%	45%	43%	50%	48%	46%
Very favorable	245	84	67	53	41	151	94	47	52	49	38	57	99	144
	24%	28%	22%	21%	26%	25%	23%	22%	25%	29%	24%	23%	23%	25%
Somewhat favorable	235	52	81	73	29	133	103	32	50	37	52	61	82	150
	23%	18%	26%	29%	19%	22%	25%	15%	23%	22%	32%	25%	19%	26%
Heard of, no opinion	45	25	13	6	2	38	7	20	10	8	2	3	30	13
	4%	8%	4%	2%	1%	6%	2%	9%	5%	5%	1%	1%	7%	2%
Somewhat unfavorable	164	36	50	49	29	86	78	33	29	26	29	45	62	100
	16%	12%	16%	19%	19%	14%	19%	16%	14%	15%	18%	18%	15%	17%
Very unfavorable	309	93	91	74	52	183	126	71	71	51	40	76	142	168
	31%	31%	30%	29%	33%	31%	31%	34%	33%	30%	25%	31%	33%	29%
Never heard of	10	6	3	-	1	9	1	8	1	-	-	1	9	1
	1%	2%	1%		1%	1%	*%	4%	*%			1%	2%	*%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	481	269	144	255	118	106	163	86	77	125	202	154
	48%	48%	49%	54%	39%	47%	52%	61%	44%	43%	47%	52%
VERY/SOMEWHAT UNFAVORABLE	474	268	140	210	154	108	133	47	86	140	209	125
	47%	48%	48%	44%	50%	48%	42%	33%	49%	49%	49%	42%
Very favorable	245	121	79	128	55	62	88	55	33	66	93	86
	24%	22%	27%	27%	18%	27%	28%	39%	19%	23%	22%	29%
Somewhat favorable	235	147	65	127	63	45	76	31	44	58	109	68
	23%	26%	22%	27%	21%	20%	24%	22%	25%	20%	26%	23%
Heard of, no opinion	45	21	8	6	27	11	17	6	11	15	14	17
	4%	4%	3%	1%	9%	5%	5%	5%	6%	5%	3%	6%
Somewhat unfavorable	164	112	33	76	50	36	59	21	37	48	72	44
	16%	20%	11%	16%	16%	16%	19%	15%	21%	17%	17%	15%
Very unfavorable	309	156	107	134	104	72	74	25	49	91	137	81
	31%	28%	37%	28%	34%	32%	23%	18%	28%	32%	32%	27%
Never heard of	10	3	-	1	8	1	3	1	2	8	1	1
	1%	1%		*%	3%	*%	1%	1%	1%	3%	*%	*%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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			2020 Ballot		2024 Ballot		GOP Supporter of	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	481	350	91	40	305	129	41	378	64	404	42	251	147
	48%	90%	40%	10%	82%	40%	14%	86%	14%	87%	9%	90%	84%
VERY/SOMEWHAT UNFAVORABLE	474	31	103	340	54	170	242	48	383	45	385	20	22
	47%	8%	46%	86%	15%	53%	84%	11%	82%	10%	86%	7%	13%
Very favorable	245	219	15	12	171	49	23	216	16	225	8	154	76
	24%	56%	6%	3%	46%	15%	8%	49%	3%	49%	2%	55%	44%
Somewhat favorable	235	131	76	28	135	80	18	162	48	178	34	97	71
	23%	34%	34%	7%	36%	25%	6%	37%	10%	38%	8%	35%	41%
Heard of, no opinion	45	8	26	11	8	19	6	10	20	11	17	6	4
	4%	2%	12%	3%	2%	6%	2%	2%	4%	2%	4%	2%	2%
Somewhat unfavorable	164	21	46	97	28	77	58	33	106	33	107	16	16
	16%	5%	20%	25%	8%	24%	20%	8%	23%	7%	24%	6%	9%
Very unfavorable	309	10	57	242	26	93	185	15	277	12	277	5	6
	31%	3%	25%	62%	7%	29%	64%	3%	59%	3%	62%	2%	4%
Never heard of	10	1	6	2	5	4	-	1	2	3	3	1	1
	1%	*%	3%	1%	1%	1%		*%	*%	1%	1%	1%	*%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	448	187	258	103	109	111	124	212	235	268	81	60	38
	44%	40%	48%	50%	46%	40%	43%	48%	41%	38%	70%	54%	55%
VERY/SOMEWHAT UNFAVORABLE	510	262	247	90	113	149	159	202	308	415	28	36	31
	51%	56%	46%	43%	48%	53%	55%	46%	54%	58%	24%	32%	45%
Very favorable	222	97	124	52	55	56	59	107	115	117	54	40	11
	22%	21%	23%	25%	23%	20%	20%	24%	20%	16%	47%	36%	17%
Somewhat favorable	225	90	133	51	54	55	66	105	120	152	27	20	26
	22%	19%	25%	25%	23%	20%	23%	24%	21%	21%	24%	18%	38%
Heard of, no opinion	42	19	23	11	10	15	5	22	20	27	6	8	1
	4%	4%	4%	6%	4%	5%	2%	5%	4%	4%	5%	7%	1%
Somewhat unfavorable	195	106	88	38	56	49	52	94	101	141	20	15	18
	19%	23%	16%	18%	24%	18%	18%	21%	18%	20%	17%	14%	27%
Very unfavorable	316	156	160	52	57	100	107	109	207	274	9	21	13
	31%	33%	30%	25%	24%	36%	37%	25%	36%	38%	7%	19%	18%
Never heard of	10	-	10	2	3	5	-	5	5	3	-	8	-
	1%		2%	1%	1%	2%		1%	1%	1%		7%	

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	448	124	132	114	77	256	191	103	85	73	73	113	188	259
	44%	42%	43%	45%	50%	43%	47%	49%	40%	42%	45%	46%	44%	45%
VERY/SOMEWHAT UNFAVORABLE	510	139	159	138	73	299	211	82	119	96	84	124	201	305
	51%	47%	52%	54%	48%	50%	52%	39%	56%	56%	52%	51%	47%	53%
Very favorable	222	76	70	46	30	146	76	63	54	28	31	46	117	105
	22%	26%	23%	18%	20%	24%	19%	30%	25%	17%	19%	19%	28%	18%
Somewhat favorable	225	48	62	68	47	110	115	40	30	44	42	68	71	154
	22%	16%	20%	27%	30%	18%	28%	19%	14%	26%	26%	28%	17%	27%
Heard of, no opinion	42	26	9	3	4	35	7	19	9	3	4	6	28	13
	4%	9%	3%	1%	2%	6%	2%	9%	4%	2%	2%	3%	7%	2%
Somewhat unfavorable	195	47	55	58	34	102	92	24	47	32	30	62	71	124
	19%	16%	18%	23%	22%	17%	23%	12%	22%	19%	18%	25%	17%	21%
Very unfavorable	316	92	104	80	39	197	119	58	73	64	55	62	130	181
	31%	31%	34%	31%	26%	33%	29%	27%	34%	37%	34%	25%	31%	31%
Never heard of	10	7	3	-	-	10	-	7	1	-	-	-	8	-
	1%	2%	1%			2%		3%	*%				2%	

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

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-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	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	448	261	115	191	160	96	149	57	91	140	201	106
	44%	47%	39%	40%	52%	42%	47%	41%	52%	49%	47%	36%
VERY/SOMEWHAT UNFAVORABLE	510	276	170	264	126	117	147	73	73	124	209	177
	51%	49%	58%	56%	41%	52%	46%	52%	42%	43%	49%	60%
Very favorable	222	122	59	83	94	45	73	30	43	77	90	55
	22%	22%	20%	18%	31%	20%	23%	21%	25%	27%	21%	19%
Somewhat favorable	225	139	56	108	66	51	76	28	48	63	111	51
	22%	25%	19%	23%	22%	22%	24%	20%	28%	22%	26%	17%
Heard of, no opinion	42	21	7	15	15	11	19	11	9	17	14	11
	4%	4%	2%	3%	5%	5%	6%	8%	5%	6%	3%	4%
Somewhat unfavorable	195	122	52	99	52	43	65	35	29	61	75	59
	19%	22%	18%	21%	17%	19%	20%	25%	17%	21%	18%	20%
Very unfavorable	316	154	118	165	75	74	82	38	44	63	134	119
	31%	27%	40%	35%	24%	33%	26%	27%	25%	22%	31%	40%
Never heard of	10	3	-	3	6	2	2	-	2	5	3	2
	1%	1%		1%	2%	1%	1%		1%	2%	1%	1%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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			2020 Ballot		2024 Ballot		GOP Supporter of	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	448	25	78	344	34	166	239	35	373	40	366	16	13
	44%	6%	35%	88%	9%	52%	83%	8%	80%	9%	82%	6%	7%
VERY/SOMEWHAT UNFAVORABLE	510	350	119	41	323	137	45	384	81	403	68	254	151
	51%	90%	53%	10%	87%	42%	16%	88%	17%	87%	15%	91%	87%
Very favorable	222	5	26	191	18	69	132	15	196	13	194	6	3
	22%	1%	11%	49%	5%	21%	46%	4%	42%	3%	43%	2%	2%
Somewhat favorable	225	19	52	154	16	97	107	20	177	26	173	10	10
	22%	5%	23%	39%	4%	30%	37%	5%	38%	6%	39%	4%	6%
Heard of, no opinion	42	14	20	7	11	15	5	17	14	18	12	6	9
	4%	4%	9%	2%	3%	5%	2%	4%	3%	4%	3%	2%	5%
Somewhat unfavorable	195	104	59	32	80	79	34	115	59	119	55	61	58
	19%	27%	26%	8%	22%	25%	12%	26%	13%	26%	12%	22%	33%
Very unfavorable	316	247	60	9	243	57	11	268	23	284	13	193	93
	31%	63%	27%	2%	65%	18%	4%	61%	5%	61%	3%	69%	54%
Never heard of	10	1	9	-	5	4	-	2	-	2	-	1	1
	1%	*%	4%		1%	1%		1%		*%		*%	*%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	258	155	103	36	54	70	97	90	168	195	20	24	20
	26%	33%	19%	18%	23%	25%	34%	20%	29%	27%	17%	21%	29%
VERY/SOMEWHAT UNFAVORABLE	263	131	131	43	39	75	106	82	181	190	29	22	22
	26%	28%	24%	21%	17%	27%	37%	19%	32%	27%	25%	20%	32%
Very favorable	107	65	42	15	15	30	46	31	76	89	3	10	5
	11%	14%	8%	7%	7%	11%	16%	7%	13%	12%	3%	9%	8%
Somewhat favorable	151	90	60	21	38	40	52	59	92	106	17	14	14
	15%	19%	11%	10%	16%	14%	18%	13%	16%	15%	14%	12%	21%
Heard of, no opinion	220	102	118	41	74	66	40	115	105	161	25	23	12
	22%	22%	22%	20%	31%	23%	14%	26%	19%	23%	21%	21%	17%
Somewhat unfavorable	73	30	43	22	12	13	27	33	40	49	12	7	6
	7%	6%	8%	10%	5%	5%	9%	7%	7%	7%	10%	6%	8%
Very unfavorable	190	101	88	21	27	63	79	49	141	141	17	16	16
	19%	22%	16%	10%	12%	22%	27%	11%	25%	20%	14%	14%	24%
Never heard of	269	80	187	86	68	68	46	155	115	168	43	43	16
	27%	17%	35%	42%	29%	24%	16%	35%	20%	24%	37%	38%	22%

Echelon Insights
November Omnibus 2024
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[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	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	258	62	76	74	46	138	120	43	57	51	43	62	100	156
	26%	21%	25%	29%	30%	23%	29%	20%	27%	30%	27%	25%	24%	27%
VERY/SOMEWHAT UNFAVORABLE	263	63	76	72	52	139	124	50	61	44	41	64	112	150
	26%	21%	25%	28%	34%	23%	30%	24%	29%	26%	26%	26%	26%	26%
Very favorable	107	25	34	31	17	59	48	18	22	25	14	26	40	65
	11%	8%	11%	12%	11%	10%	12%	9%	10%	14%	9%	11%	9%	11%
Somewhat favorable	151	37	42	43	29	79	72	25	35	26	29	35	60	91
	15%	13%	14%	17%	19%	13%	18%	12%	16%	15%	18%	15%	14%	16%
Heard of, no opinion	220	76	62	53	29	138	82	47	43	33	33	62	90	128
	22%	25%	21%	21%	19%	23%	20%	23%	20%	19%	21%	25%	21%	22%
Somewhat unfavorable	73	19	22	21	11	41	32	11	23	12	14	12	34	39
	7%	6%	7%	8%	7%	7%	8%	5%	11%	7%	9%	5%	8%	7%
Very unfavorable	190	44	54	51	41	98	92	39	39	32	27	52	78	111
	19%	15%	18%	20%	26%	16%	22%	18%	18%	19%	17%	21%	18%	19%
Never heard of	269	96	90	56	28	186	83	70	53	44	43	56	123	143
	27%	32%	30%	22%	18%	31%	20%	33%	25%	25%	27%	23%	29%	25%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	258	132	103	139	60	59	68	39	29	73	110	74
	26%	24%	35%	30%	19%	26%	21%	27%	16%	26%	26%	25%
VERY/SOMEWHAT UNFAVORABLE	263	139	96	135	64	64	58	28	29	71	122	70
	26%	25%	33%	29%	21%	28%	18%	20%	17%	25%	29%	24%
Very favorable	107	41	54	60	16	31	29	21	9	35	40	32
	11%	7%	19%	13%	5%	14%	9%	15%	5%	12%	9%	11%
Somewhat favorable	151	92	48	79	43	28	38	18	20	39	70	42
	15%	16%	17%	17%	14%	12%	12%	13%	12%	13%	16%	14%
Heard of, no opinion	220	128	46	94	73	49	78	42	36	56	92	72
	22%	23%	16%	20%	24%	22%	25%	30%	21%	20%	22%	24%
Somewhat unfavorable	73	47	18	34	21	18	23	10	13	22	29	22
	7%	8%	6%	7%	7%	8%	7%	7%	7%	8%	7%	7%
Very unfavorable	190	92	78	101	43	46	35	18	17	49	93	48
	19%	16%	27%	21%	14%	20%	11%	13%	10%	17%	22%	16%
Never heard of	269	162	47	103	111	54	113	32	81	86	102	81
	27%	29%	16%	22%	36%	24%	36%	23%	46%	30%	24%	27%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	Party			Ideology			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	258	178	37	43	165	64	29	186	59	197	51	118	78
	26%	46%	16%	11%	44%	20%	10%	42%	13%	43%	11%	43%	45%
VERY/SOMEWHAT UNFAVORABLE	263	30	61	172	35	69	157	37	209	40	207	25	14
	26%	8%	27%	44%	9%	21%	54%	8%	45%	9%	46%	9%	8%
Very favorable	107	78	9	20	75	15	17	83	20	87	16	57	26
	11%	20%	4%	5%	20%	5%	6%	19%	4%	19%	4%	20%	15%
Somewhat favorable	151	100	28	22	91	48	12	103	39	110	35	61	52
	15%	26%	13%	6%	24%	15%	4%	23%	8%	24%	8%	22%	30%
Heard of, no opinion	220	95	40	85	91	77	49	113	84	116	80	63	48
	22%	24%	18%	22%	24%	24%	17%	26%	18%	25%	18%	23%	28%
Somewhat unfavorable	73	18	26	29	21	22	29	26	38	30	39	20	7
	7%	5%	11%	7%	6%	7%	10%	6%	8%	6%	9%	7%	4%
Very unfavorable	190	12	35	142	13	47	128	11	171	11	169	6	6
	19%	3%	16%	36%	4%	15%	44%	2%	36%	2%	38%	2%	4%
Never heard of	269	87	88	94	81	113	54	102	116	109	108	72	34
	27%	22%	39%	24%	22%	35%	19%	23%	25%	24%	24%	26%	20%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	461	260	201	92	119	125	125	211	250	365	28	42	27
	46%	55%	37%	45%	51%	45%	43%	48%	44%	51%	24%	37%	39%
VERY/SOMEWHAT UNFAVORABLE	430	176	251	79	87	118	145	166	263	290	61	42	37
	43%	38%	47%	38%	37%	42%	50%	38%	46%	41%	53%	38%	53%
Very favorable	253	158	95	45	56	77	76	100	152	204	15	19	14
	25%	34%	18%	22%	24%	27%	26%	23%	27%	29%	13%	17%	20%
Somewhat favorable	208	102	106	48	63	49	49	111	98	160	13	22	13
	21%	22%	20%	23%	27%	17%	17%	25%	17%	22%	11%	20%	19%
Heard of, no opinion	91	29	62	21	26	26	18	46	44	53	14	20	4
	9%	6%	11%	10%	11%	9%	6%	11%	8%	7%	12%	18%	5%
Somewhat unfavorable	117	44	72	34	24	27	31	58	59	64	19	15	18
	12%	9%	13%	16%	10%	10%	11%	13%	10%	9%	17%	13%	27%
Very unfavorable	313	132	179	45	64	91	113	109	204	226	42	27	18
	31%	28%	33%	22%	27%	32%	39%	25%	36%	32%	36%	25%	26%
Never heard of	28	4	25	14	3	10	2	17	11	5	13	8	2
	3%	1%	5%	7%	1%	3%	1%	4%	2%	1%	11%	7%	3%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	461	131	142	123	66	273	188	69	99	94	87	110	169	291
	46%	44%	47%	48%	43%	45%	46%	33%	46%	55%	54%	45%	40%	50%
VERY/SOMEWHAT UNFAVORABLE	430	110	123	113	82	234	196	92	93	68	60	113	185	242
	43%	37%	41%	44%	53%	39%	48%	44%	43%	39%	38%	47%	44%	42%
Very favorable	253	74	71	65	43	145	108	40	47	51	49	65	87	165
	25%	25%	23%	26%	28%	24%	26%	19%	22%	29%	31%	27%	20%	29%
Somewhat favorable	208	58	70	57	23	128	80	29	52	43	38	44	81	126
	21%	19%	23%	22%	15%	21%	20%	14%	24%	25%	23%	18%	19%	22%
Heard of, no opinion	91	37	33	18	3	70	21	32	15	9	11	20	47	40
	9%	13%	11%	7%	2%	12%	5%	15%	7%	5%	7%	8%	11%	7%
Somewhat unfavorable	117	26	39	29	23	65	52	19	25	13	25	34	44	71
	12%	9%	13%	11%	15%	11%	13%	9%	12%	8%	15%	14%	10%	12%
Very unfavorable	313	84	84	84	60	169	144	73	68	55	36	80	141	170
	31%	29%	28%	33%	39%	28%	35%	35%	32%	32%	22%	33%	33%	30%
Never heard of	28	17	7	2	3	24	4	17	7	1	3	0	24	5
	3%	6%	2%	1%	2%	4%	1%	8%	3%	1%	2%	0%	6%	1%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	461	271	134	232	127	100	162	86	76	126	196	140
	46%	48%	46%	49%	41%	44%	51%	61%	43%	44%	46%	47%
VERY/SOMEWHAT UNFAVORABLE	430	236	139	198	128	103	104	36	68	117	195	118
	43%	42%	48%	42%	42%	46%	33%	26%	39%	41%	46%	40%
Very favorable	253	145	80	126	66	61	78	48	30	74	107	72
	25%	26%	28%	27%	21%	27%	25%	34%	17%	26%	25%	24%
Somewhat favorable	208	126	54	107	61	39	84	37	46	52	89	68
	21%	22%	18%	23%	20%	17%	27%	27%	26%	18%	21%	23%
Heard of, no opinion	91	43	17	36	36	17	37	19	18	35	28	28
	9%	8%	6%	8%	12%	7%	12%	14%	10%	12%	6%	10%
Somewhat unfavorable	117	74	26	51	37	28	34	12	22	33	57	26
	12%	13%	9%	11%	12%	12%	11%	8%	12%	11%	13%	9%
Very unfavorable	313	162	114	147	91	75	70	24	46	84	137	92
	31%	29%	39%	31%	30%	33%	22%	17%	26%	29%	32%	31%
Never heard of	28	11	2	6	16	6	14	-	14	10	8	10
	3%	2%	1%	1%	5%	3%	4%		8%	3%	2%	4%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	461	310	92	60	290	119	47	357	67	384	46	238	132
	46%	79%	40%	15%	78%	37%	16%	81%	14%	83%	10%	85%	76%
VERY/SOMEWHAT UNFAVORABLE	430	45	92	293	52	139	228	38	353	35	361	17	28
	43%	11%	40%	75%	14%	43%	79%	9%	75%	8%	81%	6%	16%
Very favorable	253	190	36	27	171	55	27	213	25	223	20	156	62
	25%	49%	16%	7%	46%	17%	9%	49%	5%	48%	5%	56%	36%
Somewhat favorable	208	120	55	33	119	65	21	143	41	161	25	82	70
	21%	31%	24%	8%	32%	20%	7%	33%	9%	35%	6%	29%	40%
Heard of, no opinion	91	34	28	28	24	49	11	40	35	38	29	20	14
	9%	9%	13%	7%	6%	15%	4%	9%	7%	8%	6%	7%	8%
Somewhat unfavorable	117	20	26	71	20	42	52	19	83	15	91	6	13
	12%	5%	12%	18%	5%	13%	18%	4%	18%	3%	20%	2%	8%
Very unfavorable	313	25	65	223	32	97	176	19	271	20	269	10	14
	31%	6%	29%	57%	9%	30%	61%	4%	58%	4%	60%	4%	8%
Never heard of	28	1	15	12	7	15	4	3	14	6	11	4	-
	3%	*%	7%	3%	2%	5%	1%	1%	3%	1%	3%	1%	

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	360	206	154	44	90	98	128	134	227	289	19	34	19
	36%	44%	29%	21%	38%	35%	44%	30%	40%	40%	17%	30%	27%
VERY/SOMEWHAT UNFAVORABLE	345	156	186	52	65	102	125	117	228	238	41	37	29
	34%	33%	35%	25%	28%	37%	43%	27%	40%	33%	35%	33%	42%
Very favorable	165	98	67	16	29	54	67	44	121	142	5	13	5
	16%	21%	12%	8%	12%	19%	23%	10%	21%	20%	4%	12%	8%
Somewhat favorable	195	108	87	28	61	44	62	89	105	147	14	20	13
	19%	23%	16%	14%	26%	16%	21%	20%	19%	21%	12%	18%	19%
Heard of, no opinion	182	74	108	51	53	53	25	104	78	119	22	25	15
	18%	16%	20%	25%	23%	19%	9%	24%	14%	17%	19%	23%	21%
Somewhat unfavorable	133	61	70	19	26	46	43	45	89	95	16	9	13
	13%	13%	13%	9%	11%	16%	15%	10%	16%	13%	14%	8%	19%
Very unfavorable	212	95	116	33	40	57	82	73	139	143	25	28	16
	21%	20%	21%	16%	17%	20%	28%	16%	24%	20%	21%	25%	23%
Never heard of	123	32	91	60	26	26	10	86	37	68	33	16	7
	12%	7%	17%	29%	11%	9%	4%	20%	6%	9%	29%	14%	10%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	360	78	112	106	64	190	170	48	72	74	67	97	120	238
	36%	26%	37%	41%	42%	32%	41%	23%	34%	43%	42%	40%	28%	41%
VERY/SOMEWHAT UNFAVORABLE	345	84	97	96	68	182	163	73	76	55	49	89	150	193
	34%	28%	32%	37%	44%	30%	40%	35%	36%	32%	31%	37%	35%	34%
Very favorable	165	42	49	47	27	91	74	20	35	42	33	34	56	109
	16%	14%	16%	18%	18%	15%	18%	10%	17%	24%	20%	14%	13%	19%
Somewhat favorable	195	36	63	59	37	99	96	28	36	31	35	63	65	129
	19%	12%	21%	23%	24%	17%	23%	13%	17%	18%	22%	26%	15%	22%
Heard of, no opinion	182	68	65	35	14	133	49	47	42	30	23	37	89	90
	18%	23%	21%	14%	9%	22%	12%	22%	20%	17%	14%	15%	21%	16%
Somewhat unfavorable	133	24	37	43	29	62	72	18	32	24	15	43	50	82
	13%	8%	12%	17%	19%	10%	18%	8%	15%	14%	9%	18%	12%	14%
Very unfavorable	212	60	60	53	38	120	92	56	44	31	34	46	100	111
	21%	20%	20%	21%	25%	20%	22%	27%	21%	18%	21%	19%	24%	19%
Never heard of	123	66	30	19	9	96	27	43	23	14	21	20	66	55
	12%	22%	10%	7%	6%	16%	7%	20%	11%	8%	13%	8%	16%	10%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	360	191	129	197	82	81	102	54	48	92	160	109
	36%	34%	44%	42%	27%	36%	32%	39%	27%	32%	38%	37%
VERY/SOMEWHAT UNFAVORABLE	345	191	120	165	96	84	75	32	41	92	150	103
	34%	34%	41%	35%	31%	37%	24%	23%	24%	32%	35%	35%
Very favorable	165	77	69	90	28	47	40	20	20	43	72	50
	16%	14%	24%	19%	9%	21%	13%	14%	11%	15%	17%	17%
Somewhat favorable	195	114	60	107	54	33	62	34	28	48	89	58
	19%	20%	21%	23%	18%	15%	20%	24%	16%	17%	21%	20%
Heard of, no opinion	182	108	30	81	62	37	73	37	36	53	81	48
	18%	19%	10%	17%	20%	16%	23%	26%	21%	18%	19%	16%
Somewhat unfavorable	133	84	35	70	36	27	37	22	14	33	58	43
	13%	15%	12%	15%	12%	12%	12%	16%	8%	11%	14%	15%
Very unfavorable	212	107	84	94	60	56	38	10	27	60	92	60
	21%	19%	29%	20%	20%	25%	12%	7%	16%	21%	22%	20%
Never heard of	123	71	14	29	67	25	66	17	49	50	35	38
	12%	13%	5%	6%	22%	11%	21%	12%	28%	18%	8%	13%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	Party			Ideology			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	360	257	58	45	241	82	36	280	62	292	53	173	119
	36%	66%	25%	12%	65%	26%	12%	64%	13%	63%	12%	62%	68%
VERY/SOMEWHAT UNFAVORABLE	345	32	71	241	40	97	201	40	285	39	285	23	16
	34%	8%	31%	61%	11%	30%	70%	9%	61%	8%	64%	8%	9%
Very favorable	165	136	16	14	126	24	15	152	10	150	10	89	59
	16%	35%	7%	3%	34%	7%	5%	35%	2%	33%	2%	32%	34%
Somewhat favorable	195	121	42	32	115	59	21	128	51	142	42	84	59
	19%	31%	18%	8%	31%	18%	7%	29%	11%	31%	10%	30%	34%
Heard of, no opinion	182	69	59	54	60	82	34	83	71	94	58	57	26
	18%	18%	26%	14%	16%	26%	12%	19%	15%	20%	13%	20%	15%
Somewhat unfavorable	133	17	35	81	18	47	68	25	98	23	104	14	7
	13%	4%	15%	21%	5%	15%	23%	6%	21%	5%	23%	5%	4%
Very unfavorable	212	15	36	160	22	51	134	15	186	16	181	8	9
	21%	4%	16%	41%	6%	16%	46%	3%	40%	3%	41%	3%	5%
Never heard of	123	31	39	52	32	60	18	35	52	37	51	26	13
	12%	8%	17%	13%	9%	19%	6%	8%	11%	8%	11%	9%	8%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	467	246	221	105	111	131	121	216	251	358	37	45	26
	46%	52%	41%	51%	47%	47%	42%	49%	44%	50%	32%	41%	38%
VERY/SOMEWHAT UNFAVORABLE	409	180	227	59	84	112	155	143	266	284	51	38	36
	41%	38%	42%	28%	36%	40%	54%	32%	47%	40%	44%	34%	51%
Very favorable	221	117	104	51	47	68	55	99	122	169	15	25	12
	22%	25%	19%	25%	20%	24%	19%	22%	22%	24%	13%	23%	18%
Somewhat favorable	246	129	117	53	64	63	66	117	129	190	22	20	14
	24%	27%	22%	26%	27%	23%	23%	27%	23%	27%	19%	18%	20%
Heard of, no opinion	111	40	70	28	39	30	13	67	43	65	18	21	7
	11%	9%	13%	14%	17%	11%	5%	15%	8%	9%	16%	19%	10%
Somewhat unfavorable	122	54	66	24	28	26	44	52	70	76	17	15	14
	12%	12%	12%	12%	12%	9%	15%	12%	12%	11%	15%	13%	20%
Very unfavorable	287	125	161	35	56	85	111	91	196	208	35	23	21
	28%	27%	30%	17%	24%	31%	38%	21%	34%	29%	30%	21%	31%
Never heard of	23	3	21	15	1	8	-	15	8	6	9	7	1
	2%	1%	4%	7%	0%	3%	0%	4%	1%	1%	8%	6%	1%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	467	133	151	123	60	284	183	80	99	91	84	111	179	286
	46%	45%	50%	48%	39%	47%	45%	38%	46%	53%	52%	45%	42%	50%
VERY/SOMEWHAT UNFAVORABLE	409	102	106	122	79	208	201	80	89	67	59	114	169	240
	41%	34%	35%	48%	52%	35%	49%	38%	41%	39%	37%	47%	40%	42%
Very favorable	221	74	65	61	22	139	82	43	43	39	38	57	86	134
	22%	25%	21%	24%	14%	23%	20%	20%	20%	23%	24%	23%	20%	23%
Somewhat favorable	246	59	86	62	39	145	101	37	56	52	46	54	93	151
	24%	20%	28%	24%	25%	24%	25%	18%	26%	30%	29%	22%	22%	26%
Heard of, no opinion	111	43	43	10	15	86	25	36	22	13	16	19	58	48
	11%	14%	14%	4%	9%	14%	6%	17%	10%	8%	10%	8%	14%	8%
Somewhat unfavorable	122	22	30	52	18	52	70	18	28	24	18	35	46	76
	12%	7%	10%	20%	12%	9%	17%	9%	13%	14%	11%	14%	11%	13%
Very unfavorable	287	80	76	70	61	156	131	62	61	43	41	80	123	163
	28%	27%	25%	27%	40%	26%	32%	30%	28%	25%	25%	33%	29%	28%
Never heard of	23	19	4	-	-	23	-	15	4	2	2	0	19	4
	2%	6%	1%			4%		7%	2%	1%	1%	0%	4%	1%

Echelon Insights
November Omnibus 2024
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-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	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	467	270	127	239	132	96	167	82	85	118	207	142
	46%	48%	44%	51%	43%	43%	53%	58%	48%	41%	48%	48%
VERY/SOMEWHAT UNFAVORABLE	409	217	147	202	113	93	94	40	54	115	183	110
	41%	39%	50%	43%	37%	41%	30%	29%	31%	40%	43%	37%
Very favorable	221	124	62	109	59	52	76	35	41	60	97	65
	22%	22%	21%	23%	19%	23%	24%	25%	24%	21%	23%	22%
Somewhat favorable	246	146	66	129	73	44	91	47	44	59	110	77
	24%	26%	22%	27%	24%	19%	29%	34%	25%	20%	26%	26%
Heard of, no opinion	111	66	18	31	45	31	46	18	27	40	34	37
	11%	12%	6%	7%	15%	14%	15%	13%	16%	14%	8%	13%
Somewhat unfavorable	122	73	38	53	35	34	34	15	19	32	60	30
	12%	13%	13%	11%	11%	15%	11%	10%	11%	11%	14%	10%
Very unfavorable	287	144	108	149	78	59	60	26	34	83	124	80
	28%	26%	37%	32%	25%	26%	19%	18%	20%	29%	29%	27%
Never heard of	23	8	-	0	17	5	10	-	10	14	3	7
	2%	1%		*%	6%	2%	3%		6%	5%	1%	2%

Echelon Insights
November Omnibus 2024
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-Robert F. Kennedy, Jr.

	Total	Party			Ideology			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	467	291	102	74	274	134	54	339	82	367	66	233	119
	46%	75%	45%	19%	74%	42%	19%	77%	18%	79%	15%	84%	69%
VERY/SOMEWHAT UNFAVORABLE	409	58	83	268	60	131	213	51	331	46	339	21	38
	41%	15%	36%	68%	16%	41%	74%	12%	71%	10%	76%	8%	22%
Very favorable	221	154	37	29	138	53	25	175	31	184	26	117	59
	22%	39%	16%	7%	37%	16%	9%	40%	7%	40%	6%	42%	34%
Somewhat favorable	246	137	64	45	136	81	29	164	52	183	40	116	60
	24%	35%	28%	11%	36%	25%	10%	38%	11%	40%	9%	42%	35%
Heard of, no opinion	111	40	28	43	32	48	20	44	47	45	34	22	17
	11%	10%	12%	11%	8%	15%	7%	10%	10%	10%	8%	8%	10%
Somewhat unfavorable	122	29	21	72	29	42	49	29	83	26	88	12	19
	12%	7%	9%	18%	8%	13%	17%	7%	18%	6%	20%	4%	11%
Very unfavorable	287	29	62	196	31	89	164	23	248	20	251	9	19
	28%	7%	27%	50%	8%	28%	57%	5%	53%	4%	56%	3%	11%
Never heard of	23	1	14	8	7	9	2	4	8	4	8	3	-
	2%	*%	6%	2%	2%	3%	1%	1%	2%	1%	2%	1%	

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

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

-Vivek Ramaswamy

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	315	179	136	35	75	94	111	110	205	255	12	25	23
	31%	38%	25%	17%	32%	34%	38%	25%	36%	36%	11%	22%	33%
VERY/SOMEWHAT UNFAVORABLE	282	144	137	53	42	83	103	95	186	198	29	28	27
	28%	31%	26%	26%	18%	30%	36%	22%	33%	28%	25%	25%	39%
Very favorable	179	107	72	19	28	65	67	47	132	149	5	15	11
	18%	23%	13%	9%	12%	23%	23%	11%	23%	21%	4%	13%	16%
Somewhat favorable	136	72	64	16	46	29	44	63	74	107	7	10	12
	13%	15%	12%	8%	20%	10%	15%	14%	13%	15%	6%	9%	17%
Heard of, no opinion	152	70	81	47	41	30	34	88	64	96	25	22	9
	15%	15%	15%	23%	18%	11%	12%	20%	11%	13%	21%	20%	12%
Somewhat unfavorable	94	48	46	22	14	30	28	35	59	69	11	7	7
	9%	10%	8%	11%	6%	11%	10%	8%	10%	10%	9%	6%	10%
Very unfavorable	188	96	92	31	29	53	75	60	128	129	18	21	20
	19%	20%	17%	15%	12%	19%	26%	14%	22%	18%	16%	19%	29%
Never heard of	261	75	184	72	76	73	41	148	113	164	50	37	11
	26%	16%	34%	35%	32%	26%	14%	34%	20%	23%	43%	33%	15%

Echelon Insights
November Omnibus 2024
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-Vivek Ramaswamy

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	315	66	93	92	64	159	156	46	68	58	51	91	114	199
	31%	22%	31%	36%	42%	26%	38%	22%	32%	33%	32%	37%	27%	35%
VERY/SOMEWHAT UNFAVORABLE	282	69	73	82	58	142	139	59	60	51	39	71	119	161
	28%	23%	24%	32%	37%	24%	34%	28%	28%	30%	24%	29%	28%	28%
Very favorable	179	45	54	53	27	99	80	28	34	39	30	47	62	116
	18%	15%	18%	21%	18%	17%	20%	13%	16%	22%	19%	19%	15%	20%
Somewhat favorable	136	21	39	39	37	60	76	18	34	19	20	44	52	83
	13%	7%	13%	15%	24%	10%	19%	8%	16%	11%	13%	18%	12%	14%
Heard of, no opinion	152	48	57	35	11	106	46	25	36	28	29	34	61	91
	15%	16%	19%	14%	7%	18%	11%	12%	17%	16%	18%	14%	14%	16%
Somewhat unfavorable	94	23	21	30	21	43	51	13	27	20	10	22	40	53
	9%	8%	7%	12%	14%	7%	12%	6%	13%	12%	6%	9%	9%	9%
Very unfavorable	188	46	53	52	37	99	89	45	33	31	28	49	79	108
	19%	16%	17%	20%	24%	16%	22%	22%	16%	18%	18%	20%	19%	19%
Never heard of	261	113	81	46	22	194	68	81	50	35	43	48	131	126
	26%	38%	27%	18%	14%	32%	17%	38%	23%	21%	27%	20%	31%	22%

Echelon Insights
November Omnibus 2024

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	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	315	170	116	174	71	71	84	48	36	82	141	93
	31%	30%	40%	37%	23%	31%	27%	34%	20%	29%	33%	31%
VERY/SOMEWHAT UNFAVORABLE	282	156	100	136	78	66	63	33	30	76	127	78
	28%	28%	34%	29%	25%	29%	20%	23%	17%	26%	30%	26%
Very favorable	179	87	75	95	35	49	45	26	19	44	85	50
	18%	15%	26%	20%	11%	22%	14%	18%	11%	15%	20%	17%
Somewhat favorable	136	84	42	78	36	22	39	23	17	38	55	43
	13%	15%	14%	17%	12%	10%	12%	16%	10%	13%	13%	14%
Heard of, no opinion	152	85	36	73	45	32	54	33	21	48	62	43
	15%	15%	12%	16%	15%	14%	17%	24%	12%	17%	14%	14%
Somewhat unfavorable	94	57	27	51	24	19	26	14	13	21	45	27
	9%	10%	9%	11%	8%	9%	8%	10%	7%	7%	11%	9%
Very unfavorable	188	98	73	86	54	47	36	19	17	55	82	51
	19%	18%	25%	18%	18%	21%	11%	13%	10%	19%	19%	17%
Never heard of	261	150	39	89	113	57	115	26	88	82	97	83
	26%	27%	14%	19%	37%	25%	36%	19%	50%	28%	23%	28%

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	Total	Party			Ideology			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	315	225	60	30	218	68	28	256	41	268	32	161	103
	31%	58%	27%	8%	59%	21%	10%	58%	9%	58%	7%	58%	59%
VERY/SOMEWHAT UNFAVORABLE	282	39	69	174	35	80	159	39	223	42	223	23	18
	28%	10%	30%	44%	9%	25%	55%	9%	48%	9%	50%	8%	10%
Very favorable	179	139	28	11	134	32	12	158	14	166	10	112	50
	18%	36%	13%	3%	36%	10%	4%	36%	3%	36%	2%	40%	29%
Somewhat favorable	136	86	32	19	84	36	16	98	27	102	22	49	53
	13%	22%	14%	5%	23%	11%	5%	22%	6%	22%	5%	18%	31%
Heard of, no opinion	152	60	30	62	56	54	40	61	71	66	70	43	23
	15%	15%	13%	16%	15%	17%	14%	14%	15%	14%	16%	16%	13%
Somewhat unfavorable	94	20	25	49	17	31	43	22	66	28	62	16	6
	9%	5%	11%	12%	5%	10%	15%	5%	14%	6%	14%	6%	4%
Very unfavorable	188	18	44	125	17	50	116	17	157	14	161	6	12
	19%	5%	19%	32%	5%	15%	40%	4%	34%	3%	36%	2%	7%
Never heard of	261	67	67	127	64	120	63	82	134	87	122	51	30
	26%	17%	30%	32%	17%	37%	22%	19%	29%	19%	27%	18%	17%

Echelon Insights
November Omnibus 2024
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[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	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	200	119	80	30	39	62	69	69	131	142	16	29	13
	20%	25%	15%	15%	17%	22%	24%	16%	23%	20%	14%	26%	19%
VERY/SOMEWHAT UNFAVORABLE	176	92	84	26	32	54	65	57	119	126	22	14	14
	17%	20%	16%	12%	14%	19%	23%	13%	21%	18%	19%	12%	21%
Very favorable	88	57	31	9	15	25	39	24	64	72	2	9	6
	9%	12%	6%	4%	6%	9%	14%	6%	11%	10%	2%	8%	8%
Somewhat favorable	112	62	49	21	24	37	30	45	67	71	14	20	7
	11%	13%	9%	10%	10%	13%	10%	10%	12%	10%	12%	18%	11%
Heard of, no opinion	206	99	106	35	70	50	51	105	101	148	21	23	13
	20%	21%	20%	17%	30%	18%	18%	24%	18%	21%	18%	21%	19%
Somewhat unfavorable	57	35	23	11	13	17	17	24	34	41	8	4	4
	6%	7%	4%	5%	5%	6%	6%	5%	6%	6%	7%	4%	6%
Very unfavorable	119	58	61	15	19	37	49	34	85	85	14	10	10
	12%	12%	11%	7%	8%	13%	17%	8%	15%	12%	12%	9%	15%
Never heard of	428	157	268	116	94	114	104	210	218	297	56	46	29
	42%	34%	50%	56%	40%	41%	36%	48%	38%	42%	49%	41%	41%

Echelon Insights
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-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	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	200	42	56	52	50	98	102	26	26	44	40	62	51	145
	20%	14%	18%	20%	33%	16%	25%	12%	12%	25%	25%	25%	12%	25%
VERY/SOMEWHAT UNFAVORABLE	176	52	38	54	32	90	86	37	37	36	26	40	74	101
	17%	18%	12%	21%	21%	15%	21%	18%	17%	21%	16%	16%	17%	18%
Very favorable	88	15	26	23	25	40	48	10	8	22	16	30	18	68
	9%	5%	8%	9%	16%	7%	12%	5%	4%	13%	10%	12%	4%	12%
Somewhat favorable	112	27	30	29	25	58	54	16	17	22	23	32	33	77
	11%	9%	10%	11%	16%	10%	13%	8%	8%	13%	15%	13%	8%	13%
Heard of, no opinion	206	51	70	57	28	121	85	40	51	22	35	57	90	113
	20%	17%	23%	22%	18%	20%	21%	19%	24%	13%	22%	23%	21%	20%
Somewhat unfavorable	57	19	10	22	6	30	28	8	18	15	7	9	27	31
	6%	6%	3%	9%	4%	5%	7%	4%	8%	9%	5%	4%	6%	5%
Very unfavorable	119	33	28	32	26	61	58	29	19	21	19	31	48	71
	12%	11%	9%	13%	17%	10%	14%	14%	9%	12%	12%	13%	11%	12%
Never heard of	428	151	140	93	44	291	137	108	101	71	60	86	209	217
	42%	51%	46%	36%	28%	48%	33%	51%	47%	41%	37%	35%	49%	38%

Echelon Insights
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[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	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	200	122	63	120	43	37	70	44	26	63	94	43
	20%	22%	22%	25%	14%	16%	22%	31%	15%	22%	22%	14%
VERY/SOMEWHAT UNFAVORABLE	176	102	58	76	58	41	29	16	13	51	80	45
	17%	18%	20%	16%	19%	18%	9%	12%	8%	18%	19%	15%
Very favorable	88	43	36	52	15	22	27	24	3	31	37	20
	9%	8%	12%	11%	5%	10%	9%	17%	2%	11%	9%	7%
Somewhat favorable	112	79	27	68	28	15	43	20	23	32	58	22
	11%	14%	9%	14%	9%	7%	14%	14%	13%	11%	14%	8%
Heard of, no opinion	206	122	54	96	55	55	73	35	38	52	90	64
	20%	22%	18%	20%	18%	24%	23%	25%	22%	18%	21%	22%
Somewhat unfavorable	57	39	14	19	28	10	10	5	5	17	25	16
	6%	7%	5%	4%	9%	4%	3%	4%	3%	6%	6%	5%
Very unfavorable	119	63	44	57	30	31	19	11	8	35	55	29
	12%	11%	15%	12%	10%	14%	6%	8%	4%	12%	13%	10%
Never heard of	428	215	118	179	151	94	144	46	98	121	163	145
	42%	38%	40%	38%	49%	42%	45%	33%	56%	42%	38%	49%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	Party			Ideology			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	200	135	28	37	134	38	27	148	43	158	36	102	50
	20%	35%	12%	9%	36%	12%	9%	34%	9%	34%	8%	37%	29%
VERY/SOMEWHAT UNFAVORABLE	176	29	31	116	25	54	96	30	137	28	135	19	12
	17%	7%	14%	30%	7%	17%	33%	7%	29%	6%	30%	7%	7%
Very favorable	88	74	2	12	67	10	11	77	9	80	8	56	19
	9%	19%	1%	3%	18%	3%	4%	18%	2%	17%	2%	20%	11%
Somewhat favorable	112	61	26	25	67	29	16	70	35	78	28	46	31
	11%	16%	11%	6%	18%	9%	5%	16%	7%	17%	6%	16%	18%
Heard of, no opinion	206	89	52	65	79	79	47	103	81	105	81	55	49
	20%	23%	23%	17%	21%	25%	16%	24%	17%	23%	18%	20%	28%
Somewhat unfavorable	57	18	12	27	17	21	19	19	36	18	35	11	7
	6%	5%	5%	7%	5%	6%	6%	4%	8%	4%	8%	4%	4%
Very unfavorable	119	11	19	89	8	33	77	11	101	10	100	7	5
	12%	3%	8%	23%	2%	10%	27%	2%	22%	2%	22%	3%	3%
Never heard of	428	137	116	174	134	150	119	157	207	172	195	102	63
	42%	35%	51%	44%	36%	47%	41%	36%	44%	37%	44%	37%	36%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

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

-Kristi Noem

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	234	141	93	31	55	69	79	86	148	184	14	23	13
	23%	30%	17%	15%	24%	25%	27%	20%	26%	26%	12%	21%	19%
VERY/SOMEWHAT UNFAVORABLE	223	112	111	36	39	69	80	75	148	158	24	19	23
	22%	24%	21%	17%	17%	25%	28%	17%	26%	22%	21%	17%	33%
Very favorable	111	75	36	7	14	39	51	21	90	91	5	9	6
	11%	16%	7%	3%	6%	14%	18%	5%	16%	13%	4%	8%	9%
Somewhat favorable	124	67	57	24	42	30	28	66	58	93	9	14	7
	12%	14%	11%	12%	18%	11%	10%	15%	10%	13%	8%	13%	10%
Heard of, no opinion	163	76	87	30	46	47	41	76	87	118	14	19	13
	16%	16%	16%	14%	20%	17%	14%	17%	15%	17%	12%	17%	18%
Somewhat unfavorable	62	29	33	17	11	16	17	28	33	34	9	12	8
	6%	6%	6%	8%	5%	6%	6%	6%	6%	5%	7%	11%	11%
Very unfavorable	162	83	79	18	28	52	63	47	115	124	15	7	15
	16%	18%	15%	9%	12%	19%	22%	11%	20%	17%	13%	6%	22%
Never heard of	389	139	247	110	94	96	89	204	185	254	64	51	21
	39%	30%	46%	53%	40%	34%	31%	46%	33%	36%	55%	45%	30%

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November Omnibus 2024
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[QFav_Noem] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?

-Kristi Noem

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	234	58	64	60	52	122	112	31	48	43	44	64	79	152
	23%	19%	21%	24%	34%	20%	27%	15%	23%	25%	28%	26%	19%	26%
VERY/SOMEWHAT UNFAVORABLE	223	61	48	70	44	109	114	43	47	41	30	62	89	134
	22%	21%	16%	28%	28%	18%	28%	20%	22%	24%	19%	26%	21%	23%
Very favorable	111	33	38	18	22	71	40	18	21	22	20	29	39	71
	11%	11%	12%	7%	14%	12%	10%	8%	10%	13%	12%	12%	9%	12%
Somewhat favorable	124	25	27	42	30	51	72	14	27	21	24	35	41	81
	12%	8%	9%	16%	20%	9%	18%	6%	13%	12%	15%	15%	10%	14%
Heard of, no opinion	163	44	52	41	26	97	66	32	36	22	30	41	67	93
	16%	15%	17%	16%	17%	16%	16%	15%	17%	13%	19%	17%	16%	16%
Somewhat unfavorable	62	21	14	21	6	35	27	8	22	14	6	11	30	31
	6%	7%	5%	8%	4%	6%	7%	4%	10%	8%	4%	5%	7%	5%
Very unfavorable	162	40	34	49	38	74	88	35	24	27	24	51	59	102
	16%	14%	11%	19%	25%	12%	21%	16%	11%	16%	15%	21%	14%	18%
Never heard of	389	133	140	84	32	273	116	105	84	66	56	76	189	199
	39%	45%	46%	33%	21%	45%	28%	50%	39%	39%	35%	31%	44%	34%

Echelon Insights
November Omnibus 2024
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	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	234	136	74	135	48	51	80	53	27	71	106	57
	23%	24%	25%	29%	16%	23%	25%	38%	15%	25%	25%	19%
VERY/SOMEWHAT UNFAVORABLE	223	126	75	114	58	49	51	24	27	57	104	62
	22%	23%	26%	24%	19%	22%	16%	17%	16%	20%	24%	21%
Very favorable	111	52	49	60	18	32	30	24	6	36	45	30
	11%	9%	17%	13%	6%	14%	10%	17%	3%	12%	11%	10%
Somewhat favorable	124	84	25	75	30	19	50	29	21	35	61	27
	12%	15%	9%	16%	10%	9%	16%	21%	12%	12%	14%	9%
Heard of, no opinion	163	88	45	67	57	39	47	18	29	49	69	45
	16%	16%	15%	14%	18%	17%	15%	13%	17%	17%	16%	15%
Somewhat unfavorable	62	39	14	29	19	13	20	9	11	14	25	22
	6%	7%	5%	6%	6%	6%	6%	6%	6%	5%	6%	8%
Very unfavorable	162	88	61	85	40	36	32	15	16	43	79	40
	16%	16%	21%	18%	13%	16%	10%	11%	9%	15%	19%	13%
Never heard of	389	211	98	155	144	86	138	45	92	110	147	132
	39%	38%	34%	33%	47%	38%	44%	32%	53%	38%	35%	44%

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-Kristi Noem

	Total	Party			Ideology			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	234	158	46	30	159	49	26	187	39	197	30	126	62
	23%	41%	20%	8%	43%	15%	9%	43%	8%	43%	7%	45%	36%
VERY/SOMEWHAT UNFAVORABLE	223	24	48	152	18	70	134	22	186	25	186	18	8
	22%	6%	21%	39%	5%	22%	46%	5%	40%	5%	42%	7%	5%
Very favorable	111	82	22	7	82	19	9	96	13	100	7	76	20
	11%	21%	10%	2%	22%	6%	3%	22%	3%	22%	2%	27%	11%
Somewhat favorable	124	77	24	23	77	30	17	91	26	97	23	50	42
	12%	20%	11%	6%	21%	9%	6%	21%	6%	21%	5%	18%	24%
Heard of, no opinion	163	83	32	48	73	61	26	88	50	88	50	47	47
	16%	21%	14%	12%	20%	19%	9%	20%	11%	19%	11%	17%	27%
Somewhat unfavorable	62	13	19	30	8	29	24	14	41	16	41	11	4
	6%	3%	8%	8%	2%	9%	8%	3%	9%	4%	9%	4%	3%
Very unfavorable	162	11	29	122	10	41	110	8	145	8	145	7	4
	16%	3%	13%	31%	3%	13%	38%	2%	31%	2%	32%	2%	2%
Never heard of	389	125	101	163	121	142	104	141	194	153	180	87	57
	39%	32%	45%	42%	33%	44%	36%	32%	41%	33%	40%	31%	33%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	216	139	77	29	49	66	72	77	138	165	13	23	15
	21%	30%	14%	14%	21%	24%	25%	18%	24%	23%	11%	21%	21%
VERY/SOMEWHAT UNFAVORABLE	198	100	98	32	30	64	73	62	137	142	22	18	17
	20%	21%	18%	15%	13%	23%	25%	14%	24%	20%	19%	16%	25%
Very favorable	116	69	47	7	13	44	51	20	96	100	4	8	4
	11%	15%	9%	3%	5%	16%	18%	5%	17%	14%	4%	7%	6%
Somewhat favorable	100	70	30	21	36	22	21	57	43	66	9	15	10
	10%	15%	6%	10%	15%	8%	7%	13%	7%	9%	7%	14%	15%
Heard of, no opinion	155	67	88	33	51	32	39	84	71	104	21	18	11
	15%	14%	16%	16%	22%	11%	13%	19%	12%	15%	18%	16%	16%
Somewhat unfavorable	59	29	30	15	8	22	14	23	36	40	7	7	5
	6%	6%	6%	7%	3%	8%	5%	5%	6%	6%	6%	6%	7%
Very unfavorable	139	71	68	17	22	42	58	39	101	102	14	11	12
	14%	15%	13%	8%	9%	15%	20%	9%	18%	14%	12%	10%	18%
Never heard of	441	162	276	113	105	118	105	218	223	302	60	53	26
	44%	35%	51%	55%	45%	42%	36%	49%	39%	42%	52%	48%	38%

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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	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	216	55	64	47	50	119	96	31	43	39	39	61	74	139
	21%	19%	21%	18%	32%	20%	24%	15%	20%	23%	24%	25%	17%	24%
VERY/SOMEWHAT UNFAVORABLE	198	47	46	68	37	93	105	40	38	34	31	56	78	120
	20%	16%	15%	27%	24%	15%	26%	19%	18%	20%	19%	23%	18%	21%
Very favorable	116	29	40	24	22	70	46	17	21	27	24	27	37	78
	11%	10%	13%	9%	14%	12%	11%	8%	10%	15%	15%	11%	9%	13%
Somewhat favorable	100	26	24	23	27	49	50	14	22	12	15	34	36	61
	10%	9%	8%	9%	18%	8%	12%	7%	10%	7%	9%	14%	9%	11%
Heard of, no opinion	155	42	51	37	24	93	62	27	44	23	22	36	71	81
	15%	14%	17%	15%	16%	16%	15%	13%	21%	13%	14%	15%	17%	14%
Somewhat unfavorable	59	15	11	24	8	26	33	9	15	9	10	16	24	35
	6%	5%	4%	10%	5%	4%	8%	4%	7%	5%	6%	7%	6%	6%
Very unfavorable	139	32	35	44	29	67	73	31	23	25	21	39	53	85
	14%	11%	11%	17%	19%	11%	18%	15%	11%	15%	13%	16%	13%	15%
Never heard of	441	152	143	103	43	295	146	113	89	76	69	92	202	237
	44%	51%	47%	40%	28%	49%	36%	54%	42%	44%	43%	38%	48%	41%

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-Pete Hegseth

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
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Total	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	216	127	69	120	53	43	67	45	22	64	101	51
	21%	23%	24%	25%	17%	19%	21%	32%	13%	22%	24%	17%
VERY/SOMEWHAT UNFAVORABLE	198	113	68	107	47	43	42	23	19	51	100	47
	20%	20%	23%	23%	15%	19%	13%	16%	11%	18%	24%	16%
Very favorable	116	54	52	64	20	31	28	17	11	27	52	36
	11%	10%	18%	14%	7%	14%	9%	12%	7%	9%	12%	12%
Somewhat favorable	100	73	17	56	33	11	38	28	11	37	48	15
	10%	13%	6%	12%	11%	5%	12%	20%	6%	13%	11%	5%
Heard of, no opinion	155	85	41	70	46	39	58	27	31	46	65	44
	15%	15%	14%	15%	15%	17%	18%	19%	18%	16%	15%	15%
Somewhat unfavorable	59	40	13	33	18	7	18	8	10	10	35	14
	6%	7%	4%	7%	6%	3%	6%	6%	6%	4%	8%	5%
Very unfavorable	139	73	55	74	29	36	24	14	9	41	66	33
	14%	13%	19%	16%	9%	16%	7%	10%	5%	14%	15%	11%
Never heard of	441	236	115	176	161	101	150	46	103	126	161	155
	44%	42%	39%	37%	52%	45%	47%	33%	59%	44%	38%	52%

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-Pete Hegseth

	Total	Party			Ideology			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	216	152	35	29	148	38	30	174	29	184	26	123	52
	21%	39%	15%	7%	40%	12%	10%	40%	6%	40%	6%	44%	30%
VERY/SOMEWHAT UNFAVORABLE	198	34	37	128	28	61	108	32	155	28	158	17	17
	20%	9%	16%	33%	8%	19%	37%	7%	33%	6%	35%	6%	10%
Very favorable	116	89	17	9	92	13	11	106	8	106	8	79	26
	11%	23%	8%	2%	25%	4%	4%	24%	2%	23%	2%	28%	15%
Somewhat favorable	100	63	17	19	56	25	18	67	21	77	18	45	27
	10%	16%	8%	5%	15%	8%	6%	15%	4%	17%	4%	16%	15%
Heard of, no opinion	155	56	40	59	55	64	34	67	71	72	63	36	35
	15%	14%	18%	15%	15%	20%	12%	15%	15%	16%	14%	13%	20%
Somewhat unfavorable	59	23	9	27	19	25	13	22	33	19	34	12	13
	6%	6%	4%	7%	5%	8%	5%	5%	7%	4%	8%	4%	7%
Very unfavorable	139	11	28	100	9	36	94	10	122	9	124	5	5
	14%	3%	12%	26%	2%	11%	33%	2%	26%	2%	28%	2%	3%
Never heard of	441	149	115	178	141	159	118	166	214	179	199	101	69
	44%	38%	51%	45%	38%	49%	41%	38%	46%	39%	44%	36%	40%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	194	130	63	31	43	51	68	74	120	143	15	20	16
	19%	28%	12%	15%	18%	18%	24%	17%	21%	20%	13%	18%	23%
VERY/SOMEWHAT UNFAVORABLE	174	92	82	32	32	50	61	63	111	122	22	13	18
	17%	20%	15%	15%	14%	18%	21%	14%	20%	17%	19%	11%	25%
Very favorable	82	60	22	14	18	18	31	32	49	59	8	12	3
	8%	13%	4%	7%	8%	7%	11%	7%	9%	8%	6%	11%	5%
Somewhat favorable	112	70	41	17	25	33	37	42	70	83	8	8	13
	11%	15%	8%	8%	11%	12%	13%	9%	12%	12%	7%	7%	19%
Heard of, no opinion	197	87	110	30	61	58	48	91	106	138	17	29	13
	19%	19%	20%	15%	26%	21%	17%	21%	19%	19%	15%	26%	19%
Somewhat unfavorable	88	47	41	15	19	30	24	34	54	66	12	4	7
	9%	10%	8%	7%	8%	11%	8%	8%	10%	9%	10%	3%	10%
Very unfavorable	87	45	41	17	13	20	37	30	57	57	10	9	11
	9%	10%	8%	8%	5%	7%	13%	7%	10%	8%	9%	8%	15%
Never heard of	445	159	283	114	99	121	112	213	232	310	62	50	23
	44%	34%	53%	55%	42%	43%	39%	48%	41%	44%	53%	45%	33%

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November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	194	46	50	56	41	97	97	33	29	34	37	59	62	131
	19%	16%	17%	22%	27%	16%	24%	16%	13%	20%	23%	24%	15%	23%
VERY/SOMEWHAT UNFAVORABLE	174	54	43	46	32	97	77	37	38	36	24	38	74	98
	17%	18%	14%	18%	21%	16%	19%	17%	18%	21%	15%	16%	18%	17%
Very favorable	82	18	25	18	21	43	39	15	6	17	17	26	21	60
	8%	6%	8%	7%	14%	7%	9%	7%	3%	10%	11%	11%	5%	10%
Somewhat favorable	112	28	26	38	20	54	58	18	23	17	20	33	41	71
	11%	9%	8%	15%	13%	9%	14%	9%	11%	10%	12%	14%	10%	12%
Heard of, no opinion	197	48	64	49	36	111	85	32	44	27	30	60	76	117
	19%	16%	21%	19%	23%	19%	21%	15%	21%	16%	19%	24%	18%	20%
Somewhat unfavorable	88	27	15	26	20	42	46	12	26	19	10	20	38	50
	9%	9%	5%	10%	13%	7%	11%	6%	12%	11%	6%	8%	9%	9%
Very unfavorable	87	27	28	20	12	55	32	25	12	16	14	18	37	48
	9%	9%	9%	8%	8%	9%	8%	12%	5%	9%	8%	8%	9%	8%
Never heard of	445	148	147	105	45	296	149	109	103	76	69	86	212	231
	44%	50%	48%	41%	29%	49%	37%	52%	48%	44%	43%	35%	50%	40%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	194	118	59	101	50	43	69	50	18	64	90	40
	19%	21%	20%	21%	16%	19%	22%	36%	10%	22%	21%	14%
VERY/SOMEWHAT UNFAVORABLE	174	97	59	92	48	32	36	20	16	48	76	50
	17%	17%	20%	20%	16%	14%	11%	14%	9%	17%	18%	17%
Very favorable	82	46	28	44	20	18	28	22	6	34	32	16
	8%	8%	10%	9%	6%	8%	9%	16%	3%	12%	7%	5%
Somewhat favorable	112	72	32	57	31	25	41	28	12	30	58	24
	11%	13%	11%	12%	10%	11%	13%	20%	7%	10%	14%	8%
Heard of, no opinion	197	118	51	97	48	51	65	30	36	49	94	53
	19%	21%	17%	20%	16%	23%	21%	21%	20%	17%	22%	18%
Somewhat unfavorable	88	52	24	45	27	14	21	13	8	26	34	27
	9%	9%	8%	10%	9%	6%	7%	9%	5%	9%	8%	9%
Very unfavorable	87	45	35	47	21	18	14	7	8	22	42	23
	9%	8%	12%	10%	7%	8%	5%	5%	4%	8%	10%	8%
Never heard of	445	227	122	182	160	100	146	41	105	126	166	153
	44%	41%	42%	39%	52%	44%	46%	29%	60%	44%	39%	52%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	Party			Ideology			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	194	122	28	44	111	47	36	130	52	138	47	89	44
	19%	31%	12%	11%	30%	14%	12%	30%	11%	30%	11%	32%	25%
VERY/SOMEWHAT UNFAVORABLE	174	27	37	111	31	44	98	36	127	34	127	26	11
	17%	7%	16%	28%	8%	14%	34%	8%	27%	7%	28%	9%	7%
Very favorable	82	62	5	15	57	10	14	66	13	71	10	50	14
	8%	16%	2%	4%	15%	3%	5%	15%	3%	15%	2%	18%	8%
Somewhat favorable	112	60	23	29	55	36	21	64	39	68	37	39	30
	11%	15%	10%	7%	15%	11%	7%	15%	8%	15%	8%	14%	17%
Heard of, no opinion	197	85	46	67	80	68	48	96	86	98	81	53	45
	19%	22%	20%	17%	21%	21%	17%	22%	18%	21%	18%	19%	26%
Somewhat unfavorable	88	20	23	45	21	30	36	27	56	24	56	20	7
	9%	5%	10%	11%	6%	9%	12%	6%	12%	5%	12%	7%	4%
Very unfavorable	87	8	14	65	10	15	62	9	71	10	71	6	4
	9%	2%	6%	17%	3%	5%	21%	2%	15%	2%	16%	2%	2%
Never heard of	445	157	117	171	150	163	108	176	204	192	192	110	73
	44%	40%	52%	44%	40%	51%	37%	40%	44%	42%	43%	39%	42%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QFav_Gabbard] 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	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	257	152	105	32	67	77	81	99	158	194	13	35	15
	25%	32%	19%	16%	28%	27%	28%	22%	28%	27%	11%	31%	22%
VERY/SOMEWHAT UNFAVORABLE	235	118	117	47	37	72	79	84	151	165	28	16	25
	23%	25%	22%	23%	16%	26%	27%	19%	27%	23%	24%	15%	36%
Very favorable	143	91	52	12	29	48	55	40	103	116	6	15	6
	14%	20%	10%	6%	12%	17%	19%	9%	18%	16%	5%	14%	9%
Somewhat favorable	114	61	53	21	38	29	26	59	55	77	8	20	9
	11%	13%	10%	10%	16%	10%	9%	13%	10%	11%	7%	18%	13%
Heard of, no opinion	158	70	88	31	46	34	48	77	82	116	15	13	14
	16%	15%	16%	15%	19%	12%	17%	17%	14%	16%	13%	12%	20%
Somewhat unfavorable	74	40	33	24	13	20	17	37	37	47	14	5	9
	7%	9%	6%	11%	6%	7%	6%	8%	7%	7%	12%	4%	12%
Very unfavorable	161	78	83	23	24	52	62	47	114	118	14	12	16
	16%	17%	15%	11%	10%	19%	21%	11%	20%	17%	12%	11%	24%
Never heard of	360	129	229	97	85	98	80	182	178	238	59	47	16
	36%	28%	43%	47%	36%	35%	28%	41%	31%	33%	51%	42%	22%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QFav_Gabbard] 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	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	257	54	80	69	53	135	122	36	45	53	49	71	81	173
	25%	18%	26%	27%	35%	22%	30%	17%	21%	31%	30%	29%	19%	30%
VERY/SOMEWHAT UNFAVORABLE	235	60	58	70	48	118	117	47	47	37	36	68	94	140
	23%	20%	19%	27%	31%	20%	29%	22%	22%	21%	22%	28%	22%	24%
Very favorable	143	34	43	34	33	77	66	20	25	29	32	36	45	98
	14%	11%	14%	13%	21%	13%	16%	9%	12%	17%	20%	15%	11%	17%
Somewhat favorable	114	21	37	35	20	58	56	16	19	24	17	35	35	76
	11%	7%	12%	14%	13%	10%	14%	8%	9%	14%	10%	14%	8%	13%
Heard of, no opinion	158	42	52	44	20	94	64	25	47	22	28	34	72	84
	16%	14%	17%	17%	13%	16%	16%	12%	22%	13%	17%	14%	17%	15%
Somewhat unfavorable	74	30	17	16	12	47	27	16	20	10	12	15	36	38
	7%	10%	6%	6%	8%	8%	7%	8%	9%	6%	8%	6%	8%	7%
Very unfavorable	161	30	41	54	36	71	90	31	27	26	23	53	58	102
	16%	10%	13%	21%	24%	12%	22%	15%	13%	15%	14%	22%	14%	18%
Never heard of	360	140	114	73	33	254	106	103	76	60	49	70	178	179
	36%	47%	38%	29%	21%	42%	26%	49%	35%	35%	30%	29%	42%	31%

Echelon Insights
November Omnibus 2024

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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	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	257	144	81	141	61	55	81	45	36	65	118	74
	25%	26%	28%	30%	20%	24%	26%	32%	20%	23%	28%	25%
VERY/SOMEWHAT UNFAVORABLE	235	134	77	123	65	46	56	29	26	79	105	52
	23%	24%	26%	26%	21%	20%	18%	21%	15%	27%	25%	17%
Very favorable	143	75	56	78	27	39	34	22	12	40	59	44
	14%	13%	19%	17%	9%	17%	11%	16%	7%	14%	14%	15%
Somewhat favorable	114	69	26	63	35	16	47	23	24	24	59	30
	11%	12%	9%	13%	11%	7%	15%	16%	13%	9%	14%	10%
Heard of, no opinion	158	90	49	67	47	45	45	21	23	37	72	50
	16%	16%	17%	14%	15%	20%	14%	15%	13%	13%	17%	17%
Somewhat unfavorable	74	47	16	32	30	11	25	15	10	26	30	17
	7%	8%	5%	7%	10%	5%	8%	10%	6%	9%	7%	6%
Very unfavorable	161	87	61	90	35	35	31	15	16	53	74	34
	16%	15%	21%	19%	11%	16%	10%	10%	9%	18%	17%	12%
Never heard of	360	193	85	141	135	80	135	46	90	106	131	122
	36%	34%	29%	30%	44%	35%	43%	32%	51%	37%	31%	41%

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	Total	Party			Ideology			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	257	167	55	35	169	57	30	197	46	211	37	136	68
	25%	43%	24%	9%	45%	18%	10%	45%	10%	46%	8%	49%	39%
VERY/SOMEWHAT UNFAVORABLE	235	33	45	157	26	63	145	29	191	31	188	20	12
	23%	8%	20%	40%	7%	20%	50%	7%	41%	7%	42%	7%	7%
Very favorable	143	111	24	8	112	22	8	124	13	131	9	93	37
	14%	28%	11%	2%	30%	7%	3%	28%	3%	28%	2%	33%	21%
Somewhat favorable	114	56	31	26	57	35	22	73	33	80	28	43	31
	11%	14%	14%	7%	15%	11%	8%	17%	7%	17%	6%	16%	18%
Heard of, no opinion	158	78	33	48	71	58	28	76	58	79	60	42	42
	16%	20%	15%	12%	19%	18%	10%	17%	12%	17%	13%	15%	24%
Somewhat unfavorable	74	18	18	37	15	25	33	19	50	19	49	12	7
	7%	5%	8%	10%	4%	8%	11%	4%	11%	4%	11%	4%	4%
Very unfavorable	161	15	27	120	11	38	112	10	142	12	139	8	6
	16%	4%	12%	31%	3%	12%	39%	2%	30%	3%	31%	3%	3%
Never heard of	360	113	93	153	107	144	86	136	173	141	161	80	51
	36%	29%	41%	39%	29%	45%	30%	31%	37%	31%	36%	29%	29%

Echelon Insights
November Omnibus 2024
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[QFav_Gaetz] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?

-Matt Gaetz

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	221	135	86	32	55	68	66	87	133	165	14	27	14
	22%	29%	16%	16%	24%	24%	23%	20%	23%	23%	12%	25%	20%
VERY/SOMEWHAT UNFAVORABLE	357	170	186	49	69	109	130	118	239	261	38	26	32
	35%	36%	34%	24%	30%	39%	45%	27%	42%	37%	32%	23%	47%
Very favorable	96	66	30	14	17	35	29	31	65	78	4	7	6
	10%	14%	6%	7%	7%	13%	10%	7%	11%	11%	4%	7%	9%
Somewhat favorable	125	68	56	18	38	32	36	56	69	87	10	20	7
	12%	15%	10%	9%	16%	12%	13%	13%	12%	12%	9%	18%	11%
Heard of, no opinion	166	79	87	37	53	37	39	90	75	116	14	25	10
	16%	17%	16%	18%	23%	13%	13%	21%	13%	16%	12%	22%	15%
Somewhat unfavorable	86	38	48	15	19	28	23	34	51	52	14	8	12
	8%	8%	9%	7%	8%	10%	8%	8%	9%	7%	12%	7%	17%
Very unfavorable	272	132	138	34	50	81	107	84	187	209	23	18	21
	27%	28%	26%	16%	21%	29%	37%	19%	33%	29%	20%	16%	30%
Never heard of	267	85	180	88	57	67	55	145	122	171	50	33	13
	26%	18%	33%	43%	24%	24%	19%	33%	21%	24%	43%	30%	18%

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

-Matt Gaetz

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	221	54	72	57	37	126	94	31	37	51	44	54	68	149
	22%	18%	24%	22%	24%	21%	23%	15%	17%	30%	27%	22%	16%	26%
VERY/SOMEWHAT UNFAVORABLE	357	87	89	109	72	176	181	63	75	64	54	101	138	218
	35%	29%	29%	43%	47%	29%	44%	30%	35%	37%	33%	42%	32%	38%
Very favorable	96	19	33	28	16	53	43	19	10	19	24	21	30	65
	10%	6%	11%	11%	10%	9%	11%	9%	5%	11%	15%	9%	7%	11%
Somewhat favorable	125	35	39	29	22	74	51	11	27	32	20	33	38	84
	12%	12%	13%	11%	14%	12%	12%	5%	13%	19%	12%	13%	9%	15%
Heard of, no opinion	166	47	58	39	22	105	61	36	45	23	21	38	81	83
	16%	16%	19%	15%	14%	17%	15%	17%	21%	14%	13%	16%	19%	14%
Somewhat unfavorable	86	25	22	24	15	47	39	9	24	8	22	22	33	52
	8%	8%	7%	10%	9%	8%	10%	4%	11%	5%	14%	9%	8%	9%
Very unfavorable	272	62	67	85	57	130	142	54	50	56	32	79	105	166
	27%	21%	22%	33%	37%	22%	35%	26%	24%	32%	20%	32%	25%	29%
Never heard of	267	108	85	50	23	193	73	81	57	34	42	50	138	126
	26%	37%	28%	20%	15%	32%	18%	38%	27%	20%	26%	21%	33%	22%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

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

-Matt Gaetz

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	221	135	68	118	55	48	77	47	30	62	98	61
	22%	24%	23%	25%	18%	21%	24%	33%	17%	21%	23%	21%
VERY/SOMEWHAT UNFAVORABLE	357	190	131	192	82	81	79	35	43	86	168	103
	35%	34%	45%	41%	27%	36%	25%	25%	24%	30%	39%	35%
Very favorable	96	53	33	51	21	24	31	21	10	34	31	30
	10%	10%	11%	11%	7%	11%	10%	15%	6%	12%	7%	10%
Somewhat favorable	125	81	34	67	34	23	46	26	20	27	66	31
	12%	14%	12%	14%	11%	10%	14%	18%	12%	9%	16%	10%
Heard of, no opinion	166	87	41	71	51	43	60	29	31	49	71	45
	16%	15%	14%	15%	17%	19%	19%	21%	18%	17%	17%	15%
Somewhat unfavorable	86	51	22	52	19	14	28	12	17	18	41	26
	8%	9%	7%	11%	6%	6%	9%	8%	9%	6%	10%	9%
Very unfavorable	272	139	109	141	63	67	51	24	26	68	127	77
	27%	25%	37%	30%	21%	29%	16%	17%	15%	24%	30%	26%
Never heard of	267	149	52	91	118	55	100	29	71	90	90	87
	26%	27%	18%	19%	38%	24%	32%	21%	41%	31%	21%	29%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

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

-Matt Gaetz

	Total	Party			Ideology			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	221	155	37	28	147	44	30	174	30	185	30	129	54
	22%	40%	16%	7%	39%	14%	10%	40%	6%	40%	7%	46%	31%
VERY/SOMEWHAT UNFAVORABLE	357	65	83	209	64	102	189	64	268	66	267	33	41
	35%	17%	37%	53%	17%	32%	65%	15%	57%	14%	60%	12%	24%
Very favorable	96	68	14	14	67	13	16	80	12	81	14	61	19
	10%	17%	6%	4%	18%	4%	5%	18%	2%	18%	3%	22%	11%
Somewhat favorable	125	87	23	14	80	30	14	94	18	104	17	69	35
	12%	22%	10%	4%	22%	9%	5%	21%	4%	22%	4%	25%	20%
Heard of, no opinion	166	84	33	49	76	66	19	96	53	102	40	49	43
	16%	21%	15%	12%	20%	21%	6%	22%	11%	22%	9%	18%	25%
Somewhat unfavorable	86	37	21	27	33	28	23	45	35	41	35	25	21
	8%	10%	9%	7%	9%	9%	8%	10%	7%	9%	8%	9%	12%
Very unfavorable	272	28	62	182	31	73	166	20	233	25	232	9	20
	27%	7%	27%	46%	8%	23%	57%	4%	50%	5%	52%	3%	12%
Never heard of	267	86	74	107	86	110	52	103	119	110	109	66	35
	26%	22%	33%	27%	23%	34%	18%	24%	25%	24%	24%	24%	20%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

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

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	386	172	211	68	90	107	121	158	228	242	71	39	33
	38%	37%	39%	33%	38%	38%	42%	36%	40%	34%	62%	35%	48%
STRONGLY/SOMEWHAT DISAPPROVE	602	294	308	129	141	165	168	269	333	464	37	65	36
	60%	63%	57%	62%	60%	59%	58%	61%	59%	65%	32%	59%	52%
Strongly approve	169	76	93	30	35	41	62	66	103	105	36	20	8
	17%	16%	17%	15%	15%	15%	22%	15%	18%	15%	31%	18%	11%
Somewhat approve	217	96	118	38	54	66	58	92	125	137	35	19	25
	21%	21%	22%	18%	23%	24%	20%	21%	22%	19%	30%	17%	37%
Somewhat disapprove	163	76	87	41	49	42	31	90	73	104	20	28	11
	16%	16%	16%	20%	21%	15%	11%	20%	13%	15%	18%	25%	16%
Strongly disapprove	439	217	221	88	92	124	136	179	260	360	16	37	26
	43%	46%	41%	42%	39%	44%	47%	41%	46%	51%	14%	33%	37%
Unsure	22	3	19	10	4	7	1	14	8	7	8	7	-
	2%	1%	4%	5%	2%	3%	*%	3%	1%	1%	7%	7%	

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QApproval] Do you approve or disapprove of the way Joe Biden 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	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	386	106	107	105	68	213	173	77	81	61	57	109	158	227
	38%	36%	35%	41%	44%	35%	42%	37%	38%	35%	35%	45%	37%	39%
STRONGLY/SOMEWHAT DISAPPROVE	602	178	191	151	83	369	234	120	132	109	102	132	252	344
	60%	60%	63%	59%	54%	61%	57%	57%	62%	63%	64%	54%	59%	60%
Strongly approve	169	47	46	42	33	93	75	42	31	25	26	46	73	96
	17%	16%	15%	16%	22%	16%	18%	20%	15%	14%	16%	19%	17%	17%
Somewhat approve	217	59	61	63	35	119	98	35	50	36	31	64	85	131
	21%	20%	20%	25%	23%	20%	24%	17%	23%	21%	19%	26%	20%	23%
Somewhat disapprove	163	44	43	47	28	87	76	41	27	23	22	47	69	92
	16%	15%	14%	19%	18%	15%	19%	20%	13%	13%	14%	19%	16%	16%
Strongly disapprove	439	134	148	103	55	282	158	79	104	86	80	86	183	252
	43%	45%	49%	40%	35%	47%	39%	37%	49%	50%	50%	35%	43%	44%
Unsure	22	13	6	-	3	19	3	14	1	2	2	2	15	6
	2%	4%	2%		2%	3%	1%	6%	1%	1%	1%	1%	4%	1%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QApproval] Do you approve or disapprove of the way Joe Biden 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	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	386	215	111	181	122	82	117	50	66	123	173	90
	38%	38%	38%	38%	40%	36%	37%	36%	38%	43%	40%	30%
STRONGLY/SOMEWHAT DISAPPROVE	602	339	180	290	168	140	190	89	100	150	249	203
	60%	61%	62%	61%	55%	62%	60%	63%	57%	52%	58%	68%
Strongly approve	169	83	63	72	61	36	38	20	18	62	73	34
	17%	15%	21%	15%	20%	16%	12%	14%	10%	22%	17%	11%
Somewhat approve	217	132	49	109	61	46	79	30	49	61	100	56
	21%	24%	17%	23%	20%	20%	25%	22%	28%	21%	23%	19%
Somewhat disapprove	163	102	39	78	54	30	61	30	31	46	69	49
	16%	18%	13%	16%	18%	14%	19%	21%	18%	16%	16%	16%
Strongly disapprove	439	238	141	213	114	109	130	59	70	105	180	154
	43%	42%	48%	45%	37%	49%	41%	42%	40%	36%	42%	52%
Unsure	22	7	1	1	17	4	9	1	8	13	5	4
	2%	1%	*%	*%	6%	2%	3%	1%	5%	5%	1%	1%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

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

	Total	Party			Ideology			2020 Ballot		2024 Ballot		GOP Supporter of	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	386	21	63	301	33	132	218	25	337	20	339	6	12
	38%	5%	28%	77%	9%	41%	75%	6%	72%	4%	76%	2%	7%
STRONGLY/SOMEWHAT DISAPPROVE	602	368	151	84	333	183	69	411	125	440	103	272	160
	60%	94%	67%	21%	90%	57%	24%	94%	27%	95%	23%	98%	92%
Strongly approve	169	6	18	145	19	46	105	7	160	7	159	1	4
	17%	2%	8%	37%	5%	14%	36%	2%	34%	1%	36%	*%	3%
Somewhat approve	217	15	45	156	14	87	113	18	177	14	180	6	8
	21%	4%	20%	40%	4%	27%	39%	4%	38%	3%	40%	2%	4%
Somewhat disapprove	163	53	49	61	45	73	39	52	84	58	82	30	31
	16%	14%	22%	16%	12%	23%	14%	12%	18%	13%	18%	11%	18%
Strongly disapprove	439	314	102	23	288	110	30	359	41	382	22	241	129
	43%	81%	45%	6%	77%	34%	10%	82%	9%	83%	5%	87%	74%
Unsure	22	2	13	8	6	6	3	2	7	2	4	-	2
	2%	*%	6%	2%	2%	2%	1%	*%	1%	1%	1%		1%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

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

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	536	281	255	108	127	147	154	235	301	419	29	52	37
	53%	60%	47%	52%	54%	52%	53%	53%	53%	59%	25%	46%	53%
STRONGLY/SOMEWHAT DISAPPROVE	403	164	236	86	92	104	120	178	225	255	72	49	27
	40%	35%	44%	42%	39%	37%	42%	40%	39%	36%	62%	44%	39%
Strongly approve	357	190	167	73	79	101	105	152	206	296	14	28	20
	35%	41%	31%	35%	34%	36%	36%	34%	36%	41%	12%	25%	29%
Somewhat approve	179	91	88	35	48	46	49	83	95	123	15	24	17
	18%	19%	16%	17%	21%	17%	17%	19%	17%	17%	13%	21%	24%
Somewhat disapprove	85	29	55	25	19	22	19	44	41	45	18	12	10
	8%	6%	10%	12%	8%	8%	7%	10%	7%	6%	16%	11%	14%
Strongly disapprove	318	136	181	61	73	82	101	134	184	209	54	37	18
	31%	29%	34%	30%	31%	29%	35%	30%	32%	29%	46%	33%	25%
Unsure	72	23	48	13	15	29	14	28	43	40	15	11	5
	7%	5%	9%	6%	7%	10%	5%	6%	8%	6%	13%	10%	8%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

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

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	536	157	171	132	76	328	208	89	120	105	97	118	209	319
	53%	53%	56%	52%	50%	55%	51%	42%	56%	61%	60%	48%	49%	55%
STRONGLY/SOMEWHAT DISAPPROVE	403	107	113	109	73	220	183	90	85	65	54	109	175	228
	40%	36%	37%	43%	48%	37%	45%	43%	40%	38%	34%	45%	41%	40%
Strongly approve	357	113	112	86	46	225	133	68	77	73	61	75	146	208
	35%	38%	37%	34%	30%	37%	32%	32%	36%	42%	38%	31%	34%	36%
Somewhat approve	179	44	59	46	30	103	76	21	43	32	36	43	64	111
	18%	15%	19%	18%	20%	17%	18%	10%	20%	18%	22%	18%	15%	19%
Somewhat disapprove	85	27	23	26	9	50	35	19	21	11	11	23	40	45
	8%	9%	8%	10%	6%	8%	9%	9%	10%	7%	7%	9%	9%	8%
Strongly disapprove	318	80	89	84	64	170	148	70	64	54	43	87	135	183
	31%	27%	29%	33%	42%	28%	36%	33%	30%	31%	27%	35%	32%	32%
Unsure	72	33	20	14	4	53	19	32	8	3	10	17	41	30
	7%	11%	7%	6%	3%	9%	5%	15%	4%	2%	6%	7%	10%	5%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

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

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	536	297	161	269	139	125	183	100	83	133	226	177
	53%	53%	55%	57%	45%	55%	58%	71%	47%	46%	53%	60%
STRONGLY/SOMEWHAT DISAPPROVE	403	225	119	179	135	88	110	32	77	130	176	97
	40%	40%	41%	38%	44%	39%	35%	23%	44%	45%	41%	33%
Strongly approve	357	191	110	174	93	89	109	61	48	81	151	126
	35%	34%	38%	37%	30%	39%	35%	43%	28%	28%	35%	42%
Somewhat approve	179	106	51	95	46	36	74	40	35	52	76	51
	18%	19%	17%	20%	15%	16%	23%	28%	20%	18%	18%	17%
Somewhat disapprove	85	53	19	42	31	12	28	6	22	22	37	26
	8%	9%	6%	9%	10%	5%	9%	4%	12%	8%	9%	9%
Strongly disapprove	318	172	101	137	104	76	81	26	55	108	139	71
	31%	31%	34%	29%	34%	34%	26%	19%	32%	38%	33%	24%
Unsure	72	39	12	24	33	13	23	8	15	25	24	22
	7%	7%	4%	5%	11%	6%	7%	6%	9%	9%	6%	8%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

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

	Total	Party			Ideology			2020 Ballot		2024 Ballot		GOP Supporter of	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	536	361	120	55	320	150	55	407	82	441	58	272	144
	53%	92%	53%	14%	86%	47%	19%	93%	18%	95%	13%	98%	83%
STRONGLY/SOMEWHAT DISAPPROVE	403	21	75	306	34	138	221	19	345	11	353	4	16
	40%	5%	33%	78%	9%	43%	76%	4%	74%	2%	79%	2%	9%
Strongly approve	357	276	65	16	240	86	26	311	19	336	9	244	75
	35%	71%	29%	4%	65%	27%	9%	71%	4%	73%	2%	88%	43%
Somewhat approve	179	84	55	39	80	64	29	96	64	105	49	28	70
	18%	22%	24%	10%	21%	20%	10%	22%	14%	23%	11%	10%	40%
Somewhat disapprove	85	10	25	49	11	46	26	13	60	9	64	4	7
	8%	3%	11%	13%	3%	14%	9%	3%	13%	2%	14%	2%	4%
Strongly disapprove	318	11	50	257	24	92	195	6	284	3	289	-	9
	31%	3%	22%	65%	6%	29%	67%	1%	61%	1%	65%		5%
Unsure	72	9	31	31	18	34	14	12	42	10	36	2	13
	7%	2%	14%	8%	5%	11%	5%	3%	9%	2%	8%	1%	7%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
IMPROVING A LOT/LITTLE	317	179	138	60	67	101	88	127	190	227	37	34	20
	31%	38%	26%	29%	29%	36%	31%	29%	33%	32%	32%	30%	28%
GETTING A LOT/LITTLE WORSE	390	175	214	100	88	87	116	188	202	278	48	43	20
	39%	37%	40%	49%	37%	31%	40%	43%	36%	39%	42%	38%	29%
Improving a lot	83	58	25	21	19	23	20	40	44	51	12	14	6
	8%	12%	5%	10%	8%	8%	7%	9%	8%	7%	11%	12%	9%
Improving a little	234	120	113	39	48	78	68	87	146	176	24	20	14
	23%	26%	21%	19%	21%	28%	24%	20%	26%	25%	21%	18%	20%
Staying the same	247	110	136	35	68	67	77	103	144	173	27	18	29
	24%	24%	25%	17%	29%	24%	27%	23%	25%	24%	23%	16%	42%
Getting a little worse	212	104	108	44	53	49	66	97	115	151	26	25	9
	21%	22%	20%	21%	23%	18%	23%	22%	20%	21%	23%	23%	13%
Getting a lot worse	178	71	106	56	35	38	50	91	87	127	22	18	11
	18%	15%	20%	27%	15%	13%	17%	21%	15%	18%	19%	16%	16%
Unsure	56	4	51	12	12	25	8	24	32	34	4	17	0
	6%	1%	10%	6%	5%	9%	3%	5%	6%	5%	3%	15%	1%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
IMPROVING A LOT/LITTLE	317	90	92	78	57	182	135	60	66	43	48	99	126	191
	31%	30%	30%	31%	37%	30%	33%	29%	31%	25%	30%	41%	30%	33%
GETTING A LOT/LITTLE WORSE	390	106	135	99	49	242	148	89	85	81	67	65	174	213
	39%	36%	44%	39%	32%	40%	36%	42%	40%	47%	42%	26%	41%	37%
Improving a lot	83	26	22	18	18	48	35	24	10	13	6	31	33	50
	8%	9%	7%	7%	12%	8%	9%	11%	4%	8%	4%	13%	8%	9%
Improving a little	234	64	70	61	39	134	100	37	56	30	42	68	93	140
	23%	22%	23%	24%	26%	22%	24%	17%	26%	17%	26%	28%	22%	24%
Staying the same	247	75	64	66	42	139	108	42	53	43	40	69	95	152
	24%	25%	21%	26%	27%	23%	26%	20%	25%	25%	25%	28%	22%	26%
Getting a little worse	212	49	77	61	25	126	86	45	49	48	33	35	94	116
	21%	17%	25%	24%	16%	21%	21%	21%	23%	28%	21%	14%	22%	20%
Getting a lot worse	178	57	59	38	25	116	62	44	36	34	33	29	80	96
	18%	19%	19%	15%	16%	19%	15%	21%	17%	19%	21%	12%	19%	17%
Unsure	56	24	14	12	5	38	18	20	10	5	5	11	30	21
	6%	8%	5%	5%	3%	6%	4%	9%	5%	3%	3%	5%	7%	4%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
IMPROVING A LOT/LITTLE	317	182	89	149	93	74	99	61	39	96	131	90
	31%	32%	30%	32%	30%	33%	31%	43%	22%	33%	31%	30%
GETTING A LOT/LITTLE WORSE	390	210	118	171	127	91	134	49	84	109	163	119
	39%	37%	41%	36%	41%	40%	42%	35%	48%	38%	38%	40%
Improving a lot	83	48	23	35	27	20	29	22	7	34	27	22
	8%	9%	8%	8%	9%	9%	9%	16%	4%	12%	6%	7%
Improving a little	234	134	66	114	66	54	70	38	32	61	104	68
	23%	24%	23%	24%	21%	24%	22%	27%	18%	21%	24%	23%
Staying the same	247	147	71	132	67	47	65	28	37	66	107	74
	24%	26%	24%	28%	22%	21%	21%	20%	21%	23%	25%	25%
Getting a little worse	212	120	66	86	76	49	75	33	41	59	97	56
	21%	21%	23%	18%	25%	22%	24%	23%	24%	21%	23%	19%
Getting a lot worse	178	90	52	85	51	42	59	16	43	50	66	63
	18%	16%	18%	18%	17%	19%	19%	12%	24%	17%	15%	21%
Unsure	56	22	14	20	20	14	18	3	15	16	25	14
	6%	4%	5%	4%	7%	6%	6%	2%	9%	6%	6%	5%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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			2020 Ballot		2024 Ballot		GOP Supporter of	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
IMPROVING A LOT/LITTLE	317	132	61	124	116	105	93	144	153	156	144	94	51
	31%	34%	27%	31%	31%	33%	32%	33%	33%	34%	32%	34%	29%
GETTING A LOT/LITTLE WORSE	390	142	83	165	133	122	122	156	183	164	177	101	64
	39%	36%	37%	42%	36%	38%	42%	36%	39%	36%	40%	36%	37%
Improving a lot	83	37	8	39	31	20	31	36	42	40	41	28	8
	8%	9%	3%	10%	8%	6%	11%	8%	9%	9%	9%	10%	5%
Improving a little	234	96	53	85	84	85	62	108	111	116	103	66	43
	23%	25%	24%	22%	23%	26%	22%	25%	24%	25%	23%	24%	25%
Staying the same	247	95	57	94	99	77	70	111	122	113	116	65	49
	24%	24%	25%	24%	27%	24%	24%	25%	26%	24%	26%	23%	28%
Getting a little worse	212	72	47	93	71	72	60	80	101	84	98	46	36
	21%	18%	21%	24%	19%	22%	21%	18%	22%	18%	22%	16%	21%
Getting a lot worse	178	70	36	72	62	50	62	76	82	80	78	55	28
	18%	18%	16%	18%	17%	16%	21%	17%	17%	17%	18%	20%	16%
Unsure	56	21	25	10	24	19	5	27	11	29	10	18	10
	6%	5%	11%	3%	7%	6%	2%	6%	2%	6%	2%	7%	5%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QHouseVote] How did you vote for the U.S. House of Representatives in the 2020 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	931	444	483	173	215	260	283	388	543	675	101	90	65
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	930	408	518	182	196	271	281	378	552	697	109	73	51
Voted for the Republican candidate	447	242	205	75	105	127	140	180	267	369	16	35	27
	48%	55%	42%	43%	49%	49%	49%	46%	49%	55%	16%	39%	41%
Voted for the Democratic candidate	432	182	249	77	101	122	132	179	254	265	81	49	37
	46%	41%	52%	45%	47%	47%	47%	46%	47%	39%	80%	55%	57%
Voted for a third party candidate	14	6	7	5	3	3	3	8	6	12	2	-	1
	2%	1%	1%	3%	1%	1%	1%	2%	1%	2%	1%		1%
I did not vote for this office	37	14	22	16	5	8	8	21	16	29	2	5	1
	4%	3%	5%	9%	2%	3%	3%	5%	3%	4%	2%	6%	1%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QHouseVote] How did you vote for the U.S. House of Representatives in the 2020 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	931	251	278	251	150	529	402	169	202	165	155	235	371	555
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	930	214	351	237	128	565	365	195	203	171	157	200	398	528
Voted for the Republican candidate	447	119	142	119	68	260	187	69	96	81	90	108	165	279
	48%	47%	51%	47%	45%	49%	47%	41%	48%	49%	58%	46%	44%	50%
Voted for the Democratic candidate	432	112	120	123	78	232	200	90	89	78	60	113	180	252
	46%	45%	43%	49%	52%	44%	50%	53%	44%	47%	39%	48%	48%	45%
Voted for a third party candidate	14	5	4	6	-	9	6	3	5	4	-	2	8	6
	2%	2%	1%	2%		2%	1%	2%	2%	2%		1%	2%	1%
I did not vote for this office	37	16	13	4	5	29	8	7	12	2	5	12	19	18
	4%	6%	5%	1%	3%	5%	2%	4%	6%	1%	3%	5%	5%	3%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QHouseVote] How did you vote for the U.S. House of Representatives in the 2020 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	931	521	285	453	260	215	287	137	149	255	408	268
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	930	498	299	398	269	260	281	125	155	251	383	296
Voted for the Republican candidate	447	248	146	234	108	104	137	77	60	102	200	145
	48%	48%	51%	52%	41%	48%	48%	56%	40%	40%	49%	54%
Voted for the Democratic candidate	432	239	130	206	125	100	131	55	75	135	187	111
	46%	46%	46%	45%	48%	47%	46%	40%	51%	53%	46%	41%
Voted for a third party candidate	14	12	1	5	7	2	8	2	5	5	7	2
	2%	2%	*%	1%	3%	1%	3%	2%	4%	2%	2%	1%
I did not vote for this office	37	22	8	8	20	9	11	3	8	12	14	11
	4%	4%	3%	2%	8%	4%	4%	2%	5%	5%	3%	4%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QHouseVote] How did you vote for the U.S. House of Representatives in the 2020 election?

	Total	Party			Ideology			2020 Ballot		2024 Ballot		GOP Supporter of	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	931	376	190	364	353	293	272	424	445	463	447	265	168
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	930	387	191	352	360	288	266	431	427	478	432	272	165
Voted for the Republican candidate	447	355	83	10	317	104	24	393	32	416	27	252	155
	48%	94%	43%	3%	90%	36%	9%	93%	7%	90%	6%	95%	92%
Voted for the Democratic candidate	432	10	80	343	24	159	242	20	401	30	398	7	4
	46%	3%	42%	94%	7%	54%	89%	5%	90%	7%	89%	3%	2%
Voted for a third party candidate	14	1	13	1	2	10	2	3	3	4	3	1	2
	2%	*%	7%	*%	1%	3%	1%	1%	1%	1%	1%	*%	1%
I did not vote for this office	37	11	14	11	10	20	5	8	8	12	18	5	7
	4%	3%	8%	3%	3%	7%	2%	2%	2%	3%	4%	2%	4%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

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

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	931	444	483	173	215	260	283	388	543	675	101	90	65
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	930	408	518	182	196	271	281	378	552	697	109	73	51
Donald Trump	463	249	213	89	113	126	134	203	260	385	18	37	23
	50%	56%	44%	52%	53%	48%	47%	52%	48%	57%	18%	41%	36%
Kamala Harris	447	187	258	80	96	128	143	176	271	275	82	49	41
	48%	42%	53%	46%	45%	49%	50%	45%	50%	41%	81%	55%	63%
Someone else	16	7	9	1	5	6	4	6	10	13	2	1	1
	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	1%	2%
I did not vote for this office	5	2	4	3	-	1	2	3	2	2	-	3	-
	1%	*%	1%	2%		*%	1%	1%	*%	*%		3%	

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

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

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	931	251	278	251	150	529	402	169	202	165	155	235	371	555
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	930	214	351	237	128	565	365	195	203	171	157	200	398	528
Donald Trump	463	129	149	116	69	278	185	71	104	88	89	107	175	285
	50%	51%	54%	46%	46%	53%	46%	42%	51%	53%	58%	46%	47%	51%
Kamala Harris	447	113	124	130	79	238	209	96	89	71	65	125	185	261
	48%	45%	45%	52%	53%	45%	52%	57%	44%	43%	42%	53%	50%	47%
Someone else	16	5	5	4	2	10	6	2	4	6	1	3	6	10
	2%	2%	2%	1%	2%	2%	2%	1%	2%	4%	1%	1%	2%	2%
I did not vote for this office	5	4	-	2	-	4	2	-	5	-	-	-	5	-
	1%	1%		1%		1%	*%		3%				1%	

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

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

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	931	521	285	453	260	215	287	137	149	255	408	268
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	930	498	299	398	269	260	281	125	155	251	383	296
Donald Trump	463	264	142	238	116	107	149	84	64	114	195	154
	50%	51%	50%	53%	45%	50%	52%	61%	43%	45%	48%	58%
Kamala Harris	447	243	138	208	133	105	123	48	75	132	205	109
	48%	47%	49%	46%	51%	49%	43%	35%	50%	52%	50%	41%
Someone else	16	11	3	6	8	3	12	5	7	6	7	3
	2%	2%	1%	1%	3%	1%	4%	4%	5%	2%	2%	1%
I did not vote for this office	5	4	2	2	3	1	3	-	3	2	1	2
	1%	1%	1%	*%	1%	*%	1%		2%	1%	*%	1%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

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

	Total	Party			Ideology			2020 Ballot		2024 Ballot		GOP Supporter of	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	931	376	190	364	353	293	272	424	445	463	447	265	168
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	930	387	191	352	360	288	266	431	427	478	432	272	165
Donald Trump	463	351	96	16	312	115	29	401	34	463	-	265	143
	50%	93%	50%	4%	89%	39%	11%	95%	8%	100%		100%	85%
Kamala Harris	447	21	82	344	35	165	243	17	404	-	447	-	20
	48%	6%	43%	94%	10%	56%	89%	4%	91%		100%		12%
Someone else	16	3	12	1	4	10	1	6	5	-	-	-	3
	2%	1%	6%	*%	1%	3%	*%	1%	1%				2%
I did not vote for this office	5	2	1	3	2	2	-	-	1	-	-	-	2
	1%	*%	*%	1%	1%	1%			*%				1%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[Q2028DemPrimary] If the 2028 Democratic presidential primary were being held today, for whom would you 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	465	195	267	101	109	122	133	211	254	276	90	61	38
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	457	175	278	101	96	126	134	197	260	283	95	49	30
Kamala Harris	189	70	117	50	50	42	47	100	89	94	47	36	12
	41%	36%	44%	49%	46%	34%	35%	48%	35%	34%	52%	59%	33%
Gavin Newsom	36	13	22	3	7	10	16	10	26	25	9	-	2
	8%	7%	8%	3%	6%	8%	12%	5%	10%	9%	10%		5%
John Fetterman	2	-	2	1	-	1	-	1	1	1	0	-	1
	*%		1%	1%		1%		*%	*%	*%	1%		1%
Pete Buttigieg	28	11	17	-	9	9	11	9	19	28	-	-	0
	6%	6%	6%		8%	7%	8%	4%	8%	10%			1%
Gretchen Whitmer	15	10	6	4	3	5	4	7	8	10	6	-	-
	3%	5%	2%	4%	3%	4%	3%	3%	3%	3%	6%		
Josh Shapiro	32	20	12	2	4	16	10	6	26	19	4	1	9
	7%	11%	4%	2%	4%	13%	8%	3%	10%	7%	4%	2%	23%
Tim Walz	28	13	15	6	9	9	4	15	13	20	3	2	3
	6%	7%	6%	6%	8%	8%	3%	7%	5%	7%	3%	4%	9%
J.B. Pritzker	8	4	4	3	1	1	2	4	3	6	-	1	1
	2%	2%	1%	3%	1%	1%	2%	2%	1%	2%		1%	3%
Raphael Warnock	2	0	1	1	-	-	0	1	0	0	1	-	-
	*%	*%	*%	1%			*%	1%	*%	*%	1%		
Wes Moore	3	2	0	3	-	-	-	3	-	2	-	0	-
	1%	1%	*%	3%				1%		1%		1%	

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[Q2028DemPrimary] If the 2028 Democratic presidential primary were being held today, for whom would you 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
Jared Polis	3 1%	1 1%	2 1%	-	0 *%	1 1%	2 2%	0 *%	3 1%	3 1%	-	-	-
Andy Beshear	10 2%	5 3%	5 2%	2 2%	-	5 4%	3 2%	2 1%	8 3%	9 3%	1 1%	-	1 2%
Cory Booker	12 2%	3 2%	8 3%	1 1%	3 3%	1 1%	7 5%	4 2%	8 3%	6 2%	5 5%	1 2%	-
Alexandria Ocasio-Cortez	19 4%	11 5%	8 3%	10 10%	5 4%	2 1%	2 2%	15 7%	4 2%	11 4%	1 1%	3 5%	3 8%
Someone else (Please specify)	5 1%	1 *%	5 2%	3 3%	-	2 2%	-	3 1%	2 1%	-	0 1%	5 8%	-
Unsure	73 16%	29 15%	43 16%	13 12%	17 16%	18 15%	25 19%	30 14%	43 17%	43 16%	13 15%	11 18%	6 15%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[Q2028DemPrimary] If the 2028 Democratic presidential primary were being held today, for whom would you 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	465	135	136	119	75	271	194	116	93	72	65	117	210	254
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	457	110	166	114	67	276	181	121	98	73	66	97	219	236
Kamala Harris	189	70	57	43	20	126	63	55	49	22	28	36	104	85
	41%	52%	42%	36%	26%	47%	32%	47%	52%	30%	43%	31%	50%	34%
Gavin Newsom	36	10	10	10	6	20	16	10	6	6	4	9	16	20
	8%	8%	7%	9%	8%	7%	8%	8%	7%	9%	6%	8%	8%	8%
John Fetterman	2	1	1	0	-	1	0	1	-	0	-	1	1	1
	*%	*%	1%	*%		*%	*%	*%		1%		1%	*%	1%
Pete Buttigieg	28	2	6	4	17	8	21	4	3	1	6	14	7	21
	6%	1%	4%	3%	22%	3%	11%	3%	3%	1%	9%	12%	3%	8%
Gretchen Whitmer	15	8	4	3	1	12	3	3	-	6	3	3	3	12
	3%	6%	3%	2%	1%	4%	2%	3%		8%	4%	3%	2%	5%
Josh Shapiro	32	7	10	7	7	18	15	3	7	5	6	12	10	22
	7%	5%	8%	6%	9%	6%	8%	3%	7%	7%	9%	10%	5%	9%
Tim Walz	28	6	10	7	4	16	12	9	4	3	5	8	13	15
	6%	4%	8%	6%	6%	6%	6%	8%	4%	4%	7%	7%	6%	6%
J.B. Pritzker	8	2	2	4	-	4	4	1	2	-	1	3	4	4
	2%	2%	1%	3%		1%	2%	1%	2%		1%	3%	2%	2%
Raphael Warnock	2	-	-	2	-	-	2	0	1	-	-	-	2	-
	*%			1%			1%	*%	1%				1%	
Wes Moore	3	-	0	2	-	0	2	0	-	-	-	2	0	2
	1%		*%	2%		*%	1%	*%				2%	*%	1%
Jared Polis	3	1	0	1	1	2	2	-	2	-	0	1	2	1
	1%	1%	*%	1%	1%	1%	1%		2%		1%	1%	1%	*%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[Q2028DemPrimary] If the 2028 Democratic presidential primary were being held today, for whom would you 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+
Andy Beshear	10	1	1	5	3	2	8	1	1	3	1	4	2	8
	2%	1%	1%	4%	4%	1%	4%	1%	1%	4%	2%	3%	1%	3%
Cory Booker	12	-	6	4	2	6	6	2	-	3	2	4	2	9
	2%		4%	4%	2%	2%	3%	2%		5%	3%	4%	1%	4%
Alexandria Ocasio-Cortez	19	3	2	9	4	5	14	1	1	6	6	5	2	17
	4%	2%	2%	8%	6%	2%	7%	1%	1%	8%	9%	4%	1%	7%
Someone else (Please specify)	5	2	0	1	2	2	3	-	2	3	-	-	2	3
	1%	1%	*%	1%	3%	1%	2%		2%	5%			1%	1%
Unsure	73	22	27	16	9	49	25	25	15	13	5	14	40	32
	16%	16%	20%	13%	12%	18%	13%	22%	16%	18%	7%	12%	19%	12%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[Q2028DemPrimary] If the 2028 Democratic presidential primary were being held today, for whom would you 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	465	257	126	196	161	106	138	50	87	156	196	113
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	457	242	134	168	159	128	125	41	83	152	182	123
Kamala Harris	189	97	49	65	77	47	60	20	40	64	84	41
	41%	38%	39%	33%	48%	44%	43%	39%	46%	41%	43%	36%
Gavin Newsom	36	21	10	13	12	11	11	3	8	10	15	11
	8%	8%	8%	7%	8%	10%	8%	6%	9%	6%	8%	10%
John Fetterman	2	0	1	1	1	-	1	-	1	1	1	-
	*%	*%	1%	*%	1%		*%		1%	*%	1%	
Pete Buttigieg	28	18	10	18	3	7	11	3	8	7	16	5
	6%	7%	8%	9%	2%	7%	8%	6%	9%	4%	8%	5%
Gretchen Whitmer	15	12	1	5	6	5	4	2	2	6	7	2
	3%	5%	1%	3%	4%	4%	3%	4%	2%	4%	4%	1%
Josh Shapiro	32	21	6	22	7	3	5	4	1	10	10	12
	7%	8%	5%	11%	4%	3%	4%	9%	1%	6%	5%	11%
Tim Walz	28	18	5	19	5	3	8	4	4	12	10	5
	6%	7%	4%	10%	3%	3%	6%	8%	4%	8%	5%	5%
J.B. Pritzker	8	6	2	3	3	1	4	3	1	2	6	-
	2%	2%	2%	2%	2%	1%	3%	7%	1%	1%	3%	
Raphael Warnock	2	-	0	1	-	0	1	-	1	-	0	1
	*%		*%	1%		*%	1%		2%		*%	1%
Wes Moore	3	3	-	2	0	-	3	2	0	2	-	0
	1%	1%		1%	*%		2%	5%	*%	2%		*%
Jared Polis	3	2	1	1	-	3	0	0	-	1	2	1
	1%	1%	1%	*%		2%	*%	1%		*%	1%	1%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[Q2028DemPrimary] If the 2028 Democratic presidential primary were being held today, for whom would you 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
Andy Beshear	10	6	4	4	3	3	2	1	1	3	4	3
	2%	2%	3%	2%	2%	3%	1%	2%	1%	2%	2%	3%
Cory Booker	12	4	7	6	2	3	3	-	3	2	7	3
	2%	1%	6%	3%	1%	3%	2%		4%	1%	3%	2%
Alexandria Ocasio-Cortez	19	15	2	9	10	-	8	4	5	8	8	2
	4%	6%	2%	4%	6%		6%	7%	5%	5%	4%	2%
Someone else (Please specify)	5	3	-	4	1	-	2	-	2	5	-	-
	1%	1%		2%	1%		1%		2%	3%		
Unsure	73	31	27	23	29	20	16	3	12	22	26	26
	16%	12%	21%	12%	18%	18%	12%	6%	14%	14%	13%	23%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[Q2028DemPrimary] If the 2028 Democratic presidential primary were being held today, for whom would you vote?

	Total	Party			Ideology			2020 Ballot		2024 Ballot		GOP Supporter of	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	465	-	72	393	26	163	266	19	409	19	403	-	-
	100		100	100	100	100	100	100	100	100	100		
Unweighted Total	457	-	77	380	28	161	258	21	393	20	394	-	-
Kamala Harris	189	-	24	165	14	76	92	5	161	1	159	-	-
	41%		34%	42%	54%	46%	35%	28%	39%	6%	39%		
Gavin Newsom	36	-	6	30	1	11	24	1	33	1	35	-	-
	8%		8%	8%	4%	7%	9%	6%	8%	4%	9%		
John Fetterman	2	-	1	1	-	-	2	-	2	-	2	-	-
	*%		1%	*%			1%		*%		*%		
Pete Buttigieg	28	-	3	26	-	4	24	-	28	-	28	-	-
	6%		4%	6%		3%	9%		7%		7%		
Gretchen Whitmer	15	-	3	12	3	3	9	1	14	-	13	-	-
	3%		5%	3%	11%	2%	4%	5%	4%		3%		
Josh Shapiro	32	-	5	27	1	12	19	3	29	3	29	-	-
	7%		7%	7%	3%	7%	7%	15%	7%	15%	7%		
Tim Walz	28	-	4	24	3	10	15	1	25	1	25	-	-
	6%		5%	6%	12%	6%	6%	3%	6%	3%	6%		
J.B. Pritzker	8	-	3	5	-	2	6	-	5	-	8	-	-
	2%		4%	1%		1%	2%		1%		2%		
Raphael Warnock	2	-	-	2	-	1	0	-	2	-	2	-	-
	*%			*%		1%	*%		*%		*%		
Wes Moore	3	-	-	3	-	0	2	2	0	2	0	-	-
	1%			1%		*%	1%	13%	*%	13%	*%		
Jared Polis	3	-	2	2	-	0	3	0	3	0	3	-	-
	1%		2%	*%		*%	1%	2%	1%	2%	1%		

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[Q2028DemPrimary] If the 2028 Democratic presidential primary were being held today, for whom would you vote?

	Total	Party			Ideology			2020 Ballot		2024 Ballot		GOP Supporter of	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Andy Beshear	10	-	-	10	1	1	8	1	10	1	9	-	-
	2%			3%	4%	1%	3%	3%	2%	6%	2%		
Cory Booker	12	-	1	10	-	4	8	-	11	-	10	-	-
	2%		1%	3%		2%	3%		3%		2%		
Alexandria Ocasio-Cortez	19	-	4	15	-	1	17	-	18	2	16	-	-
	4%		5%	4%		1%	7%		4%	12%	4%		
Someone else (Please specify)	5	-	3	2	-	1	5	-	5	-	5	-	-
	1%		4%	1%		*%	2%		1%		1%		
Unsure	73	-	15	59	3	37	31	5	63	7	60	-	-
	16%		20%	15%	11%	23%	12%	24%	15%	38%	15%		

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[Q2028GOPPrimary] If the 2028 Republican presidential primary were being held today, for whom would you 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	475	248	227	84	111	136	144	195	280	387	18	41	28
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	483	230	253	94	103	148	138	197	286	407	21	33	22
JD Vance	177	88	89	31	34	60	52	65	112	156	10	9	3
	37%	35%	39%	37%	31%	44%	36%	33%	40%	40%	55%	21%	11%
Nikki Haley	41	22	18	2	1	12	26	3	38	34	1	2	4
	9%	9%	8%	2%	1%	9%	18%	1%	14%	9%	6%	4%	14%
Ron DeSantis	39	23	16	8	10	7	14	18	21	30	1	7	0
	8%	9%	7%	9%	9%	5%	10%	9%	8%	8%	7%	16%	2%
Vivek Ramaswamy	41	27	14	11	12	7	11	23	18	28	2	2	9
	9%	11%	6%	13%	11%	5%	8%	12%	7%	7%	10%	5%	33%
Glenn Youngkin	4	1	3	1	-	2	1	1	4	4	1	-	-
	1%	1%	1%	1%		2%	1%	*%	1%	1%	4%		
Marco Rubio	23	17	6	2	14	4	3	16	7	18	-	5	-
	5%	7%	3%	2%	13%	3%	2%	8%	2%	5%		11%	
Ted Cruz	25	12	13	6	8	4	7	14	11	21	-	3	1
	5%	5%	6%	7%	7%	3%	5%	7%	4%	5%		8%	5%
Tim Scott	4	1	3	-	1	3	1	1	3	4	-	-	-
	1%	1%	1%		1%	2%	1%	1%	1%	1%			
Sarah Huckabee Sanders	10	1	9	1	3	3	3	4	6	7	-	2	1
	2%	1%	4%	2%	3%	2%	2%	2%	2%	2%		5%	3%
Josh Hawley	4	4	1	1	2	1	1	3	1	4	1	-	-
	1%	1%	*%	1%	2%	*%	1%	2%	*%	1%	4%		

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[Q2028GOPPrimary] If the 2028 Republican presidential primary were being held today, for whom would you 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
Katie Britt	2 *%	1 *%	1 *%	-	-	1 1%	1 1%	-	2 1%	2 1%	-	-	-
Kristi Noem	3 1%	2 1%	0 *%	1 1%	2 1%	0 *%	-	2 1%	0 *%	2 1%	-	1 2%	-
Elise Stefanik	-	-	-	-	-	-	-	-	-	-	-	-	-
Doug Burgum	1 *%	1 *%	0 *%	1 1%	0 *%	-	-	1 1%	-	1 *%	-	-	-
Someone else (Please specify)	13 3%	4 2%	9 4%	6 7%	4 3%	1 1%	2 1%	9 5%	3 1%	10 3%	-	2 4%	1 2%
Unsure	87 18%	42 17%	45 20%	14 17%	20 18%	32 23%	22 15%	34 18%	53 19%	67 17%	3 14%	9 23%	9 32%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[Q2028GOPPrimary] If the 2028 Republican presidential primary were being held today, for whom would you 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	475	137	150	121	67	287	188	75	107	87	91	111	182	288
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	483	126	190	114	53	316	167	94	106	92	93	95	200	280
JD Vance	177	65	52	40	20	117	60	34	30	32	35	45	63	113
	37%	48%	35%	33%	30%	41%	32%	45%	28%	37%	39%	41%	35%	39%
Nikki Haley	41	2	9	21	9	11	30	0	9	7	8	16	10	31
	9%	2%	6%	17%	13%	4%	16%	0%	9%	8%	9%	15%	5%	11%
Ron DeSantis	39	8	10	14	6	18	21	5	9	11	5	8	14	24
	8%	6%	7%	12%	10%	6%	11%	7%	8%	12%	5%	7%	8%	8%
Vivek Ramaswamy	41	9	12	10	10	21	20	5	10	9	7	9	16	25
	9%	6%	8%	9%	15%	7%	11%	7%	10%	10%	8%	9%	9%	9%
Glenn Youngkin	4	1	3	0	-	4	0	1	0	-	2	1	1	3
	1%	0%	2%	0%	0%	1%	0%	1%	0%	0%	2%	1%	1%	1%
Marco Rubio	23	5	4	10	4	9	14	-	10	3	9	2	10	13
	5%	4%	2%	8%	6%	3%	7%	0%	9%	3%	10%	2%	5%	5%
Ted Cruz	25	13	10	3	-	22	3	4	10	5	7	-	14	11
	5%	9%	7%	2%	0%	8%	1%	5%	9%	6%	7%	0%	8%	4%
Tim Scott	4	1	2	-	2	3	2	1	1	1	0	1	2	2
	1%	1%	1%	0%	2%	1%	1%	1%	1%	1%	0%	1%	1%	1%
Sarah Huckabee Sanders	10	3	5	3	-	8	3	4	1	2	1	3	4	6
	2%	2%	3%	2%	0%	3%	1%	5%	1%	3%	1%	2%	2%	2%
Josh Hawley	4	1	1	1	1	2	2	1	-	-	2	1	1	3
	1%	1%	0%	1%	1%	1%	1%	2%	0%	0%	2%	1%	1%	1%
Katie Britt	2	-	1	1	-	1	1	-	1	-	1	-	1	1
	0%	0%	1%	1%	0%	0%	0%	0%	1%	0%	1%	0%	1%	0%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[Q2028GOPPrimary] If the 2028 Republican presidential primary were being held today, for whom would you 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+
Kristi Noem	3 1%	2 1%	1 1%	-	-	3 1%	-	0 1%	2 2%	-	-	-	3 2%	-
Elise Stefanik	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Doug Burgum	1 *%	1 1%	0 *%	-	-	1 *%	-	-	-	1 2%	-	-	-	1 *%
Someone else (Please specify)	13 3%	4 3%	6 4%	2 2%	1 1%	10 3%	3 2%	2 3%	6 5%	2 2%	3 3%	1 *%	8 4%	5 2%
Unsure	87 18%	23 17%	35 23%	16 13%	14 21%	58 20%	30 16%	17 23%	18 17%	14 17%	11 13%	24 22%	35 19%	50 17%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[Q2028GOPPrimary] If the 2028 Republican presidential primary were being held today, for whom would you 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	475	259	155	250	117	106	146	80	66	111	209	155
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	483	250	161	227	123	130	158	79	79	107	200	176
JD Vance	177	98	54	95	41	40	57	27	30	41	75	62
	37%	38%	35%	38%	35%	38%	39%	34%	45%	36%	36%	40%
Nikki Haley	41	14	26	31	3	7	6	4	2	4	23	13
	9%	6%	17%	12%	2%	6%	4%	4%	4%	4%	11%	9%
Ron DeSantis	39	15	15	22	6	11	15	9	6	10	16	13
	8%	6%	10%	9%	5%	10%	10%	11%	10%	9%	7%	8%
Vivek Ramaswamy	41	27	12	15	16	10	11	6	5	7	21	13
	9%	11%	7%	6%	14%	9%	7%	7%	8%	7%	10%	8%
Glenn Youngkin	4	-	2	2	1	1	-	-	-	1	3	-
	1%		1%	1%	1%	1%				1%	1%	
Marco Rubio	23	20	2	8	10	5	12	7	4	12	9	2
	5%	8%	1%	3%	9%	5%	8%	9%	7%	11%	4%	1%
Ted Cruz	25	18	5	11	6	7	6	4	1	9	9	6
	5%	7%	3%	4%	5%	7%	4%	5%	2%	8%	4%	4%
Tim Scott	4	1	2	3	-	2	1	-	1	2	1	2
	1%	*%	1%	1%		2%	*%		1%	2%	*%	1%
Sarah Huckabee Sanders	10	4	3	5	1	4	3	0	3	1	3	6
	2%	1%	2%	2%	1%	4%	2%	*%	5%	1%	1%	4%
Josh Hawley	4	4	1	2	1	1	2	2	-	2	-	2
	1%	1%	*%	1%	1%	1%	2%	3%		2%		1%
Katie Britt	2	1	1	-	1	1	-	-	-	-	-	2
	*%	*%	1%		1%	1%						1%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[Q2028GOPPrimary] If the 2028 Republican presidential primary were being held today, for whom would you 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
Kristi Noem	3 1%	2 1%	-	0 *%	2 2%	-	-	-	-	1 1%	2 1%	0 *%
Elise Stefanik	-	-	-	-	-	-	-	-	-	-	-	-
Doug Burgum	1 *%	1 1%	-	-	1 1%	0 *%	0 *%	-	0 1%	1 1%	-	0 *%
Someone else (Please specify)	13 3%	7 3%	2 1%	6 2%	5 5%	1 1%	6 4%	2 2%	5 7%	2 1%	5 2%	6 4%
Unsure	87 18%	46 18%	31 20%	50 20%	22 19%	15 14%	27 19%	20 24%	8 12%	18 16%	43 21%	26 17%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[Q2028GOPPrimary] If the 2028 Republican presidential primary were being held today, for whom would you vote?

	Total	Party			Ideology			2020 Ballot		2024 Ballot		GOP Supporter of	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	475	390	85	-	338	111	21	402	32	419	22	278	174
	100	100	100		100	100	100	100	100	100	100	100	100
Unweighted Total	483	405	78	-	345	109	23	406	31	428	18	289	173
JD Vance	177	148	29	-	141	28	8	165	3	172	-	127	47
	37%	38%	35%		42%	26%	37%	41%	8%	41%		46%	27%
Nikki Haley	41	36	4	-	33	6	2	26	9	21	12	6	29
	9%	9%	5%		10%	5%	8%	7%	29%	5%	54%	2%	17%
Ron DeSantis	39	32	7	-	29	8	2	33	2	38	-	27	10
	8%	8%	8%		9%	7%	8%	8%	8%	9%		10%	6%
Vivek Ramaswamy	41	37	4	-	28	10	4	38	1	40	-	28	12
	9%	9%	5%		8%	9%	17%	9%	2%	10%		10%	7%
Glenn Youngkin	4	4	-	-	1	3	-	4	0	3	1	1	3
	1%	1%			1%	2%		1%	1%	1%	4%	1%	2%
Marco Rubio	23	20	3	-	13	8	1	22	1	19	0	9	12
	5%	5%	4%		4%	7%	3%	5%	4%	5%	1%	3%	7%
Ted Cruz	25	21	5	-	19	6	-	22	-	22	2	10	15
	5%	5%	6%		6%	6%		5%		5%	9%	4%	8%
Tim Scott	4	2	2	-	3	2	-	4	-	3	1	2	2
	1%	1%	2%		1%	1%		1%		1%	4%	1%	1%
Sarah Huckabee Sanders	10	10	-	-	5	3	2	6	3	7	2	5	5
	2%	3%			1%	3%	10%	2%	10%	2%	10%	2%	3%
Josh Hawley	4	2	2	-	3	2	-	4	1	4	-	2	2
	1%	1%	2%		1%	1%		1%	2%	1%		1%	1%
Katie Britt	2	2	-	-	1	1	-	2	-	2	-	1	1
	1%	1%			1%	1%		1%		1%		1%	1%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[Q2028GOPPrimary] If the 2028 Republican presidential primary were being held today, for whom would you vote?

	Total	Party			Ideology			2020 Ballot		2024 Ballot		GOP Supporter of	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Kristi Noem	3 1%	3 1%	-	-	1 *%	2 1%	-	3 1%	-	3 1%	-	2 1%	-
Elise Stefanik	-	-	-	-	-	-	-	-	-	-	-	-	-
Doug Burgum	1 *%	1 *%	-	-	0 *%	1 1%	-	1 *%	-	1 *%	-	1 1%	-
Someone else (Please specify)	13 3%	6 2%	7 8%	-	7 2%	3 3%	1 3%	7 2%	1 4%	10 2%	1 3%	10 3%	2 1%
Unsure	87 18%	66 17%	22 26%	-	53 16%	29 26%	3 14%	64 16%	11 33%	72 17%	3 14%	47 17%	35 20%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QLearnTrump] Which of the following ways did you get information about Donald Trump and JD Vance? Select 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	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
TV interviews of the candidates	586	270	315	89	143	171	183	232	354	441	54	54	37
	58%	58%	58%	43%	61%	61%	63%	53%	62%	62%	47%	48%	54%
Podcast interviews of the candidates	227	113	112	58	62	68	40	120	108	160	23	23	22
	23%	24%	21%	28%	26%	24%	14%	27%	19%	22%	20%	21%	31%
TV or online coverage of a rally	574	289	284	104	126	162	182	230	344	426	63	57	28
	57%	62%	53%	50%	54%	58%	63%	52%	61%	60%	54%	51%	41%
Emails from the campaign	163	90	73	36	21	47	60	56	107	126	11	12	13
	16%	19%	14%	17%	9%	17%	21%	13%	19%	18%	10%	11%	19%
Texts from the campaign	149	79	70	29	22	49	48	52	97	114	16	9	10
	15%	17%	13%	14%	10%	18%	17%	12%	17%	16%	14%	8%	14%
TV ads from the campaign	484	239	244	84	97	146	158	180	303	358	56	41	29
	48%	51%	45%	41%	41%	52%	55%	41%	53%	50%	48%	37%	42%
Online ads from the campaign	324	161	163	83	83	82	76	167	158	239	40	27	18
	32%	34%	30%	40%	36%	29%	26%	38%	28%	33%	34%	25%	26%
Social media posts about the candidates	433	207	224	119	116	124	75	234	199	301	49	47	37
	43%	44%	42%	57%	49%	44%	26%	53%	35%	42%	42%	42%	53%
News segments or news articles about the candidates	546	268	275	82	126	154	185	208	339	420	44	46	36
	54%	57%	51%	40%	54%	55%	64%	47%	60%	59%	38%	41%	52%
None of these	65	27	38	18	13	19	16	31	34	51	7	6	1
	6%	6%	7%	9%	6%	7%	5%	7%	6%	7%	6%	5%	2%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QLearnTrump] Which of the following ways did you get information about Donald Trump and JD Vance? Select 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	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
TV interviews of the candidates	586	138	170	168	111	308	278	98	117	105	104	160	215	369
	58%	47%	56%	66%	72%	51%	68%	46%	55%	61%	64%	66%	51%	64%
Podcast interviews of the candidates	227	45	83	62	37	128	99	41	34	41	42	69	75	151
	23%	15%	27%	24%	24%	21%	24%	19%	16%	24%	26%	28%	18%	26%
TV or online coverage of a rally	574	156	177	141	101	333	242	97	133	96	104	143	230	343
	57%	53%	58%	55%	66%	55%	59%	46%	62%	56%	65%	58%	54%	59%
Emails from the campaign	163	32	60	45	26	92	71	25	27	32	29	48	52	109
	16%	11%	20%	18%	17%	15%	17%	12%	13%	19%	18%	20%	12%	19%
Texts from the campaign	149	28	51	39	31	79	70	26	23	36	24	38	49	98
	15%	10%	17%	15%	20%	13%	17%	12%	11%	21%	15%	15%	12%	17%
TV ads from the campaign	484	126	139	139	79	265	219	81	102	94	81	124	182	299
	48%	43%	46%	55%	51%	44%	53%	38%	48%	55%	50%	51%	43%	52%
Online ads from the campaign	324	81	94	96	53	175	149	50	57	53	67	97	107	217
	32%	27%	31%	38%	35%	29%	37%	24%	26%	31%	42%	40%	25%	38%
Social media posts about the candidates	433	132	116	115	70	248	185	88	72	79	81	111	160	270
	43%	44%	38%	45%	46%	41%	45%	42%	34%	46%	50%	46%	38%	47%
News segments or news articles about the candidates	546	112	170	151	113	282	264	77	107	109	94	154	184	357
	54%	38%	56%	59%	74%	47%	64%	36%	50%	64%	58%	63%	43%	62%
None of these	65	29	18	12	7	46	19	17	13	9	8	16	30	33
	6%	10%	6%	5%	4%	8%	5%	8%	6%	5%	5%	7%	7%	6%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QLearnTrump] Which of the following ways did you get information about Donald Trump and JD Vance? Select 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	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
TV interviews of the candidates	586	328	173	291	162	132	172	84	88	158	264	164
	58%	58%	59%	62%	53%	59%	54%	60%	50%	55%	62%	55%
Podcast interviews of the candidates	227	155	44	102	72	52	90	42	47	77	90	61
	23%	28%	15%	22%	23%	23%	29%	30%	27%	27%	21%	21%
TV or online coverage of a rally	574	311	185	298	162	113	175	87	87	155	260	160
	57%	55%	63%	63%	53%	50%	55%	62%	50%	54%	61%	54%
Emails from the campaign	163	86	56	87	44	32	45	19	26	36	73	55
	16%	15%	19%	18%	14%	14%	14%	14%	15%	12%	17%	19%
Texts from the campaign	149	79	52	79	40	30	43	20	22	34	55	60
	15%	14%	18%	17%	13%	13%	13%	15%	13%	12%	13%	20%
TV ads from the campaign	484	267	156	242	126	116	148	78	70	132	215	138
	48%	48%	53%	51%	41%	51%	47%	55%	40%	46%	50%	46%
Online ads from the campaign	324	203	72	147	108	69	117	56	61	88	142	95
	32%	36%	25%	31%	35%	30%	37%	40%	35%	31%	33%	32%
Social media posts about the candidates	433	281	87	191	155	83	175	77	97	129	174	130
	43%	50%	30%	41%	50%	37%	55%	55%	56%	45%	41%	44%
News segments or news articles about the candidates	546	304	188	274	147	124	163	85	78	149	250	147
	54%	54%	64%	58%	48%	55%	51%	60%	44%	52%	59%	50%
None of these	65	37	12	27	23	14	20	7	13	27	17	21
	6%	7%	4%	6%	8%	6%	6%	5%	7%	9%	4%	7%

Echelon Insights
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N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QLearnTrump] Which of the following ways did you get information about Donald Trump and JD Vance? Select all that apply.

	Total	Party			Ideology			2020 Ballot		2024 Ballot		GOP Supporter of	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
TV interviews of the candidates	586	245	132	209	228	185	167	274	272	286	262	167	117
	58%	63%	58%	53%	61%	57%	58%	63%	58%	62%	59%	60%	67%
Podcast interviews of the candidates	227	106	64	57	98	67	61	133	69	147	67	93	41
	23%	27%	28%	15%	26%	21%	21%	30%	15%	32%	15%	33%	24%
TV or online coverage of a rally	574	239	129	206	229	166	174	278	258	284	257	169	110
	57%	61%	57%	53%	62%	51%	60%	64%	55%	61%	57%	61%	63%
Emails from the campaign	163	86	28	49	80	41	41	92	61	94	62	55	40
	16%	22%	12%	12%	21%	13%	14%	21%	13%	20%	14%	20%	23%
Texts from the campaign	149	75	38	37	75	38	32	85	56	86	52	57	31
	15%	19%	17%	9%	20%	12%	11%	19%	12%	19%	12%	20%	18%
TV ads from the campaign	484	186	91	207	169	145	163	203	249	215	241	129	80
	48%	48%	40%	53%	45%	45%	56%	46%	53%	46%	54%	46%	46%
Online ads from the campaign	324	121	73	130	101	110	107	139	152	144	155	88	49
	32%	31%	32%	33%	27%	34%	37%	32%	32%	31%	35%	32%	28%
Social media posts about the candidates	433	175	86	172	152	137	132	191	192	196	191	136	66
	43%	45%	38%	44%	41%	43%	46%	44%	41%	42%	43%	49%	38%
News segments or news articles about the candidates	546	216	121	209	202	147	188	237	264	255	262	145	105
	54%	55%	54%	53%	54%	46%	65%	54%	56%	55%	59%	52%	60%
None of these	65	21	22	22	27	20	11	22	25	25	22	14	11
	6%	5%	10%	6%	7%	6%	4%	5%	5%	5%	5%	5%	6%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpPodcasts] Did you see Donald Trump on any of the following podcasts or live streams in the lead-up to the election? Select 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	227	113	112	58	62	68	40	120	108	160	23	23	22
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	234	105	127	59	58	73	44	117	117	172	24	19	19
Joe Rogan's podcast	163	87	75	33	41	55	34	73	89	118	11	15	18
	72%	77%	67%	57%	66%	82%	85%	61%	83%	74%	50%	66%	85%
Theo Von's podcast	38	21	16	23	8	6	1	31	7	23	4	6	5
	17%	19%	14%	40%	13%	8%	3%	26%	6%	14%	16%	24%	24%
The Bussin' With The Boys Podcast	25	16	9	11	6	7	-	18	7	15	4	3	3
	11%	14%	8%	19%	10%	11%		15%	7%	9%	18%	13%	13%
Andrew Schulz's podcast	32	23	9	14	14	4	0	28	5	19	5	2	7
	14%	20%	8%	24%	22%	7%	1%	23%	4%	12%	22%	6%	34%
Lex Fridman's podcast	21	18	3	10	9	3	-	18	3	10	2	1	8
	9%	16%	3%	17%	14%	4%		15%	2%	6%	9%	3%	37%
Logan Paul's podcast	31	23	8	10	12	7	3	22	9	16	5	4	5
	14%	20%	7%	17%	19%	10%	7%	18%	9%	10%	23%	18%	25%
Patrick Bet David's podcast	21	17	4	9	6	4	1	15	5	6	5	3	7
	9%	15%	3%	16%	10%	6%	3%	13%	5%	4%	22%	14%	31%
The Full Send Podcast	20	15	5	10	7	3	1	17	3	13	1	4	2
	9%	13%	5%	18%	11%	4%	2%	14%	3%	8%	6%	16%	10%
Adin Ross's live stream	23	16	7	9	10	4	1	19	4	14	3	2	5
	10%	14%	7%	16%	16%	6%	2%	16%	4%	9%	12%	9%	23%
The All In podcast	20	11	9	8	8	2	1	16	4	13	3	4	-
	9%	10%	8%	13%	13%	3%	3%	13%	3%	8%	12%	17%	

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpPodcasts] Did you see Donald Trump on any of the following podcasts or live streams in the lead-up to the election? Select 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
None of these	34	14	20	8	11	11	5	18	16	24	5	4	1
	15%	12%	17%	13%	17%	16%	13%	15%	15%	15%	23%	16%	6%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpPodcasts] Did you see Donald Trump on any of the following podcasts or live streams in the lead-up to the election? Select 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	227	45	83	62	37	128	99	41	34	41	42	69	75	151
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	234	42	101	59	32	143	91	49	36	44	40	64	85	148
Joe Rogan's podcast	163	29	64	49	22	93	70	26	26	32	33	44	52	109
	72%	63%	77%	79%	58%	72%	71%	64%	77%	79%	80%	64%	70%	72%
Theo Von's podcast	38	10	14	7	7	24	14	6	2	10	6	13	8	29
	17%	21%	17%	11%	18%	18%	14%	14%	7%	25%	15%	19%	11%	19%
The Bussin' With The Boys Podcast	25	5	5	9	6	10	14	4	1	6	3	12	4	20
	11%	11%	7%	14%	15%	8%	15%	9%	3%	15%	6%	17%	6%	13%
Andrew Schulz's podcast	32	6	9	6	11	15	17	4	2	8	5	14	6	27
	14%	14%	11%	10%	29%	12%	17%	10%	5%	19%	12%	20%	8%	18%
Lex Fridman's podcast	21	3	5	4	9	8	13	-	-	6	4	10	-	21
	9%	7%	5%	7%	24%	6%	13%			16%	10%	15%		14%
Logan Paul's podcast	31	8	11	7	5	18	13	5	2	7	8	10	6	25
	14%	17%	13%	12%	15%	14%	13%	11%	5%	17%	19%	15%	8%	16%
Patrick Bet David's podcast	21	4	6	3	8	10	11	2	2	5	5	7	3	17
	9%	8%	7%	5%	21%	8%	11%	4%	4%	12%	12%	11%	4%	12%
The Full Send Podcast	20	5	4	3	8	9	11	2	-	5	3	9	2	18
	9%	10%	5%	5%	22%	7%	11%	6%		13%	7%	14%	3%	12%
Adin Ross's live stream	23	4	7	3	9	11	13	1	1	7	2	12	3	21
	10%	9%	8%	6%	24%	8%	13%	4%	4%	16%	4%	18%	4%	14%
The All In podcast	20	2	4	6	8	6	14	1	3	3	4	10	3	16
	9%	4%	5%	9%	21%	5%	14%	2%	7%	7%	8%	14%	5%	11%
None of these	34	8	13	6	7	22	13	10	6	5	0	14	16	19
	15%	19%	16%	9%	19%	17%	13%	24%	17%	11%	1%	20%	21%	12%

Echelon Insights
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N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpPodcasts] Did you see Donald Trump on any of the following podcasts or live streams in the lead-up to the election? Select 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	227	155	44	102	72	52	90	42	47	77	90	61
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	234	147	53	92	81	59	86	37	48	72	90	72
Joe Rogan's podcast	163	105	37	73	48	41	59	31	27	49	68	46
	72%	68%	85%	71%	67%	79%	66%	74%	58%	64%	75%	75%
Theo Von's podcast	38	33	1	16	20	2	18	10	9	10	17	10
	17%	21%	2%	15%	27%	4%	20%	22%	18%	14%	19%	17%
The Bussin' With The Boys Podcast	25	22	1	13	10	1	15	8	7	12	8	6
	11%	14%	1%	13%	14%	3%	17%	19%	15%	15%	8%	9%
Andrew Schulz's podcast	32	30	0	13	15	5	19	13	5	11	13	8
	14%	19%	1%	13%	20%	9%	21%	30%	11%	15%	14%	14%
Lex Fridman's podcast	21	20	-	8	10	4	13	11	2	9	7	4
	9%	13%		7%	13%	7%	14%	26%	4%	12%	8%	7%
Logan Paul's podcast	31	25	3	8	14	9	17	13	4	12	10	9
	14%	16%	7%	7%	20%	17%	19%	31%	7%	16%	11%	14%
Patrick Bet David's podcast	21	18	0	7	9	5	12	9	3	10	8	3
	9%	12%	1%	7%	13%	10%	14%	22%	6%	13%	9%	5%
The Full Send Podcast	20	17	1	11	8	1	10	9	2	9	5	5
	9%	11%	3%	11%	11%	1%	11%	21%	3%	12%	6%	9%
Adin Ross's live stream	23	20	0	12	11	1	11	8	3	10	10	3
	10%	13%	1%	11%	15%	2%	12%	20%	6%	13%	11%	5%
The All In podcast	20	18	2	15	4	1	13	8	5	9	6	4
	9%	11%	4%	14%	6%	2%	15%	19%	11%	12%	6%	7%
None of these	34	23	6	11	13	10	10	2	9	14	12	9
	15%	15%	14%	11%	18%	19%	12%	4%	19%	18%	13%	14%

Echelon Insights
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N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpPodcasts] Did you see Donald Trump on any of the following podcasts or live streams in the lead-up to the election? Select all that apply.

	Total	Party			Ideology			2020 Ballot		2024 Ballot		GOP Supporter of	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	227	106	64	57	98	67	61	133	69	147	67	93	41
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	234	113	71	50	105	70	57	138	67	153	63	97	43
Joe Rogan's podcast	163	88	45	30	77	51	35	109	38	118	39	79	34
	72%	83%	69%	53%	79%	75%	58%	82%	56%	80%	58%	85%	82%
Theo Von's podcast	38	18	14	5	12	12	13	21	3	31	4	19	4
	17%	17%	22%	9%	12%	18%	22%	16%	5%	21%	6%	21%	10%
The Bussin' With The Boys Podcast	25	11	4	10	7	4	14	14	6	20	5	8	5
	11%	10%	6%	18%	7%	6%	22%	11%	9%	13%	7%	9%	11%
Andrew Schulz's podcast	32	13	9	10	11	8	13	18	8	21	11	11	6
	14%	13%	14%	18%	11%	12%	22%	14%	12%	14%	16%	12%	14%
Lex Fridman's podcast	21	11	2	8	9	3	10	13	2	14	6	9	2
	9%	10%	3%	15%	9%	4%	16%	9%	4%	10%	9%	10%	5%
Logan Paul's podcast	31	23	4	5	14	6	11	22	4	23	8	17	8
	14%	22%	6%	8%	14%	9%	18%	17%	5%	16%	12%	18%	19%
Patrick Bet David's podcast	21	15	-	6	10	1	10	16	0	19	2	12	2
	9%	14%		11%	10%	1%	16%	12%	0%	13%	3%	13%	6%
The Full Send Podcast	20	10	4	6	8	3	9	11	5	14	5	7	4
	9%	9%	6%	11%	8%	5%	14%	8%	7%	9%	7%	7%	11%
Adin Ross's live stream	23	12	6	5	7	8	8	11	8	16	6	10	5
	10%	11%	9%	9%	7%	12%	14%	8%	11%	11%	9%	11%	13%
The All In podcast	20	4	3	13	6	1	13	7	10	11	8	3	2
	9%	4%	4%	23%	6%	1%	21%	5%	14%	8%	12%	3%	6%
None of these	34	9	12	13	9	11	13	11	19	12	18	8	4
	15%	9%	19%	23%	9%	16%	21%	8%	28%	8%	26%	8%	9%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpInfluence] To what extent did his appearance on any podcast or livestream influence your 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	193	99	93	50	51	57	35	101	92	136	18	20	20
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	196	90	105	50	48	60	38	98	98	145	19	15	17
A GREAT DEAL/SOMEWHAT	106	55	50	32	33	29	12	65	41	73	7	16	9
	55%	55%	54%	64%	64%	51%	35%	64%	45%	54%	42%	82%	47%
A LITTLE/NOT AT ALL	86	44	41	18	18	27	23	35	50	61	10	3	11
	44%	45%	44%	36%	34%	48%	65%	35%	55%	45%	58%	18%	53%
A great deal	57	29	28	20	15	18	4	35	22	37	5	10	5
	30%	29%	30%	41%	28%	32%	12%	34%	24%	27%	29%	51%	25%
Somewhat	49	26	22	12	19	11	8	30	19	36	2	6	4
	25%	26%	24%	23%	36%	19%	23%	30%	20%	26%	13%	31%	22%
A little	24	10	14	8	3	7	6	11	13	20	1	3	1
	12%	10%	15%	15%	6%	13%	17%	11%	14%	15%	7%	14%	3%
Not at all	61	35	27	10	14	20	17	24	37	41	9	1	10
	32%	35%	29%	20%	28%	35%	49%	24%	40%	31%	51%	4%	50%
Unsure	1	-	1	-	1	1	-	1	1	1	-	-	-
	1%		2%		2%	1%		1%	1%	1%			

Echelon Insights
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N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpInfluence] To what extent did his appearance on any podcast or livestream influence your 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	193	37	70	56	30	107	86	31	29	36	41	55	59	132
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	196	32	86	53	25	118	78	37	29	39	39	51	66	129
A GREAT DEAL/SOMEWHAT	106	16	35	35	20	51	55	9	15	23	23	36	24	82
	55%	44%	50%	63%	65%	48%	64%	30%	53%	65%	55%	65%	41%	62%
A LITTLE/NOT AT ALL	86	21	33	21	11	54	31	21	13	13	18	19	34	51
	44%	56%	48%	37%	35%	51%	36%	69%	44%	35%	45%	35%	57%	38%
A great deal	57	10	18	18	11	28	29	7	5	13	10	23	12	46
	30%	27%	26%	31%	38%	27%	34%	22%	17%	37%	24%	41%	19%	35%
Somewhat	49	6	17	18	8	23	26	2	10	10	13	13	13	36
	25%	17%	24%	32%	27%	21%	30%	8%	36%	28%	32%	23%	21%	27%
A little	24	6	8	7	3	13	11	4	4	2	7	7	8	16
	12%	16%	11%	13%	11%	13%	12%	15%	13%	6%	17%	13%	14%	12%
Not at all	61	15	26	14	7	41	21	17	9	10	12	13	26	35
	32%	40%	37%	24%	24%	38%	24%	54%	31%	29%	28%	23%	43%	26%
Unsure	1	-	1	-	-	1	-	1	1	-	-	-	1	-
	1%		2%			1%		2%	3%				2%	

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpInfluence] To what extent did his appearance on any podcast or livestream influence your 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	193	132	38	91	59	42	80	41	38	62	78	52
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	196	123	45	82	66	47	74	35	38	56	78	62
A GREAT DEAL/SOMEWHAT	106	81	15	52	33	21	51	25	25	34	48	24
	55%	61%	41%	57%	56%	51%	64%	62%	65%	55%	62%	45%
A LITTLE/NOT AT ALL	86	51	22	39	26	19	28	15	13	27	30	28
	44%	38%	58%	43%	44%	46%	35%	38%	33%	44%	38%	54%
A great deal	57	45	6	26	22	9	25	14	11	21	23	13
	30%	34%	15%	28%	38%	22%	31%	34%	30%	34%	30%	25%
Somewhat	49	36	10	26	11	12	26	12	13	13	25	11
	25%	27%	26%	29%	18%	29%	32%	29%	35%	21%	32%	20%
A little	24	14	6	13	9	2	11	5	6	8	9	7
	12%	11%	17%	14%	15%	6%	14%	13%	15%	14%	11%	13%
Not at all	61	36	16	27	18	17	17	10	7	19	21	21
	32%	27%	41%	29%	30%	40%	22%	25%	18%	30%	27%	40%
Unsure	1	1	1	-	-	1	1	-	1	1	-	1
	1%	1%	1%			3%	1%		2%	1%		1%

Echelon Insights
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N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpInfluence] To what extent did his appearance on any podcast or livestream influence your vote?

	Total	Party			Ideology			2020 Ballot		2024 Ballot		GOP Supporter of	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	193	97	52	44	89	56	48	122	49	135	49	85	37
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	196	103	57	36	96	58	42	126	47	141	44	88	39
A GREAT DEAL/SOMEWHAT	106	53	27	26	41	34	31	62	29	75	28	49	16
	55%	54%	53%	59%	46%	61%	64%	51%	59%	56%	57%	58%	42%
A LITTLE/NOT AT ALL	86	44	24	18	47	21	17	59	20	59	21	35	22
	44%	45%	46%	41%	53%	37%	36%	48%	41%	43%	43%	41%	58%
A great deal	57	30	9	18	23	14	20	31	17	41	15	29	5
	30%	31%	18%	41%	26%	25%	42%	25%	34%	30%	30%	34%	14%
Somewhat	49	23	18	8	18	20	10	31	13	35	13	20	10
	25%	24%	35%	17%	20%	36%	22%	25%	26%	26%	27%	24%	28%
A little	24	15	8	1	18	4	2	22	1	21	1	10	11
	12%	16%	15%	2%	20%	7%	4%	18%	2%	16%	2%	11%	29%
Not at all	61	28	16	17	29	17	15	37	19	37	20	26	11
	32%	29%	31%	39%	33%	30%	32%	30%	39%	27%	41%	30%	30%
Unsure	1	1	1	-	1	1	-	1	-	1	-	1	-
	1%	1%	2%		1%	2%		1%		1%		1%	

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QLearnHarris] Did you hear from Kamala Harris or Tim Walz on any of the following platforms? Select 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	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
TV interviews of the candidates	527	227	298	81	111	154	181	192	335	378	70	49	30
	52%	49%	55%	39%	47%	55%	63%	43%	59%	53%	60%	44%	43%
Podcast interviews of the candidates	137	63	74	40	34	38	25	74	63	85	25	17	11
	14%	13%	14%	20%	14%	14%	9%	17%	11%	12%	22%	15%	16%
TV or online coverage of a rally	499	245	254	85	110	146	158	195	304	361	62	51	25
	49%	52%	47%	41%	47%	52%	55%	44%	53%	51%	53%	46%	36%
Emails from the campaign	210	106	103	39	38	64	69	77	133	153	34	7	15
	21%	23%	19%	19%	16%	23%	24%	17%	23%	21%	30%	7%	22%
Texts from the campaign	225	109	116	44	56	67	58	100	125	158	36	17	14
	22%	23%	22%	21%	24%	24%	20%	23%	22%	22%	31%	15%	21%
TV ads from the campaign	556	256	299	88	128	157	183	216	340	406	69	50	31
	55%	55%	56%	42%	55%	56%	63%	49%	60%	57%	60%	45%	44%
Online ads from the campaign	363	168	194	80	86	110	87	167	196	261	42	35	25
	36%	36%	36%	39%	37%	39%	30%	38%	35%	37%	36%	32%	36%
Social media posts about the candidates	396	180	214	107	112	98	79	219	177	275	56	36	29
	39%	39%	40%	52%	48%	35%	27%	50%	31%	39%	48%	32%	42%
News segments or news articles about the candidates	484	233	248	71	106	145	163	177	308	362	44	50	28
	48%	50%	46%	34%	45%	52%	56%	40%	54%	51%	38%	44%	41%
None of these	129	55	74	35	24	39	31	59	70	98	7	17	7
	13%	12%	14%	17%	10%	14%	11%	13%	12%	14%	6%	15%	10%

Echelon Insights
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N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QLearnHarris] Did you hear from Kamala Harris or Tim Walz on any of the following platforms? Select 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	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
TV interviews of the candidates	527	139	159	156	73	298	229	104	109	105	82	127	213	314
	52%	47%	52%	61%	48%	50%	56%	49%	51%	61%	51%	52%	50%	54%
Podcast interviews of the candidates	137	28	41	44	25	68	69	23	21	25	25	44	44	94
	14%	9%	13%	17%	16%	11%	17%	11%	10%	15%	15%	18%	10%	16%
TV or online coverage of a rally	499	123	148	140	87	272	227	86	107	94	83	126	193	303
	49%	42%	49%	55%	56%	45%	56%	41%	50%	55%	52%	52%	45%	53%
Emails from the campaign	210	42	59	66	43	101	109	31	38	41	32	67	69	141
	21%	14%	19%	26%	28%	17%	27%	15%	18%	24%	20%	28%	16%	24%
Texts from the campaign	225	43	65	65	51	109	116	29	39	38	38	81	68	156
	22%	15%	21%	26%	33%	18%	28%	14%	18%	22%	24%	33%	16%	27%
TV ads from the campaign	556	133	169	156	97	302	254	99	112	96	93	152	211	342
	55%	45%	56%	61%	63%	50%	62%	47%	53%	56%	58%	62%	50%	59%
Online ads from the campaign	363	83	108	105	68	191	172	55	69	57	68	112	125	237
	36%	28%	36%	41%	44%	32%	42%	26%	32%	33%	42%	46%	29%	41%
Social media posts about the candidates	396	95	123	118	61	218	178	68	73	76	74	104	141	254
	39%	32%	40%	46%	39%	36%	44%	32%	34%	44%	46%	42%	33%	44%
News segments or news articles about the candidates	484	108	151	134	92	258	226	80	94	99	83	127	174	309
	48%	36%	49%	53%	60%	43%	55%	38%	44%	58%	52%	52%	41%	54%
None of these	129	62	33	26	8	95	34	40	27	18	16	27	66	60
	13%	21%	11%	10%	5%	16%	8%	19%	12%	10%	10%	11%	16%	10%

Echelon Insights
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N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QLearnHarris] Did you hear from Kamala Harris or Tim Walz on any of the following platforms? Select 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	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
TV interviews of the candidates	527	289	176	256	142	128	144	57	86	136	237	154
	52%	51%	60%	54%	46%	57%	46%	41%	49%	47%	55%	52%
Podcast interviews of the candidates	137	95	23	61	45	32	56	18	37	46	53	38
	14%	17%	8%	13%	15%	14%	18%	13%	21%	16%	12%	13%
TV or online coverage of a rally	499	290	149	256	142	100	156	69	86	134	237	128
	49%	52%	51%	54%	46%	44%	49%	49%	49%	47%	56%	43%
Emails from the campaign	210	125	67	106	61	43	56	22	34	60	97	53
	21%	22%	23%	23%	20%	19%	18%	16%	19%	21%	23%	18%
Texts from the campaign	225	142	55	125	64	35	78	34	44	71	97	57
	22%	25%	19%	26%	21%	16%	25%	24%	25%	25%	23%	19%
TV ads from the campaign	556	306	180	290	143	120	167	74	93	133	265	158
	55%	55%	62%	62%	47%	53%	53%	52%	53%	46%	62%	53%
Online ads from the campaign	363	225	90	181	107	74	128	52	76	91	172	100
	36%	40%	31%	38%	35%	33%	40%	37%	44%	32%	40%	34%
Social media posts about the candidates	396	246	86	189	131	75	159	62	96	110	174	112
	39%	44%	29%	40%	43%	33%	50%	44%	55%	38%	41%	38%
News segments or news articles about the candidates	484	266	164	233	140	110	125	55	69	124	230	130
	48%	47%	56%	49%	46%	49%	40%	39%	39%	43%	54%	44%
None of these	129	57	34	53	44	30	34	16	17	41	42	46
	13%	10%	12%	11%	14%	13%	11%	12%	10%	14%	10%	15%

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[QLearnHarris] Did you hear from Kamala Harris or Tim Walz on any of the following platforms? Select all that apply.

	Total	Party			Ideology			2020 Ballot		2024 Ballot		GOP Supporter of	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
TV interviews of the candidates	527	175	117	235	167	158	193	197	288	201	292	119	82
	52%	45%	52%	60%	45%	49%	67%	45%	62%	43%	65%	43%	47%
Podcast interviews of the candidates	137	32	34	71	26	36	72	43	80	50	80	31	10
	14%	8%	15%	18%	7%	11%	25%	10%	17%	11%	18%	11%	5%
TV or online coverage of a rally	499	165	109	225	159	155	177	185	272	194	267	110	80
	49%	42%	48%	57%	43%	48%	61%	42%	58%	42%	60%	40%	46%
Emails from the campaign	210	44	46	119	43	57	105	52	147	57	142	37	14
	21%	11%	20%	30%	12%	18%	36%	12%	31%	12%	32%	13%	8%
Texts from the campaign	225	48	50	127	52	52	118	58	154	62	149	30	23
	22%	12%	22%	32%	14%	16%	41%	13%	33%	13%	33%	11%	13%
TV ads from the campaign	556	196	117	244	192	182	174	225	299	228	293	118	109
	55%	50%	51%	62%	52%	56%	60%	51%	64%	49%	66%	43%	63%
Online ads from the campaign	363	103	93	167	98	121	137	129	194	138	198	85	47
	36%	26%	41%	43%	26%	38%	47%	29%	41%	30%	44%	31%	27%
Social media posts about the candidates	396	122	97	178	111	127	149	147	205	157	199	97	52
	39%	31%	43%	45%	30%	39%	52%	34%	44%	34%	45%	35%	30%
News segments or news articles about the candidates	484	170	104	211	163	123	191	186	261	199	256	118	75
	48%	44%	46%	54%	44%	38%	66%	43%	56%	43%	57%	42%	43%
None of these	129	73	33	23	70	40	12	83	25	84	24	56	28
	13%	19%	15%	6%	19%	12%	4%	19%	5%	18%	5%	20%	16%

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[QTrustPolls] After this election, to what extent do you trust polls?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOMWHAT	491	233	257	131	121	117	122	252	239	345	58	56	32
	49%	50%	48%	63%	52%	42%	42%	57%	42%	48%	50%	50%	46%
A LITTLE/NOT AT ALL	452	213	237	63	99	139	150	162	290	328	49	41	34
	45%	45%	44%	31%	42%	50%	52%	37%	51%	46%	43%	37%	49%
A lot	178	91	86	50	48	39	40	99	79	121	28	21	9
	18%	19%	16%	24%	21%	14%	14%	22%	14%	17%	24%	19%	12%
Somewhat	314	142	171	81	72	78	82	153	160	225	30	35	23
	31%	30%	32%	39%	31%	28%	29%	35%	28%	31%	26%	32%	34%
A little	222	105	116	30	49	68	74	80	142	162	21	21	18
	22%	22%	21%	15%	21%	24%	26%	18%	25%	23%	18%	19%	27%
Not at all	230	108	121	33	50	71	76	83	148	165	29	20	16
	23%	23%	22%	16%	21%	26%	26%	19%	26%	23%	25%	18%	23%
Unsure	67	22	45	13	14	23	16	27	40	41	8	15	3
	7%	5%	8%	6%	6%	8%	6%	6%	7%	6%	7%	13%	5%

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N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrustPolls] After this election, to what extent do you trust polls?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOMWHAT	491	149	147	122	74	296	195	96	104	83	86	119	200	288
	49%	50%	48%	48%	48%	49%	48%	46%	49%	48%	54%	49%	47%	50%
A LITTLE/NOT AT ALL	452	114	138	125	75	252	200	87	99	79	69	114	186	262
	45%	39%	45%	49%	48%	42%	49%	41%	46%	46%	43%	47%	44%	45%
A lot	178	61	58	32	27	118	59	41	28	36	25	47	69	109
	18%	20%	19%	13%	17%	20%	15%	20%	13%	21%	15%	19%	16%	19%
Somewhat	314	89	89	89	47	178	136	55	76	47	61	72	131	180
	31%	30%	29%	35%	30%	30%	33%	26%	36%	27%	38%	29%	31%	31%
A little	222	61	60	62	39	121	101	33	50	39	36	62	83	137
	22%	20%	20%	24%	25%	20%	25%	16%	23%	23%	23%	25%	20%	24%
Not at all	230	54	77	63	36	131	99	54	48	40	33	52	103	125
	23%	18%	25%	25%	23%	22%	24%	26%	23%	23%	20%	21%	24%	22%
Unsure	67	33	20	9	6	52	14	28	11	9	5	11	39	26
	7%	11%	6%	3%	4%	9%	4%	13%	5%	5%	3%	5%	9%	5%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrustPolls] After this election, to what extent do you trust polls?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOMWHAT	491	288	127	224	162	104	178	85	93	139	212	140
	49%	51%	43%	47%	53%	46%	56%	60%	53%	49%	50%	47%
A LITTLE/NOT AT ALL	452	250	150	226	119	105	123	49	73	125	192	135
	45%	45%	51%	48%	39%	47%	39%	35%	41%	44%	45%	46%
A lot	178	103	43	82	62	33	74	45	29	53	73	52
	18%	18%	15%	17%	20%	15%	23%	32%	16%	18%	17%	17%
Somewhat	314	184	84	141	101	71	104	40	64	87	138	89
	31%	33%	29%	30%	33%	31%	33%	28%	37%	30%	32%	30%
A little	222	122	71	120	53	48	70	31	37	57	104	61
	22%	22%	24%	25%	17%	21%	22%	22%	21%	20%	24%	20%
Not at all	230	128	79	106	66	57	53	18	35	68	88	74
	23%	23%	27%	22%	21%	25%	17%	13%	20%	24%	21%	25%
Unsure	67	23	15	22	26	16	16	6	10	23	22	21
	7%	4%	5%	5%	8%	7%	5%	5%	5%	8%	5%	7%

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N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrustPolls] After this election, to what extent do you trust polls?

	Total	Party			Ideology			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOMWHAT	491	211	98	182	187	160	135	222	217	244	203	143	90
	49%	54%	43%	46%	50%	50%	47%	51%	46%	53%	46%	51%	52%
A LITTLE/NOT AT ALL	452	156	104	193	159	141	139	189	227	191	221	119	70
	45%	40%	46%	49%	43%	44%	48%	43%	48%	41%	50%	43%	40%
A lot	178	80	21	77	77	38	61	77	81	91	78	54	32
	18%	21%	9%	19%	21%	12%	21%	18%	17%	20%	17%	19%	18%
Somewhat	314	131	77	106	110	122	74	145	136	153	125	89	59
	31%	34%	34%	27%	30%	38%	26%	33%	29%	33%	28%	32%	34%
A little	222	86	45	91	76	81	61	93	110	96	107	54	47
	22%	22%	20%	23%	20%	25%	21%	21%	23%	21%	24%	19%	27%
Not at all	230	70	59	101	83	61	78	95	117	95	114	66	23
	23%	18%	26%	26%	22%	19%	27%	22%	25%	21%	25%	24%	13%
Unsure	67	24	25	18	26	21	15	28	25	28	22	16	13
	7%	6%	11%	5%	7%	6%	5%	6%	5%	6%	5%	6%	8%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QAccepting] Do you feel like your core values and beliefs were respected by the presidential candidates?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Only by Donald Trump	380	190	190	80	84	110	106	164	216	312	19	29	20
	38%	41%	35%	39%	36%	39%	37%	37%	38%	44%	16%	26%	29%
Only by Kamala Harris	391	158	230	72	91	107	121	163	228	244	73	43	30
	39%	34%	43%	35%	39%	38%	42%	37%	40%	34%	63%	39%	44%
By both	86	50	36	27	16	23	20	44	43	57	7	13	9
	9%	11%	7%	13%	7%	8%	7%	10%	8%	8%	6%	12%	13%
By neither	152	70	82	27	44	40	42	71	82	101	17	25	10
	15%	15%	15%	13%	19%	14%	14%	16%	14%	14%	14%	23%	14%

Echelon Insights
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N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QAccepting] Do you feel like your core values and beliefs were respected by the presidential candidates?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Only by Donald Trump	380	120	123	91	46	243	137	69	86	69	76	76	155	222
	38%	41%	40%	36%	30%	40%	33%	33%	40%	40%	48%	31%	37%	38%
Only by Kamala Harris	391	104	114	107	65	218	173	91	80	57	55	109	171	220
	39%	35%	37%	42%	42%	36%	42%	43%	38%	33%	34%	45%	40%	38%
By both	86	30	20	19	17	50	36	12	15	20	16	23	28	59
	9%	10%	7%	7%	11%	8%	9%	6%	7%	12%	10%	10%	7%	10%
By neither	152	42	47	38	25	89	63	38	32	26	14	36	70	77
	15%	14%	16%	15%	16%	15%	15%	18%	15%	15%	9%	15%	17%	13%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QAccepting] Do you feel like your core values and beliefs were respected by the presidential candidates?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
Only by Donald Trump	380	209	113	190	97	93	129	68	62	90	157	134
	38%	37%	39%	40%	32%	41%	41%	48%	35%	31%	37%	45%
Only by Kamala Harris	391	208	122	177	129	86	115	44	71	120	178	94
	39%	37%	42%	37%	42%	38%	36%	31%	40%	42%	42%	32%
By both	86	57	17	44	29	12	31	20	11	28	34	24
	9%	10%	6%	9%	10%	5%	10%	14%	6%	10%	8%	8%
By neither	152	87	40	62	53	35	41	10	31	50	58	45
	15%	15%	14%	13%	17%	15%	13%	7%	18%	17%	13%	15%

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N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QAccepting] Do you feel like your core values and beliefs were respected by the presidential candidates?

	Total	Party			Ideology			2020 Ballot		2024 Ballot		GOP Supporter of	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
Only by Donald Trump	380	297	74	9	273	81	21	341	12	359	2	245	104
	38%	76%	33%	2%	73%	25%	7%	78%	2%	78%	*%	88%	60%
Only by Kamala Harris	391	9	65	317	21	147	215	13	347	5	358	1	6
	39%	2%	29%	81%	6%	46%	74%	3%	74%	1%	80%	*%	3%
By both	86	37	28	21	25	38	19	33	45	48	24	22	19
	9%	9%	13%	5%	7%	12%	7%	8%	10%	10%	5%	8%	11%
By neither	152	48	59	45	53	56	33	51	65	51	63	10	45
	15%	12%	26%	12%	14%	17%	11%	12%	14%	11%	14%	3%	26%

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N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QSelfShyVoter] Some people are reluctant to tell their friends and neighbors which Presidential candidate they voted for, while this is not a problem for other people. Were you reluctant to tell your friends and neighbors who you were voting for?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	214	90	124	61	52	53	48	113	101	145	27	26	16
	21%	19%	23%	29%	22%	19%	17%	26%	18%	20%	23%	23%	23%
No	758	367	387	137	170	214	237	306	451	549	86	72	51
	75%	78%	72%	66%	72%	76%	82%	69%	79%	77%	74%	65%	73%
Unsure	39	11	27	9	13	13	3	22	17	19	3	13	3
	4%	2%	5%	4%	6%	5%	1%	5%	3%	3%	3%	12%	5%

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N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QSelfShyVoter] Some people are reluctant to tell their friends and neighbors which Presidential candidate they voted for, while this is not a problem for other people. Were you reluctant to tell your friends and neighbors who you were voting for?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	214	63	62	49	40	125	89	36	41	43	32	59	77	134
	21%	21%	20%	19%	26%	21%	22%	17%	19%	25%	20%	24%	18%	23%
No	758	215	231	203	108	447	311	161	162	128	126	177	323	431
	75%	73%	76%	80%	70%	74%	76%	76%	76%	74%	78%	73%	76%	75%
Unsure	39	18	11	3	6	29	9	14	11	1	3	8	25	12
	4%	6%	4%	1%	4%	5%	2%	6%	5%	1%	2%	3%	6%	2%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QSelfShyVoter] Some people are reluctant to tell their friends and neighbors which Presidential candidate they voted for, while this is not a problem for other people. Were you reluctant to tell your friends and neighbors who you were voting for?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
Yes	214	130	48	110	62	40	79	36	43	57	91	65
	21%	23%	16%	23%	20%	18%	25%	25%	25%	20%	21%	22%
No	758	415	239	348	227	180	222	101	121	209	327	222
	75%	74%	82%	74%	74%	80%	70%	72%	69%	73%	77%	75%
Unsure	39	16	5	14	18	5	16	4	12	21	9	9
	4%	3%	2%	3%	6%	2%	5%	3%	7%	7%	2%	3%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QSelfShyVoter] Some people are reluctant to tell their friends and neighbors which Presidential candidate they voted for, while this is not a problem for other people. Were you reluctant to tell your friends and neighbors who you were voting for?

	Total	Party			Ideology			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	214	87	54	73	89	66	54	96	94	108	84	54	43
	21%	22%	24%	19%	24%	21%	19%	22%	20%	23%	19%	20%	25%
No	758	293	160	305	271	245	225	332	357	343	347	215	127
	75%	75%	70%	78%	73%	76%	78%	76%	76%	74%	78%	77%	73%
Unsure	39	10	13	15	13	11	10	9	18	12	16	8	3
	4%	3%	6%	4%	4%	4%	3%	2%	4%	3%	3%	3%	2%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QPoliticsTalk] How often, if at all, do you talk about your political views with your friends and neighbors?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY OFTEN/SOMETIMES	596	298	296	120	144	162	170	264	332	434	78	49	36
	59%	64%	55%	58%	61%	58%	59%	60%	58%	61%	67%	44%	51%
NOT VERY OFTEN/NEVER	403	168	234	80	90	113	119	170	233	277	36	57	33
	40%	36%	43%	39%	38%	40%	41%	39%	41%	39%	31%	51%	48%
Very often	214	116	98	48	55	58	53	103	111	151	30	21	12
	21%	25%	18%	23%	23%	21%	18%	23%	19%	21%	26%	18%	18%
Sometimes	382	181	198	72	89	104	117	161	221	283	47	28	23
	38%	39%	37%	35%	38%	37%	40%	36%	39%	40%	41%	25%	34%
Not very often	297	118	178	58	72	77	90	131	167	200	27	45	25
	29%	25%	33%	28%	31%	28%	31%	30%	29%	28%	24%	40%	36%
Never	105	49	56	22	17	36	30	39	66	77	8	12	8
	10%	11%	10%	11%	7%	13%	10%	9%	12%	11%	7%	10%	12%
Unsure	11	3	8	6	1	4	-	7	4	2	2	6	1
	1%	1%	2%	3%	*%	2%		2%	1%	*%	2%	6%	1%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QPoliticsTalk] How often, if at all, do you talk about your political views with your friends and neighbors?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY OFTEN/SOMETIMES	596	160	164	162	110	324	272	106	116	110	110	151	221	372
	59%	54%	54%	63%	72%	54%	66%	50%	54%	64%	69%	62%	52%	64%
NOT VERY OFTEN/NEVER	403	128	139	94	43	267	136	97	97	62	50	92	194	204
	40%	43%	46%	37%	28%	44%	33%	46%	45%	36%	31%	38%	46%	35%
Very often	214	50	65	57	43	115	100	38	27	42	34	71	64	147
	21%	17%	21%	22%	28%	19%	24%	18%	12%	25%	21%	29%	15%	26%
Sometimes	382	110	99	105	67	210	173	68	89	68	77	79	157	224
	38%	37%	33%	41%	44%	35%	42%	32%	42%	40%	48%	33%	37%	39%
Not very often	297	88	104	72	34	192	105	63	61	51	43	76	124	171
	29%	30%	34%	28%	22%	32%	26%	30%	29%	30%	27%	31%	29%	30%
Never	105	40	35	22	9	75	31	34	36	10	7	16	70	33
	10%	13%	12%	8%	6%	12%	7%	16%	17%	6%	4%	6%	17%	6%
Unsure	11	9	1	-	1	10	1	8	1	-	-	1	9	1
	1%	3%	*%		1%	2%	*%	4%	1%			*%	2%	*%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QPoliticsTalk] How often, if at all, do you talk about your political views with your friends and neighbors?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
VERY OFTEN/SOMETIMES	596	344	170	279	177	139	184	93	90	181	247	169
	59%	61%	58%	59%	58%	62%	58%	66%	52%	63%	58%	57%
NOT VERY OFTEN/NEVER	403	213	122	193	121	86	131	48	83	98	178	127
	40%	38%	42%	41%	40%	38%	41%	34%	47%	34%	42%	43%
Very often	214	133	54	90	64	60	78	42	36	73	92	49
	21%	24%	18%	19%	21%	26%	25%	30%	21%	25%	22%	17%
Sometimes	382	211	116	189	113	79	106	51	54	108	154	119
	38%	38%	40%	40%	37%	35%	33%	36%	31%	38%	36%	40%
Not very often	297	170	84	152	78	65	104	38	67	75	129	93
	29%	30%	29%	32%	25%	29%	33%	27%	38%	26%	30%	31%
Never	105	43	38	41	43	20	27	10	16	23	49	34
	10%	8%	13%	9%	14%	9%	8%	7%	9%	8%	11%	11%
Unsure	11	4	-	1	9	1	2	-	2	8	2	1
	1%	1%		*%	3%	*%	1%		1%	3%	*%	*%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QPoliticsTalk] How often, if at all, do you talk about your political views with your friends and neighbors?

	Total	Party			Ideology			2020 Ballot		2024 Ballot		GOP Supporter of	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY OFTEN/SOMETIMES	596	264	97	235	241	156	194	292	269	308	260	201	95
	59%	68%	43%	60%	65%	49%	67%	67%	57%	67%	58%	72%	55%
NOT VERY OFTEN/NEVER	403	126	121	156	128	162	94	145	198	153	184	77	78
	40%	32%	53%	40%	34%	50%	33%	33%	42%	33%	41%	28%	45%
Very often	214	101	26	88	85	46	82	107	95	114	95	81	26
	21%	26%	11%	22%	23%	14%	28%	24%	20%	25%	21%	29%	15%
Sometimes	382	164	71	147	155	111	112	185	174	194	165	121	69
	38%	42%	32%	37%	42%	34%	39%	42%	37%	42%	37%	43%	40%
Not very often	297	95	89	113	95	127	65	107	151	109	140	53	62
	29%	24%	39%	29%	25%	39%	23%	24%	32%	24%	31%	19%	35%
Never	105	30	32	43	33	35	29	38	47	44	44	24	16
	10%	8%	14%	11%	9%	11%	10%	9%	10%	10%	10%	9%	9%
Unsure	11	1	8	2	4	4	1	1	2	1	3	-	1
	1%	0%	4%	1%	1%	1%	0%	0%	0%	0%	1%	0%	0%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QVotePressure] How much pressure or influence did you feel from the people around you to vote a certain way in the recent 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	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
A GREAT DEAL/SOME	182	87	95	68	54	29	30	123	59	120	28	28	7
	18%	19%	18%	33%	23%	10%	11%	28%	10%	17%	24%	25%	10%
A LITTLE/NONE	804	374	427	129	178	241	256	307	497	587	82	72	62
	80%	80%	79%	62%	76%	86%	89%	70%	87%	82%	71%	65%	90%
A great deal	79	45	34	30	23	14	11	53	25	53	12	10	3
	8%	10%	6%	15%	10%	5%	4%	12%	4%	7%	11%	9%	4%
Some	104	42	61	38	32	15	19	70	34	66	16	18	4
	10%	9%	11%	18%	14%	5%	7%	16%	6%	9%	13%	16%	6%
A little	110	55	54	33	25	37	15	57	52	71	11	13	15
	11%	12%	10%	16%	11%	13%	5%	13%	9%	10%	10%	11%	21%
None	694	319	373	96	153	204	241	249	445	516	71	60	48
	69%	68%	69%	47%	65%	73%	83%	57%	78%	72%	62%	54%	69%
Unsure	24	7	17	10	2	10	2	12	12	7	6	11	0
	2%	2%	3%	5%	1%	4%	1%	3%	2%	1%	5%	10%	*%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QVotePressure] How much pressure or influence did you feel from the people around you to vote a certain way in the recent 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	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A GREAT DEAL/SOME	182	55	51	42	34	106	76	38	27	35	32	47	66	114
	18%	19%	17%	16%	22%	18%	19%	18%	13%	20%	20%	19%	15%	20%
A LITTLE/NONE	804	225	247	212	120	472	332	156	183	137	125	197	339	459
	80%	76%	81%	83%	78%	79%	81%	74%	86%	80%	78%	81%	80%	80%
A great deal	79	25	23	20	10	48	31	18	7	18	14	21	25	53
	8%	9%	7%	8%	7%	8%	7%	8%	3%	10%	9%	9%	6%	9%
Some	104	30	28	22	24	58	46	21	20	17	18	26	41	60
	10%	10%	9%	8%	16%	10%	11%	10%	9%	10%	11%	11%	10%	10%
A little	110	33	25	32	19	58	51	17	24	16	21	32	41	68
	11%	11%	8%	12%	13%	10%	12%	8%	11%	9%	13%	13%	10%	12%
None	694	191	222	181	100	413	281	139	159	121	104	165	299	390
	69%	64%	73%	71%	65%	69%	69%	66%	74%	70%	65%	68%	70%	68%
Unsure	24	17	6	1	-	23	1	16	3	0	4	-	20	4
	2%	6%	2%	*%		4%	*%	8%	2%	*%	2%		5%	1%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QVotePressure] How much pressure or influence did you feel from the people around you to vote a certain way in the recent 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	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
A GREAT DEAL/SOME	182	119	33	82	62	36	88	38	49	63	70	50
	18%	21%	11%	17%	20%	16%	28%	27%	28%	22%	16%	17%
A LITTLE/NONE	804	438	257	384	230	188	219	97	121	213	350	241
	80%	78%	88%	81%	75%	83%	69%	69%	69%	74%	82%	81%
A great deal	79	53	11	28	30	19	36	19	17	27	32	19
	8%	9%	4%	6%	10%	9%	11%	14%	10%	10%	7%	7%
Some	104	66	22	55	31	16	51	19	32	35	38	30
	10%	12%	7%	12%	10%	7%	16%	14%	18%	12%	9%	10%
A little	110	69	20	55	35	19	38	17	21	33	46	31
	11%	12%	7%	12%	12%	8%	12%	12%	12%	12%	11%	10%
None	694	369	237	330	195	169	181	80	100	180	305	210
	69%	66%	81%	70%	63%	75%	57%	57%	57%	63%	71%	71%
Unsure	24	4	2	6	15	2	10	5	5	12	6	6
	2%	1%	1%	1%	5%	1%	3%	4%	3%	4%	1%	2%

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November Omnibus 2024
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[QVotePressure] How much pressure or influence did you feel from the people around you to vote a certain way in the recent presidential election?

	Total	Party			Ideology			2020 Ballot		2024 Ballot		GOP Supporter of	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
A GREAT DEAL/SOME	182	78	42	62	69	63	46	83	75	95	70	54	31
	18%	20%	19%	16%	18%	20%	16%	19%	16%	21%	16%	19%	18%
A LITTLE/NONE	804	309	171	324	296	251	240	349	388	361	369	219	142
	80%	79%	76%	82%	80%	78%	83%	80%	83%	78%	83%	79%	82%
A great deal	79	37	18	23	35	24	20	40	28	48	27	26	16
	8%	10%	8%	6%	9%	7%	7%	9%	6%	10%	6%	9%	9%
Some	104	41	24	39	33	40	26	43	47	47	43	29	16
	10%	10%	11%	10%	9%	12%	9%	10%	10%	10%	10%	10%	9%
A little	110	44	22	44	35	41	33	46	56	43	55	23	25
	11%	11%	10%	11%	9%	13%	11%	10%	12%	9%	12%	8%	15%
None	694	265	150	280	261	210	208	303	331	318	315	196	117
	69%	68%	66%	71%	70%	65%	72%	69%	71%	69%	70%	71%	67%
Unsure	24	4	13	7	7	8	3	6	6	6	7	5	1
	2%	1%	6%	2%	2%	2%	1%	1%	1%	1%	2%	2%	*%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QPressure_Friends] Did people from any of the following groups try to influence or pressure you to vote a certain way in the 2024 presidential election?
-Friends

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	292	142	149	101	79	66	46	180	112	190	39	41	22
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	291	127	163	108	71	66	46	179	112	200	43	31	17
Yes, and it felt like they were pressuring me too much	52	26	26	29	10	7	7	38	14	24	9	9	10
	18%	19%	17%	28%	12%	10%	16%	21%	12%	13%	23%	22%	48%
Yes, and it did not feel like they were pressuring me too much	84	42	42	25	27	19	13	52	33	62	9	13	-
	29%	30%	28%	25%	33%	29%	29%	29%	29%	33%	23%	32%	
No	137	67	69	41	37	36	22	78	59	93	18	17	9
	47%	47%	47%	41%	47%	55%	49%	44%	53%	49%	46%	43%	43%
This does not apply to me	18	6	12	6	6	3	3	11	6	12	3	1	2
	6%	4%	8%	6%	7%	5%	6%	6%	6%	6%	7%	3%	9%

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[QPressure_Friends] Did people from any of the following groups try to influence or pressure you to vote a certain way in the 2024 presidential election?
-Friends

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	292	88	76	74	54	164	127	55	51	51	53	79	106	182
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	291	81	98	63	49	179	112	65	50	56	54	64	115	174
Yes, and it felt like they were pressuring me too much	52	15	13	13	12	28	24	13	8	7	13	11	21	30
	18%	17%	17%	17%	22%	17%	19%	24%	15%	14%	24%	13%	20%	17%
Yes, and it did not feel like they were pressuring me too much	84	17	24	29	15	41	43	11	11	15	19	25	23	59
	29%	19%	32%	39%	27%	25%	34%	21%	22%	30%	36%	32%	21%	32%
No	137	50	35	32	20	85	52	25	27	27	21	37	53	85
	47%	56%	47%	44%	37%	52%	41%	46%	53%	53%	40%	47%	49%	47%
This does not apply to me	18	7	4	-	7	10	7	5	5	2	-	6	10	8
	6%	8%	5%		14%	6%	6%	9%	10%	3%		8%	9%	4%

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[QPressure_Friends] Did people from any of the following groups try to influence or pressure you to vote a certain way in the 2024 presidential election?

-Friends

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	292	188	53	137	97	54	125	55	70	96	116	80
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	291	176	59	115	111	61	122	45	77	89	113	89
Yes, and it felt like they were pressuring me too much	52	37	7	18	26	7	20	10	9	15	23	15
	18%	20%	14%	13%	27%	12%	16%	19%	13%	15%	20%	18%
Yes, and it did not feel like they were pressuring me too much	84	60	17	40	22	21	44	19	25	24	37	23
	29%	32%	31%	29%	23%	38%	35%	34%	36%	25%	32%	29%
No	137	77	27	71	43	23	52	23	29	47	49	42
	47%	41%	51%	52%	44%	42%	42%	42%	41%	49%	42%	52%
This does not apply to me	18	13	2	8	6	4	10	3	7	10	8	1
	6%	7%	4%	6%	6%	7%	8%	5%	9%	10%	7%	1%

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November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QPressure_Friends] Did people from any of the following groups try to influence or pressure you to vote a certain way in the 2024 presidential election?
-Friends

	Total	Party			Ideology			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	292	121	64	106	104	104	79	129	131	138	125	77	57
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	291	125	67	99	108	105	74	133	120	144	114	81	57
Yes, and it felt like they were pressuring me too much	52	22	12	18	21	19	12	22	21	29	16	14	13
	18%	18%	19%	17%	20%	18%	15%	17%	16%	21%	13%	19%	22%
Yes, and it did not feel like they were pressuring me too much	84	31	23	31	24	37	23	32	42	34	41	22	12
	29%	25%	36%	29%	23%	35%	29%	25%	32%	25%	33%	29%	20%
No	137	60	28	49	54	44	36	67	62	68	61	36	30
	47%	49%	43%	47%	52%	42%	46%	52%	47%	49%	49%	47%	52%
This does not apply to me	18	9	1	8	6	5	7	8	7	8	6	4	3
	6%	7%	2%	8%	5%	5%	9%	6%	5%	5%	5%	5%	5%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QPressure_Family] Did people from any of the following groups try to influence or pressure you to vote a certain way in the 2024 presidential election?
-Family

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	292	142	149	101	79	66	46	180	112	190	39	41	22
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	291	127	163	108	71	66	46	179	112	200	43	31	17
Yes, and it felt like they were pressuring me too much	49	30	19	31	14	3	1	45	4	25	9	9	5
	17%	21%	13%	31%	18%	5%	2%	25%	4%	13%	24%	22%	25%
Yes, and it did not feel like they were pressuring me too much	90	43	47	29	22	22	16	52	38	62	16	12	1
	31%	30%	31%	29%	28%	33%	36%	29%	34%	32%	40%	30%	3%
No	141	64	76	38	38	39	26	76	65	97	12	19	13
	48%	45%	51%	37%	49%	59%	57%	42%	58%	51%	30%	47%	60%
This does not apply to me	12	4	8	3	4	2	2	7	5	6	2	1	3
	4%	3%	5%	3%	5%	3%	5%	4%	4%	3%	6%	2%	13%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QPressure_Family] Did people from any of the following groups try to influence or pressure you to vote a certain way in the 2024 presidential election?

-Family

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	292	88	76	74	54	164	127	55	51	51	53	79	106	182
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	291	81	98	63	49	179	112	65	50	56	54	64	115	174
Yes, and it felt like they were pressuring me too much	49	14	9	16	10	23	26	9	2	10	10	18	10	38
	17%	16%	11%	21%	19%	14%	20%	16%	3%	20%	18%	23%	10%	21%
Yes, and it did not feel like they were pressuring me too much	90	28	29	25	8	58	32	12	21	12	23	19	33	54
	31%	32%	38%	34%	14%	35%	25%	23%	41%	23%	44%	24%	31%	30%
No	141	42	36	33	30	78	63	30	27	28	20	37	57	84
	48%	48%	47%	45%	55%	48%	49%	55%	52%	54%	37%	47%	53%	46%
This does not apply to me	12	3	2	-	6	5	6	4	2	1	-	5	6	6
	4%	4%	3%		12%	3%	5%	7%	4%	2%		6%	5%	3%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QPressure_Family] Did people from any of the following groups try to influence or pressure you to vote a certain way in the 2024 presidential election?

-Family

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	292	188	53	137	97	54	125	55	70	96	116	80
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	291	176	59	115	111	61	122	45	77	89	113	89
Yes, and it felt like they were pressuring me too much	49	37	5	23	22	2	33	17	16	18	20	11
	17%	20%	9%	17%	22%	4%	26%	31%	23%	19%	17%	14%
Yes, and it did not feel like they were pressuring me too much	90	58	17	37	28	25	39	18	21	29	36	25
	31%	31%	33%	27%	29%	46%	31%	32%	30%	30%	31%	31%
No	141	85	31	71	44	24	48	17	31	43	55	42
	48%	45%	58%	52%	46%	44%	39%	32%	44%	45%	48%	53%
This does not apply to me	12	8	1	6	3	3	5	3	2	6	4	2
	4%	4%	1%	4%	3%	5%	4%	5%	3%	6%	4%	2%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QPressure_Family] Did people from any of the following groups try to influence or pressure you to vote a certain way in the 2024 presidential election?
-Family

	Total	Party			Ideology			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	292	121	64	106	104	104	79	129	131	138	125	77	57
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	291	125	67	99	108	105	74	133	120	144	114	81	57
Yes, and it felt like they were pressuring me too much	49	18	9	22	17	18	14	21	22	26	18	12	10
	17%	15%	14%	20%	16%	17%	18%	16%	17%	19%	15%	15%	18%
Yes, and it did not feel like they were pressuring me too much	90	38	18	34	27	35	27	41	38	40	38	30	9
	31%	31%	28%	32%	26%	34%	34%	32%	29%	29%	30%	40%	17%
No	141	60	36	45	58	48	31	63	67	68	65	33	35
	48%	49%	56%	43%	56%	47%	40%	49%	51%	49%	52%	42%	62%
This does not apply to me	12	6	1	5	2	3	6	4	5	5	4	2	2
	4%	5%	2%	4%	2%	3%	7%	3%	4%	4%	3%	3%	3%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QPressure_Spouse] Did people from any of the following groups try to influence or pressure you to vote a certain way in the 2024 presidential election?

-My spouse

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	292	142	149	101	79	66	46	180	112	190	39	41	22
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	291	127	163	108	71	66	46	179	112	200	43	31	17
Yes, and it felt like they were pressuring me too much	36	20	16	17	13	4	2	30	5	14	10	10	1
	12%	14%	10%	17%	17%	6%	4%	17%	5%	7%	26%	26%	7%
Yes, and it did not feel like they were pressuring me too much	56	26	30	27	12	11	6	39	18	40	6	9	1
	19%	18%	20%	27%	15%	17%	13%	21%	16%	21%	16%	23%	4%
No	155	72	83	43	46	38	28	89	66	108	17	16	13
	53%	51%	56%	42%	58%	58%	62%	49%	59%	57%	43%	40%	62%
This does not apply to me	45	24	21	14	8	13	10	23	23	29	6	5	6
	15%	17%	14%	14%	11%	19%	21%	13%	20%	15%	15%	12%	27%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QPressure_Spouse] Did people from any of the following groups try to influence or pressure you to vote a certain way in the 2024 presidential election?

-My spouse

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	292	88	76	74	54	164	127	55	51	51	53	79	106	182
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	291	81	98	63	49	179	112	65	50	56	54	64	115	174
Yes, and it felt like they were pressuring me too much	36	13	7	9	6	20	15	7	4	5	7	9	11	21
	12%	15%	10%	13%	11%	12%	12%	13%	9%	10%	14%	11%	11%	12%
Yes, and it did not feel like they were pressuring me too much	56	14	10	20	12	25	32	4	8	11	14	19	12	44
	19%	16%	13%	27%	22%	15%	25%	8%	15%	22%	27%	24%	11%	24%
No	155	48	44	39	23	93	62	28	32	27	25	41	61	94
	53%	55%	58%	53%	42%	56%	49%	52%	63%	54%	49%	52%	57%	51%
This does not apply to me	45	13	14	5	13	27	18	15	7	8	5	10	22	23
	15%	14%	19%	7%	24%	16%	14%	28%	13%	15%	10%	13%	21%	13%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QPressure_Spouse] Did people from any of the following groups try to influence or pressure you to vote a certain way in the 2024 presidential election?

-My spouse

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	292	188	53	137	97	54	125	55	70	96	116	80
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	291	176	59	115	111	61	122	45	77	89	113	89
Yes, and it felt like they were pressuring me too much	36	26	4	22	11	2	22	14	8	17	14	4
	12%	14%	7%	16%	12%	4%	17%	25%	11%	18%	13%	5%
Yes, and it did not feel like they were pressuring me too much	56	41	8	32	16	8	30	10	19	16	25	15
	19%	22%	16%	23%	16%	15%	24%	19%	27%	17%	22%	19%
No	155	97	27	77	47	28	63	26	37	45	60	49
	53%	52%	51%	57%	48%	51%	50%	46%	53%	47%	52%	61%
This does not apply to me	45	24	14	6	23	16	11	5	6	17	16	12
	15%	13%	26%	4%	24%	30%	9%	9%	9%	18%	14%	15%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QPressure_Spouse] Did people from any of the following groups try to influence or pressure you to vote a certain way in the 2024 presidential election?

-My spouse

	Total	Party			Ideology			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	292	121	64	106	104	104	79	129	131	138	125	77	57
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	291	125	67	99	108	105	74	133	120	144	114	81	57
Yes, and it felt like they were pressuring me too much	36	13	11	12	12	12	12	15	14	19	11	13	1
	12%	11%	17%	11%	11%	12%	15%	12%	11%	14%	9%	18%	1%
Yes, and it did not feel like they were pressuring me too much	56	26	14	16	19	24	14	28	22	28	24	18	11
	19%	22%	21%	15%	18%	23%	17%	22%	17%	20%	19%	23%	19%
No	155	66	28	61	60	54	36	67	76	69	72	35	37
	53%	54%	43%	58%	58%	52%	46%	52%	58%	50%	58%	46%	65%
This does not apply to me	45	17	12	17	14	14	17	19	20	22	18	10	8
	15%	14%	18%	16%	13%	13%	22%	14%	15%	16%	15%	14%	14%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QPressure_Religious] Did people from any of the following groups try to influence or pressure you to vote a certain way in the 2024 presidential election?

-Religious community

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	292	142	149	101	79	66	46	180	112	190	39	41	22
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	291	127	163	108	71	66	46	179	112	200	43	31	17
Yes, and it felt like they were pressuring me too much	41	23	18	25	7	3	6	32	9	14	11	6	10
	14%	17%	12%	25%	9%	4%	14%	18%	8%	8%	28%	14%	46%
Yes, and it did not feel like they were pressuring me too much	41	21	21	17	9	10	5	26	15	28	7	5	2
	14%	15%	14%	17%	12%	15%	11%	15%	13%	15%	17%	13%	8%
No	174	80	94	50	54	46	24	104	70	123	19	25	7
	60%	56%	63%	49%	69%	70%	53%	58%	63%	65%	48%	61%	33%
This does not apply to me	35	18	17	9	8	7	10	17	18	25	2	5	3
	12%	12%	11%	9%	11%	11%	23%	10%	16%	13%	6%	13%	13%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QPressure_Religious] Did people from any of the following groups try to influence or pressure you to vote a certain way in the 2024 presidential election?

-Religious community

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	292	88	76	74	54	164	127	55	51	51	53	79	106	182
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	291	81	98	63	49	179	112	65	50	56	54	64	115	174
Yes, and it felt like they were pressuring me too much	41	14	10	9	8	24	17	7	7	3	13	10	14	26
	14%	16%	13%	12%	15%	15%	13%	13%	14%	6%	25%	13%	13%	14%
Yes, and it did not feel like they were pressuring me too much	41	15	10	11	6	25	17	8	11	6	7	10	18	23
	14%	17%	13%	15%	10%	15%	13%	14%	21%	11%	13%	13%	17%	13%
No	174	49	48	50	27	97	77	30	25	37	31	49	55	117
	60%	56%	63%	68%	50%	59%	60%	54%	48%	72%	59%	62%	51%	64%
This does not apply to me	35	10	8	4	13	18	17	11	8	6	1	9	19	16
	12%	12%	10%	5%	24%	11%	13%	19%	16%	11%	3%	11%	18%	9%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QPressure_Religious] Did people from any of the following groups try to influence or pressure you to vote a certain way in the 2024 presidential election?

-Religious community

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	292	188	53	137	97	54	125	55	70	96	116	80
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	291	176	59	115	111	61	122	45	77	89	113	89
Yes, and it felt like they were pressuring me too much	41	31	5	18	16	6	21	12	9	14	20	8
	14%	16%	10%	13%	17%	11%	17%	22%	13%	14%	17%	9%
Yes, and it did not feel like they were pressuring me too much	41	27	8	16	12	14	23	11	12	20	13	8
	14%	14%	15%	12%	12%	25%	18%	21%	17%	21%	11%	10%
No	174	114	30	90	58	26	67	25	41	48	72	55
	60%	61%	57%	65%	60%	47%	53%	46%	59%	50%	62%	68%
This does not apply to me	35	16	10	13	11	9	14	7	8	14	11	10
	12%	9%	19%	10%	11%	17%	12%	12%	11%	14%	10%	12%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QPressure_Religious] Did people from any of the following groups try to influence or pressure you to vote a certain way in the 2024 presidential election?
-Religious community

	Total	Party			Ideology			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	292	121	64	106	104	104	79	129	131	138	125	77	57
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	291	125	67	99	108	105	74	133	120	144	114	81	57
Yes, and it felt like they were pressuring me too much	41	19	4	17	14	13	15	12	25	18	20	13	7
	14%	16%	7%	16%	13%	12%	19%	9%	19%	13%	16%	18%	12%
Yes, and it did not feel like they were pressuring me too much	41	21	9	12	17	15	10	25	11	24	13	13	10
	14%	17%	13%	11%	16%	14%	13%	20%	8%	17%	11%	17%	17%
No	174	71	40	63	68	65	37	81	77	83	76	43	36
	60%	58%	62%	59%	65%	62%	47%	63%	58%	60%	61%	56%	63%
This does not apply to me	35	10	11	14	6	11	17	11	20	13	16	7	4
	12%	8%	17%	13%	6%	11%	22%	9%	15%	9%	13%	9%	7%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QPressure_Neighbors] Did people from any of the following groups try to influence or pressure you to vote a certain way in the 2024 presidential election?
-Neighbors

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	292	142	149	101	79	66	46	180	112	190	39	41	22
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	291	127	163	108	71	66	46	179	112	200	43	31	17
Yes, and it felt like they were pressuring me too much	42	30	12	27	10	1	4	37	5	19	9	8	6
	14%	21%	8%	27%	13%	1%	8%	21%	4%	10%	22%	20%	28%
Yes, and it did not feel like they were pressuring me too much	55	32	23	16	15	17	7	31	24	41	11	3	1
	19%	23%	15%	15%	19%	26%	16%	17%	22%	21%	28%	6%	3%
No	172	71	100	53	48	40	31	101	71	117	17	25	13
	59%	50%	67%	53%	61%	61%	68%	56%	64%	61%	44%	62%	59%
This does not apply to me	22	8	15	5	6	8	4	11	11	13	2	5	2
	8%	5%	10%	5%	7%	12%	8%	6%	10%	7%	6%	12%	9%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QPressure_Neighbors] Did people from any of the following groups try to influence or pressure you to vote a certain way in the 2024 presidential election?
-Neighbors

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	292	88	76	74	54	164	127	55	51	51	53	79	106	182
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	291	81	98	63	49	179	112	65	50	56	54	64	115	174
Yes, and it felt like they were pressuring me too much	42	16	12	6	7	29	13	6	8	6	12	9	14	27
	14%	19%	16%	8%	13%	18%	10%	10%	16%	12%	23%	11%	13%	15%
Yes, and it did not feel like they were pressuring me too much	55	11	13	21	10	24	31	10	9	7	14	15	19	36
	19%	13%	17%	28%	18%	15%	24%	18%	18%	14%	27%	19%	18%	20%
No	172	56	43	43	30	99	73	31	32	35	25	48	62	108
	59%	64%	56%	59%	56%	60%	58%	56%	62%	69%	47%	61%	59%	59%
This does not apply to me	22	4	8	3	7	12	10	9	2	3	2	7	11	11
	8%	5%	10%	4%	13%	7%	8%	16%	5%	5%	3%	9%	10%	6%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QPressure_Neighbors] Did people from any of the following groups try to influence or pressure you to vote a certain way in the 2024 presidential election?

-Neighbors

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	292	188	53	137	97	54	125	55	70	96	116	80
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	291	176	59	115	111	61	122	45	77	89	113	89
Yes, and it felt like they were pressuring me too much	42	35	4	19	18	4	24	16	8	19	15	8
	14%	19%	7%	14%	18%	7%	19%	28%	11%	20%	13%	10%
Yes, and it did not feel like they were pressuring me too much	55	35	13	26	18	11	26	15	11	19	17	19
	19%	19%	24%	19%	18%	20%	21%	27%	16%	20%	15%	23%
No	172	106	31	82	56	33	66	20	46	47	74	52
	59%	56%	58%	60%	57%	60%	52%	37%	65%	49%	64%	64%
This does not apply to me	22	11	6	9	6	7	10	4	6	11	9	2
	8%	6%	11%	7%	6%	13%	8%	8%	8%	11%	8%	3%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QPressure_Neighbors] Did people from any of the following groups try to influence or pressure you to vote a certain way in the 2024 presidential election?
-Neighbors

	Total	Party			Ideology			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	292	121	64	106	104	104	79	129	131	138	125	77	57
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	291	125	67	99	108	105	74	133	120	144	114	81	57
Yes, and it felt like they were pressuring me too much	42	22	6	15	16	9	17	24	11	31	8	16	8
	14%	18%	9%	14%	15%	9%	21%	19%	8%	22%	6%	21%	15%
Yes, and it did not feel like they were pressuring me too much	55	21	11	23	24	20	11	21	30	24	26	14	9
	19%	17%	17%	22%	23%	20%	14%	16%	23%	18%	21%	18%	15%
No	172	70	41	62	58	68	42	74	80	72	82	41	36
	59%	58%	64%	58%	56%	65%	54%	57%	61%	52%	66%	53%	64%
This does not apply to me	22	9	7	7	6	7	8	10	10	11	8	6	3
	8%	7%	10%	6%	6%	6%	11%	7%	7%	8%	6%	8%	6%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QPressure_Coworkers] Did people from any of the following groups try to influence or pressure you to vote a certain way in the 2024 presidential election?
-Co-workers

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	292	142	149	101	79	66	46	180	112	190	39	41	22
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	291	127	163	108	71	66	46	179	112	200	43	31	17
Yes, and it felt like they were pressuring me too much	43	23	20	29	9	5	-	38	5	20	6	11	6
	15%	16%	13%	29%	11%	7%		21%	4%	11%	14%	26%	30%
Yes, and it did not feel like they were pressuring me too much	49	28	21	20	14	6	9	34	15	26	12	5	6
	17%	20%	14%	20%	18%	10%	19%	19%	13%	14%	32%	13%	27%
No	152	69	83	47	44	42	19	91	61	104	19	22	7
	52%	49%	56%	46%	56%	64%	41%	50%	55%	55%	49%	54%	30%
This does not apply to me	47	22	25	4	12	12	19	16	31	40	2	3	3
	16%	15%	17%	4%	15%	19%	40%	9%	28%	21%	5%	7%	13%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QPressure_Coworkers] Did people from any of the following groups try to influence or pressure you to vote a certain way in the 2024 presidential election?

-Co-workers

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	292	88	76	74	54	164	127	55	51	51	53	79	106	182
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	291	81	98	63	49	179	112	65	50	56	54	64	115	174
Yes, and it felt like they were pressuring me too much	43	15	6	14	8	21	22	7	4	7	11	13	11	31
	15%	18%	7%	19%	15%	13%	17%	13%	8%	14%	20%	17%	10%	17%
Yes, and it did not feel like they were pressuring me too much	49	16	12	9	13	28	22	5	13	12	7	14	17	32
	17%	18%	16%	12%	23%	17%	17%	8%	25%	23%	13%	17%	16%	18%
No	152	48	45	41	17	94	58	30	26	27	28	38	56	93
	52%	55%	60%	56%	32%	57%	46%	55%	51%	53%	53%	49%	53%	51%
This does not apply to me	47	9	13	10	16	22	26	13	9	5	7	13	22	26
	16%	10%	17%	13%	30%	13%	20%	23%	17%	10%	14%	17%	20%	14%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QPressure_Coworkers] Did people from any of the following groups try to influence or pressure you to vote a certain way in the 2024 presidential election?

-Co-workers

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	292	188	53	137	97	54	125	55	70	96	116	80
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	291	176	59	115	111	61	122	45	77	89	113	89
Yes, and it felt like they were pressuring me too much	43	34	2	19	19	4	30	14	16	18	12	13
	15%	18%	4%	14%	20%	7%	24%	25%	23%	18%	11%	16%
Yes, and it did not feel like they were pressuring me too much	49	43	4	23	15	10	27	18	9	24	15	10
	17%	23%	8%	17%	16%	18%	21%	33%	12%	25%	13%	12%
No	152	98	20	76	50	26	59	20	40	39	70	43
	52%	52%	37%	55%	52%	47%	47%	36%	56%	41%	61%	53%
This does not apply to me	47	13	28	20	12	15	9	3	6	15	18	14
	16%	7%	52%	14%	13%	28%	8%	6%	9%	16%	16%	18%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QPressure_Coworkers] Did people from any of the following groups try to influence or pressure you to vote a certain way in the 2024 presidential election?
-Co-workers

	Total	Party			Ideology			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	292	121	64	106	104	104	79	129	131	138	125	77	57
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	291	125	67	99	108	105	74	133	120	144	114	81	57
Yes, and it felt like they were pressuring me too much	43	13	7	23	10	18	15	14	21	21	16	11	4
	15%	10%	12%	21%	10%	17%	19%	11%	16%	15%	13%	14%	7%
Yes, and it did not feel like they were pressuring me too much	49	24	11	14	19	14	14	24	23	25	21	17	9
	17%	20%	17%	14%	18%	14%	18%	18%	18%	18%	17%	22%	16%
No	152	63	33	56	53	62	35	67	68	65	72	36	33
	52%	52%	51%	53%	51%	60%	44%	52%	52%	47%	57%	47%	58%
This does not apply to me	47	22	13	13	22	10	15	25	20	27	15	13	11
	16%	18%	20%	12%	21%	9%	19%	19%	15%	20%	12%	17%	19%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QDisagree_Abortion] How likely would you be to end a friendship because of a disagreement over the following issues?

-Abortion

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT LIKELY	278	132	144	85	78	63	53	162	116	182	37	40	18
	27%	28%	27%	41%	33%	22%	18%	37%	20%	26%	32%	36%	26%
NOT VERY/NOT AT ALL LIKELY	690	325	364	107	152	199	231	260	431	501	73	66	51
	68%	69%	68%	52%	65%	71%	80%	59%	76%	70%	63%	59%	73%
Very likely	132	69	62	43	33	26	29	76	55	92	16	13	11
	13%	15%	12%	21%	14%	9%	10%	17%	10%	13%	14%	12%	16%
Somewhat likely	146	63	82	41	44	36	24	86	60	90	21	27	7
	14%	13%	15%	20%	19%	13%	8%	19%	11%	13%	18%	24%	10%
Not very likely	278	138	140	42	57	80	100	99	180	208	23	27	20
	28%	29%	26%	20%	24%	29%	34%	22%	32%	29%	20%	24%	28%
Not at all likely	412	187	224	65	96	119	132	161	251	293	50	38	31
	41%	40%	42%	32%	41%	43%	46%	37%	44%	41%	43%	34%	45%
Unsure	42	12	30	15	5	18	5	19	23	30	5	6	1
	4%	2%	6%	7%	2%	6%	2%	4%	4%	4%	5%	5%	1%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QDisagree_Abortion] How likely would you be to end a friendship because of a disagreement over the following issues?
-Abortion

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT LIKELY	278	76	77	66	59	152	125	64	51	44	41	73	115	157
	27%	26%	25%	26%	39%	25%	31%	30%	24%	25%	25%	30%	27%	27%
NOT VERY/NOT AT ALL LIKELY	690	199	213	187	91	412	278	132	154	124	117	161	286	402
	68%	67%	70%	73%	59%	69%	68%	63%	72%	72%	73%	66%	67%	70%
Very likely	132	39	36	30	26	75	57	29	19	24	24	35	48	82
	13%	13%	12%	12%	17%	13%	14%	14%	9%	14%	15%	14%	11%	14%
Somewhat likely	146	37	40	36	33	77	69	34	32	20	17	38	66	75
	14%	12%	13%	14%	21%	13%	17%	16%	15%	12%	11%	16%	16%	13%
Not very likely	278	79	81	78	41	159	119	46	63	45	49	73	110	168
	28%	27%	27%	31%	27%	27%	29%	22%	30%	26%	31%	30%	26%	29%
Not at all likely	412	120	133	109	50	253	159	85	90	79	67	88	176	234
	41%	41%	44%	43%	33%	42%	39%	41%	42%	46%	42%	36%	41%	41%
Unsure	42	22	14	2	4	36	6	15	9	4	4	10	25	17
	4%	7%	5%	1%	2%	6%	1%	7%	4%	2%	2%	4%	6%	3%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QDisagree_Abortion] How likely would you be to end a friendship because of a disagreement over the following issues?

-Abortion

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT LIKELY	278	167	63	135	99	43	109	48	61	97	103	78
	27%	30%	22%	29%	32%	19%	34%	34%	35%	34%	24%	26%
NOT VERY/NOT AT ALL LIKELY	690	378	222	328	184	174	198	89	108	181	303	207
	68%	67%	76%	69%	60%	77%	62%	63%	61%	63%	71%	70%
Very likely	132	77	33	61	49	22	48	23	25	47	49	36
	13%	14%	11%	13%	16%	10%	15%	16%	14%	16%	12%	12%
Somewhat likely	146	90	30	74	50	21	61	25	36	49	54	42
	14%	16%	10%	16%	16%	9%	19%	18%	21%	17%	13%	14%
Not very likely	278	150	91	140	75	62	67	34	33	75	124	79
	28%	27%	31%	30%	24%	27%	21%	24%	19%	26%	29%	27%
Not at all likely	412	228	130	188	109	112	131	56	75	105	179	128
	41%	41%	45%	40%	35%	50%	41%	40%	43%	37%	42%	43%
Unsure	42	16	8	9	24	9	10	4	7	10	20	12
	4%	3%	3%	2%	8%	4%	3%	3%	4%	3%	5%	4%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QDisagree_Abortion] How likely would you be to end a friendship because of a disagreement over the following issues?

-Abortion

	Total	Party			Ideology			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT LIKELY	278	76	57	145	71	80	121	84	160	94	150	57	27
	27%	20%	25%	37%	19%	25%	42%	19%	34%	20%	33%	21%	15%
NOT VERY/NOT AT ALL LIKELY	690	293	159	238	280	232	160	332	296	345	285	206	136
	68%	75%	70%	61%	75%	72%	55%	76%	63%	75%	64%	74%	78%
Very likely	132	37	21	74	35	35	61	39	78	45	77	29	10
	13%	10%	9%	19%	9%	11%	21%	9%	17%	10%	17%	11%	6%
Somewhat likely	146	39	36	71	36	45	60	44	82	50	72	28	17
	14%	10%	16%	18%	10%	14%	21%	10%	18%	11%	16%	10%	10%
Not very likely	278	110	61	107	113	88	74	122	134	117	138	66	60
	28%	28%	27%	27%	30%	27%	26%	28%	29%	25%	31%	24%	34%
Not at all likely	412	182	99	131	167	145	86	210	162	229	147	140	77
	41%	47%	44%	33%	45%	45%	30%	48%	35%	49%	33%	50%	44%
Unsure	42	21	11	10	22	9	8	22	12	23	12	15	11
	4%	5%	5%	2%	6%	3%	3%	5%	3%	5%	3%	5%	6%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QDisagree_Imm] How likely would you be to end a friendship because of a disagreement over the following issues?

-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	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT LIKELY	261	139	120	78	63	60	60	141	120	171	35	32	22
	26%	30%	22%	38%	27%	21%	21%	32%	21%	24%	31%	29%	32%
NOT VERY/NOT AT ALL LIKELY	706	317	388	112	166	200	227	278	427	516	72	71	47
	70%	68%	72%	54%	71%	72%	79%	63%	75%	72%	62%	64%	67%
Very likely	111	72	39	41	24	21	26	64	47	63	19	16	13
	11%	15%	7%	20%	10%	7%	9%	15%	8%	9%	16%	14%	19%
Somewhat likely	150	66	81	37	39	40	34	76	73	107	17	16	9
	15%	14%	15%	18%	17%	14%	12%	17%	13%	15%	14%	15%	13%
Not very likely	267	123	143	39	61	77	90	100	167	207	22	26	12
	26%	26%	27%	19%	26%	27%	31%	23%	29%	29%	19%	23%	18%
Not at all likely	439	194	245	73	106	123	137	178	261	309	50	45	34
	43%	41%	45%	35%	45%	44%	48%	40%	46%	43%	43%	41%	49%
Unsure	43	13	31	17	5	20	2	22	21	27	8	8	0
	4%	3%	6%	8%	2%	7%	1%	5%	4%	4%	7%	7%	1%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QDisagree_Imm] How likely would you be to end a friendship because of a disagreement over the following issues?

-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	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT LIKELY	261	74	74	60	52	148	113	49	46	48	48	66	94	162
	26%	25%	24%	24%	34%	25%	28%	23%	21%	28%	30%	27%	22%	28%
NOT VERY/NOT AT ALL LIKELY	706	200	220	188	97	421	285	145	157	121	111	169	302	401
	70%	68%	72%	74%	63%	70%	70%	69%	73%	70%	69%	69%	71%	70%
Very likely	111	38	29	21	23	68	44	23	19	24	17	29	41	70
	11%	13%	10%	8%	15%	11%	11%	11%	9%	14%	10%	12%	10%	12%
Somewhat likely	150	35	45	40	29	80	69	26	27	24	31	37	53	92
	15%	12%	15%	16%	19%	13%	17%	12%	13%	14%	19%	15%	12%	16%
Not very likely	267	79	74	73	40	153	113	56	67	40	41	63	123	144
	26%	27%	24%	29%	26%	26%	28%	26%	32%	23%	26%	26%	29%	25%
Not at all likely	439	121	146	115	57	267	172	89	90	81	69	107	179	257
	43%	41%	48%	45%	37%	44%	42%	42%	42%	47%	43%	44%	42%	45%
Unsure	43	22	10	6	5	32	11	17	11	3	3	8	28	14
	4%	7%	3%	3%	3%	5%	3%	8%	5%	2%	2%	3%	7%	2%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QDisagree_Imm] How likely would you be to end a friendship because of a disagreement over the following issues?

-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	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT LIKELY	261	158	59	136	85	38	88	46	42	94	98	70
	26%	28%	20%	29%	28%	17%	28%	33%	24%	33%	23%	23%
NOT VERY/NOT AT ALL LIKELY	706	385	226	328	195	179	215	93	121	176	313	217
	70%	69%	77%	69%	64%	79%	68%	66%	69%	61%	74%	73%
Very likely	111	77	19	51	45	16	35	22	13	49	40	22
	11%	14%	7%	11%	15%	7%	11%	15%	8%	17%	9%	8%
Somewhat likely	150	82	40	86	39	22	54	25	28	45	57	47
	15%	15%	14%	18%	13%	10%	17%	18%	16%	16%	13%	16%
Not very likely	267	135	92	127	76	62	74	35	39	62	120	85
	26%	24%	32%	27%	25%	27%	23%	25%	23%	22%	28%	29%
Not at all likely	439	251	134	201	119	117	140	59	82	114	193	132
	43%	45%	46%	43%	39%	52%	44%	42%	47%	40%	45%	44%
Unsure	43	17	7	8	27	8	13	1	12	17	15	11
	4%	3%	2%	2%	9%	4%	4%	1%	7%	6%	4%	4%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QDisagree_Imm] How likely would you be to end a friendship because of a disagreement over the following issues?

-Immigration

	Total	Party			Ideology			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT LIKELY	261	81	47	133	79	70	110	88	137	104	132	61	30
	26%	21%	21%	34%	21%	22%	38%	20%	29%	23%	30%	22%	17%
NOT VERY/NOT AT ALL LIKELY	706	296	168	242	280	239	166	337	309	341	294	206	139
	70%	76%	74%	62%	75%	74%	57%	77%	66%	74%	66%	74%	80%
Very likely	111	36	14	61	31	25	56	39	59	46	56	32	8
	11%	9%	6%	16%	8%	8%	19%	9%	13%	10%	12%	11%	5%
Somewhat likely	150	44	33	72	49	45	55	49	77	58	77	30	22
	15%	11%	15%	18%	13%	14%	19%	11%	16%	13%	17%	11%	13%
Not very likely	267	107	64	96	104	89	69	122	123	116	126	74	52
	26%	27%	28%	24%	28%	28%	24%	28%	26%	25%	28%	27%	30%
Not at all likely	439	189	104	146	176	149	97	215	186	225	168	132	87
	43%	48%	46%	37%	47%	46%	33%	49%	40%	49%	38%	48%	50%
Unsure	43	14	11	18	14	14	13	13	23	17	20	10	5
	4%	4%	5%	5%	4%	4%	4%	3%	5%	4%	4%	4%	3%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QDisagree_Guns] How likely would you be to end a friendship because of a disagreement over the following issues?

-Guns

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT LIKELY	237	123	113	75	66	48	48	141	96	157	36	24	20
	23%	26%	21%	36%	28%	17%	16%	32%	17%	22%	31%	22%	28%
NOT VERY/NOT AT ALL LIKELY	732	333	397	115	162	220	235	277	454	530	73	83	45
	72%	71%	74%	56%	69%	78%	81%	63%	80%	74%	63%	75%	65%
Very likely	112	68	43	38	34	16	23	72	39	68	20	13	11
	11%	14%	8%	18%	15%	6%	8%	16%	7%	10%	17%	11%	16%
Somewhat likely	125	56	69	37	32	32	24	68	56	89	16	11	8
	12%	12%	13%	18%	13%	12%	8%	16%	10%	12%	14%	10%	12%
Not very likely	283	129	152	39	64	92	89	103	180	210	20	42	11
	28%	27%	28%	19%	27%	33%	31%	23%	32%	29%	18%	38%	16%
Not at all likely	448	204	245	77	98	128	146	174	274	320	52	41	34
	44%	44%	45%	37%	42%	46%	50%	40%	48%	45%	45%	37%	49%
Unsure	42	12	29	16	6	12	7	23	19	26	7	4	4
	4%	3%	5%	8%	3%	4%	2%	5%	3%	4%	6%	4%	6%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QDisagree_Guns] How likely would you be to end a friendship because of a disagreement over the following issues?
-Guns

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT LIKELY	237	82	54	52	48	137	100	49	47	41	35	64	96	139
	23%	28%	18%	21%	31%	23%	25%	23%	22%	24%	22%	26%	23%	24%
NOT VERY/NOT AT ALL LIKELY	732	193	238	200	102	430	301	148	153	127	123	176	300	426
	72%	65%	78%	78%	66%	72%	74%	70%	71%	74%	76%	72%	71%	74%
Very likely	112	40	30	17	26	69	43	28	21	21	14	29	49	63
	11%	13%	10%	7%	17%	12%	10%	13%	10%	12%	8%	12%	12%	11%
Somewhat likely	125	43	25	35	22	67	58	21	26	20	21	35	47	76
	12%	14%	8%	14%	14%	11%	14%	10%	12%	12%	13%	14%	11%	13%
Not very likely	283	67	87	84	45	154	129	58	62	36	50	74	120	161
	28%	23%	29%	33%	30%	26%	32%	27%	29%	21%	31%	30%	28%	28%
Not at all likely	448	125	151	116	56	276	172	90	91	91	72	102	181	265
	44%	42%	50%	46%	36%	46%	42%	43%	42%	53%	45%	42%	43%	46%
Unsure	42	22	12	3	5	34	8	14	14	4	3	4	29	12
	4%	7%	4%	1%	3%	6%	2%	7%	7%	2%	2%	2%	7%	2%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QDisagree_Guns] How likely would you be to end a friendship because of a disagreement over the following issues?
-Guns

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT LIKELY	237	150	42	115	89	32	94	44	49	93	84	60
	23%	27%	14%	24%	29%	14%	30%	31%	28%	32%	20%	20%
NOT VERY/NOT AT ALL LIKELY	732	394	243	347	194	187	214	96	119	184	326	221
	72%	70%	83%	73%	63%	83%	68%	68%	68%	64%	76%	75%
Very likely	112	65	21	49	49	13	43	23	19	46	37	30
	11%	12%	7%	10%	16%	6%	14%	16%	11%	16%	9%	10%
Somewhat likely	125	85	21	66	39	18	51	21	30	47	47	31
	12%	15%	7%	14%	13%	8%	16%	15%	17%	16%	11%	10%
Not very likely	283	154	97	140	77	65	74	35	39	76	127	81
	28%	27%	33%	30%	25%	29%	23%	25%	22%	26%	30%	27%
Not at all likely	448	241	146	207	117	122	141	61	80	109	199	140
	44%	43%	50%	44%	38%	54%	45%	43%	46%	38%	47%	47%
Unsure	42	16	7	11	24	7	8	1	7	10	17	15
	4%	3%	2%	2%	8%	3%	3%	1%	4%	4%	4%	5%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QDisagree_Guns] How likely would you be to end a friendship because of a disagreement over the following issues?

-Guns

	Total	Party			Ideology			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT LIKELY	237	69	40	128	58	68	110	74	132	80	127	50	23
	23%	18%	18%	33%	16%	21%	38%	17%	28%	17%	28%	18%	13%
NOT VERY/NOT AT ALL LIKELY	732	309	176	246	303	245	163	352	315	369	300	216	148
	72%	79%	78%	63%	81%	76%	56%	80%	67%	80%	67%	78%	85%
Very likely	112	31	21	60	29	34	48	33	65	38	62	29	5
	11%	8%	9%	15%	8%	11%	17%	8%	14%	8%	14%	10%	3%
Somewhat likely	125	38	19	68	28	34	61	41	67	42	65	21	18
	12%	10%	8%	17%	8%	10%	21%	9%	14%	9%	15%	8%	11%
Not very likely	283	103	68	111	107	95	78	117	140	120	142	70	53
	28%	26%	30%	28%	29%	29%	27%	27%	30%	26%	32%	25%	30%
Not at all likely	448	206	108	134	196	151	84	235	175	249	158	146	95
	44%	53%	47%	34%	53%	47%	29%	54%	37%	54%	35%	52%	55%
Unsure	42	12	11	19	12	9	17	12	22	14	19	12	3
	4%	3%	5%	5%	3%	3%	6%	3%	5%	3%	4%	4%	2%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QDisagree_LGBTQ] How likely would you be to end a friendship because of a disagreement over the following issues?
-LGBTQ issues

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT LIKELY	281	135	144	81	72	66	62	153	128	197	35	31	17
	28%	29%	27%	39%	31%	24%	22%	35%	23%	28%	31%	28%	25%
NOT VERY/NOT AT ALL LIKELY	688	321	367	112	154	197	225	266	423	489	75	72	52
	68%	68%	68%	54%	66%	70%	78%	60%	74%	69%	65%	65%	74%
Very likely	145	76	67	48	39	23	35	87	58	98	21	16	10
	14%	16%	12%	23%	17%	8%	12%	20%	10%	14%	18%	15%	14%
Somewhat likely	136	59	77	33	33	43	27	66	70	99	15	15	7
	13%	13%	14%	16%	14%	15%	9%	15%	12%	14%	13%	13%	10%
Not very likely	267	133	133	41	56	75	95	96	170	191	32	31	13
	26%	29%	25%	20%	24%	27%	33%	22%	30%	27%	27%	27%	19%
Not at all likely	421	187	234	71	98	122	130	169	252	298	43	42	39
	42%	40%	44%	34%	42%	44%	45%	38%	44%	42%	37%	38%	56%
Unsure	41	13	28	14	8	16	2	23	18	27	6	8	1
	4%	3%	5%	7%	3%	6%	1%	5%	3%	4%	5%	7%	1%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QDisagree_LGBTQ] How likely would you be to end a friendship because of a disagreement over the following issues?
-LGBTQ issues

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT LIKELY	281	78	72	75	56	150	131	54	51	51	45	73	106	170
	28%	26%	24%	29%	36%	25%	32%	26%	24%	30%	28%	30%	25%	29%
NOT VERY/NOT AT ALL LIKELY	688	199	214	177	97	414	275	141	150	118	110	167	291	395
	68%	67%	70%	70%	63%	69%	67%	67%	70%	68%	69%	68%	68%	68%
Very likely	145	48	37	35	26	85	60	30	25	25	22	43	55	90
	14%	16%	12%	14%	17%	14%	15%	14%	12%	15%	14%	18%	13%	16%
Somewhat likely	136	30	36	40	30	66	70	25	26	26	23	30	51	79
	13%	10%	12%	16%	20%	11%	17%	12%	12%	15%	14%	12%	12%	14%
Not very likely	267	82	75	70	39	157	109	57	56	42	47	65	113	154
	26%	28%	25%	27%	26%	26%	27%	27%	26%	24%	29%	27%	27%	27%
Not at all likely	421	117	139	107	58	256	165	84	93	76	64	102	178	241
	42%	40%	46%	42%	38%	43%	40%	40%	44%	44%	40%	42%	42%	42%
Unsure	41	19	18	3	1	37	4	15	13	3	5	4	28	12
	4%	6%	6%	1%	1%	6%	1%	7%	6%	2%	3%	2%	7%	2%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QDisagree_LGBTQ] How likely would you be to end a friendship because of a disagreement over the following issues?

-LGBTQ issues

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT LIKELY	281	163	64	143	92	43	100	47	52	97	104	80
	28%	29%	22%	30%	30%	19%	31%	34%	30%	34%	24%	27%
NOT VERY/NOT AT ALL LIKELY	688	383	221	320	193	173	204	90	113	175	310	203
	68%	68%	76%	68%	63%	76%	64%	64%	64%	61%	73%	69%
Very likely	145	79	33	66	56	21	50	25	25	55	55	36
	14%	14%	11%	14%	18%	9%	16%	18%	14%	19%	13%	12%
Somewhat likely	136	84	30	77	36	21	50	22	27	42	49	44
	13%	15%	10%	16%	12%	10%	16%	16%	15%	15%	12%	15%
Not very likely	267	131	94	129	77	59	71	32	38	68	118	80
	26%	23%	32%	27%	25%	26%	22%	23%	22%	24%	28%	27%
Not at all likely	421	252	127	191	116	114	133	58	75	107	191	123
	42%	45%	44%	40%	38%	50%	42%	41%	43%	37%	45%	42%
Unsure	41	15	7	9	21	10	13	3	10	14	13	13
	4%	3%	3%	2%	7%	5%	4%	2%	6%	5%	3%	4%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QDisagree_LGBTQ] How likely would you be to end a friendship because of a disagreement over the following issues?

-LGBTQ issues

	Total	Party			Ideology			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT LIKELY	281	77	55	148	77	77	125	87	159	91	160	57	26
	28%	20%	24%	38%	21%	24%	43%	20%	34%	20%	36%	21%	15%
NOT VERY/NOT AT ALL LIKELY	688	295	160	233	280	230	157	332	296	351	273	205	142
	68%	76%	71%	59%	75%	72%	54%	76%	63%	76%	61%	74%	81%
Very likely	145	44	26	75	37	40	67	50	81	51	82	40	9
	14%	11%	11%	19%	10%	12%	23%	11%	17%	11%	18%	14%	5%
Somewhat likely	136	33	29	73	41	37	57	37	77	40	77	17	17
	13%	9%	13%	19%	11%	11%	20%	8%	17%	9%	17%	6%	10%
Not very likely	267	101	64	102	106	83	75	113	131	123	124	65	59
	26%	26%	28%	26%	28%	26%	26%	26%	28%	27%	28%	23%	34%
Not at all likely	421	194	96	131	174	148	83	219	165	228	150	140	83
	42%	50%	42%	33%	47%	46%	29%	50%	35%	49%	33%	50%	48%
Unsure	41	18	11	11	15	15	7	19	14	20	14	16	6
	4%	5%	5%	3%	4%	5%	2%	4%	3%	4%	3%	6%	3%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QDisagree_Race] How likely would you be to end a friendship because of a disagreement over the following issues?

-Race relations

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT LIKELY	317	151	163	105	84	68	61	189	129	188	58	45	26
	31%	32%	30%	51%	36%	24%	21%	43%	23%	26%	50%	41%	37%
NOT VERY/NOT AT ALL LIKELY	648	304	343	83	144	196	225	227	421	496	48	61	43
	64%	65%	64%	40%	61%	70%	78%	51%	74%	69%	42%	55%	62%
Very likely	175	87	86	73	43	31	28	116	59	98	35	24	18
	17%	19%	16%	35%	18%	11%	10%	26%	10%	14%	30%	21%	26%
Somewhat likely	143	64	78	32	41	37	33	73	70	90	23	22	7
	14%	14%	14%	16%	17%	13%	11%	17%	12%	13%	20%	19%	11%
Not very likely	229	108	121	27	51	59	91	79	150	181	20	18	10
	23%	23%	22%	13%	22%	21%	31%	18%	26%	25%	17%	16%	14%
Not at all likely	419	196	223	55	93	137	134	148	271	314	29	43	33
	41%	42%	41%	27%	39%	49%	46%	34%	48%	44%	25%	38%	48%
Unsure	45	13	32	19	7	16	3	26	19	30	9	5	1
	4%	3%	6%	9%	3%	6%	1%	6%	3%	4%	8%	5%	1%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QDisagree_Race] How likely would you be to end a friendship because of a disagreement over the following issues?

-Race relations

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT LIKELY	317	95	85	82	56	179	138	62	60	51	55	87	121	193
	31%	32%	28%	32%	36%	30%	34%	29%	28%	30%	34%	36%	29%	33%
NOT VERY/NOT AT ALL LIKELY	648	178	207	168	95	385	263	135	140	119	100	149	275	368
	64%	60%	68%	66%	61%	64%	64%	64%	66%	69%	62%	61%	65%	64%
Very likely	175	56	48	36	35	104	70	34	35	28	29	48	69	106
	17%	19%	16%	14%	23%	17%	17%	16%	17%	17%	18%	20%	16%	18%
Somewhat likely	143	38	37	46	21	75	67	28	24	23	26	39	52	87
	14%	13%	12%	18%	14%	13%	16%	13%	11%	13%	16%	16%	12%	15%
Not very likely	229	60	80	56	33	140	89	54	45	41	35	54	98	130
	23%	20%	26%	22%	21%	23%	22%	25%	21%	24%	22%	22%	23%	22%
Not at all likely	419	118	126	112	62	245	174	81	96	78	65	95	177	238
	41%	40%	42%	44%	40%	41%	43%	39%	45%	45%	41%	39%	42%	41%
Unsure	45	23	13	5	4	36	9	14	14	2	6	7	28	16
	4%	8%	4%	2%	2%	6%	2%	7%	7%	1%	4%	3%	7%	3%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QDisagree_Race] How likely would you be to end a friendship because of a disagreement over the following issues?

-Race relations

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT LIKELY	317	196	61	137	120	58	114	56	57	112	129	77
	31%	35%	21%	29%	39%	26%	36%	40%	32%	39%	30%	26%
NOT VERY/NOT AT ALL LIKELY	648	345	221	329	158	159	189	82	107	160	286	202
	64%	61%	76%	70%	51%	71%	60%	58%	61%	56%	67%	68%
Very likely	175	112	28	67	73	34	64	31	33	74	63	37
	17%	20%	9%	14%	24%	15%	20%	22%	19%	26%	15%	12%
Somewhat likely	143	84	33	70	47	24	50	25	24	37	65	40
	14%	15%	11%	15%	15%	10%	16%	18%	14%	13%	15%	14%
Not very likely	229	104	83	124	56	47	66	26	41	52	104	72
	23%	19%	29%	26%	18%	21%	21%	18%	23%	18%	25%	24%
Not at all likely	419	240	138	204	101	112	122	56	66	108	181	130
	41%	43%	47%	43%	33%	50%	39%	40%	38%	37%	43%	44%
Unsure	45	20	9	6	29	8	14	2	11	16	12	17
	4%	4%	3%	1%	10%	4%	4%	2%	7%	6%	3%	6%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QDisagree_Race] How likely would you be to end a friendship because of a disagreement over the following issues?

-Race relations

	Total	Party			Ideology			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT LIKELY	317	62	68	187	59	105	151	72	204	82	199	49	18
	31%	16%	30%	48%	16%	32%	52%	17%	44%	18%	45%	17%	10%
NOT VERY/NOT AT ALL LIKELY	648	311	144	193	298	202	129	350	248	360	230	217	147
	64%	80%	64%	49%	80%	63%	45%	80%	53%	78%	51%	78%	84%
Very likely	175	36	31	107	31	50	92	39	116	45	115	31	6
	17%	9%	14%	27%	8%	16%	32%	9%	25%	10%	26%	11%	4%
Somewhat likely	143	26	37	80	27	54	59	34	88	37	83	17	12
	14%	7%	16%	20%	7%	17%	20%	8%	19%	8%	19%	6%	7%
Not very likely	229	104	61	65	113	64	50	120	92	123	88	74	56
	23%	27%	27%	16%	30%	20%	17%	27%	20%	27%	20%	27%	32%
Not at all likely	419	207	84	128	185	137	80	230	156	238	142	143	90
	41%	53%	37%	33%	50%	43%	28%	53%	33%	51%	32%	51%	52%
Unsure	45	18	14	13	16	16	9	15	16	21	18	12	9
	4%	4%	6%	3%	4%	5%	3%	3%	3%	4%	4%	4%	5%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QDisagree_Climate] How likely would you be to end a friendship because of a disagreement over the following issues?

-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	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT LIKELY	175	101	73	55	40	35	45	95	80	122	23	19	11
	17%	22%	14%	27%	17%	12%	16%	22%	14%	17%	20%	17%	16%
NOT VERY/NOT AT ALL LIKELY	806	357	446	139	191	234	241	330	475	569	89	91	57
	80%	76%	83%	67%	81%	84%	83%	75%	84%	80%	76%	82%	82%
Very likely	88	55	33	28	26	10	24	54	34	63	12	9	4
	9%	12%	6%	14%	11%	4%	8%	12%	6%	9%	10%	8%	6%
Somewhat likely	87	46	40	28	14	25	21	42	46	59	12	9	7
	9%	10%	7%	13%	6%	9%	7%	9%	8%	8%	10%	8%	10%
Not very likely	270	115	154	40	59	87	84	99	170	196	23	34	17
	27%	25%	29%	19%	25%	31%	29%	23%	30%	27%	20%	31%	24%
Not at all likely	536	242	292	99	132	148	157	231	305	373	66	57	40
	53%	52%	54%	48%	56%	53%	54%	52%	54%	52%	57%	51%	58%
Unsure	29	10	20	12	4	11	3	15	14	23	4	2	1
	3%	2%	4%	6%	2%	4%	1%	3%	2%	3%	3%	2%	2%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QDisagree_Climate] How likely would you be to end a friendship because of a disagreement over the following issues?

-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	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT LIKELY	175	51	44	45	36	95	81	31	31	31	30	52	61	113
	17%	17%	14%	17%	23%	16%	20%	15%	14%	18%	18%	21%	14%	20%
NOT VERY/NOT AT ALL LIKELY	806	230	254	208	113	484	321	168	179	138	128	184	347	450
	80%	78%	83%	82%	73%	81%	79%	80%	84%	80%	80%	75%	82%	78%
Very likely	88	23	24	20	21	47	41	11	15	13	16	32	26	62
	9%	8%	8%	8%	14%	8%	10%	5%	7%	8%	10%	13%	6%	11%
Somewhat likely	87	28	20	25	15	48	39	19	16	18	13	20	35	51
	9%	9%	7%	10%	10%	8%	10%	9%	7%	10%	8%	8%	8%	9%
Not very likely	270	68	83	74	45	151	119	56	60	38	42	70	116	150
	27%	23%	27%	29%	29%	25%	29%	27%	28%	22%	26%	29%	27%	26%
Not at all likely	536	162	171	135	68	334	202	112	119	101	86	114	231	301
	53%	55%	56%	53%	44%	56%	49%	53%	56%	58%	54%	47%	54%	52%
Unsure	29	15	7	2	5	22	7	12	4	3	3	8	16	13
	3%	5%	2%	1%	3%	4%	2%	6%	2%	2%	2%	3%	4%	2%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QDisagree_Climate] How likely would you be to end a friendship because of a disagreement over the following issues?

-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	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT LIKELY	175	104	43	86	62	25	64	33	31	72	63	40
	17%	18%	15%	18%	20%	11%	20%	24%	18%	25%	15%	14%
NOT VERY/NOT AT ALL LIKELY	806	444	245	377	229	196	244	105	139	204	354	247
	80%	79%	84%	80%	75%	87%	77%	74%	79%	71%	83%	83%
Very likely	88	56	21	46	32	9	39	23	16	46	30	12
	9%	10%	7%	10%	11%	4%	12%	16%	9%	16%	7%	4%
Somewhat likely	87	48	22	40	29	16	25	10	15	26	34	28
	9%	9%	7%	8%	10%	7%	8%	7%	9%	9%	8%	9%
Not very likely	270	141	84	144	63	61	81	34	47	62	121	87
	27%	25%	29%	31%	21%	27%	26%	24%	27%	22%	28%	29%
Not at all likely	536	304	161	233	166	134	163	70	92	142	234	160
	53%	54%	55%	49%	54%	59%	52%	50%	53%	49%	55%	54%
Unsure	29	13	3	9	16	5	8	3	5	12	9	9
	3%	2%	1%	2%	5%	2%	3%	2%	3%	4%	2%	3%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QDisagree_Climate] How likely would you be to end a friendship because of a disagreement over the following issues?

-Climate change

	Total	Party			Ideology			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT LIKELY	175	52	26	96	46	48	80	63	94	65	99	43	13
	17%	13%	12%	24%	12%	15%	28%	14%	20%	14%	22%	15%	7%
NOT VERY/NOT AT ALL LIKELY	806	329	193	284	319	267	197	368	359	388	332	226	159
	80%	84%	85%	72%	86%	83%	68%	84%	77%	84%	74%	81%	92%
Very likely	88	32	9	47	25	24	37	37	44	41	41	28	4
	9%	8%	4%	12%	7%	8%	13%	9%	9%	9%	9%	10%	2%
Somewhat likely	87	21	17	49	20	24	43	26	51	23	58	14	9
	9%	5%	7%	13%	5%	7%	15%	6%	11%	5%	13%	5%	5%
Not very likely	270	90	63	117	95	81	91	106	140	111	133	67	45
	27%	23%	28%	30%	25%	25%	31%	24%	30%	24%	30%	24%	26%
Not at all likely	536	238	131	167	224	186	106	263	218	277	199	159	114
	53%	61%	58%	42%	60%	58%	37%	60%	47%	60%	45%	57%	66%
Unsure	29	9	7	13	8	7	12	7	16	10	16	9	2
	3%	2%	3%	3%	2%	2%	4%	2%	3%	2%	4%	3%	1%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QDisagreementStrategy] Which of the following most accurately describes how you deal with political disagreements with friends and/or family?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
I avoid discussing politics	277	115	162	56	64	73	84	120	157	196	30	32	19
	27%	25%	30%	27%	27%	26%	29%	27%	28%	27%	26%	29%	27%
I try to have a calm, respectful conversation	343	181	161	64	96	90	94	159	184	251	37	39	16
	34%	39%	30%	31%	41%	32%	33%	36%	32%	35%	32%	35%	24%
I argue my point of view strongly	61	39	22	19	13	17	11	32	28	44	9	5	3
	6%	8%	4%	9%	6%	6%	4%	7%	5%	6%	8%	4%	4%
I agree to disagree and move on to another topic	269	106	162	55	48	77	88	103	166	184	33	24	28
	27%	23%	30%	27%	21%	28%	31%	23%	29%	26%	28%	22%	41%
I end contact with people when we are too far apart in our views	37	21	16	5	11	13	8	16	21	26	6	4	2
	4%	4%	3%	2%	5%	5%	3%	4%	4%	4%	5%	3%	3%
Unsure	23	8	15	7	3	9	3	10	13	13	1	8	1
	2%	2%	3%	4%	1%	3%	1%	2%	2%	2%	1%	7%	2%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QDisagreementStrategy] Which of the following most accurately describes how you deal with political disagreements with friends and/or family?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
I avoid discussing politics	277	110	76	47	44	186	91	68	71	43	39	52	140	134
	27%	37%	25%	18%	29%	31%	22%	32%	33%	25%	24%	21%	33%	23%
I try to have a calm, respectful conversation	343	78	103	101	62	181	162	59	66	60	60	96	124	216
	34%	26%	34%	39%	40%	30%	40%	28%	31%	35%	38%	39%	29%	38%
I argue my point of view strongly	61	21	11	19	10	32	29	18	8	7	9	19	26	35
	6%	7%	4%	7%	6%	5%	7%	8%	4%	4%	6%	8%	6%	6%
I agree to disagree and move on to another topic	269	64	98	78	30	162	108	46	59	52	46	65	105	163
	27%	22%	32%	31%	19%	27%	26%	22%	28%	30%	29%	27%	25%	28%
I end contact with people when we are too far apart in our views	37	8	12	9	8	20	17	9	7	4	6	10	16	21
	4%	3%	4%	4%	5%	3%	4%	4%	3%	3%	4%	4%	4%	4%
Unsure	23	14	6	1	1	20	2	11	3	5	0	2	14	8
	2%	5%	2%	*%	1%	3%	1%	5%	1%	3%	*%	1%	3%	1%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QDisagreementStrategy] Which of the following most accurately describes how you deal with political disagreements with friends and/or family?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
I avoid discussing politics	277	144	82	134	79	63	86	27	59	66	121	90
	27%	26%	28%	28%	26%	28%	27%	19%	34%	23%	28%	30%
I try to have a calm, respectful conversation	343	206	93	167	107	67	115	64	51	105	141	98
	34%	37%	32%	35%	35%	29%	36%	46%	29%	36%	33%	33%
I argue my point of view strongly	61	37	15	28	22	11	25	15	10	24	20	17
	6%	7%	5%	6%	7%	5%	8%	11%	6%	8%	5%	6%
I agree to disagree and move on to another topic	269	148	88	121	73	76	74	27	46	70	125	75
	27%	26%	30%	26%	24%	34%	23%	19%	26%	24%	29%	25%
I end contact with people when we are too far apart in our views	37	18	12	17	12	8	10	5	5	12	14	11
	4%	3%	4%	4%	4%	4%	3%	4%	3%	4%	3%	4%
Unsure	23	8	2	5	14	1	6	1	5	11	5	7
	2%	1%	1%	1%	5%	1%	2%	1%	3%	4%	1%	2%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QDisagreementStrategy] Which of the following most accurately describes how you deal with political disagreements with friends and/or family?

	Total	Party			Ideology			2020 Ballot		2024 Ballot		GOP Supporter of	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
I avoid discussing politics	277	105	67	105	106	73	85	112	137	121	121	61	60
	27%	27%	30%	27%	29%	23%	29%	25%	29%	26%	27%	22%	35%
I try to have a calm, respectful conversation	343	138	76	128	130	122	87	167	148	169	142	101	59
	34%	35%	34%	33%	35%	38%	30%	38%	32%	37%	32%	36%	34%
I argue my point of view strongly	61	25	9	27	20	13	27	31	25	31	26	22	8
	6%	6%	4%	7%	5%	4%	9%	7%	5%	7%	6%	8%	5%
I agree to disagree and move on to another topic	269	104	62	104	98	97	70	110	133	120	131	77	42
	27%	27%	27%	26%	26%	30%	24%	25%	28%	26%	29%	28%	24%
I end contact with people when we are too far apart in our views	37	9	4	24	8	9	19	9	22	11	21	8	3
	4%	2%	2%	6%	2%	3%	7%	2%	5%	2%	5%	3%	2%
Unsure	23	10	8	4	10	8	1	9	3	11	5	8	2
	2%	3%	4%	1%	3%	3%	*%	2%	1%	2%	1%	3%	1%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QPuckSubscribe] Have you paid for a news subscription in the last 12 months?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
I pay for one or more news websites or print publications	119	67	51	24	36	23	36	60	59	75	18	8	17
	12%	14%	10%	12%	15%	8%	13%	14%	10%	11%	16%	7%	25%
I pay for a news bundle, like Apple News	65	45	20	33	21	9	1	54	10	31	14	10	10
	6%	10%	4%	16%	9%	3%	*%	12%	2%	4%	12%	9%	14%
I pay for a cable package with news	211	125	85	46	63	50	52	109	102	147	20	25	19
	21%	27%	16%	22%	27%	18%	18%	25%	18%	21%	17%	23%	27%
I pay for a streaming service with news	214	104	110	68	72	52	22	140	75	150	22	27	16
	21%	22%	20%	33%	31%	19%	8%	32%	13%	21%	19%	24%	23%
I have not paid for news this year	586	257	326	101	113	179	193	214	371	418	65	72	30
	58%	55%	61%	49%	48%	64%	67%	49%	65%	59%	56%	64%	44%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QPuckSubscribe] Have you paid for a news subscription in the last 12 months?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
I pay for one or more news websites or print publications	119	15	34	39	30	49	69	7	14	22	20	56	21	98
	12%	5%	11%	15%	20%	8%	17%	3%	7%	13%	12%	23%	5%	17%
I pay for a news bundle, like Apple News	65	13	12	21	19	25	40	7	7	9	13	29	14	51
	6%	4%	4%	8%	12%	4%	10%	3%	3%	5%	8%	12%	3%	9%
I pay for a cable package with news	211	39	46	72	55	84	126	21	30	35	39	85	51	158
	21%	13%	15%	28%	35%	14%	31%	10%	14%	20%	24%	35%	12%	27%
I pay for a streaming service with news	214	47	48	73	47	95	119	28	35	40	47	65	63	151
	21%	16%	16%	28%	30%	16%	29%	13%	16%	23%	29%	27%	15%	26%
I have not paid for news this year	586	208	199	120	59	407	179	158	143	95	77	105	301	278
	58%	70%	65%	47%	39%	68%	44%	75%	67%	55%	48%	43%	71%	48%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QPuckSubscribe] Have you paid for a news subscription in the last 12 months?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
I pay for one or more news websites or print publications	119	82	29	83	26	10	54	34	19	47	53	18
	12%	15%	10%	18%	8%	4%	17%	24%	11%	17%	13%	6%
I pay for a news bundle, like Apple News	65	54	2	31	28	5	39	28	11	26	27	11
	6%	10%	1%	7%	9%	2%	12%	20%	7%	9%	6%	4%
I pay for a cable package with news	211	150	43	113	63	34	87	50	37	70	102	40
	21%	27%	15%	24%	21%	15%	28%	36%	21%	24%	24%	13%
I pay for a streaming service with news	214	157	35	107	74	33	96	48	47	75	101	39
	21%	28%	12%	23%	24%	15%	30%	34%	27%	26%	24%	13%
I have not paid for news this year	586	277	200	242	182	159	148	57	91	164	216	206
	58%	49%	69%	51%	59%	70%	47%	41%	52%	57%	51%	70%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QPuckSubscribe] Have you paid for a news subscription in the last 12 months?

	Total	Party			Ideology			2020 Ballot		2024 Ballot		GOP Supporter of	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
I pay for one or more news websites or print publications	119	46	17	55	34	29	56	42	72	46	67	26	18
	12%	12%	8%	14%	9%	9%	19%	10%	15%	10%	15%	9%	11%
I pay for a news bundle, like Apple News	65	30	5	30	16	25	24	26	29	35	28	20	8
	6%	8%	2%	8%	4%	8%	8%	6%	6%	7%	6%	7%	5%
I pay for a cable package with news	211	99	32	80	77	71	62	112	88	117	85	66	44
	21%	25%	14%	20%	21%	22%	21%	25%	19%	25%	19%	24%	25%
I pay for a streaming service with news	214	92	43	79	80	77	57	103	93	122	85	68	41
	21%	24%	19%	20%	21%	24%	20%	24%	20%	26%	19%	25%	24%
I have not paid for news this year	586	212	147	226	218	180	162	242	271	248	258	160	88
	58%	54%	65%	58%	59%	56%	56%	55%	58%	54%	58%	57%	51%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QOutlet_NYT] How much trust do you have in the following media outlets?
-New York Times

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/LITTLE	519	238	278	122	147	134	116	269	250	335	70	67	46
	51%	51%	52%	59%	63%	48%	40%	61%	44%	47%	61%	60%	67%
NOT MUCH/NOT AT ALL	381	195	185	58	68	113	141	127	254	299	34	31	17
	38%	42%	34%	28%	29%	40%	49%	29%	45%	42%	29%	28%	25%
A lot	196	102	92	59	49	45	43	108	88	116	28	29	22
	19%	22%	17%	28%	21%	16%	15%	24%	15%	16%	25%	26%	32%
A little	323	135	187	64	97	89	73	161	162	219	42	38	24
	32%	29%	35%	31%	42%	32%	25%	36%	29%	31%	36%	34%	34%
Not much	152	72	79	32	20	45	55	52	100	112	16	14	9
	15%	15%	15%	15%	9%	16%	19%	12%	18%	16%	14%	13%	13%
Not at all	229	123	105	27	48	68	86	75	154	187	17	17	8
	23%	26%	20%	13%	20%	24%	30%	17%	27%	26%	15%	15%	11%
Unsure	111	35	76	26	20	33	32	46	65	79	12	13	6
	11%	7%	14%	13%	8%	12%	11%	10%	11%	11%	10%	12%	9%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QOutlet_NYT] How much trust do you have in the following media outlets?

-New York Times

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/LITTLE	519	133	131	155	100	264	255	93	88	90	100	145	181	335
	51%	45%	43%	61%	65%	44%	62%	44%	41%	52%	62%	60%	43%	58%
NOT MUCH/NOT AT ALL	381	111	139	80	51	250	131	81	99	69	54	73	180	197
	38%	37%	46%	31%	33%	42%	32%	38%	46%	40%	34%	30%	42%	34%
A lot	196	46	38	62	49	85	111	30	21	35	40	69	52	144
	19%	16%	13%	24%	32%	14%	27%	14%	10%	20%	25%	28%	12%	25%
A little	323	87	93	92	51	179	144	62	67	55	60	76	130	191
	32%	29%	30%	36%	33%	30%	35%	30%	31%	32%	37%	31%	31%	33%
Not much	152	46	54	34	17	100	52	28	43	24	24	31	72	80
	15%	15%	18%	14%	11%	17%	13%	14%	20%	14%	15%	13%	17%	14%
Not at all	229	65	85	46	33	150	79	52	56	45	30	42	108	117
	23%	22%	28%	18%	22%	25%	19%	25%	26%	26%	19%	17%	25%	20%
Unsure	111	53	34	21	3	87	24	37	27	13	6	25	64	45
	11%	18%	11%	8%	2%	14%	6%	18%	12%	8%	4%	10%	15%	8%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QOutlet_NYT] How much trust do you have in the following media outlets?

-New York Times

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/LITTLE	519	323	117	240	175	101	198	93	104	164	235	119
	51%	58%	40%	51%	57%	45%	63%	66%	60%	57%	55%	40%
NOT MUCH/NOT AT ALL	381	193	136	183	96	101	82	35	47	93	156	132
	38%	34%	47%	39%	31%	45%	26%	25%	27%	32%	37%	44%
A lot	196	130	39	90	70	35	74	44	29	75	84	37
	19%	23%	13%	19%	23%	15%	23%	31%	17%	26%	20%	13%
A little	323	194	79	151	105	67	124	49	75	89	152	82
	32%	35%	27%	32%	34%	30%	39%	35%	43%	31%	36%	28%
Not much	152	83	52	72	41	37	34	15	19	41	64	46
	15%	15%	18%	15%	13%	17%	11%	11%	11%	14%	15%	16%
Not at all	229	110	84	111	55	63	48	20	28	51	93	85
	23%	20%	29%	23%	18%	28%	15%	14%	16%	18%	22%	29%
Unsure	111	45	39	49	36	24	37	13	24	30	34	46
	11%	8%	13%	10%	12%	11%	12%	9%	14%	11%	8%	15%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QOutlet_NYT] How much trust do you have in the following media outlets?

-New York Times

	Total	Party			Ideology			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/LITTLE	519	158	110	251	122	194	198	167	304	167	303	91	80
	51%	40%	48%	64%	33%	60%	68%	38%	65%	36%	68%	33%	46%
NOT MUCH/NOT AT ALL	381	197	79	106	217	90	66	231	117	246	104	161	75
	38%	50%	35%	27%	58%	28%	23%	53%	25%	53%	23%	58%	43%
A lot	196	63	33	100	42	69	84	59	125	65	115	44	23
	19%	16%	14%	25%	11%	21%	29%	13%	27%	14%	26%	16%	13%
A little	323	95	77	151	81	125	113	108	179	102	188	47	57
	32%	24%	34%	39%	22%	39%	39%	25%	38%	22%	42%	17%	33%
Not much	152	62	33	57	63	45	43	75	67	82	60	51	26
	15%	16%	14%	15%	17%	14%	15%	17%	14%	18%	13%	18%	15%
Not at all	229	134	46	49	154	45	24	156	50	164	44	109	49
	23%	34%	20%	12%	41%	14%	8%	36%	11%	35%	10%	39%	28%
Unsure	111	36	39	36	33	38	26	40	48	49	40	26	19
	11%	9%	17%	9%	9%	12%	9%	9%	10%	11%	9%	9%	11%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QOutlet_Post] How much trust do you have in the following media outlets?

-The Washington Post

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/LITTLE	464	209	252	110	133	121	101	242	222	308	60	55	42
	46%	45%	47%	53%	57%	43%	35%	55%	39%	43%	52%	49%	60%
NOT MUCH/NOT AT ALL	397	212	185	70	71	116	141	141	256	295	41	41	21
	39%	45%	34%	34%	30%	41%	49%	32%	45%	41%	35%	37%	30%
A lot	169	91	78	50	48	42	28	98	70	97	25	24	22
	17%	19%	14%	24%	21%	15%	10%	22%	12%	14%	22%	21%	32%
A little	296	119	174	60	84	79	72	144	151	210	35	31	19
	29%	25%	32%	29%	36%	28%	25%	33%	27%	29%	30%	28%	28%
Not much	187	94	93	40	27	56	65	67	120	129	22	23	13
	19%	20%	17%	19%	12%	20%	22%	15%	21%	18%	19%	21%	18%
Not at all	210	118	92	31	44	60	76	74	136	165	19	18	8
	21%	25%	17%	15%	19%	21%	26%	17%	24%	23%	16%	16%	12%
Unsure	149	47	102	27	31	43	48	58	91	111	15	16	7
	15%	10%	19%	13%	13%	15%	16%	13%	16%	16%	13%	14%	9%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QOutlet_Post] How much trust do you have in the following media outlets?

-The Washington Post

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/LITTLE	464	119	122	133	90	241	223	83	87	85	84	125	170	294
	46%	40%	40%	52%	58%	40%	55%	39%	41%	50%	52%	51%	40%	51%
NOT MUCH/NOT AT ALL	397	112	137	96	52	249	148	80	98	67	62	83	177	213
	39%	38%	45%	38%	34%	41%	36%	38%	46%	39%	39%	34%	42%	37%
A lot	169	42	35	51	41	77	92	26	18	28	35	61	45	124
	17%	14%	11%	20%	27%	13%	22%	12%	9%	16%	22%	25%	11%	21%
A little	296	77	88	82	49	164	131	56	69	58	49	64	125	170
	29%	26%	29%	32%	32%	27%	32%	27%	32%	33%	30%	26%	30%	30%
Not much	187	44	71	50	22	115	72	32	45	21	36	51	77	108
	19%	15%	23%	19%	15%	19%	18%	15%	21%	12%	22%	21%	18%	19%
Not at all	210	68	66	46	30	134	76	48	53	46	26	32	101	105
	21%	23%	22%	18%	19%	22%	19%	23%	25%	27%	16%	13%	24%	18%
Unsure	149	65	45	26	12	110	38	48	29	19	15	36	77	70
	15%	22%	15%	10%	8%	18%	9%	23%	14%	11%	9%	15%	18%	12%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QOutlet_Post] How much trust do you have in the following media outlets?

-The Washington Post

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/LITTLE	464	290	102	206	156	100	175	80	94	146	212	106
	46%	52%	35%	44%	51%	44%	55%	57%	53%	51%	50%	36%
NOT MUCH/NOT AT ALL	397	213	138	202	104	90	102	48	54	102	165	130
	39%	38%	47%	43%	34%	40%	32%	34%	31%	36%	39%	44%
A lot	169	112	31	75	63	30	66	40	27	60	74	34
	17%	20%	11%	16%	20%	13%	21%	28%	15%	21%	17%	12%
A little	296	178	71	130	94	71	109	41	67	86	138	72
	29%	32%	24%	28%	30%	31%	34%	29%	38%	30%	32%	24%
Not much	187	111	61	108	50	29	51	26	25	50	88	49
	19%	20%	21%	23%	16%	13%	16%	18%	14%	17%	21%	16%
Not at all	210	102	77	95	54	61	51	23	29	52	76	82
	21%	18%	26%	20%	17%	27%	16%	16%	16%	18%	18%	27%
Unsure	149	59	52	64	47	35	40	12	28	39	50	60
	15%	10%	18%	14%	15%	16%	13%	8%	16%	14%	12%	20%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QOutlet_Post] How much trust do you have in the following media outlets?

-The Washington Post

	Total	Party			Ideology			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/LITTLE	464	147	97	220	111	173	175	155	262	154	267	90	70
	46%	38%	43%	56%	30%	54%	60%	35%	56%	33%	60%	32%	40%
NOT MUCH/NOT AT ALL	397	196	79	123	211	101	77	228	138	246	121	158	76
	39%	50%	35%	31%	57%	31%	26%	52%	29%	53%	27%	57%	44%
A lot	169	57	28	84	43	56	69	50	106	56	99	40	18
	17%	14%	12%	21%	12%	17%	24%	11%	23%	12%	22%	14%	10%
A little	296	90	69	136	68	117	106	105	156	98	168	50	52
	29%	23%	31%	35%	18%	36%	37%	24%	33%	21%	38%	18%	30%
Not much	187	73	41	73	77	55	53	91	87	98	77	62	31
	19%	19%	18%	18%	21%	17%	18%	21%	18%	21%	17%	22%	18%
Not at all	210	122	38	50	134	47	24	137	51	147	44	96	45
	21%	31%	17%	13%	36%	14%	8%	31%	11%	32%	10%	34%	26%
Unsure	149	48	50	50	50	48	38	55	69	63	59	31	28
	15%	12%	22%	13%	14%	15%	13%	13%	15%	14%	13%	11%	16%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QOutlet_WSJ] How much trust do you have in the following media outlets?

-The Wall Street Journal

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/LITTLE	535	271	262	115	147	146	126	262	272	361	64	64	46
	53%	58%	49%	56%	63%	52%	44%	59%	48%	51%	55%	57%	67%
NOT MUCH/NOT AT ALL	344	161	181	60	67	96	121	127	217	257	40	30	17
	34%	34%	34%	29%	28%	34%	42%	29%	38%	36%	34%	27%	24%
A lot	189	104	83	49	52	46	43	101	88	113	25	27	25
	19%	22%	15%	24%	22%	16%	15%	23%	16%	16%	21%	24%	35%
A little	345	167	178	66	95	100	84	161	184	248	39	37	22
	34%	36%	33%	32%	41%	36%	29%	37%	32%	35%	34%	33%	31%
Not much	180	74	105	37	29	52	62	66	114	130	25	14	12
	18%	16%	20%	18%	13%	19%	21%	15%	20%	18%	21%	13%	17%
Not at all	164	88	76	24	37	44	59	61	103	128	15	16	5
	16%	19%	14%	11%	16%	16%	20%	14%	18%	18%	13%	15%	7%
Unsure	131	35	96	31	21	38	42	52	79	95	13	17	6
	13%	8%	18%	15%	9%	13%	14%	12%	14%	13%	11%	16%	9%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QOutlet_WSJ] How much trust do you have in the following media outlets?

-The Wall Street Journal

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/LITTLE	535	135	141	160	98	276	258	83	95	102	103	149	177	355
	53%	46%	46%	63%	64%	46%	63%	39%	44%	59%	64%	61%	42%	61%
NOT MUCH/NOT AT ALL	344	101	124	70	50	224	120	83	90	52	48	66	174	166
	34%	34%	41%	27%	32%	37%	29%	40%	42%	30%	30%	27%	41%	29%
A lot	189	43	44	55	47	87	102	29	21	32	39	68	50	139
	19%	15%	14%	21%	31%	14%	25%	14%	10%	19%	24%	28%	12%	24%
A little	345	92	97	105	51	189	156	54	73	70	64	82	127	216
	34%	31%	32%	41%	33%	32%	38%	26%	34%	41%	40%	34%	30%	37%
Not much	180	48	63	42	28	111	69	42	50	19	27	42	92	88
	18%	16%	21%	16%	18%	18%	17%	20%	23%	11%	17%	17%	22%	15%
Not at all	164	53	60	28	22	114	50	41	41	33	21	24	82	78
	16%	18%	20%	11%	15%	19%	12%	19%	19%	19%	13%	10%	19%	14%
Unsure	131	60	40	26	6	100	31	45	29	18	10	28	74	56
	13%	20%	13%	10%	4%	17%	8%	21%	14%	11%	6%	12%	17%	10%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QOutlet_WSJ] How much trust do you have in the following media outlets?

-The Wall Street Journal

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/LITTLE	535	339	124	250	178	105	193	95	97	157	256	122
	53%	60%	42%	53%	58%	47%	61%	67%	55%	55%	60%	41%
NOT MUCH/NOT AT ALL	344	171	120	167	89	86	84	33	51	96	129	119
	34%	31%	41%	35%	29%	38%	26%	24%	29%	34%	30%	40%
A lot	189	129	37	88	63	38	74	44	30	66	91	32
	19%	23%	13%	19%	20%	17%	23%	31%	17%	23%	21%	11%
A little	345	210	87	162	115	67	118	51	67	90	166	89
	34%	37%	30%	34%	38%	30%	37%	36%	39%	31%	39%	30%
Not much	180	96	60	93	48	39	46	18	28	57	75	48
	18%	17%	21%	20%	16%	17%	15%	12%	16%	20%	18%	16%
Not at all	164	75	59	75	41	47	38	16	22	39	55	70
	16%	13%	20%	16%	13%	21%	12%	11%	13%	14%	13%	24%
Unsure	131	51	48	55	40	35	40	12	27	34	41	56
	13%	9%	16%	12%	13%	15%	13%	9%	16%	12%	10%	19%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QOutlet_WSJ] How much trust do you have in the following media outlets?

-The Wall Street Journal

	Total	Party			Ideology			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/LITTLE	535	184	113	237	160	188	181	206	281	211	276	119	91
	53%	47%	50%	60%	43%	58%	63%	47%	60%	46%	62%	43%	53%
NOT MUCH/NOT AT ALL	344	164	67	113	173	89	75	186	129	199	116	132	60
	34%	42%	29%	29%	46%	28%	26%	43%	27%	43%	26%	47%	35%
A lot	189	67	34	89	52	66	71	72	110	79	98	50	24
	19%	17%	15%	23%	14%	20%	25%	16%	23%	17%	22%	18%	14%
A little	345	118	79	148	108	122	110	134	171	132	178	69	68
	34%	30%	35%	38%	29%	38%	38%	31%	36%	29%	40%	25%	39%
Not much	180	77	37	66	80	49	49	89	79	98	72	66	28
	18%	20%	16%	17%	21%	15%	17%	20%	17%	21%	16%	24%	16%
Not at all	164	87	30	47	93	41	26	98	49	101	44	66	33
	16%	22%	13%	12%	25%	13%	9%	22%	11%	22%	10%	24%	19%
Unsure	131	42	47	42	40	45	33	45	59	52	55	27	22
	13%	11%	21%	11%	11%	14%	11%	10%	13%	11%	12%	10%	13%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QOutlet_Atlantic] How much trust do you have in the following media outlets?

-The Atlantic

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/LITTLE	279	147	131	69	67	74	69	136	143	170	43	36	31
	28%	31%	24%	34%	28%	26%	24%	31%	25%	24%	37%	32%	45%
NOT MUCH/NOT AT ALL	384	213	169	79	87	106	113	166	218	278	43	43	20
	38%	45%	31%	38%	37%	38%	39%	38%	38%	39%	38%	39%	28%
A lot	87	48	38	19	18	28	21	37	50	51	12	16	8
	9%	10%	7%	9%	8%	10%	7%	8%	9%	7%	11%	14%	12%
A little	192	99	93	50	49	46	48	99	94	119	30	20	23
	19%	21%	17%	24%	21%	16%	17%	22%	16%	17%	26%	18%	33%
Not much	153	86	66	34	35	43	41	69	84	112	18	14	9
	15%	18%	12%	17%	15%	15%	14%	16%	15%	16%	16%	13%	13%
Not at all	231	127	104	45	52	63	71	97	134	166	25	29	11
	23%	27%	19%	22%	22%	22%	25%	22%	24%	23%	22%	26%	15%
Unsure	347	109	238	59	81	100	107	140	207	265	30	33	19
	34%	23%	44%	28%	35%	36%	37%	32%	36%	37%	26%	30%	27%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QOutlet_Atlantic] How much trust do you have in the following media outlets?

-The Atlantic

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/LITTLE	279	68	67	78	66	135	144	48	51	52	45	84	98	181
	28%	23%	22%	31%	43%	22%	35%	23%	24%	30%	28%	35%	23%	31%
NOT MUCH/NOT AT ALL	384	126	114	91	53	240	144	90	85	62	58	86	175	206
	38%	43%	37%	36%	34%	40%	35%	43%	40%	36%	36%	35%	41%	36%
A lot	87	18	16	23	30	34	52	12	5	17	17	37	16	71
	9%	6%	5%	9%	19%	6%	13%	6%	2%	10%	11%	15%	4%	12%
A little	192	50	51	56	36	101	92	36	46	35	27	48	82	110
	19%	17%	17%	22%	23%	17%	22%	17%	21%	20%	17%	20%	19%	19%
Not much	153	47	39	45	22	85	68	37	30	17	26	42	68	85
	15%	16%	13%	18%	14%	14%	17%	18%	14%	10%	16%	17%	16%	15%
Not at all	231	80	75	45	31	155	76	53	55	45	33	44	108	121
	23%	27%	25%	18%	20%	26%	19%	25%	26%	26%	20%	18%	25%	21%
Unsure	347	102	123	86	35	225	121	73	78	58	58	73	151	189
	34%	34%	41%	34%	23%	38%	30%	35%	37%	34%	36%	30%	36%	33%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QOutlet_Atlantic] How much trust do you have in the following media outlets?

-The Atlantic

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/LITTLE	279	181	58	127	102	48	99	55	44	109	109	61
	28%	32%	20%	27%	33%	21%	31%	39%	25%	38%	26%	21%
NOT MUCH/NOT AT ALL	384	209	114	184	112	88	114	53	61	98	166	120
	38%	37%	39%	39%	36%	39%	36%	38%	35%	34%	39%	40%
A lot	87	58	15	46	31	9	34	22	11	42	33	12
	9%	10%	5%	10%	10%	4%	11%	16%	6%	14%	8%	4%
A little	192	123	42	81	71	39	66	32	33	67	76	49
	19%	22%	15%	17%	23%	17%	21%	23%	19%	23%	18%	17%
Not much	153	91	44	77	46	30	49	28	22	38	71	44
	15%	16%	15%	16%	15%	13%	16%	20%	12%	13%	17%	15%
Not at all	231	118	70	106	66	58	65	26	40	60	95	76
	23%	21%	24%	23%	21%	26%	21%	18%	23%	21%	22%	26%
Unsure	347	171	120	162	93	90	103	33	70	80	151	116
	34%	30%	41%	34%	30%	40%	32%	23%	40%	28%	35%	39%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QOutlet_Atlantic] How much trust do you have in the following media outlets?

-The Atlantic

	Total	Party			Ideology			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/LITTLE	279	88	52	139	72	92	115	91	165	92	165	54	42
	28%	23%	23%	35%	19%	29%	40%	21%	35%	20%	37%	20%	24%
NOT MUCH/NOT AT ALL	384	188	77	119	187	116	75	210	138	227	122	144	74
	38%	48%	34%	30%	50%	36%	26%	48%	30%	49%	27%	52%	43%
A lot	87	24	12	51	23	19	44	18	63	22	58	13	11
	9%	6%	5%	13%	6%	6%	15%	4%	13%	5%	13%	5%	6%
A little	192	65	40	88	48	73	71	73	102	71	107	42	31
	19%	17%	18%	22%	13%	23%	24%	17%	22%	15%	24%	15%	18%
Not much	153	68	30	54	58	60	33	73	67	81	61	47	30
	15%	18%	13%	14%	16%	19%	11%	17%	14%	17%	14%	17%	17%
Not at all	231	120	47	64	129	56	41	137	72	147	62	98	44
	23%	31%	21%	16%	35%	17%	14%	31%	15%	32%	14%	35%	25%
Unsure	347	114	98	135	114	114	100	137	166	143	159	80	58
	34%	29%	43%	34%	31%	35%	34%	31%	35%	31%	36%	29%	33%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QOutlet_Hill] How much trust do you have in the following media outlets?

-The Hill

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/LITTLE	253	131	121	63	60	70	60	123	130	163	34	27	30
	25%	28%	23%	31%	26%	25%	21%	28%	23%	23%	29%	24%	43%
NOT MUCH/NOT AT ALL	376	206	168	71	86	101	117	157	218	264	46	47	18
	37%	44%	31%	35%	37%	36%	41%	36%	38%	37%	40%	42%	26%
A lot	67	38	29	21	13	19	14	35	33	36	8	12	12
	7%	8%	5%	10%	6%	7%	5%	8%	6%	5%	7%	11%	17%
A little	186	93	92	42	47	51	46	89	97	127	26	16	18
	18%	20%	17%	20%	20%	18%	16%	20%	17%	18%	22%	14%	26%
Not much	159	89	70	33	34	43	49	67	91	106	23	18	11
	16%	19%	13%	16%	15%	15%	17%	15%	16%	15%	20%	16%	15%
Not at all	217	117	98	39	52	58	69	90	127	158	23	28	8
	21%	25%	18%	19%	22%	21%	24%	20%	22%	22%	20%	25%	11%
Unsure	381	131	249	72	88	109	112	160	221	286	36	38	21
	38%	28%	46%	35%	38%	39%	39%	36%	39%	40%	31%	34%	31%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QOutlet_Hill] How much trust do you have in the following media outlets?

-The Hill

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/LITTLE	253	59	65	71	58	124	130	43	39	43	50	79	81	172
	25%	20%	21%	28%	38%	21%	32%	20%	18%	25%	31%	32%	19%	30%
NOT MUCH/NOT AT ALL	376	120	107	88	59	228	148	85	83	71	55	79	168	205
	37%	41%	35%	35%	38%	38%	36%	40%	39%	41%	34%	32%	40%	36%
A lot	67	15	13	14	25	28	39	9	4	16	15	24	13	54
	7%	5%	4%	6%	16%	5%	10%	4%	2%	9%	9%	10%	3%	9%
A little	186	44	52	57	34	96	91	34	34	27	36	55	68	118
	18%	15%	17%	22%	22%	16%	22%	16%	16%	16%	22%	23%	16%	20%
Not much	159	45	40	44	30	85	74	31	37	24	31	37	67	91
	16%	15%	13%	17%	19%	14%	18%	15%	17%	14%	19%	15%	16%	16%
Not at all	217	76	67	44	30	143	74	54	46	47	25	42	100	114
	21%	26%	22%	17%	19%	24%	18%	26%	22%	27%	15%	17%	24%	20%
Unsure	381	117	132	96	36	249	132	83	93	58	55	86	176	199
	38%	39%	43%	38%	24%	41%	32%	39%	43%	34%	34%	35%	41%	35%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QOutlet_Hill] How much trust do you have in the following media outlets?

-The Hill

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/LITTLE	253	166	56	130	79	43	100	56	44	94	109	51
	25%	30%	19%	27%	26%	19%	32%	40%	25%	33%	25%	17%
NOT MUCH/NOT AT ALL	376	209	108	182	105	87	105	52	53	105	150	121
	37%	37%	37%	39%	34%	39%	33%	37%	30%	37%	35%	41%
A lot	67	50	10	36	24	7	30	18	12	31	31	6
	7%	9%	4%	8%	8%	3%	9%	13%	7%	11%	7%	2%
A little	186	116	46	94	56	36	71	38	33	63	78	45
	18%	21%	16%	20%	18%	16%	22%	27%	19%	22%	18%	15%
Not much	159	92	44	80	48	31	49	29	20	46	68	44
	16%	16%	15%	17%	16%	14%	15%	20%	11%	16%	16%	15%
Not at all	217	116	64	102	57	57	56	23	33	59	82	76
	21%	21%	22%	22%	19%	25%	18%	16%	19%	21%	19%	26%
Unsure	381	186	128	161	122	96	111	33	78	88	168	125
	38%	33%	44%	34%	40%	42%	35%	23%	44%	31%	39%	42%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QOutlet_Hill] How much trust do you have in the following media outlets?

-The Hill

	Total	Party			Ideology			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/LITTLE	253	93	46	115	85	74	94	105	136	106	135	60	42
	25%	24%	20%	29%	23%	23%	33%	24%	29%	23%	30%	22%	24%
NOT MUCH/NOT AT ALL	376	186	69	121	181	115	73	201	141	216	124	142	70
	37%	48%	30%	31%	48%	36%	25%	46%	30%	47%	28%	51%	40%
A lot	67	27	7	33	21	12	35	22	42	24	41	13	14
	7%	7%	3%	8%	6%	4%	12%	5%	9%	5%	9%	5%	8%
A little	186	65	39	82	64	63	59	83	93	82	93	47	28
	18%	17%	17%	21%	17%	20%	21%	19%	20%	18%	21%	17%	16%
Not much	159	68	30	61	61	59	35	78	73	85	62	52	29
	16%	17%	13%	15%	16%	18%	12%	18%	16%	18%	14%	19%	17%
Not at all	217	118	39	60	119	56	37	123	68	131	62	90	40
	21%	30%	17%	15%	32%	17%	13%	28%	15%	28%	14%	32%	23%
Unsure	381	112	112	157	107	133	123	133	192	141	189	76	62
	38%	29%	49%	40%	29%	41%	42%	30%	41%	30%	42%	27%	36%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QEndorse_Agree] Sometimes the editorial boards of media publications choose to endorse candidates, particularly in presidential elections. Are you more or less likely to subscribe to a media publication if...
-You agree with their endorsement

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
MUCH/SOMEWHAT MORE LIKELY	312	153	159	90	81	74	67	171	142	206	45	34	28
	31%	33%	29%	43%	34%	27%	23%	39%	25%	29%	39%	30%	40%
MUCH/SOMEWHAT LESS LIKELY	81	39	42	19	18	23	21	37	44	59	9	9	5
	8%	8%	8%	9%	8%	8%	7%	8%	8%	8%	8%	8%	7%
Much more likely	112	62	50	34	30	25	23	64	48	67	20	14	11
	11%	13%	9%	16%	13%	9%	8%	15%	8%	9%	17%	13%	16%
Somewhat more likely	200	91	109	56	51	49	44	106	94	139	25	19	17
	20%	19%	20%	27%	22%	18%	15%	24%	16%	19%	21%	17%	25%
No difference	545	256	286	77	120	157	190	198	347	403	52	54	35
	54%	55%	53%	37%	51%	56%	66%	45%	61%	57%	45%	49%	50%
Somewhat less likely	34	16	18	9	10	10	5	20	14	21	5	6	2
	3%	3%	3%	5%	4%	4%	2%	4%	3%	3%	4%	6%	3%
Much less likely	47	23	24	9	8	13	17	17	30	38	4	3	2
	5%	5%	4%	4%	3%	5%	6%	4%	5%	5%	4%	2%	4%
Unsure	72	20	52	21	15	25	11	36	36	46	10	14	2
	7%	4%	10%	10%	7%	9%	4%	8%	6%	6%	8%	13%	3%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QEndorse_Agree] Sometimes the editorial boards of media publications choose to endorse candidates, particularly in presidential elections. Are you more or less likely to subscribe to a media publication if...
-You agree with their endorsement

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MUCH/SOMEWHAT MORE LIKELY	312	90	79	86	58	168	144	58	52	56	64	80	110	200
	31%	30%	26%	34%	38%	28%	35%	27%	24%	32%	40%	33%	26%	35%
MUCH/SOMEWHAT LESS LIKELY	81	33	18	19	11	51	30	24	21	10	12	14	45	36
	8%	11%	6%	8%	7%	8%	7%	12%	10%	6%	7%	6%	11%	6%
Much more likely	112	31	33	27	20	65	48	17	14	29	21	29	31	79
	11%	10%	11%	11%	13%	11%	12%	8%	7%	17%	13%	12%	7%	14%
Somewhat more likely	200	59	45	58	38	104	96	41	38	26	43	51	79	121
	20%	20%	15%	23%	25%	17%	23%	19%	18%	15%	27%	21%	19%	21%
No difference	545	138	185	140	82	323	222	92	131	99	78	139	223	316
	54%	47%	61%	55%	53%	54%	54%	44%	61%	58%	48%	57%	53%	55%
Somewhat less likely	34	11	5	10	7	17	17	5	11	4	7	8	16	18
	3%	4%	2%	4%	5%	3%	4%	2%	5%	2%	4%	3%	4%	3%
Much less likely	47	21	13	9	4	34	13	19	10	7	5	6	29	18
	5%	7%	4%	4%	2%	6%	3%	9%	5%	4%	3%	2%	7%	3%
Unsure	72	35	23	10	3	59	14	36	10	7	7	11	46	25
	7%	12%	8%	4%	2%	10%	3%	17%	5%	4%	4%	5%	11%	4%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QEndorse_Agree] Sometimes the editorial boards of media publications choose to endorse candidates, particularly in presidential elections. Are you more or less likely to subscribe to a media publication if...
-You agree with their endorsement

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
MUCH/SOMEWHAT MORE LIKELY	312	207	60	136	107	67	127	70	57	100	130	83
	31%	37%	21%	29%	35%	30%	40%	49%	33%	35%	30%	28%
MUCH/SOMEWHAT LESS LIKELY	81	49	19	32	30	19	28	10	18	30	28	23
	8%	9%	6%	7%	10%	8%	9%	7%	10%	10%	7%	8%
Much more likely	112	71	23	51	40	21	45	27	19	38	47	27
	11%	13%	8%	11%	13%	9%	14%	19%	11%	13%	11%	9%
Somewhat more likely	200	136	38	84	68	46	82	43	39	62	83	55
	20%	24%	13%	18%	22%	21%	26%	31%	22%	22%	19%	19%
No difference	545	275	198	285	134	124	138	57	80	131	249	164
	54%	49%	68%	60%	44%	55%	43%	41%	45%	46%	58%	55%
Somewhat less likely	34	22	6	14	13	7	13	4	9	16	12	6
	3%	4%	2%	3%	4%	3%	4%	3%	5%	5%	3%	2%
Much less likely	47	27	12	18	17	12	15	6	9	14	16	17
	5%	5%	4%	4%	6%	5%	5%	4%	5%	5%	4%	6%
Unsure	72	30	15	19	36	16	24	4	20	26	19	26
	7%	5%	5%	4%	12%	7%	8%	3%	11%	9%	5%	9%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QEndorse_Agree] Sometimes the editorial boards of media publications choose to endorse candidates, particularly in presidential elections. Are you more or less likely to subscribe to a media publication if...
-You agree with their endorsement

	Total	Party			Ideology			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
MUCH/SOMEWHAT MORE LIKELY	312	124	51	138	104	87	115	132	154	143	151	99	40
	31%	32%	22%	35%	28%	27%	40%	30%	33%	31%	34%	35%	23%
MUCH/SOMEWHAT LESS LIKELY	81	34	16	31	35	30	14	37	30	38	28	26	9
	8%	9%	7%	8%	9%	9%	5%	8%	6%	8%	6%	9%	5%
Much more likely	112	54	12	46	45	20	48	56	46	62	46	45	13
	11%	14%	5%	12%	12%	6%	17%	13%	10%	13%	10%	16%	7%
Somewhat more likely	200	70	39	92	59	68	68	76	107	82	105	54	28
	20%	18%	17%	23%	16%	21%	23%	17%	23%	18%	24%	19%	16%
No difference	545	212	135	197	206	183	145	245	252	255	241	137	116
	54%	54%	59%	50%	55%	57%	50%	56%	54%	55%	54%	49%	67%
Somewhat less likely	34	12	5	17	13	14	7	10	19	13	17	9	2
	3%	3%	2%	4%	4%	4%	2%	2%	4%	3%	4%	3%	1%
Much less likely	47	22	11	14	22	16	7	28	11	24	11	17	6
	5%	6%	5%	4%	6%	5%	2%	6%	2%	5%	2%	6%	4%
Unsure	72	20	25	27	26	21	15	24	33	27	27	17	8
	7%	5%	11%	7%	7%	6%	5%	6%	7%	6%	6%	6%	5%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QEndorse_Disagree] Sometimes the editorial boards of media publications choose to endorse candidates, particularly in presidential elections. Are you more or less likely to subscribe to a media publication if...
-You disagree with their endorsement

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
MUCH/SOMEWHAT MORE LIKELY	99	70	28	43	25	19	12	68	31	49	21	14	15
	10%	15%	5%	21%	11%	7%	4%	15%	5%	7%	18%	12%	22%
MUCH/SOMEWHAT LESS LIKELY	335	139	195	68	78	94	95	145	190	251	32	31	21
	33%	30%	36%	33%	33%	34%	33%	33%	33%	35%	28%	27%	30%
Much more likely	45	36	9	16	16	9	5	32	13	20	8	12	5
	4%	8%	2%	8%	7%	3%	2%	7%	2%	3%	7%	10%	7%
Somewhat more likely	54	34	19	27	9	10	8	36	18	29	13	2	10
	5%	7%	4%	13%	4%	4%	3%	8%	3%	4%	11%	2%	14%
No difference	501	242	257	76	113	146	166	189	312	361	51	57	32
	50%	52%	48%	37%	48%	52%	58%	43%	55%	51%	44%	51%	46%
Somewhat less likely	133	54	79	24	30	35	43	54	78	105	13	10	4
	13%	12%	15%	12%	13%	12%	15%	12%	14%	15%	12%	9%	6%
Much less likely	202	85	117	43	47	59	52	91	112	146	19	20	17
	20%	18%	22%	21%	20%	21%	18%	21%	20%	21%	16%	18%	25%
Unsure	75	18	58	20	19	21	15	39	36	52	11	10	2
	7%	4%	11%	10%	8%	8%	5%	9%	6%	7%	10%	9%	3%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QEndorse_Disagree] Sometimes the editorial boards of media publications choose to endorse candidates, particularly in presidential elections. Are you more or less likely to subscribe to a media publication if...
-You disagree with their endorsement

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MUCH/SOMEWHAT MORE LIKELY	99	34	23	17	25	57	42	20	14	20	26	20	33	66
	10%	11%	8%	7%	16%	9%	10%	9%	6%	12%	16%	8%	8%	11%
MUCH/SOMEWHAT LESS LIKELY	335	91	101	91	53	192	143	65	66	60	53	86	131	198
	33%	31%	33%	36%	34%	32%	35%	31%	31%	35%	33%	35%	31%	34%
Much more likely	45	17	9	7	13	26	19	8	6	9	12	9	14	31
	4%	6%	3%	3%	8%	4%	5%	4%	3%	5%	8%	4%	3%	5%
Somewhat more likely	54	17	14	11	13	31	23	12	8	11	14	11	19	35
	5%	6%	5%	4%	8%	5%	6%	5%	4%	6%	8%	4%	5%	6%
No difference	501	139	160	132	70	299	202	94	124	85	76	121	217	282
	50%	47%	52%	52%	45%	50%	49%	44%	58%	49%	47%	50%	51%	49%
Somewhat less likely	133	33	40	38	21	74	59	24	32	20	20	36	56	76
	13%	11%	13%	15%	13%	12%	14%	11%	15%	11%	13%	15%	13%	13%
Much less likely	202	57	61	52	32	118	84	41	34	40	33	50	75	123
	20%	19%	20%	20%	21%	20%	21%	19%	16%	23%	20%	21%	18%	21%
Unsure	75	33	21	16	6	53	22	33	11	8	6	16	43	31
	7%	11%	7%	6%	4%	9%	5%	16%	5%	5%	4%	7%	10%	5%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QEndorse_Disagree] Sometimes the editorial boards of media publications choose to endorse candidates, particularly in presidential elections. Are you more or less likely to subscribe to a media publication if...
-You disagree with their endorsement

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
MUCH/SOMEWHAT MORE LIKELY	99	71	13	44	46	8	51	33	18	47	27	25
	10%	13%	5%	9%	15%	4%	16%	24%	10%	16%	6%	8%
MUCH/SOMEWHAT LESS LIKELY	335	199	91	161	96	77	112	43	68	86	142	106
	33%	35%	31%	34%	31%	34%	36%	31%	39%	30%	33%	36%
Much more likely	45	32	6	17	23	5	21	14	6	22	11	12
	4%	6%	2%	4%	8%	2%	7%	10%	4%	8%	2%	4%
Somewhat more likely	54	40	7	27	23	4	31	19	12	25	17	13
	5%	7%	3%	6%	7%	2%	10%	13%	7%	9%	4%	4%
No difference	501	256	171	244	132	123	128	60	68	123	232	146
	50%	46%	59%	52%	43%	55%	41%	43%	39%	43%	54%	49%
Somewhat less likely	133	76	39	63	37	32	44	19	25	31	62	39
	13%	14%	13%	13%	12%	14%	14%	14%	14%	11%	15%	13%
Much less likely	202	123	52	98	59	45	68	24	43	55	80	68
	20%	22%	18%	21%	19%	20%	21%	17%	25%	19%	19%	23%
Unsure	75	35	16	23	33	17	24	4	20	31	25	19
	7%	6%	5%	5%	11%	8%	8%	3%	12%	11%	6%	6%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QEndorse_Disagree] Sometimes the editorial boards of media publications choose to endorse candidates, particularly in presidential elections. Are you more or less likely to subscribe to a media publication if...
-You disagree with their endorsement

	Total	Party			Ideology			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
MUCH/SOMEWHAT MORE LIKELY	99	40	12	47	30	23	46	44	42	45	45	34	7
	10%	10%	6%	12%	8%	7%	16%	10%	9%	10%	10%	12%	4%
MUCH/SOMEWHAT LESS LIKELY	335	131	69	134	132	91	104	145	160	153	148	104	50
	33%	34%	30%	34%	35%	28%	36%	33%	34%	33%	33%	37%	29%
Much more likely	45	21	5	19	14	7	23	22	20	24	18	19	2
	4%	5%	2%	5%	4%	2%	8%	5%	4%	5%	4%	7%	1%
Somewhat more likely	54	19	8	28	16	15	23	22	22	21	27	15	5
	5%	5%	3%	7%	4%	5%	8%	5%	5%	4%	6%	5%	3%
No difference	501	195	120	185	184	181	123	221	233	230	226	121	107
	50%	50%	53%	47%	49%	56%	43%	50%	50%	50%	51%	43%	61%
Somewhat less likely	133	42	30	61	41	47	44	46	78	52	70	32	21
	13%	11%	13%	16%	11%	15%	15%	10%	17%	11%	16%	11%	12%
Much less likely	202	90	39	73	91	44	61	99	83	102	78	73	29
	20%	23%	17%	19%	24%	14%	21%	23%	18%	22%	18%	26%	17%
Unsure	75	24	25	26	26	28	15	29	34	34	27	19	10
	7%	6%	11%	7%	7%	9%	5%	7%	7%	7%	6%	7%	6%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QEndorse_None] Sometimes the editorial boards of media publications choose to endorse candidates, particularly in presidential elections. Are you more or less likely to subscribe to a media publication if...
-They make no endorsement at all

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
MUCH/SOMEWHAT MORE LIKELY	225	113	111	62	59	61	43	122	103	153	30	27	16
	22%	24%	21%	30%	25%	22%	15%	28%	18%	21%	26%	24%	23%
MUCH/SOMEWHAT LESS LIKELY	120	61	59	33	24	29	33	58	62	83	16	14	7
	12%	13%	11%	16%	10%	11%	11%	13%	11%	12%	14%	13%	10%
Much more likely	113	61	52	33	33	26	21	66	47	72	16	15	10
	11%	13%	10%	16%	14%	9%	7%	15%	8%	10%	14%	13%	15%
Somewhat more likely	112	52	59	29	27	35	22	56	56	81	13	12	5
	11%	11%	11%	14%	11%	12%	7%	13%	10%	11%	11%	11%	8%
No difference	593	278	313	89	136	167	200	226	367	435	57	57	44
	59%	59%	58%	43%	58%	60%	69%	51%	65%	61%	49%	51%	63%
Somewhat less likely	58	28	30	17	17	16	8	34	24	37	10	9	2
	6%	6%	6%	8%	7%	6%	3%	8%	4%	5%	9%	8%	2%
Much less likely	62	34	28	16	7	13	25	24	38	46	6	5	5
	6%	7%	5%	8%	3%	5%	9%	5%	7%	7%	5%	4%	7%
Unsure	72	16	56	22	14	23	13	36	36	42	13	14	3
	7%	3%	10%	10%	6%	8%	5%	8%	6%	6%	11%	12%	4%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QEndorse_None] Sometimes the editorial boards of media publications choose to endorse candidates, particularly in presidential elections. Are you more or less likely to subscribe to a media publication if...
-They make no endorsement at all

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MUCH/SOMEWHAT MORE LIKELY	225	52	72	61	40	124	101	40	41	39	48	56	81	143
	22%	17%	24%	24%	26%	21%	25%	19%	19%	23%	30%	23%	19%	25%
MUCH/SOMEWHAT LESS LIKELY	120	46	29	29	17	74	46	33	19	21	13	29	52	64
	12%	15%	9%	11%	11%	12%	11%	16%	9%	12%	8%	12%	12%	11%
Much more likely	113	22	41	27	23	63	50	17	13	24	22	36	30	82
	11%	7%	14%	11%	15%	11%	12%	8%	6%	14%	14%	15%	7%	14%
Somewhat more likely	112	29	31	34	17	61	51	23	28	15	26	20	51	62
	11%	10%	10%	13%	11%	10%	13%	11%	13%	9%	16%	8%	12%	11%
No difference	593	163	178	158	94	341	252	106	140	104	93	149	245	346
	59%	55%	59%	62%	61%	57%	61%	50%	65%	60%	58%	61%	58%	60%
Somewhat less likely	58	21	13	15	9	34	24	13	9	10	5	17	22	33
	6%	7%	4%	6%	6%	6%	6%	6%	4%	6%	3%	7%	5%	6%
Much less likely	62	25	16	14	7	40	22	19	10	11	8	12	30	31
	6%	8%	5%	6%	5%	7%	5%	9%	5%	7%	5%	5%	7%	5%
Unsure	72	36	25	7	3	61	11	32	14	8	6	9	46	24
	7%	12%	8%	3%	2%	10%	3%	15%	7%	5%	4%	4%	11%	4%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QEndorse_None] Sometimes the editorial boards of media publications choose to endorse candidates, particularly in presidential elections. Are you more or less likely to subscribe to a media publication if...
-They make no endorsement at all

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
MUCH/SOMEWHAT MORE LIKELY	225	145	52	117	64	43	99	54	44	71	82	72
	22%	26%	18%	25%	21%	19%	31%	38%	25%	25%	19%	24%
MUCH/SOMEWHAT LESS LIKELY	120	69	27	50	42	26	40	16	24	44	51	26
	12%	12%	9%	11%	14%	12%	13%	11%	14%	15%	12%	9%
Much more likely	113	75	27	58	35	19	51	31	19	40	42	31
	11%	13%	9%	12%	11%	9%	16%	22%	11%	14%	10%	11%
Somewhat more likely	112	70	25	59	29	24	48	23	25	31	40	41
	11%	13%	9%	13%	10%	11%	15%	16%	15%	11%	9%	14%
No difference	593	319	196	285	166	140	152	67	85	146	273	175
	59%	57%	67%	60%	54%	62%	48%	47%	49%	51%	64%	59%
Somewhat less likely	58	36	8	22	21	13	21	9	12	25	25	8
	6%	6%	3%	5%	7%	6%	7%	6%	7%	9%	6%	3%
Much less likely	62	33	19	28	22	13	19	7	12	18	26	18
	6%	6%	7%	6%	7%	6%	6%	5%	7%	6%	6%	6%
Unsure	72	27	18	21	34	16	25	4	21	27	21	24
	7%	5%	6%	4%	11%	7%	8%	3%	12%	9%	5%	8%

Echelon Insights
November Omnibus 2024
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[QEndorse_None] Sometimes the editorial boards of media publications choose to endorse candidates, particularly in presidential elections. Are you more or less likely to subscribe to a media publication if...
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	Total	Party			Ideology			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
MUCH/SOMEWHAT MORE LIKELY	225	104	46	75	99	54	73	118	85	127	84	80	38
	22%	27%	20%	19%	27%	17%	25%	27%	18%	27%	19%	29%	22%
MUCH/SOMEWHAT LESS LIKELY	120	45	25	50	37	46	35	47	55	49	54	36	13
	12%	12%	11%	13%	10%	14%	12%	11%	12%	11%	12%	13%	8%
Much more likely	113	51	26	36	50	24	38	59	42	65	38	37	20
	11%	13%	11%	9%	13%	8%	13%	14%	9%	14%	9%	13%	11%
Somewhat more likely	112	53	20	39	49	29	34	59	43	61	46	43	18
	11%	14%	9%	10%	13%	9%	12%	14%	9%	13%	10%	16%	11%
No difference	593	219	127	247	210	199	167	246	302	258	285	141	114
	59%	56%	56%	63%	56%	62%	58%	56%	64%	56%	64%	51%	65%
Somewhat less likely	58	19	15	24	15	28	15	21	26	22	25	16	8
	6%	5%	7%	6%	4%	9%	5%	5%	6%	5%	6%	6%	5%
Much less likely	62	26	10	26	23	18	20	26	28	28	29	21	5
	6%	7%	4%	7%	6%	6%	7%	6%	6%	6%	6%	7%	3%
Unsure	72	22	29	21	26	24	14	27	28	29	23	21	9
	7%	6%	13%	5%	7%	7%	5%	6%	6%	6%	5%	7%	5%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpCabinet_RFK] To what extent would you be supportive of the following people having high government positions in the Trump administration?

-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	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	428	224	203	87	98	122	121	185	243	332	33	38	26
	42%	48%	38%	42%	42%	44%	42%	42%	43%	47%	28%	34%	37%
STRONGLY/SOMEWHAT OPPOSE	383	166	215	57	71	106	149	128	255	272	49	33	30
	38%	36%	40%	28%	30%	38%	51%	29%	45%	38%	42%	29%	43%
Strongly support	244	132	111	47	54	75	68	101	143	190	15	26	13
	24%	28%	21%	23%	23%	27%	24%	23%	25%	27%	13%	23%	19%
Somewhat support	184	92	92	39	45	48	53	84	100	142	17	12	13
	18%	20%	17%	19%	19%	17%	18%	19%	18%	20%	15%	11%	19%
Neither support nor oppose	106	53	52	28	36	25	16	65	42	62	15	21	9
	10%	11%	10%	14%	15%	9%	6%	15%	7%	9%	13%	19%	13%
Somewhat oppose	72	30	41	16	12	23	21	28	44	49	12	9	2
	7%	6%	8%	8%	5%	8%	7%	6%	8%	7%	11%	8%	3%
Strongly oppose	311	137	174	41	59	83	128	100	211	223	36	24	28
	31%	29%	32%	20%	25%	30%	44%	23%	37%	31%	31%	22%	40%
Unsure	93	25	67	34	29	26	3	63	29	47	20	20	5
	9%	5%	13%	17%	12%	9%	1%	14%	5%	7%	17%	18%	7%

Echelon Insights
November Omnibus 2024
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[QTrumpCabinet_RFK] To what extent would you be supportive of the following people having high government positions in the Trump administration?

-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	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	428	122	137	112	58	258	170	70	94	84	74	103	164	261
	42%	41%	45%	44%	37%	43%	41%	33%	44%	49%	46%	42%	39%	45%
STRONGLY/SOMEWHAT OPPOSE	383	97	102	107	77	199	184	74	83	68	58	101	157	227
	38%	33%	33%	42%	50%	33%	45%	35%	39%	40%	36%	41%	37%	39%
Strongly support	244	78	78	63	25	156	88	40	48	48	47	58	88	154
	24%	26%	26%	25%	16%	26%	22%	19%	23%	28%	29%	24%	21%	27%
Somewhat support	184	44	59	49	32	103	82	30	45	35	27	45	76	107
	18%	15%	19%	19%	21%	17%	20%	14%	21%	21%	17%	18%	18%	19%
Neither support nor oppose	106	24	42	24	15	66	40	27	22	10	21	22	50	54
	10%	8%	14%	10%	10%	11%	10%	13%	10%	6%	13%	9%	12%	9%
Somewhat oppose	72	16	23	23	9	39	33	8	18	17	12	16	26	46
	7%	6%	8%	9%	6%	7%	8%	4%	8%	10%	8%	7%	6%	8%
Strongly oppose	311	81	79	84	68	160	152	66	65	51	45	84	131	181
	31%	27%	26%	33%	44%	27%	37%	31%	30%	30%	28%	35%	31%	31%
Unsure	93	53	24	11	4	77	16	39	15	10	8	18	55	35
	9%	18%	8%	4%	3%	13%	4%	19%	7%	6%	5%	7%	13%	6%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

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-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	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	428	242	124	216	115	96	144	72	71	105	192	130
	42%	43%	43%	46%	37%	43%	45%	51%	40%	37%	45%	44%
STRONGLY/SOMEWHAT OPPOSE	383	203	139	194	103	86	83	39	44	110	166	107
	38%	36%	48%	41%	33%	38%	26%	27%	25%	38%	39%	36%
Strongly support	244	132	72	120	59	63	85	41	43	63	108	73
	24%	24%	25%	26%	19%	28%	27%	29%	25%	22%	25%	25%
Somewhat support	184	110	52	95	55	33	59	31	27	42	85	57
	18%	20%	18%	20%	18%	15%	19%	22%	16%	15%	20%	19%
Neither support nor oppose	106	64	20	41	36	29	40	20	20	36	45	25
	10%	11%	7%	9%	12%	13%	13%	14%	12%	13%	11%	8%
Somewhat oppose	72	44	22	35	19	18	20	12	9	22	24	26
	7%	8%	8%	7%	6%	8%	6%	8%	5%	8%	6%	9%
Strongly oppose	311	159	117	159	84	68	63	27	36	88	142	81
	31%	28%	40%	34%	27%	30%	20%	19%	20%	31%	33%	27%
Unsure	93	52	8	21	54	14	49	10	39	36	22	34
	9%	9%	3%	5%	18%	6%	16%	7%	23%	12%	5%	12%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

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-Robert F. Kennedy Jr.

	Total	Party			Ideology			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	428	280	92	55	265	114	48	325	63	354	49	226	108
	42%	72%	41%	14%	71%	35%	16%	74%	14%	77%	11%	81%	62%
STRONGLY/SOMEWHAT OPPOSE	383	47	78	259	49	119	209	41	320	38	324	13	33
	38%	12%	34%	66%	13%	37%	72%	9%	68%	8%	72%	5%	19%
Strongly support	244	177	45	21	162	57	24	202	25	219	17	149	56
	24%	45%	20%	5%	43%	18%	8%	46%	5%	47%	4%	53%	32%
Somewhat support	184	103	47	34	103	57	23	123	38	136	32	78	52
	18%	26%	21%	9%	28%	18%	8%	28%	8%	29%	7%	28%	30%
Neither support nor oppose	106	41	21	44	37	46	18	42	43	43	46	20	24
	10%	11%	9%	11%	10%	14%	6%	10%	9%	9%	10%	7%	14%
Somewhat oppose	72	19	17	36	16	31	23	23	44	19	46	9	10
	7%	5%	8%	9%	4%	9%	8%	5%	9%	4%	10%	3%	6%
Strongly oppose	311	28	61	223	33	88	186	19	276	19	278	5	22
	31%	7%	27%	57%	9%	27%	64%	4%	59%	4%	62%	2%	13%
Unsure	93	22	36	34	21	43	14	29	42	28	28	19	9
	9%	6%	16%	9%	6%	13%	5%	7%	9%	6%	6%	7%	5%

Echelon Insights
November Omnibus 2024
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[QTrumpCabinet_Musk] To what extent would you be supportive of the following people having high government positions in the Trump administration?

-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	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	441	243	198	77	118	125	120	195	246	348	21	40	32
	44%	52%	37%	37%	51%	45%	42%	44%	43%	49%	18%	36%	46%
STRONGLY/SOMEWHAT OPPOSE	408	175	231	72	82	112	141	155	254	278	56	45	28
	40%	37%	43%	35%	35%	40%	49%	35%	45%	39%	49%	41%	41%
Strongly support	271	164	107	44	59	83	85	104	167	225	11	21	14
	27%	35%	20%	22%	25%	29%	29%	24%	29%	32%	10%	19%	20%
Somewhat support	170	79	90	33	59	43	36	92	78	123	10	19	18
	17%	17%	17%	16%	25%	15%	12%	21%	14%	17%	9%	17%	26%
Neither support nor oppose	99	42	57	31	21	25	21	53	47	58	22	11	7
	10%	9%	11%	15%	9%	9%	7%	12%	8%	8%	19%	10%	11%
Somewhat oppose	64	25	38	13	12	15	24	25	39	41	12	9	2
	6%	5%	7%	6%	5%	5%	8%	6%	7%	6%	10%	8%	2%
Strongly oppose	344	150	193	59	70	98	117	130	215	237	44	36	27
	34%	32%	36%	29%	30%	35%	40%	29%	38%	33%	38%	32%	38%
Unsure	62	9	53	26	12	17	6	38	23	29	16	15	2
	6%	2%	10%	13%	5%	6%	2%	9%	4%	4%	14%	13%	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	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	441	118	135	114	73	253	188	62	94	85	81	116	157	282
	44%	40%	44%	45%	48%	42%	46%	30%	44%	49%	50%	48%	37%	49%
STRONGLY/SOMEWHAT OPPOSE	408	105	115	119	69	220	188	92	86	68	60	101	178	229
	40%	36%	38%	47%	45%	37%	46%	44%	40%	39%	37%	41%	42%	40%
Strongly support	271	78	79	73	41	157	114	41	50	56	57	66	91	178
	27%	26%	26%	28%	27%	26%	28%	19%	23%	33%	35%	27%	21%	31%
Somewhat support	170	40	56	41	32	96	74	21	45	29	25	51	66	104
	17%	14%	18%	16%	21%	16%	18%	10%	21%	17%	15%	21%	16%	18%
Neither support nor oppose	99	38	37	14	10	75	24	29	22	12	18	16	51	46
	10%	13%	12%	5%	7%	13%	6%	14%	10%	7%	11%	6%	12%	8%
Somewhat oppose	64	13	23	21	7	37	27	11	18	10	11	14	29	35
	6%	5%	8%	8%	4%	6%	7%	5%	8%	6%	7%	6%	7%	6%
Strongly oppose	344	92	92	99	62	184	161	81	68	58	49	87	149	194
	34%	31%	30%	39%	40%	31%	39%	39%	32%	33%	31%	36%	35%	34%
Unsure	62	35	17	8	2	52	10	27	12	8	1	11	39	20
	6%	12%	6%	3%	1%	9%	2%	13%	5%	4%	1%	5%	9%	3%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

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	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	441	263	123	232	114	92	154	78	75	119	188	134
	44%	47%	42%	49%	37%	41%	49%	55%	43%	42%	44%	45%
STRONGLY/SOMEWHAT OPPOSE	408	217	135	188	122	98	101	42	59	103	192	113
	40%	39%	46%	40%	40%	43%	32%	30%	34%	36%	45%	38%
Strongly support	271	153	88	134	68	67	81	45	36	71	113	87
	27%	27%	30%	28%	22%	30%	25%	32%	21%	25%	27%	29%
Somewhat support	170	110	36	98	46	25	73	33	39	48	75	47
	17%	20%	12%	21%	15%	11%	23%	24%	22%	17%	18%	16%
Neither support nor oppose	99	53	27	37	37	24	32	17	15	40	32	27
	10%	9%	9%	8%	12%	11%	10%	12%	9%	14%	8%	9%
Somewhat oppose	64	31	21	27	16	21	11	7	4	18	29	17
	6%	6%	7%	6%	5%	9%	3%	5%	2%	6%	7%	6%
Strongly oppose	344	186	114	161	106	77	91	35	55	86	163	96
	34%	33%	39%	34%	35%	34%	29%	25%	32%	30%	38%	32%
Unsure	62	28	6	15	33	12	30	4	26	24	14	23
	6%	5%	2%	3%	11%	5%	9%	3%	15%	8%	3%	8%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpCabinet_Musk] To what extent would you be supportive of the following people having high government positions in the Trump administration?

-Elon Musk

	Total	Party			Ideology			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	441	298	93	50	281	115	41	347	64	368	50	231	123
	44%	76%	41%	13%	76%	36%	14%	79%	14%	80%	11%	83%	71%
STRONGLY/SOMEWHAT OPPOSE	408	43	86	279	49	129	221	34	335	36	342	15	28
	40%	11%	38%	71%	13%	40%	76%	8%	71%	8%	77%	6%	16%
Strongly support	271	204	42	25	188	62	21	235	24	247	17	168	66
	27%	52%	18%	6%	51%	19%	7%	54%	5%	53%	4%	60%	38%
Somewhat support	170	93	51	26	93	53	20	112	41	121	32	63	57
	17%	24%	23%	7%	25%	16%	7%	26%	9%	26%	7%	23%	33%
Neither support nor oppose	99	35	21	43	27	48	20	40	43	39	34	18	18
	10%	9%	9%	11%	7%	15%	7%	9%	9%	8%	8%	7%	10%
Somewhat oppose	64	19	14	31	17	20	25	14	39	17	43	7	12
	6%	5%	6%	8%	5%	6%	9%	3%	8%	4%	10%	2%	7%
Strongly oppose	344	25	72	247	31	109	196	20	296	19	299	9	16
	34%	6%	32%	63%	8%	34%	68%	5%	63%	4%	67%	3%	9%
Unsure	62	14	27	20	16	31	7	17	26	19	21	14	5
	6%	4%	12%	5%	4%	9%	3%	4%	6%	4%	5%	5%	3%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpCabinet_Vivek] To what extent would you be supportive of the following people having high government positions in the Trump administration?

-Vivek Ramaswamy

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	337	195	142	45	79	105	108	124	213	264	12	34	28
	33%	42%	26%	22%	34%	37%	37%	28%	37%	37%	10%	30%	40%
STRONGLY/SOMEWHAT OPPOSE	285	141	144	49	46	84	106	95	189	189	39	32	24
	28%	30%	27%	24%	20%	30%	37%	22%	33%	27%	34%	29%	35%
Strongly support	210	126	83	24	37	71	78	61	149	175	5	16	13
	21%	27%	15%	12%	16%	25%	27%	14%	26%	25%	4%	14%	19%
Somewhat support	128	69	59	21	42	34	30	63	64	89	6	18	14
	13%	15%	11%	10%	18%	12%	11%	14%	11%	12%	6%	16%	21%
Neither support nor oppose	180	77	101	52	51	38	39	103	76	116	33	24	7
	18%	17%	19%	25%	22%	13%	13%	23%	13%	16%	28%	22%	10%
Somewhat oppose	56	26	29	16	10	16	13	26	30	37	7	9	3
	6%	6%	5%	8%	4%	6%	5%	6%	5%	5%	6%	8%	5%
Strongly oppose	229	114	114	33	36	67	92	69	160	152	32	24	21
	23%	24%	21%	16%	15%	24%	32%	16%	28%	21%	27%	21%	30%
Unsure	209	55	152	60	58	54	37	118	91	144	33	21	10
	21%	12%	28%	29%	25%	19%	13%	27%	16%	20%	28%	19%	15%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpCabinet_Vivek] To what extent would you be supportive of the following people having high government positions in the Trump administration?

-Vivek Ramaswamy

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	337	71	106	98	62	177	160	45	69	66	58	97	114	221
	33%	24%	35%	38%	40%	29%	39%	21%	32%	39%	36%	40%	27%	38%
STRONGLY/SOMEWHAT OPPOSE	285	74	68	84	58	142	142	63	61	48	45	67	124	159
	28%	25%	22%	33%	37%	24%	35%	30%	28%	28%	28%	28%	29%	28%
Strongly support	210	47	72	60	30	120	90	30	38	49	38	53	68	140
	21%	16%	24%	23%	19%	20%	22%	14%	18%	29%	23%	22%	16%	24%
Somewhat support	128	23	34	39	32	57	71	15	31	17	20	44	47	81
	13%	8%	11%	15%	21%	9%	17%	7%	15%	10%	13%	18%	11%	14%
Neither support nor oppose	180	65	64	31	20	129	51	49	43	24	28	33	91	85
	18%	22%	21%	12%	13%	21%	12%	23%	20%	14%	17%	13%	21%	15%
Somewhat oppose	56	12	9	18	17	21	34	9	8	14	8	15	17	37
	6%	4%	3%	7%	11%	4%	8%	4%	4%	8%	5%	6%	4%	7%
Strongly oppose	229	62	60	67	41	121	108	55	53	34	37	52	107	122
	23%	21%	20%	26%	27%	20%	26%	26%	25%	19%	23%	21%	25%	21%
Unsure	209	87	65	42	15	152	56	54	42	34	30	47	95	112
	21%	29%	22%	16%	9%	25%	14%	26%	19%	20%	19%	19%	22%	19%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpCabinet_Vivek] To what extent would you be supportive of the following people having high government positions in the Trump administration?

-Vivek Ramaswamy

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	337	190	114	190	77	70	102	55	47	83	156	99
	33%	34%	39%	40%	25%	31%	32%	39%	27%	29%	37%	33%
STRONGLY/SOMEWHAT OPPOSE	285	156	101	140	78	67	67	34	33	78	131	76
	28%	28%	35%	30%	25%	30%	21%	24%	19%	27%	31%	26%
Strongly support	210	106	86	113	39	57	53	31	23	45	101	63
	21%	19%	29%	24%	13%	25%	17%	22%	13%	16%	24%	21%
Somewhat support	128	85	29	77	37	12	49	25	24	37	55	35
	13%	15%	10%	16%	12%	6%	15%	18%	14%	13%	13%	12%
Neither support nor oppose	180	94	43	71	58	49	65	32	33	69	68	43
	18%	17%	15%	15%	19%	22%	21%	23%	19%	24%	16%	14%
Somewhat oppose	56	37	15	30	12	14	21	15	5	13	26	17
	6%	7%	5%	6%	4%	6%	7%	11%	3%	4%	6%	6%
Strongly oppose	229	118	86	110	66	53	46	19	28	65	105	58
	23%	21%	30%	23%	22%	23%	15%	13%	16%	23%	25%	20%
Unsure	209	121	33	71	95	40	82	19	62	58	72	79
	21%	22%	11%	15%	31%	18%	26%	14%	35%	20%	17%	27%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpCabinet_Vivek] To what extent would you be supportive of the following people having high government positions in the Trump administration?

-Vivek Ramaswamy

	Total	Party			Ideology			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	337	243	58	36	232	74	31	274	43	285	37	176	106
	33%	62%	26%	9%	62%	23%	11%	62%	9%	61%	8%	63%	61%
STRONGLY/SOMEWHAT OPPOSE	285	23	63	199	20	90	169	22	246	20	250	10	12
	28%	6%	28%	51%	5%	28%	58%	5%	53%	4%	56%	4%	7%
Strongly support	210	167	35	8	159	40	11	188	15	193	10	133	58
	21%	43%	15%	2%	43%	12%	4%	43%	3%	42%	2%	48%	34%
Somewhat support	128	76	24	28	73	35	20	86	28	91	26	44	47
	13%	19%	10%	7%	20%	11%	7%	20%	6%	20%	6%	16%	27%
Neither support nor oppose	180	69	39	72	63	72	39	72	78	82	69	41	36
	18%	18%	17%	18%	17%	22%	13%	16%	17%	18%	16%	15%	21%
Somewhat oppose	56	7	16	33	8	26	22	11	42	9	46	4	4
	6%	2%	7%	8%	2%	8%	8%	3%	9%	2%	10%	1%	3%
Strongly oppose	229	15	48	166	13	64	146	11	204	11	205	6	8
	23%	4%	21%	42%	3%	20%	51%	3%	44%	2%	46%	2%	5%
Unsure	209	55	67	87	57	86	51	70	101	77	90	51	19
	21%	14%	29%	22%	15%	27%	18%	16%	22%	17%	20%	18%	11%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpCabinet_Noem] To what extent would you be supportive of the following people having high government positions in the Trump administration?

-Kristi Noem

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	274	156	117	34	58	89	93	92	182	217	16	25	16
	27%	33%	22%	16%	25%	32%	32%	21%	32%	30%	14%	23%	22%
STRONGLY/SOMEWHAT OPPOSE	267	131	136	40	56	74	97	96	171	182	36	24	25
	26%	28%	25%	19%	24%	26%	34%	22%	30%	26%	31%	22%	36%
Strongly support	148	90	58	12	23	54	59	35	114	125	8	13	3
	15%	19%	11%	6%	10%	19%	21%	8%	20%	17%	7%	12%	4%
Somewhat support	125	67	59	22	35	34	34	57	68	93	8	12	13
	12%	14%	11%	10%	15%	12%	12%	13%	12%	13%	7%	11%	18%
Neither support nor oppose	208	103	104	53	61	44	50	114	94	131	31	29	16
	21%	22%	19%	26%	26%	16%	17%	26%	16%	18%	27%	26%	24%
Somewhat oppose	55	29	26	12	13	14	15	26	30	33	8	9	5
	5%	6%	5%	6%	6%	5%	5%	6%	5%	5%	7%	8%	7%
Strongly oppose	212	102	110	28	42	60	82	70	142	149	28	15	20
	21%	22%	20%	13%	18%	21%	28%	16%	25%	21%	24%	13%	29%
Unsure	262	78	182	80	60	74	48	140	122	183	33	33	13
	26%	17%	34%	39%	26%	26%	17%	32%	21%	26%	29%	30%	18%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpCabinet_Noem] To what extent would you be supportive of the following people having high government positions in the Trump administration?

-Kristi Noem

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	274	61	79	75	58	140	134	33	61	55	55	66	94	176
	27%	20%	26%	30%	38%	23%	33%	16%	28%	32%	34%	27%	22%	31%
STRONGLY/SOMEWHAT OPPOSE	267	70	66	78	54	136	131	64	53	44	39	67	117	150
	26%	24%	22%	30%	35%	23%	32%	30%	25%	26%	24%	27%	28%	26%
Strongly support	148	36	48	41	23	84	64	21	27	35	30	34	47	99
	15%	12%	16%	16%	15%	14%	16%	10%	12%	20%	19%	14%	11%	17%
Somewhat support	125	24	32	34	35	56	69	12	34	20	25	32	47	77
	12%	8%	10%	13%	23%	9%	17%	6%	16%	12%	16%	13%	11%	13%
Neither support nor oppose	208	68	69	47	24	137	70	55	45	28	30	47	99	106
	21%	23%	23%	18%	15%	23%	17%	26%	21%	16%	19%	19%	23%	18%
Somewhat oppose	55	17	13	15	10	30	25	9	13	14	9	11	21	34
	5%	6%	4%	6%	6%	5%	6%	4%	6%	8%	6%	4%	5%	6%
Strongly oppose	212	53	52	63	44	105	106	55	40	30	30	56	96	116
	21%	18%	17%	25%	28%	18%	26%	26%	19%	17%	18%	23%	23%	20%
Unsure	262	98	90	55	19	188	74	59	55	44	37	64	114	145
	26%	33%	30%	22%	12%	31%	18%	28%	26%	26%	23%	26%	27%	25%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpCabinet_Noem] To what extent would you be supportive of the following people having high government positions in the Trump administration?

-Kristi Noem

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	274	154	95	157	56	59	79	44	35	72	123	78
	27%	27%	32%	33%	18%	26%	25%	31%	20%	25%	29%	26%
STRONGLY/SOMEWHAT OPPOSE	267	144	92	131	76	60	58	26	32	73	124	71
	26%	26%	32%	28%	25%	27%	18%	18%	18%	25%	29%	24%
Strongly support	148	72	63	87	23	38	41	26	15	33	70	45
	15%	13%	22%	18%	7%	17%	13%	18%	9%	12%	16%	15%
Somewhat support	125	82	31	70	33	21	38	19	20	39	53	33
	12%	15%	11%	15%	11%	9%	12%	13%	11%	14%	12%	11%
Neither support nor oppose	208	114	51	77	72	58	81	43	38	67	87	53
	21%	20%	18%	16%	24%	26%	26%	31%	22%	23%	21%	18%
Somewhat oppose	55	30	19	28	16	12	15	9	6	12	26	17
	5%	5%	6%	6%	5%	5%	5%	7%	3%	4%	6%	6%
Strongly oppose	212	114	73	103	60	49	42	16	26	61	97	54
	21%	20%	25%	22%	19%	22%	13%	12%	15%	21%	23%	18%
Unsure	262	149	54	107	103	49	99	28	70	75	92	95
	26%	27%	18%	23%	34%	22%	31%	20%	40%	26%	22%	32%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpCabinet_Noem] To what extent would you be supportive of the following people having high government positions in the Trump administration?
-Kristi Noem

	Total	Party			Ideology			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	274	200	43	30	193	54	27	220	35	229	32	146	85
	27%	51%	19%	8%	52%	17%	9%	50%	7%	50%	7%	52%	49%
STRONGLY/SOMEWHAT OPPOSE	267	22	51	195	25	81	157	20	232	24	230	15	11
	26%	6%	22%	50%	7%	25%	54%	5%	49%	5%	52%	5%	6%
Strongly support	148	115	24	9	113	27	9	136	10	140	5	98	35
	15%	30%	11%	2%	30%	8%	3%	31%	2%	30%	1%	35%	20%
Somewhat support	125	85	19	22	80	27	18	84	24	89	27	47	50
	12%	22%	8%	5%	21%	8%	6%	19%	5%	19%	6%	17%	29%
Neither support nor oppose	208	86	48	74	68	92	43	101	84	103	75	55	39
	21%	22%	21%	19%	18%	29%	15%	23%	18%	22%	17%	20%	22%
Somewhat oppose	55	13	13	29	16	22	17	14	38	18	36	12	6
	5%	3%	6%	7%	4%	7%	6%	3%	8%	4%	8%	4%	3%
Strongly oppose	212	9	38	165	9	59	140	6	194	6	195	3	5
	21%	2%	17%	42%	2%	18%	48%	1%	41%	1%	44%	1%	3%
Unsure	262	83	85	94	87	95	63	97	118	107	110	63	39
	26%	21%	37%	24%	23%	30%	22%	22%	25%	23%	25%	23%	23%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpCabinet_Rubio] To what extent would you be supportive of the following people having high government positions in the Trump administration?

-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	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	389	226	162	55	94	112	129	149	240	298	25	41	25
	39%	48%	30%	26%	40%	40%	45%	34%	42%	42%	22%	37%	36%
STRONGLY/SOMEWHAT OPPOSE	298	136	160	54	59	78	108	112	186	204	43	27	24
	30%	29%	30%	26%	25%	28%	37%	25%	33%	29%	37%	24%	35%
Strongly support	201	118	82	14	36	67	83	51	150	161	10	23	7
	20%	25%	15%	7%	15%	24%	29%	11%	26%	23%	9%	20%	11%
Somewhat support	188	108	80	40	58	45	45	98	90	137	15	19	17
	19%	23%	15%	20%	25%	16%	16%	22%	16%	19%	13%	17%	25%
Neither support nor oppose	178	77	100	47	50	48	33	97	81	120	24	20	13
	18%	16%	19%	23%	21%	17%	11%	22%	14%	17%	20%	18%	19%
Somewhat oppose	96	52	43	14	18	31	33	32	64	67	12	12	6
	10%	11%	8%	7%	8%	11%	11%	7%	11%	9%	10%	11%	8%
Strongly oppose	202	84	117	40	40	47	75	80	122	137	32	15	19
	20%	18%	22%	19%	17%	17%	26%	18%	21%	19%	27%	13%	27%
Unsure	145	29	116	51	32	42	20	83	62	92	24	23	7
	14%	6%	22%	25%	14%	15%	7%	19%	11%	13%	21%	20%	10%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpCabinet_Rubio] To what extent would you be supportive of the following people having high government positions in the Trump administration?
-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	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	389	94	119	110	66	213	176	53	86	78	69	101	139	248
	39%	32%	39%	43%	43%	35%	43%	25%	40%	45%	43%	42%	33%	43%
STRONGLY/SOMEWHAT OPPOSE	298	81	78	80	58	160	139	66	66	51	47	67	132	165
	30%	27%	26%	32%	38%	27%	34%	31%	31%	30%	29%	28%	31%	29%
Strongly support	201	57	64	47	32	121	79	29	43	44	38	44	73	126
	20%	19%	21%	19%	21%	20%	19%	14%	20%	26%	24%	18%	17%	22%
Somewhat support	188	38	54	62	34	92	96	24	42	34	31	57	67	122
	19%	13%	18%	24%	22%	15%	24%	11%	20%	19%	19%	24%	16%	21%
Neither support nor oppose	178	52	63	41	22	114	63	47	35	28	26	38	82	93
	18%	17%	21%	16%	15%	19%	15%	23%	16%	16%	16%	16%	19%	16%
Somewhat oppose	96	21	23	29	24	44	52	15	19	24	10	27	35	61
	10%	7%	8%	11%	15%	7%	13%	7%	9%	14%	6%	11%	8%	11%
Strongly oppose	202	61	55	52	34	116	86	50	47	27	37	41	97	105
	20%	20%	18%	20%	22%	19%	21%	24%	22%	16%	23%	17%	23%	18%
Unsure	145	69	45	25	7	113	32	44	27	15	19	37	71	71
	14%	23%	15%	10%	5%	19%	8%	21%	13%	9%	12%	15%	17%	12%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpCabinet_Rubio] To what extent would you be supportive of the following people having high government positions in the Trump administration?
-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	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	389	216	126	209	101	77	124	64	60	98	168	123
	39%	39%	43%	44%	33%	34%	39%	45%	34%	34%	39%	41%
STRONGLY/SOMEWHAT OPPOSE	298	164	97	138	90	71	72	34	38	81	136	82
	30%	29%	33%	29%	29%	31%	23%	24%	21%	28%	32%	27%
Strongly support	201	92	86	109	41	50	41	16	24	44	89	68
	20%	16%	30%	23%	13%	22%	13%	11%	14%	15%	21%	23%
Somewhat support	188	125	40	99	60	27	83	48	35	55	79	55
	19%	22%	14%	21%	19%	12%	26%	34%	20%	19%	18%	18%
Neither support nor oppose	178	99	44	75	55	47	60	30	30	60	69	49
	18%	18%	15%	16%	18%	21%	19%	21%	17%	21%	16%	17%
Somewhat oppose	96	56	29	46	22	28	24	21	3	23	47	26
	10%	10%	10%	10%	7%	13%	8%	15%	2%	8%	11%	9%
Strongly oppose	202	108	68	92	68	42	48	14	35	58	89	55
	20%	19%	23%	19%	22%	19%	15%	10%	20%	20%	21%	19%
Unsure	145	81	24	51	62	31	60	13	48	48	54	43
	14%	14%	8%	11%	20%	14%	19%	9%	27%	17%	13%	15%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpCabinet_Rubio] To what extent would you be supportive of the following people having high government positions in the Trump administration?

-Marco Rubio

	Total	Party			Ideology			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	389	276	66	47	249	97	39	296	68	308	58	188	121
	39%	71%	29%	12%	67%	30%	13%	68%	14%	67%	13%	68%	69%
STRONGLY/SOMEWHAT OPPOSE	298	22	59	217	29	82	183	27	253	25	259	13	13
	30%	6%	26%	55%	8%	25%	63%	6%	54%	5%	58%	5%	7%
Strongly support	201	157	29	14	155	32	9	172	23	177	15	108	67
	20%	40%	13%	4%	42%	10%	3%	39%	5%	38%	3%	39%	39%
Somewhat support	188	119	36	33	94	64	30	124	45	131	42	79	54
	19%	30%	16%	8%	25%	20%	10%	28%	10%	28%	9%	29%	31%
Neither support nor oppose	178	52	49	76	50	80	44	64	85	72	79	39	26
	18%	13%	22%	19%	13%	25%	15%	15%	18%	16%	18%	14%	15%
Somewhat oppose	96	11	30	56	12	37	47	16	74	14	81	6	6
	10%	3%	13%	14%	3%	12%	16%	4%	16%	3%	18%	2%	3%
Strongly oppose	202	11	30	161	17	45	136	11	179	11	178	6	7
	20%	3%	13%	41%	5%	14%	47%	3%	38%	2%	40%	2%	4%
Unsure	145	40	53	53	45	64	23	51	63	58	51	38	14
	14%	10%	23%	13%	12%	20%	8%	12%	13%	13%	11%	14%	8%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpCabinet_Hegseth] To what extent would you be supportive of the following people having high government positions in the Trump administration?

-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	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	247	149	98	39	47	82	79	86	160	191	10	26	19
	24%	32%	18%	19%	20%	29%	27%	20%	28%	27%	9%	23%	28%
STRONGLY/SOMEWHAT OPPOSE	258	121	137	39	50	73	95	90	168	170	44	24	21
	26%	26%	25%	19%	22%	26%	33%	20%	30%	24%	38%	22%	30%
Strongly support	141	79	63	11	16	58	57	27	114	128	4	8	2
	14%	17%	12%	5%	7%	21%	20%	6%	20%	18%	3%	7%	3%
Somewhat support	105	70	35	29	31	24	22	59	46	63	6	18	17
	10%	15%	7%	14%	13%	9%	8%	13%	8%	9%	5%	17%	25%
Neither support nor oppose	206	104	101	45	62	46	53	107	99	141	28	24	13
	20%	22%	19%	22%	26%	16%	18%	24%	17%	20%	24%	21%	19%
Somewhat oppose	48	25	23	13	8	13	13	21	26	26	13	6	3
	5%	5%	4%	6%	4%	5%	5%	5%	5%	4%	11%	5%	5%
Strongly oppose	210	96	114	26	42	60	82	68	142	144	31	18	17
	21%	21%	21%	13%	18%	21%	28%	16%	25%	20%	26%	17%	25%
Unsure	300	94	203	83	75	80	62	158	141	212	34	38	16
	30%	20%	38%	40%	32%	29%	21%	36%	25%	30%	29%	34%	24%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpCabinet_Hegseth] To what extent would you be supportive of the following people having high government positions in the Trump administration?

-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	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	247	57	74	63	52	131	116	40	49	47	38	71	88	156
	24%	19%	24%	25%	34%	22%	28%	19%	23%	27%	24%	29%	21%	27%
STRONGLY/SOMEWHAT OPPOSE	258	75	63	75	46	138	120	61	50	42	44	61	111	148
	26%	25%	21%	29%	30%	23%	29%	29%	23%	25%	28%	25%	26%	26%
Strongly support	141	37	46	35	23	83	58	22	26	34	21	36	48	92
	14%	12%	15%	14%	15%	14%	14%	10%	12%	20%	13%	15%	11%	16%
Somewhat support	105	20	28	29	29	48	58	18	22	12	18	35	41	65
	10%	7%	9%	11%	19%	8%	14%	9%	11%	7%	11%	14%	10%	11%
Neither support nor oppose	206	61	71	48	26	131	74	45	58	28	23	47	103	99
	20%	20%	23%	19%	17%	22%	18%	21%	27%	16%	14%	19%	24%	17%
Somewhat oppose	48	21	14	10	3	35	13	9	9	12	10	9	18	30
	5%	7%	5%	4%	2%	6%	3%	4%	4%	7%	6%	4%	4%	5%
Strongly oppose	210	54	49	65	43	103	107	52	40	31	35	52	93	118
	21%	18%	16%	25%	28%	17%	26%	25%	19%	18%	22%	21%	22%	20%
Unsure	300	104	97	69	30	200	99	65	58	55	55	65	123	174
	30%	35%	32%	27%	20%	33%	24%	31%	27%	32%	34%	26%	29%	30%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpCabinet_Hegseth] To what extent would you be supportive of the following people having high government positions in the Trump administration?

-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	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	247	143	82	135	56	54	71	39	32	66	112	69
	24%	26%	28%	29%	18%	24%	23%	28%	18%	23%	26%	23%
STRONGLY/SOMEWHAT OPPOSE	258	140	86	126	72	60	61	26	35	78	120	59
	26%	25%	30%	27%	23%	27%	19%	19%	20%	27%	28%	20%
Strongly support	141	65	63	81	23	36	28	11	16	31	59	51
	14%	12%	21%	17%	8%	16%	9%	8%	9%	11%	14%	17%
Somewhat support	105	78	19	54	33	18	44	28	16	35	53	17
	10%	14%	7%	11%	11%	8%	14%	20%	9%	12%	12%	6%
Neither support nor oppose	206	113	52	79	70	56	73	45	29	69	91	46
	20%	20%	18%	17%	23%	25%	23%	32%	16%	24%	21%	15%
Somewhat oppose	48	30	13	25	13	10	17	11	6	13	19	16
	5%	5%	4%	5%	4%	5%	5%	8%	4%	4%	4%	5%
Strongly oppose	210	110	73	101	59	50	44	16	28	66	102	43
	21%	20%	25%	21%	19%	22%	14%	11%	16%	23%	24%	15%
Unsure	300	164	72	132	110	55	111	30	80	74	102	123
	30%	29%	25%	28%	36%	25%	35%	22%	45%	26%	24%	41%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpCabinet_Hegseth] To what extent would you be supportive of the following people having high government positions in the Trump administration?

-Pete Hegseth

	Total	Party			Ideology			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	247	179	41	27	172	48	26	202	28	211	20	147	61
	24%	46%	18%	7%	46%	15%	9%	46%	6%	46%	5%	53%	35%
STRONGLY/SOMEWHAT OPPOSE	258	23	46	190	25	78	154	21	221	16	231	9	13
	26%	6%	20%	48%	7%	24%	53%	5%	47%	4%	52%	3%	8%
Strongly support	141	113	22	6	115	19	8	130	8	132	6	95	34
	14%	29%	10%	2%	31%	6%	3%	30%	2%	28%	1%	34%	20%
Somewhat support	105	65	19	21	57	30	19	72	19	79	14	52	27
	10%	17%	9%	5%	15%	9%	6%	16%	4%	17%	3%	19%	15%
Neither support nor oppose	206	87	46	72	76	91	35	97	84	107	73	46	52
	20%	22%	20%	18%	20%	28%	12%	22%	18%	23%	16%	16%	30%
Somewhat oppose	48	11	13	24	12	22	13	14	31	10	36	6	7
	5%	3%	6%	6%	3%	7%	5%	3%	7%	2%	8%	2%	4%
Strongly oppose	210	12	33	166	12	56	141	8	190	7	195	3	7
	21%	3%	14%	42%	3%	17%	49%	2%	41%	1%	44%	1%	4%
Unsure	300	102	94	103	100	104	75	118	136	128	122	76	48
	30%	26%	41%	26%	27%	32%	26%	27%	29%	28%	27%	27%	28%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpCabinet_Gabbard] To what extent would you be supportive of the following people having high government positions in the Trump administration?

-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	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	299	180	120	45	71	92	91	116	183	229	20	29	22
	30%	38%	22%	22%	30%	33%	32%	26%	32%	32%	17%	26%	31%
STRONGLY/SOMEWHAT OPPOSE	276	136	139	51	49	80	96	99	176	182	47	21	27
	27%	29%	26%	25%	21%	29%	33%	23%	31%	25%	40%	19%	38%
Strongly support	182	108	75	15	39	64	65	54	128	150	8	16	9
	18%	23%	14%	7%	17%	23%	22%	12%	23%	21%	7%	15%	13%
Somewhat support	117	72	45	30	32	28	27	62	55	79	12	13	13
	12%	15%	8%	15%	14%	10%	9%	14%	10%	11%	11%	11%	19%
Neither support nor oppose	192	83	107	39	59	41	52	98	93	127	20	33	12
	19%	18%	20%	19%	25%	15%	18%	22%	16%	18%	17%	29%	17%
Somewhat oppose	73	38	34	21	11	21	19	33	40	43	15	9	5
	7%	8%	6%	10%	5%	8%	7%	7%	7%	6%	13%	8%	7%
Strongly oppose	203	98	105	30	37	59	77	67	136	139	31	11	21
	20%	21%	19%	14%	16%	21%	27%	15%	24%	19%	27%	10%	31%
Unsure	243	70	173	71	56	67	49	127	116	175	29	29	9
	24%	15%	32%	35%	24%	24%	17%	29%	20%	25%	25%	26%	13%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpCabinet_Gabbard] To what extent would you be supportive of the following people having high government positions in the Trump administration?

-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	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	299	62	92	88	57	155	145	40	60	64	56	76	100	196
	30%	21%	30%	34%	37%	26%	35%	19%	28%	37%	35%	31%	24%	34%
STRONGLY/SOMEWHAT OPPOSE	276	76	69	74	56	145	130	61	58	44	43	69	119	157
	27%	26%	23%	29%	36%	24%	32%	29%	27%	26%	27%	28%	28%	27%
Strongly support	182	41	60	46	36	101	82	25	33	42	39	42	58	122
	18%	14%	20%	18%	23%	17%	20%	12%	15%	24%	24%	17%	14%	21%
Somewhat support	117	22	32	42	22	54	63	15	27	23	17	34	42	74
	12%	7%	11%	16%	14%	9%	15%	7%	13%	13%	11%	14%	10%	13%
Neither support nor oppose	192	58	71	41	22	129	63	55	43	23	24	44	98	91
	19%	20%	23%	16%	14%	22%	15%	26%	20%	14%	15%	18%	23%	16%
Somewhat oppose	73	26	17	12	18	43	30	15	16	16	11	15	30	43
	7%	9%	6%	5%	12%	7%	7%	7%	7%	9%	7%	6%	7%	7%
Strongly oppose	203	51	52	62	38	102	101	46	43	28	32	54	89	114
	20%	17%	17%	24%	25%	17%	25%	22%	20%	16%	20%	22%	21%	20%
Unsure	243	100	72	53	19	171	72	55	52	40	38	55	107	133
	24%	34%	24%	21%	12%	29%	17%	26%	24%	23%	24%	23%	25%	23%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpCabinet_Gabbard] To what extent would you be supportive of the following people having high government positions in the Trump administration?

-Tulsi Gabbard

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	299	165	96	156	77	65	87	47	40	78	133	88
	30%	29%	33%	33%	25%	29%	27%	33%	23%	27%	31%	30%
STRONGLY/SOMEWHAT OPPOSE	276	160	89	130	83	62	62	32	30	86	125	64
	27%	28%	31%	28%	27%	28%	20%	23%	17%	30%	29%	22%
Strongly support	182	89	71	103	31	48	49	28	21	41	80	61
	18%	16%	24%	22%	10%	21%	16%	20%	12%	14%	19%	21%
Somewhat support	117	76	26	53	46	17	37	19	19	37	53	28
	12%	14%	9%	11%	15%	7%	12%	13%	11%	13%	12%	9%
Neither support nor oppose	192	99	55	82	53	56	71	36	34	59	78	55
	19%	18%	19%	17%	17%	25%	22%	26%	19%	21%	18%	19%
Somewhat oppose	73	50	19	35	21	16	18	15	3	22	33	18
	7%	9%	7%	7%	7%	7%	6%	11%	2%	8%	8%	6%
Strongly oppose	203	110	70	95	62	46	44	17	28	64	92	47
	20%	20%	24%	20%	20%	20%	14%	12%	16%	22%	22%	16%
Unsure	243	136	51	104	93	42	96	26	71	64	90	89
	24%	24%	18%	22%	30%	19%	30%	18%	40%	22%	21%	30%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpCabinet_Gabbard] To what extent would you be supportive of the following people having high government positions in the Trump administration?

-Tulsi Gabbard

	Total	Party			Ideology			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	299	219	51	30	205	69	25	239	39	251	34	161	94
	30%	56%	22%	8%	55%	21%	9%	55%	8%	54%	8%	58%	54%
STRONGLY/SOMEWHAT OPPOSE	276	24	51	201	25	80	169	22	236	21	239	14	10
	27%	6%	22%	51%	7%	25%	58%	5%	50%	4%	53%	5%	6%
Strongly support	182	139	35	8	147	26	8	164	12	171	6	117	50
	18%	36%	16%	2%	40%	8%	3%	37%	3%	37%	1%	42%	29%
Somewhat support	117	79	16	22	58	43	16	75	27	79	28	44	44
	12%	20%	7%	6%	15%	13%	6%	17%	6%	17%	6%	16%	25%
Neither support nor oppose	192	74	48	70	69	80	36	85	83	94	73	45	36
	19%	19%	21%	18%	18%	25%	13%	19%	18%	20%	16%	16%	20%
Somewhat oppose	73	13	18	42	13	27	33	14	54	13	56	12	3
	7%	3%	8%	11%	3%	8%	12%	3%	12%	3%	12%	4%	2%
Strongly oppose	203	11	33	159	13	53	135	8	181	7	183	3	7
	20%	3%	15%	41%	3%	17%	47%	2%	39%	2%	41%	1%	4%
Unsure	243	74	77	92	73	92	59	92	111	98	101	58	34
	24%	19%	34%	23%	20%	29%	21%	21%	24%	21%	23%	21%	19%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpCabinet_Gaetz] To what extent would you be supportive of the following people having high government positions in the Trump administration?
-Matt Gaetz

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	263	156	107	52	59	79	73	111	152	204	17	25	16
	26%	33%	20%	25%	25%	28%	25%	25%	27%	29%	15%	22%	23%
STRONGLY/SOMEWHAT OPPOSE	375	183	190	50	70	115	139	121	254	265	46	29	34
	37%	39%	35%	24%	30%	41%	48%	27%	45%	37%	40%	26%	49%
Strongly support	124	75	49	21	19	47	36	40	84	101	8	10	5
	12%	16%	9%	10%	8%	17%	13%	9%	15%	14%	7%	9%	7%
Somewhat support	139	81	58	31	40	31	37	70	68	104	9	15	11
	14%	17%	11%	15%	17%	11%	13%	16%	12%	15%	8%	13%	16%
Neither support nor oppose	176	78	98	39	62	32	43	101	75	108	23	30	14
	17%	17%	18%	19%	27%	11%	15%	23%	13%	15%	20%	27%	20%
Somewhat oppose	63	38	25	10	12	21	20	22	41	39	10	8	6
	6%	8%	5%	5%	5%	8%	7%	5%	7%	6%	9%	7%	9%
Strongly oppose	312	145	165	40	58	93	120	99	213	226	37	22	28
	31%	31%	31%	19%	25%	33%	41%	22%	37%	32%	32%	19%	40%
Unsure	197	52	144	65	43	55	33	108	88	136	29	27	5
	19%	11%	27%	32%	18%	20%	11%	25%	15%	19%	25%	24%	7%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpCabinet_Gaetz] To what extent would you be supportive of the following people having high government positions in the Trump administration?
-Matt Gaetz

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	263	69	84	67	43	153	110	37	58	55	49	61	95	165
	26%	23%	27%	26%	28%	25%	27%	18%	27%	32%	31%	25%	22%	29%
STRONGLY/SOMEWHAT OPPOSE	375	89	97	115	74	186	188	74	75	66	54	106	149	226
	37%	30%	32%	45%	48%	31%	46%	35%	35%	38%	34%	43%	35%	39%
Strongly support	124	34	44	32	14	78	46	24	18	28	27	24	42	79
	12%	11%	15%	12%	9%	13%	11%	11%	8%	17%	17%	10%	10%	14%
Somewhat support	139	35	39	36	28	74	64	13	40	26	22	37	53	86
	14%	12%	13%	14%	18%	12%	16%	6%	19%	15%	14%	15%	12%	15%
Neither support nor oppose	176	55	59	34	27	115	62	46	37	22	24	44	83	90
	17%	19%	20%	13%	18%	19%	15%	22%	17%	13%	15%	18%	20%	16%
Somewhat oppose	63	16	20	20	7	36	27	14	12	7	13	17	26	37
	6%	5%	6%	8%	4%	6%	7%	6%	6%	4%	8%	7%	6%	6%
Strongly oppose	312	73	78	94	67	150	161	60	62	59	41	89	123	189
	31%	25%	26%	37%	43%	25%	39%	29%	29%	34%	26%	36%	29%	33%
Unsure	197	83	64	39	10	147	49	54	44	29	33	33	98	95
	19%	28%	21%	15%	7%	24%	12%	26%	21%	17%	21%	14%	23%	17%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpCabinet_Gaetz] To what extent would you be supportive of the following people having high government positions in the Trump administration?
-Matt Gaetz

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	263	164	70	136	67	60	90	50	41	74	113	75
	26%	29%	24%	29%	22%	26%	28%	35%	23%	26%	27%	25%
STRONGLY/SOMEWHAT OPPOSE	375	201	137	196	100	79	82	40	41	95	175	105
	37%	36%	47%	41%	32%	35%	26%	29%	23%	33%	41%	35%
Strongly support	124	69	42	63	27	34	37	18	19	29	58	37
	12%	12%	14%	13%	9%	15%	12%	13%	11%	10%	14%	13%
Somewhat support	139	95	28	73	40	25	53	32	21	45	55	38
	14%	17%	10%	15%	13%	11%	17%	22%	12%	16%	13%	13%
Neither support nor oppose	176	92	46	70	56	49	64	30	35	61	68	47
	17%	16%	16%	15%	18%	22%	20%	21%	20%	21%	16%	16%
Somewhat oppose	63	35	20	36	15	12	20	13	7	12	30	22
	6%	6%	7%	8%	5%	5%	6%	10%	4%	4%	7%	7%
Strongly oppose	312	165	117	160	84	67	62	27	34	83	145	83
	31%	29%	40%	34%	27%	30%	20%	19%	20%	29%	34%	28%
Unsure	197	104	39	71	84	38	80	21	59	57	70	70
	19%	19%	13%	15%	27%	17%	25%	15%	34%	20%	16%	23%

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November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpCabinet_Gaetz] To what extent would you be supportive of the following people having high government positions in the Trump administration?
-Matt Gaetz

	Total	Party			Ideology			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	263	194	46	23	177	62	24	215	24	235	19	150	77
	26%	50%	20%	6%	48%	19%	8%	49%	5%	51%	4%	54%	44%
STRONGLY/SOMEWHAT OPPOSE	375	57	75	243	63	108	202	50	300	50	305	20	38
	37%	14%	33%	62%	17%	33%	70%	11%	64%	11%	68%	7%	22%
Strongly support	124	92	21	11	91	22	10	108	10	113	8	79	29
	12%	23%	9%	3%	25%	7%	4%	25%	2%	24%	2%	28%	17%
Somewhat support	139	103	25	11	86	40	13	107	14	122	11	71	48
	14%	26%	11%	3%	23%	12%	5%	25%	3%	26%	2%	25%	27%
Neither support nor oppose	176	75	37	63	66	74	29	89	68	89	56	54	35
	17%	19%	16%	16%	18%	23%	10%	20%	14%	19%	13%	19%	20%
Somewhat oppose	63	23	9	31	24	25	14	28	31	24	35	12	10
	6%	6%	4%	8%	6%	8%	5%	6%	7%	5%	8%	4%	6%
Strongly oppose	312	34	66	212	39	82	187	22	269	27	270	8	28
	31%	9%	29%	54%	11%	26%	65%	5%	57%	6%	60%	3%	16%
Unsure	197	64	69	64	66	79	35	84	77	88	66	54	24
	19%	16%	30%	16%	18%	24%	12%	19%	16%	19%	15%	20%	14%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QHealth_Milk] To what extent do you support the following health trends?

-Drinking raw milk

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	158	91	66	42	48	48	21	90	68	105	21	23	9
	16%	19%	12%	20%	21%	17%	7%	20%	12%	15%	18%	21%	13%
STRONGLY/SOMEWHAT OPPOSE	477	207	269	93	94	113	177	187	290	342	50	52	33
	47%	44%	50%	45%	40%	40%	61%	42%	51%	48%	43%	46%	48%
Strongly support	53	31	22	14	12	20	6	26	27	40	6	5	1
	5%	7%	4%	7%	5%	7%	2%	6%	5%	6%	5%	5%	2%
Somewhat support	106	60	44	28	36	27	14	64	42	66	14	18	8
	10%	13%	8%	14%	15%	10%	5%	14%	7%	9%	12%	16%	11%
Neither support nor oppose	286	149	137	42	75	94	75	117	169	215	28	19	24
	28%	32%	25%	20%	32%	33%	26%	27%	30%	30%	25%	17%	34%
Somewhat oppose	150	72	78	27	25	51	48	52	99	119	11	12	8
	15%	15%	14%	13%	11%	18%	17%	12%	17%	17%	10%	10%	11%
Strongly oppose	327	135	191	66	69	62	129	135	191	223	38	40	25
	32%	29%	36%	32%	29%	22%	45%	31%	34%	31%	33%	36%	37%
Unsure	89	21	66	30	17	26	16	47	41	50	17	18	3
	9%	5%	12%	15%	7%	9%	5%	11%	7%	7%	15%	16%	5%

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N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QHealth_Milk] To what extent do you support the following health trends?

-Drinking raw milk

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	158	54	46	30	29	100	58	33	35	25	25	39	67	88
	16%	18%	15%	12%	19%	17%	14%	15%	16%	14%	15%	16%	16%	15%
STRONGLY/SOMEWHAT OPPOSE	477	130	147	129	71	277	200	99	87	87	85	119	186	291
	47%	44%	48%	50%	46%	46%	49%	47%	41%	51%	53%	49%	44%	50%
Strongly support	53	16	16	12	9	32	21	4	10	9	14	15	14	38
	5%	5%	5%	5%	6%	5%	5%	2%	5%	5%	9%	6%	3%	7%
Somewhat support	106	38	29	18	20	68	38	28	25	15	10	25	53	50
	10%	13%	10%	7%	13%	11%	9%	13%	12%	9%	6%	10%	12%	9%
Neither support nor oppose	286	74	89	82	42	163	124	50	69	51	42	69	119	163
	28%	25%	29%	32%	27%	27%	30%	24%	32%	30%	26%	28%	28%	28%
Somewhat oppose	150	37	48	45	20	85	65	25	34	28	28	35	59	92
	15%	13%	16%	18%	13%	14%	16%	12%	16%	16%	18%	14%	14%	16%
Strongly oppose	327	93	99	83	51	192	135	74	53	59	57	84	127	199
	32%	31%	33%	33%	33%	32%	33%	35%	25%	34%	35%	34%	30%	35%
Unsure	89	38	23	16	12	61	28	29	23	9	9	17	52	35
	9%	13%	8%	6%	8%	10%	7%	14%	11%	5%	6%	7%	12%	6%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QHealth_Milk] To what extent do you support the following health trends?

-Drinking raw milk

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	158	111	27	70	54	32	63	40	22	66	55	38
	16%	20%	9%	15%	18%	14%	20%	28%	13%	23%	13%	13%
STRONGLY/SOMEWHAT OPPOSE	477	252	160	236	132	108	140	54	86	115	219	143
	47%	45%	55%	50%	43%	48%	44%	38%	49%	40%	51%	48%
Strongly support	53	35	11	26	16	11	20	12	8	23	16	13
	5%	6%	4%	5%	5%	5%	6%	9%	5%	8%	4%	5%
Somewhat support	106	76	17	45	38	21	43	28	14	43	38	24
	10%	14%	6%	9%	12%	9%	13%	20%	8%	15%	9%	8%
Neither support nor oppose	286	157	86	140	72	73	85	39	46	77	118	92
	28%	28%	29%	30%	24%	32%	27%	28%	26%	27%	28%	31%
Somewhat oppose	150	86	48	64	46	40	42	20	22	35	61	54
	15%	15%	16%	14%	15%	18%	13%	14%	12%	12%	14%	18%
Strongly oppose	327	167	112	171	87	68	98	34	64	80	157	89
	32%	30%	38%	36%	28%	30%	31%	24%	37%	28%	37%	30%
Unsure	89	41	19	26	48	12	29	8	21	29	35	24
	9%	7%	6%	6%	16%	5%	9%	6%	12%	10%	8%	8%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QHealth_Milk] To what extent do you support the following health trends?

-Drinking raw milk

	Total	Party			Ideology			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	158	86	28	45	82	44	32	94	43	106	39	70	29
	16%	22%	12%	11%	22%	14%	11%	22%	9%	23%	9%	25%	17%
STRONGLY/SOMEWHAT OPPOSE	477	159	104	215	151	138	184	170	271	177	261	96	89
	47%	41%	46%	55%	41%	43%	64%	39%	58%	38%	58%	34%	51%
Strongly support	53	29	7	17	25	14	13	32	17	32	18	19	12
	5%	7%	3%	4%	7%	4%	5%	7%	4%	7%	4%	7%	7%
Somewhat support	106	57	21	28	57	29	19	63	26	74	21	51	17
	10%	15%	9%	7%	15%	9%	6%	14%	6%	16%	5%	18%	10%
Neither support nor oppose	286	112	68	106	105	108	58	133	124	139	117	87	45
	28%	29%	30%	27%	28%	34%	20%	30%	26%	30%	26%	31%	26%
Somewhat oppose	150	67	33	50	61	46	42	78	60	77	63	42	34
	15%	17%	15%	13%	16%	14%	14%	18%	13%	17%	14%	15%	19%
Strongly oppose	327	92	71	164	91	92	142	92	211	100	198	54	55
	32%	24%	31%	42%	24%	29%	49%	21%	45%	22%	44%	19%	32%
Unsure	89	35	27	27	34	32	15	41	31	41	30	26	11
	9%	9%	12%	7%	9%	10%	5%	9%	7%	9%	7%	9%	6%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QHealth_Oils] To what extent do you support the following health trends?

-Avoiding seed oils

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	184	96	87	44	56	48	35	101	84	139	15	19	13
	18%	21%	16%	21%	24%	17%	12%	23%	15%	19%	13%	17%	18%
STRONGLY/SOMEWHAT OPPOSE	226	100	125	52	42	49	82	94	131	145	35	27	18
	22%	21%	23%	25%	18%	18%	28%	21%	23%	20%	31%	24%	27%
Strongly support	91	49	42	26	20	24	20	46	44	69	8	13	1
	9%	10%	8%	13%	8%	9%	7%	10%	8%	10%	7%	12%	2%
Somewhat support	94	47	46	18	36	24	15	54	39	70	7	6	11
	9%	10%	8%	9%	16%	9%	5%	12%	7%	10%	6%	5%	17%
Neither support nor oppose	443	227	216	82	103	132	126	185	258	314	50	47	31
	44%	48%	40%	40%	44%	47%	44%	42%	45%	44%	43%	43%	45%
Somewhat oppose	100	45	55	23	22	29	26	45	55	65	14	11	10
	10%	10%	10%	11%	9%	10%	9%	10%	10%	9%	13%	10%	14%
Strongly oppose	125	55	70	29	20	20	56	49	76	80	21	16	9
	12%	12%	13%	14%	9%	7%	19%	11%	13%	11%	18%	14%	13%
Unsure	157	46	110	29	32	51	45	61	96	116	16	18	7
	16%	10%	20%	14%	14%	18%	16%	14%	17%	16%	14%	17%	10%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QHealth_Oils] To what extent do you support the following health trends?

-Avoiding seed oils

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	184	49	53	54	28	102	82	25	36	30	28	61	60	119
	18%	16%	18%	21%	18%	17%	20%	12%	17%	17%	17%	25%	14%	21%
STRONGLY/SOMEWHAT OPPOSE	226	67	68	56	35	134	91	51	49	42	40	44	100	125
	22%	23%	22%	22%	23%	22%	22%	24%	23%	24%	25%	18%	24%	22%
Strongly support	91	28	30	24	9	58	33	15	17	17	15	24	32	56
	9%	9%	10%	9%	6%	10%	8%	7%	8%	10%	9%	10%	8%	10%
Somewhat support	94	21	24	30	19	44	49	9	18	13	13	37	28	63
	9%	7%	8%	12%	12%	7%	12%	4%	9%	8%	8%	15%	7%	11%
Neither support nor oppose	443	126	140	104	72	267	176	96	94	78	74	99	190	251
	44%	43%	46%	41%	47%	44%	43%	46%	44%	45%	46%	41%	45%	44%
Somewhat oppose	100	28	31	23	20	58	42	17	26	22	21	15	43	57
	10%	9%	10%	9%	13%	10%	10%	8%	12%	13%	13%	6%	10%	10%
Strongly oppose	125	39	37	33	16	76	49	34	23	20	19	29	57	68
	12%	13%	12%	13%	10%	13%	12%	16%	11%	12%	12%	12%	13%	12%
Unsure	157	54	43	42	18	97	60	39	35	23	19	39	74	81
	16%	18%	14%	16%	12%	16%	15%	18%	16%	13%	12%	16%	17%	14%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QHealth_Oils] To what extent do you support the following health trends?

-Avoiding seed oils

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	184	114	38	97	58	30	72	36	37	63	74	47
	18%	20%	13%	20%	19%	13%	23%	25%	21%	22%	17%	16%
STRONGLY/SOMEWHAT OPPOSE	226	129	73	104	65	56	62	27	35	63	97	66
	22%	23%	25%	22%	21%	25%	20%	19%	20%	22%	23%	22%
Strongly support	91	52	22	45	31	14	34	16	18	29	37	24
	9%	9%	8%	10%	10%	6%	11%	11%	10%	10%	9%	8%
Somewhat support	94	62	16	51	26	16	39	20	19	33	37	23
	9%	11%	6%	11%	9%	7%	12%	14%	11%	12%	9%	8%
Neither support nor oppose	443	249	130	204	128	109	134	61	73	124	190	128
	44%	44%	44%	43%	42%	48%	42%	43%	42%	43%	45%	43%
Somewhat oppose	100	63	24	43	29	28	36	16	20	25	40	36
	10%	11%	8%	9%	10%	12%	11%	11%	11%	9%	9%	12%
Strongly oppose	125	65	49	61	35	29	27	11	15	38	58	30
	12%	12%	17%	13%	12%	13%	8%	8%	9%	13%	13%	10%
Unsure	157	69	51	68	57	30	48	17	30	38	65	55
	16%	12%	17%	14%	18%	13%	15%	12%	17%	13%	15%	19%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QHealth_Oils] To what extent do you support the following health trends?

-Avoiding seed oils

	Total	Party			Ideology			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	184	95	42	47	98	50	37	114	51	128	47	77	39
	18%	24%	19%	12%	26%	15%	13%	26%	11%	28%	10%	28%	22%
STRONGLY/SOMEWHAT OPPOSE	226	55	44	127	48	71	105	57	147	55	150	33	27
	22%	14%	19%	32%	13%	22%	36%	13%	31%	12%	34%	12%	15%
Strongly support	91	47	24	20	52	25	14	61	22	62	22	39	19
	9%	12%	11%	5%	14%	8%	5%	14%	5%	13%	5%	14%	11%
Somewhat support	94	48	18	27	46	25	23	53	29	65	24	39	19
	9%	12%	8%	7%	12%	8%	8%	12%	6%	14%	5%	14%	11%
Neither support nor oppose	443	179	99	164	162	155	110	198	204	209	186	133	75
	44%	46%	44%	42%	44%	48%	38%	45%	43%	45%	42%	48%	43%
Somewhat oppose	100	29	23	48	25	34	39	34	55	30	61	18	15
	10%	8%	10%	12%	7%	11%	14%	8%	12%	6%	14%	6%	8%
Strongly oppose	125	25	21	79	23	37	66	23	92	25	88	16	12
	12%	6%	9%	20%	6%	11%	23%	5%	20%	5%	20%	6%	7%
Unsure	157	62	41	54	64	46	37	69	67	71	64	35	34
	16%	16%	18%	14%	17%	14%	13%	16%	14%	15%	14%	12%	20%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QHealth_Vaccine] To what extent do you support the following health trends?

-Avoiding vaccines

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	209	99	109	56	62	49	43	118	92	147	24	25	13
	21%	21%	20%	27%	26%	18%	15%	27%	16%	21%	21%	22%	19%
STRONGLY/SOMEWHAT OPPOSE	581	267	311	96	117	163	205	214	367	426	63	50	42
	58%	57%	58%	47%	50%	58%	71%	48%	65%	60%	54%	45%	60%
Strongly support	100	52	47	25	30	27	17	55	44	71	13	12	3
	10%	11%	9%	12%	13%	10%	6%	13%	8%	10%	12%	11%	4%
Somewhat support	110	47	63	31	32	22	26	62	47	76	11	13	11
	11%	10%	12%	15%	13%	8%	9%	14%	8%	11%	9%	11%	15%
Neither support nor oppose	182	98	84	40	49	57	36	89	93	122	21	26	13
	18%	21%	16%	19%	21%	20%	13%	20%	16%	17%	18%	23%	19%
Somewhat oppose	147	65	82	28	41	41	37	69	78	102	15	18	12
	15%	14%	15%	14%	17%	15%	13%	16%	14%	14%	13%	16%	17%
Strongly oppose	434	202	229	68	77	121	168	145	289	324	48	32	30
	43%	43%	43%	33%	33%	43%	58%	33%	51%	45%	41%	29%	43%
Unsure	38	3	34	15	6	11	5	21	16	18	8	11	1
	4%	1%	6%	7%	3%	4%	2%	5%	3%	3%	7%	10%	2%

Echelon Insights
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[QHealth_Vaccine] To what extent do you support the following health trends?

-Avoiding vaccines

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	209	68	70	42	29	138	71	43	42	48	35	39	85	122
	21%	23%	23%	17%	19%	23%	17%	20%	20%	28%	22%	16%	20%	21%
STRONGLY/SOMEWHAT OPPOSE	581	144	166	167	104	310	271	107	125	95	92	159	232	346
	58%	49%	55%	66%	67%	52%	66%	51%	58%	55%	57%	65%	55%	60%
Strongly support	100	33	34	22	11	67	33	23	15	25	15	19	39	58
	10%	11%	11%	9%	7%	11%	8%	11%	7%	14%	9%	8%	9%	10%
Somewhat support	110	35	36	20	18	71	39	20	27	23	20	21	46	63
	11%	12%	12%	8%	12%	12%	9%	9%	13%	13%	13%	8%	11%	11%
Neither support nor oppose	182	63	59	41	19	122	60	45	42	26	28	40	87	94
	18%	21%	19%	16%	13%	20%	15%	21%	20%	15%	18%	16%	20%	16%
Somewhat oppose	147	35	46	37	29	81	66	24	38	28	26	29	62	83
	15%	12%	15%	14%	19%	13%	16%	11%	18%	16%	16%	12%	15%	14%
Strongly oppose	434	109	120	130	74	229	205	83	87	67	66	131	170	264
	43%	37%	39%	51%	48%	38%	50%	39%	41%	39%	41%	54%	40%	46%
Unsure	38	22	9	5	2	31	7	16	5	4	5	5	21	14
	4%	7%	3%	2%	1%	5%	2%	8%	2%	2%	3%	2%	5%	2%

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November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QHealth_Vaccine] To what extent do you support the following health trends?

-Avoiding vaccines

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	209	124	41	88	72	48	82	40	41	66	78	66
	21%	22%	14%	19%	23%	21%	26%	29%	24%	23%	18%	22%
STRONGLY/SOMEWHAT OPPOSE	581	314	207	299	157	125	159	66	93	160	254	167
	58%	56%	71%	63%	51%	55%	50%	47%	53%	56%	60%	56%
Strongly support	100	62	17	40	35	24	37	18	19	32	36	32
	10%	11%	6%	9%	11%	11%	12%	13%	11%	11%	8%	11%
Somewhat support	110	62	24	48	36	24	45	22	23	33	43	34
	11%	11%	8%	10%	12%	11%	14%	16%	13%	12%	10%	11%
Neither support nor oppose	182	108	41	82	55	44	64	33	32	46	81	55
	18%	19%	14%	17%	18%	20%	20%	23%	18%	16%	19%	19%
Somewhat oppose	147	93	39	68	51	28	45	19	26	41	62	45
	15%	17%	13%	14%	17%	12%	14%	13%	15%	14%	14%	15%
Strongly oppose	434	221	168	231	106	97	114	47	67	120	192	122
	43%	39%	57%	49%	34%	43%	36%	34%	38%	42%	45%	41%
Unsure	38	14	4	3	24	9	11	1	9	15	14	9
	4%	3%	1%	1%	8%	4%	3%	1%	5%	5%	3%	3%

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[QHealth_Vaccine] To what extent do you support the following health trends?

-Avoiding vaccines

	Total	Party			Ideology			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	209	124	52	34	117	56	30	148	35	157	29	111	37
	21%	32%	23%	9%	31%	17%	10%	34%	7%	34%	6%	40%	22%
STRONGLY/SOMEWHAT OPPOSE	581	168	117	296	160	179	236	174	360	177	360	83	100
	58%	43%	51%	75%	43%	56%	82%	40%	77%	38%	81%	30%	57%
Strongly support	100	60	26	14	61	20	14	72	19	78	13	53	18
	10%	15%	11%	4%	16%	6%	5%	16%	4%	17%	3%	19%	10%
Somewhat support	110	64	26	20	56	36	16	76	16	79	16	57	19
	11%	16%	11%	5%	15%	11%	5%	17%	3%	17%	4%	21%	11%
Neither support nor oppose	182	83	48	50	78	75	19	103	61	113	48	75	30
	18%	21%	21%	13%	21%	23%	7%	24%	13%	24%	11%	27%	17%
Somewhat oppose	147	70	41	37	67	56	23	80	50	83	52	39	42
	15%	18%	18%	9%	18%	17%	8%	18%	11%	18%	12%	14%	24%
Strongly oppose	434	98	76	259	92	124	213	94	310	94	308	43	58
	43%	25%	34%	66%	25%	38%	74%	21%	66%	20%	69%	16%	34%
Unsure	38	16	10	12	17	11	4	12	13	16	10	10	7
	4%	4%	4%	3%	5%	4%	1%	3%	3%	3%	2%	3%	4%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QHealth_Psychedelics] To what extent do you support the following health trends?

-Using psychedelics

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	219	123	95	77	68	57	17	145	75	137	30	33	19
	22%	26%	18%	37%	29%	20%	6%	33%	13%	19%	26%	30%	28%
STRONGLY/SOMEWHAT OPPOSE	460	209	250	51	78	134	197	129	331	344	41	40	35
	46%	45%	46%	25%	33%	48%	68%	29%	58%	48%	35%	36%	51%
Strongly support	96	57	39	43	29	17	8	71	25	53	12	17	13
	10%	12%	7%	21%	12%	6%	3%	16%	4%	7%	11%	15%	19%
Somewhat support	123	66	56	34	39	40	10	73	50	83	18	16	6
	12%	14%	10%	17%	17%	14%	3%	17%	9%	12%	15%	14%	9%
Neither support nor oppose	243	120	122	48	73	59	62	121	122	179	28	24	12
	24%	26%	23%	23%	31%	21%	22%	27%	21%	25%	24%	22%	17%
Somewhat oppose	132	54	77	20	37	44	31	57	75	100	11	11	11
	13%	12%	14%	10%	16%	16%	11%	13%	13%	14%	9%	10%	15%
Strongly oppose	328	155	173	32	41	90	166	72	256	244	30	30	24
	32%	33%	32%	15%	17%	32%	57%	16%	45%	34%	26%	27%	35%
Unsure	88	16	71	30	16	30	12	46	42	54	17	14	3
	9%	3%	13%	15%	7%	11%	4%	10%	7%	8%	15%	12%	5%

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[QHealth_Psychedelics] To what extent do you support the following health trends?
-Using psychedelics

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	219	76	58	46	39	133	86	43	39	42	42	51	83	134
	22%	26%	19%	18%	26%	22%	21%	21%	18%	24%	26%	21%	19%	23%
STRONGLY/SOMEWHAT OPPOSE	460	107	151	135	68	257	203	88	93	89	72	115	181	277
	46%	36%	50%	53%	44%	43%	50%	42%	43%	52%	45%	47%	43%	48%
Strongly support	96	32	27	19	17	60	36	15	15	16	22	28	30	66
	10%	11%	9%	7%	11%	10%	9%	7%	7%	9%	14%	12%	7%	11%
Somewhat support	123	44	30	27	22	74	50	28	24	26	19	23	52	68
	12%	15%	10%	11%	15%	12%	12%	13%	11%	15%	12%	9%	12%	12%
Neither support nor oppose	243	75	67	62	38	143	100	53	57	32	36	63	110	131
	24%	25%	22%	24%	24%	24%	24%	25%	27%	18%	23%	26%	26%	23%
Somewhat oppose	132	30	37	46	19	67	65	26	28	19	21	38	54	78
	13%	10%	12%	18%	13%	11%	16%	12%	13%	11%	13%	16%	13%	14%
Strongly oppose	328	76	114	89	49	190	138	63	64	70	51	77	127	198
	32%	26%	37%	35%	32%	32%	34%	30%	30%	41%	32%	32%	30%	34%
Unsure	88	38	29	12	9	67	21	26	25	9	11	14	51	34
	9%	13%	9%	5%	6%	11%	5%	12%	11%	5%	7%	6%	12%	6%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QHealth_Psychedelics] To what extent do you support the following health trends?

-Using psychedelics

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	219	148	33	84	92	41	88	48	39	90	76	54
	22%	26%	11%	18%	30%	18%	28%	34%	22%	31%	18%	18%
STRONGLY/SOMEWHAT OPPOSE	460	233	179	245	104	111	110	49	61	100	217	143
	46%	42%	61%	52%	34%	49%	35%	35%	35%	35%	51%	48%
Strongly support	96	69	11	33	45	17	39	25	14	47	31	18
	10%	12%	4%	7%	15%	8%	12%	18%	8%	16%	7%	6%
Somewhat support	123	79	22	51	48	24	49	23	25	43	45	35
	12%	14%	7%	11%	16%	10%	15%	16%	14%	15%	11%	12%
Neither support nor oppose	243	144	60	113	72	56	83	35	47	72	106	65
	24%	26%	21%	24%	24%	25%	26%	25%	27%	25%	25%	22%
Somewhat oppose	132	79	32	65	39	28	34	13	21	30	61	41
	13%	14%	11%	14%	13%	13%	11%	9%	12%	10%	14%	14%
Strongly oppose	328	153	147	180	65	83	76	36	40	70	155	102
	32%	27%	50%	38%	21%	37%	24%	26%	23%	25%	36%	34%
Unsure	88	36	20	30	38	18	36	8	28	25	27	35
	9%	6%	7%	6%	12%	8%	11%	6%	16%	9%	6%	12%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QHealth_Psychedelics] To what extent do you support the following health trends?

-Using psychedelics

	Total	Party			Ideology			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	219	67	57	95	54	74	87	77	110	98	98	67	12
	22%	17%	25%	24%	14%	23%	30%	18%	23%	21%	22%	24%	7%
STRONGLY/SOMEWHAT OPPOSE	460	183	96	182	198	122	136	211	224	212	218	112	101
	46%	47%	42%	46%	53%	38%	47%	48%	48%	46%	49%	40%	58%
Strongly support	96	29	25	42	23	31	40	35	45	41	42	29	6
	10%	7%	11%	11%	6%	10%	14%	8%	10%	9%	9%	11%	3%
Somewhat support	123	38	32	53	31	43	47	42	64	57	56	37	6
	12%	10%	14%	14%	8%	13%	16%	10%	14%	12%	13%	13%	4%
Neither support nor oppose	243	108	40	94	89	90	55	111	108	112	103	76	41
	24%	28%	18%	24%	24%	28%	19%	25%	23%	24%	23%	27%	24%
Somewhat oppose	132	46	40	46	49	51	29	59	64	63	59	32	28
	13%	12%	18%	12%	13%	16%	10%	14%	14%	14%	13%	11%	16%
Strongly oppose	328	137	56	136	149	71	107	152	160	149	159	81	72
	32%	35%	25%	35%	40%	22%	37%	35%	34%	32%	36%	29%	42%
Unsure	88	32	34	22	32	36	11	39	27	40	28	23	19
	9%	8%	15%	5%	9%	11%	4%	9%	6%	9%	6%	8%	11%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QHealth_Flouride] To what extent do you support the following health trends?

-Removing fluoride from drinking water

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	328	165	163	87	100	86	55	187	141	218	40	46	23
	32%	35%	30%	42%	43%	31%	19%	42%	25%	31%	35%	41%	33%
STRONGLY/SOMEWHAT OPPOSE	394	174	218	49	63	111	171	112	281	289	44	27	33
	39%	37%	40%	24%	27%	39%	59%	25%	49%	41%	38%	24%	48%
Strongly support	189	96	92	58	56	54	21	114	74	124	23	28	13
	19%	21%	17%	28%	24%	19%	7%	26%	13%	17%	20%	25%	19%
Somewhat support	139	69	71	29	43	33	34	72	67	94	17	18	10
	14%	15%	13%	14%	19%	12%	12%	16%	12%	13%	15%	17%	14%
Neither support nor oppose	210	114	95	43	52	61	54	95	115	158	18	22	11
	21%	24%	18%	21%	22%	22%	19%	22%	20%	22%	16%	20%	16%
Somewhat oppose	152	66	84	19	31	40	61	50	102	108	17	8	18
	15%	14%	16%	9%	13%	14%	21%	11%	18%	15%	14%	8%	26%
Strongly oppose	242	107	134	30	32	70	109	62	179	181	27	18	15
	24%	23%	25%	15%	14%	25%	38%	14%	32%	25%	24%	16%	22%
Unsure	79	15	63	28	19	23	9	47	32	48	13	16	2
	8%	3%	12%	13%	8%	8%	3%	11%	6%	7%	11%	15%	2%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QHealth_Flouride] To what extent do you support the following health trends?

-Removing fluoride from drinking water

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	328	104	104	77	43	208	120	75	51	69	54	76	126	198
	32%	35%	34%	30%	28%	35%	29%	36%	24%	40%	34%	31%	30%	34%
STRONGLY/SOMEWHAT OPPOSE	394	97	110	117	70	207	186	68	88	68	58	113	155	238
	39%	33%	36%	46%	45%	35%	45%	32%	41%	39%	36%	46%	37%	41%
Strongly support	189	61	61	45	22	122	67	45	27	37	31	47	72	115
	19%	20%	20%	18%	14%	20%	16%	21%	13%	22%	19%	19%	17%	20%
Somewhat support	139	43	43	33	20	86	53	30	23	31	23	28	54	83
	14%	14%	14%	13%	13%	14%	13%	14%	11%	18%	14%	12%	13%	14%
Neither support nor oppose	210	63	67	51	29	130	80	43	60	24	42	39	103	105
	21%	21%	22%	20%	19%	22%	20%	20%	28%	14%	26%	16%	24%	18%
Somewhat oppose	152	40	40	50	22	79	72	23	38	20	26	44	61	90
	15%	13%	13%	20%	14%	13%	18%	11%	18%	12%	16%	18%	14%	16%
Strongly oppose	242	58	70	66	48	128	114	44	49	47	32	69	94	148
	24%	19%	23%	26%	31%	21%	28%	21%	23%	27%	20%	28%	22%	26%
Unsure	79	32	23	11	13	55	23	25	16	12	7	16	41	35
	8%	11%	8%	4%	8%	9%	6%	12%	8%	7%	4%	7%	10%	6%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QHealth_Flouride] To what extent do you support the following health trends?

-Removing fluoride from drinking water

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	328	196	69	139	114	72	138	67	71	96	132	100
	32%	35%	24%	29%	37%	32%	44%	48%	41%	33%	31%	34%
STRONGLY/SOMEWHAT OPPOSE	394	201	154	224	83	86	96	41	54	100	191	102
	39%	36%	53%	47%	27%	38%	30%	29%	31%	35%	45%	34%
Strongly support	189	116	32	72	72	43	91	45	47	62	72	55
	19%	21%	11%	15%	24%	19%	29%	32%	27%	21%	17%	19%
Somewhat support	139	79	38	67	41	29	46	22	24	34	60	45
	14%	14%	13%	14%	13%	13%	15%	16%	14%	12%	14%	15%
Neither support nor oppose	210	118	59	90	71	48	57	25	32	60	79	71
	21%	21%	20%	19%	23%	21%	18%	18%	18%	21%	19%	24%
Somewhat oppose	152	86	49	84	37	31	53	22	30	37	67	47
	15%	15%	17%	18%	12%	14%	17%	15%	17%	13%	16%	16%
Strongly oppose	242	115	105	140	46	55	43	20	23	63	124	55
	24%	21%	36%	30%	15%	24%	14%	14%	13%	22%	29%	19%
Unsure	79	46	10	19	39	19	26	7	18	31	24	24
	8%	8%	3%	4%	13%	8%	8%	5%	10%	11%	6%	8%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QHealth_Flouride] To what extent do you support the following health trends?

-Removing fluoride from drinking water

	Total	Party			Ideology			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	328	163	80	85	155	107	61	192	94	209	81	133	61
	32%	42%	35%	22%	42%	33%	21%	44%	20%	45%	18%	48%	35%
STRONGLY/SOMEWHAT OPPOSE	394	96	76	222	99	112	181	98	276	97	275	47	57
	39%	25%	33%	57%	27%	35%	63%	22%	59%	21%	62%	17%	33%
Strongly support	189	95	51	43	84	64	38	119	50	130	38	86	27
	19%	24%	22%	11%	22%	20%	13%	27%	11%	28%	9%	31%	15%
Somewhat support	139	68	29	42	71	43	24	74	45	79	43	47	34
	14%	17%	13%	11%	19%	13%	8%	17%	10%	17%	10%	17%	20%
Neither support nor oppose	210	105	45	60	87	75	37	117	70	121	65	78	47
	21%	27%	20%	15%	23%	23%	13%	27%	15%	26%	15%	28%	27%
Somewhat oppose	152	51	33	68	57	43	50	57	84	52	88	27	30
	15%	13%	14%	17%	15%	13%	17%	13%	18%	11%	20%	10%	17%
Strongly oppose	242	45	43	154	42	69	131	41	192	45	187	20	26
	24%	11%	19%	39%	11%	21%	45%	9%	41%	10%	42%	7%	15%
Unsure	79	27	26	26	32	27	10	30	29	36	25	20	10
	8%	7%	12%	7%	8%	9%	4%	7%	6%	8%	6%	7%	6%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QSecondTerm] How do you think Donald Trump's second term as President will compare to his first term?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
It will be better	453	241	211	102	99	130	122	201	252	360	23	43	27
	45%	51%	39%	49%	42%	46%	42%	46%	44%	51%	20%	38%	38%
It will be the same	102	48	53	19	44	17	22	63	39	58	16	20	8
	10%	10%	10%	9%	19%	6%	7%	14%	7%	8%	14%	18%	12%
It will be worse	368	159	207	62	72	112	122	134	234	244	58	37	28
	36%	34%	38%	30%	31%	40%	42%	30%	41%	34%	50%	33%	41%
Unsure	88	21	67	23	20	21	24	43	44	51	18	12	6
	9%	5%	12%	11%	8%	7%	8%	10%	8%	7%	16%	11%	9%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QSecondTerm] How do you think Donald Trump's second term as President will compare to his first term?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
It will be better	453	137	145	112	58	282	170	79	95	87	85	101	173	273
	45%	46%	48%	44%	38%	47%	42%	37%	44%	51%	53%	42%	41%	47%
It will be the same	102	33	23	26	20	56	46	21	21	18	18	24	42	60
	10%	11%	8%	10%	13%	9%	11%	10%	10%	10%	11%	10%	10%	10%
It will be worse	368	97	108	101	62	205	162	83	78	58	50	97	161	205
	36%	33%	36%	39%	40%	34%	40%	39%	37%	34%	31%	40%	38%	36%
Unsure	88	29	28	16	15	57	31	28	20	9	8	21	48	38
	9%	10%	9%	6%	10%	9%	7%	13%	9%	5%	5%	8%	11%	7%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QSecondTerm] How do you think Donald Trump's second term as President will compare to his first term?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
It will be better	453	256	130	230	114	106	158	85	73	116	189	148
	45%	46%	44%	49%	37%	47%	50%	60%	41%	40%	44%	50%
It will be the same	102	62	23	41	39	20	42	21	21	40	35	27
	10%	11%	8%	9%	13%	9%	13%	15%	12%	14%	8%	9%
It will be worse	368	200	119	165	117	84	90	30	60	105	167	96
	36%	36%	41%	35%	38%	37%	29%	21%	34%	36%	39%	32%
Unsure	88	44	20	36	37	15	26	5	22	26	35	26
	9%	8%	7%	8%	12%	6%	8%	3%	12%	9%	8%	9%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QSecondTerm] How do you think Donald Trump’s second term as President will compare to his first term?

	Total	Party			Ideology			2020 Ballot		2024 Ballot		GOP Supporter of	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
It will be better	453	323	95	34	292	123	33	372	44	398	27	260	121
	45%	83%	42%	9%	78%	38%	12%	85%	9%	86%	6%	94%	70%
It will be the same	102	35	27	40	29	41	27	37	60	41	49	11	23
	10%	9%	12%	10%	8%	13%	9%	8%	13%	9%	11%	4%	13%
It will be worse	368	15	68	285	25	118	214	10	326	5	329	1	11
	36%	4%	30%	72%	7%	37%	74%	2%	70%	1%	74%	*%	7%
Unsure	88	18	36	34	26	40	15	19	39	19	42	6	18
	9%	5%	16%	9%	7%	12%	5%	4%	8%	4%	9%	2%	10%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpExpect_Global] How likely do you believe each of the following is to happen during Donald Trump's presidency?

-America's global standing will improve

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT LIKELY	515	267	247	111	117	137	151	228	287	392	33	54	36
	51%	57%	46%	54%	50%	49%	52%	52%	50%	55%	29%	48%	52%
NOT VERY/NOT AT ALL LIKELY	412	178	231	73	98	116	125	171	241	275	65	41	31
	41%	38%	43%	35%	42%	41%	43%	39%	42%	39%	56%	36%	44%
Very likely	319	172	148	60	66	99	95	126	194	262	16	28	13
	32%	37%	27%	29%	28%	35%	33%	28%	34%	37%	14%	25%	19%
Somewhat likely	196	96	100	52	51	38	56	103	94	130	17	26	23
	19%	20%	18%	25%	22%	13%	19%	23%	16%	18%	15%	23%	33%
Not very likely	155	75	79	31	47	39	38	78	76	94	30	14	16
	15%	16%	15%	15%	20%	14%	13%	18%	13%	13%	26%	13%	23%
Not at all likely	257	103	152	42	50	77	87	93	165	182	35	26	15
	25%	22%	28%	20%	22%	28%	30%	21%	29%	25%	30%	24%	21%
Unsure	83	23	60	23	20	27	13	42	41	45	18	17	3
	8%	5%	11%	11%	8%	10%	5%	10%	7%	6%	15%	15%	4%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpExpect_Global] How likely do you believe each of the following is to happen during Donald Trump's presidency?

-America's global standing will improve

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT LIKELY	515	144	163	131	78	307	209	89	115	97	91	120	204	308
	51%	48%	54%	51%	51%	51%	51%	42%	54%	56%	56%	49%	48%	53%
NOT VERY/NOT AT ALL LIKELY	412	112	119	109	72	231	181	93	77	70	60	111	170	241
	41%	38%	39%	43%	46%	38%	44%	44%	36%	41%	37%	45%	40%	42%
Very likely	319	94	107	73	45	201	118	60	63	61	62	69	124	192
	32%	32%	35%	29%	29%	33%	29%	29%	30%	35%	39%	28%	29%	33%
Somewhat likely	196	50	56	58	33	106	90	29	52	36	29	51	81	116
	19%	17%	18%	23%	21%	18%	22%	14%	24%	21%	18%	21%	19%	20%
Not very likely	155	47	42	47	18	89	65	34	26	26	23	46	60	95
	15%	16%	14%	18%	12%	15%	16%	16%	12%	15%	14%	19%	14%	16%
Not at all likely	257	65	77	62	53	142	116	59	51	44	37	65	110	146
	25%	22%	25%	24%	35%	24%	28%	28%	24%	26%	23%	27%	26%	25%
Unsure	83	41	22	15	5	63	20	29	21	5	10	13	50	28
	8%	14%	7%	6%	3%	10%	5%	14%	10%	3%	6%	5%	12%	5%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpExpect_Global] How likely do you believe each of the following is to happen during Donald Trump's presidency?

-America's global standing will improve

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT LIKELY	515	291	151	261	131	121	177	92	84	127	212	176
	51%	52%	52%	55%	43%	54%	56%	65%	48%	44%	50%	59%
NOT VERY/NOT AT ALL LIKELY	412	231	124	185	134	90	110	40	69	131	183	98
	41%	41%	42%	39%	44%	40%	35%	29%	39%	46%	43%	33%
Very likely	319	172	101	160	73	85	106	62	44	72	133	114
	32%	31%	35%	34%	24%	38%	34%	44%	25%	25%	31%	38%
Somewhat likely	196	119	50	100	58	36	70	30	40	55	79	62
	19%	21%	17%	21%	19%	16%	22%	21%	23%	19%	19%	21%
Not very likely	155	102	31	68	60	27	56	26	30	47	73	34
	15%	18%	11%	14%	19%	12%	18%	19%	17%	17%	17%	11%
Not at all likely	257	129	92	117	74	64	53	14	39	84	110	64
	25%	23%	32%	25%	24%	28%	17%	10%	22%	29%	26%	22%
Unsure	83	39	17	26	42	14	30	8	22	29	31	23
	8%	7%	6%	5%	14%	6%	10%	6%	13%	10%	7%	8%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpExpec_Global] How likely do you believe each of the following is to happen during Donald Trump's presidency?

-America's global standing will improve

	Total	Party			Ideology			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT LIKELY	515	341	111	64	311	145	51	387	84	419	60	260	140
	51%	87%	49%	16%	84%	45%	18%	88%	18%	91%	13%	94%	81%
NOT VERY/NOT AT ALL LIKELY	412	29	82	301	38	143	227	29	350	26	353	7	23
	41%	8%	36%	77%	10%	44%	78%	7%	75%	6%	79%	2%	13%
Very likely	319	234	63	23	225	70	23	270	31	286	20	187	84
	32%	60%	28%	6%	61%	22%	8%	62%	7%	62%	5%	67%	48%
Somewhat likely	196	107	48	41	86	74	28	117	53	132	40	73	56
	19%	27%	21%	10%	23%	23%	10%	27%	11%	29%	9%	26%	32%
Not very likely	155	21	28	106	21	68	64	24	117	22	114	5	18
	15%	5%	12%	27%	6%	21%	22%	5%	25%	5%	26%	2%	10%
Not at all likely	257	8	54	195	16	74	162	5	233	4	239	1	5
	25%	2%	24%	50%	4%	23%	56%	1%	50%	1%	54%	1%	3%
Unsure	83	20	34	28	24	35	12	22	35	18	33	11	10
	8%	5%	15%	7%	6%	11%	4%	5%	7%	4%	7%	4%	6%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpExpect_Econ] How likely do you believe each of the following is to happen during Donald Trump's presidency?

-The economy will become stronger

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT LIKELY	570	282	287	111	144	156	158	255	314	440	33	60	37
	56%	60%	53%	54%	61%	56%	55%	58%	55%	62%	28%	53%	53%
NOT VERY/NOT AT ALL LIKELY	383	169	212	81	78	104	121	159	225	246	64	43	31
	38%	36%	39%	39%	33%	37%	42%	36%	39%	35%	55%	38%	44%
Very likely	368	181	187	72	80	111	105	152	216	296	19	37	16
	36%	39%	35%	35%	34%	40%	36%	34%	38%	41%	17%	33%	23%
Somewhat likely	202	102	100	39	64	45	54	103	99	145	14	23	21
	20%	22%	19%	19%	27%	16%	19%	23%	17%	20%	12%	20%	30%
Not very likely	172	69	101	40	32	50	51	71	101	111	34	17	11
	17%	15%	19%	19%	14%	18%	18%	16%	18%	16%	29%	15%	15%
Not at all likely	211	100	110	41	46	54	69	87	124	135	30	26	20
	21%	21%	20%	20%	20%	19%	24%	20%	22%	19%	26%	23%	29%
Unsure	57	16	40	15	12	20	10	27	30	27	19	9	2
	6%	4%	7%	7%	5%	7%	3%	6%	5%	4%	16%	8%	3%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpExpect_Econ] How likely do you believe each of the following is to happen during Donald Trump's presidency?

-The economy will become stronger

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT LIKELY	570	163	170	152	83	334	236	90	124	104	104	143	214	350
	56%	55%	56%	60%	54%	56%	58%	43%	58%	60%	64%	59%	50%	61%
NOT VERY/NOT AT ALL LIKELY	383	104	114	98	67	218	166	93	82	62	53	94	175	209
	38%	35%	37%	39%	44%	36%	40%	44%	38%	36%	33%	39%	41%	36%
Very likely	368	112	119	84	52	232	136	70	79	68	70	77	149	216
	36%	38%	39%	33%	34%	39%	33%	33%	37%	40%	44%	32%	35%	37%
Somewhat likely	202	51	51	68	32	102	100	20	45	35	34	66	65	134
	20%	17%	17%	27%	21%	17%	24%	10%	21%	20%	21%	27%	15%	23%
Not very likely	172	44	45	50	33	89	83	40	37	27	23	45	77	95
	17%	15%	15%	20%	21%	15%	20%	19%	17%	16%	14%	19%	18%	17%
Not at all likely	211	60	68	48	34	129	83	53	45	34	30	49	98	114
	21%	20%	23%	19%	22%	21%	20%	25%	21%	20%	19%	20%	23%	20%
Unsure	57	29	20	4	3	49	8	28	9	7	4	7	36	18
	6%	10%	7%	2%	2%	8%	2%	13%	4%	4%	3%	3%	9%	3%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpExpect_Econ] How likely do you believe each of the following is to happen during Donald Trump's presidency?

-The economy will become stronger

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT LIKELY	570	330	157	294	145	128	199	98	101	148	243	178
	56%	59%	54%	62%	47%	56%	63%	70%	58%	52%	57%	60%
NOT VERY/NOT AT ALL LIKELY	383	210	120	167	131	84	102	42	60	115	164	105
	38%	38%	41%	35%	43%	37%	32%	30%	34%	40%	38%	35%
Very likely	368	191	119	182	93	91	123	65	58	77	157	134
	36%	34%	41%	38%	30%	40%	39%	46%	33%	27%	37%	45%
Somewhat likely	202	140	38	113	52	37	76	32	44	71	86	45
	20%	25%	13%	24%	17%	16%	24%	23%	25%	25%	20%	15%
Not very likely	172	101	51	75	61	36	47	15	31	50	73	49
	17%	18%	18%	16%	20%	16%	15%	11%	18%	17%	17%	17%
Not at all likely	211	110	68	92	69	48	55	26	29	65	90	56
	21%	20%	23%	20%	23%	21%	17%	19%	17%	23%	21%	19%
Unsure	57	20	15	11	31	14	15	1	13	24	20	13
	6%	4%	5%	2%	10%	6%	5%	1%	8%	8%	5%	5%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpExpect_Econ] How likely do you believe each of the following is to happen during Donald Trump's presidency?

-The economy will become stronger

	Total	Party			Ideology			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT LIKELY	570	365	120	85	333	166	63	414	109	441	84	266	159
	56%	93%	53%	22%	90%	51%	22%	94%	23%	95%	19%	96%	91%
NOT VERY/NOT AT ALL LIKELY	383	20	81	282	28	135	211	18	328	16	330	10	10
	38%	5%	36%	72%	8%	42%	73%	4%	70%	3%	74%	3%	6%
Very likely	368	266	73	28	249	93	23	310	32	329	17	218	95
	36%	68%	32%	7%	67%	29%	8%	71%	7%	71%	4%	78%	55%
Somewhat likely	202	98	47	57	84	73	40	104	76	112	67	48	63
	20%	25%	21%	15%	23%	23%	14%	24%	16%	24%	15%	17%	36%
Not very likely	172	15	44	114	14	77	78	14	139	12	138	7	8
	17%	4%	19%	29%	4%	24%	27%	3%	30%	3%	31%	3%	5%
Not at all likely	211	5	38	168	14	58	133	4	188	4	192	2	2
	21%	1%	17%	43%	4%	18%	46%	1%	40%	1%	43%	1%	1%
Unsure	57	6	26	25	11	22	16	7	32	6	32	3	5
	6%	2%	11%	6%	3%	7%	5%	2%	7%	1%	7%	1%	3%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpExpect_COL] How likely do you believe each of the following is to happen during Donald Trump's presidency?

-The cost of living will go down

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT LIKELY	514	265	249	108	124	142	140	233	281	394	35	54	31
	51%	56%	46%	52%	53%	51%	48%	53%	49%	55%	30%	48%	45%
NOT VERY/NOT AT ALL LIKELY	435	188	245	78	100	119	139	178	257	281	71	47	37
	43%	40%	45%	38%	43%	42%	48%	40%	45%	39%	61%	42%	53%
Very likely	304	160	144	65	64	90	85	129	175	234	18	34	18
	30%	34%	27%	31%	27%	32%	29%	29%	31%	33%	16%	30%	26%
Somewhat likely	210	105	105	43	60	51	55	104	106	160	17	20	13
	21%	22%	20%	21%	26%	18%	19%	23%	19%	22%	14%	18%	19%
Not very likely	179	69	109	31	38	55	55	69	110	111	30	20	18
	18%	15%	20%	15%	16%	19%	19%	16%	19%	16%	26%	18%	25%
Not at all likely	256	119	136	47	62	64	84	109	148	170	40	27	19
	25%	25%	25%	23%	26%	23%	29%	25%	26%	24%	35%	24%	28%
Unsure	61	16	44	20	10	20	10	31	30	38	10	11	2
	6%	3%	8%	10%	4%	7%	4%	7%	5%	5%	9%	10%	2%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpExpec_COL] How likely do you believe each of the following is to happen during Donald Trump 's presidency?

-The cost of living will go down

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT LIKELY	514	153	156	130	75	309	205	89	116	94	93	116	205	303
	51%	52%	51%	51%	49%	51%	50%	42%	54%	55%	58%	48%	48%	52%
NOT VERY/NOT AT ALL LIKELY	435	114	129	117	75	244	192	98	85	70	63	119	183	253
	43%	39%	42%	46%	49%	41%	47%	46%	40%	41%	39%	49%	43%	44%
Very likely	304	97	93	73	42	189	115	65	55	55	62	63	120	181
	30%	33%	30%	29%	27%	31%	28%	31%	26%	32%	39%	26%	28%	31%
Somewhat likely	210	56	63	57	33	120	90	24	61	39	30	53	85	122
	21%	19%	21%	22%	22%	20%	22%	11%	29%	22%	19%	22%	20%	21%
Not very likely	179	41	51	57	30	92	87	39	32	28	24	56	71	108
	18%	14%	17%	22%	20%	15%	21%	18%	15%	16%	15%	23%	17%	19%
Not at all likely	256	74	78	60	44	152	104	59	52	42	40	63	111	145
	25%	25%	26%	24%	29%	25%	26%	28%	25%	25%	25%	26%	26%	25%
Unsure	61	29	19	8	4	48	13	24	13	8	5	9	37	21
	6%	10%	6%	3%	3%	8%	3%	11%	6%	5%	3%	4%	9%	4%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpExpect_COL] How likely do you believe each of the following is to happen during Donald Trump's presidency?

-The cost of living will go down

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT LIKELY	514	298	144	254	138	119	181	97	84	140	212	162
	51%	53%	49%	54%	45%	53%	57%	69%	48%	49%	50%	54%
NOT VERY/NOT AT ALL LIKELY	435	237	133	199	142	93	117	39	78	123	197	115
	43%	42%	46%	42%	46%	41%	37%	28%	44%	43%	46%	39%
Very likely	304	165	95	145	78	79	97	51	46	72	126	106
	30%	29%	32%	31%	26%	35%	31%	36%	26%	25%	30%	36%
Somewhat likely	210	133	49	109	60	40	85	46	38	68	86	56
	21%	24%	17%	23%	19%	18%	27%	33%	22%	24%	20%	19%
Not very likely	179	103	52	86	58	35	52	14	38	47	76	56
	18%	18%	18%	18%	19%	16%	16%	10%	22%	16%	18%	19%
Not at all likely	256	134	82	114	84	58	65	25	40	76	121	59
	25%	24%	28%	24%	27%	25%	21%	18%	23%	26%	28%	20%
Unsure	61	25	14	18	27	14	19	4	14	23	17	20
	6%	5%	5%	4%	9%	6%	6%	3%	8%	8%	4%	7%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpExpec_COL] How likely do you believe each of the following is to happen during Donald Trump's presidency?

-The cost of living will go down

	Total	Party			Ideology			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT LIKELY	514	329	114	70	300	147	60	383	87	410	63	253	132
	51%	84%	50%	18%	80%	46%	21%	87%	18%	89%	14%	91%	76%
NOT VERY/NOT AT ALL LIKELY	435	47	89	300	54	150	219	37	357	36	357	17	33
	43%	12%	39%	76%	14%	47%	76%	8%	76%	8%	80%	6%	19%
Very likely	304	222	52	29	208	68	24	253	30	270	19	189	69
	30%	57%	23%	7%	56%	21%	8%	58%	7%	58%	4%	68%	40%
Somewhat likely	210	107	62	41	92	79	36	130	56	140	44	64	63
	21%	27%	27%	10%	25%	24%	12%	30%	12%	30%	10%	23%	36%
Not very likely	179	38	40	101	36	67	67	27	132	28	127	13	30
	18%	10%	18%	26%	10%	21%	23%	6%	28%	6%	28%	5%	17%
Not at all likely	256	9	49	199	18	83	152	10	225	8	230	4	3
	25%	2%	21%	51%	5%	26%	52%	2%	48%	2%	52%	1%	2%
Unsure	61	14	24	23	19	25	10	18	25	16	27	8	9
	6%	4%	11%	6%	5%	8%	3%	4%	5%	4%	6%	3%	5%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpExpect_RusUkr] How likely do you believe each of the following is to happen during Donald Trump's presidency?

-The Russia-Ukraine war will end

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT LIKELY	508	264	243	113	107	148	139	221	287	394	38	42	34
	50%	56%	45%	55%	46%	53%	48%	50%	50%	55%	32%	38%	49%
NOT VERY/NOT AT ALL LIKELY	386	167	216	70	90	97	129	160	225	240	58	53	34
	38%	36%	40%	34%	38%	34%	45%	36%	40%	34%	50%	48%	49%
Very likely	248	132	116	54	46	81	66	101	147	193	12	28	14
	25%	28%	22%	26%	20%	29%	23%	23%	26%	27%	11%	25%	21%
Somewhat likely	260	132	127	59	61	67	73	120	140	201	25	15	19
	26%	28%	24%	29%	26%	24%	25%	27%	25%	28%	22%	13%	28%
Not very likely	195	81	112	33	49	52	60	82	112	123	27	27	18
	19%	17%	21%	16%	21%	19%	21%	19%	20%	17%	23%	24%	26%
Not at all likely	191	87	104	37	41	44	69	78	113	117	32	26	16
	19%	18%	19%	18%	18%	16%	24%	18%	20%	16%	27%	23%	23%
Unsure	117	37	79	23	37	35	21	60	56	80	20	16	1
	12%	8%	15%	11%	16%	12%	7%	14%	10%	11%	17%	14%	2%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpExpec_RusUkr] How likely do you believe each of the following is to happen during Donald Trump's presidency?

-The Russia-Ukraine war will end

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT LIKELY	508	143	164	128	73	306	201	92	109	92	86	126	201	303
	50%	48%	54%	50%	48%	51%	49%	44%	51%	53%	53%	52%	47%	53%
NOT VERY/NOT AT ALL LIKELY	386	107	111	104	64	218	168	87	81	60	60	97	168	218
	38%	36%	36%	41%	41%	36%	41%	41%	38%	35%	37%	40%	39%	38%
Very likely	248	74	81	60	33	155	93	59	42	45	42	56	100	144
	25%	25%	27%	24%	21%	26%	23%	28%	20%	26%	26%	23%	24%	25%
Somewhat likely	260	69	83	68	41	151	108	33	67	46	43	69	101	159
	26%	23%	27%	27%	26%	25%	26%	16%	32%	27%	27%	28%	24%	28%
Not very likely	195	52	50	61	31	102	92	37	36	30	36	55	74	121
	19%	18%	17%	24%	20%	17%	23%	18%	17%	18%	22%	22%	17%	21%
Not at all likely	191	55	60	43	33	116	76	50	44	30	24	43	94	97
	19%	19%	20%	17%	21%	19%	18%	23%	21%	18%	15%	18%	22%	17%
Unsure	117	46	30	24	17	76	40	32	24	20	15	21	56	55
	12%	16%	10%	9%	11%	13%	10%	15%	11%	12%	9%	8%	13%	10%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpExpect_RusUkr] How likely do you believe each of the following is to happen during Donald Trump's presidency?

-The Russia-Ukraine war will end

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT LIKELY	508	273	157	245	146	116	167	85	81	130	208	170
	50%	49%	54%	52%	48%	51%	53%	61%	46%	45%	49%	57%
NOT VERY/NOT AT ALL LIKELY	386	225	113	186	112	85	117	46	70	118	171	97
	38%	40%	39%	39%	37%	38%	37%	33%	40%	41%	40%	33%
Very likely	248	122	79	112	73	62	82	40	43	62	100	86
	25%	22%	27%	24%	24%	27%	26%	28%	24%	21%	24%	29%
Somewhat likely	260	151	78	133	73	54	85	45	39	68	108	84
	26%	27%	27%	28%	24%	24%	27%	32%	22%	24%	25%	28%
Not very likely	195	124	46	98	55	40	64	26	38	53	86	56
	19%	22%	16%	21%	18%	18%	20%	18%	22%	18%	20%	19%
Not at all likely	191	101	66	87	57	45	53	21	32	66	85	41
	19%	18%	23%	19%	18%	20%	17%	15%	18%	23%	20%	14%
Unsure	117	63	22	42	49	24	33	9	24	39	47	30
	12%	11%	8%	9%	16%	11%	10%	6%	13%	14%	11%	10%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpExpec_RusUkr] How likely do you believe each of the following is to happen during Donald Trump's presidency?

-The Russia-Ukraine war will end

	Total	Party			Ideology			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT LIKELY	508	307	113	88	282	133	88	352	115	378	98	243	115
	50%	79%	50%	22%	76%	41%	30%	80%	25%	82%	22%	87%	66%
NOT VERY/NOT AT ALL LIKELY	386	50	72	263	54	147	174	47	303	47	304	17	37
	38%	13%	32%	67%	14%	46%	60%	11%	65%	10%	68%	6%	22%
Very likely	248	175	46	27	170	49	27	197	35	207	24	147	56
	25%	45%	20%	7%	46%	15%	9%	45%	8%	45%	5%	53%	32%
Somewhat likely	260	132	67	61	113	85	61	155	79	171	74	96	59
	26%	34%	29%	16%	30%	26%	21%	35%	17%	37%	17%	35%	34%
Not very likely	195	40	41	114	38	89	63	35	142	36	142	12	30
	19%	10%	18%	29%	10%	28%	22%	8%	30%	8%	32%	4%	17%
Not at all likely	191	11	31	149	16	57	112	12	161	11	161	5	8
	19%	3%	14%	38%	4%	18%	39%	3%	34%	2%	36%	2%	4%
Unsure	117	33	42	42	36	42	28	39	50	37	45	17	22
	12%	8%	18%	11%	10%	13%	10%	9%	11%	8%	10%	6%	12%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpExpect_MidEast] How likely do you believe each of the following is to happen during Donald Trump 's presidency?

-The Middle East will become more stable than it is now

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT LIKELY	442	227	214	87	107	119	129	194	248	330	35	42	35
	44%	48%	40%	42%	46%	43%	45%	44%	44%	46%	30%	38%	50%
NOT VERY/NOT AT ALL LIKELY	455	207	246	87	109	122	138	196	259	309	60	54	32
	45%	44%	46%	42%	46%	43%	48%	44%	46%	43%	52%	49%	46%
Very likely	253	140	112	43	51	76	82	95	158	195	16	25	17
	25%	30%	21%	21%	22%	27%	28%	21%	28%	27%	14%	22%	25%
Somewhat likely	189	86	102	43	56	44	46	99	90	135	19	17	18
	19%	18%	19%	21%	24%	16%	16%	22%	16%	19%	17%	16%	25%
Not very likely	208	84	124	37	59	56	57	96	112	144	31	22	12
	21%	18%	23%	18%	25%	20%	20%	22%	20%	20%	27%	20%	17%
Not at all likely	247	123	122	50	50	66	81	100	147	165	29	32	20
	24%	26%	23%	24%	21%	24%	28%	23%	26%	23%	25%	29%	29%
Unsure	113	35	79	33	19	39	23	52	61	74	21	15	3
	11%	7%	15%	16%	8%	14%	8%	12%	11%	10%	18%	14%	5%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpExpec_MidEast] How likely do you believe each of the following is to happen during Donald Trump 's presidency?

-The Middle East will become more stable than it is now

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT LIKELY	442	129	141	105	67	269	172	75	93	80	83	106	168	268
	44%	43%	46%	41%	44%	45%	42%	36%	43%	46%	51%	43%	39%	47%
NOT VERY/NOT AT ALL LIKELY	455	117	135	130	74	252	203	98	102	72	69	113	201	254
	45%	39%	44%	51%	48%	42%	50%	47%	48%	42%	43%	46%	47%	44%
Very likely	253	76	84	57	36	160	93	45	50	47	50	57	95	154
	25%	26%	28%	22%	23%	27%	23%	21%	24%	27%	31%	24%	22%	27%
Somewhat likely	189	53	57	48	32	109	80	30	42	33	33	49	72	114
	19%	18%	19%	19%	21%	18%	20%	14%	20%	19%	20%	20%	17%	20%
Not very likely	208	48	55	73	32	103	105	32	49	31	39	57	81	127
	21%	16%	18%	29%	21%	17%	26%	15%	23%	18%	24%	23%	19%	22%
Not at all likely	247	68	80	57	41	149	98	66	54	41	30	56	119	127
	24%	23%	26%	22%	27%	25%	24%	31%	25%	24%	19%	23%	28%	22%
Unsure	113	51	28	21	13	79	34	38	19	20	9	25	56	54
	11%	17%	9%	8%	9%	13%	8%	18%	9%	12%	6%	10%	13%	9%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpExpect_MidEast] How likely do you believe each of the following is to happen during Donald Trump 's presidency?

-The Middle East will become more stable than it is now

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT LIKELY	442	258	129	217	118	105	141	76	65	117	189	136
	44%	46%	44%	46%	39%	46%	45%	54%	37%	41%	44%	46%
NOT VERY/NOT AT ALL LIKELY	455	248	138	211	145	98	130	48	83	134	195	127
	45%	44%	47%	45%	47%	43%	41%	34%	47%	47%	46%	43%
Very likely	253	135	86	125	62	65	72	41	31	68	104	80
	25%	24%	30%	26%	20%	29%	23%	29%	18%	24%	24%	27%
Somewhat likely	189	122	42	93	56	40	69	35	33	50	84	55
	19%	22%	15%	20%	18%	18%	22%	25%	19%	17%	20%	19%
Not very likely	208	121	55	103	65	39	66	21	45	53	85	69
	21%	22%	19%	22%	21%	17%	21%	15%	26%	19%	20%	23%
Not at all likely	247	127	82	108	80	58	64	27	37	80	109	57
	24%	23%	28%	23%	26%	26%	20%	19%	21%	28%	26%	19%
Unsure	113	55	26	44	44	23	45	17	28	36	43	34
	11%	10%	9%	9%	14%	10%	14%	12%	16%	13%	10%	11%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpExpect_MidEast] How likely do you believe each of the following is to happen during Donald Trump 's presidency?

-The Middle East will become more stable than it is now

	Total	Party			Ideology			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT LIKELY	442	286	90	67	261	122	54	328	83	350	66	224	106
	44%	73%	40%	17%	70%	38%	19%	75%	18%	76%	15%	81%	61%
NOT VERY/NOT AT ALL LIKELY	455	69	96	290	73	157	216	69	342	71	344	28	49
	45%	18%	42%	74%	20%	49%	75%	16%	73%	15%	77%	10%	28%
Very likely	253	189	38	25	173	54	24	211	26	219	21	156	55
	25%	48%	17%	6%	46%	17%	8%	48%	5%	47%	5%	56%	32%
Somewhat likely	189	97	51	41	88	68	30	117	58	131	45	69	51
	19%	25%	23%	10%	24%	21%	10%	27%	12%	28%	10%	25%	30%
Not very likely	208	53	40	115	52	80	72	51	135	54	137	20	38
	21%	14%	18%	29%	14%	25%	25%	12%	29%	12%	31%	7%	22%
Not at all likely	247	16	56	175	21	77	143	18	207	17	206	8	11
	24%	4%	25%	45%	6%	24%	50%	4%	44%	4%	46%	3%	6%
Unsure	113	36	41	37	38	43	20	41	44	42	37	26	19
	11%	9%	18%	9%	10%	13%	7%	9%	9%	9%	8%	9%	11%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpExpect_Tariff] How likely do you believe each of the following is to happen during Donald Trump's presidency?

-Tariffs will be imposed 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	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT LIKELY	830	420	407	147	184	236	263	332	498	615	80	74	61
	82%	90%	76%	71%	79%	84%	91%	75%	88%	86%	69%	66%	88%
NOT VERY/NOT AT ALL LIKELY	80	27	52	21	22	19	18	43	38	43	18	15	4
	8%	6%	10%	10%	9%	7%	6%	10%	7%	6%	16%	13%	6%
Very likely	513	281	231	84	106	143	179	190	323	378	52	45	38
	51%	60%	43%	41%	45%	51%	62%	43%	57%	53%	45%	40%	55%
Somewhat likely	317	140	177	63	78	92	83	141	176	236	28	29	23
	31%	30%	33%	30%	33%	33%	29%	32%	31%	33%	24%	26%	34%
Not very likely	37	15	21	9	14	7	7	23	15	23	10	4	-
	4%	3%	4%	4%	6%	3%	3%	5%	3%	3%	8%	4%	-
Not at all likely	43	12	31	12	8	12	11	20	23	20	8	10	4
	4%	3%	6%	6%	3%	4%	4%	4%	4%	3%	7%	9%	6%
Unsure	100	21	79	39	28	25	8	67	33	56	18	22	4
	10%	5%	15%	19%	12%	9%	3%	15%	6%	8%	15%	20%	6%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpExpect_Tariff] How likely do you believe each of the following is to happen during Donald Trump's presidency?

-Tariffs will be imposed 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	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT LIKELY	830	225	239	230	135	464	366	157	171	151	141	207	328	499
	82%	76%	79%	90%	88%	77%	89%	74%	80%	88%	87%	85%	77%	86%
NOT VERY/NOT AT ALL LIKELY	80	26	28	15	12	54	26	21	20	11	10	18	41	39
	8%	9%	9%	6%	7%	9%	6%	10%	9%	6%	6%	7%	10%	7%
Very likely	513	143	155	140	76	298	215	105	101	97	82	125	206	303
	51%	48%	51%	55%	49%	50%	53%	50%	47%	56%	51%	51%	49%	53%
Somewhat likely	317	82	84	91	60	166	151	51	70	55	59	82	121	195
	31%	28%	28%	36%	39%	28%	37%	24%	33%	32%	37%	34%	29%	34%
Not very likely	37	8	14	10	5	22	15	8	10	7	3	10	17	20
	4%	3%	5%	4%	3%	4%	4%	4%	5%	4%	2%	4%	4%	3%
Not at all likely	43	18	14	5	7	31	11	14	10	4	7	8	24	19
	4%	6%	5%	2%	4%	5%	3%	7%	5%	2%	5%	3%	6%	3%
Unsure	100	45	37	10	7	83	17	32	23	10	10	19	56	39
	10%	15%	12%	4%	5%	14%	4%	15%	11%	6%	6%	8%	13%	7%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpExpect_Tariff] How likely do you believe each of the following is to happen during Donald Trump's presidency?

-Tariffs will be imposed 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	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT LIKELY	830	466	256	404	231	192	252	129	122	222	357	251
	82%	83%	88%	86%	75%	85%	80%	92%	70%	77%	84%	85%
NOT VERY/NOT AT ALL LIKELY	80	47	20	34	30	15	25	3	22	29	32	19
	8%	8%	7%	7%	10%	6%	8%	2%	12%	10%	8%	6%
Very likely	513	278	166	240	146	126	140	85	55	129	221	162
	51%	50%	57%	51%	48%	56%	44%	60%	31%	45%	52%	55%
Somewhat likely	317	189	90	164	85	66	112	44	67	92	136	89
	31%	34%	31%	35%	28%	29%	35%	31%	38%	32%	32%	30%
Not very likely	37	25	8	14	16	7	12	1	12	10	19	8
	4%	4%	3%	3%	5%	3%	4%	*%	7%	3%	5%	3%
Not at all likely	43	22	12	20	14	8	13	2	10	19	13	11
	4%	4%	4%	4%	5%	4%	4%	2%	6%	7%	3%	4%
Unsure	100	47	16	33	46	19	40	9	31	36	37	27
	10%	8%	5%	7%	15%	9%	13%	6%	18%	13%	9%	9%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpExpect_Tariff] How likely do you believe each of the following is to happen during Donald Trump's presidency?

-Tariffs will be imposed on imports

	Total	Party			Ideology			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT LIKELY	830	351	176	304	330	249	238	393	375	411	354	249	156
	82%	90%	77%	77%	89%	77%	82%	90%	80%	89%	79%	90%	90%
NOT VERY/NOT AT ALL LIKELY	80	19	11	49	14	32	32	19	51	19	54	11	10
	8%	5%	5%	13%	4%	10%	11%	4%	11%	4%	12%	4%	6%
Very likely	513	216	105	192	200	154	149	236	244	246	234	173	73
	51%	55%	46%	49%	54%	48%	51%	54%	52%	53%	52%	62%	42%
Somewhat likely	317	135	71	112	130	95	89	156	131	165	120	77	83
	31%	34%	31%	28%	35%	30%	31%	36%	28%	36%	27%	28%	48%
Not very likely	37	16	7	15	9	17	11	16	19	17	19	7	9
	4%	4%	3%	4%	2%	5%	4%	4%	4%	4%	4%	2%	5%
Not at all likely	43	4	5	34	5	15	20	3	33	2	35	4	1
	4%	1%	2%	9%	1%	5%	7%	1%	7%	1%	8%	1%	1%
Unsure	100	21	40	40	28	41	20	26	42	33	39	18	8
	10%	5%	18%	10%	8%	13%	7%	6%	9%	7%	9%	7%	5%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpExpect_Border] How likely do you believe each of the following is to happen during Donald Trump's presidency?

-The crisis on the southern border will end

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT LIKELY	513	260	252	103	118	141	151	221	292	395	37	43	38
	51%	56%	47%	50%	51%	50%	52%	50%	51%	55%	32%	39%	54%
NOT VERY/NOT AT ALL LIKELY	438	194	242	86	102	121	129	188	250	289	65	56	28
	43%	41%	45%	41%	44%	43%	45%	43%	44%	41%	56%	50%	41%
Very likely	288	164	124	62	55	82	89	117	171	226	20	25	18
	29%	35%	23%	30%	23%	29%	31%	27%	30%	32%	18%	22%	25%
Somewhat likely	225	96	128	41	63	58	62	104	121	169	16	19	20
	22%	21%	24%	20%	27%	21%	22%	24%	21%	24%	14%	17%	29%
Not very likely	208	95	111	35	54	57	62	89	119	138	29	27	15
	21%	20%	21%	17%	23%	20%	22%	20%	21%	19%	25%	24%	21%
Not at all likely	230	98	131	51	48	64	67	99	131	151	36	29	14
	23%	21%	24%	25%	21%	23%	23%	22%	23%	21%	31%	26%	20%
Unsure	59	14	45	18	14	19	8	32	27	29	14	12	4
	6%	3%	8%	9%	6%	7%	3%	7%	5%	4%	12%	11%	5%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpExpect_Border] How likely do you believe each of the following is to happen during Donald Trump's presidency?

-The crisis on the southern border will end

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT LIKELY	513	146	165	128	75	310	203	89	110	90	94	124	200	307
	51%	49%	54%	50%	49%	52%	50%	42%	52%	52%	58%	51%	47%	53%
NOT VERY/NOT AT ALL LIKELY	438	115	125	122	77	240	198	94	95	75	63	111	189	249
	43%	39%	41%	48%	50%	40%	48%	45%	44%	44%	39%	45%	45%	43%
Very likely	288	96	88	67	37	184	104	57	63	59	45	61	120	164
	29%	32%	29%	26%	24%	31%	25%	27%	30%	34%	28%	25%	28%	29%
Somewhat likely	225	50	76	61	38	126	99	32	47	31	49	63	79	143
	22%	17%	25%	24%	25%	21%	24%	15%	22%	18%	30%	26%	19%	25%
Not very likely	208	56	59	61	33	115	94	37	48	36	28	59	85	123
	21%	19%	19%	24%	21%	19%	23%	18%	22%	21%	18%	24%	20%	21%
Not at all likely	230	59	66	61	44	125	104	57	47	39	35	51	104	126
	23%	20%	22%	24%	28%	21%	26%	27%	22%	23%	22%	21%	24%	22%
Unsure	59	35	15	6	3	50	9	27	9	8	4	9	36	20
	6%	12%	5%	2%	2%	8%	2%	13%	4%	4%	2%	4%	8%	4%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpExpect_Border] How likely do you believe each of the following is to happen during Donald Trump's presidency?

-The crisis on the southern border will end

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT LIKELY	513	282	157	268	137	107	169	85	83	131	220	162
	51%	50%	54%	57%	45%	47%	53%	61%	47%	46%	52%	55%
NOT VERY/NOT AT ALL LIKELY	438	255	122	190	138	108	129	52	76	132	182	123
	43%	45%	42%	40%	45%	48%	41%	37%	44%	46%	43%	42%
Very likely	288	145	97	142	71	75	80	48	32	75	119	94
	29%	26%	33%	30%	23%	33%	25%	34%	18%	26%	28%	32%
Somewhat likely	225	137	60	126	66	32	89	38	51	56	101	68
	22%	24%	20%	27%	22%	14%	28%	27%	29%	19%	24%	23%
Not very likely	208	128	54	90	64	54	62	28	34	57	85	67
	21%	23%	18%	19%	21%	24%	20%	20%	19%	20%	20%	22%
Not at all likely	230	126	68	101	74	53	67	24	43	75	98	57
	23%	23%	23%	21%	24%	24%	21%	17%	24%	26%	23%	19%
Unsure	59	24	13	14	32	12	19	3	16	24	24	11
	6%	4%	4%	3%	10%	5%	6%	2%	9%	8%	6%	4%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpExpect_Border] How likely do you believe each of the following is to happen during Donald Trump's presidency?

-The crisis on the southern border will end

	Total	Party			Ideology			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT LIKELY	513	328	113	72	304	147	58	371	98	397	79	250	133
	51%	84%	50%	18%	82%	46%	20%	85%	21%	86%	18%	90%	76%
NOT VERY/NOT AT ALL LIKELY	438	54	88	296	56	149	220	57	343	55	339	21	36
	43%	14%	39%	75%	15%	46%	76%	13%	73%	12%	76%	8%	21%
Very likely	288	204	62	22	195	68	23	243	30	251	20	178	62
	29%	52%	28%	6%	52%	21%	8%	56%	6%	54%	4%	64%	36%
Somewhat likely	225	124	50	50	109	78	36	128	68	146	59	72	71
	22%	32%	22%	13%	29%	24%	12%	29%	14%	32%	13%	26%	41%
Not very likely	208	38	46	124	35	81	83	45	150	45	143	16	26
	21%	10%	20%	32%	9%	25%	29%	10%	32%	10%	32%	6%	15%
Not at all likely	230	15	42	172	21	68	137	11	193	11	196	5	10
	23%	4%	19%	44%	6%	21%	47%	3%	41%	2%	44%	2%	6%
Unsure	59	9	26	24	12	27	10	10	28	11	28	7	5
	6%	2%	11%	6%	3%	8%	4%	2%	6%	2%	6%	3%	3%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpPolicy_Tariff] To what extent do you support each of the following Trump policy plans?

-Imposing 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	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	426	223	203	70	92	135	129	162	264	328	25	42	32
	42%	48%	38%	34%	39%	48%	45%	37%	46%	46%	21%	37%	46%
STRONGLY/SOMEWHAT OPPOSE	355	162	191	73	75	94	112	148	207	235	47	42	31
	35%	35%	35%	35%	32%	34%	39%	34%	36%	33%	40%	38%	44%
Strongly support	233	132	101	43	52	71	67	95	138	180	15	25	13
	23%	28%	19%	21%	22%	25%	23%	22%	24%	25%	13%	22%	19%
Somewhat support	193	90	103	27	40	64	62	67	126	148	10	16	19
	19%	19%	19%	13%	17%	23%	22%	15%	22%	21%	8%	15%	27%
Neither support nor oppose	153	76	75	36	47	30	40	83	70	104	29	14	6
	15%	16%	14%	18%	20%	11%	14%	19%	12%	15%	25%	12%	9%
Somewhat oppose	121	62	59	26	27	32	36	53	68	80	19	10	12
	12%	13%	11%	13%	12%	12%	12%	12%	12%	11%	17%	9%	17%
Strongly oppose	233	100	131	47	47	62	77	94	139	154	27	33	19
	23%	21%	24%	23%	20%	22%	27%	21%	24%	22%	24%	29%	27%
Unsure	77	8	69	27	21	21	8	48	29	47	15	14	1
	8%	2%	13%	13%	9%	8%	3%	11%	5%	7%	13%	12%	1%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpPolicy_Tariff] To what extent do you support each of the following Trump policy plans?

-Imposing 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	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	426	115	137	104	70	252	173	71	98	80	78	94	169	252
	42%	39%	45%	41%	45%	42%	42%	34%	46%	47%	49%	38%	40%	44%
STRONGLY/SOMEWHAT OPPOSE	355	94	101	107	52	195	160	82	68	66	50	88	150	204
	35%	32%	33%	42%	34%	32%	39%	39%	32%	39%	31%	36%	35%	35%
Strongly support	233	69	73	56	34	142	90	49	39	41	43	56	88	140
	23%	23%	24%	22%	22%	24%	22%	23%	18%	24%	27%	23%	21%	24%
Somewhat support	193	46	64	48	35	110	83	22	59	39	35	38	81	112
	19%	16%	21%	19%	23%	18%	20%	10%	28%	23%	22%	16%	19%	19%
Neither support nor oppose	153	55	41	29	27	96	56	31	34	20	25	42	65	87
	15%	19%	13%	11%	18%	16%	14%	15%	16%	12%	16%	17%	15%	15%
Somewhat oppose	121	23	38	43	17	61	60	22	19	22	22	37	41	81
	12%	8%	13%	17%	11%	10%	15%	10%	9%	13%	14%	15%	10%	14%
Strongly oppose	233	71	63	64	35	134	99	60	50	45	28	51	109	124
	23%	24%	21%	25%	23%	22%	24%	28%	23%	26%	17%	21%	26%	21%
Unsure	77	31	26	15	5	57	20	27	14	6	8	20	40	34
	8%	11%	8%	6%	3%	9%	5%	13%	6%	3%	5%	8%	9%	6%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpPolicy_Tariff] To what extent do you support each of the following Trump policy plans?

-Imposing 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	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	426	230	141	209	111	103	132	72	60	113	170	143
	42%	41%	48%	44%	36%	45%	42%	51%	35%	39%	40%	48%
STRONGLY/SOMEWHAT OPPOSE	355	197	106	162	117	74	88	30	58	102	153	100
	35%	35%	36%	34%	38%	33%	28%	21%	33%	35%	36%	34%
Strongly support	233	126	72	109	59	62	73	46	27	68	88	78
	23%	22%	25%	23%	19%	28%	23%	33%	15%	24%	21%	26%
Somewhat support	193	103	69	100	52	40	59	26	34	45	82	66
	19%	18%	23%	21%	17%	18%	19%	18%	19%	16%	19%	22%
Neither support nor oppose	153	95	35	73	44	35	65	36	29	49	72	32
	15%	17%	12%	16%	14%	15%	21%	26%	16%	17%	17%	11%
Somewhat oppose	121	71	35	60	37	23	35	14	22	38	51	32
	12%	13%	12%	13%	12%	10%	11%	10%	12%	13%	12%	11%
Strongly oppose	233	126	71	102	80	51	53	16	36	64	101	68
	23%	22%	24%	22%	26%	23%	17%	11%	21%	22%	24%	23%
Unsure	77	39	10	28	35	14	31	3	28	24	32	21
	8%	7%	3%	6%	11%	6%	10%	2%	16%	8%	8%	7%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpPolicy_Tariff] To what extent do you support each of the following Trump policy plans?

-Imposing tariffs on imports

	Total	Party			Ideology			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	426	276	89	61	260	119	41	326	77	341	61	227	99
	42%	71%	39%	16%	70%	37%	14%	74%	16%	74%	14%	82%	57%
STRONGLY/SOMEWHAT OPPOSE	355	39	81	235	40	105	201	32	287	31	287	16	27
	35%	10%	36%	60%	11%	33%	70%	7%	61%	7%	64%	6%	15%
Strongly support	233	164	41	28	161	47	19	189	33	200	25	138	52
	23%	42%	18%	7%	43%	15%	7%	43%	7%	43%	6%	50%	30%
Somewhat support	193	111	49	33	99	72	22	136	44	141	36	89	47
	19%	29%	21%	8%	27%	22%	8%	31%	9%	30%	8%	32%	27%
Neither support nor oppose	153	57	25	71	49	69	31	63	77	65	71	26	35
	15%	15%	11%	18%	13%	21%	11%	14%	16%	14%	16%	9%	20%
Somewhat oppose	121	22	31	69	23	37	60	17	90	21	89	8	19
	12%	6%	14%	18%	6%	12%	21%	4%	19%	5%	20%	3%	11%
Strongly oppose	233	17	50	166	18	68	142	14	197	10	198	7	8
	23%	4%	22%	42%	5%	21%	49%	3%	42%	2%	44%	3%	5%
Unsure	77	19	32	26	23	29	16	18	29	26	27	10	13
	8%	5%	14%	7%	6%	9%	6%	4%	6%	6%	6%	3%	7%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpPolicy_Wall] To what extent do you support each of the following Trump policy plans?

-Building a wall on 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	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	507	255	252	82	117	147	162	199	309	389	39	39	40
	50%	55%	47%	40%	50%	52%	56%	45%	54%	55%	34%	35%	58%
STRONGLY/SOMEWHAT OPPOSE	344	145	195	82	75	83	104	157	187	223	47	51	23
	34%	31%	36%	40%	32%	30%	36%	36%	33%	31%	40%	45%	34%
Strongly support	357	184	173	54	76	103	125	129	228	287	25	28	17
	35%	39%	32%	26%	32%	37%	43%	29%	40%	40%	22%	25%	25%
Somewhat support	150	71	79	28	41	44	37	69	81	102	14	12	23
	15%	15%	15%	14%	18%	16%	13%	16%	14%	14%	12%	11%	34%
Neither support nor oppose	127	63	63	33	37	38	19	70	57	85	22	17	3
	13%	14%	12%	16%	16%	13%	7%	16%	10%	12%	19%	15%	5%
Somewhat oppose	103	54	49	26	20	22	35	46	57	70	14	13	6
	10%	12%	9%	12%	9%	8%	12%	10%	10%	10%	12%	11%	8%
Strongly oppose	240	91	146	56	54	61	69	110	130	153	32	38	17
	24%	20%	27%	27%	23%	22%	24%	25%	23%	21%	28%	34%	25%
Unsure	32	4	28	9	6	13	4	16	16	17	8	5	2
	3%	1%	5%	5%	3%	5%	1%	4%	3%	2%	7%	4%	3%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpPolicy_Wall] To what extent do you support each of the following Trump policy plans?

-Building a wall on 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	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	507	136	166	128	76	303	204	84	108	94	90	127	192	310
	50%	46%	55%	50%	50%	50%	50%	40%	51%	54%	56%	52%	45%	54%
STRONGLY/SOMEWHAT OPPOSE	344	95	92	91	65	188	156	81	69	55	53	83	150	191
	34%	32%	30%	36%	42%	31%	38%	39%	32%	32%	33%	34%	35%	33%
Strongly support	357	111	123	85	39	234	124	65	72	77	68	71	137	216
	35%	37%	40%	33%	25%	39%	30%	31%	34%	45%	42%	29%	32%	37%
Somewhat support	150	25	44	43	38	69	81	19	36	17	22	55	55	94
	15%	9%	14%	17%	24%	12%	20%	9%	17%	10%	14%	23%	13%	16%
Neither support nor oppose	127	47	37	34	10	83	44	31	29	20	18	28	61	66
	13%	16%	12%	13%	7%	14%	11%	15%	14%	12%	11%	12%	14%	12%
Somewhat oppose	103	27	28	33	16	54	49	20	17	18	18	27	37	63
	10%	9%	9%	13%	11%	9%	12%	10%	8%	11%	11%	11%	9%	11%
Strongly oppose	240	69	65	59	48	133	107	61	52	36	35	56	113	128
	24%	23%	21%	23%	31%	22%	26%	29%	24%	21%	22%	23%	27%	22%
Unsure	32	18	9	2	3	27	5	15	7	4	-	6	22	9
	3%	6%	3%	1%	2%	4%	1%	7%	3%	2%		2%	5%	2%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpPolicy_Wall] To what extent do you support each of the following Trump policy plans?

-Building a wall on 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	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	507	273	163	264	125	115	157	80	77	121	223	164
	50%	49%	56%	56%	41%	51%	50%	57%	44%	42%	52%	55%
STRONGLY/SOMEWHAT OPPOSE	344	194	96	142	124	75	95	30	64	115	141	87
	34%	35%	33%	30%	40%	33%	30%	21%	37%	40%	33%	29%
Strongly support	357	172	128	183	78	95	100	54	45	81	153	123
	35%	31%	44%	39%	26%	42%	31%	39%	26%	28%	36%	42%
Somewhat support	150	101	35	82	47	21	57	26	32	40	70	41
	15%	18%	12%	17%	15%	9%	18%	18%	18%	14%	16%	14%
Neither support nor oppose	127	78	27	59	39	28	51	30	20	39	51	37
	13%	14%	9%	13%	13%	13%	16%	22%	12%	14%	12%	12%
Somewhat oppose	103	59	28	49	31	23	29	13	16	36	44	23
	10%	10%	10%	10%	10%	10%	9%	9%	9%	13%	10%	8%
Strongly oppose	240	135	67	93	93	53	66	17	49	79	98	64
	24%	24%	23%	20%	30%	23%	21%	12%	28%	27%	23%	22%
Unsure	32	15	6	6	18	7	14	0	13	12	11	9
	3%	3%	2%	1%	6%	3%	4%	*%	8%	4%	3%	3%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpPolicy_Wall] To what extent do you support each of the following Trump policy plans?

-Building a wall on the southern border

	Total	Party			Ideology			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	507	328	108	72	310	138	53	377	93	388	84	237	143
	50%	84%	47%	18%	83%	43%	18%	86%	20%	84%	19%	85%	82%
STRONGLY/SOMEWHAT OPPOSE	344	28	69	247	28	111	196	26	284	29	280	16	14
	34%	7%	30%	63%	7%	34%	68%	6%	60%	6%	63%	6%	8%
Strongly support	357	256	69	32	246	77	30	297	41	306	31	202	95
	35%	66%	30%	8%	66%	24%	10%	68%	9%	66%	7%	73%	55%
Somewhat support	150	72	39	40	64	62	23	80	53	82	52	35	48
	15%	18%	17%	10%	17%	19%	8%	18%	11%	18%	12%	12%	28%
Neither support nor oppose	127	31	37	59	29	58	31	33	75	42	71	23	14
	13%	8%	16%	15%	8%	18%	11%	7%	16%	9%	16%	8%	8%
Somewhat oppose	103	11	26	67	11	45	48	12	79	15	77	9	5
	10%	3%	11%	17%	3%	14%	16%	3%	17%	3%	17%	3%	3%
Strongly oppose	240	17	43	180	17	66	148	14	204	14	203	8	9
	24%	4%	19%	46%	5%	20%	51%	3%	44%	3%	45%	3%	5%
Unsure	32	3	14	15	6	15	9	2	16	4	12	2	3
	3%	1%	6%	4%	2%	5%	3%	*%	3%	1%	3%	1%	2%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpPolicy_Tax] To what extent do you support each of the following Trump policy plans?

-Cutting 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	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	687	322	365	127	167	189	203	294	393	505	63	69	49
	68%	69%	68%	61%	71%	68%	70%	67%	69%	71%	55%	62%	71%
STRONGLY/SOMEWHAT OPPOSE	151	75	75	42	27	48	34	69	82	91	27	19	13
	15%	16%	14%	20%	12%	17%	12%	16%	14%	13%	23%	17%	18%
Strongly support	480	234	245	91	97	142	150	188	292	370	40	43	26
	47%	50%	45%	44%	41%	51%	52%	43%	51%	52%	35%	39%	37%
Somewhat support	207	87	120	36	70	47	53	106	101	135	23	26	23
	21%	19%	22%	17%	30%	17%	18%	24%	18%	19%	20%	23%	34%
Neither support nor oppose	122	59	61	22	29	26	45	51	71	90	15	11	6
	12%	13%	11%	11%	12%	9%	16%	11%	12%	13%	13%	10%	8%
Somewhat oppose	52	28	23	16	8	17	12	24	29	38	10	3	1
	5%	6%	4%	8%	4%	6%	4%	5%	5%	5%	9%	3%	2%
Strongly oppose	98	47	51	26	19	31	22	45	53	53	17	17	11
	10%	10%	10%	13%	8%	11%	8%	10%	9%	7%	14%	15%	16%
Unsure	51	13	38	16	11	16	7	27	23	27	10	12	2
	5%	3%	7%	8%	5%	6%	2%	6%	4%	4%	9%	10%	2%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpPolicy_Tax] To what extent do you support each of the following Trump policy plans?

-Cutting 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	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	687	192	215	177	103	407	280	124	146	122	115	174	269	411
	68%	65%	71%	69%	67%	68%	68%	59%	68%	71%	71%	71%	63%	71%
STRONGLY/SOMEWHAT OPPOSE	151	44	42	38	27	85	65	37	26	28	23	36	64	87
	15%	15%	14%	15%	17%	14%	16%	18%	12%	16%	14%	15%	15%	15%
Strongly support	480	142	164	112	62	306	174	89	105	89	86	104	194	279
	47%	48%	54%	44%	40%	51%	42%	42%	49%	52%	54%	43%	46%	48%
Somewhat support	207	50	51	65	41	101	106	34	41	34	29	70	75	132
	21%	17%	17%	25%	27%	17%	26%	16%	19%	20%	18%	29%	18%	23%
Neither support nor oppose	122	35	34	35	18	69	52	28	33	19	19	21	61	59
	12%	12%	11%	14%	11%	12%	13%	13%	16%	11%	12%	8%	14%	10%
Somewhat oppose	52	13	14	15	12	26	26	10	10	11	7	14	20	33
	5%	4%	4%	6%	8%	4%	6%	5%	5%	6%	5%	6%	5%	6%
Strongly oppose	98	31	28	24	15	59	39	28	17	17	15	22	44	54
	10%	11%	9%	9%	10%	10%	9%	13%	8%	10%	10%	9%	10%	9%
Unsure	51	25	14	5	7	39	12	22	8	2	4	13	30	19
	5%	9%	4%	2%	4%	6%	3%	10%	4%	1%	2%	5%	7%	3%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpPolicy_Tax] To what extent do you support each of the following Trump policy plans?

-Cutting 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	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	687	391	204	344	189	151	222	105	117	171	308	208
	68%	70%	70%	73%	61%	67%	70%	75%	67%	59%	72%	70%
STRONGLY/SOMEWHAT OPPOSE	151	80	38	68	51	31	44	19	25	57	57	37
	15%	14%	13%	14%	16%	14%	14%	13%	14%	20%	13%	12%
Strongly support	480	257	157	229	134	115	143	73	69	127	200	153
	47%	46%	54%	48%	43%	51%	45%	52%	39%	44%	47%	52%
Somewhat support	207	134	46	115	55	37	79	32	48	44	109	54
	21%	24%	16%	24%	18%	16%	25%	23%	27%	15%	25%	18%
Neither support nor oppose	122	67	38	42	44	36	31	12	19	40	41	40
	12%	12%	13%	9%	14%	16%	10%	9%	11%	14%	10%	13%
Somewhat oppose	52	37	11	23	21	9	12	7	4	22	19	12
	5%	7%	4%	5%	7%	4%	4%	5%	2%	8%	4%	4%
Strongly oppose	98	44	27	45	30	22	32	11	21	35	38	25
	10%	8%	9%	10%	10%	10%	10%	8%	12%	12%	9%	8%
Unsure	51	22	12	18	24	7	19	5	14	19	20	12
	5%	4%	4%	4%	8%	3%	6%	3%	8%	7%	5%	4%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpPolicy_Tax] To what extent do you support each of the following Trump policy plans?

-Cutting taxes

	Total	Party			Ideology			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	687	341	162	184	322	222	129	390	238	414	221	253	147
	68%	87%	71%	47%	86%	69%	45%	89%	51%	89%	49%	91%	84%
STRONGLY/SOMEWHAT OPPOSE	151	21	25	104	21	35	89	21	117	18	112	12	9
	15%	5%	11%	27%	6%	11%	31%	5%	25%	4%	25%	4%	5%
Strongly support	480	267	114	98	261	137	71	314	127	331	114	206	108
	47%	68%	50%	25%	70%	43%	24%	72%	27%	72%	26%	74%	62%
Somewhat support	207	74	48	86	61	85	59	76	111	83	107	47	38
	21%	19%	21%	22%	16%	26%	20%	17%	24%	18%	24%	17%	22%
Neither support nor oppose	122	24	24	74	22	44	54	24	80	26	86	10	15
	12%	6%	10%	19%	6%	14%	19%	5%	17%	6%	19%	4%	9%
Somewhat oppose	52	8	12	32	9	14	28	8	40	8	35	4	4
	5%	2%	5%	8%	2%	4%	10%	2%	9%	2%	8%	1%	2%
Strongly oppose	98	13	13	72	12	21	61	13	77	10	77	8	5
	10%	3%	6%	18%	3%	7%	21%	3%	16%	2%	17%	3%	3%
Unsure	51	5	16	30	8	21	16	3	33	5	28	3	3
	5%	1%	7%	8%	2%	7%	6%	1%	7%	1%	6%	1%	2%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpPolicy_Deport] To what extent do you support each of the following Trump policy plans?

-Deporting unauthorized 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	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	556	281	274	96	134	153	173	229	326	420	43	50	43
	55%	60%	51%	46%	57%	55%	60%	52%	57%	59%	37%	44%	62%
STRONGLY/SOMEWHAT OPPOSE	293	136	156	71	64	81	78	135	158	191	39	42	21
	29%	29%	29%	34%	27%	29%	27%	31%	28%	27%	34%	38%	31%
Strongly support	366	195	172	57	80	100	129	138	229	297	22	23	25
	36%	42%	32%	28%	34%	36%	45%	31%	40%	42%	19%	20%	35%
Somewhat support	189	86	102	38	53	53	45	92	97	123	21	27	18
	19%	18%	19%	19%	23%	19%	15%	21%	17%	17%	18%	24%	26%
Neither support nor oppose	126	48	78	30	32	34	31	62	64	86	24	13	4
	12%	10%	14%	14%	14%	12%	11%	14%	11%	12%	20%	12%	5%
Somewhat oppose	126	61	65	26	29	36	34	56	70	86	17	13	10
	12%	13%	12%	13%	13%	13%	12%	13%	12%	12%	15%	11%	14%
Strongly oppose	167	75	91	45	34	45	43	79	88	105	22	29	12
	17%	16%	17%	22%	15%	16%	15%	18%	16%	15%	19%	26%	17%
Unsure	35	4	31	10	5	13	7	15	20	16	10	7	2
	3%	1%	6%	5%	2%	5%	2%	3%	4%	2%	9%	6%	3%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpPolicy_Deport] To what extent do you support each of the following Trump policy plans?

-Deporting unauthorized 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	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	556	157	182	140	77	338	217	94	123	101	93	138	217	332
	55%	53%	60%	55%	50%	56%	53%	45%	57%	58%	58%	57%	51%	58%
STRONGLY/SOMEWHAT OPPOSE	293	71	80	82	61	150	143	60	54	51	53	74	114	178
	29%	24%	26%	32%	40%	25%	35%	28%	25%	30%	33%	30%	27%	31%
Strongly support	366	109	127	83	47	236	130	64	80	75	64	79	144	219
	36%	37%	42%	32%	31%	39%	32%	30%	38%	44%	40%	32%	34%	38%
Somewhat support	189	47	54	58	30	102	88	30	42	25	29	59	72	113
	19%	16%	18%	23%	19%	17%	21%	14%	20%	15%	18%	24%	17%	20%
Neither support nor oppose	126	48	35	29	15	82	44	36	28	19	15	27	65	62
	12%	16%	11%	11%	10%	14%	11%	17%	13%	11%	9%	11%	15%	11%
Somewhat oppose	126	19	34	49	24	53	73	20	23	21	28	35	43	83
	12%	7%	11%	19%	15%	9%	18%	9%	11%	12%	17%	14%	10%	14%
Strongly oppose	167	52	45	33	37	97	70	40	31	30	25	40	72	95
	17%	17%	15%	13%	24%	16%	17%	19%	15%	18%	15%	16%	17%	16%
Unsure	35	21	9	4	1	30	5	20	9	1	-	4	29	5
	3%	7%	3%	2%	1%	5%	1%	10%	4%	1%		2%	7%	1%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpPolicy_Deport] To what extent do you support each of the following Trump policy plans?

-Deporting unauthorized 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	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	556	308	181	286	138	130	172	86	85	127	250	179
	55%	55%	62%	60%	45%	58%	54%	61%	49%	44%	59%	60%
STRONGLY/SOMEWHAT OPPOSE	293	173	76	130	108	53	84	37	47	99	117	77
	29%	31%	26%	27%	35%	23%	27%	26%	27%	35%	28%	26%
Strongly support	366	188	127	184	84	96	99	56	43	82	164	120
	36%	34%	43%	39%	27%	42%	31%	40%	25%	29%	39%	40%
Somewhat support	189	120	54	101	54	34	72	30	42	45	85	58
	19%	21%	19%	21%	18%	15%	23%	22%	24%	16%	20%	20%
Neither support nor oppose	126	67	27	53	39	33	49	17	32	45	46	35
	12%	12%	9%	11%	13%	15%	16%	12%	18%	16%	11%	12%
Somewhat oppose	126	76	34	61	42	23	42	19	23	32	62	32
	12%	13%	12%	13%	14%	10%	13%	13%	13%	11%	15%	11%
Strongly oppose	167	97	42	69	67	30	43	18	24	67	55	45
	17%	17%	14%	15%	22%	13%	13%	13%	14%	23%	13%	15%
Unsure	35	13	8	4	21	9	11	-	11	15	14	6
	3%	2%	3%	1%	7%	4%	4%		6%	5%	3%	2%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpPolicy_Deport] To what extent do you support each of the following Trump policy plans?

-Deporting unauthorized immigrants

	Total	Party			Ideology			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	556	338	124	94	316	159	70	377	128	404	111	249	145
	55%	87%	55%	24%	85%	49%	24%	86%	27%	87%	25%	89%	83%
STRONGLY/SOMEWHAT OPPOSE	293	26	59	209	23	101	164	30	243	24	241	15	13
	29%	7%	26%	53%	6%	31%	57%	7%	52%	5%	54%	5%	7%
Strongly support	366	257	76	33	254	79	27	295	48	311	34	199	104
	36%	66%	34%	8%	68%	25%	9%	67%	10%	67%	8%	72%	60%
Somewhat support	189	81	47	61	61	80	43	82	80	92	78	49	41
	19%	21%	21%	15%	17%	25%	15%	19%	17%	20%	17%	18%	23%
Neither support nor oppose	126	23	28	75	25	49	48	27	82	29	79	12	13
	12%	6%	12%	19%	7%	15%	17%	6%	17%	6%	18%	4%	8%
Somewhat oppose	126	12	33	81	13	55	57	16	99	14	104	5	10
	12%	3%	15%	21%	4%	17%	20%	4%	21%	3%	23%	2%	6%
Strongly oppose	167	14	26	128	10	46	107	14	144	11	138	10	3
	17%	3%	11%	33%	3%	14%	37%	3%	31%	2%	31%	4%	2%
Unsure	35	4	16	15	8	13	7	4	16	6	15	2	3
	3%	1%	7%	4%	2%	4%	2%	1%	3%	1%	3%	1%	2%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpPolicy_Drilling] To what extent do you support each of the following Trump policy plans?

-Expanding oil and gas drilling on federal lands

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	483	256	226	89	107	140	147	196	287	369	39	45	30
	48%	55%	42%	43%	46%	50%	51%	44%	50%	52%	33%	40%	44%
STRONGLY/SOMEWHAT OPPOSE	311	139	170	66	64	76	104	130	181	219	37	31	24
	31%	30%	32%	32%	28%	27%	36%	30%	32%	31%	32%	28%	34%
Strongly support	311	177	134	55	59	94	104	114	197	254	18	26	13
	31%	38%	25%	27%	25%	33%	36%	26%	35%	36%	16%	23%	19%
Somewhat support	171	79	92	34	48	46	43	82	90	115	21	19	17
	17%	17%	17%	17%	20%	17%	15%	19%	16%	16%	18%	17%	24%
Neither support nor oppose	146	59	85	34	46	34	31	80	65	84	27	23	12
	14%	13%	16%	17%	20%	12%	11%	18%	11%	12%	23%	20%	17%
Somewhat oppose	115	53	61	26	28	25	36	54	61	81	17	12	4
	11%	11%	11%	12%	12%	9%	13%	12%	11%	11%	15%	11%	6%
Strongly oppose	196	87	109	40	36	52	68	77	120	138	20	19	19
	19%	18%	20%	19%	16%	18%	24%	17%	21%	19%	17%	17%	28%
Unsure	71	14	57	17	17	30	6	34	36	41	13	13	4
	7%	3%	11%	8%	7%	11%	2%	8%	6%	6%	11%	11%	5%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpPolicy_Drilling] To what extent do you support each of the following Trump policy plans?

-Expanding oil and gas drilling on federal lands

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	483	134	155	126	68	289	193	72	113	97	82	115	185	295
	48%	45%	51%	49%	44%	48%	47%	34%	53%	57%	51%	47%	43%	51%
STRONGLY/SOMEWHAT OPPOSE	311	79	89	83	61	167	144	71	59	54	49	78	130	181
	31%	27%	29%	32%	40%	28%	35%	34%	28%	32%	30%	32%	31%	31%
Strongly support	311	95	112	67	37	207	104	55	66	67	59	60	122	186
	31%	32%	37%	26%	24%	35%	25%	26%	31%	39%	37%	25%	29%	32%
Somewhat support	171	40	42	58	31	82	89	16	46	30	23	55	63	109
	17%	13%	14%	23%	20%	14%	22%	8%	22%	18%	14%	23%	15%	19%
Neither support nor oppose	146	54	41	35	15	95	50	44	27	16	25	33	70	74
	14%	18%	14%	14%	10%	16%	12%	21%	12%	9%	16%	14%	17%	13%
Somewhat oppose	115	31	32	37	14	63	52	29	17	20	19	30	46	69
	11%	11%	10%	15%	9%	11%	13%	14%	8%	12%	12%	12%	11%	12%
Strongly oppose	196	47	57	45	47	104	92	42	42	34	30	48	84	112
	19%	16%	19%	18%	30%	17%	23%	20%	20%	20%	19%	20%	20%	19%
Unsure	71	29	19	12	10	49	22	24	16	5	5	18	40	27
	7%	10%	6%	5%	6%	8%	5%	11%	7%	3%	3%	7%	9%	5%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpPolicy_Drilling] To what extent do you support each of the following Trump policy plans?

-Expanding oil and gas drilling on federal lands

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	483	268	147	252	122	108	164	89	75	120	218	144
	48%	48%	50%	53%	40%	48%	52%	64%	43%	42%	51%	49%
STRONGLY/SOMEWHAT OPPOSE	311	174	94	138	100	72	74	27	47	97	125	89
	31%	31%	32%	29%	32%	32%	23%	19%	27%	34%	29%	30%
Strongly support	311	151	112	153	80	77	83	48	34	79	131	101
	31%	27%	38%	32%	26%	34%	26%	34%	20%	28%	31%	34%
Somewhat support	171	117	35	99	41	31	81	41	40	41	87	43
	17%	21%	12%	21%	13%	14%	26%	29%	23%	14%	20%	15%
Neither support nor oppose	146	85	40	56	54	35	54	20	33	50	52	44
	14%	15%	14%	12%	17%	16%	17%	14%	19%	17%	12%	15%
Somewhat oppose	115	65	33	59	34	21	37	16	20	35	48	32
	11%	12%	11%	12%	11%	9%	12%	12%	12%	12%	11%	11%
Strongly oppose	196	108	61	79	66	51	37	10	27	62	77	57
	19%	19%	21%	17%	21%	22%	12%	7%	15%	22%	18%	19%
Unsure	71	34	12	26	32	11	25	5	20	20	31	20
	7%	6%	4%	5%	11%	5%	8%	3%	12%	7%	7%	7%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpPolicy_Drilling] To what extent do you support each of the following Trump policy plans?

-Expanding oil and gas drilling on federal lands

	Total	Party			Ideology			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	483	302	97	83	286	127	66	352	99	363	94	223	129
	48%	77%	43%	21%	77%	39%	23%	80%	21%	79%	21%	80%	74%
STRONGLY/SOMEWHAT OPPOSE	311	36	64	211	36	96	175	37	251	35	243	19	18
	31%	9%	28%	54%	10%	30%	61%	8%	53%	8%	54%	7%	11%
Strongly support	311	218	68	26	219	68	22	258	35	271	31	173	88
	31%	56%	30%	7%	59%	21%	8%	59%	7%	59%	7%	62%	50%
Somewhat support	171	84	29	58	67	60	43	94	65	92	63	50	41
	17%	22%	13%	15%	18%	18%	15%	21%	14%	20%	14%	18%	24%
Neither support nor oppose	146	40	36	69	35	73	29	37	83	47	79	25	20
	14%	10%	16%	18%	9%	23%	10%	9%	18%	10%	18%	9%	12%
Somewhat oppose	115	19	29	66	17	47	50	20	82	17	78	9	8
	11%	5%	13%	17%	5%	15%	17%	5%	17%	4%	17%	3%	5%
Strongly oppose	196	17	35	145	19	49	125	17	169	18	165	10	10
	19%	4%	15%	37%	5%	15%	43%	4%	36%	4%	37%	4%	6%
Unsure	71	12	29	29	15	26	20	12	36	17	30	11	6
	7%	3%	13%	8%	4%	8%	7%	3%	8%	4%	7%	4%	3%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpPolicy_Reduce] To what extent do you support each of the following Trump policy plans?

-Reducing the number of federal government jobs

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	421	239	182	76	83	129	133	159	262	327	28	39	27
	42%	51%	34%	37%	36%	46%	46%	36%	46%	46%	24%	35%	38%
STRONGLY/SOMEWHAT OPPOSE	327	132	194	74	76	83	94	150	177	187	59	50	31
	32%	28%	36%	36%	33%	30%	33%	34%	31%	26%	51%	45%	45%
Strongly support	263	156	107	46	42	84	91	88	175	209	17	23	13
	26%	33%	20%	22%	18%	30%	32%	20%	31%	29%	15%	21%	19%
Somewhat support	158	83	75	30	42	45	41	71	87	117	11	16	13
	16%	18%	14%	14%	18%	16%	14%	16%	15%	16%	10%	15%	19%
Neither support nor oppose	189	87	101	39	53	46	52	91	98	154	18	8	9
	19%	19%	19%	19%	22%	16%	18%	21%	17%	22%	15%	7%	14%
Somewhat oppose	134	54	79	27	34	33	40	61	73	82	21	13	18
	13%	11%	15%	13%	14%	12%	14%	14%	13%	12%	18%	11%	26%
Strongly oppose	193	78	114	47	42	50	54	89	104	105	39	37	13
	19%	17%	21%	23%	18%	18%	19%	20%	18%	15%	33%	33%	19%
Unsure	72	10	62	18	22	22	10	41	32	45	10	14	2
	7%	2%	11%	9%	9%	8%	3%	9%	6%	6%	9%	13%	3%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpPolicy_Reduce] To what extent do you support each of the following Trump policy plans?

-Reducing the number of federal government jobs

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	421	114	139	105	63	253	168	65	93	91	79	90	158	260
	42%	39%	46%	41%	41%	42%	41%	31%	44%	53%	49%	37%	37%	45%
STRONGLY/SOMEWHAT OPPOSE	327	93	90	90	54	183	144	76	65	54	46	86	141	186
	32%	31%	30%	35%	35%	30%	35%	36%	30%	31%	29%	35%	33%	32%
Strongly support	263	73	92	66	32	165	98	43	51	64	47	55	94	166
	26%	25%	30%	26%	21%	27%	24%	21%	24%	37%	29%	22%	22%	29%
Somewhat support	158	41	47	39	31	88	70	21	42	27	31	35	64	94
	16%	14%	15%	15%	20%	15%	17%	10%	20%	16%	20%	15%	15%	16%
Neither support nor oppose	189	61	51	47	29	113	76	45	41	21	32	49	86	102
	19%	21%	17%	18%	19%	19%	19%	21%	19%	12%	20%	20%	20%	18%
Somewhat oppose	134	32	39	50	13	71	63	23	32	25	14	40	55	79
	13%	11%	13%	20%	9%	12%	15%	11%	15%	14%	9%	16%	13%	14%
Strongly oppose	193	61	52	40	41	112	81	53	33	29	32	46	86	107
	19%	20%	17%	16%	27%	19%	20%	25%	16%	17%	20%	19%	20%	19%
Unsure	72	28	24	13	7	52	20	25	15	6	3	19	40	28
	7%	9%	8%	5%	5%	9%	5%	12%	7%	4%	2%	8%	9%	5%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpPolicy_Reduce] To what extent do you support each of the following Trump policy plans?

-Reducing the number of federal government jobs

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	421	228	145	217	99	104	129	79	50	111	177	133
	42%	41%	50%	46%	32%	46%	41%	56%	28%	39%	42%	45%
STRONGLY/SOMEWHAT OPPOSE	327	192	80	142	117	68	93	30	63	102	144	81
	32%	34%	27%	30%	38%	30%	29%	21%	36%	36%	34%	27%
Strongly support	263	133	99	135	62	66	73	47	26	66	113	84
	26%	24%	34%	29%	20%	29%	23%	34%	15%	23%	27%	28%
Somewhat support	158	95	46	82	37	38	56	31	24	46	64	48
	16%	17%	16%	17%	12%	17%	18%	22%	14%	16%	15%	16%
Neither support nor oppose	189	110	53	85	63	41	66	29	36	53	74	62
	19%	20%	18%	18%	20%	18%	21%	20%	21%	18%	17%	21%
Somewhat oppose	134	88	23	60	49	26	45	15	30	35	65	35
	13%	16%	8%	13%	16%	11%	14%	11%	17%	12%	15%	12%
Strongly oppose	193	104	57	82	68	42	48	15	33	67	79	47
	19%	18%	19%	17%	22%	19%	15%	11%	19%	24%	19%	16%
Unsure	72	31	14	28	29	13	29	3	26	21	31	21
	7%	5%	5%	6%	9%	6%	9%	2%	15%	7%	7%	7%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QTrumpPolicy_Reduce] To what extent do you support each of the following Trump policy plans?

-Reducing the number of federal government jobs

	Total	Party			Ideology			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	421	262	100	59	259	113	45	307	80	328	70	208	112
	42%	67%	44%	15%	70%	35%	16%	70%	17%	71%	16%	75%	65%
STRONGLY/SOMEWHAT OPPOSE	327	33	58	236	33	116	173	36	266	33	260	19	16
	32%	9%	26%	60%	9%	36%	60%	8%	57%	7%	58%	7%	9%
Strongly support	263	171	65	27	184	60	17	215	34	230	25	151	66
	26%	44%	29%	7%	50%	19%	6%	49%	7%	50%	6%	54%	38%
Somewhat support	158	90	35	33	75	53	29	92	47	98	45	58	46
	16%	23%	16%	8%	20%	17%	10%	21%	10%	21%	10%	21%	26%
Neither support nor oppose	189	79	39	71	61	65	54	78	89	80	91	43	36
	19%	20%	17%	18%	16%	20%	19%	18%	19%	17%	20%	16%	20%
Somewhat oppose	134	21	23	90	17	61	55	20	103	19	101	12	9
	13%	5%	10%	23%	5%	19%	19%	5%	22%	4%	23%	4%	5%
Strongly oppose	193	13	35	145	16	55	118	16	164	14	159	6	7
	19%	3%	16%	37%	4%	17%	41%	4%	35%	3%	36%	2%	4%
Unsure	72	16	29	27	19	29	17	18	33	22	26	8	10
	7%	4%	13%	7%	5%	9%	6%	4%	7%	5%	6%	3%	6%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QImmenseCost] Please read the following statement: Tariffs not only impose immense economic costs but also fail to achieve their primary policy aims and foster political dysfunction along the way. Do you agree or disagree with this statement?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT AGREE	516	244	270	109	114	139	155	222	294	347	68	62	39
	51%	52%	50%	53%	48%	50%	54%	50%	52%	49%	59%	55%	56%
STRONGLY/SOMEWHAT DISAGREE	303	177	125	48	70	93	93	117	186	231	20	32	21
	30%	38%	23%	23%	30%	33%	32%	27%	33%	32%	17%	28%	30%
Strongly agree	268	142	125	41	49	86	92	90	178	182	29	36	21
	27%	30%	23%	20%	21%	31%	32%	20%	31%	26%	25%	32%	31%
Somewhat agree	248	102	145	68	64	53	63	132	116	165	40	26	18
	25%	22%	27%	33%	27%	19%	22%	30%	20%	23%	34%	23%	26%
Somewhat disagree	185	106	80	29	54	47	56	82	103	143	10	21	12
	18%	23%	15%	14%	23%	17%	19%	19%	18%	20%	9%	19%	17%
Strongly disagree	118	72	46	19	16	46	37	35	83	88	10	11	10
	12%	15%	8%	9%	7%	16%	13%	8%	15%	12%	9%	10%	14%
Unsure	190	47	143	50	51	48	41	102	89	136	27	18	9
	19%	10%	27%	24%	22%	17%	14%	23%	16%	19%	24%	16%	13%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QImmenseCost] Please read the following statement: Tariffs not only impose immense economic costs but also fail to achieve their primary policy aims and foster political dysfunction along the way. Do you agree or disagree with this statement?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT AGREE	516	153	137	142	84	290	226	114	98	93	76	135	212	304
	51%	52%	45%	56%	55%	48%	55%	54%	46%	54%	47%	55%	50%	53%
STRONGLY/SOMEWHAT DISAGREE	303	72	101	81	49	174	130	48	70	44	62	76	118	182
	30%	24%	33%	32%	32%	29%	32%	23%	33%	25%	39%	31%	28%	32%
Strongly agree	268	82	70	77	40	152	116	66	53	50	29	69	120	148
	27%	28%	23%	30%	26%	25%	28%	32%	25%	29%	18%	28%	28%	26%
Somewhat agree	248	72	67	65	45	138	110	47	45	43	47	66	92	156
	25%	24%	22%	26%	29%	23%	27%	23%	21%	25%	29%	27%	22%	27%
Somewhat disagree	185	41	63	52	29	104	81	23	46	25	46	45	69	115
	18%	14%	21%	21%	19%	17%	20%	11%	22%	14%	28%	18%	16%	20%
Strongly disagree	118	32	38	28	20	70	48	25	23	19	16	31	48	66
	12%	11%	13%	11%	13%	12%	12%	12%	11%	11%	10%	13%	11%	12%
Unsure	190	71	66	33	21	137	54	49	46	35	23	33	95	91
	19%	24%	22%	13%	13%	23%	13%	23%	21%	20%	14%	14%	22%	16%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QImmenseCost] Please read the following statement: Tariffs not only impose immense economic costs but also fail to achieve their primary policy aims and foster political dysfunction along the way. Do you agree or disagree with this statement?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT AGREE	516	306	149	252	153	111	164	77	86	161	214	141
	51%	55%	51%	53%	50%	49%	52%	55%	49%	56%	50%	48%
STRONGLY/SOMEWHAT DISAGREE	303	169	95	148	87	66	84	45	39	76	140	88
	30%	30%	33%	31%	28%	29%	27%	32%	22%	26%	33%	30%
Strongly agree	268	143	92	124	78	66	66	37	29	88	109	71
	27%	25%	32%	26%	25%	29%	21%	26%	16%	31%	25%	24%
Somewhat agree	248	164	56	127	75	46	98	40	58	73	105	70
	25%	29%	19%	27%	24%	20%	31%	29%	33%	25%	25%	24%
Somewhat disagree	185	101	57	96	46	41	55	25	30	45	89	51
	18%	18%	20%	20%	15%	18%	17%	18%	17%	16%	21%	17%
Strongly disagree	118	68	38	52	41	25	30	20	9	31	51	36
	12%	12%	13%	11%	13%	11%	9%	14%	5%	11%	12%	12%
Unsure	190	85	48	72	67	48	68	18	50	50	72	68
	19%	15%	16%	15%	22%	21%	22%	13%	29%	18%	17%	23%

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[QImmenseCost] Please read the following statement: Tariffs not only impose immense economic costs but also fail to achieve their primary policy aims and foster political dysfunction along the way. Do you agree or disagree with this statement?

	Total	Party			Ideology			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT AGREE	516	128	100	289	111	169	229	128	347	132	336	85	53
	51%	33%	44%	74%	30%	52%	79%	29%	74%	29%	75%	31%	31%
STRONGLY/SOMEWHAT DISAGREE	303	195	69	40	198	78	26	234	51	242	44	144	86
	30%	50%	30%	10%	53%	24%	9%	53%	11%	52%	10%	52%	49%
Strongly agree	268	43	56	168	38	76	150	39	212	38	206	23	18
	27%	11%	25%	43%	10%	24%	52%	9%	45%	8%	46%	8%	10%
Somewhat agree	248	84	43	121	72	93	79	89	135	95	130	62	35
	25%	22%	19%	31%	19%	29%	27%	20%	29%	20%	29%	22%	20%
Somewhat disagree	185	117	44	25	119	51	14	138	35	145	28	78	61
	18%	30%	19%	6%	32%	16%	5%	32%	7%	31%	6%	28%	35%
Strongly disagree	118	78	25	15	80	27	11	95	16	98	16	67	25
	12%	20%	11%	4%	21%	8%	4%	22%	3%	21%	4%	24%	14%
Unsure	190	68	58	64	63	75	35	77	71	88	66	49	35
	19%	18%	26%	16%	17%	23%	12%	18%	15%	19%	15%	17%	20%

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[QPuckPodcast] Have you listened to a podcast in the past 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	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	377	188	187	107	112	99	60	219	159	244	52	48	33
	37%	40%	35%	52%	48%	35%	21%	50%	28%	34%	45%	43%	48%
No	616	279	337	95	122	172	227	216	400	461	62	57	35
	61%	60%	62%	46%	52%	62%	79%	49%	70%	65%	54%	51%	51%
Unsure	17	2	15	5	1	8	2	6	11	8	1	6	1
	2%	*%	3%	2%	1%	3%	1%	1%	2%	1%	1%	6%	2%

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N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QPuckPodcast] Have you listened to a podcast in the past 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	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	377	82	114	108	73	196	181	70	71	63	63	107	142	233
	37%	28%	38%	42%	47%	33%	44%	33%	33%	37%	39%	44%	33%	40%
No	616	205	186	144	81	391	225	129	140	109	96	136	270	341
	61%	69%	61%	56%	53%	65%	55%	61%	66%	63%	60%	56%	64%	59%
Unsure	17	10	4	3	-	14	3	11	2	-	2	1	13	2
	2%	3%	1%	1%		2%	1%	5%	1%		1%	1%	3%	1%

Echelon Insights
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N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QPuckPodcast] Have you listened to a podcast in the past 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	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
Yes	377	274	57	180	124	72	166	79	87	133	155	89
	37%	49%	19%	38%	40%	32%	53%	56%	49%	46%	36%	30%
No	616	282	233	289	176	148	147	60	86	145	270	201
	61%	50%	80%	61%	57%	66%	46%	43%	49%	51%	63%	68%
Unsure	17	5	2	3	7	5	3	1	2	9	1	7
	2%	1%	1%	1%	2%	2%	1%	1%	1%	3%	*%	2%

Echelon Insights
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N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QPuckPodcast] Have you listened to a podcast in the past week?

	Total	Party			Ideology			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	377	159	94	125	144	130	99	190	147	208	141	125	65
	37%	41%	41%	32%	39%	40%	34%	43%	31%	45%	32%	45%	37%
No	616	226	124	266	217	191	189	242	320	249	303	149	106
	61%	58%	55%	68%	58%	59%	65%	55%	68%	54%	68%	54%	61%
Unsure	17	6	8	2	11	2	1	6	2	6	3	5	3
	2%	2%	4%	1%	3%	*%	*%	1%	*%	1%	1%	2%	1%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QPuckElectionWatch] How did you watch election night 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	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
On television	587	292	293	72	138	180	197	210	377	426	52	69	39
	58%	62%	54%	35%	59%	64%	68%	48%	66%	60%	45%	62%	56%
On a livestream	147	68	79	49	32	38	28	81	66	104	16	12	15
	15%	15%	15%	24%	14%	13%	10%	18%	12%	15%	14%	11%	21%
Through social media clips	101	38	63	41	35	18	8	76	25	60	20	14	7
	10%	8%	12%	20%	15%	6%	3%	17%	4%	8%	17%	13%	10%
Another way	20	7	14	11	5	4	1	16	5	11	5	3	1
	2%	1%	3%	5%	2%	1%	*%	4%	1%	2%	4%	3%	2%
I did not watch election night coverage	154	64	90	34	24	41	55	58	96	112	23	12	7
	15%	14%	17%	16%	10%	15%	19%	13%	17%	16%	20%	11%	11%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QPuckElectionWatch] How did you watch election night 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	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
On television	587	181	151	161	93	332	255	108	119	108	92	155	226	355
	58%	61%	50%	63%	61%	55%	62%	51%	55%	63%	57%	64%	53%	62%
On a livestream	147	28	53	33	33	81	66	21	33	25	24	44	54	93
	15%	9%	17%	13%	22%	14%	16%	10%	16%	15%	15%	18%	13%	16%
Through social media clips	101	28	35	25	13	63	38	28	20	20	20	12	48	52
	10%	10%	11%	10%	8%	11%	9%	13%	9%	12%	13%	5%	11%	9%
Another way	20	9	6	4	1	15	6	3	6	3	3	5	9	11
	2%	3%	2%	2%	1%	2%	1%	2%	3%	2%	2%	2%	2%	2%
I did not watch election night coverage	154	50	60	32	13	109	45	51	37	16	21	28	87	65
	15%	17%	20%	12%	9%	18%	11%	24%	17%	9%	13%	11%	21%	11%

Echelon Insights
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N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QPuckElectionWatch] How did you watch election night 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	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
On television	587	314	196	309	151	125	170	87	82	154	272	161
	58%	56%	67%	66%	49%	55%	54%	62%	47%	54%	64%	54%
On a livestream	147	105	27	65	56	26	50	21	29	45	64	38
	15%	19%	9%	14%	18%	12%	16%	15%	17%	16%	15%	13%
Through social media clips	101	62	9	28	43	27	49	17	32	40	32	29
	10%	11%	3%	6%	14%	12%	16%	12%	18%	14%	7%	10%
Another way	20	9	3	8	11	2	9	1	7	7	6	8
	2%	2%	1%	2%	3%	1%	3%	1%	4%	2%	1%	3%
I did not watch election night coverage	154	70	58	62	46	46	38	14	24	41	53	60
	15%	13%	20%	13%	15%	20%	12%	10%	14%	14%	12%	20%

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[QPuckElectionWatch] How did you watch election night coverage?

	Total	Party			Ideology			2020 Ballot		2024 Ballot		GOP Supporter of	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
On television	587	236	124	227	230	178	170	277	277	282	270	169	104
	58%	61%	55%	58%	62%	55%	59%	63%	59%	61%	60%	61%	60%
On a livestream	147	61	40	46	54	49	41	68	62	79	55	46	29
	15%	16%	18%	12%	15%	15%	14%	16%	13%	17%	12%	17%	17%
Through social media clips	101	43	16	42	36	34	28	46	40	50	39	29	18
	10%	11%	7%	11%	10%	10%	10%	11%	8%	11%	9%	10%	10%
Another way	20	5	3	13	5	9	6	4	11	5	10	5	1
	2%	1%	1%	3%	1%	3%	2%	1%	2%	1%	2%	2%	1%
I did not watch election night coverage	154	45	44	65	47	52	44	42	79	46	74	30	22
	15%	12%	20%	17%	13%	16%	15%	10%	17%	10%	16%	11%	13%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QPuckDemDirection] What direction should the Democratic Party move after the 2024 election?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	465	195	267	101	109	122	133	211	254	276	90	61	38
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	457	175	278	101	96	126	134	197	260	283	95	49	30
To the right	83	45	38	19	17	26	22	36	48	39	19	11	14
	18%	23%	14%	19%	15%	21%	16%	17%	19%	14%	21%	19%	37%
It should stay the same	207	80	126	37	52	55	63	89	118	132	33	28	13
	44%	41%	47%	36%	47%	45%	47%	42%	46%	48%	37%	46%	34%
To the left	70	35	34	26	16	15	13	42	28	43	15	5	8
	15%	18%	13%	26%	15%	12%	10%	20%	11%	16%	16%	7%	20%
Unsure	105	35	68	20	25	25	35	44	61	62	23	17	4
	23%	18%	26%	19%	23%	21%	27%	21%	24%	22%	25%	28%	10%

Echelon Insights
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N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QPuckDemDirection] What direction should the Democratic Party move after the 2024 election?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	465	135	136	119	75	271	194	116	93	72	65	117	210	254
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	457	110	166	114	67	276	181	121	98	73	66	97	219	236
To the right	83	24	17	28	14	42	42	19	10	15	9	29	29	54
	18%	18%	13%	23%	19%	15%	21%	16%	11%	21%	14%	25%	14%	21%
It should stay the same	207	59	63	55	30	121	85	44	57	27	29	50	101	105
	44%	43%	46%	46%	40%	45%	44%	38%	61%	38%	44%	42%	48%	42%
To the left	70	25	12	15	17	38	32	17	7	13	12	21	23	47
	15%	19%	9%	13%	23%	14%	17%	14%	7%	18%	19%	18%	11%	18%
Unsure	105	27	44	21	14	70	35	36	19	16	15	17	56	48
	23%	20%	32%	17%	19%	26%	18%	31%	21%	22%	23%	15%	27%	19%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QPuckDemDirection] What direction should the Democratic Party move after the 2024 election?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	465	257	126	196	161	106	138	50	87	156	196	113
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	457	242	134	168	159	128	125	41	83	152	182	123
To the right	83	47	18	44	28	12	32	16	16	35	34	14
	18%	18%	14%	22%	18%	11%	23%	31%	19%	23%	17%	12%
It should stay the same	207	113	60	95	65	47	66	24	42	67	90	50
	44%	44%	48%	48%	40%	44%	48%	48%	48%	43%	46%	44%
To the left	70	49	10	28	31	11	18	6	12	27	32	11
	15%	19%	8%	14%	19%	11%	13%	12%	13%	18%	16%	9%
Unsure	105	48	38	30	37	37	22	4	17	27	40	38
	23%	19%	30%	15%	23%	34%	16%	9%	20%	17%	21%	34%

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November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QPuckDemDirection] What direction should the Democratic Party move after the 2024 election?

	Total	Party			Ideology			2020 Ballot		2024 Ballot		GOP Supporter of	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	465	-	72	393	26	163	266	19	409	19	403	-	-
	100		100	100	100	100	100	100	100	100	100		
Unweighted Total	457	-	77	380	28	161	258	21	393	20	394	-	-
To the right	83	-	7	76	6	36	41	7	74	9	71	-	-
	18%		10%	19%	24%	22%	16%	38%	18%	47%	18%		
It should stay the same	207	-	31	176	12	72	122	8	185	5	187	-	-
	44%		43%	45%	45%	44%	46%	45%	45%	29%	46%		
To the left	70	-	11	59	-	12	58	2	58	1	59	-	-
	15%		15%	15%		7%	22%	13%	14%	3%	15%		
Unsure	105	-	23	82	8	44	45	1	92	4	87	-	-
	23%		32%	21%	31%	27%	17%	4%	22%	21%	21%		

Echelon Insights
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N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QPuckBlameOE] Who or what do you blame for Kamala Harris 's loss?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	465	195	267	101	109	122	133	211	254	276	90	61	38
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	457	175	278	101	96	126	134	197	260	283	95	49	30
Voters	90	27	62	17	29	19	24	47	43	52	21	14	3
	19%	14%	23%	17%	27%	16%	18%	22%	17%	19%	23%	22%	8%
Donald Trump / Republicans	46	15	31	8	9	13	17	17	29	32	6	7	1
	10%	8%	12%	8%	8%	10%	13%	8%	11%	12%	7%	12%	3%
Democrats	45	28	16	13	10	11	11	23	22	24	9	6	6
	10%	14%	6%	13%	9%	9%	8%	11%	9%	9%	10%	10%	15%
Joe Biden	47	23	24	3	14	18	12	18	29	29	6	7	4
	10%	12%	9%	3%	13%	15%	9%	8%	12%	11%	7%	12%	11%
Bigotry	42	17	25	7	9	14	11	16	26	28	7	3	3
	9%	9%	9%	7%	8%	12%	9%	8%	10%	10%	8%	5%	8%
Economy	48	22	26	6	10	13	20	15	33	31	6	4	6
	10%	11%	10%	5%	9%	11%	15%	7%	13%	11%	7%	7%	17%
Kamala Harris	37	17	20	7	10	13	8	17	20	20	5	8	4
	8%	9%	8%	7%	9%	10%	6%	8%	8%	7%	5%	13%	10%
Bad / Late Start Campaign	40	13	27	10	7	8	15	17	23	31	8	1	0
	9%	7%	10%	10%	6%	7%	11%	8%	9%	11%	9%	2%	1%
Rigged Election	16	6	10	3	4	6	3	7	9	12	4	-	-
	3%	3%	4%	3%	4%	5%	3%	3%	4%	4%	5%		
Other	28	16	12	11	5	5	6	16	11	15	3	3	7
	6%	8%	4%	11%	5%	4%	4%	8%	4%	5%	3%	5%	17%

Echelon Insights

November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QPuckBlameOE] Who or what do you blame for Kamala Harris 's loss?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Unsure / Nobody	62	21	42	25	9	14	14	34	28	28	21	10	3
	13%	11%	16%	24%	8%	12%	11%	16%	11%	10%	24%	16%	9%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QPuckBlameOE] Who or what do you blame for Kamala Harris 's loss?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	465	135	136	119	75	271	194	116	93	72	65	117	210	254
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	457	110	166	114	67	276	181	121	98	73	66	97	219	236
Voters	90	30	25	19	16	54	35	24	22	10	13	21	46	44
	19%	22%	18%	16%	21%	20%	18%	21%	23%	14%	20%	18%	22%	17%
Donald Trump / Republicans	46	15	15	9	7	31	16	17	14	5	3	7	31	15
	10%	11%	11%	7%	9%	11%	8%	14%	15%	7%	5%	6%	15%	6%
Democrats	45	8	22	10	5	30	15	10	5	9	7	13	16	29
	10%	6%	16%	8%	7%	11%	8%	9%	6%	12%	11%	11%	7%	12%
Joe Biden	47	10	12	17	8	22	25	9	8	6	8	16	17	30
	10%	7%	9%	14%	11%	8%	13%	8%	9%	8%	12%	14%	8%	12%
Bigotry	42	7	8	19	7	15	26	9	6	9	4	14	15	26
	9%	5%	6%	16%	9%	6%	14%	8%	7%	12%	5%	12%	7%	10%
Economy	48	11	12	19	6	24	25	12	6	10	7	14	18	31
	10%	8%	9%	16%	8%	9%	13%	10%	6%	14%	10%	12%	8%	12%
Kamala Harris	37	13	11	9	4	23	14	9	11	5	5	6	20	16
	8%	9%	8%	8%	6%	9%	7%	8%	12%	6%	8%	5%	10%	6%
Bad / Late Start Campaign	40	13	8	8	11	21	19	6	7	7	8	11	14	26
	9%	9%	6%	7%	15%	8%	10%	5%	8%	10%	12%	10%	6%	10%
Rigged Election	16	7	3	5	2	10	7	3	5	3	4	2	7	9
	3%	5%	2%	4%	2%	4%	3%	2%	5%	4%	7%	1%	4%	3%
Other	28	6	10	5	7	16	11	7	6	6	4	4	13	14
	6%	5%	7%	4%	9%	6%	6%	6%	7%	8%	6%	4%	6%	6%
Unsure / Nobody	62	26	16	10	9	43	19	21	14	9	7	11	35	27
	13%	19%	12%	8%	13%	16%	10%	18%	15%	12%	11%	9%	17%	11%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QPuckBlameOE] Who or what do you blame for Kamala Harris 's loss?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	465	257	126	196	161	106	138	50	87	156	196	113
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	457	242	134	168	159	128	125	41	83	152	182	123
Voters	90	55	19	36	36	18	34	9	25	29	37	24
	19%	22%	15%	18%	22%	17%	24%	18%	28%	18%	19%	21%
Donald Trump / Republicans	46	20	18	15	14	17	8	3	5	14	20	12
	10%	8%	14%	8%	9%	16%	6%	7%	6%	9%	10%	11%
Democrats	45	31	8	24	16	6	13	6	7	18	17	10
	10%	12%	7%	12%	10%	5%	9%	11%	8%	11%	9%	9%
Joe Biden	47	26	15	32	8	7	20	8	11	15	18	14
	10%	10%	12%	16%	5%	7%	14%	17%	13%	10%	9%	12%
Bigotry	42	27	12	20	7	14	8	5	3	9	23	10
	9%	11%	9%	10%	4%	13%	6%	9%	4%	6%	12%	8%
Economy	48	25	16	20	15	13	10	6	5	10	26	12
	10%	10%	13%	10%	9%	13%	7%	11%	5%	7%	13%	11%
Kamala Harris	37	18	8	14	9	12	18	5	13	16	12	8
	8%	7%	6%	7%	6%	12%	13%	10%	15%	11%	6%	8%
Bad / Late Start Campaign	40	23	14	18	17	6	7	1	6	16	17	8
	9%	9%	11%	9%	10%	5%	5%	2%	7%	10%	8%	7%
Rigged Election	16	7	6	7	7	3	3	1	2	4	6	6
	3%	3%	4%	3%	4%	3%	2%	2%	3%	3%	3%	5%
Other	28	18	4	9	15	3	7	5	3	8	12	8
	6%	7%	3%	5%	9%	3%	5%	9%	3%	5%	6%	7%
Unsure / Nobody	62	27	16	16	31	14	17	4	14	27	21	14
	13%	10%	12%	8%	20%	14%	13%	7%	16%	17%	11%	13%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QPuckBlameOE] Who or what do you blame for Kamala Harris 's loss?

	Total	Party			Ideology			2020 Ballot		2024 Ballot		GOP Supporter of	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	465	-	72	393	26	163	266	19	409	19	403	-	-
	100		100	100	100	100	100	100	100	100	100		
Unweighted Total	457	-	77	380	28	161	258	21	393	20	394	-	-
Voters	90	-	8	82	5	32	48	1	81	-	79	-	-
	19%		11%	21%	18%	19%	18%	7%	20%		20%		
Donald Trump / Republicans	46	-	9	38	3	14	28	4	36	1	44	-	-
	10%		12%	10%	12%	9%	11%	21%	9%	5%	11%		
Democrats	45	-	7	38	3	9	33	2	39	3	39	-	-
	10%		10%	10%	13%	6%	12%	9%	10%	15%	10%		
Joe Biden	47	-	7	39	-	23	24	2	43	4	41	-	-
	10%		10%	10%		14%	9%	12%	10%	22%	10%		
Bigotry	42	-	7	35	3	13	25	-	40	-	40	-	-
	9%		10%	9%	11%	8%	10%		10%		10%		
Economy	48	-	11	38	-	22	26	-	47	1	46	-	-
	10%		15%	10%		14%	10%		12%	6%	11%		
Kamala Harris	37	-	6	31	2	16	16	6	28	8	24	-	-
	8%		9%	8%	9%	10%	6%	31%	7%	42%	6%		
Bad / Late Start Campaign	40	-	8	32	4	16	20	-	39	-	36	-	-
	9%		12%	8%	16%	10%	7%		10%		9%		
Rigged Election	16	-	4	12	1	4	11	1	14	-	16	-	-
	3%		6%	3%	3%	2%	4%	8%	3%		4%		
Other	28	-	6	22	-	8	20	1	23	-	24	-	-
	6%		8%	5%		5%	7%	6%	6%		6%		
Unsure / Nobody	62	-	8	54	4	22	34	4	48	4	47	-	-
	13%		11%	14%	17%	13%	13%	20%	12%	22%	12%		

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QVaccination] Have you received any vaccinations against COVID-19, including boosters?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
None	239	107	130	88	56	57	37	144	94	161	38	26	13
	24%	23%	24%	43%	24%	20%	13%	33%	17%	23%	33%	23%	19%
One	90	48	41	26	31	21	11	58	32	61	12	11	6
	9%	10%	8%	13%	13%	7%	4%	13%	6%	8%	11%	10%	9%
Two	256	109	146	57	78	79	42	134	121	172	32	38	13
	25%	23%	27%	28%	33%	28%	15%	30%	21%	24%	28%	34%	19%
Three or more	416	203	212	33	66	120	197	99	317	315	32	32	37
	41%	43%	39%	16%	28%	43%	68%	23%	56%	44%	28%	29%	53%
Prefer not to say	10	2	8	2	3	3	1	6	4	5	1	4	1
	1%	*%	2%	1%	1%	1%	*%	1%	1%	1%	*%	4%	1%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QVaccination] Have you received any vaccinations against COVID-19, including boosters?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
None	239	114	74	38	12	188	50	70	62	43	30	30	132	103
	24%	39%	24%	15%	8%	31%	12%	33%	29%	25%	19%	12%	31%	18%
One	90	19	42	18	10	61	29	19	18	16	23	14	37	53
	9%	7%	14%	7%	7%	10%	7%	9%	9%	9%	14%	6%	9%	9%
Two	256	72	70	74	39	142	113	47	59	40	42	64	107	146
	25%	24%	23%	29%	25%	24%	28%	22%	28%	23%	26%	26%	25%	25%
Three or more	416	88	115	121	93	203	213	74	72	73	62	134	146	269
	41%	30%	38%	47%	60%	34%	52%	35%	34%	42%	39%	55%	34%	47%
Prefer not to say	10	3	3	4	-	6	4	1	3	1	4	2	4	6
	1%	1%	1%	1%		1%	1%	1%	1%	1%	2%	1%	1%	1%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QVaccination] Have you received any vaccinations against COVID-19, including boosters?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
None	239	141	42	86	110	42	92	33	58	66	92	80
	24%	25%	15%	18%	36%	18%	29%	23%	33%	23%	22%	27%
One	90	58	13	35	33	20	36	18	18	28	35	27
	9%	10%	4%	7%	11%	9%	11%	13%	10%	10%	8%	9%
Two	256	166	55	118	80	55	101	40	61	78	106	71
	25%	30%	19%	25%	26%	24%	32%	29%	35%	27%	25%	24%
Three or more	416	190	181	230	80	105	83	49	34	113	188	116
	41%	34%	62%	49%	26%	47%	26%	35%	19%	39%	44%	39%
Prefer not to say	10	6	1	2	4	4	4	1	4	2	6	3
	1%	1%	*%	*%	1%	2%	1%	*%	2%	1%	1%	1%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QVaccination] Have you received any vaccinations against COVID-19, including boosters?

	Total	Party			Ideology			2020 Ballot		2024 Ballot		GOP Supporter of	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
None	239	135	61	42	127	75	26	154	41	166	35	121	44
	24%	35%	27%	11%	34%	23%	9%	35%	9%	36%	8%	43%	25%
One	90	42	24	23	39	31	20	52	30	54	26	36	21
	9%	11%	11%	6%	11%	10%	7%	12%	6%	12%	6%	13%	12%
Two	256	89	62	104	87	91	68	107	122	116	114	55	50
	25%	23%	27%	27%	23%	28%	23%	24%	26%	25%	26%	20%	29%
Three or more	416	116	78	223	113	122	176	118	274	120	270	64	55
	41%	30%	34%	57%	30%	38%	61%	27%	59%	26%	60%	23%	32%
Prefer not to say	10	8	2	-	6	3	-	8	2	7	2	3	5
	1%	2%	1%		2%	1%		2%	0%	2%	0%	1%	3%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
White collar worker, like work at a desk or an office	402	188	213	56	109	124	114	164	238	297	35	34	37
	40%	40%	40%	27%	46%	44%	40%	37%	42%	42%	30%	30%	53%
Blue collar worker, like work with my hands or in a factory	235	152	81	50	57	59	70	107	129	160	33	24	18
	23%	32%	15%	24%	24%	21%	24%	24%	23%	22%	28%	21%	27%
Service worker, like work in a store, hospital, or restaurant	183	69	114	65	41	45	33	105	78	127	28	20	9
	18%	15%	21%	31%	17%	16%	11%	24%	14%	18%	24%	18%	13%
Unsure	189	60	129	36	28	53	71	65	124	129	21	34	5
	19%	13%	24%	18%	12%	19%	25%	15%	22%	18%	18%	31%	8%

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N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
White collar worker, like work at a desk or an office	402	47	90	154	112	137	266	34	47	72	81	167	81	320
	40%	16%	29%	60%	72%	23%	65%	16%	22%	42%	50%	69%	19%	56%
Blue collar worker, like work with my hands or in a factory	235	95	93	35	12	188	47	55	73	45	35	27	128	107
	23%	32%	30%	14%	8%	31%	12%	26%	34%	26%	22%	11%	30%	19%
Service worker, like work in a store, hospital, or restaurant	183	64	59	46	15	123	60	43	47	34	24	30	90	88
	18%	22%	19%	18%	10%	20%	15%	20%	22%	20%	15%	12%	21%	15%
Unsure	189	90	63	20	16	153	36	78	47	21	20	20	125	61
	19%	30%	21%	8%	10%	25%	9%	37%	22%	12%	13%	8%	29%	11%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
White collar worker, like work at a desk or an office	402	269	108	234	81	86	139	64	75	109	198	95
	40%	48%	37%	50%	26%	38%	44%	46%	43%	38%	47%	32%
Blue collar worker, like work with my hands or in a factory	235	139	65	99	84	53	70	45	25	62	94	79
	23%	25%	22%	21%	27%	23%	22%	32%	14%	22%	22%	27%
Service worker, like work in a store, hospital, or restaurant	183	124	26	67	83	33	66	21	45	67	64	53
	18%	22%	9%	14%	27%	15%	21%	15%	26%	23%	15%	18%
Unsure	189	29	92	73	60	54	41	11	30	49	70	70
	19%	5%	32%	15%	19%	24%	13%	8%	17%	17%	17%	24%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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			2020 Ballot		2024 Ballot		GOP Supporter of	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
White collar worker, like work at a desk or an office	402	175	75	153	160	120	119	183	200	201	187	102	93
	40%	45%	33%	39%	43%	37%	41%	42%	43%	44%	42%	37%	53%
Blue collar worker, like work with my hands or in a factory	235	100	54	82	85	97	52	122	95	119	96	82	33
	23%	26%	24%	21%	23%	30%	18%	28%	20%	26%	22%	29%	19%
Service worker, like work in a store, hospital, or restaurant	183	46	54	83	51	59	63	59	90	65	87	39	24
	18%	12%	24%	21%	14%	18%	22%	14%	19%	14%	19%	14%	14%
Unsure	189	70	44	75	76	46	55	73	85	77	76	55	24
	19%	18%	19%	19%	21%	14%	19%	17%	18%	17%	17%	20%	14%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

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

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	986	456	528	183	234	280	289	417	569	699	112	109	66
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	985	419	563	193	213	292	287	406	579	724	121	86	54
Donald Trump	438	232	206	72	107	125	134	179	259	371	15	33	19
	44%	51%	39%	39%	46%	45%	47%	43%	46%	53%	13%	31%	29%
Joe Biden	469	197	270	82	109	134	144	191	278	280	89	59	41
	48%	43%	51%	45%	47%	48%	50%	46%	49%	40%	79%	54%	63%
Someone else	19	9	9	5	4	6	4	9	10	16	1	1	2
	2%	2%	2%	3%	2%	2%	1%	2%	2%	2%	1%	1%	2%
I did not vote	54	15	39	22	14	12	7	36	19	30	6	14	3
	6%	3%	7%	12%	6%	4%	2%	9%	3%	4%	6%	13%	5%
Unsure	6	2	4	2	1	4	-	2	4	3	2	1	1
	1%	*%	1%	1%	*%	1%		1%	1%	*%	1%	1%	1%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

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

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	986	285	294	253	154	579	407	201	212	166	159	239	413	564
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	985	244	371	239	131	615	370	224	217	175	161	201	441	537
Donald Trump	438	125	140	109	64	265	173	67	102	75	91	101	169	266
	44%	44%	48%	43%	42%	46%	42%	33%	48%	45%	57%	42%	41%	47%
Joe Biden	469	123	131	129	86	254	215	103	87	83	62	133	190	278
	48%	43%	44%	51%	56%	44%	53%	51%	41%	50%	39%	56%	46%	49%
Someone else	19	1	5	12	1	6	13	3	7	5	1	2	10	9
	2%	*%	2%	5%	1%	1%	3%	1%	3%	3%	1%	1%	2%	2%
I did not vote	54	32	16	3	3	48	6	26	14	3	5	3	40	11
	6%	11%	6%	1%	2%	8%	1%	13%	7%	2%	3%	1%	10%	2%
Unsure	6	4	2	-	-	6	-	2	2	-	-	-	4	-
	1%	1%	1%			1%		1%	1%				1%	

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

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

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	986	548	292	470	286	225	310	137	172	280	419	287
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	985	524	307	414	292	273	306	125	180	273	394	318
Donald Trump	438	244	141	232	102	101	144	80	64	110	183	145
	44%	45%	48%	49%	36%	45%	46%	59%	37%	39%	44%	51%
Joe Biden	469	262	137	217	142	108	138	54	83	146	206	117
	48%	48%	47%	46%	50%	48%	45%	39%	48%	52%	49%	41%
Someone else	19	12	5	9	6	4	6	1	6	3	13	3
	2%	2%	2%	2%	2%	2%	2%	1%	3%	1%	3%	1%
I did not vote	54	25	9	11	33	10	19	2	17	19	16	19
	6%	5%	3%	2%	12%	5%	6%	1%	10%	7%	4%	7%
Unsure	6	4	-	1	3	2	3	-	3	2	2	2
	1%	1%		1%	1%	1%	1%		1%	1%	1%	1%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

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

	Total	Party			Ideology			2020 Ballot		2024 Ballot		GOP Supporter of	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	986	380	219	387	367	315	281	438	469	452	440	268	173
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	985	394	217	374	373	311	276	448	449	467	424	280	171
Donald Trump	438	343	80	15	304	98	31	438	-	401	17	245	144
	44%	90%	36%	4%	83%	31%	11%	100%		89%	4%	91%	83%
Joe Biden	469	20	94	355	40	176	243	-	469	34	404	9	18
	48%	5%	43%	92%	11%	56%	87%		100%	8%	92%	3%	10%
Someone else	19	5	14	-	8	9	2	-	-	6	9	3	5
	2%	1%	7%		2%	3%	1%			1%	2%	1%	3%
I did not vote	54	11	26	16	14	29	5	-	-	11	10	11	5
	6%	3%	12%	4%	4%	9%	2%			3%	2%	4%	3%
Unsure	6	1	5	1	1	2	-	-	-	-	-	1	1
	1%	*%	2%	*%	*%	1%						*%	*%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[Q2016Ballot] For which candidate did you vote in the 2016 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	950	440	508	146	234	280	289	381	569	683	102	102	63
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	950	404	543	158	213	292	287	371	579	708	110	80	52
Donald Trump	424	226	198	61	92	130	141	153	271	353	13	33	25
	45%	51%	39%	42%	39%	47%	49%	40%	48%	52%	13%	33%	39%
Hillary Clinton	389	158	228	52	98	116	123	150	238	242	68	48	30
	41%	36%	45%	36%	42%	41%	42%	40%	42%	35%	67%	48%	48%
Someone else	33	14	19	5	11	7	9	16	16	27	3	-	2
	3%	3%	4%	4%	5%	2%	3%	4%	3%	4%	3%		3%
I did not vote	90	34	56	26	29	22	12	55	35	52	15	18	5
	9%	8%	11%	18%	13%	8%	4%	15%	6%	8%	15%	17%	9%
Unsure	15	8	7	2	4	5	4	5	9	9	2	3	1
	2%	2%	1%	1%	2%	2%	1%	1%	2%	1%	2%	3%	2%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[Q2016Ballot] For which candidate did you vote in the 2016 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	950	263	285	249	153	548	402	189	203	163	154	233	391	550
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	950	226	361	234	129	587	363	213	207	170	156	197	420	523
Donald Trump	424	108	134	112	70	242	182	60	86	81	86	108	145	276
	45%	41%	47%	45%	46%	44%	45%	32%	42%	50%	56%	46%	37%	50%
Hillary Clinton	389	95	107	117	69	202	186	81	81	61	57	108	163	226
	41%	36%	38%	47%	46%	37%	46%	43%	40%	38%	37%	46%	42%	41%
Someone else	33	6	11	10	5	18	15	8	8	8	2	6	17	16
	3%	2%	4%	4%	3%	3%	4%	4%	4%	5%	1%	2%	4%	3%
I did not vote	90	46	27	10	7	73	17	39	18	11	8	10	57	29
	9%	17%	9%	4%	4%	13%	4%	20%	9%	7%	5%	4%	15%	5%
Unsure	15	8	5	-	1	13	1	1	9	2	1	1	10	4
	2%	3%	2%		1%	2%	*%	1%	4%	1%	1%	1%	2%	1%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[Q2016Ballot] For which candidate did you vote in the 2016 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	950	526	292	467	255	223	294	129	164	261	408	280
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	950	501	307	411	261	272	292	118	173	257	381	312
Donald Trump	424	234	144	234	88	100	128	71	57	96	179	148
	45%	44%	49%	50%	35%	45%	44%	55%	34%	37%	44%	53%
Hillary Clinton	389	225	122	188	108	92	117	43	73	119	179	91
	41%	43%	42%	40%	43%	41%	40%	34%	45%	45%	44%	32%
Someone else	33	23	4	12	11	9	10	1	8	13	16	3
	3%	4%	1%	3%	4%	4%	3%	1%	5%	5%	4%	1%
I did not vote	90	37	17	27	45	16	31	7	23	29	29	32
	9%	7%	6%	6%	18%	7%	10%	6%	14%	11%	7%	11%
Unsure	15	8	5	6	2	5	9	6	3	5	4	5
	2%	1%	2%	1%	1%	2%	3%	5%	2%	2%	1%	2%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[Q2016Ballot] For which candidate did you vote in the 2016 presidential election?

	Total	Party			Ideology			2020 Ballot		2024 Ballot		GOP Supporter of	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	950	371	210	368	358	302	269	428	449	441	424	262	169
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	950	384	209	357	364	300	263	437	431	456	407	273	166
Donald Trump	424	324	76	24	291	100	29	379	40	376	34	225	141
	45%	87%	36%	7%	81%	33%	11%	88%	9%	85%	8%	86%	84%
Hillary Clinton	389	19	72	297	29	138	214	24	358	27	340	10	12
	41%	5%	34%	81%	8%	46%	80%	6%	80%	6%	80%	4%	7%
Someone else	33	5	18	9	9	15	8	8	14	11	13	4	7
	3%	1%	9%	3%	3%	5%	3%	2%	3%	3%	3%	1%	4%
I did not vote	90	18	39	33	24	44	16	11	32	19	33	18	8
	9%	5%	19%	9%	7%	15%	6%	3%	7%	4%	8%	7%	4%
Unsure	15	6	5	4	4	4	2	6	6	7	3	5	1
	2%	2%	2%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[Q2012Ballot] For which candidate did you vote in the 2012 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	897	411	483	93	234	280	289	328	569	668	83	95	51
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	896	378	515	104	213	292	287	317	579	689	88	75	44
Mitt Romney	234	128	106	11	45	77	101	56	178	213	3	10	9
	26%	31%	22%	12%	19%	27%	35%	17%	31%	32%	3%	10%	18%
Barack Obama	520	230	288	61	147	158	155	208	313	344	71	70	35
	58%	56%	60%	65%	63%	56%	54%	63%	55%	52%	86%	74%	69%
Someone else	32	11	20	2	3	15	12	4	27	29	2	1	-
	4%	3%	4%	2%	1%	5%	4%	1%	5%	4%	2%	1%	
I did not vote	94	35	59	19	31	27	17	50	44	67	7	14	6
	11%	9%	12%	20%	13%	10%	6%	15%	8%	10%	9%	14%	12%
Unsure	16	6	10	1	8	3	4	9	7	15	-	0	1
	2%	2%	2%	1%	4%	1%	1%	3%	1%	2%		1%	1%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[Q2012Ballot] For which candidate did you vote in the 2012 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	897	237	270	238	151	507	390	180	190	151	143	223	371	517
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	896	202	341	225	128	543	353	203	194	158	144	190	397	492
Mitt Romney	234	49	72	74	39	121	113	27	49	47	48	63	76	159
	26%	21%	27%	31%	26%	24%	29%	15%	26%	31%	34%	28%	20%	31%
Barack Obama	520	130	146	147	98	275	245	106	113	86	79	136	219	301
	58%	55%	54%	62%	65%	54%	63%	59%	60%	57%	55%	61%	59%	58%
Someone else	32	8	15	6	2	23	8	8	11	2	3	5	18	11
	4%	4%	5%	3%	1%	5%	2%	4%	6%	2%	2%	2%	5%	2%
I did not vote	94	43	32	11	9	74	20	34	16	15	12	12	50	39
	11%	18%	12%	5%	6%	15%	5%	19%	8%	10%	9%	5%	14%	8%
Unsure	16	7	6	-	3	13	3	5	2	0	0	7	7	8
	2%	3%	2%		2%	3%	1%	3%	1%	*%	*%	3%	2%	1%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[Q2012Ballot] For which candidate did you vote in the 2012 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	897	482	291	456	213	222	272	120	151	243	387	267
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	896	457	306	400	219	271	269	110	158	238	363	295
Mitt Romney	234	116	100	134	42	57	48	24	24	43	108	83
	26%	24%	34%	29%	20%	26%	18%	20%	16%	18%	28%	31%
Barack Obama	520	304	153	259	134	127	172	73	99	163	232	125
	58%	63%	52%	57%	63%	57%	63%	60%	65%	67%	60%	47%
Someone else	32	9	14	16	4	11	6	2	4	5	14	12
	4%	2%	5%	3%	2%	5%	2%	2%	2%	2%	4%	4%
I did not vote	94	43	20	40	32	21	42	18	24	24	29	42
	11%	9%	7%	9%	15%	9%	15%	15%	16%	10%	7%	16%
Unsure	16	9	4	7	3	6	5	4	1	7	4	5
	2%	2%	1%	1%	1%	3%	2%	3%	1%	3%	1%	2%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[Q2012Ballot] For which candidate did you vote in the 2012 presidential election?

	Total	Party			Ideology			2020 Ballot		2024 Ballot		GOP Supporter of	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	897	353	197	346	346	276	253	407	425	415	405	240	166
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	896	367	194	335	349	277	248	418	406	431	389	254	162
Mitt Romney	234	192	31	11	187	37	8	201	25	203	25	114	94
	26%	54%	16%	3%	54%	13%	3%	49%	6%	49%	6%	47%	57%
Barack Obama	520	86	122	312	84	189	233	121	373	133	353	62	48
	58%	24%	62%	90%	24%	69%	92%	30%	88%	32%	87%	26%	29%
Someone else	32	19	10	2	22	8	1	23	4	21	6	14	10
	4%	5%	5%	1%	6%	3%	1%	6%	1%	5%	1%	6%	6%
I did not vote	94	46	29	19	45	36	8	48	21	47	20	44	9
	11%	13%	15%	5%	13%	13%	3%	12%	5%	11%	5%	18%	5%
Unsure	16	11	5	1	8	6	2	13	2	10	3	6	4
	2%	3%	2%	*%	2%	2%	1%	3%	1%	2%	1%	3%	3%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[Q2008Ballot] For which candidate did you vote in the 2008 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	821	377	442	18	234	280	289	252	569	624	64	83	50
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	814	346	465	22	213	292	287	235	579	638	70	64	42
John McCain	227	128	98	3	48	77	97	52	175	204	3	12	8
	28%	34%	22%	19%	21%	28%	34%	21%	31%	33%	4%	14%	16%
Barack Obama	431	183	246	10	131	144	145	142	289	292	54	54	30
	52%	48%	56%	59%	56%	52%	50%	56%	51%	47%	85%	66%	59%
Someone else	28	12	16	-	1	12	14	1	26	25	2	1	-
	3%	3%	4%		1%	4%	5%	1%	5%	4%	2%	1%	
I did not vote	97	41	55	3	44	31	19	47	50	67	3	15	12
	12%	11%	12%	18%	19%	11%	7%	19%	9%	11%	4%	18%	23%
Unsure	40	12	28	1	10	16	14	11	29	35	3	1	1
	5%	3%	6%	4%	4%	6%	5%	4%	5%	6%	4%	2%	1%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[Q2008Ballot] For which candidate did you vote in the 2008 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	821	205	252	221	143	457	364	162	175	138	125	214	337	477
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	814	170	312	212	120	482	332	183	176	141	126	182	359	449
John McCain	227	52	68	69	37	120	106	34	44	46	46	56	78	148
	28%	25%	27%	31%	26%	26%	29%	21%	25%	34%	37%	26%	23%	31%
Barack Obama	431	94	125	125	87	218	212	83	94	73	58	123	177	253
	52%	46%	50%	57%	61%	48%	58%	51%	54%	53%	46%	57%	53%	53%
Someone else	28	9	11	5	2	20	7	4	13	1	3	3	17	8
	3%	4%	4%	2%	2%	4%	2%	3%	7%	1%	2%	1%	5%	2%
I did not vote	97	37	33	20	7	70	27	29	16	14	15	19	46	47
	12%	18%	13%	9%	5%	15%	7%	18%	9%	10%	12%	9%	14%	10%
Unsure	40	13	15	2	10	28	12	10	8	3	3	14	18	20
	5%	6%	6%	1%	7%	6%	3%	6%	4%	2%	3%	6%	5%	4%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[Q2008Ballot] For which candidate did you vote in the 2008 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	821	422	291	426	175	216	227	102	124	215	364	242
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	814	396	306	373	174	262	219	93	125	213	336	265
John McCain	227	108	98	127	38	60	49	24	26	50	97	80
	28%	26%	34%	30%	22%	28%	22%	23%	21%	23%	27%	33%
Barack Obama	431	235	145	224	98	109	125	47	78	125	200	105
	52%	56%	50%	53%	56%	50%	55%	46%	62%	58%	55%	43%
Someone else	28	11	12	14	2	11	4	4	-	4	14	10
	3%	3%	4%	3%	1%	5%	2%	4%		2%	4%	4%
I did not vote	97	47	21	45	24	26	41	22	19	24	37	36
	12%	11%	7%	11%	14%	12%	18%	21%	15%	11%	10%	15%
Unsure	40	20	15	16	12	11	8	6	2	12	16	12
	5%	5%	5%	4%	7%	5%	4%	6%	1%	6%	4%	5%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[Q2008Ballot] For which candidate did you vote in the 2008 presidential election?

	Total	Party			Ideology			2020 Ballot		2024 Ballot		GOP Supporter of	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	821	328	176	318	322	247	235	373	395	381	375	223	151
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	814	335	172	307	321	246	230	382	375	392	359	235	144
John McCain	227	182	33	11	178	35	12	189	27	190	27	110	91
	28%	56%	19%	4%	55%	14%	5%	51%	7%	50%	7%	49%	60%
Barack Obama	431	59	99	272	65	151	206	85	329	96	310	46	34
	52%	18%	56%	86%	20%	61%	88%	23%	83%	25%	83%	21%	22%
Someone else	28	18	8	2	21	6	1	21	4	22	3	14	7
	3%	5%	5%	*%	6%	3%	*%	6%	1%	6%	1%	6%	5%
I did not vote	97	46	26	24	40	41	11	48	25	50	25	43	10
	12%	14%	15%	8%	12%	16%	5%	13%	6%	13%	7%	19%	6%
Unsure	40	23	9	8	19	14	5	28	9	22	11	11	10
	5%	7%	5%	3%	6%	6%	2%	8%	2%	6%	3%	5%	6%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	534	256	277	173	160	130	71	333	201	338	81	72	44
	53%	55%	51%	84%	68%	46%	25%	75%	35%	47%	70%	64%	63%
No	476	212	261	34	75	150	218	108	368	376	35	40	26
	47%	45%	49%	16%	32%	54%	75%	25%	65%	53%	30%	36%	37%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	534	141	147	158	88	288	246	99	100	85	93	151	199	329
	53%	48%	48%	62%	57%	48%	60%	47%	47%	49%	58%	62%	47%	57%
No	476	155	157	97	66	312	163	112	114	87	68	93	226	247
	47%	52%	52%	38%	43%	52%	40%	53%	53%	51%	42%	38%	53%	43%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
Yes	534	377	80	224	211	96	225	101	124	169	242	124
	53%	67%	27%	48%	69%	43%	71%	72%	71%	59%	57%	42%
No	476	184	212	248	96	129	91	40	51	118	184	173
	47%	33%	73%	52%	31%	57%	29%	28%	29%	41%	43%	58%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	534	217	125	192	190	180	148	247	219	265	213	156	99
	53%	56%	55%	49%	51%	56%	51%	56%	47%	57%	48%	56%	57%
No	476	173	102	201	182	142	141	191	249	198	234	122	74
	47%	44%	45%	51%	49%	44%	49%	44%	53%	43%	52%	44%	43%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	340	201	137	111	103	83	43	215	126	211	60	41	29
	34%	43%	25%	54%	44%	30%	15%	49%	22%	30%	52%	37%	41%
No	670	268	401	95	131	197	246	226	443	502	56	71	41
	66%	57%	75%	46%	56%	70%	85%	51%	78%	70%	48%	63%	59%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	340	91	90	93	66	181	159	58	59	52	68	103	117	223
	34%	31%	30%	36%	43%	30%	39%	28%	27%	30%	42%	42%	28%	39%
No	670	206	214	162	88	420	250	153	155	120	93	141	308	353
	66%	69%	70%	64%	57%	70%	61%	72%	73%	70%	58%	58%	72%	61%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
Yes	340	247	50	142	142	54	138	77	59	128	151	62
	34%	44%	17%	30%	46%	24%	44%	55%	34%	44%	35%	21%
No	670	314	242	330	165	171	179	63	116	159	275	235
	66%	56%	83%	70%	54%	76%	56%	45%	66%	56%	65%	79%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	340	151	68	122	135	104	94	172	132	189	132	117	57
	34%	39%	30%	31%	36%	32%	32%	39%	28%	41%	29%	42%	33%
No	670	240	159	271	237	218	195	266	336	274	315	161	116
	66%	61%	70%	69%	64%	68%	68%	61%	72%	59%	71%	58%	67%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	868	390	475	182	221	238	226	403	464	607	103	99	59
	86%	83%	88%	88%	94%	85%	78%	91%	82%	85%	89%	89%	85%
No	142	78	64	25	13	42	63	38	105	106	13	13	10
	14%	17%	12%	12%	6%	15%	22%	9%	18%	15%	11%	11%	15%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	868	263	255	226	125	518	350	186	180	147	144	204	365	495
	86%	89%	84%	88%	81%	86%	86%	88%	84%	85%	89%	84%	86%	86%
No	142	33	50	30	29	83	59	25	34	25	17	39	59	82
	14%	11%	16%	12%	19%	14%	14%	12%	16%	15%	11%	16%	14%	14%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
Yes	868	500	232	395	272	196	294	126	168	255	366	247
	86%	89%	79%	84%	89%	87%	93%	89%	96%	89%	86%	83%
No	142	61	60	77	35	30	22	15	7	32	61	49
	14%	11%	21%	16%	11%	13%	7%	11%	4%	11%	14%	17%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	868	333	189	346	314	282	247	378	400	401	379	243	143
	86%	85%	84%	88%	84%	88%	85%	86%	85%	87%	85%	87%	82%
No	142	58	37	47	59	40	42	60	69	62	67	35	31
	14%	15%	16%	12%	16%	12%	15%	14%	15%	13%	15%	13%	18%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	416	186	229	144	120	112	39	265	151	254	68	67	26
	41%	40%	43%	70%	51%	40%	13%	60%	26%	36%	59%	60%	38%
No	594	282	310	62	114	168	250	176	418	460	48	44	43
	59%	60%	57%	30%	49%	60%	87%	40%	74%	64%	41%	40%	62%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	416	132	110	110	64	242	173	87	72	75	76	106	159	256
	41%	45%	36%	43%	41%	40%	42%	41%	34%	43%	47%	43%	37%	44%
No	594	164	194	146	91	358	236	124	142	98	85	138	266	320
	59%	55%	64%	57%	59%	60%	58%	59%	66%	57%	53%	57%	63%	56%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
Yes	416	286	56	173	163	77	201	87	113	129	176	111
	41%	51%	19%	37%	53%	34%	63%	62%	65%	45%	41%	38%
No	594	274	236	299	144	149	116	53	62	158	251	185
	59%	49%	81%	63%	47%	66%	37%	38%	35%	55%	59%	62%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	416	159	78	179	129	144	134	174	193	189	186	122	58
	41%	41%	34%	46%	35%	45%	46%	40%	41%	41%	42%	44%	34%
No	594	232	149	214	243	178	156	264	276	274	260	157	115
	59%	59%	66%	54%	65%	55%	54%	60%	59%	59%	58%	56%	66%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	288	144	142	95	91	71	31	186	102	187	37	35	29
	29%	31%	26%	46%	39%	25%	11%	42%	18%	26%	32%	32%	42%
No	722	324	397	112	143	209	258	255	467	526	79	76	40
	71%	69%	74%	54%	61%	75%	89%	58%	82%	74%	68%	68%	58%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	288	68	83	91	47	151	137	44	50	48	54	87	94	190
	29%	23%	27%	35%	30%	25%	34%	21%	24%	28%	34%	36%	22%	33%
No	722	228	222	165	107	450	272	167	164	124	106	156	331	386
	71%	77%	73%	65%	70%	75%	66%	79%	76%	72%	66%	64%	78%	67%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
Yes	288	213	34	132	110	44	116	53	63	103	121	64
	29%	38%	12%	28%	36%	20%	37%	38%	36%	36%	28%	22%
No	722	347	258	340	197	182	200	87	112	184	306	233
	71%	62%	88%	72%	64%	80%	63%	62%	64%	64%	72%	78%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	288	121	53	114	96	88	97	126	124	138	118	77	57
	29%	31%	23%	29%	26%	27%	34%	29%	26%	30%	26%	28%	33%
No	722	270	174	279	277	234	192	312	345	325	328	201	117
	71%	69%	77%	71%	74%	73%	66%	71%	74%	70%	74%	72%	67%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	814	388	422	198	221	223	171	419	395	548	108	97	60
	81%	83%	78%	96%	94%	80%	59%	95%	69%	77%	93%	87%	87%
No	196	80	116	8	14	57	118	22	174	165	8	14	9
	19%	17%	22%	4%	6%	20%	41%	5%	31%	23%	7%	13%	13%

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N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	814	234	244	207	129	478	336	165	167	144	134	197	332	475
	81%	79%	80%	81%	84%	80%	82%	78%	78%	84%	84%	81%	78%	82%
No	196	62	61	48	25	123	74	46	46	28	26	47	92	102
	19%	21%	20%	19%	16%	20%	18%	22%	22%	16%	16%	19%	22%	18%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
Yes	814	499	183	361	274	173	300	136	163	248	329	236
	81%	89%	63%	76%	89%	77%	95%	97%	93%	87%	77%	80%
No	196	62	109	111	33	52	16	4	12	39	97	60
	19%	11%	37%	24%	11%	23%	5%	3%	7%	13%	23%	20%

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November Omnibus 2024
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[QSocial_YouTube] For the following list of sites or apps, please indicate which you have used in the past week.
-YouTube

	Total	Party			Ideology			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	814	316	193	305	283	279	227	365	358	385	338	239	131
	81%	81%	85%	78%	76%	87%	78%	83%	76%	83%	76%	86%	75%
No	196	75	34	87	89	43	63	73	111	77	109	40	43
	19%	19%	15%	22%	24%	13%	22%	17%	24%	17%	24%	14%	25%

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N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	291	142	149	131	95	53	12	226	65	180	39	48	24
	29%	30%	28%	63%	41%	19%	4%	51%	12%	25%	34%	43%	35%
No	719	326	390	76	139	227	277	215	503	534	76	63	45
	71%	70%	72%	37%	59%	81%	96%	49%	88%	75%	66%	57%	65%

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[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	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	291	91	75	80	45	167	125	56	54	50	50	79	110	179
	29%	31%	25%	31%	29%	28%	31%	26%	25%	29%	31%	32%	26%	31%
No	719	205	229	176	109	434	284	155	160	122	110	165	315	398
	71%	69%	75%	69%	71%	72%	69%	74%	75%	71%	69%	68%	74%	69%

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[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	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
Yes	291	222	24	117	137	37	149	62	86	97	111	84
	29%	40%	8%	25%	45%	16%	47%	44%	49%	34%	26%	28%
No	719	339	268	355	170	189	168	78	89	190	315	213
	71%	60%	92%	75%	55%	84%	53%	56%	51%	66%	74%	72%

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[QSocial_SnapChat] For the following list of sites or apps, please indicate which you have used in the past week.
-Snapchat

	Total	Party			Ideology			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	291	119	60	112	94	97	86	130	115	142	119	86	46
	29%	30%	27%	29%	25%	30%	30%	30%	24%	31%	27%	31%	26%
No	719	272	166	281	279	225	203	308	354	321	327	192	128
	71%	70%	73%	71%	75%	70%	70%	70%	76%	69%	73%	69%	74%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Often	93	52	41	31	22	29	11	53	40	50	20	18	5
	9%	11%	8%	15%	10%	10%	4%	12%	7%	7%	17%	16%	8%
Sometimes	262	140	122	66	77	60	58	143	118	183	31	28	19
	26%	30%	23%	32%	33%	22%	20%	32%	21%	26%	27%	25%	27%
Rarely	275	121	152	51	68	85	71	119	156	204	31	22	18
	27%	26%	28%	25%	29%	30%	25%	27%	27%	29%	27%	19%	26%
Never	381	157	224	59	67	106	149	126	255	276	34	44	27
	38%	33%	42%	28%	29%	38%	51%	29%	45%	39%	29%	39%	39%

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[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	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Often	93	24	27	28	14	51	42	23	12	18	11	27	35	56
	9%	8%	9%	11%	9%	8%	10%	11%	6%	10%	7%	11%	8%	10%
Sometimes	262	80	82	60	40	162	99	48	61	42	51	58	109	150
	26%	27%	27%	23%	26%	27%	24%	23%	28%	24%	32%	24%	26%	26%
Rarely	275	80	68	82	44	148	127	48	60	53	50	64	108	166
	27%	27%	22%	32%	29%	25%	31%	23%	28%	31%	31%	26%	26%	29%
Never	381	112	127	85	56	239	142	91	81	60	49	95	172	204
	38%	38%	42%	33%	36%	40%	35%	43%	38%	35%	30%	39%	41%	35%

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[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	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
Often	93	59	20	40	35	18	40	24	16	41	34	18
	9%	10%	7%	8%	11%	8%	13%	17%	9%	14%	8%	6%
Sometimes	262	162	48	122	91	46	106	53	53	75	119	68
	26%	29%	16%	26%	30%	20%	33%	37%	30%	26%	28%	23%
Rarely	275	152	83	126	88	59	82	32	49	79	106	90
	27%	27%	28%	27%	29%	26%	26%	23%	28%	28%	25%	30%
Never	381	188	141	184	94	103	89	31	57	92	168	121
	38%	34%	48%	39%	30%	46%	28%	22%	33%	32%	39%	41%

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

	Total	Party			Ideology			2020 Ballot		2024 Ballot		GOP Supporter of	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
Often	93	49	10	34	36	22	35	48	35	54	35	40	10
	9%	13%	4%	9%	10%	7%	12%	11%	7%	12%	8%	14%	6%
Sometimes	262	110	49	103	100	77	82	128	114	133	110	87	43
	26%	28%	22%	26%	27%	24%	28%	29%	24%	29%	25%	31%	25%
Rarely	275	102	73	100	105	85	80	118	128	125	123	78	42
	27%	26%	32%	26%	28%	26%	28%	27%	27%	27%	28%	28%	24%
Never	381	130	95	156	130	138	92	145	192	150	178	73	78
	38%	33%	42%	40%	35%	43%	32%	33%	41%	32%	40%	26%	45%

Echelon Insights
November Omnibus 2024
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[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	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
ABC News	349	176	172	53	71	99	126	124	225	242	44	36	26
	35%	37%	32%	25%	30%	35%	44%	28%	40%	34%	38%	32%	38%
NBC News	313	153	158	35	81	78	119	116	197	215	37	33	27
	31%	33%	29%	17%	35%	28%	41%	26%	35%	30%	32%	29%	39%
CBS News	315	152	162	46	71	79	118	117	198	218	43	31	23
	31%	32%	30%	22%	30%	28%	41%	27%	35%	30%	37%	28%	33%
Fox News	366	181	185	63	96	105	103	158	208	279	28	38	20
	36%	39%	34%	30%	41%	37%	36%	36%	36%	39%	24%	34%	29%
MSNBC	222	108	114	42	59	61	60	102	121	154	37	20	11
	22%	23%	21%	21%	25%	22%	21%	23%	21%	22%	32%	18%	16%
CNN	331	163	167	71	99	88	73	170	161	221	57	31	22
	33%	35%	31%	34%	42%	31%	25%	38%	28%	31%	49%	28%	32%
Newsmax	106	60	45	16	12	38	40	27	78	93	5	3	5
	10%	13%	8%	8%	5%	14%	14%	6%	14%	13%	4%	2%	7%
OAN	45	30	15	11	5	13	15	16	28	37	4	2	2
	4%	6%	3%	5%	2%	5%	5%	4%	5%	5%	3%	2%	3%
Local TV news	497	237	260	60	113	144	180	174	324	374	44	52	27
	49%	51%	48%	29%	48%	51%	62%	39%	57%	52%	38%	47%	39%
Traditional national newspapers, online or in print (such as The New York Times, Washington Post, or Wall Street Journal)	191	97	92	36	57	44	53	93	97	129	18	22	21
	19%	21%	17%	17%	24%	16%	18%	21%	17%	18%	16%	20%	30%

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[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
Your local paper, online or in print	219	109	108	34	48	57	78	83	136	162	21	21	15
	22%	23%	20%	17%	21%	20%	27%	19%	24%	23%	18%	19%	21%
Public radio or broadcast news, such as NPR or PBS	145	71	73	37	32	37	39	68	76	99	20	11	14
	14%	15%	13%	18%	14%	13%	13%	16%	13%	14%	17%	10%	21%
Social media (such as YouTube, TikTok, Snapchat)	416	200	213	125	121	109	62	246	171	285	59	38	35
	41%	43%	40%	60%	52%	39%	21%	56%	30%	40%	51%	34%	51%
Something else (Please specify)	37	15	22	4	9	9	15	13	24	30	2	5	-
	4%	3%	4%	2%	4%	3%	5%	3%	4%	4%	2%	4%	-
None of these	79	32	47	29	20	20	11	49	30	44	16	18	1
	8%	7%	9%	14%	9%	7%	4%	11%	5%	6%	13%	16%	2%

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[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	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
ABC News	349	83	105	99	62	188	161	57	65	70	69	87	123	226
	35%	28%	34%	39%	40%	31%	39%	27%	31%	41%	43%	36%	29%	39%
NBC News	313	69	87	90	66	156	157	56	62	56	53	85	118	195
	31%	23%	29%	35%	43%	26%	38%	26%	29%	33%	33%	35%	28%	34%
CBS News	315	80	90	88	56	171	144	49	75	57	49	85	124	191
	31%	27%	30%	35%	36%	28%	35%	23%	35%	33%	31%	35%	29%	33%
Fox News	366	100	105	107	54	205	161	52	76	73	73	90	129	236
	36%	34%	35%	42%	35%	34%	39%	25%	36%	43%	45%	37%	30%	41%
MSNBC	222	43	58	69	52	101	121	32	42	42	42	65	74	148
	22%	14%	19%	27%	34%	17%	30%	15%	20%	24%	26%	27%	17%	26%
CNN	331	74	74	103	80	148	183	53	56	61	53	108	109	221
	33%	25%	24%	40%	52%	25%	45%	25%	26%	35%	33%	44%	26%	38%
Newsmax	106	22	38	25	21	60	46	16	15	21	28	24	31	73
	10%	7%	12%	10%	13%	10%	11%	7%	7%	12%	17%	10%	7%	13%
OAN	45	9	15	18	3	25	20	9	5	11	9	9	14	29
	4%	3%	5%	7%	2%	4%	5%	4%	3%	7%	5%	4%	3%	5%
Local TV news	497	138	139	136	85	277	221	88	108	95	84	122	195	301
	49%	47%	46%	53%	55%	46%	54%	42%	50%	55%	52%	50%	46%	52%
Traditional national newspapers, online or in print (such as The New York Times, Washington Post, or Wall Street Journal)	191	40	38	65	47	78	112	26	31	41	33	60	57	133
	19%	14%	12%	25%	31%	13%	27%	12%	15%	24%	20%	25%	13%	23%
Your local paper, online or in print	219	53	65	58	43	118	101	41	45	43	42	48	85	133
	22%	18%	21%	23%	28%	20%	25%	19%	21%	25%	26%	20%	20%	23%

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[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	145 14%	31 10%	45 15%	41 16%	27 18%	76 13%	69 17%	28 13%	28 13%	23 13%	24 15%	42 17%	56 13%	89 15%
Social media (such as YouTube, TikTok, Snapchat)	416 41%	118 40%	129 42%	103 40%	67 43%	247 41%	169 41%	87 41%	80 37%	74 43%	77 48%	98 40%	167 39%	249 43%
Something else (Please specify)	37 4%	6 2%	10 3%	14 6%	6 4%	17 3%	20 5%	10 5%	5 2%	7 4%	5 3%	10 4%	15 3%	22 4%
None of these	79 8%	36 12%	28 9%	9 3%	6 4%	64 11%	15 4%	31 15%	20 9%	5 3%	4 3%	15 6%	51 12%	24 4%

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N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
ABC News	349	193	112	177	104	68	99	50	48	104	156	89
	35%	35%	38%	37%	34%	30%	31%	36%	27%	36%	37%	30%
NBC News	313	184	102	161	88	64	90	46	43	89	149	74
	31%	33%	35%	34%	29%	28%	28%	33%	25%	31%	35%	25%
CBS News	315	180	100	163	86	65	93	42	51	99	129	87
	31%	32%	34%	35%	28%	29%	29%	30%	29%	35%	30%	29%
Fox News	366	207	103	177	100	87	123	62	60	107	162	98
	36%	37%	35%	38%	33%	39%	39%	44%	34%	37%	38%	33%
MSNBC	222	143	54	114	55	53	79	35	45	60	105	57
	22%	26%	18%	24%	18%	24%	25%	25%	25%	21%	25%	19%
CNN	331	217	74	158	106	66	117	59	58	99	151	81
	33%	39%	25%	34%	35%	29%	37%	42%	33%	34%	35%	27%
Newsmax	106	64	36	58	23	24	24	16	9	27	43	36
	10%	11%	12%	12%	8%	11%	8%	11%	5%	9%	10%	12%
OAN	45	28	12	28	11	7	11	8	3	16	19	10
	4%	5%	4%	6%	3%	3%	3%	6%	1%	6%	4%	3%
Local TV news	497	274	166	252	133	112	139	63	75	133	234	131
	49%	49%	57%	53%	43%	50%	44%	45%	43%	46%	55%	44%
Traditional national newspapers, online or in print (such as The New York Times, Washington Post, or Wall Street Journal)	191	132	40	85	70	35	69	37	31	50	93	47
	19%	24%	14%	18%	23%	16%	22%	26%	18%	17%	22%	16%
Your local paper, online or in print	219	129	67	102	69	48	63	32	32	52	98	68
	22%	23%	23%	22%	22%	21%	20%	23%	18%	18%	23%	23%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	145	91	38	60	53	32	45	16	30	42	62	41
	14%	16%	13%	13%	17%	14%	14%	11%	17%	15%	15%	14%
Social media (such as YouTube, TikTok, Snapchat)	416	260	73	186	147	82	175	80	95	134	165	116
	41%	46%	25%	39%	48%	36%	55%	57%	54%	47%	39%	39%
Something else (Please specify)	37	16	14	12	9	15	8	1	7	8	18	11
	4%	3%	5%	3%	3%	7%	2%	*%	4%	3%	4%	4%
None of these	79	50	12	28	33	15	33	12	22	29	20	30
	8%	9%	4%	6%	11%	7%	11%	8%	12%	10%	5%	10%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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			2020 Ballot		2024 Ballot		GOP Supporter of	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
ABC News	349	104	69	176	91	116	137	114	210	125	203	64	54
	35%	27%	31%	45%	25%	36%	47%	26%	45%	27%	45%	23%	31%
NBC News	313	98	64	151	83	102	125	105	193	113	183	60	53
	31%	25%	28%	38%	22%	32%	43%	24%	41%	25%	41%	22%	31%
CBS News	315	104	68	142	86	107	119	112	183	122	173	57	55
	31%	27%	30%	36%	23%	33%	41%	26%	39%	26%	39%	21%	32%
Fox News	366	227	76	63	218	103	41	263	72	272	67	164	102
	36%	58%	33%	16%	59%	32%	14%	60%	15%	59%	15%	59%	59%
MSNBC	222	53	44	125	37	62	121	61	145	67	145	38	25
	22%	14%	19%	32%	10%	19%	42%	14%	31%	14%	33%	14%	14%
CNN	331	84	70	176	68	112	148	99	211	108	205	62	34
	33%	22%	31%	45%	18%	35%	51%	23%	45%	23%	46%	22%	20%
Newsmax	106	83	15	8	88	10	8	92	7	93	7	66	27
	10%	21%	6%	2%	24%	3%	3%	21%	2%	20%	2%	24%	16%
OAN	45	33	7	5	31	4	9	40	1	42	1	30	8
	4%	9%	3%	1%	8%	1%	3%	9%	0%	9%	0%	11%	4%
Local TV news	497	194	97	206	175	156	159	211	256	218	250	121	98
	49%	50%	43%	52%	47%	48%	55%	48%	55%	47%	56%	43%	56%
Traditional national newspapers, online or in print (such as The New York Times, Washington Post, or Wall Street Journal)	191	74	41	76	63	57	69	74	100	80	102	38	42
	19%	19%	18%	19%	17%	18%	24%	17%	21%	17%	23%	14%	24%
Your local paper, online or in print	219	81	40	97	74	61	84	92	115	91	113	48	43
	22%	21%	18%	25%	20%	19%	29%	21%	25%	20%	25%	17%	25%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Public radio or broadcast news, such as NPR or PBS	145	32	36	77	25	37	80	38	93	44	93	24	16
	14%	8%	16%	20%	7%	11%	28%	9%	20%	10%	21%	9%	9%
Social media (such as YouTube, TikTok, Snapchat)	416	148	96	173	139	136	135	174	191	200	177	120	62
	41%	38%	42%	44%	37%	42%	47%	40%	41%	43%	40%	43%	36%
Something else (Please specify)	37	11	12	14	18	12	7	16	16	18	16	12	4
	4%	3%	5%	4%	5%	4%	3%	4%	4%	4%	4%	4%	3%
None of these	79	25	29	25	19	31	14	25	33	28	24	20	9
	8%	6%	13%	6%	5%	10%	5%	6%	7%	6%	5%	7%	5%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Employed full-time	427	236	191	113	160	118	36	273	154	277	56	51	43
	42%	50%	35%	55%	68%	42%	12%	62%	27%	39%	49%	45%	61%
Employed part-time	99	44	56	31	19	19	31	49	50	69	11	11	10
	10%	9%	10%	15%	8%	7%	11%	11%	9%	10%	9%	9%	14%
Freelance, contract, or temporary work	25	10	15	5	1	14	5	6	19	16	3	6	1
	2%	2%	3%	3%	*%	5%	2%	1%	3%	2%	3%	5%	1%
"Gig economy" work like ride shares, food delivery, or dog walking	9	-	8	4	2	2	1	6	3	6	-	2	1
	1%		2%	2%	1%	1%	*%	1%	1%	1%		2%	2%
Unemployed and looking for work	59	32	28	24	16	15	4	40	20	29	12	17	1
	6%	7%	5%	12%	7%	5%	2%	9%	3%	4%	10%	15%	2%
Stay-at-home parent or caregiver	44	1	43	12	20	10	2	32	12	29	6	7	2
	4%	*%	8%	6%	8%	4%	1%	7%	2%	4%	5%	6%	3%
Full time student	14	6	8	11	1	0	1	13	1	5	3	2	3
	1%	1%	2%	6%	*%	*%	*%	3%	*%	1%	3%	2%	5%
Retired	292	131	159	1	6	82	203	6	285	257	16	12	7
	29%	28%	30%	*%	2%	29%	70%	1%	50%	36%	14%	11%	10%
Something else	36	9	27	4	11	17	4	15	21	24	7	3	1
	4%	2%	5%	2%	5%	6%	2%	3%	4%	3%	6%	3%	2%
Prefer not to say	4	1	3	0	1	2	1	1	3	1	2	1	1
	*%	*%	1%	*%	*%	1%	*%	*%	1%	*%	1%	1%	1%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Employed full-time	427	92	99	140	96	191	236	27	72	70	94	162	99	326
	42%	31%	33%	55%	63%	32%	58%	13%	34%	41%	58%	66%	23%	56%
Employed part-time	99	32	41	19	6	74	26	29	27	17	12	14	56	43
	10%	11%	14%	8%	4%	12%	6%	14%	13%	10%	8%	6%	13%	7%
Freelance, contract, or temporary work	25	5	5	7	8	9	16	5	8	3	3	5	12	10
	2%	2%	2%	3%	5%	2%	4%	2%	4%	2%	2%	2%	3%	2%
"Gig economy" work like ride shares, food delivery, or dog walking	9	5	3	-	1	8	1	2	4	1	-	2	6	3
	1%	2%	1%		1%	1%	*%	1%	2%	*%		1%	1%	1%
Unemployed and looking for work	59	34	18	7	1	52	8	36	5	9	6	4	41	19
	6%	11%	6%	3%	1%	9%	2%	17%	2%	5%	3%	2%	10%	3%
Stay-at-home parent or caregiver	44	26	13	4	1	39	5	11	16	11	2	4	27	17
	4%	9%	4%	2%	1%	6%	1%	5%	7%	6%	1%	2%	6%	3%
Full time student	14	1	10	2	1	11	3	2	6	2	1	3	8	6
	1%	*%	3%	1%	1%	2%	1%	1%	3%	1%	1%	1%	2%	1%
Retired	292	80	104	70	37	184	108	74	71	56	43	45	145	145
	29%	27%	34%	28%	24%	31%	26%	35%	33%	33%	27%	19%	34%	25%
Something else	36	20	9	5	1	29	7	23	5	4	1	4	27	9
	4%	7%	3%	2%	1%	5%	2%	11%	2%	2%	*%	2%	6%	2%
Prefer not to say	4	2	2	-	-	4	-	2	1	-	-	-	2	-
	*%	1%	1%			1%		1%	*%				1%	

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
Employed full-time	427	427	-	215	144	66	205	111	93	144	188	95
	42%	76%		46%	47%	29%	65%	79%	53%	50%	44%	32%
Employed part-time	99	99	-	36	44	20	22	7	15	27	46	26
	10%	18%		8%	14%	9%	7%	5%	9%	10%	11%	9%
Freelance, contract, or temporary work	25	25	-	9	9	8	5	1	4	10	11	4
	2%	4%		2%	3%	3%	2%	1%	2%	3%	3%	1%
"Gig economy" work like ride shares, food delivery, or dog walking	9	9	-	4	4	1	2	-	2	1	6	2
	1%	2%		1%	1%	1%	1%		1%	*%	1%	1%
Unemployed and looking for work	59	-	-	11	36	12	19	8	11	24	19	17
	6%			2%	12%	5%	6%	6%	6%	8%	4%	6%
Stay-at-home parent or caregiver	44	-	-	26	14	4	32	1	31	9	15	19
	4%			5%	4%	2%	10%	1%	18%	3%	4%	7%
Full time student	14	-	-	1	9	4	5	3	2	4	4	6
	1%			*%	3%	2%	2%	2%	1%	1%	1%	2%
Retired	292	-	292	161	31	100	19	8	11	53	127	112
	29%		100%	34%	10%	44%	6%	6%	6%	18%	30%	38%
Something else	36	-	-	8	15	12	4	1	3	13	9	14
	4%			2%	5%	5%	1%	1%	2%	4%	2%	5%
Prefer not to say	4	-	-	1	2	-	2	-	2	1	2	2
	*%			*%	1%		1%		1%	*%	*%	1%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[Q Employment] What is your current employment status?

	Total	Party			Ideology			2020 Ballot		2024 Ballot		GOP Supporter of	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
Employed full-time	427	171	88	168	142	156	119	191	201	205	182	117	74
	42%	44%	39%	43%	38%	48%	41%	44%	43%	44%	41%	42%	43%
Employed part-time	99	31	27	41	35	30	34	42	42	46	43	27	17
	10%	8%	12%	10%	9%	9%	12%	10%	9%	10%	10%	10%	10%
Freelance, contract, or temporary work	25	5	12	8	6	7	10	7	16	9	15	6	1
	2%	1%	5%	2%	2%	2%	4%	2%	3%	2%	3%	2%	1%
"Gig economy" work like ride shares, food delivery, or dog walking	9	2	3	4	3	2	2	5	3	3	3	3	1
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Unemployed and looking for work	59	13	19	28	18	22	16	17	27	17	26	15	3
	6%	3%	8%	7%	5%	7%	6%	4%	6%	4%	6%	5%	1%
Stay-at-home parent or caregiver	44	22	9	13	20	16	7	21	15	24	10	17	10
	4%	6%	4%	3%	5%	5%	2%	5%	3%	5%	2%	6%	6%
Full time student	14	4	2	8	3	6	4	1	7	4	8	4	-
	1%	1%	1%	2%	1%	2%	1%	1%	2%	1%	2%	2%	-
Retired	292	131	59	102	136	66	86	141	137	142	138	83	64
	29%	34%	26%	26%	37%	21%	30%	32%	29%	31%	31%	30%	37%
Something else	36	11	7	19	9	15	10	12	20	10	19	7	4
	4%	3%	3%	5%	2%	5%	4%	3%	4%	2%	4%	3%	2%
Prefer not to say	4	1	2	1	-	2	-	1	1	1	1	-	1
	1%	1%	1%	1%	-	1%	-	1%	1%	1%	1%	-	1%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes, I have	84	72	12	4	9	34	36	14	70	71	4	5	5
	8%	15%	2%	2%	4%	12%	12%	3%	12%	10%	3%	4%	7%
Yes, a member of my household has	133	39	94	20	21	43	48	41	91	103	16	10	3
	13%	8%	17%	10%	9%	15%	17%	9%	16%	14%	14%	9%	5%
No	792	361	429	181	201	201	209	382	410	539	96	96	61
	78%	77%	80%	88%	86%	72%	72%	87%	72%	76%	83%	86%	88%
Unsure	6	1	5	2	3	1	-	5	1	6	-	1	-
	1%	*%	1%	1%	1%	*%		1%	*%	1%		1%	

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes, I have	84	16	35	23	11	51	33	12	21	8	18	25	33	51
	8%	5%	11%	9%	7%	8%	8%	6%	10%	5%	11%	10%	8%	9%
Yes, a member of my household has	133	35	42	28	28	77	56	20	33	30	16	33	53	80
	13%	12%	14%	11%	18%	13%	14%	9%	15%	17%	10%	14%	12%	14%
No	792	246	228	201	118	474	318	180	159	132	130	185	339	446
	78%	83%	75%	79%	76%	79%	78%	86%	74%	76%	81%	76%	80%	77%
Unsure	6	1	1	3	1	2	5	-	2	3	-	1	2	4
	1%	*%	*%	1%	1%	*%	1%		1%	2%		*%	1%	1%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
Yes, I have	84	36	44	49	8	27	17	11	6	20	39	26
	8%	6%	15%	10%	3%	12%	5%	8%	4%	7%	9%	9%
Yes, a member of my household has	133	68	44	75	27	30	30	9	21	36	57	40
	13%	12%	15%	16%	9%	13%	10%	6%	12%	13%	13%	13%
No	792	453	209	351	269	169	268	120	147	232	329	232
	78%	81%	72%	74%	88%	75%	85%	85%	84%	81%	77%	78%
Unsure	6	4	-	1	5	-	2	1	1	2	2	2
	1%	1%		*%	2%		1%	1%	*%	1%	1%	1%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QMilitaryHH] Has anyone in your household ever served in the United States military?

	Total	Party			Ideology			2020 Ballot		2024 Ballot		GOP Supporter of	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes, I have	84	38	19	27	34	31	19	43	36	44	36	29	14
	8%	10%	8%	7%	9%	10%	7%	10%	8%	9%	8%	10%	8%
Yes, a member of my household has	133	58	29	45	55	39	36	65	59	74	53	49	23
	13%	15%	13%	12%	15%	12%	13%	15%	12%	16%	12%	18%	13%
No	792	293	180	319	285	251	233	330	374	346	358	201	137
	78%	75%	80%	81%	76%	78%	81%	75%	80%	75%	80%	72%	79%
Unsure	6	1	1	4	-	4	3	3	4	1	3	1	-
	1%	*%	*%	1%		1%	1%	1%	1%	*%	1%	*%	

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N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes, I am	68	47	20	8	20	21	19	28	40	44	4	14	6
	7%	10%	4%	4%	9%	8%	7%	6%	7%	6%	3%	13%	9%
Yes, a member of my household is	58	25	33	15	9	20	14	24	34	39	6	8	5
	6%	5%	6%	7%	4%	7%	5%	5%	6%	5%	5%	7%	8%
No	881	399	481	176	206	242	258	382	499	626	105	92	58
	87%	85%	89%	85%	88%	86%	89%	87%	88%	88%	91%	83%	83%
Unsure	11	2	8	8	1	2	1	9	3	8	2	1	-
	1%	*%	1%	4%	*%	1%	*%	2%	*%	1%	2%	1%	

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N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes, I am	68	8	26	18	16	34	34	4	9	19	20	16	13	55
	7%	3%	8%	7%	11%	6%	8%	2%	4%	11%	13%	6%	3%	10%
Yes, a member of my household is	58	11	15	16	15	26	32	6	6	14	10	22	12	46
	6%	4%	5%	6%	10%	4%	8%	3%	3%	8%	6%	9%	3%	8%
No	881	273	262	221	125	535	346	198	198	140	131	206	397	477
	87%	92%	86%	87%	81%	89%	84%	94%	93%	81%	81%	84%	93%	83%
Unsure	11	6	5	-	1	10	1	3	1	0	2	4	4	6
	1%	2%	1%		1%	2%	*%	1%	1%	*%	1%	2%	1%	1%

Echelon Insights
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N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
Yes, I am	68	51	15	40	12	16	24	19	4	24	32	12
	7%	9%	5%	8%	4%	7%	8%	13%	2%	8%	8%	4%
Yes, a member of my household is	58	36	15	38	10	8	12	3	9	14	25	20
	6%	6%	5%	8%	3%	4%	4%	2%	5%	5%	6%	7%
No	881	472	264	401	278	199	277	117	160	245	372	264
	87%	84%	90%	85%	91%	88%	87%	83%	91%	85%	87%	89%
Unsure	11	7	1	0	8	3	4	2	2	6	1	4
	1%	1%	*%	*%	3%	1%	1%	1%	1%	2%	*%	1%

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N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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			2020 Ballot		2024 Ballot		GOP Supporter of	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes, I am	68	26	15	28	26	22	21	28	34	32	33	16	12
	7%	7%	6%	7%	7%	7%	7%	6%	7%	7%	7%	6%	7%
Yes, a member of my household is	58	26	10	22	19	20	18	26	26	29	24	21	7
	6%	7%	4%	6%	5%	6%	6%	6%	6%	6%	5%	8%	4%
No	881	338	199	344	327	281	250	386	412	403	387	240	154
	87%	87%	88%	88%	88%	87%	86%	88%	88%	87%	87%	86%	89%
Unsure	11	3	5	3	3	3	3	3	1	3	6	3	1
	1%	1%	2%	1%	1%	1%	1%	1%	0%	1%	1%	1%	0%

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N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes, I do	258	152	106	55	53	76	73	108	150	196	26	16	20
	26%	32%	20%	27%	23%	27%	25%	25%	26%	27%	22%	15%	29%
Yes, a member of my household does	208	70	138	56	40	48	63	96	112	158	20	16	13
	21%	15%	26%	27%	17%	17%	22%	22%	20%	22%	18%	15%	19%
No	620	280	338	111	161	174	174	272	349	419	75	84	43
	61%	60%	63%	54%	69%	62%	60%	62%	61%	59%	65%	75%	62%
Unsure	3	1	3	2	-	2	-	2	2	1	3	-	-
	*%	*%	*%	1%		1%		*%	*%	*%	2%		

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes, I do	258	76	94	58	30	170	88	37	50	53	52	63	86	168
	26%	26%	31%	23%	20%	28%	21%	17%	23%	31%	33%	26%	20%	29%
Yes, a member of my household does	208	58	60	60	31	117	91	22	38	47	39	59	60	144
	21%	19%	20%	24%	20%	20%	22%	10%	18%	27%	24%	24%	14%	25%
No	620	184	179	156	102	362	258	154	141	92	87	143	295	322
	61%	62%	59%	61%	66%	60%	63%	73%	66%	54%	54%	59%	69%	56%
Unsure	3	3	1	-	-	3	-	3	-	1	-	-	3	1
	*%	1%	*%			1%		1%		*%			1%	*%

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N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
Yes, I do	258	159	74	144	65	49	89	51	37	57	107	94
	26%	28%	25%	30%	21%	22%	28%	37%	21%	20%	25%	32%
Yes, a member of my household does	208	110	63	126	54	27	57	16	41	37	84	87
	21%	20%	22%	27%	18%	12%	18%	12%	23%	13%	20%	29%
No	620	336	177	255	201	161	194	85	109	206	262	153
	61%	60%	61%	54%	65%	71%	61%	60%	62%	72%	61%	52%
Unsure	3	-	-	-	3	-	3	-	3	1	2	-
	*%				1%		1%		1%	*%	1%	

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N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QGunOwner] Do you or does anyone in your household own a firearm?

	Total	Party			Ideology			2020 Ballot		2024 Ballot		GOP Supporter of	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes, I do	258	120	69	69	119	82	53	148	89	153	85	88	61
	26%	31%	30%	18%	32%	25%	18%	34%	19%	33%	19%	32%	35%
Yes, a member of my household does	208	111	53	43	100	67	40	127	58	128	64	79	44
	21%	29%	23%	11%	27%	21%	14%	29%	12%	28%	14%	29%	26%
No	620	204	123	293	193	196	211	216	339	233	321	142	89
	61%	52%	54%	75%	52%	61%	73%	49%	72%	50%	72%	51%	51%
Unsure	3	-	2	1	-	1	1	-	2	-	-	1	-
	*%		1%	*%		*%	*%		*%			*%	

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N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
City	287	154	131	79	73	77	58	152	135	165	55	51	16
	28%	33%	24%	38%	31%	27%	20%	35%	24%	23%	47%	46%	23%
Suburb near a city	426	198	228	70	102	115	139	172	254	304	40	46	37
	42%	42%	42%	34%	43%	41%	48%	39%	45%	43%	34%	41%	53%
Small town not near a city	124	45	78	32	24	31	37	56	68	98	12	5	8
	12%	10%	14%	16%	10%	11%	13%	13%	12%	14%	11%	5%	12%
Rural or country area	173	71	101	25	35	57	55	60	112	147	9	9	8
	17%	15%	19%	12%	15%	20%	19%	14%	20%	21%	8%	8%	12%

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N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
City	287	102	74	57	54	176	111	73	60	42	43	68	133	153
	28%	35%	24%	22%	35%	29%	27%	35%	28%	24%	27%	28%	31%	27%
Suburb near a city	426	89	132	137	68	221	205	55	81	72	75	139	136	286
	42%	30%	43%	54%	44%	37%	50%	26%	38%	42%	47%	57%	32%	50%
Small town not near a city	124	40	32	35	18	71	53	36	29	28	14	14	65	56
	12%	13%	10%	14%	12%	12%	13%	17%	14%	16%	9%	6%	15%	10%
Rural or country area	173	66	67	26	14	132	40	47	44	30	28	23	91	82
	17%	22%	22%	10%	9%	22%	10%	22%	21%	17%	18%	10%	21%	14%

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N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
City	287	183	53	103	126	56	101	57	44	287	-	-
	28%	33%	18%	22%	41%	25%	32%	41%	25%	100%		
Suburb near a city	426	251	127	224	108	94	127	56	71	-	426	-
	42%	45%	43%	47%	35%	42%	40%	40%	41%		100%	
Small town not near a city	124	58	44	56	36	30	44	13	30	-	-	124
	12%	10%	15%	12%	12%	13%	14%	9%	17%			42%
Rural or country area	173	70	68	89	37	46	44	15	29	-	-	173
	17%	12%	23%	19%	12%	20%	14%	10%	17%			58%

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N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

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

	Total	Party			Ideology			2020 Ballot		2024 Ballot		GOP Supporter of	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
City	287	92	61	133	84	94	102	110	146	114	132	59	45
	28%	24%	27%	34%	22%	29%	35%	25%	31%	25%	30%	21%	26%
Suburb near a city	426	162	92	172	159	136	123	183	206	195	205	122	77
	42%	42%	41%	44%	43%	42%	43%	42%	44%	42%	46%	44%	44%
Small town not near a city	124	49	37	38	47	41	31	54	55	58	50	37	19
	12%	13%	16%	10%	13%	13%	11%	12%	12%	13%	11%	13%	11%
Rural or country area	173	86	36	50	82	51	33	91	63	96	59	60	33
	17%	22%	16%	13%	22%	16%	11%	21%	13%	21%	13%	21%	19%

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[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	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
1 year or less	23	10	12	12	4	6	1	16	7	16	3	1	2
	2%	2%	2%	6%	2%	2%	*%	4%	1%	2%	3%	1%	3%
2 years	24	9	14	13	2	5	4	15	9	16	2	4	2
	2%	2%	3%	6%	1%	2%	1%	3%	2%	2%	2%	3%	2%
3 years	31	12	19	10	9	9	2	19	12	16	12	2	0
	3%	3%	3%	5%	4%	3%	1%	4%	2%	2%	10%	2%	1%
4 years	24	12	12	8	7	4	5	15	9	13	7	2	2
	2%	3%	2%	4%	3%	2%	2%	3%	2%	2%	6%	2%	3%
5 years or more	908	425	481	165	212	256	276	377	532	651	92	103	63
	90%	91%	89%	80%	90%	91%	95%	85%	93%	91%	79%	92%	90%

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N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
1 year or less	23	6	10	4	3	16	7	7	3	8	0	6	9	14
	2%	2%	3%	1%	2%	3%	2%	3%	1%	5%	*%	2%	2%	2%
2 years	24	11	9	2	2	20	4	11	8	1	2	3	19	5
	2%	4%	3%	1%	1%	3%	1%	5%	4%	1%	1%	1%	4%	1%
3 years	31	15	5	8	3	20	11	10	7	5	7	1	18	13
	3%	5%	2%	3%	2%	3%	3%	5%	3%	3%	4%	*%	4%	2%
4 years	24	7	10	3	4	17	8	12	2	4	5	1	14	10
	2%	2%	3%	1%	3%	3%	2%	6%	1%	2%	3%	*%	3%	2%
5 years or more	908	256	271	239	142	527	381	171	194	154	147	233	365	535
	90%	87%	89%	94%	92%	88%	93%	81%	91%	89%	92%	96%	86%	93%

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N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
1 year or less	23	13	3	5	12	4	8	2	6	8	6	9
	2%	2%	1%	1%	4%	2%	2%	1%	3%	3%	1%	3%
2 years	24	15	7	6	11	7	10	2	8	8	11	5
	2%	3%	2%	1%	3%	3%	3%	2%	4%	3%	3%	2%
3 years	31	16	6	12	8	10	12	6	6	10	12	8
	3%	3%	2%	3%	3%	5%	4%	4%	4%	4%	3%	3%
4 years	24	17	3	9	9	6	8	2	6	6	10	8
	2%	3%	1%	2%	3%	3%	3%	2%	3%	2%	2%	3%
5 years or more	908	500	273	440	268	198	278	128	149	255	387	267
	90%	89%	94%	93%	87%	88%	88%	91%	85%	89%	91%	90%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QResidenceDuration] How long have you lived in the state where you currently live?

	Total	Party			Ideology			2020 Ballot		2024 Ballot		GOP Supporter of	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
1 year or less	23	9	7	7	8	8	7	10	5	11	7	9	2
	2%	2%	3%	2%	2%	3%	2%	2%	1%	2%	2%	3%	1%
2 years	24	10	4	10	7	10	4	11	4	10	8	8	3
	2%	2%	2%	3%	2%	3%	1%	2%	1%	2%	2%	3%	2%
3 years	31	18	6	7	12	12	7	18	9	20	11	16	4
	3%	5%	3%	2%	3%	4%	2%	4%	2%	4%	2%	6%	2%
4 years	24	7	5	13	9	7	6	7	14	7	14	7	-
	2%	2%	2%	3%	2%	2%	2%	1%	3%	2%	3%	2%	
5 years or more	908	348	205	355	337	285	265	393	437	414	407	239	165
	90%	89%	91%	90%	90%	88%	92%	90%	93%	90%	91%	86%	95%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
In the United States	953	436	515	204	211	261	277	416	538	705	113	87	48
	94%	93%	96%	99%	90%	93%	96%	94%	95%	99%	98%	78%	70%
In a foreign country	57	32	24	2	23	19	12	25	31	8	3	25	21
	6%	7%	4%	1%	10%	7%	4%	6%	5%	1%	2%	22%	30%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
In the United States	953	285	295	228	145	580	374	195	209	166	153	222	404	541
	94%	96%	97%	89%	94%	97%	91%	93%	98%	97%	95%	91%	95%	94%
In a foreign country	57	11	9	27	9	21	36	15	5	6	8	22	21	36
	6%	4%	3%	11%	6%	3%	9%	7%	2%	3%	5%	9%	5%	6%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
In the United States	953	524	281	441	297	211	286	121	165	271	391	291
	94%	93%	96%	93%	97%	94%	91%	86%	94%	95%	92%	98%
In a foreign country	57	37	11	31	10	14	30	19	11	16	35	6
	6%	7%	4%	7%	3%	6%	9%	14%	6%	5%	8%	2%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QNativity] Where were you born?

	Total	Party			Ideology			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
In the United States	953	377	217	360	358	294	278	421	431	445	415	262	171
	94%	96%	96%	92%	96%	91%	96%	96%	92%	96%	93%	94%	98%
In a foreign country	57	14	10	33	14	29	11	17	38	18	32	16	3
	6%	4%	4%	8%	4%	9%	4%	4%	8%	4%	7%	6%	2%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Single, never married	307	158	146	140	80	57	30	220	87	159	76	47	25
	30%	34%	27%	68%	34%	20%	10%	50%	15%	22%	65%	42%	36%
Married	472	231	242	56	108	147	162	163	309	378	23	39	32
	47%	49%	45%	27%	46%	53%	56%	37%	54%	53%	20%	35%	47%
Separated	26	11	15	6	8	9	3	14	12	14	2	6	4
	3%	2%	3%	3%	3%	3%	1%	3%	2%	2%	2%	6%	6%
Divorced	142	54	89	5	36	49	53	40	102	111	11	14	7
	14%	11%	16%	2%	15%	18%	18%	9%	18%	16%	10%	12%	10%
Widowed	58	15	42	0	1	14	42	2	56	50	3	3	1
	6%	3%	8%	*%	1%	5%	14%	*%	10%	7%	3%	3%	1%
Prefer not to say	5	1	4	1	2	3	-	2	3	2	-	2	1
	*%	*%	1%	*%	1%	1%		1%	*%	*%		2%	1%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Single, never married	307	137	84	54	31	222	85	105	70	52	40	41	175	132
	30%	46%	28%	21%	20%	37%	21%	50%	33%	30%	25%	17%	41%	23%
Married	472	91	137	149	95	228	244	34	79	83	92	179	113	354
	47%	31%	45%	58%	62%	38%	60%	16%	37%	48%	57%	74%	27%	61%
Separated	26	7	10	6	2	18	8	9	7	2	4	3	17	9
	3%	2%	3%	2%	1%	3%	2%	4%	3%	1%	3%	1%	4%	2%
Divorced	142	42	45	38	17	87	55	43	40	24	20	13	84	58
	14%	14%	15%	15%	11%	15%	13%	21%	19%	14%	13%	5%	20%	10%
Widowed	58	16	26	9	7	42	16	18	17	10	5	6	35	22
	6%	5%	9%	3%	5%	7%	4%	8%	8%	6%	3%	3%	8%	4%
Prefer not to say	5	3	1	-	1	4	1	2	-	1	-	1	2	2
	*%	1%	*%		1%	1%	*%	1%		1%		*%	*%	*%

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November Omnibus 2024
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[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	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
Single, never married	307	200	31	-	307	-	88	33	54	126	108	73
	30%	36%	11%		100%		28%	23%	31%	44%	25%	25%
Married	472	263	161	472	-	-	178	91	86	103	224	145
	47%	47%	55%	100%			56%	65%	49%	36%	53%	49%
Separated	26	11	6	-	-	26	12	5	7	5	12	8
	3%	2%	2%			11%	4%	4%	4%	2%	3%	3%
Divorced	142	68	57	-	-	142	30	10	19	37	52	52
	14%	12%	20%			63%	9%	7%	11%	13%	12%	18%
Widowed	58	16	36	-	-	58	6	1	5	13	29	16
	6%	3%	12%			25%	2%	1%	3%	4%	7%	5%
Prefer not to say	5	2	-	-	-	-	3	-	3	3	-	3
	*%	*%					1%		2%	1%		1%

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November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QMarital] What is your current marital status?

	Total	Party			Ideology			2020 Ballot		2024 Ballot		GOP Supporter of	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
Single, never married	307	96	80	131	84	118	89	102	142	116	133	77	35
	30%	24%	35%	33%	23%	37%	31%	23%	30%	25%	30%	28%	20%
Married	472	200	102	170	202	128	139	232	217	238	208	132	102
	47%	51%	45%	43%	54%	40%	48%	53%	46%	51%	46%	47%	59%
Separated	26	12	5	9	11	10	3	14	8	14	9	10	3
	3%	3%	2%	2%	3%	3%	1%	3%	2%	3%	2%	4%	1%
Divorced	142	57	28	57	51	46	41	61	70	66	66	41	24
	14%	15%	12%	15%	14%	14%	14%	14%	15%	14%	15%	15%	14%
Widowed	58	23	9	25	22	18	17	27	30	26	30	16	10
	6%	6%	4%	6%	6%	6%	6%	6%	6%	6%	7%	6%	6%
Prefer not to say	5	2	2	1	2	2	-	3	2	2	1	2	1
	*%	*%	1%	*%	1%	1%		1%	*%	*%	*%	1%	*%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Protestant (for example, Baptist, Methodist, Non-denominational, Lutheran, Presbyterian, Pentecostal, Episcopalian, etc.)	257	103	153	32	44	71	110	76	181	210	26	4	17
	25%	22%	28%	15%	19%	25%	38%	17%	32%	29%	22%	3%	24%
Roman Catholic	219	119	100	30	46	74	69	75	143	153	5	43	18
	22%	25%	18%	14%	19%	26%	24%	17%	25%	21%	4%	38%	26%
Mormon (Church of Jesus Christ of Latter-day Saints or LDS)	9	6	4	3	4	1	1	7	2	9	-	-	1
	1%	1%	1%	2%	2%	*%	1%	2%	*%	1%			1%
Orthodox (such as Greek, Russian, or some other Orthodox church)	5	4	1	1	-	3	1	1	4	3	1	1	-
	*%	1%	*%	*%		1%	*%	*%	1%	*%	1%	1%	
Just Christian	196	77	119	54	61	50	31	114	81	117	45	31	3
	19%	16%	22%	26%	26%	18%	11%	26%	14%	16%	39%	28%	5%
Jewish	29	16	13	2	6	5	16	8	21	28	1	-	1
	3%	3%	2%	1%	2%	2%	6%	2%	4%	4%	1%		1%
Muslim	13	11	3	5	4	2	1	10	3	7	3	1	3
	1%	2%	*%	3%	2%	1%	*%	2%	1%	1%	3%	1%	4%
Buddhist	15	8	7	2	7	0	5	10	5	2	3	1	10
	2%	2%	1%	1%	3%	*%	2%	2%	1%	*%	2%	1%	14%
Hindu	4	3	1	2	-	1	1	2	2	-	-	-	4
	*%	1%	*%	1%		*%	*%	*%	*%				6%
Atheist	39	26	12	13	9	11	6	23	17	33	1	4	2
	4%	6%	2%	7%	4%	4%	2%	5%	3%	5%	1%	3%	2%

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[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	44	24	20	8	11	19	7	19	26	32	5	1	6
	4%	5%	4%	4%	5%	7%	2%	4%	4%	5%	4%	1%	8%
Something else (Please specify)	28	8	20	5	4	10	9	9	19	15	8	4	1
	3%	2%	4%	3%	2%	4%	3%	2%	3%	2%	7%	4%	2%
Nothing in particular	151	64	87	49	38	32	32	87	64	105	19	23	5
	15%	14%	16%	24%	16%	12%	11%	20%	11%	15%	16%	20%	7%

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[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	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	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.)	257	62	89	71	34	152	105	55	59	39	44	58	114	141
	25%	21%	29%	28%	22%	25%	26%	26%	28%	23%	27%	24%	27%	25%
Roman Catholic	219	59	51	69	40	110	109	36	33	48	39	60	69	147
	22%	20%	17%	27%	26%	18%	27%	17%	16%	28%	24%	25%	16%	26%
Mormon (Church of Jesus Christ of Latter-day Saints or LDS)	9	1	4	1	4	5	5	1	7	-	-	2	8	2
	1%	*%	1%	*%	3%	1%	1%	*%	3%			1%	2%	*%
Orthodox (such as Greek, Russian, or some other Orthodox church)	5	2	1	-	2	3	2	2	-	1	-	2	2	3
	*%	1%	*%		1%	*%	1%	1%		*%		1%	*%	*%
Just Christian	196	75	63	35	23	138	58	47	46	32	33	37	93	103
	19%	25%	21%	14%	15%	23%	14%	22%	21%	19%	21%	15%	22%	18%
Jewish	29	-	8	11	11	8	21	3	4	4	7	11	7	22
	3%		3%	4%	7%	1%	5%	2%	2%	2%	4%	4%	2%	4%
Muslim	13	1	2	4	6	3	10	2	2	0	2	7	4	9
	1%	*%	1%	2%	4%	1%	2%	1%	1%	*%	1%	3%	1%	2%
Buddhist	15	3	5	7	1	7	8	2	3	1	2	7	5	10
	2%	1%	2%	3%	*%	1%	2%	1%	1%	1%	1%	3%	1%	2%
Hindu	4	-	2	-	2	2	2	-	-	2	-	2	-	4
	*%		1%		1%	*%	*%			1%		1%		1%
Atheist	39	14	12	8	5	27	13	10	10	8	5	7	20	19
	4%	5%	4%	3%	3%	4%	3%	5%	5%	4%	3%	3%	5%	3%
Agnostic	44	6	15	18	5	21	23	4	8	6	7	19	12	31
	4%	2%	5%	7%	3%	3%	6%	2%	4%	3%	4%	8%	3%	5%

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[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)	28	11	12	2	3	23	5	6	6	3	7	5	12	15
	3%	4%	4%	1%	2%	4%	1%	3%	3%	2%	4%	2%	3%	3%
Nothing in particular	151	62	40	29	20	102	49	43	35	27	16	27	79	70
	15%	21%	13%	12%	13%	17%	12%	20%	17%	16%	10%	11%	19%	12%

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[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	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
Protestant (for example, Baptist, Methodist, Non-denominational, Lutheran, Presbyterian, Pentecostal, Episcopalian, etc.)	257	112	105	144	47	65	60	27	33	49	107	101
	25%	20%	36%	31%	15%	29%	19%	19%	19%	17%	25%	34%
Roman Catholic	219	128	65	108	59	51	61	35	26	78	91	50
	22%	23%	22%	23%	19%	22%	19%	25%	15%	27%	21%	17%
Mormon (Church of Jesus Christ of Latter-day Saints or LDS)	9	7	1	3	4	2	1	1	-	6	3	1
	1%	1%	1%	1%	1%	1%	*%	1%		2%	1%	*%
Orthodox (such as Greek, Russian, or some other Orthodox church)	5	3	-	2	1	1	1	1	-	1	3	1
	*%	1%		*%	*%	*%	*%	1%		*%	1%	*%
Just Christian	196	116	45	85	68	42	84	26	58	51	80	64
	19%	21%	15%	18%	22%	19%	26%	18%	33%	18%	19%	21%
Jewish	29	14	13	19	4	7	7	5	2	9	15	5
	3%	3%	4%	4%	1%	3%	2%	4%	1%	3%	4%	2%
Muslim	13	10	0	10	3	1	10	9	2	10	2	1
	1%	2%	*%	2%	1%	*%	3%	6%	1%	4%	*%	*%
Buddhist	15	14	-	4	10	1	7	4	3	5	10	1
	2%	2%		1%	3%	1%	2%	3%	2%	2%	2%	*%
Hindu	4	4	-	2	2	-	1	-	1	-	4	-
	*%	1%		*%	1%		*%		1%		1%	
Atheist	39	23	11	17	17	5	9	4	5	13	14	12
	4%	4%	4%	4%	5%	2%	3%	3%	3%	4%	3%	4%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	44	27	12	19	14	11	14	9	5	7	25	12
	4%	5%	4%	4%	5%	5%	4%	6%	3%	2%	6%	4%
Something else (Please specify)	28	15	10	10	10	8	4	1	3	9	14	6
	3%	3%	3%	2%	3%	4%	1%	1%	2%	3%	3%	2%
Nothing in particular	151	86	30	51	68	31	57	20	38	50	58	43
	15%	15%	10%	11%	22%	14%	18%	14%	21%	18%	14%	14%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

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

	Total	Party			Ideology			2020 Ballot		2024 Ballot		GOP Supporter of	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	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.)	257	127	48	81	136	67	50	138	100	144	96	88	59
	25%	33%	21%	21%	37%	21%	17%	32%	21%	31%	21%	32%	34%
Roman Catholic	219	98	41	79	88	76	52	107	100	113	94	65	46
	22%	25%	18%	20%	24%	24%	18%	24%	21%	25%	21%	23%	26%
Mormon (Church of Jesus Christ of Latter-day Saints or LDS)	9	6	2	1	6	3	-	5	1	7	1	2	6
	1%	1%	1%	*%	2%	1%		1%	*%	2%	*%	1%	4%
Orthodox (such as Greek, Russian, or some other Orthodox church)	5	3	-	2	3	-	2	3	2	2	2	3	-
	*%	1%		1%	1%		1%	1%	*%	*%	*%	1%	
Just Christian	196	84	37	75	80	64	46	93	80	92	78	63	33
	19%	22%	16%	19%	21%	20%	16%	21%	17%	20%	17%	22%	19%
Jewish	29	9	2	19	9	7	13	12	18	11	17	5	4
	3%	2%	1%	5%	2%	2%	5%	3%	4%	2%	4%	2%	2%
Muslim	13	4	5	5	2	6	5	7	3	9	3	5	1
	1%	1%	2%	1%	1%	2%	2%	1%	1%	2%	1%	2%	*%
Buddhist	15	2	1	12	1	6	8	2	13	2	12	2	-
	2%	1%	*%	3%	*%	2%	3%	1%	3%	1%	3%	1%	
Hindu	4	4	1	-	1	1	2	1	1	4	1	4	-
	*%	1%	*%		*%	*%	1%	*%	*%	1%	*%	1%	
Atheist	39	4	13	22	3	4	33	3	32	5	33	1	3
	4%	1%	6%	6%	1%	1%	11%	1%	7%	1%	7%	*%	2%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

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

	Total	Party			Ideology			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Agnostic	44	12	13	20	8	16	20	15	24	15	24	8	7
	4%	3%	6%	5%	2%	5%	7%	3%	5%	3%	5%	3%	4%
Something else (Please specify)	28	11	5	12	14	7	5	12	12	13	12	8	5
	3%	3%	2%	3%	4%	2%	2%	3%	3%	3%	3%	3%	3%
Nothing in particular	151	26	58	67	21	65	52	40	84	47	76	27	9
	15%	7%	26%	17%	6%	20%	18%	9%	18%	10%	17%	10%	5%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	685	309	376	119	155	199	213	274	412	492	76	78	39
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	683	277	405	127	141	204	211	268	415	512	80	62	29
Yes, born-again or evangelical Christian	264	118	147	46	69	78	71	115	149	184	40	31	9
	39%	38%	39%	38%	45%	39%	33%	42%	36%	37%	53%	39%	24%
No, not born-again or evangelical Christian	385	180	204	62	73	110	141	135	251	287	28	41	30
	56%	58%	54%	52%	47%	55%	66%	49%	61%	58%	36%	52%	76%
Unsure	36	11	25	11	12	11	1	24	12	21	8	7	-
	5%	3%	7%	10%	8%	5%	1%	9%	3%	4%	11%	8%	

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	685	199	208	175	103	407	278	141	145	121	116	159	286	396
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	683	170	266	165	82	436	247	156	149	125	115	135	305	375
Yes, born-again or evangelical Christian	264	92	82	64	27	173	91	60	56	47	45	55	116	148
	39%	46%	39%	37%	27%	43%	33%	42%	39%	39%	39%	35%	40%	37%
No, not born-again or evangelical Christian	385	91	120	106	68	211	174	70	77	70	67	101	146	237
	56%	46%	58%	60%	66%	52%	63%	50%	53%	58%	57%	63%	51%	60%
Unsure	36	16	7	5	7	23	13	11	13	4	5	3	24	12
	5%	8%	3%	3%	7%	6%	5%	8%	9%	4%	4%	2%	8%	3%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	685	367	217	341	180	161	206	90	116	185	285	216
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	683	349	228	304	179	196	204	81	123	176	269	238
Yes, born-again or evangelical Christian	264	131	79	138	61	66	100	45	55	71	98	95
	39%	36%	36%	40%	34%	41%	48%	50%	47%	38%	35%	44%
No, not born-again or evangelical Christian	385	214	135	195	98	91	88	40	48	103	171	112
	56%	58%	62%	57%	54%	56%	43%	45%	41%	56%	60%	52%
Unsure	36	22	3	9	21	4	18	4	14	11	15	9
	5%	6%	1%	3%	12%	3%	9%	5%	12%	6%	5%	4%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

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

	Total	Party			Ideology			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	685	319	129	238	313	210	150	346	282	359	270	219	144
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	683	325	127	231	316	209	144	349	269	365	262	223	141
Yes, born-again or evangelical Christian	264	137	44	84	139	75	49	152	96	151	93	94	59
	39%	43%	34%	35%	45%	35%	33%	44%	34%	42%	35%	43%	41%
No, not born-again or evangelical Christian	385	171	74	141	166	118	94	182	171	195	165	114	83
	56%	54%	58%	59%	53%	56%	62%	53%	60%	54%	61%	52%	58%
Unsure	36	11	11	13	7	18	7	12	15	13	12	11	2
	5%	4%	8%	6%	2%	8%	5%	4%	5%	4%	4%	5%	2%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
At least once a week	229	114	115	38	58	70	63	96	133	162	24	29	15
	23%	24%	21%	18%	25%	25%	22%	22%	23%	23%	21%	26%	21%
Once or twice a month	100	47	54	25	24	32	20	49	52	66	17	10	7
	10%	10%	10%	12%	10%	11%	7%	11%	9%	9%	15%	9%	10%
A few times a year	171	75	96	42	32	49	48	74	97	108	26	20	17
	17%	16%	18%	20%	14%	18%	17%	17%	17%	15%	23%	18%	24%
Usually just for religious holidays	116	57	58	18	28	38	32	46	70	80	15	12	10
	11%	12%	11%	9%	12%	13%	11%	10%	12%	11%	13%	11%	14%
Never	361	164	195	74	87	86	114	161	200	277	30	33	21
	36%	35%	36%	36%	37%	31%	40%	36%	35%	39%	26%	29%	30%
Prefer not to say	32	12	21	10	6	5	11	16	17	20	3	9	-
	3%	3%	4%	5%	3%	2%	4%	4%	3%	3%	3%	8%	

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
At least once a week	229	51	73	64	41	124	105	42	42	46	33	63	84	143
	23%	17%	24%	25%	27%	21%	26%	20%	20%	27%	21%	26%	20%	25%
Once or twice a month	100	29	26	25	19	56	45	15	25	14	25	21	40	60
	10%	10%	9%	10%	12%	9%	11%	7%	12%	8%	16%	9%	9%	10%
A few times a year	171	46	50	43	32	96	75	26	34	29	34	47	60	109
	17%	15%	17%	17%	21%	16%	18%	12%	16%	17%	21%	19%	14%	19%
Usually just for religious holidays	116	32	30	33	20	62	54	29	21	16	15	34	50	66
	11%	11%	10%	13%	13%	10%	13%	14%	10%	9%	9%	14%	12%	11%
Never	361	128	109	83	41	237	124	85	85	62	51	74	170	187
	36%	43%	36%	33%	27%	39%	30%	40%	40%	36%	32%	30%	40%	32%
Prefer not to say	32	11	15	7	-	26	7	14	7	5	2	4	20	12
	3%	4%	5%	3%		4%	2%	7%	3%	3%	1%	2%	5%	2%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
At least once a week	229	136	67	132	54	44	81	41	41	79	93	58
	23%	24%	23%	28%	18%	19%	26%	29%	23%	27%	22%	20%
Once or twice a month	100	64	24	54	28	18	36	21	16	25	45	30
	10%	11%	8%	11%	9%	8%	11%	15%	9%	9%	11%	10%
A few times a year	171	86	48	92	46	33	57	20	38	42	77	52
	17%	15%	17%	19%	15%	15%	18%	14%	22%	15%	18%	18%
Usually just for religious holidays	116	71	29	49	40	27	32	18	14	27	67	22
	11%	13%	10%	10%	13%	12%	10%	13%	8%	9%	16%	8%
Never	361	189	116	136	125	98	101	40	61	103	135	122
	36%	34%	40%	29%	41%	43%	32%	28%	35%	36%	32%	41%
Prefer not to say	32	15	7	10	15	7	8	2	6	11	10	12
	3%	3%	3%	2%	5%	3%	3%	1%	3%	4%	2%	4%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

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

	Total	Party			Ideology			2020 Ballot		2024 Ballot		GOP Supporter of	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
At least once a week	229	125	29	75	124	56	46	137	80	142	77	72	62
	23%	32%	13%	19%	33%	17%	16%	31%	17%	31%	17%	26%	36%
Once or twice a month	100	54	10	36	51	23	27	56	35	54	38	38	20
	10%	14%	5%	9%	14%	7%	9%	13%	7%	12%	9%	13%	11%
A few times a year	171	64	43	64	65	56	48	73	85	84	74	48	35
	17%	16%	19%	16%	18%	17%	17%	17%	18%	18%	17%	17%	20%
Usually just for religious holidays	116	37	32	47	31	61	24	45	59	53	52	35	13
	11%	9%	14%	12%	8%	19%	8%	10%	13%	11%	12%	13%	7%
Never	361	99	99	164	91	116	140	113	198	113	200	78	37
	36%	25%	44%	42%	24%	36%	48%	26%	42%	24%	45%	28%	22%
Prefer not to say	32	12	14	7	10	10	4	14	11	16	5	7	7
	3%	3%	6%	2%	3%	3%	1%	3%	2%	4%	1%	3%	4%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
Yes	1010	561	292	472	307	226	316	141	175	287	426	297
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	-	-	-	-	-	-	-	-	-	-	-	-
Unsure	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

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

	Total	Party			Ideology			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	-	-	-	-	-	-	-	-	-	-	-	-	-
Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Technology	38	28	10	8	19	5	5	27	11	30	2	2	4
	4%	6%	2%	4%	8%	2%	2%	6%	2%	4%	1%	2%	5%
Sales	43	17	26	18	9	8	7	27	16	26	8	7	2
	4%	4%	5%	9%	4%	3%	3%	6%	3%	4%	7%	6%	2%
Healthcare or the pharmaceutical industry	88	24	64	19	26	29	14	46	43	60	13	9	7
	9%	5%	12%	9%	11%	10%	5%	10%	8%	8%	11%	8%	10%
Journalism or the media	-	-	-	-	-	-	-	-	-	-	-	-	-
Food service or the restaurant industry	63	27	36	29	14	15	6	42	21	47	8	6	3
	6%	6%	7%	14%	6%	6%	2%	10%	4%	7%	7%	5%	5%
Market research	-	-	-	-	-	-	-	-	-	-	-	-	-
Public relations	-	-	-	-	-	-	-	-	-	-	-	-	-
None of these	793	380	410	140	172	225	256	312	481	556	88	95	55
	79%	81%	76%	68%	73%	80%	89%	71%	85%	78%	76%	85%	79%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Technology	38	6	9	8	15	15	23	2	4	1	11	20	6	32
	4%	2%	3%	3%	9%	2%	6%	1%	2%	1%	7%	8%	1%	5%
Sales	43	11	16	12	3	28	15	5	7	5	9	11	13	25
	4%	4%	5%	5%	2%	5%	4%	3%	3%	3%	6%	4%	3%	4%
Healthcare or the pharmaceutical industry	88	12	30	31	16	42	46	8	11	10	18	38	19	67
	9%	4%	10%	12%	10%	7%	11%	4%	5%	6%	11%	16%	4%	12%
Journalism or the media	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Food service or the restaurant industry	63	27	22	9	5	49	14	11	22	16	4	8	33	29
	6%	9%	7%	4%	3%	8%	4%	5%	10%	10%	2%	3%	8%	5%
Market research	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Public relations	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None of these	793	242	234	199	118	477	317	186	171	141	120	171	357	432
	79%	82%	77%	78%	76%	79%	77%	88%	80%	82%	75%	70%	84%	75%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
Technology	38	33	3	26	9	2	29	21	8	18	9	10
	4%	6%	1%	6%	3%	1%	9%	15%	5%	6%	2%	3%
Sales	43	34	5	18	17	7	14	5	9	16	14	12
	4%	6%	2%	4%	5%	3%	4%	3%	5%	6%	3%	4%
Healthcare or the pharmaceutical industry	88	71	12	50	25	14	35	11	24	25	45	18
	9%	13%	4%	11%	8%	6%	11%	8%	13%	9%	11%	6%
Journalism or the media	-	-	-	-	-	-	-	-	-	-	-	-
Food service or the restaurant industry	63	44	4	16	31	16	21	7	13	16	20	28
	6%	8%	1%	3%	10%	7%	7%	5%	8%	6%	5%	9%
Market research	-	-	-	-	-	-	-	-	-	-	-	-
Public relations	-	-	-	-	-	-	-	-	-	-	-	-
None of these	793	392	268	368	233	188	224	99	125	217	343	234
	79%	70%	92%	78%	76%	83%	71%	70%	71%	76%	80%	79%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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			2020 Ballot		2024 Ballot		GOP Supporter of	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
Technology	38	18	7	12	15	10	12	27	10	25	10	12	6
	4%	5%	3%	3%	4%	3%	4%	6%	2%	5%	2%	4%	3%
Sales	43	13	13	17	14	17	10	18	14	20	13	11	4
	4%	3%	6%	4%	4%	5%	3%	4%	3%	4%	3%	4%	2%
Healthcare or the pharmaceutical industry	88	23	18	47	21	35	30	26	52	31	49	17	13
	9%	6%	8%	12%	6%	11%	10%	6%	11%	7%	11%	6%	8%
Journalism or the media	-	-	-	-	-	-	-	-	-	-	-	-	-
Food service or the restaurant industry	63	22	19	23	15	24	19	24	24	29	24	22	5
	6%	6%	8%	6%	4%	8%	6%	6%	5%	6%	5%	8%	3%
Market research	-	-	-	-	-	-	-	-	-	-	-	-	-
Public relations	-	-	-	-	-	-	-	-	-	-	-	-	-
None of these	793	322	176	296	313	240	221	351	370	368	353	223	147
	79%	82%	77%	75%	84%	74%	76%	80%	79%	80%	79%	80%	85%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Man	468	468	-	99	105	126	138	205	264	336	42	46	44
	46%	100%		48%	45%	45%	48%	46%	46%	47%	36%	42%	64%
Woman	539	-	539	107	128	154	150	234	304	377	73	64	24
	53%		100%	52%	54%	55%	52%	53%	53%	53%	63%	58%	35%
In some other way	3	-	-	1	1	-	1	2	1	1	1	1	1
	*%			*%	1%		*%	1%	*%	*%	1%	1%	1%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Man	468	139	138	114	76	278	190	82	100	79	86	120	182	285
	46%	47%	45%	45%	50%	46%	47%	39%	47%	46%	54%	49%	43%	49%
Woman	539	157	163	141	78	320	219	127	114	93	75	124	241	291
	53%	53%	53%	55%	50%	53%	53%	60%	53%	54%	46%	51%	57%	51%
In some other way	3	-	3	-	-	3	-	2	-	1	-	-	2	1
	*%		1%			1%		1%		*%			1%	*%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
Man	468	289	131	231	158	79	141	141	-	154	198	116
	46%	52%	45%	49%	51%	35%	44%	100%		54%	46%	39%
Woman	539	270	159	242	146	146	175	-	175	131	228	179
	53%	48%	54%	51%	48%	65%	55%		100%	46%	54%	60%
In some other way	3	1	2	-	3	-	1	-	-	2	-	1
	*%	*%	1%		1%		*%			1%		1%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
Man	468	204	98	165	188	136	136	232	197	249	187	157	81
	46%	52%	43%	42%	50%	42%	47%	53%	42%	54%	42%	57%	46%
Woman	539	186	126	227	184	185	151	206	270	213	258	121	93
	53%	48%	56%	58%	50%	57%	52%	47%	58%	46%	58%	43%	54%
In some other way	3	-	2	1	-	1	2	-	1	1	2	-	-
	*%		1%	*%		*%	1%		*%	*%	1%		

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
White	761	355	405	116	170	220	254	287	474	713	-	31	17
	75%	76%	75%	56%	73%	79%	88%	65%	83%	100%		28%	24%
Black or African American	129	47	80	63	25	25	15	88	40	-	116	7	6
	13%	10%	15%	31%	11%	9%	5%	20%	7%		100%	6%	8%
Hispanic or Latino	112	46	64	32	39	34	8	70	41	-	-	112	-
	11%	10%	12%	15%	17%	12%	3%	16%	7%			100%	
Asian	51	34	16	14	15	8	14	29	21	-	-	4	46
	5%	7%	3%	7%	7%	3%	5%	7%	4%			4%	67%
Native American or Alaska Native	27	13	13	11	11	3	2	22	5	-	-	13	14
	3%	3%	2%	5%	5%	1%	1%	5%	1%			12%	20%
Native Hawaiian or Other Pacific Islander	2	2	-	-	1	1	-	1	1	-	-	-	2
	*%	*%			*%	*%		*%	*%				3%
Other race or ethnicity	3	1	2	1	-	0	2	1	2	-	-	-	3
	*%	*%	*%	1%		*%	1%	*%	*%				5%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
White	761	206	230	203	122	436	325	143	164	130	125	193	308	448
	75%	69%	76%	80%	79%	73%	79%	68%	77%	76%	78%	79%	72%	78%
Black or African American	129	61	36	19	12	97	31	42	26	20	21	19	69	60
	13%	21%	12%	7%	8%	16%	8%	20%	12%	11%	13%	8%	16%	10%
Hispanic or Latino	112	38	36	22	16	74	38	42	22	16	14	13	64	44
	11%	13%	12%	9%	10%	12%	9%	20%	10%	10%	9%	5%	15%	8%
Asian	51	5	13	22	11	18	33	4	8	6	8	25	12	39
	5%	2%	4%	8%	7%	3%	8%	2%	4%	4%	5%	10%	3%	7%
Native American or Alaska Native	27	9	9	6	2	18	8	7	5	2	6	5	12	14
	3%	3%	3%	3%	1%	3%	2%	3%	2%	1%	4%	2%	3%	2%
Native Hawaiian or Other Pacific Islander	2	-	1	1	-	1	1	-	-	1	-	1	-	2
	*%		*%	*%		*%	*%			1%		*%		*%
Other race or ethnicity	3	1	1	1	0	2	2	1	1	1	-	0	2	1
	*%	*%	*%	*%	*%	*%	*%	1%	*%	1%		*%	*%	*%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
White	761	394	264	389	186	182	215	96	118	186	316	258
	75%	70%	90%	82%	61%	81%	68%	69%	68%	65%	74%	87%
Black or African American	129	76	18	25	85	18	44	18	26	63	42	23
	13%	14%	6%	5%	28%	8%	14%	13%	15%	22%	10%	8%
Hispanic or Latino	112	69	12	39	47	23	54	18	35	51	46	14
	11%	12%	4%	8%	15%	10%	17%	13%	20%	18%	11%	5%
Asian	51	44	1	24	18	8	23	13	10	13	33	5
	5%	8%	*%	5%	6%	4%	7%	9%	6%	5%	8%	2%
Native American or Alaska Native	27	15	5	9	13	4	10	3	7	5	10	12
	3%	3%	2%	2%	4%	2%	3%	2%	4%	2%	2%	4%
Native Hawaiian or Other Pacific Islander	2	2	-	1	1	-	2	2	-	-	1	1
	*%	*%		*%	*%		1%	2%			*%	*%
Other race or ethnicity	3	2	0	1	2	0	1	1	1	2	1	0
	*%	*%	*%	*%	1%	*%	*%	*%	*%	1%	*%	*%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QRace] What is your race or ethnicity?

	Total	Party			Ideology			2020 Ballot		2024 Ballot		GOP Supporter of	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
White	761	333	181	247	330	203	212	388	299	404	295	231	156
	75%	85%	80%	63%	89%	63%	73%	88%	64%	87%	66%	83%	90%
Black or African American	129	17	28	84	18	61	44	18	94	21	84	16	5
	13%	4%	12%	21%	5%	19%	15%	4%	20%	5%	19%	6%	3%
Hispanic or Latino	112	30	30	51	23	51	29	33	59	37	49	27	11
	11%	8%	13%	13%	6%	16%	10%	8%	13%	8%	11%	10%	6%
Asian	51	21	4	26	10	21	17	12	33	14	33	16	6
	5%	5%	2%	7%	3%	7%	6%	3%	7%	3%	7%	6%	4%
Native American or Alaska Native	27	9	10	8	8	9	4	11	9	12	8	9	4
	3%	2%	4%	2%	2%	3%	1%	2%	2%	3%	2%	3%	2%
Native Hawaiian or Other Pacific Islander	2	1	-	1	-	2	-	1	1	1	1	1	-
	*%	*%		*%		1%		*%	*%	*%	*%	*%	
Other race or ethnicity	3	0	2	1	-	2	2	0	2	2	1	0	-
	*%	*%	1%	*%		1%	1%	*%	*%	1%	*%	*%	

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
High school or less	296	139	157	95	47	70	85	141	155	193	55	38	10
	29%	30%	29%	46%	20%	25%	29%	32%	27%	27%	47%	34%	15%
Some college	194	88	104	41	43	42	68	84	110	132	25	24	13
	19%	19%	19%	20%	18%	15%	23%	19%	19%	18%	21%	21%	19%
Associate degree	111	50	59	15	22	38	36	37	73	82	8	12	8
	11%	11%	11%	7%	9%	13%	12%	8%	13%	12%	7%	11%	12%
Bachelor's degree	255	114	141	41	67	86	61	107	148	193	16	22	25
	25%	24%	26%	20%	29%	31%	21%	24%	26%	27%	14%	20%	36%
Graduate degree	154	76	78	15	55	44	40	70	84	114	12	16	13
	15%	16%	14%	7%	24%	16%	14%	16%	15%	16%	10%	14%	18%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
High school or less	296	296	-	-	-	296	-	113	90	43	31	17	203	91
	29%	100%				49%		54%	42%	25%	19%	7%	48%	16%
Some college	194	-	194	-	-	194	-	50	43	34	35	29	94	98
	19%		64%			32%		24%	20%	20%	22%	12%	22%	17%
Associate degree	111	-	111	-	-	111	-	22	26	18	15	27	48	60
	11%		36%			18%		10%	12%	10%	9%	11%	11%	10%
Bachelor's degree	255	-	-	255	-	-	255	19	35	52	54	97	53	202
	25%			100%			62%	9%	16%	30%	33%	40%	13%	35%
Graduate degree	154	-	-	-	154	-	154	7	19	25	27	73	26	126
	15%				100%		38%	3%	9%	15%	17%	30%	6%	22%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
High school or less	296	133	80	91	137	65	86	36	50	102	89	105
	29%	24%	27%	19%	45%	29%	27%	25%	29%	36%	21%	35%
Some college	194	84	67	82	59	52	53	21	31	49	84	61
	19%	15%	23%	17%	19%	23%	17%	15%	18%	17%	20%	20%
Associate degree	111	65	37	56	26	29	31	13	17	24	49	38
	11%	12%	13%	12%	8%	13%	10%	9%	9%	8%	11%	13%
Bachelor's degree	255	167	70	149	54	52	92	40	52	57	137	61
	25%	30%	24%	32%	18%	23%	29%	28%	30%	20%	32%	21%
Graduate degree	154	112	37	95	31	27	55	30	25	54	68	32
	15%	20%	13%	20%	10%	12%	18%	22%	14%	19%	16%	11%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QEducation] What is the highest level of education you have completed?

	Total	Party			Ideology			2020 Ballot		2024 Ballot		GOP Supporter of	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
High school or less	296	118	64	115	111	100	70	125	123	129	113	94	39
	29%	30%	28%	29%	30%	31%	24%	29%	26%	28%	25%	34%	22%
Some college	194	73	53	67	79	60	46	90	79	98	73	60	32
	19%	19%	24%	17%	21%	19%	16%	21%	17%	21%	16%	22%	18%
Associate degree	111	40	29	42	39	33	37	50	51	51	51	33	15
	11%	10%	13%	11%	10%	10%	13%	11%	11%	11%	11%	12%	9%
Bachelor's degree	255	102	50	103	86	90	77	109	129	116	130	61	54
	25%	26%	22%	26%	23%	28%	26%	25%	27%	25%	29%	22%	31%
Graduate degree	154	57	31	66	57	38	59	64	86	69	79	29	34
	15%	15%	14%	17%	15%	12%	21%	15%	18%	15%	18%	10%	19%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
18-34	207	99	107	207	-	-	-	207	-	100	55	32	20
	20%	21%	20%	100%				47%		14%	48%	28%	29%
35-49	234	105	128	-	234	-	-	234	-	154	22	39	19
	23%	22%	24%		100%			53%		22%	19%	35%	28%
50-64	280	126	154	-	-	280	-	-	280	210	24	34	12
	28%	27%	29%			100%			49%	29%	21%	30%	18%
65+	289	138	150	-	-	-	289	-	289	249	15	8	18
	29%	29%	28%				100%		51%	35%	13%	7%	26%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
18-34	207	95	56	41	15	151	56	51	42	44	37	32	93	113
	20%	32%	18%	16%	10%	25%	14%	24%	19%	25%	23%	13%	22%	20%
35-49	234	47	66	67	55	112	122	38	40	31	42	80	79	152
	23%	16%	22%	26%	36%	19%	30%	18%	19%	18%	26%	33%	19%	26%
50-64	280	70	80	86	44	150	130	66	59	35	39	80	124	153
	28%	24%	26%	34%	28%	25%	32%	31%	28%	20%	24%	33%	29%	27%
65+	289	85	103	61	40	188	101	56	73	63	43	52	129	158
	29%	29%	34%	24%	26%	31%	25%	26%	34%	37%	27%	21%	30%	27%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
18-34	207	153	1	56	140	11	101	43	57	79	70	57
	20%	27%	*%	12%	46%	5%	32%	31%	33%	28%	16%	19%
35-49	234	181	6	108	80	45	138	60	77	73	102	59
	23%	32%	2%	23%	26%	20%	44%	42%	44%	26%	24%	20%
50-64	280	153	82	147	57	73	64	29	35	77	115	88
	28%	27%	28%	31%	19%	32%	20%	20%	20%	27%	27%	30%
65+	289	73	203	162	30	97	14	9	5	58	139	92
	29%	13%	70%	34%	10%	43%	4%	6%	3%	20%	33%	31%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QAge] What is your age?

	Total	Party			Ideology			2020 Ballot		2024 Ballot		GOP Supporter of	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
18-34	207	68	59	80	53	82	61	72	82	89	80	58	25
	20%	17%	26%	20%	14%	26%	21%	16%	17%	19%	18%	21%	14%
35-49	234	89	54	92	76	90	59	107	109	113	96	55	47
	23%	23%	24%	23%	20%	28%	20%	24%	23%	24%	22%	20%	27%
50-64	280	110	62	108	111	88	76	125	134	126	128	85	47
	28%	28%	27%	27%	30%	27%	26%	28%	29%	27%	29%	30%	27%
65+	289	123	52	114	132	62	93	134	144	134	143	81	55
	29%	32%	23%	29%	36%	19%	32%	31%	31%	29%	32%	29%	31%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
States in the Northeast	169	95	74	28	34	61	46	62	107	126	12	21	10
	17%	20%	14%	14%	14%	22%	16%	14%	19%	18%	11%	18%	14%
States in the Midwest	220	96	123	49	52	54	65	101	119	176	25	7	11
	22%	21%	23%	24%	22%	19%	22%	23%	21%	25%	22%	6%	16%
States in the South	390	166	223	92	84	108	105	176	214	260	69	48	13
	39%	35%	41%	45%	36%	39%	36%	40%	38%	36%	59%	43%	19%
States in the West	232	112	119	37	65	57	73	102	130	151	10	36	35
	23%	24%	22%	18%	28%	20%	25%	23%	23%	21%	8%	32%	51%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
States in the Northeast	169	46	43	48	32	89	80	36	27	23	34	48	63	105
	17%	16%	14%	19%	21%	15%	19%	17%	13%	13%	21%	20%	15%	18%
States in the Midwest	220	71	60	51	37	131	89	44	44	43	34	55	88	131
	22%	24%	20%	20%	24%	22%	22%	21%	20%	25%	21%	22%	21%	23%
States in the South	390	144	114	90	41	258	132	90	90	72	62	73	180	207
	39%	48%	38%	35%	27%	43%	32%	43%	42%	42%	39%	30%	42%	36%
States in the West	232	35	87	66	44	122	109	41	53	34	30	68	94	133
	23%	12%	29%	26%	28%	20%	27%	19%	25%	20%	19%	28%	22%	23%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
States in the Northeast	169	95	47	81	57	30	51	30	20	54	62	52
	17%	17%	16%	17%	19%	13%	16%	22%	12%	19%	15%	18%
States in the Midwest	220	126	66	104	63	52	73	33	40	63	85	72
	22%	22%	23%	22%	21%	23%	23%	24%	23%	22%	20%	24%
States in the South	390	211	110	168	130	88	118	45	73	98	161	130
	39%	38%	38%	36%	42%	39%	37%	32%	42%	34%	38%	44%
States in the West	232	129	69	119	57	56	75	32	42	72	118	42
	23%	23%	24%	25%	19%	25%	24%	23%	24%	25%	28%	14%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QState] In what state do you live?

	Total	Party			Ideology			2020 Ballot		2024 Ballot		GOP Supporter of	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
States in the Northeast	169	66	31	72	58	47	60	77	83	72	80	42	31
	17%	17%	14%	18%	16%	15%	21%	18%	18%	16%	18%	15%	18%
States in the Midwest	220	82	48	91	76	74	62	90	105	104	98	60	30
	22%	21%	21%	23%	20%	23%	21%	21%	22%	23%	22%	22%	17%
States in the South	390	173	88	129	174	121	87	188	153	194	145	121	81
	39%	44%	39%	33%	47%	37%	30%	43%	33%	42%	32%	43%	46%
States in the West	232	70	60	101	64	80	81	83	127	93	124	55	33
	23%	18%	27%	26%	17%	25%	28%	19%	27%	20%	28%	20%	19%

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November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT CONSERVATIVE	372	188	184	53	76	111	132	129	243	318	17	23	14
	37%	40%	34%	26%	32%	39%	46%	29%	43%	45%	15%	20%	21%
VERY/SOMEWHAT LIBERAL	289	136	151	61	59	76	93	120	169	194	41	29	25
	29%	29%	28%	30%	25%	27%	32%	27%	30%	27%	35%	26%	36%
Very conservative	192	95	97	31	40	58	63	71	121	164	14	7	6
	19%	20%	18%	15%	17%	21%	22%	16%	21%	23%	13%	7%	9%
Somewhat conservative	181	93	87	23	36	53	69	59	122	154	3	15	8
	18%	20%	16%	11%	15%	19%	24%	13%	21%	22%	2%	14%	12%
Moderate	322	136	185	82	90	88	62	172	150	187	55	51	30
	32%	29%	34%	40%	38%	31%	21%	39%	26%	26%	47%	45%	43%
Somewhat liberal	168	78	89	25	33	48	63	58	111	126	16	14	13
	17%	17%	17%	12%	14%	17%	22%	13%	19%	18%	14%	12%	19%
Very liberal	121	58	62	37	26	28	30	63	58	68	25	16	12
	12%	12%	11%	18%	11%	10%	10%	14%	10%	10%	22%	14%	17%
Unsure	26	8	18	10	9	5	2	19	8	14	3	9	0
	3%	2%	3%	5%	4%	2%	1%	4%	1%	2%	3%	8%	*%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT CONSERVATIVE	372	111	118	86	57	229	143	71	80	63	74	81	150	219
	37%	38%	39%	34%	37%	38%	35%	33%	37%	37%	46%	33%	35%	38%
VERY/SOMEWHAT LIBERAL	289	70	83	77	59	153	136	57	60	54	41	78	116	173
	29%	24%	27%	30%	38%	26%	33%	27%	28%	31%	25%	32%	27%	30%
Very conservative	192	68	59	37	27	127	64	48	32	43	30	36	79	109
	19%	23%	19%	15%	18%	21%	16%	23%	15%	25%	18%	15%	19%	19%
Somewhat conservative	181	43	59	49	29	102	78	23	48	20	45	45	71	110
	18%	15%	19%	19%	19%	17%	19%	11%	22%	12%	28%	18%	17%	19%
Moderate	322	100	94	90	38	194	129	70	68	53	44	84	138	181
	32%	34%	31%	35%	25%	32%	31%	33%	32%	31%	27%	34%	32%	31%
Somewhat liberal	168	39	51	45	33	90	78	30	40	29	28	41	70	98
	17%	13%	17%	18%	21%	15%	19%	14%	19%	17%	17%	17%	17%	17%
Very liberal	121	30	32	32	26	63	58	27	19	24	13	37	46	75
	12%	10%	11%	12%	17%	10%	14%	13%	9%	14%	8%	15%	11%	13%
Unsure	26	15	9	2	-	24	2	14	6	2	2	1	20	4
	3%	5%	3%	1%		4%	*%	7%	3%	1%	1%	*%	5%	1%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT CONSERVATIVE	372	186	136	202	84	84	103	54	49	84	159	130
	37%	33%	47%	43%	27%	37%	33%	39%	28%	29%	37%	44%
VERY/SOMEWHAT LIBERAL	289	165	86	139	89	61	78	32	45	102	123	65
	29%	29%	29%	29%	29%	27%	25%	23%	26%	35%	29%	22%
Very conservative	192	82	78	98	45	47	52	28	24	51	69	72
	19%	15%	27%	21%	15%	21%	16%	20%	14%	18%	16%	24%
Somewhat conservative	181	105	59	104	39	36	52	26	25	33	90	57
	18%	19%	20%	22%	13%	16%	16%	19%	14%	11%	21%	19%
Moderate	322	195	66	128	118	74	122	51	71	94	136	92
	32%	35%	23%	27%	39%	33%	39%	36%	41%	33%	32%	31%
Somewhat liberal	168	89	59	87	43	39	43	11	31	54	71	43
	17%	16%	20%	18%	14%	17%	14%	8%	18%	19%	17%	14%
Very liberal	121	76	27	53	46	22	35	21	14	48	52	22
	12%	14%	9%	11%	15%	10%	11%	15%	8%	17%	12%	7%
Unsure	26	14	4	3	16	6	13	3	10	8	8	11
	3%	2%	1%	1%	5%	3%	4%	2%	5%	3%	2%	4%

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N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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			2020 Ballot		2024 Ballot		GOP Supporter of	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT CONSERVATIVE	372	298	51	23	372	-	-	304	40	312	35	185	146
	37%	76%	23%	6%	100%			70%	8%	68%	8%	67%	84%
VERY/SOMEWHAT LIBERAL	289	18	39	232	-	-	289	31	243	29	243	15	4
	29%	5%	17%	59%			100%	7%	52%	6%	54%	5%	3%
Very conservative	192	165	15	13	192	-	-	164	18	168	14	109	65
	19%	42%	6%	3%	52%			37%	4%	36%	3%	39%	38%
Somewhat conservative	181	133	37	11	181	-	-	141	22	144	21	76	81
	18%	34%	16%	3%	48%			32%	5%	31%	5%	27%	47%
Moderate	322	72	121	129	-	322	-	98	176	115	165	74	23
	32%	18%	54%	33%		100%		22%	38%	25%	37%	27%	13%
Somewhat liberal	168	5	27	136	-	-	168	16	145	10	144	6	1
	17%	1%	12%	35%			58%	4%	31%	2%	32%	2%	*%
Very liberal	121	12	12	97	-	-	121	15	98	18	99	9	4
	12%	3%	5%	25%			42%	3%	21%	4%	22%	3%	2%
Unsure	26	3	15	8	-	-	-	4	10	7	4	4	-
	3%	1%	7%	2%				1%	2%	1%	1%	1%	

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Less than \$30,000 per year	211	82	127	51	38	66	56	90	121	125	39	42	5
	21%	17%	23%	25%	16%	23%	19%	20%	21%	17%	34%	38%	7%
\$30,000 to \$49,999 per year	214	100	114	42	40	59	73	82	132	156	22	22	13
	21%	21%	21%	20%	17%	21%	25%	19%	23%	22%	19%	20%	19%
\$50,000 to \$74,999 per year	172	79	93	44	31	35	63	74	98	126	19	16	11
	17%	17%	17%	21%	13%	12%	22%	17%	17%	18%	16%	15%	16%
\$75,000 to \$99,999 per year	104	54	49	24	27	24	28	52	52	72	14	12	5
	10%	12%	9%	12%	12%	9%	10%	12%	9%	10%	12%	11%	8%
\$100,000 to \$124,999 per year	57	32	25	13	14	15	15	27	30	47	4	2	4
	6%	7%	5%	6%	6%	5%	5%	6%	5%	7%	3%	2%	6%
\$125,000 to \$149,999 per year	98	43	54	18	31	22	26	50	48	76	7	2	13
	10%	9%	10%	9%	13%	8%	9%	11%	8%	11%	6%	1%	19%
\$150,000 to \$199,999 per year	85	48	37	10	30	27	19	39	46	58	8	8	11
	8%	10%	7%	5%	13%	10%	7%	9%	8%	8%	7%	7%	16%
\$200,000 to \$249,999 per year	27	11	16	0	8	13	6	8	19	22	2	3	1
	3%	2%	3%	*%	3%	5%	2%	2%	3%	3%	2%	3%	1%
\$250,000 or more per year	34	17	16	3	11	18	1	15	19	27	2	1	5
	3%	4%	3%	2%	5%	6%	*%	3%	3%	4%	1%	1%	7%
Prefer not to say	9	2	7	1	3	2	2	4	4	4	-	4	1
	1%	*%	1%	*%	1%	1%	1%	1%	1%	1%		3%	1%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Less than \$30,000 per year	211	113	72	19	7	185	25	211	-	-	-	-	211	-
	21%	38%	24%	7%	5%	31%	6%	100%					50%	
\$30,000 to \$49,999 per year	214	90	70	35	19	160	54	-	214	-	-	-	214	-
	21%	30%	23%	14%	13%	27%	13%		100%				50%	
\$50,000 to \$74,999 per year	172	43	52	52	25	95	77	-	-	172	-	-	-	172
	17%	14%	17%	20%	16%	16%	19%			100%				30%
\$75,000 to \$99,999 per year	104	22	29	35	17	51	52	-	-	-	104	-	-	104
	10%	8%	10%	14%	11%	9%	13%				64%			18%
\$100,000 to \$124,999 per year	57	8	20	18	10	29	29	-	-	-	57	-	-	57
	6%	3%	7%	7%	7%	5%	7%				36%			10%
\$125,000 to \$149,999 per year	98	7	32	31	27	39	58	-	-	-	-	98	-	98
	10%	2%	11%	12%	18%	7%	14%					40%		17%
\$150,000 to \$199,999 per year	85	6	16	36	27	22	63	-	-	-	-	85	-	85
	8%	2%	5%	14%	18%	4%	15%					35%		15%
\$200,000 to \$249,999 per year	27	3	4	11	9	7	21	-	-	-	-	27	-	27
	3%	1%	1%	4%	6%	1%	5%					11%		5%
\$250,000 or more per year	34	1	5	18	9	6	28	-	-	-	-	34	-	34
	3%	*%	2%	7%	6%	1%	7%					14%		6%
Prefer not to say	9	2	5	-	2	7	2	-	-	-	-	-	-	-
	1%	1%	1%		1%	1%	1%							

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
Less than \$30,000 per year	211	63	74	34	105	70	49	11	38	73	55	83
	21%	11%	25%	7%	34%	31%	15%	8%	22%	25%	13%	28%
\$30,000 to \$49,999 per year	214	111	71	79	70	65	51	23	28	60	81	73
	21%	20%	24%	17%	23%	29%	16%	16%	16%	21%	19%	25%
\$50,000 to \$74,999 per year	172	91	56	83	52	36	50	21	29	42	72	58
	17%	16%	19%	18%	17%	16%	16%	15%	17%	15%	17%	20%
\$75,000 to \$99,999 per year	104	69	26	51	27	26	41	21	20	31	41	32
	10%	12%	9%	11%	9%	11%	13%	15%	11%	11%	10%	11%
\$100,000 to \$124,999 per year	57	39	17	41	13	3	23	13	10	12	35	10
	6%	7%	6%	9%	4%	1%	7%	9%	6%	4%	8%	3%
\$125,000 to \$149,999 per year	98	69	20	68	18	12	45	19	26	30	49	19
	10%	12%	7%	14%	6%	5%	14%	13%	15%	10%	12%	6%
\$150,000 to \$199,999 per year	85	67	15	64	13	9	39	24	14	25	50	10
	8%	12%	5%	13%	4%	4%	12%	17%	8%	9%	12%	3%
\$200,000 to \$249,999 per year	27	21	4	21	5	2	5	3	1	7	19	2
	3%	4%	1%	4%	2%	1%	2%	2%	1%	2%	4%	1%
\$250,000 or more per year	34	26	6	27	5	1	13	6	7	7	20	6
	3%	5%	2%	6%	2%	1%	4%	4%	4%	2%	5%	2%
Prefer not to say	9	5	2	5	-	2	2	-	2	1	5	3
	1%	1%	1%	1%		1%	1%		1%	*%	1%	1%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QIncome] Which range includes your total annual household income from all sources, before taxes?

	Total	Party			Ideology			2020 Ballot		2024 Ballot		GOP Supporter of	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
Less than \$30,000 per year	211	64	52	95	71	70	57	67	103	71	96	55	18
	21%	16%	23%	24%	19%	22%	20%	15%	22%	15%	22%	20%	10%
\$30,000 to \$49,999 per year	214	84	54	76	80	68	60	102	87	104	89	65	37
	21%	22%	24%	19%	21%	21%	21%	23%	19%	22%	20%	24%	21%
\$50,000 to \$74,999 per year	172	73	44	56	63	53	54	75	83	88	71	54	29
	17%	19%	19%	14%	17%	17%	19%	17%	18%	19%	16%	19%	17%
\$75,000 to \$99,999 per year	104	45	19	39	45	31	27	53	42	53	44	29	24
	10%	12%	9%	10%	12%	10%	9%	12%	9%	11%	10%	10%	14%
\$100,000 to \$124,999 per year	57	28	11	19	30	13	14	38	19	37	20	25	12
	6%	7%	5%	5%	8%	4%	5%	9%	4%	8%	5%	9%	7%
\$125,000 to \$149,999 per year	98	35	18	45	28	36	32	44	50	43	49	25	13
	10%	9%	8%	12%	8%	11%	11%	10%	11%	9%	11%	9%	8%
\$150,000 to \$199,999 per year	85	40	9	36	30	26	29	32	49	35	47	15	25
	8%	10%	4%	9%	8%	8%	10%	7%	10%	7%	10%	5%	14%
\$200,000 to \$249,999 per year	27	10	6	11	14	6	7	13	13	15	11	4	10
	3%	3%	3%	3%	4%	2%	3%	3%	3%	3%	2%	2%	6%
\$250,000 or more per year	34	10	9	15	9	15	9	11	22	14	18	5	5
	3%	2%	4%	4%	2%	5%	3%	3%	5%	3%	4%	2%	3%
Prefer not to say	9	2	6	1	3	3	-	3	1	3	1	2	-
	1%	1%	2%	*%	1%	1%		1%	*%	1%	*%	1%	

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	316	141	175	101	138	64	14	239	78	192	40	54	30
	31%	30%	33%	49%	59%	23%	5%	54%	14%	27%	35%	48%	44%
No	688	325	361	104	96	216	272	200	488	518	74	58	38
	68%	69%	67%	50%	41%	77%	94%	45%	86%	73%	64%	52%	55%
Prefer not to say	5	3	3	2	1	-	3	2	3	3	2	-	1
	1%	1%	*%	1%	*%		1%	1%	1%	*%	2%		1%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	316	86	83	92	55	169	147	49	51	50	64	101	100	215
	31%	29%	27%	36%	36%	28%	36%	23%	24%	29%	40%	41%	23%	37%
No	688	209	218	163	99	427	261	162	161	120	97	141	323	359
	68%	71%	72%	64%	64%	71%	64%	77%	75%	70%	60%	58%	76%	62%
Prefer not to say	5	1	3	1	-	4	1	-	2	1	-	2	2	3
	1%	*%	1%	*%		1%	*%		1%	1%		1%	*%	*%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
Yes	316	234	19	178	88	48	316	141	175	101	127	88
	31%	42%	7%	38%	29%	21%	100%	100%	100%	35%	30%	30%
No	688	326	270	291	218	178	-	-	-	186	295	208
	68%	58%	92%	62%	71%	79%	-	-	-	65%	69%	70%
Prefer not to say	5	1	3	4	1	-	-	-	-	-	4	1
	1%	*%	1%	1%	*%						1%	*%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, 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			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	316	122	74	120	103	122	78	144	138	149	123	87	54
	31%	31%	33%	31%	28%	38%	27%	33%	29%	32%	28%	31%	31%
No	688	267	150	271	266	199	209	292	329	311	321	189	120
	68%	68%	66%	69%	72%	62%	72%	67%	70%	67%	72%	68%	69%
Prefer not to say	5	1	2	2	3	1	2	2	2	3	2	3	-
	1%	*%	1%	1%	1%	*%	1%	*%	*%	1%	*%	1%	

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[Q2024Vote] Did you vote in the November 2024 general election?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1010	468	539	207	234	280	289	441	569	713	116	112	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	931	444	483	173	215	260	283	388	543	675	101	90	65
	92%	95%	90%	84%	92%	93%	98%	88%	95%	95%	87%	81%	94%
No	78	23	55	33	19	20	6	53	26	39	15	22	4
	8%	5%	10%	16%	8%	7%	2%	12%	5%	5%	13%	19%	5%
Unsure	1	1	-	-	1	-	-	1	-	-	-	-	1
	*%	*%			*%			*%					1%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[Q2024Vote] Did you vote in the November 2024 general election?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1010	296	304	255	154	601	409	211	214	172	161	244	425	577
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	931	251	278	251	150	529	402	169	202	165	155	235	371	555
	92%	85%	91%	98%	98%	88%	98%	80%	94%	96%	97%	96%	87%	96%
No	78	45	26	4	4	71	8	41	12	7	6	9	53	21
	8%	15%	8%	2%	2%	12%	2%	20%	6%	4%	3%	4%	13%	4%
Unsure	1	-	1	-	-	1	-	-	-	-	-	-	-	-
	*%		*%			*%								

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[Q2024Vote] Did you vote in the November 2024 general election?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1010	561	292	472	307	226	316	141	175	287	426	297
	100	100	100	100	100	100	100	100	100	100	100	100
Yes	931	521	285	453	260	215	287	137	149	255	408	268
	92%	93%	98%	96%	85%	95%	91%	97%	85%	89%	96%	90%
No	78	39	7	19	47	11	30	4	26	32	19	28
	8%	7%	2%	4%	15%	5%	9%	3%	15%	11%	4%	9%
Unsure	1	-	-	-	-	-	-	-	-	-	-	1
	*%											*%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[Q2024Vote] Did you vote in the November 2024 general election?

	Total	Party			Ideology			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	1010	390	227	393	372	322	289	438	469	463	447	278	174
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	931	376	190	364	353	293	272	424	445	463	447	265	168
	92%	96%	84%	93%	95%	91%	94%	97%	95%	100%	100%	95%	97%
No	78	14	36	29	19	29	17	14	24	-	-	14	6
	8%	4%	16%	7%	5%	9%	6%	3%	5%			5%	3%
Unsure	1	-	1	-	-	1	-	-	-	-	-	-	-
	*%		*%			*%							

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QVote] How did you cast your ballot in the November 2024 general election?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	931	444	483	173	215	260	283	388	543	675	101	90	65
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	930	408	518	182	196	271	281	378	552	697	109	73	51
I voted early in person	262	119	142	45	58	81	79	102	160	198	28	30	6
	28%	27%	29%	26%	27%	31%	28%	26%	29%	29%	28%	33%	9%
I voted early by mail or absentee ballot	302	132	168	35	58	80	129	93	210	211	29	25	37
	32%	30%	35%	20%	27%	31%	46%	24%	39%	31%	29%	27%	57%
I voted on Election Day, in person at a polling place	365	194	171	93	99	99	75	192	173	265	43	34	22
	39%	44%	35%	54%	46%	38%	26%	50%	32%	39%	43%	38%	34%
Unsure	2	-	2	1	-	1	-	1	1	1	-	1	-
	*%		*%	1%		*%		*%	*%	*%		1%	

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QVote] How did you cast your ballot in the November 2024 general election?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	931	251	278	251	150	529	402	169	202	165	155	235	371	555
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	930	214	351	237	128	565	365	195	203	171	157	200	398	528
I voted early in person	262	63	82	72	45	145	117	46	45	51	43	73	92	168
	28%	25%	29%	29%	30%	27%	29%	27%	23%	31%	28%	31%	25%	30%
I voted early by mail or absentee ballot	302	74	92	94	42	166	136	63	73	44	38	82	136	164
	32%	29%	33%	37%	28%	31%	34%	37%	36%	26%	25%	35%	37%	30%
I voted on Election Day, in person at a polling place	365	113	104	85	63	217	148	59	83	71	74	79	142	223
	39%	45%	37%	34%	42%	41%	37%	35%	41%	43%	48%	34%	38%	40%
Unsure	2	1	1	-	-	2	-	1	1	-	-	-	2	-
	0.2%	0.4%	0.3%	0%	0%	0.4%	0%	0.1%	0.1%	0%	0%	0%	0.5%	0%

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QVote] How did you cast your ballot in the November 2024 general election?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	931	521	285	453	260	215	287	137	149	255	408	268
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	930	498	299	398	269	260	281	125	155	251	383	296
I voted early in person	262	140	90	139	64	56	73	32	41	57	124	80
	28%	27%	32%	31%	25%	26%	25%	23%	28%	22%	30%	30%
I voted early by mail or absentee ballot	302	141	118	140	76	86	61	25	36	87	148	67
	32%	27%	41%	31%	29%	40%	21%	18%	24%	34%	36%	25%
I voted on Election Day, in person at a polling place	365	239	77	173	119	73	152	80	71	110	135	120
	39%	46%	27%	38%	46%	34%	53%	59%	47%	43%	33%	45%
Unsure	2	1	-	1	1	-	1	-	1	-	1	1
	*%	*%		*%	*%		*%		1%		*%	*%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QVote] How did you cast your ballot in the November 2024 general election?

	Total	Party			Ideology			2020 Ballot		2024 Ballot		GOP Supporter of	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	931	376	190	364	353	293	272	424	445	463	447	265	168
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	930	387	191	352	360	288	266	431	427	478	432	272	165
I voted early in person	262	120	59	83	117	74	67	133	110	145	112	87	51
	28%	32%	31%	23%	33%	25%	25%	32%	25%	31%	25%	33%	30%
I voted early by mail or absentee ballot	302	80	62	161	83	100	116	89	197	97	201	56	37
	32%	21%	32%	44%	24%	34%	43%	21%	44%	21%	45%	21%	22%
I voted on Election Day, in person at a polling place	365	176	70	120	152	119	88	201	138	221	132	121	80
	39%	47%	37%	33%	43%	41%	32%	47%	31%	48%	30%	46%	48%
Unsure	2	1	-	1	1	-	1	1	-	1	1	1	-
	*%	*%		*%	*%		*%	*%		*%	*%	*%	

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QNewVote] Have you ever voted in a U.S. presidential election before November 2024?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	931	444	483	173	215	260	283	388	543	675	101	90	65
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	930	408	518	182	196	271	281	378	552	697	109	73	51
Yes	882	427	453	149	211	247	276	360	522	638	96	84	64
	95%	96%	94%	86%	98%	95%	97%	93%	96%	95%	95%	93%	99%
No	48	18	30	24	4	13	7	28	20	36	5	6	1
	5%	4%	6%	14%	2%	5%	3%	7%	4%	5%	5%	7%	1%
Unsure	0	-	0	-	-	0	-	-	0	0	-	-	-
	*%		*%			*%			*%	*%			

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QNewVote] Have you ever voted in a U.S. presidential election before November 2024?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	931	251	278	251	150	529	402	169	202	165	155	235	371	555
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	930	214	351	237	128	565	365	195	203	171	157	200	398	528
Yes	882	227	262	246	147	489	393	155	191	159	147	226	346	532
	95%	90%	94%	98%	98%	92%	98%	91%	95%	96%	95%	96%	93%	96%
No	48	24	16	5	3	40	8	15	11	6	9	8	25	23
	5%	10%	6%	2%	2%	8%	2%	9%	5%	4%	5%	4%	7%	4%
Unsure	0	-	-	0	-	-	0	-	0	-	-	-	0	-
	*%			*%			*%		*%				*%	

Echelon Insights
November Omnibus 2024

N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QNewVote] Have you ever voted in a U.S. presidential election before November 2024?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	931	521	285	453	260	215	287	137	149	255	408	268
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	930	498	299	398	269	260	281	125	155	251	383	296
Yes	882	495	275	437	235	209	272	132	139	238	392	252
	95%	95%	96%	96%	90%	97%	95%	96%	93%	93%	96%	94%
No	48	25	11	16	25	6	15	5	10	17	16	16
	5%	5%	4%	4%	10%	3%	5%	4%	7%	7%	4%	6%
Unsure	0	0	-	0	-	-	-	-	-	-	-	0
	*%	*%		*%								*%

Echelon Insights
November Omnibus 2024
N=1,010 Registered Voters in the Likely Electorate, Nationally, November 14-18, 2024, Margin of Error=+/-3.5 Percentage Points

[QNewVote] Have you ever voted in a U.S. presidential election before November 2024?

	Total	Party			Ideology			2020 Ballot		2024 Ballot		G O P Supporter of	
	Total	G O P	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Biden	Voted for Trump	Voted for Harris	Trump	The Party
Total	931	376	190	364	353	293	272	424	445	463	447	265	168
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	930	387	191	352	360	288	266	431	427	478	432	272	165
Yes	882	354	181	348	335	273	263	407	434	435	428	247	161
	95%	94%	95%	96%	95%	93%	97%	96%	98%	94%	96%	93%	96%
No	48	23	10	16	18	20	9	16	11	27	18	18	7
	5%	6%	5%	4%	5%	7%	3%	4%	2%	6%	4%	7%	4%
Unsure	0	-	-	0	-	0	-	-	-	-	0	-	-
	*%			*%		*%					*%		