

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
Republican	517	271	243	66	116	153	182	182	335	442	9	39	26
	39%	44%	35%	24%	38%	42%	48%	31%	45%	47%	6%	27%	29%
Democrat	523	211	312	129	134	145	116	262	261	298	122	71	32
	39%	34%	44%	47%	43%	39%	31%	45%	35%	32%	80%	49%	35%
Independent	275	131	139	74	54	68	80	127	148	192	21	30	31
	21%	21%	20%	27%	17%	18%	21%	22%	20%	20%	14%	21%	34%
Member of another party	5	2	3	2	-	1	2	2	3	2	-	2	1
	*%	*%	*%	1%		*%	1%	*%	*%	*%		1%	1%
Unsure	8	2	7	1	5	2	0	6	2	4	1	3	-
	1%	*%	1%	*%	2%	*%	*%	1%	*%	*%	1%	2%	

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

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Republican	517	172	164	111	69	336	180	92	123	102	86	110	215	298
	39%	44%	41%	33%	34%	43%	34%	32%	48%	41%	38%	38%	39%	39%
Democrat	523	137	140	146	98	277	245	134	86	90	89	125	219	303
	39%	35%	35%	44%	48%	35%	45%	46%	33%	36%	39%	43%	40%	39%
Independent	275	74	93	72	35	167	107	59	48	56	52	55	107	163
	21%	19%	23%	22%	17%	21%	20%	20%	19%	22%	23%	19%	20%	21%
Member of another party	5	-	3	1	1	3	2	-	-	2	2	1	-	5
	*%		1%	*%	1%	*%	*%			1%	1%	*%		1%
Unsure	8	4	1	3	-	5	3	4	1	0	-	2	5	2
	1%	1%	*%	1%		1%	1%	1%	*%	*%		1%	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	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
Republican	517	261	183	269	115	131	133	72	61	100	235	182
	39%	37%	47%	44%	29%	43%	35%	39%	30%	27%	39%	50%
Democrat	523	309	120	214	191	114	164	75	89	200	235	88
	39%	44%	31%	35%	48%	37%	43%	41%	44%	54%	39%	24%
Independent	275	132	83	126	87	62	84	36	48	62	123	90
	21%	19%	21%	21%	22%	20%	22%	20%	24%	17%	21%	25%
Member of another party	5	3	2	1	4	-	2	1	1	4	1	-
	*%	*%	1%	*%	1%		1%	1%	*%	1%	*%	
Unsure	8	5	1	3	5	1	2	-	2	1	6	2
	1%	1%	*%	*%	1%	*%	*%		1%	*%	1%	1%

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

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			All Others
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Republican	517	517	-	-	446	64	4	480	33	463	29	490	17	315	185	94	93	45	284
	39%	100%			78%	16%	1%	76%	5%	79%	5%	78%	3%	84%	81%	48%	34%	37%	39%
Democrat	523	-	-	523	68	153	301	24	493	21	475	13	502	-	-	61	121	52	289
	39%			100%	12%	39%	85%	4%	74%	4%	74%	2%	80%			31%	44%	42%	39%
Independent	275	-	275	-	57	165	48	121	136	99	134	124	108	57	42	37	58	25	156
	21%		95%		10%	42%	13%	19%	20%	17%	21%	20%	17%	15%	19%	19%	21%	20%	21%
Member of another party	5	-	5	-	2	-	3	2	3	1	3	1	3	1	-	2	3	-	-
	*%		2%		*%		1%	*%	*%	*%	1%	*%	1%	*%		1%	1%		
Unsure	8	-	8	-	0	7	-	4	3	4	1	4	0	-	-	1	-	1	7
	1%		3%		*%	2%		1%	1%	1%	*%	1%	*%			1%		1%	1%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	517	271	243	66	116	153	182	182	335	442	9	39	26
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	564	304	258	41	106	213	204	147	417	499	10	37	18
Firmly a Republican	422	226	194	56	84	129	153	140	282	367	5	32	18
	82%	83%	80%	85%	72%	84%	84%	77%	84%	83%	55%	82%	69%
Not firmly a Republican	94	45	49	10	32	24	28	42	52	75	4	7	8
	18%	17%	20%	15%	28%	16%	16%	23%	16%	17%	45%	18%	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	517	172	164	111	69	336	180	92	123	102	86	110	215	298
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	564	154	225	126	59	379	185	110	142	114	91	103	252	308
Firmly a Republican	422	146	136	86	55	282	141	80	104	84	68	83	184	235
	82%	85%	83%	77%	80%	84%	78%	87%	84%	82%	79%	75%	86%	79%
Not firmly a Republican	94	26	29	26	14	55	40	12	19	18	18	27	31	63
	18%	15%	17%	23%	20%	16%	22%	13%	16%	18%	21%	25%	14%	21%

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

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	517	261	183	269	115	131	133	72	61	100	235	182
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	564	271	212	290	113	158	128	73	55	106	249	209
Firmly a Republican	422	203	157	222	96	103	101	57	44	72	197	153
	82%	78%	86%	83%	84%	79%	76%	79%	72%	72%	84%	84%
Not firmly a Republican	94	58	26	46	19	28	32	15	17	28	38	28
	18%	22%	14%	17%	16%	21%	24%	21%	28%	28%	16%	16%

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

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			All Others
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	
Total	517	517	-	-	446	64	4	480	33	463	29	490	17	315	185	94	93	45	284
	100	100			100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	564	564	-	-	491	65	5	532	26	521	20	541	14	348	201	101	106	39	318
Firmly a Republican	422	422	-	-	386	30	4	414	7	398	8	413	3	279	139	81	75	37	229
	82%	82%			87%	47%	100%	86%	22%	86%	28%	84%	19%	88%	75%	86%	81%	82%	81%
Not firmly a Republican	94	94	-	-	60	34	-	66	26	64	21	77	13	37	46	13	18	8	55
	18%	18%			13%	53%		14%	78%	14%	72%	16%	81%	12%	25%	14%	19%	18%	19%

Echelon Insights
 October 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	523	211	312	129	134	145	116	262	261	298	122	71	32
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	489	202	287	76	105	175	133	181	308	299	108	63	19
Firmly a Democrat	413	164	249	100	103	119	92	203	210	229	106	54	24
	79%	78%	80%	77%	77%	82%	79%	77%	81%	77%	87%	75%	75%
Not firmly a Democrat	110	47	63	29	31	26	24	60	50	68	16	18	8
	21%	22%	20%	23%	23%	18%	21%	23%	19%	23%	13%	25%	25%

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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	523	137	140	146	98	277	245	134	86	90	89	125	219	303
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	489	103	176	131	78	279	209	137	85	81	84	101	222	266
Firmly a Democrat	413	112	103	115	82	215	197	104	70	74	74	92	173	240
	79%	81%	74%	78%	84%	78%	81%	78%	81%	83%	83%	73%	79%	79%
Not firmly a Democrat	110	25	37	32	16	62	48	30	16	16	15	33	46	64
	21%	19%	26%	22%	16%	22%	19%	22%	19%	17%	17%	27%	21%	21%

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

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	523	309	120	214	191	114	164	75	89	200	235	88
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	489	263	142	204	158	125	131	58	73	179	215	95
Firmly a Democrat	413	246	95	166	156	88	133	62	71	159	190	64
	79%	80%	79%	77%	82%	77%	81%	83%	79%	79%	81%	72%
Not firmly a Democrat	110	62	25	49	35	26	31	13	19	41	44	24
	21%	20%	21%	23%	18%	23%	19%	17%	21%	21%	19%	28%

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

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			All Others
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	
Total	523	-	-	523	68	153	301	24	493	21	475	13	502	-	-	61	121	52	289
	100			100	100	100	100	100	100	100	100	100	100			100	100	100	100
Unweighted Total	489	-	-	489	53	158	278	29	458	27	431	17	463	-	-	52	124	40	273
Firmly a Democrat	413	-	-	413	56	107	250	6	407	8	387	3	406	-	-	51	100	43	218
	79%			79%	82%	70%	83%	27%	82%	37%	81%	22%	81%			83%	83%	83%	76%
Not firmly a Democrat	110	-	-	110	12	46	52	17	87	13	88	10	96	-	-	10	21	9	70
	21%			21%	18%	30%	17%	73%	18%	63%	19%	78%	19%			17%	17%	17%	24%

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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	288	135	149	77	59	71	82	136	153	198	22	36	32
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	275	141	132	50	51	90	84	101	174	208	25	23	19
Republicans	110	63	48	27	18	32	34	45	66	86	5	12	8
	38%	47%	32%	35%	30%	45%	41%	33%	43%	43%	21%	33%	24%
Democrats	104	42	58	33	21	18	31	55	50	66	12	10	16
	36%	31%	39%	43%	36%	26%	38%	40%	32%	33%	54%	29%	51%
Both equally often	46	24	22	8	11	16	11	19	28	35	5	3	3
	16%	18%	15%	10%	19%	23%	14%	14%	18%	18%	21%	9%	10%
Unsure	28	6	22	9	9	4	6	18	10	11	1	10	5
	10%	4%	15%	12%	15%	6%	7%	13%	7%	6%	4%	29%	16%

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

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	288	79	97	77	36	176	113	64	49	58	54	58	112	170
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	275	58	114	73	30	172	103	65	52	59	44	52	117	155
Republicans	110	36	40	20	14	76	34	22	20	23	21	20	42	63
	38%	46%	41%	26%	40%	43%	30%	35%	42%	39%	38%	35%	38%	37%
Democrats	104	14	34	42	13	48	56	23	15	20	24	22	38	66
	36%	18%	35%	55%	38%	27%	49%	35%	31%	34%	45%	38%	34%	39%
Both equally often	46	17	15	9	6	31	15	9	9	12	6	11	18	29
	16%	21%	15%	11%	17%	18%	13%	14%	18%	20%	10%	19%	16%	17%
Unsure	28	11	8	6	2	20	8	10	4	4	3	5	14	12
	10%	14%	9%	8%	5%	11%	7%	16%	9%	7%	6%	8%	13%	7%

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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	288	140	86	130	96	62	88	37	50	67	129	92
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	275	133	94	118	83	74	76	34	42	62	126	87
Republicans	110	42	38	54	29	27	40	21	18	17	48	46
	38%	30%	45%	42%	31%	43%	46%	58%	37%	25%	37%	50%
Democrats	104	53	30	44	37	22	27	8	18	31	47	26
	36%	38%	35%	34%	39%	36%	30%	23%	36%	46%	37%	28%
Both equally often	46	31	11	23	15	8	16	7	8	12	18	16
	16%	22%	13%	18%	16%	12%	18%	20%	17%	18%	14%	17%
Unsure	28	14	6	8	14	6	5	-	5	7	16	4
	10%	10%	7%	6%	14%	9%	6%		11%	11%	12%	5%

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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	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			All Others
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	
Total	288	-	288	-	59	173	51	127	142	104	138	129	112	58	42	40	61	25	162
	100		100		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	275	-	275	-	65	162	44	124	133	110	119	127	106	61	36	37	60	20	158
Republicans	110	-	110	-	45	63	2	98	12	74	17	104	3	58	42	16	24	11	60
	38%		38%		76%	37%	5%	77%	8%	72%	12%	81%	3%	100%	100%	40%	39%	43%	37%
Democrats	104	-	104	-	6	53	43	4	95	7	93	6	92	-	-	18	27	4	54
	36%		36%		11%	31%	83%	3%	67%	7%	67%	4%	83%			46%	45%	16%	33%
Both equally often	46	-	46	-	5	36	4	14	24	14	23	11	14	-	-	5	7	6	29
	16%		16%		9%	21%	7%	11%	17%	14%	17%	9%	13%			12%	12%	22%	18%
Unsure	28	-	28	-	3	20	2	11	11	8	5	8	1	-	-	0	3	5	20
	10%		10%		5%	11%	5%	9%	8%	8%	4%	6%	1%			1%	5%	19%	12%

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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	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
Total Republican+Republican-leaning Independents	627	333	291	93	133	185	215	227	400	528	13	51	34
	47%	54%	41%	34%	43%	50%	57%	39%	53%	56%	9%	35%	37%
Total Democratic+Democratic-leaning Independents	627	252	370	162	155	163	147	317	310	363	133	82	49
	47%	41%	53%	60%	50%	44%	39%	55%	41%	39%	88%	56%	53%
Total Independent	74	30	44	17	20	21	17	36	38	47	6	13	8
	6%	5%	6%	6%	6%	6%	4%	6%	5%	5%	4%	9%	9%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[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	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Total Republican+Republican-leaning Independents	627	208	204	131	83	413	214	114	143	125	107	130	257	362
	47%	54%	51%	39%	41%	52%	40%	39%	56%	50%	47%	44%	47%	47%
Total Democratic+Democratic-leaning Independents	627	151	174	189	112	325	301	156	101	110	113	147	257	369
	47%	39%	43%	56%	55%	41%	56%	54%	39%	44%	49%	50%	47%	48%
Total Independent	74	28	23	15	8	51	23	19	13	16	9	16	32	41
	6%	7%	6%	4%	4%	6%	4%	7%	5%	6%	4%	5%	6%	5%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
Total Republican+Republican-leaning Independents	627	302	221	323	144	158	173	93	80	117	282	227
	47%	43%	57%	53%	36%	51%	45%	51%	40%	32%	47%	63%
Total Democratic+Democratic-leaning Independents	627	362	151	259	229	136	191	83	108	231	282	114
	47%	51%	39%	42%	57%	44%	50%	45%	54%	63%	47%	32%
Total Independent	74	45	17	32	29	14	21	7	14	20	34	20
	6%	6%	4%	5%	7%	4%	5%	4%	7%	5%	6%	5%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QPartyConsolidated] QPartyID and QPartyLeanView

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			All Others
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Total Republican+Republican-leaning Independents	627	517	110	-	490	127	6	578	45	537	46	594	20	373	227	110	117	56	344
	47%	100%	38%		86%	33%	2%	92%	7%	92%	7%	94%	3%	100%	100%	56%	43%	46%	47%
Total Democratic+Democratic-leaning Independents	627	-	104	523	75	207	344	28	589	28	568	19	594	-	-	80	148	56	343
	47%		36%	100%	13%	53%	97%	4%	88%	5%	88%	3%	94%			41%	54%	46%	47%
Total Independent	74	-	74	-	8	56	6	25	35	22	28	19	16	-	-	5	10	10	49
	6%		26%		1%	14%	2%	4%	5%	4%	4%	3%	3%			3%	4%	8%	7%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	627	333	291	93	133	185	215	227	400	528	13	51	34
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	670	366	302	57	124	252	237	181	489	588	16	44	22
Supporter of Donald Trump	373	200	174	62	83	109	120	144	229	316	8	38	11
	60%	60%	60%	66%	62%	59%	56%	64%	57%	60%	60%	74%	33%
Supporter of the Republican Party	227	113	111	28	47	68	85	75	153	196	3	12	16
	36%	34%	38%	30%	35%	37%	39%	33%	38%	37%	24%	23%	47%
I don't support either one	19	16	3	1	3	6	9	4	14	12	1	1	5
	3%	5%	1%	1%	2%	3%	4%	2%	4%	2%	7%	3%	14%
Unsure	8	5	3	3	1	2	2	4	4	5	1	-	2
	1%	1%	1%	3%	1%	1%	1%	2%	1%	1%	9%	-	6%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	627 100	208 100	204 100	131 100	83 100	413 100	214 100	114 100	143 100	125 100	107 100	130 100	257 100	362 100
Unweighted Total	670	179	273	147	71	452	218	136	163	137	108	121	299	366
Supporter of Donald Trump	373 60%	122 58%	136 66%	79 60%	38 45%	257 62%	116 54%	80 70%	86 60%	75 60%	59 55%	70 54%	166 64%	204 56%
Supporter of the Republican Party	227 36%	81 39%	62 30%	47 36%	38 45%	142 35%	85 40%	32 28%	49 35%	47 38%	43 40%	51 39%	82 32%	141 39%
I don't support either one	19 3%	3 1%	5 2%	4 3%	8 10%	7 2%	12 5%	-	6 4%	1 1%	4 4%	8 6%	6 2%	13 3%
Unsure	8 1%	4 2%	2 1%	2 2%	-	6 1%	2 1%	2 2%	1 1%	2 1%	1 1%	1 1%	4 2%	4 1%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	627	302	221	323	144	158	173	93	80	117	282	227
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	670	317	251	341	141	185	165	93	72	122	298	250
Supporter of Donald Trump	373	193	122	196	87	89	108	56	52	70	167	137
	60%	64%	55%	61%	61%	57%	62%	59%	66%	60%	59%	60%
Supporter of the Republican Party	227	92	93	108	53	65	53	27	26	39	103	85
	36%	30%	42%	34%	37%	41%	31%	29%	32%	34%	36%	37%
I don't support either one	19	12	6	15	3	1	9	9	-	6	8	5
	3%	4%	3%	5%	2%	*%	5%	9%		5%	3%	2%
Unsure	8	6	-	4	-	3	3	1	2	2	5	1
	1%	2%		1%		2%	2%	2%	2%	2%	2%	*%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

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

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Early Voting Requested Not Yet Returned Ballot	All Others
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party				
Total	627	517	110	-	490	127	6	578	45	537	46	594	20	373	227	110	117	56	344
	100	100	100		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	670	564	106	-	538	122	7	627	37	599	32	640	18	409	237	116	128	48	378
Supporter of Donald Trump	373	315	58	-	306	60	5	371	2	353	5	364	4	373	-	66	60	32	215
	60%	61%	53%		62%	47%	79%	64%	5%	66%	10%	61%	22%	100%		60%	51%	57%	63%
Supporter of the Republican Party	227	185	42	-	170	56	1	194	29	174	28	214	9	-	227	42	51	21	113
	36%	36%	38%		35%	44%	21%	34%	65%	32%	62%	36%	44%		100%	38%	44%	37%	33%
I don't support either one	19	10	9	-	12	7	-	7	11	5	12	11	5	-	-	2	4	3	9
	3%	2%	8%		2%	6%		1%	26%	1%	25%	2%	27%			2%	3%	6%	3%
Unsure	8	7	1	-	3	5	-	6	2	5	1	6	1	-	-	1	1	-	6
	1%	1%	1%		1%	4%		1%	4%	1%	3%	1%	7%			1%	1%		2%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
Right direction	371	205	166	76	87	113	96	163	208	216	77	54	24
	28%	33%	24%	28%	28%	31%	25%	28%	28%	23%	50%	37%	26%
Wrong track	812	367	438	159	192	212	249	351	461	631	50	80	51
	61%	60%	62%	59%	62%	58%	66%	61%	62%	67%	33%	55%	56%
Unsure	144	44	100	37	29	44	35	66	79	91	25	12	16
	11%	7%	14%	14%	9%	12%	9%	11%	11%	10%	16%	8%	18%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Right direction	371	100	107	90	73	207	163	85	59	65	68	94	144	226
	28%	26%	27%	27%	36%	26%	30%	29%	23%	26%	30%	32%	26%	29%
Wrong track	812	241	257	199	116	498	314	163	172	159	140	170	335	469
	61%	62%	64%	59%	57%	63%	58%	56%	67%	64%	62%	58%	61%	61%
Unsure	144	46	38	46	14	84	60	41	26	27	20	29	68	76
	11%	12%	9%	14%	7%	11%	11%	14%	10%	11%	9%	10%	12%	10%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
Right direction	371	215	107	162	130	77	109	68	41	150	159	62
	28%	30%	27%	26%	32%	25%	28%	37%	20%	41%	26%	17%
Wrong track	812	419	250	395	223	192	240	105	135	173	374	265
	61%	59%	64%	64%	56%	62%	62%	57%	67%	47%	62%	73%
Unsure	144	75	32	57	49	39	36	11	25	44	66	34
	11%	11%	8%	9%	12%	13%	9%	6%	12%	12%	11%	9%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

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

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			All Others
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Right direction	371	47	55	269	80	121	170	45	324	49	309	48	314	32	16	55	101	25	190
	28%	9%	19%	51%	14%	31%	48%	7%	49%	8%	48%	8%	50%	9%	7%	28%	37%	21%	26%
Wrong track	812	453	195	165	468	210	128	556	232	511	231	559	210	331	199	125	141	79	468
	61%	88%	67%	31%	82%	54%	36%	88%	35%	87%	36%	88%	33%	89%	88%	64%	51%	64%	64%
Unsure	144	16	39	89	25	59	58	30	112	27	102	26	106	10	11	16	33	18	78
	11%	3%	14%	17%	4%	15%	16%	5%	17%	5%	16%	4%	17%	3%	5%	8%	12%	15%	11%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328 100	616 100	705 100	272 100	308 100	368 100	380 100	580 100	748 100	938 100	152 100	147 100	91 100
Infrastructure	9 1%	4 1%	5 1%	3 1%	3 1%	2 *%	1 *%	6 1%	2 *%	5 1%	3 2%	-	-
The environment and climate change	56 4%	30 5%	25 4%	8 3%	17 5%	18 5%	13 3%	25 4%	31 4%	40 4%	8 5%	4 3%	4 4%
Education	14 1%	9 1%	5 1%	9 3%	3 1%	2 1%	-	12 2%	2 *%	2 *%	4 3%	5 4%	2 2%
National security	35 3%	19 3%	16 2%	4 1%	8 2%	11 3%	13 3%	11 2%	24 3%	29 3%	3 2%	4 2%	-
Gun rights	28 2%	8 1%	20 3%	3 1%	13 4%	4 1%	7 2%	17 3%	11 1%	14 1%	10 6%	3 2%	2 2%
Healthcare	50 4%	13 2%	37 5%	12 4%	11 4%	19 5%	8 2%	23 4%	27 4%	35 4%	5 3%	7 5%	4 4%
Taxes	26 2%	24 4%	2 *%	8 3%	11 4%	6 2%	2 *%	19 3%	7 1%	19 2%	1 1%	1 1%	5 5%
Jobs and the economy	174 13%	88 14%	86 12%	47 17%	38 12%	59 16%	31 8%	85 15%	90 12%	117 12%	13 8%	19 13%	26 28%
Cost of living	356 27%	139 22%	218 31%	85 31%	90 29%	92 25%	90 24%	175 30%	182 24%	248 26%	34 22%	52 35%	22 25%
Drug abuse	9 1%	6 1%	3 *%	-	7 2%	1 *%	-	7 1%	1 *%	7 1%	0 *%	1 1%	-
Immigration	192 14%	101 16%	88 13%	19 7%	23 7%	60 16%	91 24%	41 7%	150 20%	171 18%	3 2%	15 10%	3 3%
Crime	27 2%	10 2%	16 2%	10 4%	8 2%	6 2%	3 1%	17 3%	10 1%	16 2%	7 4%	4 3%	-

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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
Political corruption	69 5%	35 6%	34 5%	11 4%	20 6%	18 5%	19 5%	31 5%	38 5%	49 5%	6 4%	6 4%	8 9%
Race relations	15 1%	9 1%	6 1%	2 1%	6 2%	4 1%	4 1%	7 1%	7 1%	7 1%	5 3%	3 2%	-
Abortion	103 8%	43 7%	61 9%	26 10%	22 7%	33 9%	22 6%	49 8%	55 7%	59 6%	28 19%	13 9%	3 3%
The state of democracy	119 9%	55 9%	65 9%	24 9%	14 4%	26 7%	55 15%	38 6%	82 11%	86 9%	21 14%	6 4%	7 8%
Something else (Please specify)	30 2%	19 3%	8 1%	3 1%	6 2%	4 1%	17 5%	8 1%	22 3%	23 2%	-	1 1%	6 6%
Unsure	16 1%	6 1%	10 1%	-	9 3%	2 1%	4 1%	9 2%	7 1%	11 1%	1 1%	3 2%	-

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328 100	388 100	401 100	335 100	203 100	789 100	538 100	289 100	257 100	250 100	228 100	293 100	547 100	772 100
Infrastructure	9 1%	4 1%	1 *	4 1%	-	5 1%	4 1%	1 *	2 1%	2 1%	4 2%	-	4 1%	5 1%
The environment and climate change	56 4%	12 3%	15 4%	14 4%	15 8%	27 3%	29 5%	8 3%	6 2%	10 4%	12 5%	22 7%	13 2%	43 6%
Education	14 1%	9 2%	2 *	3 1%	-	10 1%	3 1%	3 1%	-	6 2%	1 *	4 1%	3 1%	11 1%
National security	35 3%	10 3%	12 3%	6 2%	7 3%	22 3%	13 2%	9 3%	6 2%	9 4%	2 1%	10 3%	15 3%	20 3%
Gun rights	28 2%	9 2%	7 2%	3 1%	9 4%	16 2%	12 2%	8 3%	1 *	9 4%	5 2%	4 1%	10 2%	18 2%
Healthcare	50 4%	13 3%	8 2%	19 6%	11 5%	21 3%	29 5%	14 5%	9 3%	7 3%	5 2%	15 5%	23 4%	27 4%
Taxes	26 2%	10 2%	4 1%	3 1%	11 5%	13 2%	13 2%	5 2%	1 *	2 1%	2 1%	12 4%	6 1%	16 2%
Jobs and the economy	174 13%	54 14%	48 12%	46 14%	26 13%	101 13%	73 14%	32 11%	37 14%	29 11%	37 16%	39 13%	69 13%	104 13%
Cost of living	356 27%	98 25%	122 30%	99 30%	37 18%	220 28%	136 25%	79 27%	70 27%	78 31%	65 28%	64 22%	149 27%	207 27%
Drug abuse	9 1%	1 *	0 *	3 1%	4 2%	1 *	7 1%	-	1 *	1 1%	2 1%	4 1%	1 *	8 1%
Immigration	192 14%	57 15%	73 18%	40 12%	22 11%	130 16%	62 11%	39 14%	52 20%	32 13%	28 12%	39 13%	91 17%	99 13%
Crime	27 2%	7 2%	7 2%	6 2%	6 3%	14 2%	12 2%	6 2%	4 2%	4 2%	6 2%	7 2%	11 2%	16 2%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	69 5%	23 6%	26 6%	11 3%	9 4%	49 6%	19 4%	13 5%	17 7%	18 7%	10 4%	11 4%	30 6%	38 5%
Race relations	15 1%	2 *	3 1%	6 2%	5 2%	4 1%	10 2%	2 1%	3 1%	4 1%	1 *	5 2%	5 1%	10 1%
Abortion	103 8%	33 9%	34 8%	26 8%	11 5%	67 8%	37 7%	29 10%	22 8%	20 8%	15 7%	18 6%	50 9%	53 7%
The state of democracy	119 9%	29 7%	32 8%	41 12%	17 8%	61 8%	58 11%	29 10%	19 7%	16 6%	28 12%	27 9%	48 9%	71 9%
Something else (Please specify)	30 2%	8 2%	7 2%	5 2%	10 5%	15 2%	15 3%	5 2%	6 2%	5 2%	4 2%	8 3%	11 2%	18 2%
Unsure	16 1%	9 2%	3 1%	-	4 2%	11 1%	4 1%	5 2%	2 1%	-	2 1%	5 2%	7 1%	7 1%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
Infrastructure	9	7	1	1	6	2	2	1	1	3	4	2
	1%	1%	*%	*%	1%	1%	*%	*%	*%	1%	1%	*%
The environment and climate change	56	35	16	28	17	12	21	11	9	20	25	11
	4%	5%	4%	5%	4%	4%	5%	6%	5%	5%	4%	3%
Education	14	12	-	3	11	-	4	1	3	8	5	2
	1%	2%		1%	3%		1%	1%	1%	2%	1%	*%
National security	35	16	13	19	5	11	10	4	6	7	14	14
	3%	2%	3%	3%	1%	4%	3%	2%	3%	2%	2%	4%
Gun rights	28	18	7	7	11	8	11	4	7	11	14	3
	2%	3%	2%	1%	3%	3%	3%	2%	3%	3%	2%	1%
Healthcare	50	33	11	28	13	9	23	2	21	22	18	10
	4%	5%	3%	5%	3%	3%	6%	1%	10%	6%	3%	3%
Taxes	26	19	1	15	9	2	16	15	1	11	7	8
	2%	3%	*%	3%	2%	*%	4%	8%	*%	3%	1%	2%
Jobs and the economy	174	94	39	74	69	31	59	33	26	43	80	51
	13%	13%	10%	12%	17%	10%	15%	18%	13%	12%	13%	14%
Cost of living	356	216	84	167	103	85	102	37	66	94	153	110
	27%	31%	22%	27%	26%	28%	27%	20%	33%	25%	26%	30%
Drug abuse	9	8	-	6	-	2	5	4	1	4	4	1
	1%	1%		1%		1%	1%	2%	1%	1%	1%	*%
Immigration	192	78	91	96	39	57	33	15	18	32	89	71
	14%	11%	23%	16%	10%	19%	9%	8%	9%	9%	15%	20%
Crime	27	18	4	16	9	3	11	8	3	14	9	4
	2%	3%	1%	3%	2%	1%	3%	4%	2%	4%	2%	1%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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
Political corruption	69 5%	37 5%	18 5%	31 5%	19 5%	16 5%	22 6%	11 6%	11 5%	18 5%	36 6%	15 4%
Race relations	15 1%	9 1%	3 1%	7 1%	1 *	7 2%	2 *	2 1%	-	8 2%	4 1%	2 1%
Abortion	103 8%	52 7%	25 6%	36 6%	39 10%	28 9%	32 8%	16 9%	15 8%	30 8%	55 9%	19 5%
The state of democracy	119 9%	40 6%	55 14%	56 9%	38 9%	26 8%	23 6%	11 6%	13 6%	35 10%	55 9%	29 8%
Something else (Please specify)	30 2%	10 1%	14 4%	14 2%	10 2%	6 2%	5 1%	5 3%	-	7 2%	16 3%	7 2%
Unsure	16 1%	8 1%	6 1%	9 1%	4 1%	3 1%	5 1%	4 2%	1 1%	2 1%	11 2%	3 1%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

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

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Infrastructure	9	5	1	3	8	1	-	5	4	5	3	5	3	2	3	-	6	-	3
	1%	1%	*%	1%	1%	*%		1%	1%	1%	*%	1%	*%	1%	1%		2%		*%
The environment and climate change	56	9	15	32	7	25	25	4	51	3	50	9	47	1	7	8	23	5	20
	4%	2%	5%	6%	1%	6%	7%	1%	8%	1%	8%	1%	7%	*%	3%	4%	8%	4%	3%
Education	14	2	4	8	6	5	2	5	9	3	7	4	10	3	1	2	-	-	12
	1%	*%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	*%	1%			2%
National security	35	23	3	9	23	8	5	26	10	24	10	22	12	21	2	6	5	1	23
	3%	4%	1%	2%	4%	2%	1%	4%	1%	4%	2%	3%	2%	6%	1%	3%	2%	1%	3%
Gun rights	28	2	5	21	8	7	13	4	23	4	23	2	23	2	1	7	6	2	13
	2%	*%	2%	4%	1%	2%	4%	1%	3%	1%	4%	*%	4%	*%	*%	4%	2%	1%	2%
Healthcare	50	6	10	34	8	21	21	7	43	6	42	7	42	3	3	6	10	3	31
	4%	1%	4%	7%	1%	5%	6%	1%	6%	1%	6%	1%	7%	1%	1%	3%	4%	3%	4%
Taxes	26	6	7	13	9	14	3	13	14	8	14	13	14	5	8	5	3	-	18
	2%	1%	3%	2%	2%	4%	1%	2%	2%	1%	2%	2%	2%	1%	3%	3%	1%		2%
Jobs and the economy	174	77	40	58	81	59	34	106	64	94	60	107	59	58	39	29	25	27	93
	13%	15%	14%	11%	14%	15%	10%	17%	10%	16%	9%	17%	9%	15%	17%	15%	9%	22%	13%
Cost of living	356	143	95	117	158	107	88	179	163	171	159	184	156	108	70	42	61	37	216
	27%	28%	33%	22%	28%	27%	25%	28%	24%	29%	25%	29%	25%	29%	31%	22%	22%	30%	29%
Drug abuse	9	1	4	4	3	4	1	1	8	-	8	3	6	1	-	1	2	-	6
	1%	*%	1%	1%	1%	1%	*%	*%	1%		1%	*%	1%	*%		1%	1%		1%
Immigration	192	158	23	11	157	30	4	176	15	170	17	177	12	126	48	43	42	15	91
	14%	31%	8%	2%	27%	8%	1%	28%	2%	29%	3%	28%	2%	34%	21%	22%	15%	13%	12%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

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

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			All Others
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	
Crime	27 2%	7 1%	4 1%	16 3%	9 2%	13 3%	5 2%	11 2%	15 2%	10 2%	13 2%	10 2%	15 2%	3 1%	5 2%	1 *	5 2%	3 3%	18 2%
Political corruption	69 5%	29 6%	11 4%	28 5%	37 7%	13 3%	19 5%	39 6%	30 4%	36 6%	28 4%	32 5%	29 5%	20 5%	14 6%	6 3%	14 5%	7 5%	42 6%
Race relations	15 1%	2 *	2 1%	11 2%	2 *	3 1%	10 3%	2 *	13 2%	3 *	11 2%	2 *	12 2%	1 *	1 *	-	3 1%	4 4%	8 1%
Abortion	103 8%	10 2%	18 6%	76 15%	19 3%	34 9%	50 14%	12 2%	91 14%	11 2%	84 13%	14 2%	83 13%	7 2%	4 2%	9 5%	25 9%	8 6%	62 8%
The state of democracy	119 9%	15 3%	32 11%	73 14%	20 3%	32 8%	68 19%	18 3%	101 15%	17 3%	98 15%	17 3%	99 16%	7 2%	7 3%	24 12%	36 13%	5 4%	55 7%
Something else (Please specify)	30 2%	15 3%	7 3%	8 2%	14 2%	8 2%	7 2%	15 2%	14 2%	14 2%	15 2%	18 3%	9 1%	5 1%	10 4%	6 3%	9 3%	3 2%	12 2%
Unsure	16 1%	6 1%	9 3%	1 *	4 1%	7 2%	2 *	9 1%	4 1%	9 2%	2 *	7 1%	1 *	0 *	6 3%	-	0 *	3 2%	12 2%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328 100	616 100	705 100	272 100	308 100	368 100	380 100	580 100	748 100	938 100	152 100	147 100	91 100
Infrastructure	16 1%	9 1%	7 1%	2 1%	6 2%	5 1%	3 1%	8 1%	8 1%	14 2%	2 1%	-	-
The environment and climate change	60 5%	30 5%	31 4%	12 4%	15 5%	16 4%	18 5%	27 5%	34 4%	42 4%	6 4%	11 7%	2 2%
Education	13 1%	5 1%	8 1%	6 2%	3 1%	4 1%	-	9 2%	4 1%	7 1%	2 2%	2 1%	2 2%
National security	57 4%	24 4%	32 5%	5 2%	17 5%	19 5%	16 4%	22 4%	35 5%	51 5%	3 2%	2 2%	0 *%
Gun rights	34 3%	14 2%	20 3%	12 4%	7 2%	9 2%	6 2%	19 3%	15 2%	23 2%	4 3%	7 5%	0 *%
Healthcare	87 7%	37 6%	50 7%	19 7%	21 7%	23 6%	25 7%	40 7%	47 6%	62 7%	14 9%	7 4%	5 5%
Taxes	42 3%	19 3%	23 3%	19 7%	9 3%	7 2%	7 2%	27 5%	14 2%	24 3%	6 4%	4 3%	8 9%
Jobs and the economy	173 13%	86 14%	87 12%	29 11%	58 19%	37 10%	49 13%	87 15%	86 12%	122 13%	22 15%	18 12%	11 13%
Cost of living	237 18%	105 17%	128 18%	51 19%	55 18%	70 19%	61 16%	106 18%	131 17%	164 18%	29 19%	28 19%	15 17%
Drug abuse	22 2%	8 1%	14 2%	5 2%	6 2%	7 2%	4 1%	11 2%	11 1%	12 1%	3 2%	7 5%	1 1%
Immigration	203 15%	103 17%	100 14%	23 8%	45 15%	73 20%	62 16%	68 12%	135 18%	165 18%	6 4%	23 16%	8 9%
Crime	59 4%	27 4%	32 5%	11 4%	14 5%	12 3%	21 6%	26 4%	33 4%	33 3%	14 9%	9 6%	3 4%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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
Political corruption	92 7%	49 8%	43 6%	25 9%	16 5%	16 4%	35 9%	41 7%	51 7%	76 8%	10 7%	4 3%	2 2%
Race relations	17 1%	6 1%	9 1%	9 3%	1 *	4 1%	3 1%	10 2%	6 1%	4 *	7 4%	2 1%	5 5%
Abortion	120 9%	38 6%	81 12%	33 12%	14 5%	37 10%	36 9%	48 8%	72 10%	74 8%	17 11%	8 6%	21 23%
The state of democracy	70 5%	41 7%	28 4%	5 2%	15 5%	25 7%	23 6%	21 4%	49 7%	49 5%	4 2%	11 8%	6 7%
Something else (Please specify)	18 1%	11 2%	7 1%	3 1%	3 1%	2 1%	10 3%	5 1%	12 2%	12 1%	2 1%	3 2%	1 1%
Unsure	9 1%	3 1%	5 1%	1 *	4 1%	3 1%	1 *	4 1%	4 1%	7 1%	1 1%	1 1%	-

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328 100	388 100	401 100	335 100	203 100	789 100	538 100	289 100	257 100	250 100	228 100	293 100	547 100	772 100
Infrastructure	16 1%	4 1%	5 1%	6 2%	1 1%	9 1%	7 1%	3 1%	5 2%	6 3%	- 0%	2 1%	7 1%	9 1%
The environment and climate change	60 5%	11 3%	14 4%	18 5%	15 8%	25 3%	34 6%	12 4%	7 3%	9 3%	17 7%	15 5%	19 4%	41 5%
Education	13 1%	3 1%	- 0%	9 3%	2 1%	3 *	11 2%	4 1%	- 0%	3 1%	1 *	5 2%	4 1%	9 1%
National security	57 4%	18 5%	15 4%	12 4%	13 6%	32 4%	25 5%	8 3%	13 5%	13 5%	7 3%	16 5%	21 4%	36 5%
Gun rights	34 3%	10 2%	10 3%	10 3%	4 2%	20 2%	14 3%	3 1%	6 3%	12 5%	5 2%	8 3%	9 2%	25 3%
Healthcare	87 7%	24 6%	25 6%	24 7%	14 7%	49 6%	38 7%	18 6%	18 7%	12 5%	19 8%	21 7%	35 6%	51 7%
Taxes	42 3%	11 3%	11 3%	16 5%	3 1%	22 3%	19 4%	7 2%	11 4%	5 2%	9 4%	10 3%	18 3%	23 3%
Jobs and the economy	173 13%	45 12%	55 14%	46 14%	27 13%	100 13%	73 14%	27 9%	33 13%	35 14%	30 13%	47 16%	61 11%	112 14%
Cost of living	237 18%	82 21%	87 22%	44 13%	24 12%	169 21%	68 13%	68 24%	47 18%	40 16%	47 21%	34 12%	115 21%	121 16%
Drug abuse	22 2%	10 3%	8 2%	4 1%	- 0%	18 2%	4 1%	12 4%	1 1%	4 1%	1 *	4 1%	13 2%	8 1%
Immigration	203 15%	50 13%	67 17%	55 16%	31 15%	117 15%	86 16%	36 12%	47 18%	44 18%	29 13%	47 16%	83 15%	120 16%
Crime	59 4%	31 8%	16 4%	6 2%	6 3%	46 6%	13 2%	12 4%	9 3%	18 7%	10 5%	10 3%	21 4%	38 5%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	92 7%	30 8%	26 6%	18 5%	18 9%	56 7%	36 7%	26 9%	20 8%	12 5%	11 5%	22 8%	46 8%	45 6%
Race relations	17 1%	6 2%	7 2%	4 1%	-	13 2%	4 1%	5 2%	1 1%	7 3%	1 *	2 1%	6 1%	10 1%
Abortion	120 9%	27 7%	27 7%	42 13%	23 11%	54 7%	66 12%	28 10%	20 8%	14 6%	24 11%	28 10%	48 9%	67 9%
The state of democracy	70 5%	17 4%	21 5%	15 4%	17 8%	39 5%	31 6%	15 5%	14 6%	11 4%	12 5%	18 6%	29 5%	40 5%
Something else (Please specify)	18 1%	7 2%	5 1%	5 2%	1 *	12 1%	6 1%	4 1%	4 1%	5 2%	4 2%	1 *	7 1%	10 1%
Unsure	9 1%	3 1%	2 1%	-	3 2%	5 1%	3 1%	1 *	1 *	1 *	2 1%	3 1%	2 *	6 1%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
Infrastructure	16	10	3	6	4	6	5	2	3	7	4	4
	1%	1%	1%	1%	1%	2%	1%	1%	2%	2%	1%	1%
The environment and climate change	60	32	18	28	15	17	18	11	7	22	29	9
	5%	5%	5%	5%	4%	6%	5%	6%	4%	6%	5%	2%
Education	13	8	1	5	4	3	7	1	5	5	6	2
	1%	1%	*%	1%	1%	1%	2%	1%	3%	1%	1%	*%
National security	57	29	20	33	14	10	22	6	15	9	24	24
	4%	4%	5%	5%	3%	3%	6%	3%	8%	2%	4%	7%
Gun rights	34	24	5	13	15	6	17	5	11	14	14	6
	3%	3%	1%	2%	4%	2%	4%	3%	6%	4%	2%	2%
Healthcare	87	51	26	43	25	20	21	9	11	19	48	20
	7%	7%	7%	7%	6%	6%	5%	5%	6%	5%	8%	6%
Taxes	42	29	2	13	23	5	15	12	4	5	23	14
	3%	4%	1%	2%	6%	2%	4%	6%	2%	1%	4%	4%
Jobs and the economy	173	117	36	88	52	33	54	23	32	37	86	50
	13%	16%	9%	14%	13%	11%	14%	12%	16%	10%	14%	14%
Cost of living	237	119	78	99	78	59	66	36	31	74	97	66
	18%	17%	20%	16%	19%	19%	17%	19%	15%	20%	16%	18%
Drug abuse	22	8	6	7	7	5	5	1	3	12	4	6
	2%	1%	1%	1%	2%	2%	1%	1%	2%	3%	1%	2%
Immigration	203	102	66	103	49	52	62	36	26	48	93	62
	15%	14%	17%	17%	12%	17%	16%	20%	13%	13%	15%	17%
Crime	59	24	21	25	18	15	9	4	6	19	24	16
	4%	3%	5%	4%	5%	5%	2%	2%	3%	5%	4%	4%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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
Political corruption	92 7%	47 7%	37 9%	48 8%	22 6%	20 7%	22 6%	17 9%	5 3%	30 8%	36 6%	26 7%
Race relations	17 1%	9 1%	4 1%	4 1%	11 3%	2 1%	3 1%	-	3 2%	9 2%	2 *	6 2%
Abortion	120 9%	54 8%	34 9%	55 9%	35 9%	30 10%	37 10%	9 5%	29 14%	35 10%	56 9%	29 8%
The state of democracy	70 5%	35 5%	22 6%	29 5%	21 5%	20 6%	14 4%	11 6%	4 2%	16 4%	38 6%	15 4%
Something else (Please specify)	18 1%	7 1%	8 2%	9 1%	7 2%	3 1%	4 1%	0 *	4 2%	6 2%	9 1%	3 1%
Unsure	9 1%	4 1%	1 *	7 1%	2 *	-	4 1%	2 1%	1 1%	-	6 1%	3 1%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

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

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			All Others
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Infrastructure	16	6	6	4	5	7	4	5	11	5	11	7	8	4	6	4	-	1	12
	1%	1%	2%	1%	1%	2%	1%	1%	2%	1%	2%	1%	1%	1%	2%	2%		1%	2%
The environment and climate change	60	5	9	46	8	15	37	6	54	6	52	6	51	1	4	8	19	3	30
	5%	1%	3%	9%	1%	4%	10%	1%	8%	1%	8%	1%	8%	*%	2%	4%	7%	3%	4%
Education	13	1	3	9	-	9	4	2	9	3	10	3	8	-	1	3	-	-	10
	1%	*%	1%	2%		2%	1%	*%	1%	1%	2%	*%	1%		1%	2%			1%
National security	57	29	12	16	36	11	10	36	18	34	17	35	21	22	13	11	10	6	30
	4%	6%	4%	3%	6%	3%	3%	6%	3%	6%	3%	6%	3%	6%	6%	6%	4%	5%	4%
Gun rights	34	7	2	24	7	9	18	8	26	10	24	8	26	7	0	2	5	5	23
	3%	1%	1%	5%	1%	2%	5%	1%	4%	2%	4%	1%	4%	2%	*%	1%	2%	4%	3%
Healthcare	87	18	22	48	22	39	25	28	58	26	55	30	52	12	10	18	23	6	41
	7%	3%	7%	9%	4%	10%	7%	4%	9%	4%	9%	5%	8%	3%	4%	9%	8%	5%	6%
Taxes	42	14	10	18	16	16	9	18	22	10	23	17	19	3	14	2	5	6	29
	3%	3%	3%	4%	3%	4%	3%	3%	3%	2%	4%	3%	3%	1%	6%	1%	2%	5%	4%
Jobs and the economy	173	85	38	50	86	56	29	93	74	92	69	103	62	63	32	22	29	19	104
	13%	16%	13%	10%	15%	14%	8%	15%	11%	16%	11%	16%	10%	17%	14%	11%	11%	15%	14%
Cost of living	237	111	48	77	107	73	53	135	99	122	94	129	91	84	42	34	47	22	134
	18%	22%	17%	15%	19%	19%	15%	21%	15%	21%	15%	20%	14%	22%	19%	17%	17%	18%	18%
Drug abuse	22	2	4	15	5	14	3	6	15	6	14	4	15	2	2	4	4	3	11
	2%	*%	1%	3%	1%	3%	1%	1%	2%	1%	2%	1%	2%	*%	1%	2%	1%	2%	2%
Immigration	203	134	41	28	151	33	17	161	39	150	40	161	40	102	52	33	41	16	112
	15%	26%	14%	5%	26%	8%	5%	26%	6%	26%	6%	25%	6%	27%	23%	17%	15%	13%	15%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

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

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			All Others
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	
Crime	59 4%	23 5%	7 2%	29 5%	27 5%	18 5%	14 4%	34 5%	26 4%	29 5%	27 4%	33 5%	24 4%	19 5%	11 5%	5 3%	17 6%	5 4%	32 4%
Political corruption	92 7%	30 6%	26 9%	36 7%	45 8%	22 6%	24 7%	42 7%	50 7%	37 6%	49 8%	41 6%	51 8%	26 7%	11 5%	15 8%	15 5%	6 5%	56 8%
Race relations	17 1%	4 1%	5 2%	7 1%	10 2%	3 1%	4 1%	6 1%	9 1%	5 1%	10 2%	5 1%	10 2%	3 1%	2 1%	2 1%	2 1%	-	13 2%
Abortion	120 9%	15 3%	31 11%	74 14%	21 4%	32 8%	67 19%	21 3%	97 15%	19 3%	91 14%	24 4%	94 15%	11 3%	13 6%	16 8%	32 12%	17 14%	55 7%
The state of democracy	70 5%	18 3%	19 7%	33 6%	16 3%	27 7%	27 8%	17 3%	51 8%	19 3%	48 7%	14 2%	51 8%	9 2%	7 3%	13 7%	16 6%	9 8%	31 4%
Something else (Please specify)	18 1%	8 1%	3 1%	7 1%	8 1%	2 1%	8 2%	9 1%	9 1%	9 2%	8 1%	9 1%	8 1%	5 1%	4 2%	4 2%	9 3%	-	4 1%
Unsure	9 1%	5 1%	4 1%	-	4 1%	4 1%	1 *%	5 1%	2 *%	5 1%	1 *%	5 1%	-	1 *%	4 2%	-	0 *%	-	8 1%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
Infrastructure	25	13	12	5	9	7	3	15	10	19	5	-	-
	2%	2%	2%	2%	3%	2%	1%	3%	1%	2%	4%		
The environment and climate change	116	59	55	20	31	34	31	52	65	82	14	15	6
	9%	10%	8%	7%	10%	9%	8%	9%	9%	9%	9%	10%	6%
Education	27	14	13	15	6	6	-	21	6	9	7	7	4
	2%	2%	2%	5%	2%	2%		4%	1%	1%	5%	5%	5%
National security	93	43	48	9	24	31	29	33	59	80	6	6	0
	7%	7%	7%	3%	8%	8%	8%	6%	8%	9%	4%	4%	*%
Gun rights	62	22	40	15	21	13	13	36	26	37	14	10	2
	5%	3%	6%	6%	7%	3%	4%	6%	3%	4%	9%	7%	2%
Healthcare	138	51	87	31	32	42	33	63	75	97	19	14	9
	10%	8%	12%	11%	10%	11%	9%	11%	10%	10%	12%	9%	9%
Taxes	68	43	25	26	20	12	9	46	21	43	7	5	12
	5%	7%	4%	10%	7%	3%	2%	8%	3%	5%	5%	4%	14%
Jobs and the economy	347	174	173	76	96	96	80	171	176	238	35	37	37
	26%	28%	25%	28%	31%	26%	21%	30%	23%	25%	23%	25%	41%
Cost of living	593	244	346	136	144	161	151	281	313	412	64	80	38
	45%	40%	49%	50%	47%	44%	40%	48%	42%	44%	42%	54%	42%
Drug abuse	30	14	16	5	13	8	4	18	12	19	3	8	1
	2%	2%	2%	2%	4%	2%	1%	3%	2%	2%	2%	5%	1%
Immigration	395	204	188	41	68	133	152	109	285	336	9	38	11
	30%	33%	27%	15%	22%	36%	40%	19%	38%	36%	6%	26%	12%
Crime	86	38	48	21	22	19	24	43	43	49	21	13	3
	6%	6%	7%	8%	7%	5%	6%	7%	6%	5%	14%	9%	4%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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
Political corruption	161 12%	84 14%	77 11%	36 13%	36 12%	34 9%	54 14%	72 12%	88 12%	125 13%	16 10%	10 7%	10 11%
Race relations	31 2%	15 2%	15 2%	11 4%	7 2%	7 2%	6 2%	18 3%	14 2%	11 1%	11 7%	5 3%	5 5%
Abortion	223 17%	81 13%	142 20%	59 22%	37 12%	70 19%	57 15%	96 17%	127 17%	133 14%	45 30%	22 15%	24 26%
The state of democracy	189 14%	96 16%	93 13%	29 11%	29 9%	52 14%	79 21%	58 10%	131 17%	134 14%	24 16%	17 11%	14 15%
Something else (Please specify)	46 3%	30 5%	14 2%	5 2%	8 3%	6 2%	26 7%	14 2%	32 4%	33 4%	2 1%	4 3%	7 7%
Unsure	18 1%	6 1%	12 2%	1 *	9 3%	4 1%	4 1%	10 2%	8 1%	12 1%	1 1%	4 3%	-

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328 100	388 100	401 100	335 100	203 100	789 100	538 100	289 100	257 100	250 100	228 100	293 100	547 100	772 100
Infrastructure	25 2%	8 2%	6 1%	10 3%	1 1%	14 2%	11 2%	4 1%	7 3%	8 3%	4 2%	2 1%	11 2%	14 2%
The environment and climate change	116 9%	24 6%	29 7%	32 10%	31 15%	52 7%	63 12%	20 7%	13 5%	18 7%	28 12%	37 13%	33 6%	84 11%
Education	27 2%	11 3%	2 *	12 4%	2 1%	13 2%	14 3%	7 2%	-	9 4%	2 1%	9 3%	7 1%	20 3%
National security	93 7%	28 7%	27 7%	18 5%	20 10%	55 7%	38 7%	17 6%	19 7%	22 9%	10 4%	25 9%	36 7%	56 7%
Gun rights	62 5%	19 5%	17 4%	13 4%	13 7%	35 4%	27 5%	11 4%	8 3%	21 8%	10 4%	12 4%	19 3%	43 6%
Healthcare	138 10%	37 10%	33 8%	43 13%	25 12%	70 9%	67 13%	32 11%	27 10%	18 7%	24 11%	36 12%	58 11%	78 10%
Taxes	68 5%	21 5%	14 4%	19 6%	14 7%	35 4%	33 6%	12 4%	12 5%	7 3%	10 4%	22 8%	24 4%	39 5%
Jobs and the economy	347 26%	98 25%	103 26%	92 28%	53 26%	202 26%	146 27%	59 21%	70 27%	63 25%	67 29%	85 29%	130 24%	215 28%
Cost of living	593 45%	180 46%	209 52%	143 43%	61 30%	389 49%	204 38%	147 51%	117 45%	118 47%	112 49%	98 33%	264 48%	328 42%
Drug abuse	30 2%	11 3%	8 2%	6 2%	4 2%	19 2%	11 2%	12 4%	2 1%	5 2%	3 1%	8 3%	14 3%	16 2%
Immigration	395 30%	107 28%	140 35%	95 28%	52 26%	247 31%	147 27%	75 26%	99 38%	76 30%	57 25%	86 29%	174 32%	218 28%
Crime	86 6%	38 10%	23 6%	13 4%	13 6%	61 8%	25 5%	19 7%	13 5%	22 9%	16 7%	17 6%	31 6%	54 7%

Echelon Insights
 October 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	Education				Education Group		Household Income					HH 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	161 12%	53 14%	52 13%	29 9%	27 13%	105 13%	56 10%	39 14%	37 14%	30 12%	20 9%	33 11%	76 14%	83 11%
Race relations	31 2%	8 2%	10 2%	10 3%	5 2%	17 2%	14 3%	7 2%	5 2%	11 4%	1 1%	8 3%	11 2%	20 3%
Abortion	223 17%	60 15%	61 15%	68 20%	34 17%	121 15%	102 19%	57 20%	41 16%	34 14%	40 17%	46 16%	98 18%	120 16%
The state of democracy	189 14%	46 12%	53 13%	56 17%	33 16%	99 13%	89 17%	44 15%	33 13%	27 11%	40 18%	45 15%	77 14%	112 14%
Something else (Please specify)	46 3%	13 3%	12 3%	10 3%	11 6%	25 3%	21 4%	9 3%	9 3%	9 4%	9 4%	10 3%	18 3%	28 4%
Unsure	18 1%	10 2%	4 1%	-	4 2%	13 2%	4 1%	6 2%	2 1%	1 *	2 1%	5 2%	8 2%	8 1%

Echelon Insights
 October 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	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
Infrastructure	25	16	5	8	9	8	6	2	4	10	9	6
	2%	2%	1%	1%	2%	3%	2%	1%	2%	3%	1%	2%
The environment and climate change	116	67	34	56	32	29	39	22	16	42	54	20
	9%	9%	9%	9%	8%	10%	10%	12%	8%	12%	9%	6%
Education	27	20	1	8	15	3	11	3	8	13	11	4
	2%	3%	*%	1%	4%	1%	3%	1%	4%	3%	2%	1%
National security	93	45	33	51	19	22	32	11	21	16	39	38
	7%	6%	8%	8%	5%	7%	8%	6%	11%	4%	6%	10%
Gun rights	62	41	12	20	26	14	27	10	18	25	28	9
	5%	6%	3%	3%	7%	4%	7%	5%	9%	7%	5%	2%
Healthcare	138	85	37	71	38	28	44	12	32	41	66	30
	10%	12%	10%	12%	9%	9%	11%	6%	16%	11%	11%	8%
Taxes	68	48	4	28	33	7	31	26	5	16	30	22
	5%	7%	1%	5%	8%	2%	8%	14%	2%	4%	5%	6%
Jobs and the economy	347	211	75	162	121	64	113	56	57	80	166	101
	26%	30%	19%	26%	30%	21%	29%	30%	29%	22%	28%	28%
Cost of living	593	336	162	266	181	144	169	72	96	168	250	175
	45%	47%	42%	43%	45%	47%	44%	39%	48%	46%	42%	49%
Drug abuse	30	15	6	13	7	8	10	5	5	16	8	7
	2%	2%	1%	2%	2%	3%	2%	3%	2%	4%	1%	2%
Immigration	395	180	158	198	87	109	95	52	43	80	182	133
	30%	25%	41%	32%	22%	35%	25%	28%	22%	22%	30%	37%
Crime	86	42	26	40	27	18	20	11	9	33	33	20
	6%	6%	7%	7%	7%	6%	5%	6%	5%	9%	6%	5%

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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	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Political corruption	161 12%	85 12%	54 14%	80 13%	42 10%	36 12%	44 11%	28 15%	16 8%	48 13%	72 12%	41 11%
Race relations	31 2%	17 2%	7 2%	11 2%	12 3%	8 3%	5 1%	2 1%	3 2%	16 4%	7 1%	8 2%
Abortion	223 17%	106 15%	60 15%	91 15%	73 18%	59 19%	69 18%	25 13%	44 22%	65 18%	111 19%	48 13%
The state of democracy	189 14%	75 11%	77 20%	85 14%	59 15%	45 15%	37 10%	21 12%	16 8%	51 14%	93 16%	45 12%
Something else (Please specify)	46 3%	16 2%	22 6%	22 4%	15 4%	8 3%	9 2%	5 3%	4 2%	13 3%	23 4%	10 3%
Unsure	18 1%	9 1%	6 1%	10 2%	5 1%	3 1%	5 1%	4 2%	1 1%	2 1%	12 2%	4 1%

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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			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			All Others
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Infrastructure	25	12	6	7	12	8	4	10	14	10	13	12	11	6	8	4	6	1	14
	2%	2%	2%	1%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	4%	2%	2%	1%	2%
The environment and climate change	116	14	24	78	15	39	62	10	105	9	102	15	97	2	11	16	42	9	50
	9%	3%	8%	15%	3%	10%	17%	2%	16%	2%	16%	2%	15%	1%	5%	8%	15%	7%	7%
Education	27	3	7	17	6	14	6	7	18	7	17	7	18	3	2	5	-	-	22
	2%	1%	2%	3%	1%	4%	2%	1%	3%	1%	3%	1%	3%	1%	1%	3%			3%
National security	93	53	15	25	59	18	15	61	28	58	27	57	33	43	15	17	15	7	54
	7%	10%	5%	5%	10%	5%	4%	10%	4%	10%	4%	9%	5%	11%	7%	9%	5%	6%	7%
Gun rights	62	9	7	45	15	16	31	12	49	14	46	10	49	9	1	9	11	6	37
	5%	2%	3%	9%	3%	4%	9%	2%	7%	2%	7%	2%	8%	2%	1%	4%	4%	5%	5%
Healthcare	138	23	32	82	30	60	46	35	101	32	97	37	93	15	13	23	34	9	72
	10%	5%	11%	16%	5%	15%	13%	6%	15%	5%	15%	6%	15%	4%	6%	12%	12%	7%	10%
Taxes	68	20	17	31	25	30	12	31	36	18	36	30	33	8	22	7	8	6	47
	5%	4%	6%	6%	4%	8%	3%	5%	5%	3%	6%	5%	5%	2%	10%	3%	3%	5%	6%
Jobs and the economy	347	162	77	108	167	116	63	199	138	186	129	210	121	121	71	51	54	45	197
	26%	31%	27%	21%	29%	30%	18%	32%	21%	32%	20%	33%	19%	32%	31%	26%	20%	37%	27%
Cost of living	593	255	144	195	265	180	141	314	262	293	253	313	247	192	112	76	108	59	350
	45%	49%	50%	37%	46%	46%	40%	50%	39%	50%	39%	49%	39%	51%	49%	39%	39%	48%	48%
Drug abuse	30	3	8	19	8	18	4	7	23	6	22	7	21	3	2	5	6	3	17
	2%	1%	3%	4%	1%	5%	1%	1%	3%	1%	3%	1%	3%	1%	1%	2%	2%	2%	2%
Immigration	395	292	64	39	307	63	21	337	54	320	57	338	52	227	100	77	82	32	204
	30%	57%	22%	7%	54%	16%	6%	53%	8%	54%	9%	53%	8%	61%	44%	39%	30%	26%	28%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

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

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			All Others
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	
Crime	86 6%	31 6%	11 4%	44 8%	36 6%	31 8%	19 5%	44 7%	41 6%	39 7%	40 6%	43 7%	40 6%	21 6%	15 7%	6 3%	22 8%	8 6%	50 7%
Political corruption	161 12%	60 12%	37 13%	64 12%	82 14%	35 9%	43 12%	81 13%	79 12%	73 12%	77 12%	72 11%	80 13%	46 12%	24 11%	21 11%	29 11%	12 10%	98 13%
Race relations	31 2%	6 1%	7 2%	18 4%	12 2%	5 1%	14 4%	8 1%	22 3%	8 1%	21 3%	7 1%	22 4%	5 1%	2 1%	2 1%	5 2%	4 4%	20 3%
Abortion	223 17%	25 5%	49 17%	150 29%	40 7%	66 17%	118 33%	33 5%	188 28%	30 5%	175 27%	38 6%	177 28%	18 5%	17 7%	26 13%	57 21%	25 20%	116 16%
The state of democracy	189 14%	32 6%	50 17%	106 20%	36 6%	58 15%	95 27%	35 6%	151 23%	36 6%	146 23%	31 5%	149 24%	17 4%	14 6%	38 19%	51 19%	14 11%	86 12%
Something else (Please specify)	46 3%	23 4%	10 4%	13 2%	22 4%	10 3%	14 4%	24 4%	21 3%	23 4%	21 3%	27 4%	15 2%	10 3%	14 6%	9 5%	17 6%	3 2%	17 2%
Unsure	18 1%	7 1%	9 3%	1 *%	4 1%	9 2%	2 *%	10 2%	5 1%	10 2%	2 *%	8 1%	1 *%	1 *%	6 3%	-	0 *%	3 2%	14 2%

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

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	554	233	318	114	120	162	159	233	321	336	116	66	36
	42%	38%	45%	42%	39%	44%	42%	40%	43%	36%	76%	45%	39%
VERY/SOMEWHAT UNFAVORABLE	750	370	376	146	184	202	218	330	421	591	34	79	47
	56%	60%	53%	54%	60%	55%	57%	57%	56%	63%	22%	54%	51%
Very favorable	300	131	169	65	63	83	89	128	172	180	66	37	17
	23%	21%	24%	24%	20%	23%	23%	22%	23%	19%	44%	25%	19%
Somewhat favorable	254	103	149	48	57	79	70	105	149	157	50	29	19
	19%	17%	21%	18%	18%	21%	18%	18%	20%	17%	33%	20%	21%
Heard of, no opinion	23	12	11	13	4	4	3	17	7	11	2	2	9
	2%	2%	2%	5%	1%	1%	1%	3%	1%	1%	2%	1%	10%
Somewhat unfavorable	167	73	95	47	60	32	29	106	61	111	20	19	17
	13%	12%	13%	17%	19%	9%	8%	18%	8%	12%	13%	13%	19%
Very unfavorable	583	298	281	99	124	170	189	223	360	479	14	60	29
	44%	48%	40%	36%	40%	46%	50%	39%	48%	51%	9%	41%	32%
Never heard of	-	-	-	-	-	-	-	-	-	-	-	-	-

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 -Joe Biden

	Total	Education				Education Group		Household Income					HH Income Group	
		HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	554	144	152	156	101	296	258	138	98	93	94	131	236	318
	42%	37%	38%	47%	50%	37%	48%	48%	38%	37%	41%	45%	43%	41%
VERY/SOMEWHAT UNFAVORABLE	750	239	239	170	102	478	272	141	155	153	133	159	296	445
	56%	62%	60%	51%	50%	61%	51%	49%	60%	61%	58%	54%	54%	58%
Very favorable	300	74	83	79	64	156	143	83	52	49	45	71	135	165
	23%	19%	21%	23%	32%	20%	27%	29%	20%	20%	20%	24%	25%	21%
Somewhat favorable	254	70	69	78	37	139	115	55	46	44	49	60	101	153
	19%	18%	17%	23%	18%	18%	21%	19%	18%	18%	21%	20%	18%	20%
Heard of, no opinion	23	5	10	8	-	15	8	10	4	4	1	3	14	9
	2%	1%	3%	3%		2%	2%	4%	2%	2%	1%	1%	3%	1%
Somewhat unfavorable	167	41	51	45	30	92	75	34	22	30	37	44	55	110
	13%	11%	13%	14%	15%	12%	14%	12%	9%	12%	16%	15%	10%	14%
Very unfavorable	583	198	188	125	72	386	197	107	134	123	97	115	241	335
	44%	51%	47%	37%	35%	49%	37%	37%	52%	49%	42%	39%	44%	43%
Never heard of	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	554	295	163	238	179	135	161	76	86	202	246	107
	42%	42%	42%	39%	45%	44%	42%	41%	43%	55%	41%	30%
VERY/SOMEWHAT UNFAVORABLE	750	402	224	372	208	167	218	107	111	151	348	252
	56%	57%	58%	61%	52%	54%	57%	58%	55%	41%	58%	70%
Very favorable	300	153	87	117	105	77	87	51	37	119	128	53
	23%	22%	22%	19%	26%	25%	23%	27%	18%	32%	21%	15%
Somewhat favorable	254	142	76	121	74	57	74	25	49	83	118	53
	19%	20%	20%	20%	18%	19%	19%	14%	24%	23%	20%	15%
Heard of, no opinion	23	12	3	3	15	6	6	2	4	15	5	3
	2%	2%	1%	*%	4%	2%	1%	1%	2%	4%	1%	1%
Somewhat unfavorable	167	115	24	82	53	31	71	34	36	37	89	42
	13%	16%	6%	13%	13%	10%	18%	19%	18%	10%	15%	12%
Very unfavorable	583	288	200	290	155	136	147	73	75	114	259	210
	44%	41%	51%	47%	39%	44%	38%	39%	37%	31%	43%	58%
Never heard of	-	-	-	-	-	-	-	-	-	-	-	-

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 -Joe Biden

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	554	27	92	436	80	187	284	22	531	24	506	32	510	5	20	78	140	50	287
	42%	5%	32%	83%	14%	48%	80%	3%	80%	4%	79%	5%	81%	1%	9%	40%	51%	41%	39%
VERY/SOMEWHAT UNFAVORABLE	750	484	185	81	485	193	68	602	122	557	123	594	106	362	205	114	132	69	435
	56%	94%	64%	16%	85%	49%	19%	95%	18%	95%	19%	94%	17%	97%	90%	58%	48%	57%	59%
Very favorable	300	9	30	262	43	79	178	10	290	7	280	11	286	2	4	48	79	29	144
	23%	2%	10%	50%	8%	20%	50%	2%	43%	1%	44%	2%	45%	1%	2%	25%	29%	24%	20%
Somewhat favorable	254	18	62	174	37	108	106	12	241	16	227	21	224	3	17	30	61	21	142
	19%	3%	22%	33%	6%	28%	30%	2%	36%	3%	35%	3%	36%	1%	7%	15%	22%	17%	19%
Heard of, no opinion	23	6	11	6	8	10	5	7	15	6	13	7	13	6	2	3	4	4	13
	2%	1%	4%	1%	1%	3%	1%	1%	2%	1%	2%	1%	2%	2%	1%	2%	1%	3%	2%
Somewhat unfavorable	167	49	66	52	47	74	45	61	96	57	84	71	74	25	32	13	35	19	100
	13%	10%	23%	10%	8%	19%	13%	10%	14%	10%	13%	11%	12%	7%	14%	7%	13%	16%	14%
Very unfavorable	583	435	119	29	438	119	22	542	26	500	38	522	33	337	172	101	97	50	335
	44%	84%	41%	6%	76%	31%	6%	86%	4%	85%	6%	83%	5%	90%	76%	52%	35%	41%	46%
Never heard of	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

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

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	645	268	375	152	155	179	160	307	338	397	123	80	45
	49%	44%	53%	56%	50%	49%	42%	53%	45%	42%	81%	55%	49%
VERY/SOMEWHAT UNFAVORABLE	659	340	314	111	148	185	215	258	400	533	24	61	42
	50%	55%	45%	41%	48%	50%	57%	45%	54%	57%	16%	41%	46%
Very favorable	454	189	262	97	99	131	126	196	257	264	100	60	29
	34%	31%	37%	36%	32%	36%	33%	34%	34%	28%	66%	41%	32%
Somewhat favorable	192	79	112	55	56	48	33	111	81	133	23	20	16
	14%	13%	16%	20%	18%	13%	9%	19%	11%	14%	15%	14%	17%
Heard of, no opinion	21	7	14	9	5	4	2	14	7	8	3	5	4
	2%	1%	2%	3%	2%	1%	1%	2%	1%	1%	2%	4%	5%
Somewhat unfavorable	103	52	51	20	33	25	25	53	50	71	9	6	17
	8%	8%	7%	7%	11%	7%	7%	9%	7%	8%	6%	4%	19%
Very unfavorable	556	289	263	91	115	160	190	205	350	462	14	55	25
	42%	47%	37%	33%	37%	43%	50%	35%	47%	49%	9%	37%	27%
Never heard of	3	1	2	-	-	-	3	-	3	-	3	-	-
	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	2%	0%	0%

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 -Kamala Harris

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	645	164	188	183	111	351	293	157	112	118	111	147	269	376
	49%	42%	47%	55%	54%	45%	54%	54%	43%	47%	49%	50%	49%	49%
VERY/SOMEWHAT UNFAVORABLE	659	210	205	151	93	415	244	118	143	129	116	144	260	390
	50%	54%	51%	45%	46%	53%	45%	41%	55%	52%	51%	49%	48%	50%
Very favorable	454	122	124	125	83	245	207	114	82	73	75	108	196	257
	34%	31%	31%	37%	41%	31%	39%	39%	32%	29%	33%	37%	36%	33%
Somewhat favorable	192	42	64	58	28	106	86	43	29	45	36	38	73	119
	14%	11%	16%	17%	14%	13%	16%	15%	11%	18%	16%	13%	13%	15%
Heard of, no opinion	21	12	7	1	-	19	1	12	3	3	1	1	15	5
	2%	3%	2%	*%		2%	*%	4%	1%	1%	1%	*%	3%	1%
Somewhat unfavorable	103	32	23	29	19	55	48	20	13	20	15	34	33	69
	8%	8%	6%	9%	9%	7%	9%	7%	5%	8%	7%	11%	6%	9%
Very unfavorable	556	178	182	122	74	360	196	97	130	109	101	111	227	321
	42%	46%	45%	36%	36%	46%	36%	34%	51%	44%	44%	38%	42%	42%
Never heard of	3	2	1	-	-	3	-	2	-	-	-	1	2	1
	*%	1%	*%			*%		1%				*%	*%	*%

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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	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	645	362	165	279	221	143	200	91	110	239	279	128
	49%	51%	42%	45%	55%	47%	52%	49%	55%	65%	47%	35%
VERY/SOMEWHAT UNFAVORABLE	659	334	218	332	167	157	177	92	85	119	312	228
	50%	47%	56%	54%	42%	51%	46%	50%	42%	32%	52%	63%
Very favorable	454	246	127	194	157	103	141	68	72	183	187	83
	34%	35%	33%	32%	39%	34%	37%	37%	36%	50%	31%	23%
Somewhat favorable	192	116	38	85	65	40	59	22	37	56	91	45
	14%	16%	10%	14%	16%	13%	15%	12%	19%	15%	15%	12%
Heard of, no opinion	21	14	3	2	14	5	8	2	6	9	6	5
	2%	2%	1%	*%	3%	2%	2%	1%	3%	3%	1%	1%
Somewhat unfavorable	103	61	21	50	28	23	35	14	21	22	60	22
	8%	9%	6%	8%	7%	7%	9%	7%	10%	6%	10%	6%
Very unfavorable	556	273	197	281	139	134	143	78	64	97	252	206
	42%	39%	51%	46%	35%	44%	37%	42%	32%	26%	42%	57%
Never heard of	3	-	3	1	-	2	-	-	-	1	2	-
	*%		1%	*%		1%				*%	*%	

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	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	645	35	131	480	87	236	321	27	617	37	572	49	573	14	26	80	158	60	348
	49%	7%	45%	92%	15%	61%	90%	4%	92%	6%	89%	8%	91%	4%	12%	41%	57%	49%	47%
VERY/SOMEWHAT UNFAVORABLE	659	477	144	38	478	142	35	594	41	543	62	576	49	355	200	113	115	57	373
	50%	92%	50%	7%	83%	36%	10%	94%	6%	93%	10%	91%	8%	95%	88%	58%	42%	47%	51%
Very favorable	454	12	60	381	58	154	240	9	444	14	419	15	430	4	6	59	126	39	230
	34%	2%	21%	73%	10%	39%	67%	1%	66%	2%	65%	2%	68%	1%	3%	30%	46%	32%	31%
Somewhat favorable	192	22	71	99	29	83	80	18	173	23	152	34	143	10	20	21	32	20	118
	14%	4%	25%	19%	5%	21%	23%	3%	26%	4%	24%	5%	23%	3%	9%	11%	12%	17%	16%
Heard of, no opinion	21	5	14	2	7	12	-	10	7	7	5	8	4	5	1	0	1	6	14
	2%	1%	5%	*%	1%	3%		2%	1%	1%	1%	1%	1%	1%	1%	*%	*%	5%	2%
Somewhat unfavorable	103	49	37	17	36	49	18	63	30	54	35	64	25	22	32	12	17	10	63
	8%	9%	13%	3%	6%	13%	5%	10%	5%	9%	5%	10%	4%	6%	14%	6%	6%	8%	9%
Very unfavorable	556	429	106	21	442	93	17	531	11	489	28	512	25	333	167	101	98	47	310
	42%	83%	37%	4%	77%	24%	5%	84%	2%	83%	4%	81%	4%	89%	74%	52%	36%	39%	42%
Never heard of	3	-	-	3	2	-	1	-	3	-	3	-	3	-	-	2	1	-	-
	*%			1%	*%		*%		*%		*%		*%			1%	*%		

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

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

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	599	319	280	106	145	168	180	251	349	481	27	57	34
	45%	52%	40%	39%	47%	46%	48%	43%	47%	51%	17%	39%	37%
VERY/SOMEWHAT UNFAVORABLE	723	295	421	163	164	200	197	326	396	457	125	86	55
	54%	48%	60%	60%	53%	54%	52%	56%	53%	49%	82%	59%	60%
Very favorable	407	215	191	69	88	116	134	157	250	337	15	39	16
	31%	35%	27%	25%	29%	32%	35%	27%	33%	36%	10%	27%	17%
Somewhat favorable	192	104	89	37	56	52	47	94	99	145	11	18	18
	14%	17%	13%	14%	18%	14%	12%	16%	13%	15%	7%	12%	20%
Heard of, no opinion	2	-	2	1	-	1	-	1	1	-	1	1	-
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Somewhat unfavorable	111	48	62	22	33	30	27	54	57	70	15	18	8
	8%	8%	9%	8%	11%	8%	7%	9%	8%	7%	10%	12%	9%
Very unfavorable	611	247	359	141	131	170	170	272	339	386	110	68	47
	46%	40%	51%	52%	43%	46%	45%	47%	45%	41%	72%	47%	52%
Never heard of	5	2	2	2	-	-	2	2	2	-	-	2	2
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

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

	Total	Education				Education Group		Household Income					HH Income Group	
		HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	599	199	199	120	82	398	202	116	128	118	102	127	244	347
	45%	51%	50%	36%	40%	50%	37%	40%	50%	47%	45%	43%	45%	45%
VERY/SOMEWHAT UNFAVORABLE	723	186	201	213	122	387	334	170	128	130	126	167	298	423
	54%	48%	50%	64%	60%	49%	62%	59%	50%	52%	55%	57%	55%	55%
Very favorable	407	147	144	78	39	290	117	82	107	82	65	69	189	215
	31%	38%	36%	23%	19%	37%	22%	28%	42%	33%	28%	24%	35%	28%
Somewhat favorable	192	52	55	42	42	107	85	33	21	37	38	58	55	132
	14%	14%	14%	13%	21%	14%	16%	12%	8%	15%	17%	20%	10%	17%
Heard of, no opinion	2	-	2	-	-	2	-	1	1	-	-	-	2	-
	*%		*%			*%		*%	*%				*%	
Somewhat unfavorable	111	41	27	25	18	68	43	31	15	20	11	35	46	65
	8%	11%	7%	8%	9%	9%	8%	11%	6%	8%	5%	12%	8%	8%
Very unfavorable	611	145	174	188	104	319	291	140	113	110	115	132	253	358
	46%	37%	43%	56%	51%	40%	54%	48%	44%	44%	51%	45%	46%	46%
Never heard of	5	2	-	2	-	2	2	2	-	2	-	-	2	2
	*%	1%		1%		*%	*%	1%		1%			*%	*%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

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

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	599	310	188	305	149	144	183	101	83	137	260	202
	45%	44%	48%	50%	37%	47%	48%	55%	41%	37%	43%	56%
VERY/SOMEWHAT UNFAVORABLE	723	397	201	308	250	161	202	83	118	229	335	159
	54%	56%	52%	50%	62%	53%	52%	45%	59%	62%	56%	44%
Very favorable	407	208	135	212	97	96	106	56	50	94	182	131
	31%	29%	35%	35%	24%	31%	28%	31%	25%	26%	30%	36%
Somewhat favorable	192	101	53	93	52	48	77	44	33	43	78	72
	14%	14%	13%	15%	13%	16%	20%	24%	16%	12%	13%	20%
Heard of, no opinion	2	1	1	1	1	-	-	-	-	2	-	-
	*%	*%	*%	*%	*%					*%		
Somewhat unfavorable	111	66	27	53	38	19	36	19	17	40	42	29
	8%	9%	7%	9%	10%	6%	9%	10%	9%	11%	7%	8%
Very unfavorable	611	331	174	255	212	143	165	65	101	189	292	130
	46%	47%	45%	42%	53%	46%	43%	35%	50%	51%	49%	36%
Never heard of	5	2	-	-	2	2	-	-	-	-	5	-
	*%	*%			1%	1%					1%	

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

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

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	599	442	111	46	444	122	29	555	38	509	48	532	48	356	163	102	99	58	340
	45%	86%	39%	9%	78%	31%	8%	88%	6%	87%	8%	84%	8%	95%	72%	52%	36%	47%	46%
VERY/SOMEWHAT UNFAVORABLE	723	74	174	474	129	265	325	76	627	76	590	101	579	17	64	92	176	63	391
	54%	14%	60%	91%	22%	68%	91%	12%	94%	13%	92%	16%	92%	5%	28%	47%	64%	52%	53%
Very favorable	407	334	57	16	333	59	13	397	10	381	13	378	18	292	83	73	69	30	235
	31%	65%	20%	3%	58%	15%	4%	63%	2%	65%	2%	60%	3%	78%	37%	37%	25%	25%	32%
Somewhat favorable	192	109	54	30	111	63	16	157	28	128	35	154	30	65	80	29	29	28	106
	14%	21%	19%	6%	19%	16%	5%	25%	4%	22%	6%	24%	5%	17%	35%	15%	11%	23%	14%
Heard of, no opinion	2	-	1	1	-	2	-	-	1	-	1	-	1	-	-	-	-	1	1
	0%		1%	1%		1%			1%		1%		1%					1%	1%
Somewhat unfavorable	111	28	37	46	43	49	18	48	56	48	51	48	51	8	28	17	19	7	67
	8%	5%	13%	9%	7%	12%	5%	8%	8%	8%	8%	8%	8%	2%	13%	9%	7%	6%	9%
Very unfavorable	611	46	137	428	86	216	307	28	571	28	539	53	528	9	35	74	157	56	324
	46%	9%	48%	82%	15%	55%	86%	4%	85%	5%	84%	8%	84%	3%	15%	38%	57%	46%	44%
Never heard of	5	-	2	2	-	2	2	-	2	2	2	-	2	-	-	2	-	-	2
	0%		1%	1%		1%	1%		0%	0%	0%		0%			1%			0%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	545	297	246	83	112	167	183	195	350	443	28	57	17
	41%	48%	35%	31%	36%	45%	48%	34%	47%	47%	18%	39%	19%
VERY/SOMEWHAT UNFAVORABLE	579	244	333	115	123	170	171	238	341	380	85	66	48
	44%	40%	47%	42%	40%	46%	45%	41%	46%	41%	56%	45%	52%
Very favorable	342	181	160	44	51	106	141	95	247	295	10	27	11
	26%	29%	23%	16%	17%	29%	37%	16%	33%	31%	7%	18%	12%
Somewhat favorable	203	116	86	39	61	61	42	100	103	148	18	31	7
	15%	19%	12%	14%	20%	17%	11%	17%	14%	16%	12%	21%	8%
Heard of, no opinion	147	60	86	48	57	25	16	105	42	89	27	11	20
	11%	10%	12%	18%	19%	7%	4%	18%	6%	9%	18%	8%	21%
Somewhat unfavorable	140	57	83	31	34	32	43	65	75	100	15	10	14
	11%	9%	12%	11%	11%	9%	11%	11%	10%	11%	10%	7%	16%
Very unfavorable	439	188	250	84	89	137	129	173	266	280	70	55	34
	33%	30%	35%	31%	29%	37%	34%	30%	36%	30%	46%	38%	37%
Never heard of	57	14	40	26	16	6	9	42	15	26	12	12	6
	4%	2%	6%	9%	5%	2%	2%	7%	2%	3%	8%	8%	7%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	545	167	182	112	85	348	197	91	118	113	100	121	209	334
	41%	43%	45%	34%	42%	44%	37%	32%	46%	45%	44%	41%	38%	43%
VERY/SOMEWHAT UNFAVORABLE	579	130	159	192	97	289	289	124	103	103	110	138	227	351
	44%	33%	40%	57%	48%	37%	54%	43%	40%	41%	48%	47%	42%	45%
Very favorable	342	117	121	61	44	237	105	63	82	78	61	56	145	195
	26%	30%	30%	18%	22%	30%	20%	22%	32%	31%	27%	19%	27%	25%
Somewhat favorable	203	50	61	52	40	111	92	28	35	35	39	65	64	140
	15%	13%	15%	15%	20%	14%	17%	10%	14%	14%	17%	22%	12%	18%
Heard of, no opinion	147	54	45	30	18	99	48	44	29	24	15	30	74	68
	11%	14%	11%	9%	9%	12%	9%	15%	11%	9%	6%	10%	13%	9%
Somewhat unfavorable	140	40	41	40	19	81	59	27	22	33	23	34	49	90
	11%	10%	10%	12%	9%	10%	11%	9%	9%	13%	10%	12%	9%	12%
Very unfavorable	439	90	118	152	79	208	231	97	81	70	87	103	178	261
	33%	23%	29%	45%	39%	26%	43%	34%	31%	28%	38%	35%	33%	34%
Never heard of	57	37	16	0	3	53	4	30	7	10	4	5	37	19
	4%	10%	4%	*%	2%	7%	1%	10%	3%	4%	2%	2%	7%	2%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	545	280	187	287	123	134	151	91	60	122	249	174
	41%	40%	48%	47%	31%	44%	39%	49%	30%	33%	42%	48%
VERY/SOMEWHAT UNFAVORABLE	579	304	176	255	193	130	150	62	88	168	287	124
	44%	43%	45%	41%	48%	42%	39%	34%	44%	46%	48%	34%
Very favorable	342	151	142	178	70	94	66	39	27	66	154	122
	26%	21%	37%	29%	17%	30%	17%	21%	13%	18%	26%	34%
Somewhat favorable	203	130	45	109	53	41	85	52	33	56	95	52
	15%	18%	12%	18%	13%	13%	22%	28%	17%	15%	16%	14%
Heard of, no opinion	147	93	21	57	56	31	64	27	37	57	44	45
	11%	13%	5%	9%	14%	10%	17%	14%	18%	16%	7%	13%
Somewhat unfavorable	140	80	39	73	44	22	43	14	29	38	63	39
	11%	11%	10%	12%	11%	7%	11%	8%	14%	10%	11%	11%
Very unfavorable	439	224	137	182	149	108	106	48	59	130	224	86
	33%	32%	35%	30%	37%	35%	28%	26%	29%	35%	37%	24%
Never heard of	57	31	5	15	30	12	21	5	16	20	19	18
	4%	4%	1%	2%	7%	4%	5%	3%	8%	5%	3%	5%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

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

-JD Vance

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	545	398	83	65	420	93	29	478	65	447	74	469	70	309	154	105	98	51	291
	41%	77%	29%	12%	73%	24%	8%	76%	10%	76%	12%	74%	11%	83%	68%	54%	36%	42%	40%
VERY/SOMEWHAT UNFAVORABLE	579	68	128	384	89	194	295	61	508	67	482	84	473	26	43	68	156	55	300
	44%	13%	44%	73%	16%	50%	83%	10%	76%	11%	75%	13%	75%	7%	19%	35%	57%	45%	41%
Very favorable	342	289	36	18	300	30	10	324	18	306	21	318	22	225	90	80	58	25	180
	26%	56%	12%	3%	52%	8%	3%	51%	3%	52%	3%	50%	3%	60%	40%	41%	21%	20%	25%
Somewhat favorable	203	109	47	47	120	63	20	154	47	141	53	150	48	84	65	25	41	27	111
	15%	21%	16%	9%	21%	16%	6%	24%	7%	24%	8%	24%	8%	23%	28%	13%	15%	22%	15%
Heard of, no opinion	147	37	52	57	46	71	27	65	73	53	64	60	67	25	25	17	16	13	100
	11%	7%	18%	11%	8%	18%	8%	10%	11%	9%	10%	10%	11%	7%	11%	9%	6%	11%	14%
Somewhat unfavorable	140	36	40	64	36	75	28	36	98	34	94	52	73	13	26	16	25	8	91
	11%	7%	14%	12%	6%	19%	8%	6%	15%	6%	15%	8%	12%	3%	11%	8%	9%	6%	12%
Very unfavorable	439	32	88	319	53	119	267	25	411	33	388	32	400	13	17	53	131	47	209
	33%	6%	30%	61%	9%	31%	75%	4%	61%	6%	61%	5%	63%	3%	8%	27%	48%	38%	28%
Never heard of	57	14	25	17	18	32	5	26	23	20	21	20	19	14	4	5	4	4	44
	4%	3%	9%	3%	3%	8%	1%	4%	3%	3%	3%	3%	3%	4%	2%	2%	1%	3%	6%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

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

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	550	229	321	115	122	162	150	237	312	338	97	77	38
	41%	37%	46%	42%	40%	44%	40%	41%	42%	36%	63%	52%	42%
VERY/SOMEWHAT UNFAVORABLE	529	292	233	74	98	158	199	172	356	437	17	47	28
	40%	47%	33%	27%	32%	43%	52%	30%	48%	47%	11%	32%	31%
Very favorable	307	127	180	50	57	101	100	107	201	189	58	44	17
	23%	21%	26%	18%	18%	27%	26%	18%	27%	20%	38%	30%	18%
Somewhat favorable	242	101	141	65	65	61	50	131	111	149	38	33	22
	18%	16%	20%	24%	21%	17%	13%	23%	15%	16%	25%	23%	24%
Heard of, no opinion	188	77	111	57	72	38	22	128	60	128	27	16	17
	14%	13%	16%	21%	23%	10%	6%	22%	8%	14%	17%	11%	19%
Somewhat unfavorable	108	65	43	23	26	31	28	49	59	76	7	11	14
	8%	11%	6%	9%	8%	8%	7%	8%	8%	8%	5%	7%	15%
Very unfavorable	421	227	190	51	73	127	171	124	298	362	9	36	14
	32%	37%	27%	19%	24%	34%	45%	21%	40%	39%	6%	25%	16%
Never heard of	62	18	41	26	16	11	9	42	20	35	13	6	8
	5%	3%	6%	10%	5%	3%	2%	7%	3%	4%	8%	4%	9%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

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

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	550	116	158	173	101	274	275	120	91	101	108	130	211	339
	41%	30%	39%	52%	50%	35%	51%	41%	35%	40%	47%	44%	39%	44%
VERY/SOMEWHAT UNFAVORABLE	529	160	174	119	75	335	194	87	124	103	93	117	210	312
	40%	41%	43%	36%	37%	42%	36%	30%	48%	41%	41%	40%	38%	40%
Very favorable	307	65	92	95	55	157	150	68	52	54	65	68	120	188
	23%	17%	23%	28%	27%	20%	28%	23%	20%	22%	28%	23%	22%	24%
Somewhat favorable	242	51	66	79	46	117	125	52	39	47	43	62	91	151
	18%	13%	16%	24%	23%	15%	23%	18%	15%	19%	19%	21%	17%	20%
Heard of, no opinion	188	78	55	33	22	133	55	57	34	37	22	35	91	95
	14%	20%	14%	10%	11%	17%	10%	20%	13%	15%	10%	12%	17%	12%
Somewhat unfavorable	108	32	30	28	17	62	46	15	23	14	23	27	39	64
	8%	8%	7%	9%	9%	8%	9%	5%	9%	6%	10%	9%	7%	8%
Very unfavorable	421	128	145	91	58	273	148	71	100	88	70	89	172	248
	32%	33%	36%	27%	28%	35%	28%	25%	39%	35%	31%	30%	31%	32%
Never heard of	62	34	14	9	5	48	14	26	9	9	5	12	35	26
	5%	9%	3%	3%	2%	6%	3%	9%	3%	4%	2%	4%	6%	3%

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

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	550	312	153	242	178	130	161	73	88	195	251	104
	41%	44%	39%	39%	44%	42%	42%	39%	44%	53%	42%	29%
VERY/SOMEWHAT UNFAVORABLE	529	254	202	285	122	119	118	71	47	93	250	186
	40%	36%	52%	47%	30%	39%	31%	39%	23%	25%	42%	51%
Very favorable	307	159	102	127	94	86	67	33	34	100	144	63
	23%	22%	26%	21%	23%	28%	17%	18%	17%	27%	24%	18%
Somewhat favorable	242	153	51	114	84	44	94	39	54	94	107	40
	18%	22%	13%	19%	21%	14%	24%	21%	27%	26%	18%	11%
Heard of, no opinion	188	117	26	66	75	43	81	32	49	62	76	50
	14%	17%	7%	11%	19%	14%	21%	17%	24%	17%	13%	14%
Somewhat unfavorable	108	63	26	53	31	23	32	21	12	25	46	37
	8%	9%	7%	9%	8%	7%	8%	11%	6%	7%	8%	10%
Very unfavorable	421	191	176	232	91	97	86	51	35	69	204	149
	32%	27%	45%	38%	23%	31%	22%	28%	18%	19%	34%	41%
Never heard of	62	26	9	20	26	15	25	8	17	18	22	22
	5%	4%	2%	3%	7%	5%	6%	4%	8%	5%	4%	6%

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

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	550	36	107	406	77	176	295	35	512	38	490	43	492	20	20	67	146	52	284
	41%	7%	37%	78%	13%	45%	83%	6%	77%	7%	76%	7%	78%	5%	9%	34%	53%	43%	39%
VERY/SOMEWHAT UNFAVORABLE	529	398	103	28	409	95	22	475	42	446	43	472	38	292	166	107	105	42	275
	40%	77%	36%	5%	71%	24%	6%	75%	6%	76%	7%	75%	6%	78%	73%	55%	38%	34%	37%
Very favorable	307	10	48	249	31	83	193	7	300	11	288	10	295	5	5	40	102	29	137
	23%	2%	17%	48%	5%	21%	54%	1%	45%	2%	45%	2%	47%	1%	2%	21%	37%	24%	19%
Somewhat favorable	242	26	59	157	46	93	101	28	212	27	202	33	197	15	16	26	45	23	148
	18%	5%	20%	30%	8%	24%	28%	4%	32%	5%	31%	5%	31%	4%	7%	13%	16%	19%	20%
Heard of, no opinion	188	52	62	75	59	92	35	81	95	72	90	81	84	33	33	16	16	22	134
	14%	10%	21%	14%	10%	23%	10%	13%	14%	12%	14%	13%	13%	9%	15%	8%	6%	18%	18%
Somewhat unfavorable	108	59	33	15	60	35	13	77	25	71	24	81	18	42	32	9	29	7	62
	8%	11%	12%	3%	11%	9%	4%	12%	4%	12%	4%	13%	3%	11%	14%	5%	11%	6%	8%
Very unfavorable	421	339	69	13	349	60	9	399	16	375	19	391	21	250	134	98	77	34	212
	32%	66%	24%	2%	61%	15%	2%	63%	2%	64%	3%	62%	3%	67%	59%	50%	28%	28%	29%
Never heard of	62	30	17	14	29	28	5	40	19	31	18	37	15	27	8	6	7	7	42
	5%	6%	6%	3%	5%	7%	1%	6%	3%	5%	3%	6%	2%	7%	3%	3%	3%	6%	6%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	596	318	276	101	139	170	187	239	357	480	27	55	34
	45%	52%	39%	37%	45%	46%	49%	41%	48%	51%	18%	37%	38%
VERY/SOMEWHAT UNFAVORABLE	674	288	382	149	154	188	184	303	371	431	116	83	45
	51%	47%	54%	55%	50%	51%	48%	52%	50%	46%	76%	57%	49%
Very favorable	270	136	132	39	53	82	96	92	178	232	8	18	12
	20%	22%	19%	14%	17%	22%	25%	16%	24%	25%	5%	12%	13%
Somewhat favorable	327	182	144	62	85	88	92	147	179	248	19	37	23
	25%	30%	20%	23%	28%	24%	24%	25%	24%	26%	13%	25%	25%
Heard of, no opinion	55	10	45	21	15	10	9	36	19	26	9	8	12
	4%	2%	6%	8%	5%	3%	2%	6%	3%	3%	6%	6%	13%
Somewhat unfavorable	249	111	135	47	62	72	68	109	140	172	36	29	12
	19%	18%	19%	17%	20%	20%	18%	19%	19%	18%	23%	20%	14%
Very unfavorable	425	177	246	101	93	115	116	194	231	259	80	54	32
	32%	29%	35%	37%	30%	31%	30%	33%	31%	28%	52%	37%	36%
Never heard of	2	-	2	1	-	1	-	1	1	1	1	-	-
	*%		*%	*%		*%		*%	*%	*%	1%		

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	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	596	191	199	126	81	390	206	114	125	126	101	121	240	349
	45%	49%	50%	38%	40%	49%	38%	40%	49%	50%	44%	41%	44%	45%
VERY/SOMEWHAT UNFAVORABLE	674	173	187	196	118	360	314	155	121	117	120	161	276	397
	51%	45%	47%	59%	58%	46%	58%	54%	47%	47%	53%	55%	51%	51%
Very favorable	270	104	98	40	27	202	67	50	75	64	37	41	126	142
	20%	27%	24%	12%	13%	26%	13%	17%	29%	26%	16%	14%	23%	18%
Somewhat favorable	327	87	101	86	53	188	139	64	50	62	65	80	114	207
	25%	22%	25%	26%	26%	24%	26%	22%	19%	25%	28%	27%	21%	27%
Heard of, no opinion	55	22	15	13	5	37	18	19	11	7	7	11	30	26
	4%	6%	4%	4%	2%	5%	3%	6%	4%	3%	3%	4%	5%	3%
Somewhat unfavorable	249	75	65	67	42	140	109	62	42	36	44	65	104	145
	19%	19%	16%	20%	21%	18%	20%	21%	16%	14%	19%	22%	19%	19%
Very unfavorable	425	98	122	129	75	220	204	93	79	81	76	96	172	253
	32%	25%	30%	39%	37%	28%	38%	32%	31%	32%	33%	33%	32%	33%
Never heard of	2	2	-	-	-	2	-	1	-	-	-	-	1	-
	*%	1%				*%		*%					*%	

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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	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	596	302	192	307	142	145	180	100	80	133	257	206
	45%	43%	49%	50%	35%	47%	47%	54%	40%	36%	43%	57%
VERY/SOMEWHAT UNFAVORABLE	674	376	190	287	229	156	186	80	106	214	318	142
	51%	53%	49%	47%	57%	51%	48%	43%	53%	58%	53%	39%
Very favorable	270	122	101	145	59	65	72	35	36	56	118	96
	20%	17%	26%	24%	15%	21%	19%	19%	18%	15%	20%	27%
Somewhat favorable	327	179	91	163	83	80	109	65	44	78	139	110
	25%	25%	23%	27%	21%	26%	28%	35%	22%	21%	23%	30%
Heard of, no opinion	55	32	6	19	29	7	17	4	13	19	23	13
	4%	4%	2%	3%	7%	2%	4%	2%	7%	5%	4%	3%
Somewhat unfavorable	249	138	70	120	69	59	72	33	39	68	120	61
	19%	19%	18%	19%	17%	19%	19%	18%	19%	19%	20%	17%
Very unfavorable	425	238	121	167	160	97	114	47	68	146	198	81
	32%	34%	31%	27%	40%	32%	30%	25%	34%	40%	33%	23%
Never heard of	2	-	-	-	2	-	1	-	1	1	-	1
	*%				*%		*%		1%	*%		*%

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 -The Republican Party

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	596	446	101	49	446	115	32	538	53	494	64	532	50	340	180	104	106	48	338
	45%	86%	35%	9%	78%	30%	9%	85%	8%	84%	10%	84%	8%	91%	79%	53%	39%	39%	46%
VERY/SOMEWHAT UNFAVORABLE	674	63	161	450	117	243	312	75	581	77	549	88	554	28	45	88	163	59	364
	51%	12%	56%	86%	20%	62%	87%	12%	87%	13%	85%	14%	88%	7%	20%	45%	59%	48%	50%
Very favorable	270	248	12	10	231	27	10	259	10	249	12	255	10	180	76	53	51	20	147
	20%	48%	4%	2%	40%	7%	3%	41%	2%	42%	2%	40%	2%	48%	33%	27%	18%	16%	20%
Somewhat favorable	327	198	89	39	215	88	21	279	43	246	52	277	39	161	104	52	56	28	191
	25%	38%	31%	8%	38%	23%	6%	44%	6%	42%	8%	44%	6%	43%	46%	26%	20%	23%	26%
Heard of, no opinion	55	8	25	23	9	31	13	17	34	15	29	11	26	5	3	4	5	15	31
	4%	1%	9%	4%	2%	8%	4%	3%	5%	3%	5%	2%	4%	1%	1%	2%	2%	13%	4%
Somewhat unfavorable	249	51	84	115	64	121	63	62	177	61	169	72	162	26	38	34	50	18	147
	19%	10%	29%	22%	11%	31%	18%	10%	27%	10%	26%	11%	26%	7%	17%	17%	18%	15%	20%
Very unfavorable	425	12	77	335	54	122	249	13	403	16	380	17	392	2	7	54	113	41	217
	32%	2%	27%	64%	9%	31%	70%	2%	60%	3%	59%	3%	62%	1%	3%	27%	41%	33%	30%
Never heard of	2	-	2	-	1	1	-	-	1	-	-	1	-	-	-	-	-	-	2
	*%		1%		*%	*%			*%			*%							*%

Echelon Insights
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[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	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	626	266	358	143	156	171	156	299	327	369	128	83	45
	47%	43%	51%	53%	51%	46%	41%	52%	44%	39%	84%	57%	50%
VERY/SOMEWHAT UNFAVORABLE	656	339	312	111	143	187	215	254	402	541	19	56	40
	49%	55%	44%	41%	47%	51%	57%	44%	54%	58%	12%	38%	44%
Very favorable	331	137	194	74	86	89	82	160	171	190	83	41	16
	25%	22%	27%	27%	28%	24%	22%	28%	23%	20%	55%	28%	18%
Somewhat favorable	295	128	164	69	71	82	74	139	156	179	45	42	29
	22%	21%	23%	25%	23%	22%	19%	24%	21%	19%	29%	29%	32%
Heard of, no opinion	41	9	32	14	9	10	8	23	18	26	5	7	4
	3%	1%	5%	5%	3%	3%	2%	4%	2%	3%	3%	4%	4%
Somewhat unfavorable	191	101	90	42	62	45	41	105	86	145	12	14	20
	14%	16%	13%	16%	20%	12%	11%	18%	12%	15%	8%	10%	22%
Very unfavorable	465	238	223	68	81	141	174	150	315	397	7	42	20
	35%	39%	32%	25%	26%	38%	46%	26%	42%	42%	5%	28%	22%
Never heard of	5	2	3	4	-	1	-	4	1	1	1	1	2
	*%	*%	*%	1%		*%		1%	*%	*%	1%	1%	2%

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 -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	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	626	158	180	182	106	338	287	149	104	111	112	150	253	373
	47%	41%	45%	54%	52%	43%	53%	52%	40%	44%	49%	51%	46%	48%
VERY/SOMEWHAT UNFAVORABLE	656	209	213	138	95	422	234	118	146	134	112	136	264	383
	49%	54%	53%	41%	47%	54%	43%	41%	57%	54%	49%	46%	48%	50%
Very favorable	331	88	93	83	66	181	149	84	53	67	49	78	137	194
	25%	23%	23%	25%	32%	23%	28%	29%	21%	27%	21%	27%	25%	25%
Somewhat favorable	295	70	87	99	40	157	138	65	51	44	64	72	116	179
	22%	18%	22%	30%	19%	20%	26%	23%	20%	17%	28%	25%	21%	23%
Heard of, no opinion	41	20	7	12	2	27	14	22	7	3	3	7	28	13
	3%	5%	2%	4%	1%	3%	3%	8%	3%	1%	1%	2%	5%	2%
Somewhat unfavorable	191	53	58	48	32	111	80	31	36	38	33	48	67	119
	14%	14%	14%	14%	16%	14%	15%	11%	14%	15%	14%	16%	12%	15%
Very unfavorable	465	156	155	90	63	312	153	88	110	96	80	88	198	264
	35%	40%	39%	27%	31%	39%	28%	30%	43%	38%	35%	30%	36%	34%
Never heard of	5	1	1	3	-	2	3	-	1	2	1	-	1	3
	*%	*%	*%	1%		*%	1%		*%	1%	*%		*%	*%

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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	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	626	365	164	279	209	136	204	94	110	230	280	116
	47%	52%	42%	45%	52%	44%	53%	51%	55%	63%	47%	32%
VERY/SOMEWHAT UNFAVORABLE	656	324	220	326	166	161	169	86	83	124	303	229
	49%	46%	56%	53%	41%	52%	44%	47%	41%	34%	51%	63%
Very favorable	331	190	84	133	124	74	115	53	62	142	134	55
	25%	27%	22%	22%	31%	24%	30%	29%	31%	39%	22%	15%
Somewhat favorable	295	176	80	146	85	62	89	41	48	88	146	61
	22%	25%	21%	24%	21%	20%	23%	22%	24%	24%	24%	17%
Heard of, no opinion	41	15	6	8	23	10	12	5	7	12	13	16
	3%	2%	2%	1%	6%	3%	3%	3%	3%	3%	2%	4%
Somewhat unfavorable	191	112	39	81	62	48	61	31	30	45	92	54
	14%	16%	10%	13%	15%	16%	16%	17%	15%	12%	15%	15%
Very unfavorable	465	212	181	245	105	113	108	55	53	79	211	175
	35%	30%	46%	40%	26%	37%	28%	30%	26%	22%	35%	48%
Never heard of	5	4	-	1	4	-	1	-	1	1	3	1
	*%	1%		*%	1%		*%		*%	*%	*%	*%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QFav_Dem] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?
 -The Democratic Party

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	626	29	109	488	87	218	319	31	588	39	559	39	572	11	20	81	147	52	346
	47%	6%	38%	93%	15%	56%	89%	5%	88%	7%	87%	6%	91%	3%	9%	41%	53%	43%	47%
VERY/SOMEWHAT UNFAVORABLE	656	482	146	28	479	145	28	583	59	534	64	580	47	358	205	111	122	61	362
	49%	93%	50%	5%	84%	37%	8%	92%	9%	91%	10%	92%	7%	96%	90%	57%	45%	50%	49%
Very favorable	331	1	22	308	43	94	193	3	328	7	311	3	326	1	-	42	75	34	180
	25%	*%	8%	59%	8%	24%	54%	1%	49%	1%	49%	*%	52%	*%	-	22%	27%	27%	24%
Somewhat favorable	295	28	87	180	44	124	125	28	260	31	248	36	246	10	20	39	72	19	166
	22%	5%	30%	34%	8%	32%	35%	4%	39%	5%	39%	6%	39%	3%	9%	20%	26%	15%	23%
Heard of, no opinion	41	6	30	6	6	23	10	16	20	12	17	13	10	4	3	2	6	9	24
	3%	1%	10%	1%	1%	6%	3%	3%	3%	2%	3%	2%	2%	1%	1%	1%	2%	8%	3%
Somewhat unfavorable	191	103	71	16	95	79	17	139	46	123	42	148	32	75	60	18	39	24	110
	14%	20%	25%	3%	17%	20%	5%	22%	7%	21%	6%	23%	5%	20%	27%	9%	14%	19%	15%
Very unfavorable	465	378	74	12	385	66	11	444	13	412	23	432	15	283	144	93	83	37	252
	35%	73%	26%	2%	67%	17%	3%	70%	2%	70%	4%	68%	2%	76%	64%	47%	30%	30%	34%
Never heard of	5	-	4	1	1	4	-	1	2	2	1	1	1	-	-	2	-	-	3
	*%	-	1%	*%	*%	1%	-	*%	*%	*%	*%	*%	*%	-	-	1%	-	-	*%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	525	230	292	103	114	155	153	217	308	313	115	60	36
	40%	37%	41%	38%	37%	42%	40%	37%	41%	33%	76%	41%	40%
STRONGLY/SOMEWHAT DISAPPROVE	786	378	404	164	191	207	223	356	430	616	35	84	51
	59%	61%	57%	60%	62%	56%	59%	61%	57%	66%	23%	57%	56%
Strongly approve	266	119	147	50	57	75	83	107	159	161	57	37	11
	20%	19%	21%	18%	18%	20%	22%	18%	21%	17%	37%	25%	12%
Somewhat approve	260	112	145	53	57	79	70	110	149	152	59	23	26
	20%	18%	21%	20%	19%	22%	18%	19%	20%	16%	39%	16%	28%
Somewhat disapprove	180	68	112	56	62	34	28	118	63	120	20	23	18
	14%	11%	16%	21%	20%	9%	7%	20%	8%	13%	13%	16%	20%
Strongly disapprove	605	309	292	108	130	173	195	238	367	496	15	61	33
	46%	50%	41%	40%	42%	47%	51%	41%	49%	53%	10%	41%	36%
Unsure	17	8	9	4	3	7	4	7	11	8	2	3	4
	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	4%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	525	127	147	152	98	274	250	127	93	85	91	130	219	306
	40%	33%	37%	45%	48%	35%	47%	44%	36%	34%	40%	44%	40%	40%
STRONGLY/SOMEWHAT DISAPPROVE	786	254	250	179	103	504	282	158	162	160	137	160	319	457
	59%	65%	62%	53%	51%	64%	52%	55%	63%	64%	60%	55%	58%	59%
Strongly approve	266	66	73	71	55	139	126	73	36	49	39	68	110	156
	20%	17%	18%	21%	27%	18%	23%	25%	14%	19%	17%	23%	20%	20%
Somewhat approve	260	61	74	81	43	135	125	53	56	37	52	61	109	150
	20%	16%	18%	24%	21%	17%	23%	18%	22%	15%	23%	21%	20%	19%
Somewhat disapprove	180	54	53	47	26	107	73	44	22	42	34	38	66	114
	14%	14%	13%	14%	13%	14%	14%	15%	9%	17%	15%	13%	12%	15%
Strongly disapprove	605	200	197	132	77	396	209	114	139	118	104	122	253	344
	46%	52%	49%	39%	38%	50%	39%	39%	54%	47%	45%	42%	46%	45%
Unsure	17	7	4	4	2	12	6	5	3	5	-	3	8	8
	1%	2%	1%	1%	1%	1%	1%	2%	1%	2%		1%	1%	1%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	525	282	158	234	165	124	149	76	73	196	230	99
	40%	40%	41%	38%	41%	40%	39%	41%	36%	53%	38%	27%
STRONGLY/SOMEWHAT DISAPPROVE	786	418	228	376	230	178	232	107	125	167	359	260
	59%	59%	59%	61%	57%	58%	60%	58%	62%	45%	60%	72%
Strongly approve	266	134	83	112	89	65	75	40	35	99	119	48
	20%	19%	21%	18%	22%	21%	19%	22%	17%	27%	20%	13%
Somewhat approve	260	148	75	122	76	59	74	36	39	97	112	51
	20%	21%	19%	20%	19%	19%	19%	19%	19%	26%	19%	14%
Somewhat disapprove	180	120	27	68	73	39	71	24	47	50	91	39
	14%	17%	7%	11%	18%	13%	18%	13%	23%	14%	15%	11%
Strongly disapprove	605	298	201	308	157	139	161	83	78	117	268	221
	46%	42%	52%	50%	39%	45%	42%	45%	39%	32%	45%	61%
Unsure	17	9	4	4	7	6	5	2	3	5	10	3
	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%	2%	1%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

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

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			All Others
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	525	24	87	414	67	186	271	14	511	20	487	22	493	5	16	78	139	48	261
	40%	5%	30%	79%	12%	48%	76%	2%	76%	3%	76%	3%	78%	1%	7%	40%	50%	39%	36%
STRONGLY/SOMEWHAT DISAPPROVE	786	493	191	102	506	193	82	617	145	565	146	609	130	368	211	116	133	70	466
	59%	95%	66%	19%	88%	50%	23%	98%	22%	96%	23%	96%	21%	99%	93%	59%	49%	57%	63%
Strongly approve	266	6	31	228	35	70	160	5	261	7	250	7	255	2	2	45	72	25	124
	20%	1%	11%	44%	6%	18%	45%	1%	39%	1%	39%	1%	41%	1%	1%	23%	26%	20%	17%
Somewhat approve	260	18	56	186	32	115	111	9	250	13	237	14	238	3	14	33	66	23	137
	20%	3%	19%	36%	6%	30%	31%	1%	37%	2%	37%	2%	38%	1%	6%	17%	24%	19%	19%
Somewhat disapprove	180	47	64	70	58	65	57	60	113	52	104	70	97	29	28	14	30	19	117
	14%	9%	22%	13%	10%	17%	16%	10%	17%	9%	16%	11%	15%	8%	13%	7%	11%	15%	16%
Strongly disapprove	605	446	127	32	448	128	25	557	31	513	43	540	33	339	182	101	103	52	349
	46%	86%	44%	6%	78%	33%	7%	88%	5%	87%	7%	85%	5%	91%	80%	52%	38%	42%	47%
Unsure	17	-	10	7	-	11	4	-	13	2	8	2	7	-	-	2	3	4	8
	1%		4%	1%		3%	1%		2%	*%	1%	*%	1%			1%	1%	4%	1%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QVPAapproval] Do you approve or disapprove of the way Kamala Harris is handling her job as Vice 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	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	624	261	361	147	148	170	160	295	330	371	129	81	44
	47%	42%	51%	54%	48%	46%	42%	51%	44%	40%	85%	55%	48%
STRONGLY/SOMEWHAT DISAPPROVE	676	346	325	120	149	192	215	269	407	554	22	59	41
	51%	56%	46%	44%	48%	52%	57%	46%	54%	59%	14%	40%	45%
Strongly approve	391	163	228	84	86	111	109	171	220	233	83	52	23
	29%	26%	32%	31%	28%	30%	29%	29%	29%	25%	54%	35%	26%
Somewhat approve	234	98	133	63	62	59	51	124	109	139	46	29	20
	18%	16%	19%	23%	20%	16%	13%	21%	15%	15%	30%	20%	22%
Somewhat disapprove	114	56	58	31	36	25	21	67	46	83	11	9	10
	9%	9%	8%	11%	12%	7%	6%	12%	6%	9%	7%	6%	11%
Strongly disapprove	562	290	267	89	113	166	194	202	360	471	10	49	31
	42%	47%	38%	33%	37%	45%	51%	35%	48%	50%	7%	34%	34%
Unsure	28	9	19	5	11	7	5	16	12	13	2	7	6
	2%	1%	3%	2%	3%	2%	1%	3%	2%	1%	1%	5%	7%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QVPAapproval] Do you approve or disapprove of the way Kamala Harris is handling her job as Vice 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	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	624	157	182	179	106	339	284	154	106	114	106	145	260	365
	47%	41%	45%	53%	52%	43%	53%	53%	41%	45%	46%	50%	48%	47%
STRONGLY/SOMEWHAT DISAPPROVE	676	215	216	149	96	431	245	125	146	133	120	143	271	396
	51%	56%	54%	45%	47%	55%	46%	43%	57%	53%	52%	49%	50%	51%
Strongly approve	391	104	114	101	71	218	172	101	72	65	60	93	173	217
	29%	27%	28%	30%	35%	28%	32%	35%	28%	26%	26%	32%	32%	28%
Somewhat approve	234	53	69	78	35	121	112	52	34	49	45	53	86	147
	18%	14%	17%	23%	17%	15%	21%	18%	13%	20%	20%	18%	16%	19%
Somewhat disapprove	114	35	28	27	24	63	51	23	14	21	24	30	37	75
	9%	9%	7%	8%	12%	8%	10%	8%	6%	9%	11%	10%	7%	10%
Strongly disapprove	562	181	188	123	71	368	194	102	132	112	96	113	234	320
	42%	47%	47%	37%	35%	47%	36%	35%	51%	45%	42%	38%	43%	41%
Unsure	28	15	4	7	2	19	9	11	5	3	3	5	15	12
	2%	4%	1%	2%	1%	2%	2%	4%	2%	1%	1%	2%	3%	1%

Echelon Insights
 October Omnibus 2024
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[QVPAapproval] Do you approve or disapprove of the way Kamala Harris is handling her job as Vice 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	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	624 47%	353 50%	163 42%	268 44%	213 53%	141 46%	194 50%	88 48%	107 53%	233 63%	265 44%	126 35%
STRONGLY/SOMEWHAT DISAPPROVE	676 51%	338 48%	222 57%	337 55%	176 44%	159 52%	181 47%	93 51%	88 44%	129 35%	316 53%	231 64%
Strongly approve	391 29%	214 30%	107 27%	164 27%	138 34%	89 29%	119 31%	58 31%	61 31%	147 40%	167 28%	77 21%
Somewhat approve	234 18%	139 20%	57 15%	105 17%	75 19%	52 17%	75 20%	30 16%	45 23%	86 23%	99 16%	49 14%
Somewhat disapprove	114 9%	68 10%	21 5%	49 8%	38 9%	24 8%	42 11%	19 10%	22 11%	27 7%	63 10%	24 7%
Strongly disapprove	562 42%	270 38%	201 52%	288 47%	138 34%	135 44%	140 36%	74 40%	65 33%	102 28%	253 42%	206 57%
Unsure	28 2%	18 3%	4 1%	8 1%	13 3%	7 2%	10 3%	3 2%	6 3%	6 2%	18 3%	5 1%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QVPAapproval] Do you approve or disapprove of the way Kamala Harris is handling her job as Vice President?

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	624	29	117	478	88	224	311	20	604	28	562	34	572	9	23	80	146	58	341
	47%	6%	41%	91%	15%	57%	87%	3%	90%	5%	87%	5%	91%	2%	10%	41%	53%	47%	46%
STRONGLY/SOMEWHAT DISAPPROVE	676	482	157	37	482	150	39	600	50	551	70	592	49	359	204	115	127	57	376
	51%	93%	54%	7%	84%	38%	11%	95%	7%	94%	11%	94%	8%	96%	90%	59%	46%	47%	51%
Strongly approve	391	11	50	331	44	127	218	4	386	11	362	11	374	3	7	54	108	34	195
	29%	2%	17%	63%	8%	32%	61%	1%	58%	2%	56%	2%	59%	1%	3%	28%	39%	28%	27%
Somewhat approve	234	19	67	148	44	97	93	15	217	17	199	23	198	6	16	26	38	24	146
	18%	4%	23%	28%	8%	25%	26%	2%	33%	3%	31%	4%	31%	2%	7%	13%	14%	19%	20%
Somewhat disapprove	114	41	48	25	39	49	26	56	46	53	48	64	35	19	30	10	27	6	71
	9%	8%	17%	5%	7%	13%	7%	9%	7%	9%	7%	10%	6%	5%	13%	5%	10%	5%	10%
Strongly disapprove	562	441	109	12	444	101	13	544	4	498	22	528	14	341	174	105	101	51	306
	42%	85%	38%	2%	77%	26%	4%	86%	1%	85%	3%	83%	2%	91%	77%	54%	37%	41%	42%
Unsure	28	6	15	7	2	16	7	11	15	8	10	7	9	6	0	1	1	8	18
	2%	1%	5%	1%	*%	4%	2%	2%	2%	1%	2%	1%	1%	1%	*%	*%	*%	6%	2%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QTrumpApproval] Do you approve or disapprove of the way Donald Trump handled his job as President?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	670	349	318	117	164	183	206	281	389	541	29	63	37
	50%	57%	45%	43%	53%	50%	54%	48%	52%	58%	19%	43%	41%
STRONGLY/SOMEWHAT DISAPPROVE	647	262	381	151	144	182	170	295	352	392	122	82	52
	49%	43%	54%	56%	47%	49%	45%	51%	47%	42%	80%	56%	57%
Strongly approve	464	238	224	70	95	131	168	165	299	393	13	37	21
	35%	39%	32%	26%	31%	35%	44%	29%	40%	42%	9%	25%	23%
Somewhat approve	205	111	94	47	68	52	37	115	90	149	15	26	16
	15%	18%	13%	17%	22%	14%	10%	20%	12%	16%	10%	18%	17%
Somewhat disapprove	87	34	53	22	25	24	16	47	40	48	17	17	5
	7%	6%	8%	8%	8%	7%	4%	8%	5%	5%	11%	12%	6%
Strongly disapprove	561	228	328	129	119	157	155	249	312	344	105	64	46
	42%	37%	46%	48%	39%	43%	41%	43%	42%	37%	69%	44%	51%
Unsure	11	5	6	4	-	4	3	4	7	5	1	2	2
	1%	1%	1%	1%		1%	1%	1%	1%	*%	1%	2%	3%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QTrumpApproval] Do you approve or disapprove of the way Donald Trump handled his job as President?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	670	223	215	144	87	439	231	131	135	140	113	142	266	395
	50%	58%	54%	43%	43%	56%	43%	45%	53%	56%	50%	48%	49%	51%
STRONGLY/SOMEWHAT DISAPPROVE	647	162	181	187	116	343	303	157	118	108	115	150	274	373
	49%	42%	45%	56%	57%	44%	56%	54%	46%	43%	50%	51%	50%	48%
Strongly approve	464	162	160	93	50	322	143	94	109	98	83	78	203	259
	35%	42%	40%	28%	24%	41%	27%	32%	42%	39%	36%	27%	37%	34%
Somewhat approve	205	62	55	51	38	117	88	37	26	43	30	64	63	136
	15%	16%	14%	15%	19%	15%	16%	13%	10%	17%	13%	22%	12%	18%
Somewhat disapprove	87	26	16	20	25	42	45	22	14	7	13	30	36	50
	7%	7%	4%	6%	12%	5%	8%	8%	5%	3%	6%	10%	7%	7%
Strongly disapprove	561	136	166	168	91	301	258	135	104	101	102	119	239	322
	42%	35%	41%	50%	45%	38%	48%	47%	40%	40%	44%	41%	44%	42%
Unsure	11	3	4	4	-	7	4	2	4	2	-	2	6	4
	1%	1%	1%	1%	-	1%	1%	1%	2%	1%	-	1%	1%	1%

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October Omnibus 2024

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[QTrumpApproval] Do you approve or disapprove of the way Donald Trump handled his job as President?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	670	346	213	328	181	158	199	105	94	141	299	230
	50%	49%	55%	54%	45%	52%	52%	57%	47%	38%	50%	64%
STRONGLY/SOMEWHAT DISAPPROVE	647	359	173	282	216	147	186	79	107	225	295	127
	49%	51%	44%	46%	54%	48%	48%	43%	53%	61%	49%	35%
Strongly approve	464	219	171	238	110	114	118	60	58	88	205	172
	35%	31%	44%	39%	27%	37%	31%	33%	29%	24%	34%	48%
Somewhat approve	205	127	41	90	71	44	81	45	36	53	94	58
	15%	18%	11%	15%	18%	14%	21%	24%	18%	14%	16%	16%
Somewhat disapprove	87	60	16	47	29	9	38	20	18	45	30	11
	7%	8%	4%	8%	7%	3%	10%	11%	9%	12%	5%	3%
Strongly disapprove	561	299	157	235	186	138	148	59	89	180	264	116
	42%	42%	40%	38%	46%	45%	39%	32%	44%	49%	44%	32%
Unsure	11	4	3	3	5	2	-	-	-	1	6	4
	1%	1%	1%	1%	1%	1%				*%	1%	1%

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October Omnibus 2024

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[QTrumpApproval] Do you approve or disapprove of the way Donald Trump handled his job as President?

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	670	478	135	56	480	149	37	611	50	562	62	587	60	369	194	108	115	60	386
	50%	93%	47%	11%	84%	38%	10%	97%	8%	96%	10%	93%	10%	99%	86%	55%	42%	49%	53%
STRONGLY/SOMEWHAT DISAPPROVE	647	37	146	465	91	234	318	19	611	22	576	43	567	4	31	85	159	61	343
	49%	7%	50%	89%	16%	60%	89%	3%	92%	4%	90%	7%	90%	1%	14%	43%	58%	50%	47%
Strongly approve	464	378	67	20	379	67	16	450	11	425	19	435	21	306	125	90	82	38	255
	35%	73%	23%	4%	66%	17%	5%	71%	2%	72%	3%	69%	3%	82%	55%	46%	30%	31%	35%
Somewhat approve	205	101	69	36	102	82	21	161	40	137	43	152	40	63	69	19	33	21	132
	15%	19%	24%	7%	18%	21%	6%	26%	6%	23%	7%	24%	6%	17%	31%	10%	12%	18%	18%
Somewhat disapprove	87	13	27	47	31	39	16	11	69	11	64	19	56	1	16	19	8	8	51
	7%	3%	9%	9%	5%	10%	4%	2%	10%	2%	10%	3%	9%	*%	7%	10%	3%	7%	7%
Strongly disapprove	561	23	119	419	60	194	302	7	543	11	511	24	510	3	15	65	151	53	292
	42%	5%	41%	80%	10%	50%	85%	1%	81%	2%	80%	4%	81%	1%	7%	33%	55%	43%	40%
Unsure	11	2	8	2	2	7	2	1	6	3	4	3	3	-	2	3	1	2	6
	1%	*%	3%	*%	*%	2%	*%	*%	1%	1%	1%	*%	*%		1%	1%	*%	1%	1%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QMotivation2024] How motivated are you to vote in the November 2024 election for 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	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
EXTREMELY/VERY MOTIVATED	1194	569	620	222	273	336	363	496	698	856	135	130	73
	90%	92%	88%	82%	89%	91%	96%	85%	93%	91%	89%	88%	80%
NOT VERY/NOT AT ALL MOTIVATED	37	16	20	17	7	9	3	24	13	23	4	5	5
	3%	3%	3%	6%	2%	3%	1%	4%	2%	3%	2%	3%	5%
Extremely motivated	998	463	535	160	217	290	331	377	622	736	107	103	52
	75%	75%	76%	59%	70%	79%	87%	65%	83%	78%	70%	70%	57%
Very motivated	196	106	86	62	57	45	31	119	77	120	28	27	21
	15%	17%	12%	23%	18%	12%	8%	21%	10%	13%	18%	18%	23%
Somewhat motivated	90	31	56	30	25	21	14	55	35	56	12	9	13
	7%	5%	8%	11%	8%	6%	4%	9%	5%	6%	8%	6%	15%
Not very motivated	25	14	11	13	4	6	3	17	8	19	3	2	2
	2%	2%	2%	5%	1%	2%	1%	3%	1%	2%	2%	2%	2%
Not at all motivated	11	2	9	4	3	4	1	7	4	5	1	2	3
	1%	*%	1%	1%	1%	1%	*%	1%	1%	1%	1%	2%	3%
Unsure	8	-	8	2	4	2	-	6	2	3	1	4	-
	1%		1%	1%	1%	1%		1%	*%	*%	1%	3%	

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[QMotivation2024] How motivated are you to vote in the November 2024 election for 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	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
EXTREMELY/VERY MOTIVATED	1194	324	370	306	193	694	499	239	235	233	206	273	474	712
	90%	84%	92%	91%	95%	88%	93%	83%	91%	93%	90%	93%	87%	92%
NOT VERY/NOT AT ALL MOTIVATED	37	13	10	14	1	22	14	11	10	6	4	5	21	15
	3%	3%	2%	4%	0%	3%	3%	4%	4%	2%	2%	2%	4%	2%
Extremely motivated	998	263	325	253	157	588	410	196	205	189	173	228	401	590
	75%	68%	81%	75%	77%	74%	76%	68%	80%	76%	76%	78%	73%	77%
Very motivated	196	61	46	53	36	107	89	43	30	43	33	45	73	122
	15%	16%	11%	16%	18%	14%	17%	15%	11%	17%	15%	15%	13%	16%
Somewhat motivated	90	46	19	15	10	65	25	33	11	11	18	15	45	44
	7%	12%	5%	5%	5%	8%	5%	11%	4%	4%	8%	5%	8%	6%
Not very motivated	25	11	6	8	1	17	8	9	8	6	-	2	17	9
	2%	3%	1%	2%	0%	2%	2%	3%	3%	2%	-	1%	3%	1%
Not at all motivated	11	2	4	6	-	6	6	3	2	-	4	3	5	7
	1%	0%	1%	2%	0%	1%	1%	1%	1%	-	2%	1%	1%	1%
Unsure	8	6	2	-	-	8	-	6	1	0	-	-	7	0
	1%	1%	1%	0%	0%	1%	0%	2%	0%	0%	0%	0%	1%	0%

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[QMotivation2024] How motivated are you to vote in the November 2024 election for 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	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
EXTREMELY/VERY MOTIVATED	1194	638	368	560	346	284	340	169	172	331	539	323
	90%	90%	95%	91%	86%	93%	88%	92%	85%	90%	90%	89%
NOT VERY/NOT AT ALL MOTIVATED	37	22	5	13	15	8	10	3	7	5	20	11
	3%	3%	1%	2%	4%	3%	3%	2%	4%	1%	3%	3%
Extremely motivated	998	517	333	484	269	242	275	137	138	253	466	279
	75%	73%	86%	79%	67%	79%	72%	74%	69%	69%	78%	77%
Very motivated	196	121	35	76	77	42	65	31	33	78	73	45
	15%	17%	9%	12%	19%	14%	17%	17%	17%	21%	12%	12%
Somewhat motivated	90	45	16	38	35	15	33	13	20	29	35	26
	7%	6%	4%	6%	9%	5%	9%	7%	10%	8%	6%	7%
Not very motivated	25	12	4	8	11	6	8	2	6	5	12	8
	2%	2%	1%	1%	3%	2%	2%	1%	3%	1%	2%	2%
Not at all motivated	11	10	1	5	4	2	2	1	1	1	8	3
	1%	1%	*%	1%	1%	1%	1%	1%	1%	*%	1%	1%
Unsure	8	4	-	2	6	-	2	-	2	2	5	1
	1%	1%		*%	1%		*%		1%	1%	1%	*%

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	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			All Others
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
EXTREMELY/VERY MOTIVATED	1194	480	235	479	529	326	335	571	612	545	585	579	582	353	202	184	266	100	643
	90%	93%	81%	92%	92%	84%	94%	91%	92%	93%	91%	92%	92%	95%	89%	94%	97%	82%	87%
NOT VERY/NOT AT ALL MOTIVATED	37	9	14	13	17	14	5	15	12	12	15	17	11	2	11	2	5	5	25
	3%	2%	5%	3%	3%	4%	1%	2%	2%	2%	2%	3%	2%	1%	5%	1%	2%	4%	3%
Extremely motivated	998	420	194	384	461	264	270	494	499	472	475	497	474	309	172	169	239	75	515
	75%	81%	67%	74%	80%	68%	76%	78%	75%	80%	74%	79%	75%	83%	76%	87%	87%	61%	70%
Very motivated	196	60	41	94	68	62	65	78	113	73	110	82	107	44	30	15	27	25	129
	15%	12%	14%	18%	12%	16%	18%	12%	17%	12%	17%	13%	17%	12%	13%	8%	10%	21%	17%
Somewhat motivated	90	27	33	30	27	44	16	41	41	27	41	36	36	18	14	9	4	17	59
	7%	5%	11%	6%	5%	11%	4%	6%	6%	5%	6%	6%	6%	5%	6%	5%	1%	14%	8%
Not very motivated	25	5	13	7	13	11	2	11	9	8	10	13	7	2	7	2	-	4	19
	2%	1%	5%	1%	2%	3%	*%	2%	1%	1%	1%	2%	1%	1%	3%	1%	-	3%	3%
Not at all motivated	11	4	1	6	4	3	3	4	3	4	6	4	5	-	4	-	5	1	6
	1%	1%	*%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	-	2%	-	2%	1%	1%
Unsure	8	-	7	1	-	6	2	4	3	3	0	-	1	-	-	-	-	-	8
	1%	-	2%	*%	-	2%	*%	1%	*%	*%	*%	-	*%	-	-	-	-	-	1%

Echelon Insights
 October Omnibus 2024
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[QGenericCongressional] If the election for U.S. House of Representatives in your district were held today and you had to make a choice, 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	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
The Republican candidate	633	328	302	101	140	179	212	241	392	532	14	54	33
	48%	53%	43%	37%	45%	49%	56%	42%	52%	57%	9%	37%	36%
The Democratic candidate	630	264	364	154	155	164	156	309	321	369	134	81	46
	47%	43%	52%	57%	50%	45%	41%	53%	43%	39%	88%	55%	50%
A third party candidate	20	13	7	7	2	9	3	8	11	9	3	3	5
	1%	2%	1%	2%	1%	2%	1%	1%	2%	1%	2%	2%	6%
Unsure	36	8	25	9	9	12	6	18	18	21	1	7	7
	3%	1%	3%	3%	3%	3%	2%	3%	2%	2%	1%	5%	7%
I did not vote for this office	10	3	7	1	2	4	2	4	6	7	1	2	-
	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-

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[QGenericCongressional] If the election for U.S. House of Representatives in your district were held today and you had to make a choice, for whom would you vote?

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	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
The Republican candidate	633	204	209	138	81	414	219	117	137	128	111	131	254	370
	48%	53%	52%	41%	40%	52%	41%	40%	53%	51%	49%	45%	46%	48%
The Democratic candidate	630	155	173	183	117	328	300	149	109	113	109	150	257	373
	47%	40%	43%	55%	58%	42%	56%	51%	42%	45%	48%	51%	47%	48%
A third party candidate	20	4	6	8	2	10	9	2	4	6	3	4	6	13
	1%	1%	2%	2%	1%	1%	2%	1%	1%	2%	1%	1%	1%	2%
Unsure	36	22	8	4	1	30	6	16	6	1	5	7	22	13
	3%	6%	2%	1%	1%	4%	1%	6%	2%	*%	2%	2%	4%	2%
I did not vote for this office	10	2	4	2	1	7	3	5	2	2	0	1	7	3
	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	*%	*%	1%	*%

Echelon Insights
 October 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	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
The Republican candidate	633	308	220	321	154	156	175	90	85	117	285	230
	48%	43%	57%	52%	38%	51%	45%	49%	42%	32%	48%	64%
The Democratic candidate	630	367	158	267	223	137	196	86	110	232	281	116
	47%	52%	41%	44%	55%	44%	51%	47%	54%	63%	47%	32%
A third party candidate	20	14	4	8	7	4	6	6	-	5	11	4
	1%	2%	1%	1%	2%	1%	2%	3%		1%	2%	1%
Unsure	36	16	5	12	14	10	7	2	5	12	15	9
	3%	2%	1%	2%	4%	3%	2%	1%	3%	3%	3%	2%
I did not vote for this office	10	4	3	5	4	1	1	-	1	1	6	3
	1%	1%	1%	1%	1%	*%	*%		1%	*%	1%	1%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QGenericCongressional] If the election for U.S. House of Representatives in your district were held today and you had to make a choice, for whom would you vote?

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
The Republican candidate	633	490	129	13	484	131	12	589	39	542	46	633	-	364	214	108	116	57	352
	48%	95%	45%	3%	84%	34%	3%	93%	6%	92%	7%	100%		97%	94%	55%	42%	47%	48%
The Democratic candidate	630	17	112	502	79	214	337	19	603	28	572	-	630	4	9	80	154	52	344
	47%	3%	39%	96%	14%	55%	94%	3%	90%	5%	89%		100%	1%	4%	41%	56%	42%	47%
A third party candidate	20	2	14	4	3	13	2	8	6	5	8	-	-	-	2	6	1	2	11
	1%	*%	5%	1%	*%	3%	1%	1%	1%	1%	1%				1%	3%	*%	1%	1%
Unsure	36	5	28	2	4	26	3	11	16	9	11	-	-	2	3	-	-	11	24
	3%	1%	10%	*%	1%	7%	1%	2%	2%	1%	2%			1%	1%			9%	3%
I did not vote for this office	10	2	6	2	3	5	2	5	4	4	4	-	-	3	-	2	4	-	4
	1%	*%	2%	*%	*%	1%	1%	1%	1%	1%	1%			1%		1%	2%		1%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

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

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1328	647	677	167	262	478	421	429	899	1006	143	123	56
MEAN	4.83	5.32	4.42	4.12	4.77	4.94	5.29	4.46	5.12	5.47	2.07	4.28	3.77
0	608 46%	246 40%	357 51%	135 50%	127 41%	174 47%	172 45%	262 45%	346 46%	380 41%	106 70%	73 50%	49 53%
1	17 1%	8 1%	9 1%	6 2%	6 2%	2 1%	3 1%	12 2%	5 1%	8 1%	7 5%	3 2%	-
2	15 1%	9 1%	6 1%	5 2%	9 3%	1 *%	-	14 2%	1 *%	8 1%	3 2%	1 1%	3 4%
3	11 1%	7 1%	5 1%	1 *%	9 3%	1 *%	-	10 2%	1 *%	5 *%	1 1%	2 1%	4 4%
4	12 1%	6 1%	6 1%	5 2%	6 2%	1 *%	-	11 2%	1 *%	7 1%	2 1%	3 2%	-
5	13 1%	4 1%	9 1%	4 2%	2 1%	6 2%	1 *%	6 1%	7 1%	7 1%	1 1%	5 3%	-
6	18 1%	11 2%	7 1%	11 4%	5 2%	1 *%	0 *%	17 3%	1 *%	9 1%	2 1%	-	7 7%
7	19 1%	8 1%	12 2%	8 3%	8 3%	2 *%	2 *%	16 3%	3 *%	12 1%	5 4%	2 1%	-
8	35 3%	22 4%	12 2%	5 2%	17 6%	7 2%	6 2%	22 4%	13 2%	26 3%	4 3%	5 3%	-
9	100 8%	58 9%	42 6%	16 6%	33 11%	31 8%	21 6%	49 8%	52 7%	85 9%	4 2%	11 7%	2 2%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

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

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
10	480	236	241	75	86	143	175	161	318	392	17	44	27
	36%	38%	34%	28%	28%	39%	46%	28%	43%	42%	11%	30%	30%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

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

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1328	315	515	330	167	830	497	312	279	254	219	256	591	729
MEAN	4.83	5.30	5.28	4.12	4.27	5.29	4.17	4.22	5.50	5.01	4.86	4.55	4.82	4.79
0	608	159	170	179	98	329	278	154	102	109	106	135	256	350
	46%	41%	42%	54%	48%	42%	52%	53%	40%	44%	46%	46%	47%	45%
1	17	7	6	2	2	12	5	5	4	6	2	1	8	9
	1%	2%	1%	1%	1%	2%	1%	2%	1%	2%	1%	*%	2%	1%
2	15	4	2	2	7	6	9	1	2	4	1	7	3	11
	1%	1%	*%	1%	3%	1%	2%	*%	1%	1%	1%	2%	1%	1%
3	11	2	2	6	2	3	8	1	-	2	-	8	1	10
	1%	*%	*%	2%	1%	*%	1%	*%		1%		3%	*%	1%
4	12	5	4	2	2	9	3	-	6	1	3	2	6	6
	1%	1%	1%	1%	1%	1%	1%		2%	*%	1%	1%	1%	1%
5	13	4	1	7	1	6	7	4	2	-	7	1	6	7
	1%	1%	*%	2%	*%	1%	1%	1%	1%		3%	*%	1%	1%
6	18	2	5	3	7	8	10	3	1	3	2	10	3	15
	1%	1%	1%	1%	4%	1%	2%	1%	*%	1%	1%	4%	1%	2%
7	19	4	7	5	4	11	8	3	1	4	3	8	4	15
	1%	1%	2%	1%	2%	1%	2%	1%	*%	2%	1%	3%	1%	2%
8	35	15	7	3	10	22	13	5	11	4	-	15	16	19
	3%	4%	2%	1%	5%	3%	2%	2%	4%	2%		5%	3%	2%
9	100	25	33	25	17	59	42	19	17	25	18	22	35	65
	8%	7%	8%	7%	8%	7%	8%	6%	7%	10%	8%	8%	6%	8%
10	480	160	165	102	53	325	155	95	112	93	87	84	207	264
	36%	41%	41%	30%	26%	41%	29%	33%	44%	37%	38%	29%	38%	34%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

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

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1328	667	448	612	354	357	335	165	170	347	590	391
MEAN	4.83	4.56	5.33	5.28	4.21	4.79	4.98	5.21	4.78	3.59	4.76	6.21
0	608 46%	325 46%	174 45%	255 42%	197 49%	152 49%	155 40%	69 37%	86 43%	203 55%	280 47%	125 35%
1	17 1%	13 2%	3 1%	4 1%	13 3%	1 *	6 2%	3 2%	3 2%	10 3%	6 1%	1 *
2	15 1%	13 2%	0 *	7 1%	8 2%	-	7 2%	2 1%	4 2%	6 2%	9 1%	-
3	11 1%	8 1%	0 *	6 1%	5 1%	0 *	6 1%	3 1%	3 2%	7 2%	4 1%	0 *
4	12 1%	10 1%	-	3 1%	6 1%	3 1%	7 2%	4 2%	3 2%	6 2%	4 1%	2 1%
5	13 1%	7 1%	1 *	8 1%	2 *	3 1%	7 2%	3 1%	5 2%	2 *	7 1%	4 1%
6	18 1%	17 2%	1 *	10 2%	5 1%	2 1%	10 3%	7 4%	3 2%	8 2%	10 2%	-
7	19 1%	17 2%	2 *	6 1%	11 3%	3 1%	12 3%	6 4%	5 3%	5 1%	8 1%	7 2%
8	35 3%	25 3%	6 2%	23 4%	10 2%	2 1%	18 5%	13 7%	5 3%	11 3%	12 2%	12 3%
9	100 8%	64 9%	21 5%	54 9%	27 7%	18 6%	43 11%	23 13%	20 10%	29 8%	37 6%	35 10%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

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

Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
480	210	181	237	118	123	114	52	63	82	222	176
36%	30%	47%	39%	29%	40%	30%	28%	31%	22%	37%	49%

10

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

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

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			All Others
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1328	564	275	489	609	385	327	685	617	658	570	685	583	409	237	190	290	99	749
MEAN	4.83	8.74	4.42	1.20	8.08	3.55	1.03	9.18	0.81	8.89	1.15	8.72	1.08	9.25	8.23	5.70	3.94	4.61	4.97
0	608	45	132	431	85	219	299	26	569	39	526	50	523	15	28	80	162	60	305
	46%	9%	46%	82%	15%	56%	84%	4%	85%	7%	82%	8%	83%	4%	12%	41%	59%	49%	42%
1	17	4	4	10	4	9	5	0	16	2	14	2	15	2	-	-	3	1	13
	1%	1%	1%	2%	1%	2%	1%	0%	2%	0%	2%	0%	2%	1%	-	-	1%	1%	2%
2	15	4	3	7	4	5	5	1	11	3	10	4	7	0	4	3	-	1	11
	1%	1%	1%	1%	1%	1%	2%	0%	2%	1%	2%	1%	1%	0%	2%	1%	-	1%	1%
3	11	-	6	6	4	4	4	-	11	0	7	4	8	-	1	-	-	2	10
	1%	-	2%	1%	1%	1%	1%	-	2%	0%	1%	1%	1%	-	1%	-	-	2%	1%
4	12	1	8	3	2	8	2	3	8	3	7	3	5	1	1	-	1	1	10
	1%	0%	3%	1%	0%	2%	1%	0%	1%	1%	1%	0%	1%	0%	0%	-	0%	1%	1%
5	13	1	10	2	1	6	5	4	5	2	8	4	4	1	2	-	1	-	12
	1%	0%	3%	0%	0%	2%	1%	1%	1%	0%	1%	1%	1%	0%	1%	-	0%	-	2%
6	18	3	5	10	3	5	10	7	5	7	9	6	11	6	-	-	-	-	18
	1%	1%	2%	2%	0%	1%	3%	1%	1%	1%	1%	1%	2%	1%	-	-	-	-	2%
7	19	8	5	6	7	8	4	14	5	12	4	13	6	4	5	1	1	2	16
	1%	2%	2%	1%	1%	2%	1%	2%	1%	2%	1%	2%	1%	1%	2%	0%	0%	1%	2%
8	35	9	17	9	21	12	1	23	10	17	14	19	10	6	9	4	-	4	26
	3%	2%	6%	2%	4%	3%	0%	4%	2%	3%	2%	3%	2%	2%	4%	2%	-	3%	4%
9	100	73	19	9	65	26	9	89	10	84	10	89	11	51	35	6	2	11	82
	8%	14%	7%	2%	11%	7%	2%	14%	2%	14%	2%	14%	2%	14%	15%	3%	1%	9%	11%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

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

10

Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			All Others
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	
480	369	79	31	377	86	13	463	17	417	33	439	30	288	143	102	105	41	232
36%	71%	27%	6%	66%	22%	4%	73%	3%	71%	5%	69%	5%	77%	63%	52%	38%	33%	32%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QHarrisElect] On a scale of 0 to 10, how likely are you to vote for Kamala Harris in the 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	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1328	647	677	167	262	478	421	429	899	1006	143	123	56
MEAN	4.93	4.52	5.29	5.30	5.26	4.82	4.50	5.28	4.65	4.29	8.01	5.04	6.09
0	581 44%	288 47%	288 41%	90 33%	120 39%	173 47%	198 52%	210 36%	371 50%	481 51%	19 12%	59 40%	22 25%
1	22 2%	13 2%	9 1%	8 3%	5 1%	6 2%	3 1%	13 2%	9 1%	16 2%	2 1%	1 *	3 3%
2	23 2%	11 2%	11 2%	9 3%	9 3%	2 1%	3 1%	18 3%	5 1%	14 1%	2 2%	4 3%	3 3%
3	15 1%	8 1%	7 1%	11 4%	2 1%	2 1%	-	13 2%	2 *	3 *	3 2%	4 3%	6 6%
4	13 1%	4 1%	9 1%	7 3%	2 1%	2 1%	2 *	9 2%	4 1%	6 1%	2 2%	4 3%	-
5	18 1%	10 2%	9 1%	5 2%	4 1%	8 2%	2 1%	9 2%	10 1%	11 1%	1 1%	4 3%	2 2%
6	13 1%	8 1%	6 1%	2 1%	10 3%	1 *	1 *	12 2%	2 *	7 1%	2 1%	2 1%	3 3%
7	21 2%	14 2%	8 1%	8 3%	8 2%	3 1%	3 1%	15 3%	6 1%	16 2%	1 1%	0 *	4 4%
8	28 2%	17 3%	10 1%	13 5%	8 3%	5 1%	2 *	21 4%	7 1%	15 2%	7 5%	4 3%	2 2%
9	105 8%	52 9%	50 7%	26 10%	36 12%	23 6%	19 5%	63 11%	42 6%	66 7%	17 11%	14 9%	8 9%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QHarrisElect] On a scale of 0 to 10, how likely are you to vote for Kamala Harris in the 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
10	489	191	298	92	107	143	147	199	290	303	96	51	39
	37%	31%	42%	34%	35%	39%	39%	34%	39%	32%	63%	35%	42%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QHarrisElect] On a scale of 0 to 10, how likely are you to vote for Kamala Harris in the 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	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1328	315	515	330	167	830	497	312	279	254	219	256	591	729
MEAN	4.93	4.45	4.57	5.39	5.74	4.51	5.52	5.12	4.23	4.75	5.03	5.52	4.70	5.12
0	581	184	188	133	75	372	208	118	135	113	98	113	253	324
	44%	47%	47%	40%	37%	47%	39%	41%	53%	45%	43%	38%	46%	42%
1	22	5	10	6	1	15	7	3	6	5	2	4	9	12
	2%	1%	2%	2%	*%	2%	1%	1%	2%	2%	1%	1%	2%	2%
2	23	10	7	3	3	17	6	10	2	6	3	3	12	11
	2%	2%	2%	1%	1%	2%	1%	4%	1%	2%	1%	1%	2%	1%
3	15	10	2	4	-	11	4	4	-	1	5	1	4	7
	1%	3%	*%	1%		1%	1%	1%		1%	2%	*%	1%	1%
4	13	0	7	1	5	7	6	3	1	1	4	5	3	9
	1%	*%	2%	*%	2%	1%	1%	1%	*%	*%	2%	2%	1%	1%
5	18	6	4	7	1	11	8	6	4	4	3	1	11	8
	1%	2%	1%	2%	*%	1%	1%	2%	2%	2%	1%	*%	2%	1%
6	13	4	2	5	2	6	8	1	2	3	2	5	4	10
	1%	1%	*%	2%	1%	1%	1%	*%	1%	1%	1%	2%	1%	1%
7	21	3	7	5	6	10	11	4	3	1	3	10	7	14
	2%	1%	2%	1%	3%	1%	2%	1%	1%	*%	2%	3%	1%	2%
8	28	13	6	4	4	20	8	4	4	8	3	8	8	19
	2%	3%	2%	1%	2%	2%	1%	1%	2%	3%	1%	3%	2%	3%
9	105	35	31	26	12	67	38	24	13	28	19	21	37	67
	8%	9%	8%	8%	6%	8%	7%	8%	5%	11%	8%	7%	7%	9%
10	489	117	137	141	94	253	235	112	87	81	87	123	199	290
	37%	30%	34%	42%	46%	32%	44%	39%	34%	32%	38%	42%	36%	38%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QHarrisElect] On a scale of 0 to 10, how likely are you to vote for Kamala Harris in the 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	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1328	667	448	612	354	357	335	165	170	347	590	391
MEAN	4.93	5.14	4.47	4.63	5.41	4.82	5.20	5.23	5.17	6.11	5.02	3.56
0	581 44%	285 40%	202 52%	295 48%	145 36%	141 46%	148 38%	72 39%	76 38%	117 32%	255 43%	209 58%
1	22 2%	13 2%	5 1%	8 1%	9 2%	5 1%	6 2%	1 1%	5 2%	6 2%	9 2%	7 2%
2	23 2%	16 2%	4 1%	6 1%	12 3%	5 2%	9 2%	5 3%	4 2%	6 2%	12 2%	4 1%
3	15 1%	7 1%	-	5 1%	9 2%	1 *	8 2%	1 1%	7 3%	3 1%	6 1%	6 2%
4	13 1%	9 1%	2 1%	4 1%	5 1%	4 1%	6 2%	3 2%	3 2%	2 *	10 2%	1 *
5	18 1%	9 1%	3 1%	7 1%	6 1%	6 2%	6 2%	3 2%	3 1%	5 1%	6 1%	7 2%
6	13 1%	11 2%	1 *	7 1%	5 1%	1 *	6 2%	4 2%	2 1%	3 1%	8 1%	2 1%
7	21 2%	13 2%	3 1%	10 2%	4 1%	7 2%	9 2%	5 3%	4 2%	9 2%	6 1%	7 2%
8	28 2%	25 4%	1 *	12 2%	15 4%	1 *	11 3%	2 1%	9 4%	11 3%	12 2%	4 1%
9	105 8%	73 10%	15 4%	46 8%	37 9%	22 7%	48 12%	27 15%	21 10%	44 12%	43 7%	18 5%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QHarrisElect] On a scale of 0 to 10, how likely are you to vote for Kamala Harris in the 2024 general election?

Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
489	249	153	213	156	116	128	60	68	163	231	95
37%	35%	39%	35%	39%	38%	33%	33%	34%	44%	39%	26%

10

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QHarrisElect] On a scale of 0 to 10, how likely are you to vote for Kamala Harris in the 2024 general election?

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1328	564	275	489	609	385	327	685	617	658	570	685	583	409	237	190	290	99	749
MEAN	4.93	1.30	4.71	8.62	1.89	5.96	8.73	0.86	8.90	1.00	8.58	1.29	8.68	0.74	1.93	4.18	5.88	5.32	4.70
0	581	424	112	45	441	111	26	533	33	492	53	509	49	326	168	110	108	49	314
	44%	82%	39%	9%	77%	29%	7%	85%	5%	84%	8%	80%	8%	87%	74%	56%	39%	40%	43%
1	22	12	5	5	10	9	2	18	3	17	4	17	4	10	4	1	3	1	18
	2%	2%	2%	1%	2%	2%	*%	3%	*%	3%	1%	3%	1%	3%	2%	*%	1%	*%	2%
2	23	7	16	-	6	12	2	13	5	14	2	11	2	7	4	3	-	2	18
	2%	1%	5%		1%	3%	*%	2%	1%	2%	*%	2%	*%	2%	2%	1%		2%	2%
3	15	2	12	2	3	8	4	9	5	2	6	10	5	3	5	-	1	-	14
	1%	*%	4%	*%	*%	2%	1%	1%	1%	*%	1%	2%	1%	1%	2%		*%		2%
4	13	2	5	6	2	6	4	6	4	2	7	5	7	2	2	-	-	1	12
	1%	*%	2%	1%	*%	2%	1%	1%	1%	*%	1%	1%	1%	*%	1%			1%	2%
5	18	4	6	9	2	12	4	6	9	5	9	3	6	2	2	-	1	5	12
	1%	1%	2%	2%	*%	3%	1%	1%	1%	1%	1%	1%	1%	*%	1%		1%	4%	2%
6	13	2	9	3	1	8	4	4	10	4	7	6	5	1	1	-	-	-	13
	1%	*%	3%	1%	*%	2%	1%	1%	1%	1%	1%	1%	1%	*%	1%				2%
7	21	1	8	12	1	9	11	1	20	1	16	4	15	-	2	-	1	4	17
	2%	*%	3%	2%	*%	2%	3%	*%	3%	*%	3%	1%	2%		1%		*%	3%	2%
8	28	8	4	16	16	9	3	5	23	4	22	8	18	2	4	2	-	2	23
	2%	1%	2%	3%	3%	2%	1%	1%	3%	1%	3%	1%	3%	1%	2%	1%		2%	3%
9	105	14	23	67	24	45	36	12	93	15	81	20	82	8	6	11	8	11	75
	8%	3%	8%	13%	4%	12%	10%	2%	14%	3%	13%	3%	13%	2%	3%	5%	3%	9%	10%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QHarrisElec] On a scale of 0 to 10, how likely are you to vote for Kamala Harris in the 2024 general election?

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			All Others
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	
10	489 37%	40 8%	88 31%	361 69%	67 12%	159 41%	261 73%	25 4%	464 69%	31 5%	434 68%	40 6%	437 69%	13 3%	28 13%	70 36%	153 56%	47 38%	219 30%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QTrumpHarrisFull] If the 2024 presidential election were being held today, would you vote 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	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
Donald Trump, the Republican candidate	629	323	304	114	132	181	203	246	384	519	17	61	33
	47%	52%	43%	42%	43%	49%	53%	42%	51%	55%	11%	41%	36%
Kamala Harris, the Democratic candidate	649	272	374	143	160	178	168	303	346	394	130	77	47
	49%	44%	53%	53%	52%	48%	44%	52%	46%	42%	85%	53%	52%
Robert F. Kennedy, Jr., independent candidate	10	5	5	1	3	3	4	3	7	7	-	2	2
	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	-	1%	2%
Jill Stein, Green Party candidate	5	3	3	4	-	1	1	4	2	2	-	2	2
	*%	*%	*%	1%	-	*%	*%	1%	*%	*%	-	1%	2%
Chase Oliver, the Libertarian candidate	11	4	5	4	4	2	1	8	3	4	4	-	3
	1%	1%	1%	1%	1%	1%	*%	1%	*%	*%	3%	-	3%
Cornel West, independent candidate	-	-	-	-	-	-	-	-	-	-	-	-	-
Someone else	1	1	-	1	-	-	-	1	-	-	-	1	-
	*%	*%	-	1%	-	-	-	*%	-	-	-	1%	-
Unsure	19	7	12	5	10	3	1	15	4	10	2	3	4
	1%	1%	2%	2%	3%	1%	*%	3%	1%	1%	1%	2%	5%
I did not vote for this office	2	1	2	-	-	0	2	-	2	2	-	0	-
	*%	*%	*%	-	-	*%	1%	-	*%	*%	-	*%	-

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QTrumpHarrisFull] If the 2024 presidential election were being held today, would you vote 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	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Donald Trump, the Republican candidate	629	215	207	131	76	423	207	124	135	130	112	119	260	361
	47%	56%	52%	39%	37%	54%	38%	43%	53%	52%	49%	41%	48%	47%
Kamala Harris, the Democratic candidate	649	158	181	187	121	340	308	153	113	112	112	157	266	382
	49%	41%	45%	56%	60%	43%	57%	53%	44%	45%	49%	53%	49%	49%
Robert F. Kennedy, Jr., independent candidate	10	4	2	4	-	6	4	4	1	1	1	2	6	5
	1%	1%	1%	1%	-	1%	1%	2%	*%	*%	*%	1%	1%	1%
Jill Stein, Green Party candidate	5	-	3	3	-	3	3	-	3	3	-	-	3	3
	*%	-	1%	1%	-	*%	1%	-	1%	1%	-	-	*%	*%
Chase Oliver, the Libertarian candidate	11	4	1	4	2	5	6	0	2	2	1	6	2	9
	1%	1%	*%	1%	1%	1%	1%	*%	1%	1%	1%	2%	*%	1%
Cornel West, independent candidate	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Someone else	1	1	-	-	-	1	-	1	-	-	-	-	1	-
	*%	*%	-	-	-	*%	-	*%	-	-	-	-	*%	-
Unsure	19	4	5	6	4	9	11	4	2	2	2	9	7	12
	1%	1%	1%	2%	2%	1%	2%	2%	1%	1%	1%	3%	1%	2%
I did not vote for this office	2	1	1	1	-	2	1	1	0	-	-	1	2	1
	*%	*%	*%	*%	-	*%	*%	*%	*%	-	-	*%	*%	*%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QTrumpHarrisFull] If the 2024 presidential election were being held today, would you vote 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	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
Donald Trump, the Republican candidate	629	311	209	311	166	151	174	90	84	119	286	225
	47%	44%	54%	51%	41%	49%	45%	49%	42%	32%	48%	62%
Kamala Harris, the Democratic candidate	649	363	170	282	215	149	195	87	109	234	286	129
	49%	51%	44%	46%	53%	48%	51%	47%	54%	64%	48%	36%
Robert F. Kennedy, Jr., independent candidate	10	4	5	3	3	5	3	2	1	1	6	3
	1%	1%	1%	*%	1%	2%	1%	1%	*%	*%	1%	1%
Jill Stein, Green Party candidate	5	5	1	2	4	-	-	-	-	2	4	-
	*%	1%	*%	*%	1%	-	-	-	-	*%	1%	-
Chase Oliver, the Libertarian candidate	11	11	1	7	4	0	3	3	-	4	7	1
	1%	1%	*%	1%	1%	*%	1%	1%	-	1%	1%	*%
Cornel West, independent candidate	-	-	-	-	-	-	-	-	-	-	-	-
Someone else	1	1	-	-	1	-	-	-	-	1	-	-
	*%	*%	-	-	*%	-	-	-	-	*%	-	-
Unsure	19	15	1	9	9	1	10	2	7	7	10	3
	1%	2%	*%	1%	2%	*%	2%	1%	4%	2%	2%	1%
I did not vote for this office	2	-	2	1	-	1	-	-	-	-	1	1
	*%	-	1%	*%	-	*%	-	-	-	-	*%	*%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

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

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Donald Trump, the Republican candidate	629	479	124	26	477	133	16	623	6	559	30	587	24	370	193	109	110	57	353
	47%	93%	43%	5%	83%	34%	5%	99%	1%	95%	5%	93%	4%	99%	85%	55%	40%	47%	48%
Kamala Harris, the Democratic candidate	649	33	131	485	87	234	326	0	648	19	594	37	592	3	28	83	160	56	349
	49%	6%	45%	93%	15%	60%	91%	*%	97%	3%	92%	6%	94%	1%	12%	42%	58%	46%	48%
Robert F. Kennedy, Jr., independent candidate	10	1	8	1	1	4	1	3	5	2	2	3	2	0	2	-	-	3	7
	1%	*%	3%	*%	*%	1%	*%	1%	1%	*%	*%	*%	*%	*%	1%			2%	1%
Jill Stein, Green Party candidate	5	-	5	1	1	4	1	-	2	3	1	1	-	-	1	3	-	-	3
	*%		2%	*%	*%	1%	*%		*%	*%	*%	*%		*%	1%	1%			*%
Chase Oliver, the Libertarian candidate	11	1	7	4	3	3	6	2	3	-	7	1	5	-	1	1	1	1	8
	1%	*%	2%	1%	*%	1%	2%	*%	*%		1%	*%	1%		*%	1%	*%	*%	1%
Cornel West, independent candidate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Someone else	1	-	1	-	1	-	-	1	-	1	-	-	-	-	-	-	-	-	1
	*%		*%		*%			*%		*%									*%
Unsure	19	2	11	6	1	11	7	1	6	1	9	2	6	-	2	-	1	5	13
	1%	*%	4%	1%	*%	3%	2%	*%	1%	*%	1%	*%	1%		1%		*%	4%	2%
I did not vote for this office	2	1	1	0	1	1	-	0	-	1	-	1	-	-	1	-	2	-	-
	*%	*%	*%	*%	*%	*%		*%		*%		*%			1%		1%		

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QTrumpHarris] If the 2024 presidential election were being held today, would you vote 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	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
DONALD TRUMP, DEFINITELY/ PROBABLY/LEAN	631	324	304	109	133	185	204	242	388	524	16	59	33
	48%	53%	43%	40%	43%	50%	54%	42%	52%	56%	10%	40%	36%
KAMALA HARRIS, DEFINITELY/ PROBABLY/LEAN	668	279	386	152	166	179	171	318	350	402	132	83	51
	50%	45%	55%	56%	54%	49%	45%	55%	47%	43%	87%	57%	56%
Donald Trump, definitely	577	291	283	91	116	174	196	207	371	484	12	52	28
	43%	47%	40%	34%	37%	47%	52%	36%	50%	52%	8%	36%	31%
Donald Trump, probably	51	31	20	17	18	8	7	35	15	36	3	7	5
	4%	5%	3%	6%	6%	2%	2%	6%	2%	4%	2%	5%	5%
Donald Trump, lean	3	2	1	1	-	2	-	1	2	3	-	-	-
	*%	*%	*%	*%		1%		*%	*%	*%			
Kamala Harris, lean	6	0	6	2	1	1	2	3	3	2	2	2	-
	*%	*%	1%	1%	*%	*%	1%	*%	*%	*%	1%	1%	
Kamala Harris, probably	63	31	32	26	27	6	3	53	10	40	5	12	6
	5%	5%	4%	10%	9%	2%	1%	9%	1%	4%	3%	8%	6%
Kamala Harris, definitely	599	248	348	123	139	172	166	262	337	359	125	69	46
	45%	40%	49%	45%	45%	47%	44%	45%	45%	38%	82%	47%	50%
Unsure	29	12	15	11	9	5	5	20	9	13	5	4	7
	2%	2%	2%	4%	3%	1%	1%	3%	1%	1%	3%	3%	8%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QTrumpHarris] If the 2024 presidential election were being held today, would you vote 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	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DONALD TRUMP, DEFINITELY/ PROBABLY/LEAN	631 48%	213 55%	210 52%	132 40%	76 37%	423 54%	208 39%	125 43%	136 53%	127 51%	112 49%	122 42%	261 48%	361 47%
KAMALA HARRIS, DEFINITELY/ PROBABLY/LEAN	668 50%	168 43%	183 46%	193 58%	123 60%	351 45%	316 59%	158 54%	116 45%	118 47%	113 49%	162 55%	274 50%	394 51%
Donald Trump, definitely	577 43%	191 49%	197 49%	123 37%	67 33%	388 49%	190 35%	114 40%	127 50%	118 47%	102 45%	111 38%	242 44%	331 43%
Donald Trump, probably	51 4%	22 6%	13 3%	8 2%	8 4%	35 4%	16 3%	10 3%	8 3%	8 3%	9 4%	10 3%	18 3%	28 4%
Donald Trump, lean	3 *%	1 *%	-	1 *%	1 1%	1 *%	2 *%	1 *%	-	1 *%	-	1 *%	1 *%	2 *%
Kamala Harris, lean	6 *%	6 2%	0 *%	-	-	6 1%	-	3 1%	2 1%	1 *%	-	-	6 1%	1 *%
Kamala Harris, probably	63 5%	15 4%	13 3%	22 7%	12 6%	29 4%	34 6%	11 4%	8 3%	14 6%	11 5%	18 6%	20 4%	43 6%
Kamala Harris, definitely	599 45%	147 38%	170 42%	171 51%	111 55%	316 40%	282 52%	143 49%	106 41%	103 41%	102 45%	144 49%	249 45%	350 45%
Unsure	29 2%	7 2%	8 2%	9 3%	5 2%	15 2%	14 3%	6 2%	5 2%	5 2%	4 2%	8 3%	12 2%	17 2%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QTrumpHarris] If the 2024 presidential election were being held today, would you vote 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	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
DONALD TRUMP, DEFINITELY/ PROBABLY/LEAN	631 48%	311 44%	210 54%	314 51%	161 40%	153 50%	176 46%	94 51%	83 41%	119 32%	285 48%	227 63%
KAMALA HARRIS, DEFINITELY/ PROBABLY/LEAN	668 50%	379 53%	174 45%	286 47%	229 57%	151 49%	200 52%	87 47%	113 56%	240 65%	299 50%	129 36%
Donald Trump, definitely	577 43%	283 40%	202 52%	291 47%	142 35%	142 46%	155 40%	82 45%	73 36%	108 29%	262 44%	207 57%
Donald Trump, probably	51 4%	26 4%	9 2%	22 4%	19 5%	10 3%	19 5%	10 5%	9 5%	10 3%	22 4%	19 5%
Donald Trump, lean	3 *%	2 *%	-	1 *%	1 *%	1 *%	2 1%	2 1%	-	1 *%	1 *%	1 *%
Kamala Harris, lean	6 *%	4 1%	2 1%	-	3 1%	3 1%	1 *%	-	1 *%	-	5 1%	1 *%
Kamala Harris, probably	63 5%	49 7%	4 1%	31 5%	21 5%	11 3%	30 8%	8 5%	22 11%	29 8%	21 4%	13 4%
Kamala Harris, definitely	599 45%	326 46%	167 43%	255 42%	204 51%	137 45%	169 44%	79 43%	90 45%	211 57%	273 46%	115 32%
Unsure	29 2%	19 3%	5 1%	13 2%	12 3%	3 1%	8 2%	3 2%	6 3%	9 2%	14 2%	5 2%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

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

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DONALD TRUMP, DEFINITELY/ PROBABLY/LEAN	631	480	127	24	476	136	16	631	-	560	27	589	19	371	194	110	110	57	353
	48%	93%	44%	5%	83%	35%	4%	100%		95%	4%	93%	3%	99%	86%	56%	40%	47%	48%
KAMALA HARRIS, DEFINITELY/ PROBABLY/LEAN	668	33	142	493	93	240	332	-	668	22	603	39	603	2	29	84	161	61	363
	50%	6%	49%	94%	16%	62%	93%		100%	4%	94%	6%	96%	1%	13%	43%	59%	50%	49%
Donald Trump, definitely	577	460	98	19	458	106	10	577	-	526	22	542	16	356	174	108	110	48	311
	43%	89%	34%	4%	80%	27%	3%	91%		90%	3%	86%	3%	95%	77%	55%	40%	39%	42%
Donald Trump, probably	51	20	27	3	17	29	4	51	-	34	3	46	2	15	20	1	0	9	40
	4%	4%	9%	1%	3%	7%	1%	8%		6%	1%	7%	*%	4%	9%	*%	*%	8%	5%
Donald Trump, lean	3	-	2	1	1	1	1	3	-	1	1	-	-	-	-	1	-	-	2
	*%		1%	*%	*%	*%	*%	1%		*%	*%					1%			*%
Kamala Harris, lean	6	-	4	2	-	3	1	-	6	-	3	-	1	-	-	-	1	3	2
	*%		1%	*%		1%	*%		1%		*%		*%				*%	3%	*%
Kamala Harris, probably	63	8	24	31	20	23	20	-	63	7	46	14	44	2	8	2	-	5	56
	5%	2%	8%	6%	4%	6%	5%		9%	1%	7%	2%	7%	*%	4%	1%		4%	8%
Kamala Harris, definitely	599	25	114	461	72	214	311	-	599	15	554	25	558	0	20	82	160	53	305
	45%	5%	39%	88%	13%	55%	87%		90%	3%	86%	4%	89%	*%	9%	42%	58%	43%	41%
Unsure	29	4	19	6	4	14	9	-	-	4	12	5	9	-	4	2	3	4	19
	2%	1%	7%	1%	1%	4%	3%			1%	2%	1%	1%		2%	1%	1%	3%	3%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[Q2024ExpectHarris] Who do you expect to win the 2024 Presidential election?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
Donald Trump	574	300	272	110	125	163	177	234	340	470	17	52	35
	43%	49%	39%	40%	40%	44%	47%	40%	45%	50%	11%	35%	38%
Kamala Harris	564	243	319	126	139	160	138	266	299	336	118	78	33
	42%	39%	45%	47%	45%	44%	36%	46%	40%	36%	77%	53%	36%
Unsure	190	73	114	36	45	45	65	80	109	132	17	16	24
	14%	12%	16%	13%	14%	12%	17%	14%	15%	14%	11%	11%	26%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[Q2024ExpectHarris] Who do you expect to win the 2024 Presidential election?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Donald Trump	574	191	194	120	68	385	189	113	122	114	99	119	235	331
	43%	49%	48%	36%	34%	49%	35%	39%	47%	46%	43%	40%	43%	43%
Kamala Harris	564	150	155	159	99	306	258	136	100	106	97	126	235	328
	42%	39%	39%	48%	49%	39%	48%	47%	39%	42%	42%	43%	43%	43%
Unsure	190	46	52	55	36	98	91	41	36	31	33	49	76	112
	14%	12%	13%	17%	18%	12%	17%	14%	14%	12%	14%	17%	14%	15%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[Q2024ExpectHarris] Who do you expect to win the 2024 Presidential election?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
Donald Trump	574	288	182	286	148	137	177	90	87	112	257	205
	43%	41%	47%	47%	37%	45%	46%	49%	43%	31%	43%	57%
Kamala Harris	564	325	141	241	196	125	170	79	92	208	242	114
	42%	46%	36%	39%	49%	41%	44%	43%	46%	57%	40%	32%
Unsure	190	96	65	86	58	46	37	15	22	48	100	42
	14%	14%	17%	14%	14%	15%	10%	8%	11%	13%	17%	12%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[Q2024ExpectHarris] Who do you expect to win the 2024 Presidential election?

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Confirmed Early In-Person	Early Voting		All Others
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party		Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Donald Trump	574	430	111	32	419	123	29	539	26	494	37	514	33	339	155	101	96	47	331
	43%	83%	39%	6%	73%	31%	8%	85%	4%	84%	6%	81%	5%	91%	68%	51%	35%	38%	45%
Kamala Harris	564	39	103	423	96	202	266	29	531	40	489	51	501	9	38	72	136	50	306
	42%	7%	36%	81%	17%	52%	75%	5%	79%	7%	76%	8%	79%	2%	17%	37%	50%	41%	42%
Unsure	190	48	74	68	58	65	62	63	111	53	116	68	96	25	34	23	43	26	98
	14%	9%	26%	13%	10%	17%	17%	10%	17%	9%	18%	11%	15%	7%	15%	12%	16%	21%	13%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QNeighborVote] Which candidate do you believe most of your neighbors will be voting for in the upcoming 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	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
Donald Trump	642	322	318	132	145	175	189	278	364	523	26	53	40
	48%	52%	45%	49%	47%	48%	50%	48%	49%	56%	17%	36%	44%
Kamala Harris	489	214	272	108	130	141	110	238	251	271	110	70	38
	37%	35%	39%	40%	42%	38%	29%	41%	34%	29%	72%	48%	42%
Someone else	7	3	3	2	-	3	2	2	4	5	0	2	-
	*%	1%	*%	1%		1%	*%	*%	1%	*%	*%	1%	
Unsure	191	77	111	29	32	49	80	62	129	140	16	22	13
	14%	12%	16%	11%	11%	13%	21%	11%	17%	15%	10%	15%	14%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QNeighborVote] Which candidate do you believe most of your neighbors will be voting for in the upcoming 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	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Donald Trump	642	194	207	144	96	401	240	137	133	127	106	132	270	365
	48%	50%	52%	43%	47%	51%	45%	47%	52%	51%	46%	45%	49%	47%
Kamala Harris	489	124	134	142	88	258	231	101	88	89	92	118	189	298
	37%	32%	34%	43%	43%	33%	43%	35%	34%	35%	40%	40%	35%	39%
Someone else	7	1	4	1	1	5	1	1	3	2	-	1	4	2
	*%	*%	1%	*%	*%	1%	*%	*%	1%	1%		*%	1%	*%
Unsure	191	69	55	48	18	124	66	50	33	33	31	43	83	106
	14%	18%	14%	14%	9%	16%	12%	17%	13%	13%	13%	15%	15%	14%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QNeighborVote] Which candidate do you believe most of your neighbors will be voting for in the upcoming 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	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
Donald Trump	642	323	204	325	173	142	197	101	95	124	296	222
	48%	46%	52%	53%	43%	46%	51%	55%	47%	34%	49%	61%
Kamala Harris	489	295	112	196	181	108	150	72	79	202	207	80
	37%	42%	29%	32%	45%	35%	39%	39%	39%	55%	35%	22%
Someone else	7	6	-	1	3	2	1	1	-	2	4	1
	*%	1%		*%	1%	*%	*%	1%		1%	1%	*%
Unsure	191	85	74	90	45	56	37	10	27	40	92	59
	14%	12%	19%	15%	11%	18%	10%	5%	13%	11%	15%	16%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QNeighborVote] Which candidate do you believe most of your neighbors will be voting for in the upcoming presidential election?

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			All Others
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Donald Trump	642	387	146	108	390	150	98	483	147	447	143	473	144	289	165	107	102	56	378
	48%	75%	51%	21%	68%	38%	27%	77%	22%	76%	22%	75%	23%	77%	73%	54%	37%	45%	51%
Kamala Harris	489	56	81	352	104	178	204	56	428	61	404	67	414	26	36	58	128	42	260
	37%	11%	28%	67%	18%	46%	57%	9%	64%	10%	63%	11%	66%	7%	16%	30%	47%	35%	35%
Someone else	7	2	4	1	2	3	2	3	1	3	2	3	-	2	0	-	1	-	6
	*%	*%	1%	*%	*%	1%	*%	1%	*%	*%	*%	*%		*%	*%		*%		1%
Unsure	191	71	57	62	77	59	53	89	93	77	93	90	72	57	25	31	44	24	92
	14%	14%	20%	12%	13%	15%	15%	14%	14%	13%	15%	14%	11%	15%	11%	16%	16%	20%	12%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QTrumpInfoFlow] Has what you have seen, read, or heard recently made you feel more positive or negative about 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	1328 100	616 100	705 100	272 100	308 100	368 100	380 100	580 100	748 100	938 100	152 100	147 100	91 100
MUCH/A LITTLE MORE POSITIVE	443 33%	246 40%	196 28%	87 32%	96 31%	125 34%	135 36%	183 32%	260 35%	350 37%	20 13%	52 35%	22 25%
MUCH/A LITTLE MORE NEGATIVE	564 42%	237 38%	321 46%	114 42%	136 44%	151 41%	164 43%	249 43%	315 42%	354 38%	105 69%	67 46%	38 42%
Much more positive	312 23%	181 29%	129 18%	55 20%	65 21%	86 23%	106 28%	120 21%	192 26%	250 27%	9 6%	37 25%	16 18%
A little more positive	132 10%	65 10%	67 10%	32 12%	31 10%	38 10%	30 8%	63 11%	68 9%	100 11%	11 7%	15 10%	6 7%
A little more negative	100 8%	47 8%	51 7%	24 9%	40 13%	22 6%	13 3%	65 11%	35 5%	67 7%	12 8%	16 11%	5 6%
Much more negative	464 35%	190 31%	270 38%	89 33%	95 31%	130 35%	150 40%	184 32%	280 37%	287 31%	93 61%	51 35%	33 36%
No different	311 23%	131 21%	179 25%	71 26%	71 23%	90 24%	79 21%	142 24%	169 23%	230 25%	25 16%	25 17%	31 34%
Unsure	10 1%	2 *%	8 1%	-	6 2%	2 1%	2 *%	6 1%	4 1%	4 *%	3 2%	3 2%	-

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QTrumpInfoFlow] Has what you have seen, read, or heard recently made you feel more positive or negative about 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	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MUCH/A LITTLE MORE POSITIVE	443	150	139	92	63	289	154	85	91	100	73	86	176	259
	33%	39%	35%	27%	31%	37%	29%	29%	35%	40%	32%	29%	32%	34%
MUCH/A LITTLE MORE NEGATIVE	564	142	160	164	98	301	262	120	103	105	91	145	223	340
	42%	37%	40%	49%	48%	38%	49%	42%	40%	42%	40%	49%	41%	44%
Much more positive	312	106	107	65	34	213	99	58	76	72	47	51	133	171
	23%	27%	27%	19%	17%	27%	18%	20%	29%	29%	21%	18%	24%	22%
A little more positive	132	44	32	27	28	76	55	27	15	28	25	35	42	88
	10%	11%	8%	8%	14%	10%	10%	9%	6%	11%	11%	12%	8%	11%
A little more negative	100	25	28	23	24	53	47	16	16	21	12	34	32	68
	8%	7%	7%	7%	12%	7%	9%	5%	6%	9%	5%	12%	6%	9%
Much more negative	464	116	132	142	74	248	216	105	87	84	78	111	192	273
	35%	30%	33%	42%	36%	31%	40%	36%	34%	33%	34%	38%	35%	35%
No different	311	90	101	77	43	191	120	81	60	44	63	62	141	169
	23%	23%	25%	23%	21%	24%	22%	28%	23%	18%	28%	21%	26%	22%
Unsure	10	6	2	2	-	8	2	3	3	1	2	-	6	3
	1%	1%	1%	1%		1%	0%	1%	1%	0%	1%		1%	0%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QTrumpInfoFlow] Has what you have seen, read, or heard recently made you feel more positive or negative about 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	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
MUCH/A LITTLE MORE POSITIVE	443	240	138	228	123	91	126	71	55	112	192	139
	33%	34%	35%	37%	31%	30%	33%	38%	27%	31%	32%	38%
MUCH/A LITTLE MORE NEGATIVE	564	311	160	253	180	129	170	72	98	185	255	124
	42%	44%	41%	41%	45%	42%	44%	39%	49%	50%	43%	34%
Much more positive	312	159	108	166	77	69	85	50	35	77	128	106
	23%	22%	28%	27%	19%	22%	22%	27%	17%	21%	21%	29%
A little more positive	132	81	30	62	46	22	41	20	20	35	64	33
	10%	11%	8%	10%	12%	7%	11%	11%	10%	10%	11%	9%
A little more negative	100	73	13	55	28	17	49	20	29	33	40	27
	8%	10%	3%	9%	7%	6%	13%	11%	15%	9%	7%	7%
Much more negative	464	237	147	198	152	112	121	52	69	152	214	98
	35%	33%	38%	32%	38%	37%	31%	28%	34%	41%	36%	27%
No different	311	152	90	129	93	86	86	41	45	68	146	96
	23%	21%	23%	21%	23%	28%	22%	22%	22%	18%	24%	27%
Unsure	10	6	2	4	6	1	3	-	3	2	6	2
	1%	1%	*%	1%	1%	*%	1%		1%	1%	1%	*%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QTrumpInfoFlow] Has what you have seen, read, or heard recently made you feel more positive or negative about Donald Trump?

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MUCH/A LITTLE MORE POSITIVE	443	323	74	46	332	82	27	402	36	373	48	387	47	264	108	73	78	29	263
	33%	63%	26%	9%	58%	21%	7%	64%	5%	64%	8%	61%	7%	71%	47%	38%	28%	24%	36%
MUCH/A LITTLE MORE NEGATIVE	564	48	127	390	96	191	274	40	512	43	480	63	474	16	39	79	141	43	301
	42%	9%	44%	74%	17%	49%	77%	6%	77%	7%	75%	10%	75%	4%	17%	40%	51%	35%	41%
Much more positive	312	254	38	20	253	45	12	293	17	280	21	284	22	214	70	59	53	19	181
	23%	49%	13%	4%	44%	11%	3%	47%	3%	48%	3%	45%	3%	57%	31%	30%	19%	15%	25%
A little more positive	132	69	35	27	79	38	15	108	19	93	27	103	25	50	37	14	25	10	82
	10%	13%	12%	5%	14%	10%	4%	17%	3%	16%	4%	16%	4%	13%	16%	7%	9%	8%	11%
A little more negative	100	21	28	51	34	36	27	29	64	25	61	35	54	11	18	12	13	12	63
	8%	4%	10%	10%	6%	9%	7%	5%	10%	4%	9%	6%	9%	3%	8%	6%	5%	10%	9%
Much more negative	464	27	99	339	62	156	247	11	448	18	419	28	421	5	21	67	129	31	238
	35%	5%	34%	65%	11%	40%	69%	2%	67%	3%	65%	4%	67%	1%	9%	34%	47%	25%	32%
No different	311	144	81	85	143	110	55	183	117	165	112	179	107	94	78	43	56	49	163
	23%	28%	28%	16%	25%	28%	16%	29%	17%	28%	17%	28%	17%	25%	34%	22%	20%	40%	22%
Unsure	10	1	7	2	2	7	1	6	3	6	2	3	2	-	3	-	-	2	8
	1%	*%	2%	*%	*%	2%	*%	1%	*%	1%	*%	1%	*%		1%			2%	1%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QHarrisInfoFlow] Has what you have seen, read, or heard recently made you feel more positive or negative about 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	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
MUCH/A LITTLE MORE POSITIVE	571	238	330	132	149	145	145	281	291	347	110	82	32
	43%	39%	47%	49%	48%	39%	38%	48%	39%	37%	72%	56%	35%
MUCH/A LITTLE MORE NEGATIVE	516	264	247	92	102	141	180	194	321	427	14	45	29
	39%	43%	35%	34%	33%	38%	47%	34%	43%	46%	9%	30%	32%
Much more positive	388	166	221	68	93	116	111	160	227	233	83	54	17
	29%	27%	31%	25%	30%	32%	29%	28%	30%	25%	55%	37%	19%
A little more positive	184	72	109	64	56	29	34	120	63	114	27	28	15
	14%	12%	15%	24%	18%	8%	9%	21%	8%	12%	18%	19%	16%
A little more negative	102	58	42	38	27	24	12	66	36	76	7	8	12
	8%	9%	6%	14%	9%	6%	3%	11%	5%	8%	4%	5%	13%
Much more negative	414	207	205	54	75	117	168	129	285	352	8	37	17
	31%	34%	29%	20%	24%	32%	44%	22%	38%	38%	5%	25%	19%
No different	225	108	117	43	52	76	54	95	130	154	27	18	26
	17%	18%	17%	16%	17%	21%	14%	16%	17%	16%	17%	12%	29%
Unsure	16	5	11	4	6	6	1	10	6	9	1	3	4
	1%	1%	2%	2%	2%	2%	0%	2%	1%	1%	1%	2%	4%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QHarrisInfoFlow] Has what you have seen, read, or heard recently made you feel more positive or negative about Kamala Harris?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MUCH/A LITTLE MORE POSITIVE	571	144	155	167	104	299	271	125	98	110	96	142	224	348
	43%	37%	39%	50%	51%	38%	50%	43%	38%	44%	42%	48%	41%	45%
MUCH/A LITTLE MORE NEGATIVE	516	169	168	106	72	338	178	93	110	105	103	96	203	304
	39%	44%	42%	32%	36%	43%	33%	32%	43%	42%	45%	33%	37%	39%
Much more positive	388	100	116	100	70	216	171	89	65	73	59	101	154	234
	29%	26%	29%	30%	35%	27%	32%	31%	25%	29%	26%	35%	28%	30%
A little more positive	184	44	38	67	34	83	101	36	33	37	37	40	69	114
	14%	11%	10%	20%	17%	10%	19%	12%	13%	15%	16%	14%	13%	15%
A little more negative	102	32	29	25	16	61	41	21	13	12	24	26	35	62
	8%	8%	7%	7%	8%	8%	8%	7%	5%	5%	11%	9%	6%	8%
Much more negative	414	138	140	81	56	277	137	72	96	93	79	70	168	242
	31%	35%	35%	24%	28%	35%	25%	25%	37%	37%	34%	24%	31%	31%
No different	225	66	75	58	27	141	84	64	48	31	29	53	112	112
	17%	17%	19%	17%	13%	18%	16%	22%	19%	12%	13%	18%	21%	15%
Unsure	16	8	3	5	-	12	5	7	1	4	1	3	8	8
	1%	2%	1%	1%		1%	1%	2%	*%	2%	*%	1%	1%	1%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QHarrisInfoFlow] Has what you have seen, read, or heard recently made you feel more positive or negative about Kamala Harris?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
MUCH/A LITTLE MORE POSITIVE	571	335	143	260	189	121	194	86	107	217	246	109
	43%	47%	37%	42%	47%	39%	50%	47%	53%	59%	41%	30%
MUCH/A LITTLE MORE NEGATIVE	516	255	178	258	130	125	131	63	67	99	230	186
	39%	36%	46%	42%	32%	41%	34%	34%	33%	27%	38%	51%
Much more positive	388	219	111	171	123	91	124	59	65	146	164	78
	29%	31%	29%	28%	31%	30%	32%	32%	32%	40%	27%	22%
A little more positive	184	116	31	88	66	30	70	27	43	71	82	30
	14%	16%	8%	14%	16%	10%	18%	15%	21%	19%	14%	8%
A little more negative	102	67	14	40	42	19	36	16	20	22	48	32
	8%	9%	4%	7%	10%	6%	9%	8%	10%	6%	8%	9%
Much more negative	414	188	164	218	88	106	95	48	47	78	182	154
	31%	27%	42%	36%	22%	34%	25%	26%	23%	21%	30%	43%
No different	225	107	68	92	72	60	57	33	24	50	113	62
	17%	15%	18%	15%	18%	19%	15%	18%	12%	14%	19%	17%
Unsure	16	11	1	4	10	2	4	2	3	2	10	5
	1%	2%	*%	1%	3%	1%	1%	1%	1%	*%	2%	1%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QHarrisInfoFlow] Has what you have seen, read, or heard recently made you feel more positive or negative about Kamala Harris?

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			All Others
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MUCH/A LITTLE MORE POSITIVE	571	43	104	425	97	191	281	33	538	44	497	54	504	23	25	74	140	43	313
	43%	8%	36%	81%	17%	49%	79%	5%	80%	7%	77%	9%	80%	6%	11%	38%	51%	35%	43%
MUCH/A LITTLE MORE NEGATIVE	516	375	113	27	382	102	28	477	24	437	46	462	36	286	154	84	95	40	297
	39%	73%	39%	5%	67%	26%	8%	76%	4%	74%	7%	73%	6%	77%	68%	43%	34%	32%	40%
Much more positive	388	21	50	317	63	128	197	12	376	18	355	17	365	8	10	58	104	25	201
	29%	4%	17%	61%	11%	33%	55%	2%	56%	3%	55%	3%	58%	2%	4%	30%	38%	20%	27%
A little more positive	184	22	54	107	35	63	85	21	161	26	142	37	139	15	15	16	36	19	112
	14%	4%	19%	21%	6%	16%	24%	3%	24%	4%	22%	6%	22%	4%	7%	8%	13%	15%	15%
A little more negative	102	49	38	14	50	37	14	77	20	66	23	78	19	34	34	10	16	6	70
	8%	9%	13%	3%	9%	10%	4%	12%	3%	11%	4%	12%	3%	9%	15%	5%	6%	5%	10%
Much more negative	414	327	75	13	332	64	14	400	4	371	23	385	16	253	120	74	79	34	227
	31%	63%	26%	2%	58%	16%	4%	63%	1%	63%	4%	61%	3%	68%	53%	38%	29%	28%	31%
No different	225	96	61	69	91	86	45	112	104	97	97	112	88	62	46	35	39	37	114
	17%	19%	21%	13%	16%	22%	13%	18%	16%	17%	15%	18%	14%	17%	20%	18%	14%	30%	16%
Unsure	16	3	11	3	3	11	3	8	3	8	3	4	3	2	2	2	1	3	10
	1%	1%	4%	*%	*%	3%	1%	1%	1%	1%	*%	1%	*%	1%	1%	1%	*%	2%	1%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QEvents_Rogan] Please indicate how much you have seen, read, or heard about the following events
-Donald Trump's appearance on Joe Rogan's podcast

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	626	356	269	111	139	188	187	250	376	470	52	69	34
	47%	58%	38%	41%	45%	51%	49%	43%	50%	50%	34%	47%	38%
A LITTLE/NOT AT ALL	640	245	389	141	152	166	182	293	347	432	87	69	52
	48%	40%	55%	52%	49%	45%	48%	51%	46%	46%	57%	47%	57%
A lot	332	198	133	58	65	114	94	123	208	261	22	39	10
	25%	32%	19%	21%	21%	31%	25%	21%	28%	28%	14%	27%	11%
Some	294	158	136	53	73	74	93	127	167	210	30	30	24
	22%	26%	19%	20%	24%	20%	24%	22%	22%	22%	20%	20%	27%
A little	267	117	148	48	59	65	94	108	159	185	23	35	23
	20%	19%	21%	18%	19%	18%	25%	19%	21%	20%	15%	24%	25%
Not at all	374	128	241	93	92	100	88	185	188	247	64	34	30
	28%	21%	34%	34%	30%	27%	23%	32%	25%	26%	42%	23%	32%
Unsure	62	15	47	19	18	14	11	37	25	36	13	9	5
	5%	2%	7%	7%	6%	4%	3%	6%	3%	4%	9%	6%	5%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QEvents_Rogan] Please indicate how much you have seen, read, or heard about the following events
-Donald Trump's appearance on Joe Rogan's podcast

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	626	146	201	177	102	347	279	117	117	122	119	145	234	386
	47%	38%	50%	53%	50%	44%	52%	41%	45%	49%	52%	49%	43%	50%
A LITTLE/NOT AT ALL	640	214	185	145	95	399	240	152	132	119	95	138	284	353
	48%	55%	46%	43%	47%	51%	45%	53%	51%	48%	42%	47%	52%	46%
A lot	332	91	95	97	49	186	146	60	70	69	60	73	129	202
	25%	23%	24%	29%	24%	24%	27%	21%	27%	28%	26%	25%	24%	26%
Some	294	55	105	80	53	161	133	58	47	53	59	72	105	184
	22%	14%	26%	24%	26%	20%	25%	20%	18%	21%	26%	25%	19%	24%
A little	267	73	71	72	50	144	122	44	56	51	41	74	99	166
	20%	19%	18%	21%	25%	18%	23%	15%	22%	21%	18%	25%	18%	22%
Not at all	374	141	115	74	44	256	118	108	76	67	54	65	185	186
	28%	36%	29%	22%	22%	32%	22%	37%	30%	27%	24%	22%	34%	24%
Unsure	62	28	15	12	7	43	19	20	8	9	14	10	28	33
	5%	7%	4%	4%	3%	5%	4%	7%	3%	4%	6%	3%	5%	4%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QEvents_Rogan] Please indicate how much you have seen, read, or heard about the following events
-Donald Trump's appearance on Joe Rogan's podcast

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	626	343	194	313	176	134	173	106	67	187	283	155
	47%	48%	50%	51%	44%	44%	45%	58%	33%	51%	47%	43%
A LITTLE/NOT AT ALL	640	330	185	271	205	162	189	75	114	168	289	184
	48%	47%	48%	44%	51%	53%	49%	41%	57%	46%	48%	51%
A lot	332	195	96	166	89	75	87	60	27	92	154	85
	25%	27%	25%	27%	22%	24%	23%	32%	13%	25%	26%	24%
Some	294	149	98	147	87	59	86	47	40	94	129	70
	22%	21%	25%	24%	22%	19%	22%	25%	20%	26%	22%	19%
A little	267	144	92	125	80	62	77	34	43	76	121	69
	20%	20%	24%	20%	20%	20%	20%	19%	21%	21%	20%	19%
Not at all	374	187	93	146	125	100	112	41	71	91	168	115
	28%	26%	24%	24%	31%	33%	29%	22%	35%	25%	28%	32%
Unsure	62	35	10	30	21	12	23	3	20	13	27	22
	5%	5%	3%	5%	5%	4%	6%	1%	10%	4%	4%	6%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QEvents_Rogan] Please indicate how much you have seen, read, or heard about the following events
-Donald Trump's appearance on Joe Rogan's podcast

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	626	290	129	206	322	139	160	359	260	337	260	357	258	237	105	97	129	50	350
	47%	56%	45%	39%	56%	36%	45%	57%	39%	57%	41%	56%	41%	63%	46%	50%	47%	40%	48%
A LITTLE/NOT AT ALL	640	209	140	292	234	222	180	245	380	225	357	253	341	126	109	91	138	68	343
	48%	40%	49%	56%	41%	57%	51%	39%	57%	38%	56%	40%	54%	34%	48%	47%	50%	56%	47%
A lot	332	185	53	94	202	60	67	220	110	209	106	211	115	149	61	58	62	23	189
	25%	36%	19%	18%	35%	15%	19%	35%	17%	36%	16%	33%	18%	40%	27%	30%	23%	19%	26%
Some	294	106	76	112	120	79	93	140	149	127	154	146	142	88	44	39	67	27	161
	22%	20%	26%	21%	21%	20%	26%	22%	22%	22%	24%	23%	23%	24%	19%	20%	24%	22%	22%
A little	267	90	55	121	101	84	82	109	155	107	146	112	145	53	48	40	64	26	136
	20%	17%	19%	23%	18%	21%	23%	17%	23%	18%	23%	18%	23%	14%	21%	21%	23%	21%	18%
Not at all	374	118	85	170	133	138	98	137	225	118	211	141	197	73	61	51	73	42	208
	28%	23%	29%	33%	23%	35%	28%	22%	34%	20%	33%	22%	31%	20%	27%	26%	27%	34%	28%
Unsure	62	18	19	25	17	29	17	27	29	26	25	23	31	10	13	8	8	5	42
	5%	3%	7%	5%	3%	7%	5%	4%	4%	4%	4%	4%	5%	3%	6%	4%	3%	4%	6%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QEvents_McDonalds] Please indicate how much you have seen, read, or heard about the following events
-Donald Trump working a shift at McDonalds

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	893	453	435	168	179	261	285	347	546	660	75	99	59
	67%	74%	62%	62%	58%	71%	75%	60%	73%	70%	49%	68%	65%
A LITTLE/NOT AT ALL	404	151	251	97	116	103	87	213	190	259	75	41	28
	30%	25%	36%	36%	38%	28%	23%	37%	25%	28%	49%	28%	31%
A lot	580	295	282	108	118	167	187	226	354	432	49	64	35
	44%	48%	40%	40%	38%	45%	49%	39%	47%	46%	32%	44%	39%
Some	313	158	153	60	61	94	98	121	192	227	27	36	24
	24%	26%	22%	22%	20%	26%	26%	21%	26%	24%	17%	24%	26%
A little	171	67	105	35	41	47	49	76	96	129	17	16	10
	13%	11%	15%	13%	13%	13%	13%	13%	13%	14%	11%	11%	11%
Not at all	232	84	146	62	75	56	38	138	94	131	58	25	18
	17%	14%	21%	23%	24%	15%	10%	24%	13%	14%	38%	17%	20%
Unsure	31	12	19	6	13	4	7	19	12	19	3	6	4
	2%	2%	3%	2%	4%	1%	2%	3%	2%	2%	2%	4%	4%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QEvents_McDonalds] Please indicate how much you have seen, read, or heard about the following events

-Donald Trump working a shift at McDonalds

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	893	231	279	239	143	511	382	172	176	165	160	213	348	538
	67%	60%	70%	71%	70%	65%	71%	60%	68%	66%	70%	73%	64%	70%
A LITTLE/NOT AT ALL	404	140	116	91	57	256	147	103	77	83	62	76	180	221
	30%	36%	29%	27%	28%	32%	27%	36%	30%	33%	27%	26%	33%	29%
A lot	580	152	193	156	79	345	235	115	123	105	105	131	238	341
	44%	39%	48%	47%	39%	44%	44%	40%	48%	42%	46%	45%	44%	44%
Some	313	80	86	83	64	166	147	57	53	60	55	82	110	198
	24%	21%	22%	25%	32%	21%	27%	20%	20%	24%	24%	28%	20%	26%
A little	171	56	54	31	30	110	61	35	37	43	20	35	72	98
	13%	14%	14%	9%	15%	14%	11%	12%	14%	17%	9%	12%	13%	13%
Not at all	232	84	62	59	27	146	86	69	40	40	42	41	109	123
	17%	22%	15%	18%	13%	18%	16%	24%	16%	16%	18%	14%	20%	16%
Unsure	31	17	6	5	4	22	9	14	4	3	6	4	18	12
	2%	4%	1%	2%	2%	3%	2%	5%	2%	1%	3%	1%	3%	2%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QEvents_McDonalds] Please indicate how much you have seen, read, or heard about the following events
-Donald Trump working a shift at McDonalds

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	893	457	291	442	251	199	237	127	111	234	422	238
	67%	64%	75%	72%	62%	65%	62%	69%	55%	64%	70%	66%
A LITTLE/NOT AT ALL	404	234	92	157	139	105	137	55	82	125	166	113
	30%	33%	24%	26%	35%	34%	35%	30%	41%	34%	28%	31%
A lot	580	293	191	292	159	128	141	76	65	146	270	164
	44%	41%	49%	48%	40%	42%	37%	41%	32%	40%	45%	45%
Some	313	164	101	150	92	71	96	50	46	88	152	74
	24%	23%	26%	24%	23%	23%	25%	27%	23%	24%	25%	20%
A little	171	94	49	75	43	53	53	22	31	48	77	47
	13%	13%	13%	12%	11%	17%	14%	12%	15%	13%	13%	13%
Not at all	232	141	43	82	96	52	84	33	51	77	89	66
	17%	20%	11%	13%	24%	17%	22%	18%	25%	21%	15%	18%
Unsure	31	18	5	15	13	3	11	2	9	10	11	10
	2%	3%	1%	2%	3%	1%	3%	1%	4%	3%	2%	3%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QEvents_McDonalds] Please indicate how much you have seen, read, or heard about the following events

-Donald Trump working a shift at McDonalds

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	893	387	188	318	421	229	241	468	413	442	403	472	393	295	156	147	196	77	474
	67%	75%	65%	61%	74%	59%	67%	74%	62%	75%	63%	75%	62%	79%	69%	75%	71%	63%	64%
A LITTLE/NOT AT ALL	404	118	87	199	142	147	109	146	246	127	230	148	227	71	65	46	75	42	241
	30%	23%	30%	38%	25%	38%	31%	23%	37%	22%	36%	23%	36%	19%	29%	23%	27%	34%	33%
A lot	580	286	112	182	300	131	147	333	243	315	234	331	237	226	97	88	128	46	318
	44%	55%	39%	35%	52%	34%	41%	53%	36%	54%	36%	52%	38%	60%	43%	45%	47%	38%	43%
Some	313	102	76	136	121	98	93	135	170	127	169	141	156	70	59	59	68	31	156
	24%	20%	26%	26%	21%	25%	26%	21%	26%	22%	26%	22%	25%	19%	26%	30%	25%	25%	21%
A little	171	59	34	79	62	61	48	70	98	58	99	69	97	36	29	24	38	16	94
	13%	11%	12%	15%	11%	16%	13%	11%	15%	10%	15%	11%	15%	10%	13%	12%	14%	13%	13%
Not at all	232	59	52	120	80	86	61	76	148	70	131	79	130	34	36	22	37	26	147
	17%	11%	18%	23%	14%	22%	17%	12%	22%	12%	20%	12%	21%	9%	16%	11%	13%	21%	20%
Unsure	31	11	13	6	10	14	7	17	9	17	9	13	10	8	6	3	4	4	20
	2%	2%	5%	1%	2%	4%	2%	3%	1%	3%	1%	2%	2%	2%	3%	1%	1%	3%	3%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QEvents_Fox] Please indicate how much you have seen, read, or heard about the following events
-Kamala Harris's interview with Fox News

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	692	347	340	125	144	220	203	270	422	468	93	82	48
	52%	56%	48%	46%	47%	60%	53%	46%	56%	50%	61%	56%	53%
A LITTLE/NOT AT ALL	585	244	338	132	150	140	163	282	303	432	56	60	38
	44%	40%	48%	49%	49%	38%	43%	49%	41%	46%	36%	41%	41%
A lot	345	185	160	60	73	110	102	133	212	240	51	44	10
	26%	30%	23%	22%	24%	30%	27%	23%	28%	26%	33%	30%	11%
Some	347	162	180	65	71	110	100	136	211	228	43	38	38
	26%	26%	26%	24%	23%	30%	26%	24%	28%	24%	28%	26%	42%
A little	290	127	163	56	75	72	86	131	159	215	27	30	17
	22%	21%	23%	21%	24%	20%	23%	23%	21%	23%	18%	21%	19%
Not at all	295	117	175	76	75	67	77	151	145	217	29	29	20
	22%	19%	25%	28%	24%	18%	20%	26%	19%	23%	19%	20%	22%
Unsure	51	24	26	14	14	9	14	28	23	37	3	5	5
	4%	4%	4%	5%	5%	2%	4%	5%	3%	4%	2%	4%	6%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QEvents_Fox] Please indicate how much you have seen, read, or heard about the following events
-Kamala Harris's interview with Fox News

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	692	167	215	191	118	382	310	137	139	113	125	171	275	410
	52%	43%	54%	57%	58%	48%	58%	47%	54%	45%	55%	58%	50%	53%
A LITTLE/NOT AT ALL	585	201	172	135	76	373	211	134	110	131	97	111	244	339
	44%	52%	43%	40%	37%	47%	39%	46%	43%	52%	43%	38%	45%	44%
A lot	345	92	108	92	52	201	144	63	63	62	71	80	127	213
	26%	24%	27%	28%	26%	25%	27%	22%	25%	25%	31%	27%	23%	28%
Some	347	74	107	99	66	181	165	74	75	52	54	91	149	197
	26%	19%	27%	30%	33%	23%	31%	25%	29%	21%	24%	31%	27%	25%
A little	290	84	92	62	51	176	113	51	49	71	52	66	101	189
	22%	22%	23%	19%	25%	22%	21%	18%	19%	29%	23%	22%	18%	24%
Not at all	295	118	80	73	25	197	98	83	61	59	45	45	144	150
	22%	30%	20%	22%	12%	25%	18%	29%	24%	24%	20%	15%	26%	19%
Unsure	51	20	14	8	9	34	17	18	8	6	6	12	27	24
	4%	5%	3%	3%	4%	4%	3%	6%	3%	2%	2%	4%	5%	3%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QEvents_Fox] Please indicate how much you have seen, read, or heard about the following events
-Kamala Harris's interview with Fox News

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	692	365	212	333	214	143	193	103	90	205	316	171
	52%	52%	55%	54%	53%	46%	50%	56%	45%	56%	53%	47%
A LITTLE/NOT AT ALL	585	315	167	262	171	151	172	70	102	149	265	172
	44%	44%	43%	43%	43%	49%	45%	38%	51%	41%	44%	47%
A lot	345	182	104	171	110	62	96	54	42	102	148	94
	26%	26%	27%	28%	27%	20%	25%	29%	21%	28%	25%	26%
Some	347	183	108	162	104	81	97	49	48	102	168	77
	26%	26%	28%	26%	26%	26%	25%	27%	24%	28%	28%	21%
A little	290	168	81	145	79	65	90	35	54	76	139	74
	22%	24%	21%	24%	20%	21%	23%	19%	27%	21%	23%	21%
Not at all	295	147	86	117	92	85	82	35	47	73	125	97
	22%	21%	22%	19%	23%	28%	21%	19%	24%	20%	21%	27%
Unsure	51	29	10	19	17	14	21	11	10	14	19	18
	4%	4%	3%	3%	4%	5%	5%	6%	5%	4%	3%	5%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QEvents_Fox] Please indicate how much you have seen, read, or heard about the following events
-Kamala Harris's interview with Fox News

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	692	247	150	295	297	182	211	306	375	291	363	305	368	188	108	121	152	51	367
	52%	48%	52%	56%	52%	47%	59%	49%	56%	50%	57%	48%	58%	50%	48%	62%	55%	42%	50%
A LITTLE/NOT AT ALL	585	249	123	213	257	183	140	296	276	269	261	300	247	170	109	67	116	66	336
	44%	48%	43%	41%	45%	47%	39%	47%	41%	46%	41%	47%	39%	45%	48%	34%	42%	54%	46%
A lot	345	133	61	151	171	81	92	166	178	155	168	162	176	101	59	68	78	23	176
	26%	26%	21%	29%	30%	21%	26%	26%	27%	26%	26%	26%	28%	27%	26%	35%	28%	19%	24%
Some	347	115	88	144	126	101	119	141	197	136	195	144	192	87	49	53	74	29	191
	26%	22%	31%	28%	22%	26%	33%	22%	29%	23%	30%	23%	30%	23%	22%	27%	27%	23%	26%
A little	290	110	61	120	119	94	74	127	160	119	148	136	140	74	54	29	62	31	169
	22%	21%	21%	23%	21%	24%	21%	20%	24%	20%	23%	22%	22%	20%	24%	15%	23%	25%	23%
Not at all	295	140	63	93	137	89	66	169	116	150	113	164	108	95	55	39	54	35	167
	22%	27%	22%	18%	24%	23%	18%	27%	17%	25%	18%	26%	17%	26%	24%	20%	20%	29%	23%
Unsure	51	20	16	15	20	26	6	29	18	27	17	28	15	16	10	7	7	5	32
	4%	4%	5%	3%	3%	7%	2%	5%	3%	5%	3%	4%	2%	4%	4%	4%	3%	4%	4%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QEvents_CNN] Please indicate how much you have seen, read, or heard about the following events
-Kamala Harris's CNN town hall

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	634	321	310	113	139	194	188	252	382	451	86	60	37
	48%	52%	44%	42%	45%	53%	50%	43%	51%	48%	57%	41%	41%
A LITTLE/NOT AT ALL	636	271	361	148	150	161	177	298	338	451	60	79	45
	48%	44%	51%	54%	49%	44%	47%	51%	45%	48%	39%	54%	50%
A lot	288	151	138	46	58	97	88	104	185	203	42	33	10
	22%	25%	20%	17%	19%	26%	23%	18%	25%	22%	28%	23%	11%
Some	345	170	172	67	81	97	100	148	197	247	44	27	27
	26%	28%	24%	25%	26%	26%	26%	25%	26%	26%	29%	18%	30%
A little	308	148	158	67	66	84	92	132	176	211	27	42	27
	23%	24%	22%	25%	21%	23%	24%	23%	23%	23%	18%	29%	30%
Not at all	328	123	202	81	84	77	85	166	162	240	32	37	18
	25%	20%	29%	30%	27%	21%	22%	29%	22%	26%	21%	25%	20%
Unsure	59	24	34	11	19	14	15	30	29	36	6	7	9
	4%	4%	5%	4%	6%	4%	4%	5%	4%	4%	4%	5%	9%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QEvents_CNN] Please indicate how much you have seen, read, or heard about the following events
-Kamala Harris's CNN town hall

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	634	143	195	170	124	338	294	130	110	106	122	159	240	388
	48%	37%	49%	51%	61%	43%	55%	45%	43%	42%	53%	54%	44%	50%
A LITTLE/NOT AT ALL	636	213	189	157	76	403	233	133	134	136	101	129	267	366
	48%	55%	47%	47%	38%	51%	43%	46%	52%	54%	44%	44%	49%	47%
A lot	288	69	85	83	51	155	134	61	51	47	57	71	111	176
	22%	18%	21%	25%	25%	20%	25%	21%	20%	19%	25%	24%	20%	23%
Some	345	74	110	88	73	184	160	70	59	59	65	88	129	211
	26%	19%	27%	26%	36%	23%	30%	24%	23%	24%	28%	30%	24%	27%
A little	308	87	93	82	46	180	128	54	67	62	52	71	121	185
	23%	22%	23%	24%	23%	23%	24%	19%	26%	25%	23%	24%	22%	24%
Not at all	328	127	96	75	30	222	105	79	67	73	49	58	146	181
	25%	33%	24%	22%	15%	28%	20%	27%	26%	29%	22%	20%	27%	23%
Unsure	59	31	17	8	3	48	11	26	13	8	5	5	39	18
	4%	8%	4%	2%	1%	6%	2%	9%	5%	3%	2%	2%	7%	2%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QEvents_CNN] Please indicate how much you have seen, read, or heard about the following events
-Kamala Harris's CNN town hall

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	634	333	201	307	185	138	189	101	88	196	284	153
	48%	47%	52%	50%	46%	45%	49%	55%	44%	53%	47%	42%
A LITTLE/NOT AT ALL	636	345	177	287	191	155	174	76	99	160	289	186
	48%	49%	45%	47%	48%	50%	45%	41%	49%	44%	48%	51%
A lot	288	158	89	137	82	67	79	49	30	86	133	70
	22%	22%	23%	22%	21%	22%	20%	26%	15%	23%	22%	19%
Some	345	175	112	170	103	71	110	52	58	110	151	84
	26%	25%	29%	28%	26%	23%	29%	28%	29%	30%	25%	23%
A little	308	173	83	149	96	63	86	36	50	81	144	83
	23%	24%	21%	24%	24%	20%	22%	20%	25%	22%	24%	23%
Not at all	328	172	94	138	96	92	89	39	49	79	145	103
	25%	24%	24%	23%	24%	30%	23%	21%	24%	22%	24%	29%
Unsure	59	31	11	19	25	15	21	7	14	12	25	22
	4%	4%	3%	3%	6%	5%	6%	4%	7%	3%	4%	6%

Echelon Insights
October Omnibus 2024

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[QEvents_CNN] Please indicate how much you have seen, read, or heard about the following events

-Kamala Harris's CNN town hall

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	634	202	128	304	249	171	212	247	384	240	361	250	368	156	91	105	139	46	343
	48%	39%	44%	58%	44%	44%	60%	39%	57%	41%	56%	39%	58%	42%	40%	54%	51%	38%	47%
A LITTLE/NOT AT ALL	636	291	143	202	304	187	138	350	264	317	264	352	245	197	124	81	131	73	351
	48%	56%	49%	39%	53%	48%	39%	56%	40%	54%	41%	56%	39%	53%	55%	41%	48%	59%	48%
A lot	288	85	49	155	118	66	103	100	187	100	178	98	187	69	28	44	78	16	150
	22%	16%	17%	30%	21%	17%	29%	16%	28%	17%	28%	16%	30%	19%	12%	23%	28%	13%	20%
Some	345	117	80	149	132	104	109	147	197	140	183	152	181	87	63	61	61	30	193
	26%	23%	28%	28%	23%	27%	31%	23%	29%	24%	28%	24%	29%	23%	28%	31%	22%	24%	26%
A little	308	124	71	112	140	92	72	154	148	142	152	156	138	86	54	47	62	39	160
	23%	24%	25%	22%	24%	24%	20%	24%	22%	24%	24%	25%	22%	23%	24%	24%	23%	32%	22%
Not at all	328	167	71	89	164	95	65	196	116	175	111	195	107	111	70	34	69	34	191
	25%	32%	25%	17%	29%	24%	18%	31%	17%	30%	17%	31%	17%	30%	31%	17%	25%	27%	26%
Unsure	59	24	17	18	19	32	7	33	20	30	17	31	17	20	12	9	4	4	41
	4%	5%	6%	3%	3%	8%	2%	5%	3%	5%	3%	5%	3%	5%	5%	5%	2%	3%	6%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QEvents_Kelly] Please indicate how much you have seen, read, or heard about the following events
-Former Trump chief of staff John Kelly alleging that Trump spoke favorably of Hitler

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	669	349	314	105	124	222	218	229	441	480	71	79	39
	50%	57%	45%	39%	40%	60%	58%	39%	59%	51%	46%	54%	43%
A LITTLE/NOT AT ALL	601	248	351	157	163	136	145	320	280	418	73	61	48
	45%	40%	50%	58%	53%	37%	38%	55%	37%	45%	48%	42%	53%
A lot	373	199	174	50	63	122	138	113	260	266	40	43	25
	28%	32%	25%	18%	21%	33%	36%	19%	35%	28%	26%	29%	27%
Some	296	150	140	55	61	100	80	116	180	214	31	36	14
	22%	24%	20%	20%	20%	27%	21%	20%	24%	23%	20%	25%	16%
A little	242	109	134	49	69	56	68	118	124	170	26	25	21
	18%	18%	19%	18%	22%	15%	18%	20%	17%	18%	17%	17%	23%
Not at all	358	139	218	108	94	80	77	202	156	248	47	37	27
	27%	23%	31%	40%	30%	22%	20%	35%	21%	26%	31%	25%	29%
Unsure	58	19	39	10	22	11	17	31	27	39	9	6	4
	4%	3%	6%	4%	7%	3%	4%	5%	4%	4%	6%	4%	4%

Echelon Insights
October Omnibus 2024

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[QEvents_Kelly] Please indicate how much you have seen, read, or heard about the following events
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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	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	669	151	205	186	126	356	312	135	127	122	120	164	262	405
	50%	39%	51%	55%	62%	45%	58%	47%	49%	49%	52%	56%	48%	53%
A LITTLE/NOT AT ALL	601	204	181	140	75	385	215	130	122	120	97	124	252	341
	45%	53%	45%	42%	37%	49%	40%	45%	48%	48%	42%	42%	46%	44%
A lot	373	85	109	117	61	195	178	76	77	76	60	84	153	220
	28%	22%	27%	35%	30%	25%	33%	26%	30%	30%	26%	29%	28%	29%
Some	296	66	96	69	65	161	134	59	50	46	59	80	109	185
	22%	17%	24%	21%	32%	20%	25%	21%	19%	18%	26%	27%	20%	24%
A little	242	58	78	68	39	135	107	49	45	40	38	65	94	143
	18%	15%	19%	20%	19%	17%	20%	17%	17%	16%	17%	22%	17%	19%
Not at all	358	146	104	73	35	250	108	81	77	79	59	59	158	197
	27%	38%	26%	22%	17%	32%	20%	28%	30%	32%	26%	20%	29%	26%
Unsure	58	32	15	9	2	48	11	24	8	9	12	5	32	26
	4%	8%	4%	3%	1%	6%	2%	8%	3%	4%	5%	2%	6%	3%

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Total	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	669	342	225	331	178	159	170	97	73	187	322	161
	50%	48%	58%	54%	44%	52%	44%	52%	36%	51%	54%	45%
A LITTLE/NOT AT ALL	601	331	151	262	200	134	198	82	115	163	258	179
	45%	47%	39%	43%	50%	44%	51%	45%	57%	44%	43%	50%
A lot	373	178	140	173	106	94	91	53	39	109	179	85
	28%	25%	36%	28%	26%	31%	24%	29%	19%	30%	30%	23%
Some	296	163	86	158	72	65	78	44	35	77	142	76
	22%	23%	22%	26%	18%	21%	20%	24%	17%	21%	24%	21%
A little	242	136	71	109	80	52	63	25	37	72	105	66
	18%	19%	18%	18%	20%	17%	16%	14%	19%	19%	18%	18%
Not at all	358	196	80	153	120	82	135	57	78	92	153	113
	27%	28%	21%	25%	30%	27%	35%	31%	39%	25%	26%	31%
Unsure	58	36	13	20	24	15	18	5	13	18	19	21
	4%	5%	3%	3%	6%	5%	5%	3%	6%	5%	3%	6%

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	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	669	202	142	325	241	183	246	232	427	231	414	244	405	150	87	108	163	53	345
	50%	39%	49%	62%	42%	47%	69%	37%	64%	39%	64%	39%	64%	40%	38%	55%	59%	44%	47%
A LITTLE/NOT AT ALL	601	286	132	183	308	184	104	362	223	324	209	353	209	206	125	82	104	65	350
	45%	55%	46%	35%	54%	47%	29%	57%	33%	55%	33%	56%	33%	55%	55%	42%	38%	53%	48%
A lot	373	91	85	197	112	105	156	103	268	107	257	110	256	68	41	62	100	33	179
	28%	18%	30%	38%	20%	27%	44%	16%	40%	18%	40%	17%	41%	18%	18%	32%	37%	27%	24%
Some	296	111	57	128	128	78	90	129	159	124	157	135	149	81	46	46	62	21	166
	22%	22%	20%	24%	22%	20%	25%	21%	24%	21%	25%	21%	24%	22%	20%	24%	23%	17%	23%
A little	242	114	51	77	131	72	38	143	95	132	85	144	85	79	54	40	37	25	141
	18%	22%	18%	15%	23%	18%	11%	23%	14%	22%	13%	23%	13%	21%	24%	20%	13%	20%	19%
Not at all	358	172	80	106	177	112	66	219	128	193	124	209	124	127	71	42	67	40	209
	27%	33%	28%	20%	31%	29%	19%	35%	19%	33%	19%	33%	20%	34%	31%	21%	24%	33%	28%
Unsure	58	29	14	15	24	24	7	37	18	32	19	35	16	17	15	6	8	4	40
	4%	6%	5%	3%	4%	6%	2%	6%	3%	5%	3%	6%	2%	5%	7%	3%	3%	4%	5%

Echelon Insights
October Omnibus 2024

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[QEvents_View] Please indicate how much you have seen, read, or heard about the following events
-Kamala Harris saying that she can't think of what she would have done differently than 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	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	743	362	378	114	163	218	249	276	467	543	79	83	38
	56%	59%	54%	42%	53%	59%	66%	48%	62%	58%	52%	57%	41%
A LITTLE/NOT AT ALL	529	230	294	142	132	137	118	274	255	363	62	54	50
	40%	37%	42%	52%	43%	37%	31%	47%	34%	39%	41%	37%	55%
A lot	428	208	218	70	80	127	152	150	279	318	42	49	19
	32%	34%	31%	26%	26%	34%	40%	26%	37%	34%	27%	34%	21%
Some	315	154	160	44	83	91	97	127	188	225	38	34	19
	24%	25%	23%	16%	27%	25%	26%	22%	25%	24%	25%	23%	21%
A little	212	106	106	60	42	59	51	102	110	142	27	25	19
	16%	17%	15%	22%	14%	16%	13%	18%	15%	15%	18%	17%	20%
Not at all	317	124	188	82	89	78	67	172	145	222	35	29	32
	24%	20%	27%	30%	29%	21%	18%	30%	19%	24%	23%	20%	35%
Unsure	56	23	32	16	14	13	13	30	26	32	11	10	3
	4%	4%	5%	6%	4%	4%	3%	5%	4%	3%	7%	7%	4%

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October Omnibus 2024

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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	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	743	193	234	184	131	427	315	140	146	129	138	185	285	452
	56%	50%	58%	55%	64%	54%	59%	48%	57%	52%	60%	63%	52%	59%
A LITTLE/NOT AT ALL	529	171	152	139	66	323	206	133	100	113	77	103	233	294
	40%	44%	38%	42%	33%	41%	38%	46%	39%	45%	34%	35%	43%	38%
A lot	428	124	130	104	70	254	174	74	87	79	84	100	161	262
	32%	32%	32%	31%	34%	32%	32%	26%	34%	31%	37%	34%	29%	34%
Some	315	69	104	80	61	173	141	66	59	51	54	85	125	190
	24%	18%	26%	24%	30%	22%	26%	23%	23%	20%	24%	29%	23%	25%
A little	212	65	64	49	35	128	84	45	39	48	37	43	83	128
	16%	17%	16%	15%	17%	16%	16%	15%	15%	19%	16%	15%	15%	17%
Not at all	317	107	88	90	31	195	122	88	62	66	40	60	150	165
	24%	28%	22%	27%	15%	25%	23%	30%	24%	26%	17%	20%	27%	21%
Unsure	56	23	16	11	6	39	17	17	11	7	13	6	28	27
	4%	6%	4%	3%	3%	5%	3%	6%	4%	3%	6%	2%	5%	3%

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Total	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	743	381	257	367	197	176	201	106	96	196	334	213
	56%	54%	66%	60%	49%	57%	52%	57%	48%	53%	56%	59%
A LITTLE/NOT AT ALL	529	297	122	225	186	117	167	75	91	162	235	132
	40%	42%	31%	37%	46%	38%	43%	41%	45%	44%	39%	36%
A lot	428	219	149	227	107	91	111	61	50	114	187	127
	32%	31%	38%	37%	27%	30%	29%	33%	25%	31%	31%	35%
Some	315	162	109	139	90	85	91	44	46	82	147	86
	24%	23%	28%	23%	22%	28%	24%	24%	23%	22%	25%	24%
A little	212	123	50	89	80	42	66	27	40	83	89	40
	16%	17%	13%	14%	20%	14%	17%	15%	20%	23%	15%	11%
Not at all	317	174	71	136	106	75	100	48	52	79	146	92
	24%	25%	18%	22%	26%	24%	26%	26%	26%	22%	24%	25%
Unsure	56	30	10	22	19	15	17	3	14	9	30	16
	4%	4%	3%	4%	5%	5%	4%	2%	7%	3%	5%	5%

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	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	743	331	145	267	374	185	181	406	327	376	321	398	327	252	142	139	160	63	382
	56%	64%	50%	51%	65%	47%	51%	64%	49%	64%	50%	63%	52%	67%	62%	71%	58%	52%	52%
A LITTLE/NOT AT ALL	529	169	123	237	184	175	165	198	316	187	300	211	280	113	69	51	107	56	316
	40%	33%	43%	45%	32%	45%	46%	31%	47%	32%	47%	33%	44%	30%	31%	26%	39%	45%	43%
A lot	428	223	82	123	255	90	82	270	151	253	149	265	157	182	84	91	83	34	220
	32%	43%	28%	24%	44%	23%	23%	43%	23%	43%	23%	42%	25%	49%	37%	46%	30%	28%	30%
Some	315	108	64	144	120	94	100	137	175	123	172	132	170	70	58	48	76	29	162
	24%	21%	22%	28%	21%	24%	28%	22%	26%	21%	27%	21%	27%	19%	26%	25%	28%	24%	22%
A little	212	57	48	107	72	75	65	68	141	63	137	78	126	44	20	27	36	20	129
	16%	11%	17%	20%	13%	19%	18%	11%	21%	11%	21%	12%	20%	12%	9%	14%	13%	16%	18%
Not at all	317	112	74	130	112	99	100	130	175	124	163	133	154	69	50	24	71	35	186
	24%	22%	26%	25%	20%	25%	28%	21%	26%	21%	25%	21%	24%	18%	22%	12%	26%	29%	25%
Unsure	56	17	21	19	15	31	10	27	26	24	21	24	23	8	16	6	8	4	38
	4%	3%	7%	4%	3%	8%	3%	4%	4%	4%	3%	4%	4%	2%	7%	3%	3%	3%	5%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QEvents_Palmer] Please indicate how much you have seen, read, or heard about the following events

-Donald Trump's comments about golf legend Arnold Palmer

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	483	266	215	85	85	158	155	170	313	334	48	68	34
	36%	43%	30%	31%	27%	43%	41%	29%	42%	36%	31%	46%	37%
A LITTLE/NOT AT ALL	767	326	436	166	194	198	209	360	407	550	94	71	53
	58%	53%	62%	61%	63%	54%	55%	62%	54%	59%	62%	48%	58%
A lot	270	153	117	32	44	83	111	76	194	199	21	31	19
	20%	25%	17%	12%	14%	23%	29%	13%	26%	21%	14%	21%	20%
Some	214	114	98	53	41	75	45	94	120	135	27	37	15
	16%	18%	14%	20%	13%	20%	12%	16%	16%	14%	17%	25%	16%
A little	211	113	95	44	59	46	63	103	109	159	28	11	14
	16%	18%	13%	16%	19%	12%	17%	18%	15%	17%	18%	8%	15%
Not at all	556	213	341	122	135	153	146	257	299	391	66	60	39
	42%	35%	48%	45%	44%	42%	38%	44%	40%	42%	43%	41%	43%
Unsure	77	24	54	20	30	12	16	50	28	55	11	8	5
	6%	4%	8%	7%	10%	3%	4%	9%	4%	6%	7%	5%	5%

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-Donald Trump's comments about golf legend Arnold Palmer

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	483	98	148	152	84	246	236	89	92	85	94	118	181	297
	36%	25%	37%	45%	41%	31%	44%	31%	36%	34%	41%	40%	33%	39%
A LITTLE/NOT AT ALL	767	256	233	172	107	489	279	170	153	155	123	163	323	440
	58%	66%	58%	51%	52%	62%	52%	59%	59%	62%	54%	56%	59%	57%
A lot	270	52	82	84	50	134	134	49	49	46	49	72	98	167
	20%	13%	20%	25%	25%	17%	25%	17%	19%	19%	22%	24%	18%	22%
Some	214	46	66	68	34	112	102	40	43	39	45	46	83	130
	16%	12%	16%	20%	17%	14%	19%	14%	17%	16%	20%	16%	15%	17%
A little	211	61	70	50	31	131	80	46	33	47	38	47	79	132
	16%	16%	17%	15%	15%	17%	15%	16%	13%	19%	17%	16%	15%	17%
Not at all	556	195	163	122	76	357	198	124	120	108	84	116	244	308
	42%	50%	41%	37%	37%	45%	37%	43%	47%	43%	37%	40%	45%	40%
Unsure	77	34	21	11	12	54	23	30	12	10	12	12	42	34
	6%	9%	5%	3%	6%	7%	4%	10%	5%	4%	5%	4%	8%	4%

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-Donald Trump's comments about golf legend Arnold Palmer

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	483	259	153	238	134	111	123	72	51	143	236	105
	36%	37%	39%	39%	33%	36%	32%	39%	25%	39%	39%	29%
A LITTLE/NOT AT ALL	767	406	223	347	241	176	232	108	124	208	329	230
	58%	57%	57%	56%	60%	57%	60%	59%	62%	57%	55%	64%
A lot	270	125	106	141	65	64	57	37	20	71	130	68
	20%	18%	27%	23%	16%	21%	15%	20%	10%	19%	22%	19%
Some	214	135	47	97	69	47	66	35	31	71	106	37
	16%	19%	12%	16%	17%	15%	17%	19%	16%	19%	18%	10%
A little	211	112	66	97	73	41	66	30	35	61	85	65
	16%	16%	17%	16%	18%	13%	17%	16%	18%	17%	14%	18%
Not at all	556	295	157	249	168	134	166	77	89	147	244	165
	42%	42%	40%	41%	42%	44%	43%	42%	44%	40%	41%	46%
Unsure	77	43	14	29	27	21	30	5	26	17	34	27
	6%	6%	4%	5%	7%	7%	8%	2%	13%	5%	6%	7%

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[QEvents_Palmer] Please indicate how much you have seen, read, or heard about the following events
-Donald Trump's comments about golf legend Arnold Palmer

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	483	147	103	233	176	126	180	165	311	152	305	169	299	113	54	64	118	45	255
	36%	29%	36%	45%	31%	32%	50%	26%	46%	26%	48%	27%	47%	30%	24%	33%	43%	37%	35%
A LITTLE/NOT AT ALL	767	337	167	263	372	224	165	424	324	394	310	422	303	243	150	121	149	72	424
	58%	65%	58%	50%	65%	57%	46%	67%	48%	67%	48%	67%	48%	65%	66%	62%	54%	59%	58%
A lot	270	78	51	140	90	66	113	81	185	76	184	85	179	58	26	30	87	22	131
	20%	15%	18%	27%	16%	17%	32%	13%	28%	13%	29%	13%	28%	16%	11%	15%	32%	18%	18%
Some	214	70	52	93	86	59	67	84	125	76	121	85	120	55	28	35	31	23	125
	16%	13%	18%	18%	15%	15%	19%	13%	19%	13%	19%	13%	19%	15%	12%	18%	11%	19%	17%
A little	211	80	53	78	88	72	52	107	101	102	94	109	94	60	43	36	42	14	119
	16%	15%	18%	15%	15%	18%	15%	17%	15%	17%	15%	17%	15%	16%	19%	18%	15%	12%	16%
Not at all	556	257	114	185	284	153	113	316	223	291	216	313	209	183	107	85	107	58	305
	42%	50%	39%	35%	50%	39%	32%	50%	33%	50%	34%	49%	33%	49%	47%	44%	39%	47%	42%
Unsure	77	32	19	27	26	40	12	42	34	41	27	42	28	17	23	10	7	5	55
	6%	6%	6%	5%	4%	10%	3%	7%	5%	7%	4%	7%	4%	5%	10%	5%	3%	4%	8%

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[QEvents_Chene] Please indicate how much you have seen, read, or heard about the following events
-Kamala Harris's campaign events with Liz Cheney

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	564	288	274	78	118	169	198	196	367	395	77	63	29
	42%	47%	39%	29%	38%	46%	52%	34%	49%	42%	50%	43%	32%
A LITTLE/NOT AT ALL	698	302	390	175	170	185	168	345	353	503	66	73	56
	53%	49%	55%	65%	55%	50%	44%	60%	47%	54%	43%	50%	62%
A lot	246	126	120	26	47	69	105	72	174	162	46	22	15
	19%	20%	17%	9%	15%	19%	28%	12%	23%	17%	30%	15%	17%
Some	317	163	154	52	71	100	93	124	194	233	31	40	14
	24%	26%	22%	19%	23%	27%	25%	21%	26%	25%	20%	28%	15%
A little	309	142	163	66	63	90	90	129	181	228	27	26	29
	23%	23%	23%	24%	20%	25%	24%	22%	24%	24%	18%	18%	31%
Not at all	389	160	227	110	107	94	78	217	172	276	39	47	27
	29%	26%	32%	40%	35%	26%	20%	37%	23%	29%	26%	32%	30%
Unsure	66	26	41	19	20	14	14	38	28	40	10	11	6
	5%	4%	6%	7%	6%	4%	4%	7%	4%	4%	6%	8%	6%

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[QEvents_Chene] Please indicate how much you have seen, read, or heard about the following events
-Kamala Harris's campaign events with Liz Cheney

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	564	122	174	157	110	296	267	112	96	107	99	146	208	351
	42%	32%	43%	47%	54%	38%	50%	39%	37%	43%	43%	50%	38%	46%
A LITTLE/NOT AT ALL	698	231	213	166	89	443	255	156	145	134	116	142	302	392
	53%	59%	53%	50%	44%	56%	47%	54%	57%	54%	51%	48%	55%	51%
A lot	246	55	79	66	46	135	112	53	37	51	43	62	90	156
	19%	14%	20%	20%	22%	17%	21%	18%	15%	20%	19%	21%	16%	20%
Some	317	67	94	91	64	161	155	59	59	56	55	84	118	195
	24%	17%	24%	27%	32%	20%	29%	20%	23%	22%	24%	29%	22%	25%
A little	309	94	94	76	46	188	121	59	67	61	59	62	126	182
	23%	24%	24%	23%	22%	24%	23%	20%	26%	24%	26%	21%	23%	24%
Not at all	389	137	118	90	43	255	134	98	78	73	56	80	176	210
	29%	35%	29%	27%	21%	32%	25%	34%	30%	29%	25%	27%	32%	27%
Unsure	66	35	15	12	4	50	16	21	16	9	14	5	37	29
	5%	9%	4%	4%	2%	6%	3%	7%	6%	4%	6%	2%	7%	4%

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[QEvents_Cheney] Please indicate how much you have seen, read, or heard about the following events
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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	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	564	292	200	278	155	127	149	79	70	165	258	141
	42%	41%	51%	45%	38%	41%	39%	43%	35%	45%	43%	39%
A LITTLE/NOT AT ALL	698	380	178	313	219	165	215	99	116	186	315	197
	53%	54%	46%	51%	54%	54%	56%	54%	58%	51%	53%	55%
A lot	246	120	99	128	62	55	56	29	27	82	110	54
	19%	17%	25%	21%	15%	18%	15%	16%	13%	22%	18%	15%
Some	317	172	101	150	93	72	93	50	43	83	148	86
	24%	24%	26%	25%	23%	23%	24%	27%	22%	23%	25%	24%
A little	309	162	93	144	85	81	85	37	49	84	147	79
	23%	23%	24%	23%	21%	26%	22%	20%	24%	23%	25%	22%
Not at all	389	218	85	169	134	84	130	63	67	103	168	118
	29%	31%	22%	28%	33%	27%	34%	34%	34%	28%	28%	33%
Unsure	66	37	11	23	29	15	20	6	15	17	26	24
	5%	5%	3%	4%	7%	5%	5%	3%	7%	5%	4%	7%

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	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	564	162	114	288	216	144	202	196	366	190	349	204	351	132	66	92	136	49	287
	42%	31%	39%	55%	38%	37%	57%	31%	55%	32%	54%	32%	56%	35%	29%	47%	49%	40%	39%
A LITTLE/NOT AT ALL	698	332	156	211	340	209	143	401	278	366	270	402	252	227	148	96	130	69	404
	53%	64%	54%	40%	59%	54%	40%	64%	42%	62%	42%	64%	40%	61%	65%	49%	47%	56%	55%
A lot	246	58	48	141	91	55	99	65	180	66	168	68	177	45	24	41	69	20	116
	19%	11%	17%	27%	16%	14%	28%	10%	27%	11%	26%	11%	28%	12%	11%	21%	25%	17%	16%
Some	317	104	66	147	125	89	103	131	186	123	181	135	174	88	42	51	67	29	171
	24%	20%	23%	28%	22%	23%	29%	21%	28%	21%	28%	21%	28%	24%	18%	26%	24%	23%	23%
A little	309	135	67	107	145	97	66	164	141	156	134	171	124	92	66	48	65	31	165
	23%	26%	23%	20%	25%	25%	19%	26%	21%	26%	21%	27%	20%	25%	29%	25%	24%	26%	22%
Not at all	389	197	88	103	194	113	76	237	138	210	136	231	129	135	82	47	64	38	239
	29%	38%	31%	20%	34%	29%	21%	38%	21%	36%	21%	37%	20%	36%	36%	24%	23%	31%	33%
Unsure	66	23	19	24	17	37	12	34	24	32	23	27	27	14	13	8	9	5	44
	5%	4%	7%	5%	3%	10%	3%	5%	4%	5%	4%	4%	4%	4%	6%	4%	3%	4%	6%

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[QEvents_TrumpRally] Please indicate how much you have seen, read, or heard about the following events
-Donald Trump's rally in Madison Square Garden

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	828	424	401	138	167	249	274	305	523	613	75	91	48
	62%	69%	57%	51%	54%	68%	72%	53%	70%	65%	49%	62%	53%
A LITTLE/NOT AT ALL	462	179	279	124	130	110	97	255	207	301	74	52	35
	35%	29%	40%	46%	42%	30%	26%	44%	28%	32%	48%	35%	39%
A lot	494	261	233	65	97	157	174	162	332	374	42	55	22
	37%	42%	33%	24%	31%	43%	46%	28%	44%	40%	28%	38%	24%
Some	334	163	168	72	70	92	100	143	192	239	33	36	26
	25%	27%	24%	27%	23%	25%	26%	25%	26%	26%	22%	24%	29%
A little	230	98	132	53	65	57	55	118	112	155	29	26	20
	17%	16%	19%	20%	21%	15%	15%	20%	15%	17%	19%	18%	22%
Not at all	232	81	147	71	66	54	42	137	96	146	45	26	16
	18%	13%	21%	26%	21%	15%	11%	24%	13%	16%	30%	18%	17%
Unsure	38	13	25	10	11	9	8	20	17	24	4	4	7
	3%	2%	4%	4%	4%	3%	2%	4%	2%	3%	2%	2%	8%

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	Total	Education				Education Group		Household Income					HH Income Group	
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Total	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	828	200	258	219	150	458	369	149	167	157	148	201	315	506
	62%	52%	64%	66%	74%	58%	69%	51%	65%	63%	65%	69%	58%	66%
A LITTLE/NOT AT ALL	462	174	132	104	51	307	155	125	82	88	78	86	207	253
	35%	45%	33%	31%	25%	39%	29%	43%	32%	35%	34%	30%	38%	33%
A lot	494	112	158	140	83	269	223	94	106	89	86	118	200	293
	37%	29%	39%	42%	41%	34%	42%	32%	41%	36%	38%	40%	37%	38%
Some	334	89	100	79	66	189	146	55	61	68	62	83	116	213
	25%	23%	25%	24%	33%	24%	27%	19%	24%	27%	27%	28%	21%	28%
A little	230	61	75	61	33	136	94	49	42	45	41	52	91	138
	17%	16%	19%	18%	16%	17%	17%	17%	16%	18%	18%	18%	17%	18%
Not at all	232	113	58	43	18	171	61	76	41	43	37	35	117	115
	18%	29%	14%	13%	9%	22%	11%	26%	16%	17%	16%	12%	21%	15%
Unsure	38	13	11	11	3	24	14	15	8	5	2	5	24	13
	3%	3%	3%	3%	1%	3%	3%	5%	3%	2%	1%	2%	4%	2%

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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	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	828	424	281	412	224	189	215	124	91	217	394	217
	62%	60%	72%	67%	56%	62%	56%	67%	45%	59%	66%	60%
A LITTLE/NOT AT ALL	462	267	103	187	161	111	159	58	101	144	188	130
	35%	38%	27%	30%	40%	36%	41%	31%	50%	39%	31%	36%
A lot	494	246	175	249	123	120	105	66	40	131	240	123
	37%	35%	45%	41%	31%	39%	27%	36%	20%	36%	40%	34%
Some	334	178	106	163	101	69	109	58	51	86	154	94
	25%	25%	27%	27%	25%	22%	28%	32%	25%	23%	26%	26%
A little	230	137	56	98	69	61	73	24	49	66	107	56
	17%	19%	14%	16%	17%	20%	19%	13%	24%	18%	18%	15%
Not at all	232	129	47	88	92	50	86	34	52	78	80	74
	18%	18%	12%	14%	23%	16%	22%	18%	26%	21%	13%	21%
Unsure	38	18	5	14	17	7	11	3	9	7	17	14
	3%	3%	1%	2%	4%	2%	3%	1%	4%	2%	3%	4%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QEvents_TrumpRally] Please indicate how much you have seen, read, or heard about the following events
 -Donald Trump's rally in Madison Square Garden

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	828	359	169	299	405	191	229	432	386	405	384	433	373	278	142	137	192	69	430
	62%	70%	59%	57%	71%	49%	64%	68%	58%	69%	60%	68%	59%	75%	63%	70%	70%	56%	58%
A LITTLE/NOT AT ALL	462	145	110	207	159	177	121	180	265	164	245	184	242	87	78	55	81	47	280
	35%	28%	38%	40%	28%	45%	34%	29%	40%	28%	38%	29%	38%	23%	35%	28%	29%	38%	38%
A lot	494	230	89	174	254	92	147	263	230	253	223	263	224	182	78	86	120	41	246
	37%	45%	31%	33%	44%	24%	41%	42%	34%	43%	35%	42%	36%	49%	34%	44%	44%	33%	34%
Some	334	129	80	125	151	99	83	169	157	152	161	170	149	96	64	51	71	28	183
	25%	25%	28%	24%	26%	25%	23%	27%	23%	26%	25%	27%	24%	26%	28%	26%	26%	23%	25%
A little	230	77	59	94	77	85	67	96	127	89	126	97	122	46	40	30	39	33	128
	17%	15%	20%	18%	13%	22%	19%	15%	19%	15%	20%	15%	19%	12%	18%	15%	14%	27%	17%
Not at all	232	68	52	113	82	92	54	84	138	75	119	87	120	41	38	25	41	14	152
	18%	13%	18%	22%	14%	24%	15%	13%	21%	13%	19%	14%	19%	11%	17%	13%	15%	12%	21%
Unsure	38	13	9	16	10	22	7	19	17	18	13	16	15	9	6	4	2	7	25
	3%	2%	3%	3%	2%	6%	2%	3%	2%	3%	2%	2%	2%	2%	3%	2%	1%	5%	3%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QEvents_HarrisRally] Please indicate how much you have seen, read, or heard about the following events
-Kamala Harris's rally in Houston with Beyoncé

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	662	309	352	131	140	194	197	271	391	433	100	85	44
	50%	50%	50%	48%	45%	53%	52%	47%	52%	46%	66%	58%	49%
A LITTLE/NOT AT ALL	630	293	331	132	154	169	175	286	344	479	51	57	43
	47%	48%	47%	48%	50%	46%	46%	49%	46%	51%	33%	39%	47%
A lot	327	147	179	66	68	97	95	134	193	219	58	31	19
	25%	24%	25%	24%	22%	26%	25%	23%	26%	23%	38%	21%	21%
Some	335	162	173	65	72	96	102	137	198	214	42	54	25
	25%	26%	24%	24%	23%	26%	27%	24%	26%	23%	28%	37%	28%
A little	276	139	131	51	58	81	86	109	167	216	23	18	20
	21%	23%	19%	19%	19%	22%	23%	19%	22%	23%	15%	12%	22%
Not at all	353	154	200	80	96	88	89	177	177	263	28	39	23
	27%	25%	28%	30%	31%	24%	23%	30%	24%	28%	18%	27%	25%
Unsure	36	14	22	9	14	6	8	23	14	26	2	4	4
	3%	2%	3%	3%	5%	2%	2%	4%	2%	3%	1%	3%	5%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QEvents_HarrisRally] Please indicate how much you have seen, read, or heard about the following events
-Kamala Harris's rally in Houston with Beyoncé

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	662	170	202	184	105	371	290	136	120	117	128	154	256	399
	50%	44%	50%	55%	52%	47%	54%	47%	47%	47%	56%	52%	47%	52%
A LITTLE/NOT AT ALL	630	200	193	143	94	393	237	139	128	128	99	133	267	360
	47%	52%	48%	43%	46%	50%	44%	48%	50%	51%	43%	45%	49%	47%
A lot	327	90	98	87	52	188	139	71	66	54	61	73	137	188
	25%	23%	24%	26%	26%	24%	26%	25%	26%	22%	27%	25%	25%	24%
Some	335	79	104	98	53	183	151	65	55	63	67	81	119	211
	25%	20%	26%	29%	26%	23%	28%	22%	21%	25%	29%	28%	22%	27%
A little	276	82	80	62	52	162	114	54	46	54	51	71	100	175
	21%	21%	20%	19%	26%	21%	21%	19%	18%	22%	22%	24%	18%	23%
Not at all	353	117	113	81	42	231	123	85	82	74	48	63	166	185
	27%	30%	28%	24%	20%	29%	23%	29%	32%	30%	21%	21%	30%	24%
Unsure	36	18	7	7	4	25	11	14	9	5	2	6	24	13
	3%	5%	2%	2%	2%	3%	2%	5%	4%	2%	1%	2%	4%	2%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QEvents_HarrisRally] Please indicate how much you have seen, read, or heard about the following events
-Kamala Harris's rally in Houston with Beyoncé

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	662	347	199	313	208	136	193	92	101	205	300	157
	50%	49%	51%	51%	52%	44%	50%	50%	50%	56%	50%	43%
A LITTLE/NOT AT ALL	630	339	185	289	179	161	176	89	87	153	289	188
	47%	48%	47%	47%	45%	52%	46%	48%	43%	42%	48%	52%
A lot	327	162	93	153	105	67	104	51	53	125	121	80
	25%	23%	24%	25%	26%	22%	27%	28%	26%	34%	20%	22%
Some	335	185	106	160	103	69	89	41	48	79	179	77
	25%	26%	27%	26%	26%	22%	23%	22%	24%	22%	30%	21%
A little	276	150	85	131	74	71	71	38	33	78	116	82
	21%	21%	22%	21%	18%	23%	19%	21%	17%	21%	19%	23%
Not at all	353	189	100	158	105	90	105	51	53	75	173	105
	27%	27%	26%	26%	26%	29%	27%	28%	27%	20%	29%	29%
Unsure	36	22	5	11	15	10	16	3	13	10	10	17
	3%	3%	1%	2%	4%	3%	4%	1%	7%	3%	2%	5%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QEvents_HarrisRally] Please indicate how much you have seen, read, or heard about the following events

-Kamala Harris's rally in Houston with Beyoncé

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT/SOME	662	200	133	328	254	184	221	246	411	236	391	246	396	150	89	108	147	58	349
	50%	39%	46%	63%	44%	47%	62%	39%	61%	40%	61%	39%	63%	40%	39%	55%	53%	47%	47%
A LITTLE/NOT AT ALL	630	303	144	183	306	186	132	365	244	333	238	368	221	217	126	80	125	60	365
	47%	59%	50%	35%	53%	48%	37%	58%	37%	57%	37%	58%	35%	58%	56%	41%	46%	49%	50%
A lot	327	96	56	175	126	78	122	113	214	109	202	112	211	75	35	50	77	24	175
	25%	19%	19%	34%	22%	20%	34%	18%	32%	19%	31%	18%	33%	20%	15%	26%	28%	20%	24%
Some	335	104	78	153	129	106	99	133	197	127	189	134	186	76	54	58	70	33	174
	25%	20%	27%	29%	22%	27%	28%	21%	29%	22%	30%	21%	30%	20%	24%	30%	25%	27%	24%
A little	276	119	73	84	131	78	68	152	117	139	121	153	113	78	59	42	58	22	154
	21%	23%	25%	16%	23%	20%	19%	24%	18%	24%	19%	24%	18%	21%	26%	22%	21%	18%	21%
Not at all	353	184	71	99	176	108	64	213	127	194	117	216	108	138	67	38	67	38	211
	27%	36%	25%	19%	31%	28%	18%	34%	19%	33%	18%	34%	17%	37%	29%	19%	24%	31%	29%
Unsure	36	14	11	12	12	20	4	20	13	18	13	18	12	6	12	7	3	5	21
	3%	3%	4%	2%	2%	5%	1%	3%	2%	3%	2%	3%	2%	2%	5%	4%	1%	4%	3%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QTrumpHarrisMatter] Which of the following do you agree with more?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
Whether Trump or Harris wins really would make a difference to me personally	1086 82%	504 82%	576 82%	224 82%	244 79%	300 82%	318 84%	468 81%	618 83%	785 84%	120 79%	110 75%	70 77%
Whether Trump or Harris wins really would not make a difference to me personally	145 11%	70 11%	74 10%	32 12%	46 15%	41 11%	26 7%	78 13%	67 9%	94 10%	19 12%	22 15%	10 11%
Unsure	98 7%	42 7%	56 8%	16 6%	18 6%	27 7%	37 10%	34 6%	63 8%	58 6%	14 9%	15 10%	11 12%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QTrumpHarrisMatter] Which of the following do you agree with more?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Whether Trump or Harris wins really would make a difference to me personally	1086	294	337	283	171	630	454	222	221	206	193	237	443	636
	82%	76%	84%	85%	84%	80%	84%	77%	86%	82%	85%	81%	81%	82%
Whether Trump or Harris wins really would not make a difference to me personally	145	51	35	34	25	86	59	36	21	26	21	41	57	88
	11%	13%	9%	10%	12%	11%	11%	13%	8%	10%	9%	14%	10%	11%
Unsure	98	43	30	17	8	73	25	31	16	18	14	15	46	48
	7%	11%	7%	5%	4%	9%	5%	11%	6%	7%	6%	5%	8%	6%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QTrumpHarrisMatter] Which of the following do you agree with more?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
Whether Trump or Harris wins really would make a difference to me personally	1086	577	323	503	329	251	306	151	155	294	501	291
	82%	81%	83%	82%	82%	82%	79%	82%	77%	80%	84%	81%
Whether Trump or Harris wins really would not make a difference to me personally	145	88	30	70	43	32	57	25	32	48	57	40
	11%	12%	8%	11%	11%	10%	15%	14%	16%	13%	9%	11%
Unsure	98	44	36	41	30	25	22	9	14	25	42	30
	7%	6%	9%	7%	7%	8%	6%	5%	7%	7%	7%	8%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QTrumpHarrisMatter] Which of the following do you agree with more?

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			All Others
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Whether Trump or Harris wins really would make a difference to me personally	1086	439	212	435	491	275	317	532	551	496	527	531	526	324	188	166	234	99	587
	82%	85%	74%	83%	86%	70%	89%	84%	82%	85%	82%	84%	84%	87%	83%	85%	85%	81%	80%
Whether Trump or Harris wins really would not make a difference to me personally	145	45	41	59	47	61	35	55	75	55	71	61	68	31	23	18	24	12	91
	11%	9%	14%	11%	8%	16%	10%	9%	11%	9%	11%	10%	11%	8%	10%	9%	9%	10%	12%
Unsure	98	33	35	29	36	54	5	44	42	36	43	41	36	18	16	12	17	12	57
	7%	6%	12%	6%	6%	14%	1%	7%	6%	6%	7%	6%	6%	5%	7%	6%	6%	10%	8%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328 100	616 100	705 100	272 100	308 100	368 100	380 100	580 100	748 100	938 100	152 100	147 100	91 100
IMPROVING A LOT/LITTLE	366 28%	194 32%	170 24%	53 20%	85 28%	112 30%	116 30%	138 24%	228 30%	246 26%	62 40%	36 25%	22 24%
GETTING A LOT/LITTLE WORSE	717 54%	313 51%	400 57%	161 59%	159 52%	194 53%	204 54%	320 55%	397 53%	541 58%	53 34%	71 49%	53 58%
Improving a lot	121 9%	68 11%	53 8%	15 6%	25 8%	39 11%	41 11%	41 7%	81 11%	78 8%	20 13%	17 11%	6 7%
Improving a little	244 18%	126 20%	117 17%	38 14%	60 19%	73 20%	74 20%	97 17%	147 20%	168 18%	42 27%	20 13%	16 17%
Staying the same	218 16%	101 16%	115 16%	46 17%	56 18%	57 16%	58 15%	102 18%	115 15%	145 15%	35 23%	25 17%	12 13%
Getting a little worse	293 22%	125 20%	168 24%	57 21%	74 24%	78 21%	85 22%	131 23%	162 22%	222 24%	29 19%	28 19%	15 17%
Getting a lot worse	424 32%	188 30%	232 33%	104 38%	85 28%	116 32%	119 31%	189 33%	235 31%	319 34%	24 16%	43 30%	38 42%
Unsure	27 2%	7 1%	20 3%	11 4%	8 3%	5 1%	3 1%	19 3%	8 1%	6 1%	3 2%	14 9%	4 5%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328 100	388 100	401 100	335 100	203 100	789 100	538 100	289 100	257 100	250 100	228 100	293 100	547 100	772 100
IMPROVING A LOT/LITTLE	366 28%	83 21%	100 25%	95 28%	87 43%	183 23%	182 34%	72 25%	58 23%	61 24%	70 31%	104 35%	130 24%	235 30%
GETTING A LOT/LITTLE WORSE	717 54%	227 59%	227 57%	175 52%	88 43%	455 58%	263 49%	154 53%	157 61%	138 55%	124 54%	136 47%	311 57%	398 52%
Improving a lot	121 9%	21 5%	32 8%	35 10%	32 16%	53 7%	67 12%	17 6%	16 6%	21 8%	24 10%	44 15%	32 6%	89 12%
Improving a little	244 18%	62 16%	68 17%	60 18%	54 27%	130 16%	114 21%	55 19%	43 17%	40 16%	46 20%	60 20%	98 18%	146 19%
Staying the same	218 16%	61 16%	69 17%	59 18%	28 14%	130 17%	88 16%	55 19%	37 14%	44 17%	30 13%	52 18%	92 17%	126 16%
Getting a little worse	293 22%	86 22%	86 21%	77 23%	44 22%	171 22%	122 23%	59 20%	52 20%	48 19%	64 28%	64 22%	111 20%	176 23%
Getting a lot worse	424 32%	142 37%	142 35%	98 29%	43 21%	284 36%	141 26%	95 33%	105 41%	90 36%	60 26%	72 25%	200 37%	222 29%
Unsure	27 2%	16 4%	5 1%	6 2%	1 *	21 3%	6 1%	9 3%	4 2%	7 3%	5 2%	1 *	13 2%	13 2%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
IMPROVING A LOT/LITTLE	366	200	116	172	104	89	96	62	34	128	172	65
	28%	28%	30%	28%	26%	29%	25%	34%	17%	35%	29%	18%
GETTING A LOT/LITTLE WORSE	717	376	204	335	214	168	213	96	117	158	325	234
	54%	53%	52%	55%	53%	55%	55%	52%	58%	43%	54%	65%
Improving a lot	121	68	39	62	32	27	38	24	14	47	51	24
	9%	10%	10%	10%	8%	9%	10%	13%	7%	13%	9%	7%
Improving a little	244	132	77	109	72	61	58	38	20	82	121	41
	18%	19%	20%	18%	18%	20%	15%	21%	10%	22%	20%	11%
Staying the same	218	118	65	101	67	47	67	25	42	69	90	59
	16%	17%	17%	16%	17%	15%	17%	14%	21%	19%	15%	16%
Getting a little worse	293	160	86	146	80	67	85	34	51	66	137	90
	22%	23%	22%	24%	20%	22%	22%	18%	26%	18%	23%	25%
Getting a lot worse	424	216	119	189	134	100	127	62	66	92	188	144
	32%	30%	30%	31%	33%	33%	33%	33%	33%	25%	31%	40%
Unsure	27	15	4	6	17	4	9	1	8	13	11	3
	2%	2%	1%	1%	4%	1%	2%	1%	4%	4%	2%	1%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

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

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			All Others
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
IMPROVING A LOT/LITTLE	366	40	64	261	69	109	187	37	326	37	316	43	314	17	26	57	108	30	171
	28%	8%	22%	50%	12%	28%	52%	6%	49%	6%	49%	7%	50%	4%	11%	29%	39%	25%	23%
GETTING A LOT/LITTLE WORSE	717	410	176	131	417	202	91	510	186	461	185	511	164	314	171	98	118	74	428
	54%	79%	61%	25%	73%	52%	25%	81%	28%	79%	29%	81%	26%	84%	75%	50%	43%	60%	58%
Improving a lot	121	8	16	98	19	21	81	8	113	8	109	12	106	6	4	23	37	6	55
	9%	1%	5%	19%	3%	5%	23%	1%	17%	1%	17%	2%	17%	1%	2%	12%	14%	5%	8%
Improving a little	244	32	49	163	50	88	106	29	213	30	207	31	208	11	21	33	71	25	115
	18%	6%	17%	31%	9%	23%	30%	5%	32%	5%	32%	5%	33%	3%	9%	17%	26%	20%	16%
Staying the same	218	63	33	121	80	66	72	72	143	76	129	72	141	39	30	39	45	14	120
	16%	12%	11%	23%	14%	17%	20%	11%	21%	13%	20%	11%	22%	10%	13%	20%	16%	12%	16%
Getting a little worse	293	161	70	62	154	97	39	186	105	173	90	197	81	104	80	39	51	24	179
	22%	31%	24%	12%	27%	25%	11%	29%	16%	30%	14%	31%	13%	28%	35%	20%	19%	20%	24%
Getting a lot worse	424	248	106	70	263	105	51	324	81	288	96	313	83	210	92	59	67	50	249
	32%	48%	37%	13%	46%	27%	14%	51%	12%	49%	15%	50%	13%	56%	40%	30%	24%	41%	34%
Unsure	27	4	15	9	7	13	7	12	13	12	12	7	11	4	-	3	4	4	17
	2%	1%	5%	2%	1%	3%	2%	2%	2%	2%	2%	1%	2%	1%	-	1%	1%	3%	2%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[Q2024GOPPrimary] If you voted in the 2024 Republican presidential primary, who did you vote 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	627	333	291	93	133	185	215	227	400	528	13	51	34
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	670	366	302	57	124	252	237	181	489	588	16	44	22
Donald Trump	469	245	222	76	96	139	158	172	297	393	11	43	23
	75%	73%	76%	81%	72%	75%	73%	76%	74%	74%	80%	83%	68%
Nikki Haley	40	28	12	-	8	12	20	8	32	32	1	1	6
	6%	8%	4%		6%	6%	9%	4%	8%	6%	7%	1%	18%
Ron DeSantis	17	10	7	1	4	5	7	5	13	15	-	1	2
	3%	3%	2%	1%	3%	3%	3%	2%	3%	3%		2%	5%
Vivek Ramaswamy	10	6	3	2	3	3	2	6	4	9	0	0	-
	2%	2%	1%	2%	3%	1%	1%	2%	1%	2%	3%	1%	
Someone else (Please specify)	-	-	-	-	-	-	-	-	-	-	-	-	-
I did not vote in the 2024 Republican primary	89	43	46	14	23	25	28	37	52	78	1	7	3
	14%	13%	16%	15%	17%	13%	13%	16%	13%	15%	11%	13%	9%
Unsure	2	1	1	-	-	1	1	-	2	2	-	-	-
	0.3%	0.3%	0.3%			0.1%	0.1%		0.3%	0.3%			

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[Q2024GOPPrimary] If you voted in the 2024 Republican presidential primary, who did you vote 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	627	208	204	131	83	413	214	114	143	125	107	130	257	362
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	670	179	273	147	71	452	218	136	163	137	108	121	299	366
Donald Trump	469	163	166	93	48	329	140	87	108	104	81	83	194	269
	75%	78%	81%	71%	57%	80%	65%	76%	75%	84%	76%	63%	76%	74%
Nikki Haley	40	6	7	14	13	13	27	3	8	8	7	15	11	29
	6%	3%	3%	11%	16%	3%	13%	3%	6%	6%	6%	11%	4%	8%
Ron DeSantis	17	5	5	3	4	10	7	3	2	3	2	7	5	12
	3%	2%	3%	3%	4%	3%	3%	3%	2%	2%	2%	5%	2%	3%
Vivek Ramaswamy	10	4	2	2	2	6	4	-	2	1	4	3	2	8
	2%	2%	1%	1%	3%	1%	2%	-	1%	1%	4%	2%	1%	2%
Someone else (Please specify)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I did not vote in the 2024 Republican primary	89	30	23	20	17	53	37	21	23	9	13	23	44	44
	14%	14%	11%	15%	20%	13%	17%	18%	16%	7%	12%	18%	17%	12%
Unsure	2	1	1	-	-	2	-	1	-	-	-	0	1	0
	*%	*%	1%	-	-	*%	-	1%	-	-	-	*%	*%	*%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[Q2024GOPPrimary] If you voted in the 2024 Republican presidential primary, who did you vote 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	627	302	221	323	144	158	173	93	80	117	282	227
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	670	317	251	341	141	185	165	93	72	122	298	250
Donald Trump	469	229	164	235	116	116	123	68	55	86	217	166
	75%	76%	74%	73%	80%	73%	71%	73%	69%	73%	77%	73%
Nikki Haley	40	18	18	20	7	13	9	7	2	14	18	7
	6%	6%	8%	6%	5%	8%	5%	8%	2%	12%	6%	3%
Ron DeSantis	17	10	6	10	1	6	3	1	2	1	9	8
	3%	3%	3%	3%	1%	4%	2%	1%	3%	1%	3%	3%
Vivek Ramaswamy	10	7	0	4	4	2	4	3	1	1	5	4
	2%	2%	*%	1%	3%	1%	2%	4%	1%	1%	2%	2%
Someone else (Please specify)	-	-	-	-	-	-	-	-	-	-	-	-
I did not vote in the 2024 Republican primary	89	37	32	53	16	19	34	14	20	15	33	41
	14%	12%	15%	16%	11%	12%	20%	15%	26%	13%	12%	18%
Unsure	2	0	1	0	-	1	-	-	-	0	-	1
	*%	*%	*%	*%	-	1%	-	-	-	*%	-	1%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[Q2024GOPPrimary] If you voted in the 2024 Republican presidential primary, who did you vote for?

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			All Others
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	
Total	627 100	517 100	110 100	-	490 100	127 100	6 100	578 100	45 100	537 100	46 100	594 100	20 100	373 100	227 100	110 100	117 100	56 100	344 100
Unweighted Total	670	564	106	-	538	122	7	627	37	599	32	640	18	409	237	116	128	48	378
Donald Trump	469 75%	405 78%	64 58%	-	377 77%	85 67%	5 79%	465 80%	4 10%	437 81%	11 23%	461 78%	3 14%	320 86%	142 63%	88 80%	89 76%	39 69%	254 74%
Nikki Haley	40 6%	28 5%	11 10%	-	23 5%	16 12%	1 21%	16 3%	23 52%	17 3%	16 36%	25 4%	13 64%	1 *	27 12%	7 7%	10 8%	4 6%	19 5%
Ron DeSantis	17 3%	13 3%	4 4%	-	13 3%	4 3%	-	17 3%	1 2%	17 3%	-	17 3%	1 4%	3 1%	14 6%	2 2%	7 6%	1 2%	7 2%
Vivek Ramaswamy	10 2%	8 1%	2 2%	-	10 2%	-	-	9 2%	1 1%	7 1%	1 1%	10 2%	-	5 1%	5 2%	0 *	1 1%	-	8 2%
Someone else (Please specify)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I did not vote in the 2024 Republican primary	89 14%	61 12%	28 26%	-	66 14%	23 18%	-	71 12%	16 35%	58 11%	17 38%	80 14%	4 19%	43 12%	39 17%	12 11%	10 9%	13 23%	54 16%
Unsure	2 *%	2 *%	-	-	1 *%	-	-	1 *%	-	1 *%	1 2%	2 *%	-	1 *%	1 *%	-	1 1%	-	1 *%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QTrumpHarrisStability] Do you think things in the United States will be more stable if...

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non- Hispanic
Total	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
TRUMP WINS, DEFINITELY/ PROBABLY	614	318	294	110	133	180	192	242	372	508	17	54	35
	46%	52%	42%	40%	43%	49%	51%	42%	50%	54%	11%	37%	39%
HARRIS WINS, DEFINITELY/ PROBABLY	635	275	357	139	153	173	170	293	342	385	123	76	50
	48%	45%	51%	51%	50%	47%	45%	51%	46%	41%	81%	52%	55%
Trump wins, definitely	481	242	236	74	97	148	162	171	310	404	11	40	26
	36%	39%	34%	27%	31%	40%	43%	30%	41%	43%	7%	27%	29%
Trump wins, probably	133	76	58	35	36	32	30	71	62	104	6	14	9
	10%	12%	8%	13%	12%	9%	8%	12%	8%	11%	4%	10%	10%
Harris wins, probably	191	93	97	29	63	47	52	92	99	115	41	15	20
	14%	15%	14%	11%	20%	13%	14%	16%	13%	12%	27%	10%	22%
Harris wins, definitely	444	182	259	110	91	126	117	201	243	270	83	61	30
	33%	30%	37%	41%	30%	34%	31%	35%	32%	29%	54%	42%	33%
Unsure	79	22	54	23	22	16	18	45	34	45	12	17	5
	6%	4%	8%	8%	7%	4%	5%	8%	5%	5%	8%	11%	6%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QTrumpHarrisStability] Do you think things in the United States will be more stable if...

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
TRUMP WINS, DEFINITELY/ PROBABLY	614 46%	202 52%	205 51%	131 39%	77 38%	407 52%	208 39%	120 42%	130 51%	122 49%	109 48%	125 43%	251 46%	355 46%
HARRIS WINS, DEFINITELY/ PROBABLY	635 48%	158 41%	179 45%	182 54%	115 56%	337 43%	297 55%	153 53%	110 43%	111 44%	107 47%	154 53%	262 48%	372 48%
Trump wins, definitely	481 36%	163 42%	164 41%	104 31%	50 25%	327 41%	154 29%	95 33%	114 44%	93 37%	81 35%	89 30%	210 38%	263 34%
Trump wins, probably	133 10%	38 10%	41 10%	28 8%	26 13%	80 10%	54 10%	25 9%	16 6%	28 11%	28 12%	36 12%	41 8%	92 12%
Harris wins, probably	191 14%	39 10%	57 14%	49 15%	46 23%	96 12%	95 18%	44 15%	29 11%	36 14%	28 12%	54 18%	73 13%	118 15%
Harris wins, definitely	444 33%	119 31%	122 30%	133 40%	69 34%	241 31%	202 38%	109 38%	81 31%	75 30%	78 34%	101 34%	189 35%	254 33%
Unsure	79 6%	28 7%	17 4%	21 6%	12 6%	45 6%	33 6%	16 6%	17 7%	18 7%	13 6%	14 5%	34 6%	45 6%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QTrumpHarrisStability] Do you think things in the United States will be more stable if..

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
TRUMP WINS, DEFINITELY/ PROBABLY	614	307	198	310	155	147	176	93	83	120	275	219
	46%	43%	51%	50%	39%	48%	46%	51%	41%	33%	46%	61%
HARRIS WINS, DEFINITELY/ PROBABLY	635	352	173	272	213	147	184	87	97	228	288	120
	48%	50%	44%	44%	53%	48%	48%	47%	48%	62%	48%	33%
Trump wins, definitely	481	221	170	242	115	121	126	61	65	87	212	182
	36%	31%	44%	39%	29%	39%	33%	33%	32%	24%	35%	50%
Trump wins, probably	133	86	28	67	40	26	50	32	18	33	63	37
	10%	12%	7%	11%	10%	9%	13%	17%	9%	9%	11%	10%
Harris wins, probably	191	111	49	83	65	42	55	26	30	65	94	32
	14%	16%	13%	13%	16%	14%	14%	14%	15%	18%	16%	9%
Harris wins, definitely	444	240	124	189	148	105	128	61	67	163	194	88
	33%	34%	32%	31%	37%	34%	33%	33%	33%	44%	32%	24%
Unsure	79	50	18	32	34	13	26	5	21	20	36	23
	6%	7%	5%	5%	8%	4%	7%	2%	10%	6%	6%	6%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QTrumpHarrisStability] Do you think things in the United States will be more stable if...

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
TRUMP WINS, DEFINITELY/ PROBABLY	614	468	120	27	462	125	24	602	9	542	33	571	25	364	187	106	107	53	348
	46%	91%	42%	5%	81%	32%	7%	95%	1%	92%	5%	90%	4%	98%	82%	54%	39%	43%	47%
HARRIS WINS, DEFINITELY/ PROBABLY	635	37	127	471	93	230	311	9	622	24	570	39	573	4	29	82	156	59	338
	48%	7%	44%	90%	16%	59%	87%	1%	93%	4%	89%	6%	91%	1%	13%	42%	57%	48%	46%
Trump wins, definitely	481	393	79	9	388	81	9	478	3	442	13	462	11	314	141	93	85	40	263
	36%	76%	27%	2%	68%	21%	3%	76%	*	75%	2%	73%	2%	84%	62%	48%	31%	33%	36%
Trump wins, probably	133	74	41	18	74	45	15	124	6	100	20	110	15	50	46	13	22	13	85
	10%	14%	14%	3%	13%	11%	4%	20%	1%	17%	3%	17%	2%	14%	20%	7%	8%	10%	12%
Harris wins, probably	191	22	51	118	42	79	70	6	181	15	158	26	154	4	17	27	38	24	103
	14%	4%	18%	23%	7%	20%	20%	1%	27%	2%	25%	4%	24%	1%	8%	14%	14%	19%	14%
Harris wins, definitely	444	15	76	353	51	151	241	3	441	10	412	13	420	-	12	55	119	35	235
	33%	3%	26%	68%	9%	39%	67%	*	66%	2%	64%	2%	67%		5%	28%	43%	29%	32%
Unsure	79	12	41	25	18	35	22	21	37	21	39	22	31	5	10	8	11	10	49
	6%	2%	14%	5%	3%	9%	6%	3%	5%	4%	6%	3%	5%	1%	5%	4%	4%	8%	7%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QPresidentCharacter] Of the following, which attribute do you think is most important in the next 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	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
Can bring about needed change	449	181	265	93	106	112	137	199	250	317	53	47	32
	34%	29%	38%	34%	34%	31%	36%	34%	33%	34%	34%	32%	36%
A strong and decisive leader	478	237	240	90	103	152	134	193	286	361	41	58	17
	36%	38%	34%	33%	33%	41%	35%	33%	38%	39%	27%	40%	19%
Has the right temperament	117	62	55	13	28	33	42	42	76	92	8	7	10
	9%	10%	8%	5%	9%	9%	11%	7%	10%	10%	5%	4%	12%
Cares about people like me	258	125	130	71	62	65	60	133	125	155	49	26	27
	19%	20%	18%	26%	20%	18%	16%	23%	17%	16%	32%	18%	30%
Unsure	26	11	15	4	9	5	7	14	12	12	1	8	4
	2%	2%	2%	2%	3%	1%	2%	2%	2%	1%	1%	6%	4%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QPresidentCharacter] Of the following, which attribute do you think is most important in the next 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	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Can bring about needed change	449	141	137	115	55	279	170	83	92	94	96	85	175	274
	34%	36%	34%	34%	27%	35%	32%	29%	36%	38%	42%	29%	32%	36%
A strong and decisive leader	478	123	165	109	81	288	190	93	100	99	71	114	193	284
	36%	32%	41%	33%	40%	37%	35%	32%	39%	39%	31%	39%	35%	37%
Has the right temperament	117	15	32	41	30	46	71	24	18	14	18	44	42	75
	9%	4%	8%	12%	15%	6%	13%	8%	7%	5%	8%	15%	8%	10%
Cares about people like me	258	93	63	64	37	156	101	77	46	41	39	49	123	129
	19%	24%	16%	19%	18%	20%	19%	27%	18%	17%	17%	17%	22%	17%
Unsure	26	16	4	5	1	20	6	12	2	3	5	2	14	10
	2%	4%	1%	2%	*%	2%	1%	4%	1%	1%	2%	1%	3%	1%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QPresidentCharacter] Of the following, which attribute do you think is most important in the next 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	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
Can bring about needed change	449	233	134	207	133	106	139	61	79	112	208	129
	34%	33%	34%	34%	33%	35%	36%	33%	39%	30%	35%	36%
A strong and decisive leader	478	264	141	235	136	105	121	65	56	135	208	135
	36%	37%	36%	38%	34%	34%	31%	35%	28%	37%	35%	37%
Has the right temperament	117	56	45	60	21	35	34	22	11	35	56	26
	9%	8%	12%	10%	5%	11%	9%	12%	6%	10%	9%	7%
Cares about people like me	258	144	63	101	100	57	82	32	50	80	114	63
	19%	20%	16%	16%	25%	19%	21%	18%	25%	22%	19%	17%
Unsure	26	13	6	9	13	3	9	4	5	5	12	9
	2%	2%	1%	2%	3%	1%	2%	2%	3%	1%	2%	2%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QPresidentCharacter] Of the following, which attribute do you think is most important in the next president?

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			All Others
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Can bring about needed change	449	201	96	152	207	134	104	248	195	225	187	242	181	132	92	53	101	43	252
	34%	39%	33%	29%	36%	34%	29%	39%	29%	38%	29%	38%	29%	35%	41%	27%	37%	35%	34%
A strong and decisive leader	478	243	84	151	283	110	84	305	172	289	172	299	168	199	94	90	82	45	262
	36%	47%	29%	29%	49%	28%	24%	48%	26%	49%	27%	47%	27%	53%	41%	46%	30%	37%	36%
Has the right temperament	117	24	28	66	23	42	52	8	108	13	95	19	92	1	19	14	29	13	60
	9%	5%	10%	13%	4%	11%	15%	1%	16%	2%	15%	3%	15%	*%	8%	7%	11%	11%	8%
Cares about people like me	258	41	65	152	54	88	114	56	188	47	186	62	187	33	19	34	62	18	144
	19%	8%	23%	29%	9%	23%	32%	9%	28%	8%	29%	10%	30%	9%	8%	17%	23%	14%	20%
Unsure	26	8	15	3	7	16	2	14	5	13	3	11	2	8	3	5	1	4	16
	2%	1%	5%	*%	1%	4%	1%	2%	1%	2%	*%	2%	*%	2%	1%	2%	*%	3%	2%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QLeadAttribute_Economy] Please indicate if you think that as President, Donald Trump or Kamala Harris would do a better job at each of the following
 -Making our economy work better

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	652	339	310	111	148	189	204	259	393	536	20	60	36
	49%	55%	44%	41%	48%	51%	54%	45%	53%	57%	13%	41%	39%
DEFINITELY/PROBABLY KAMALA HARRIS	605	249	353	141	137	165	161	278	327	364	122	77	42
	46%	40%	50%	52%	44%	45%	42%	48%	44%	39%	80%	52%	46%
Definitely Donald Trump	554	289	263	87	119	168	180	206	348	462	14	49	30
	42%	47%	37%	32%	39%	46%	47%	36%	47%	49%	9%	34%	33%
Probably Donald Trump	98	50	48	24	29	21	24	53	45	74	7	11	6
	7%	8%	7%	9%	9%	6%	6%	9%	6%	8%	4%	7%	7%
No difference	47	21	26	11	16	9	11	27	20	27	6	3	11
	4%	3%	4%	4%	5%	2%	3%	5%	3%	3%	4%	2%	12%
Probably Kamala Harris	158	74	84	35	34	41	48	69	89	103	26	16	13
	12%	12%	12%	13%	11%	11%	13%	12%	12%	11%	17%	11%	14%
Definitely Kamala Harris	447	176	269	106	103	125	113	209	238	261	96	61	29
	34%	29%	38%	39%	34%	34%	30%	36%	32%	28%	63%	42%	32%
Unsure	24	6	16	9	7	5	4	15	8	10	5	7	2
	2%	1%	2%	3%	2%	1%	1%	3%	1%	1%	3%	5%	2%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QLeadAttribute_Economy] Please indicate if you think that as President, Donald Trump or Kamala Harris would do a better job at each of the following
 -Making our economy work better

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	652	207	213	141	91	420	232	122	139	127	116	140	261	382
	49%	53%	53%	42%	45%	53%	43%	42%	54%	51%	51%	48%	48%	50%
DEFINITELY/PROBABLY KAMALA HARRIS	605	155	172	169	108	327	277	148	102	107	108	139	250	355
	46%	40%	43%	51%	53%	41%	52%	51%	40%	43%	47%	48%	46%	46%
Definitely Donald Trump	554	176	193	120	65	369	185	101	127	116	92	111	228	318
	42%	45%	48%	36%	32%	47%	34%	35%	49%	46%	40%	38%	42%	41%
Probably Donald Trump	98	31	20	22	25	51	47	22	11	11	24	28	33	64
	7%	8%	5%	6%	13%	6%	9%	7%	4%	5%	11%	10%	6%	8%
No difference	47	16	6	22	4	22	26	12	10	10	3	13	22	25
	4%	4%	1%	6%	2%	3%	5%	4%	4%	4%	1%	4%	4%	3%
Probably Kamala Harris	158	38	46	39	35	84	74	37	20	28	28	44	57	100
	12%	10%	12%	12%	17%	11%	14%	13%	8%	11%	12%	15%	11%	13%
Definitely Kamala Harris	447	117	126	130	73	243	203	111	82	79	80	95	193	254
	34%	30%	31%	39%	36%	31%	38%	38%	32%	32%	35%	32%	35%	33%
Unsure	24	11	10	3	1	21	3	7	6	6	1	2	13	10
	2%	3%	2%	1%	*%	3%	1%	2%	2%	3%	1%	1%	2%	1%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QLeadAttribute_Economy] Please indicate if you think that as President, Donald Trump or Kamala Harris would do a better job at each of the following
 -Making our economy work better

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	652	325	212	335	157	158	194	102	92	122	302	228
	49%	46%	54%	55%	39%	51%	50%	56%	46%	33%	50%	63%
DEFINITELY/PROBABLY KAMALA HARRIS	605	340	163	254	209	139	171	78	93	224	270	111
	46%	48%	42%	41%	52%	45%	44%	43%	46%	61%	45%	31%
Definitely Donald Trump	554	268	187	283	134	135	155	85	70	98	247	209
	42%	38%	48%	46%	33%	44%	40%	46%	35%	27%	41%	58%
Probably Donald Trump	98	57	25	52	22	23	40	18	22	24	55	19
	7%	8%	7%	8%	6%	8%	10%	10%	11%	6%	9%	5%
No difference	47	28	10	18	22	8	16	3	12	16	17	15
	4%	4%	2%	3%	5%	2%	4%	2%	6%	4%	3%	4%
Probably Kamala Harris	158	89	48	72	48	38	37	18	18	57	75	26
	12%	13%	12%	12%	12%	12%	10%	10%	9%	16%	12%	7%
Definitely Kamala Harris	447	252	115	183	161	100	134	60	74	167	195	85
	34%	36%	29%	30%	40%	33%	35%	32%	37%	45%	33%	24%
Unsure	24	16	4	6	14	3	4	0	4	6	10	8
	2%	2%	1%	1%	4%	1%	1%	*%	2%	2%	2%	2%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QLeadAttribute_Economy] Please indicate if you think that as President, Donald Trump or Kamala Harris would do a better job at each of the following
 -Making our economy work better

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	652	476	138	37	478	141	30	603	39	548	61	587	48	366	196	109	109	54	379
	49%	92%	48%	7%	83%	36%	8%	96%	6%	93%	10%	93%	8%	98%	86%	56%	40%	44%	52%
DEFINITELY/PROBABLY KAMALA HARRIS	605	31	108	466	87	199	315	15	590	25	547	29	556	3	24	80	154	56	315
	46%	6%	37%	89%	15%	51%	88%	2%	88%	4%	85%	5%	88%	1%	11%	41%	56%	46%	43%
Definitely Donald Trump	554	432	104	19	436	102	12	547	6	495	25	524	18	345	165	99	95	48	313
	42%	84%	36%	4%	76%	26%	3%	87%	1%	84%	4%	83%	3%	92%	73%	51%	34%	39%	43%
Probably Donald Trump	98	44	35	19	41	39	18	56	33	53	37	63	30	22	31	11	15	7	66
	7%	9%	12%	4%	7%	10%	5%	9%	5%	9%	6%	10%	5%	6%	14%	5%	5%	5%	9%
No difference	47	6	24	17	5	34	8	8	31	5	25	12	19	2	4	3	8	8	27
	4%	1%	8%	3%	1%	9%	2%	1%	5%	1%	4%	2%	3%	1%	2%	2%	3%	7%	4%
Probably Kamala Harris	158	15	41	102	34	54	69	10	148	13	132	14	133	-	12	19	38	14	88
	12%	3%	14%	20%	6%	14%	19%	2%	22%	2%	21%	2%	21%		5%	10%	14%	11%	12%
Definitely Kamala Harris	447	17	67	364	54	145	246	5	442	13	414	16	424	3	12	61	116	43	227
	34%	3%	23%	70%	9%	37%	69%	1%	66%	2%	65%	2%	67%	1%	5%	31%	42%	35%	31%
Unsure	24	3	18	3	4	16	3	5	9	9	9	4	6	1	3	3	3	4	14
	2%	1%	6%	*%	1%	4%	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	3%	2%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QLeadAttribute_Rights] Please indicate if you think that as President, Donald Trump or Kamala Harris would do a better job at each of the following
 -Protecting my rights and freedoms

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	586	307	277	95	122	178	191	217	370	482	14	55	35
	44%	50%	39%	35%	40%	48%	50%	37%	49%	51%	9%	37%	39%
DEFINITELY/PROBABLY KAMALA HARRIS	668	274	391	154	164	175	176	317	351	405	129	83	51
	50%	45%	55%	57%	53%	47%	46%	55%	47%	43%	84%	57%	56%
Definitely Donald Trump	496	261	233	70	107	149	170	177	319	416	11	40	28
	37%	42%	33%	26%	35%	41%	45%	30%	43%	44%	7%	28%	31%
Probably Donald Trump	90	46	44	25	15	29	22	40	50	67	2	14	7
	7%	8%	6%	9%	5%	8%	6%	7%	7%	7%	2%	10%	8%
No difference	56	31	25	16	18	12	11	34	23	43	8	3	2
	4%	5%	4%	6%	6%	3%	3%	6%	3%	5%	5%	2%	3%
Probably Kamala Harris	129	62	68	39	36	23	32	75	54	76	23	14	17
	10%	10%	10%	14%	12%	6%	8%	13%	7%	8%	15%	9%	18%
Definitely Kamala Harris	539	213	323	115	127	152	144	242	296	329	105	69	35
	41%	35%	46%	42%	41%	41%	38%	42%	40%	35%	69%	47%	38%
Unsure	17	3	12	8	5	3	2	12	5	7	2	6	2
	1%	1%	2%	3%	2%	1%	1%	2%	1%	1%	1%	4%	2%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QLeadAttribute_Rights] Please indicate if you think that as President, Donald Trump or Kamala Harris would do a better job at each of the following

-Protecting my rights and freedoms

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	586	191	200	128	67	391	196	111	133	121	102	110	244	333
	44%	49%	50%	38%	33%	50%	36%	38%	52%	48%	45%	38%	45%	43%
DEFINITELY/PROBABLY KAMALA HARRIS	668	164	181	196	127	344	322	159	116	115	113	165	275	393
	50%	42%	45%	58%	62%	44%	60%	55%	45%	46%	49%	56%	50%	51%
Definitely Donald Trump	496	164	173	105	54	337	159	97	119	105	77	91	215	273
	37%	42%	43%	31%	27%	43%	30%	33%	46%	42%	34%	31%	39%	35%
Probably Donald Trump	90	27	27	23	13	54	37	14	15	17	24	19	29	60
	7%	7%	7%	7%	7%	7%	7%	5%	6%	7%	11%	6%	5%	8%
No difference	56	23	16	8	9	39	17	13	5	8	13	17	18	38
	4%	6%	4%	2%	4%	5%	3%	4%	2%	3%	6%	6%	3%	5%
Probably Kamala Harris	129	38	27	37	27	65	64	27	24	18	19	41	51	79
	10%	10%	7%	11%	13%	8%	12%	9%	9%	7%	8%	14%	9%	10%
Definitely Kamala Harris	539	126	154	159	100	279	258	132	92	96	94	124	224	314
	41%	32%	38%	47%	49%	35%	48%	46%	36%	38%	41%	42%	41%	41%
Unsure	17	10	4	3	-	15	3	6	3	6	1	1	9	8
	1%	3%	1%	1%	-	2%	1%	2%	1%	2%	*%	*%	2%	1%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QLeadAttribute_Rights] Please indicate if you think that as President, Donald Trump or Kamala Harris would do a better job at each of the following
 -Protecting my rights and freedoms

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	586	288	197	294	148	142	159	84	74	108	268	210
	44%	41%	51%	48%	37%	46%	41%	46%	37%	29%	45%	58%
DEFINITELY/PROBABLY KAMALA HARRIS	668	375	178	289	223	153	199	86	113	236	306	126
	50%	53%	46%	47%	55%	50%	52%	47%	56%	64%	51%	35%
Definitely Donald Trump	496	231	178	247	120	127	137	72	66	86	219	191
	37%	33%	46%	40%	30%	41%	36%	39%	33%	23%	36%	53%
Probably Donald Trump	90	57	20	47	28	15	21	12	9	22	50	19
	7%	8%	5%	8%	7%	5%	6%	7%	4%	6%	8%	5%
No difference	56	34	11	26	20	11	24	14	10	18	17	22
	4%	5%	3%	4%	5%	3%	6%	8%	5%	5%	3%	6%
Probably Kamala Harris	129	80	31	60	41	29	40	17	23	41	59	29
	10%	11%	8%	10%	10%	9%	10%	9%	11%	11%	10%	8%
Definitely Kamala Harris	539	295	146	230	182	124	159	69	91	195	247	97
	41%	42%	38%	37%	45%	40%	41%	37%	45%	53%	41%	27%
Unsure	17	12	3	4	11	2	3	-	3	6	7	4
	1%	2%	1%	1%	3%	1%	1%		1%	2%	1%	1%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QLeadAttribute_Rights] Please indicate if you think that as President, Donald Trump or Kamala Harris would do a better job at each of the following
 -Protecting my rights and freedoms

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	586	451	111	25	450	118	14	575	7	523	31	549	22	359	171	107	104	53	322
	44%	87%	38%	5%	79%	30%	4%	91%	1%	89%	5%	87%	4%	96%	75%	54%	38%	43%	44%
DEFINITELY/PROBABLY KAMALA HARRIS	668	39	142	487	98	237	330	18	643	32	595	48	593	4	34	84	162	62	360
	50%	8%	49%	93%	17%	61%	92%	3%	96%	5%	93%	8%	94%	1%	15%	43%	59%	51%	49%
Definitely Donald Trump	496	406	79	12	402	83	8	492	4	455	15	475	12	319	149	100	85	40	272
	37%	79%	27%	2%	70%	21%	2%	78%	1%	78%	2%	75%	2%	85%	66%	51%	31%	32%	37%
Probably Donald Trump	90	45	32	13	48	35	7	83	3	68	16	73	10	40	22	6	20	14	50
	7%	9%	11%	2%	8%	9%	2%	13%	3%	12%	3%	12%	2%	11%	10%	3%	7%	11%	7%
No difference	56	23	23	10	22	24	10	32	16	23	13	32	11	9	19	3	6	7	42
	4%	5%	8%	2%	4%	6%	3%	5%	2%	4%	2%	5%	2%	2%	8%	1%	2%	5%	6%
Probably Kamala Harris	129	13	48	68	24	61	41	13	113	16	96	22	94	2	13	18	21	16	75
	10%	3%	17%	13%	4%	16%	12%	2%	17%	3%	15%	4%	15%	1%	6%	9%	8%	13%	10%
Definitely Kamala Harris	539	26	94	419	73	175	288	5	529	16	498	26	500	2	21	67	141	46	285
	41%	5%	33%	80%	13%	45%	81%	1%	79%	3%	78%	4%	79%	1%	9%	34%	51%	38%	39%
Unsure	17	3	13	1	3	12	3	6	3	9	3	4	3	1	3	2	3	1	12
	1%	1%	4%	0%	1%	3%	1%	1%	0%	2%	1%	1%	1%	0%	2%	1%	1%	1%	2%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QLeadAttribute_Competent] Please indicate if you think that as President, Donald Trump or Kamala Harris would do a better job at each of the following
 -Being competent and effective

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	619	318	298	110	132	180	198	241	377	511	22	54	31
	47%	52%	42%	40%	43%	49%	52%	42%	50%	54%	14%	37%	34%
DEFINITELY/PROBABLY KAMALA HARRIS	639	268	368	141	155	173	169	296	342	386	122	80	51
	48%	43%	52%	52%	50%	47%	45%	51%	46%	41%	80%	55%	56%
Definitely Donald Trump	517	265	251	86	101	152	178	187	330	433	13	43	28
	39%	43%	36%	32%	33%	41%	47%	32%	44%	46%	9%	29%	30%
Probably Donald Trump	102	53	47	24	31	27	20	54	47	78	9	11	4
	8%	9%	7%	9%	10%	7%	5%	9%	6%	8%	6%	8%	4%
No difference	55	24	29	15	18	12	9	33	22	33	9	7	7
	4%	4%	4%	6%	6%	3%	2%	6%	3%	3%	6%	4%	7%
Probably Kamala Harris	126	57	69	33	32	29	32	65	61	77	17	15	17
	9%	9%	10%	12%	10%	8%	8%	11%	8%	8%	11%	10%	19%
Definitely Kamala Harris	512	211	299	108	123	144	137	231	281	309	105	65	34
	39%	34%	42%	40%	40%	39%	36%	40%	38%	33%	69%	45%	37%
Unsure	16	6	10	6	4	3	4	9	7	8	-	6	2
	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%		4%	2%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QLeadAttribute_Competent] Please indicate if you think that as President, Donald Trump or Kamala Harris would do a better job at each of the following
-Being competent and effective

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	619	209	207	128	75	416	203	121	136	126	108	120	257	353
	47%	54%	52%	38%	37%	53%	38%	42%	53%	50%	47%	41%	47%	46%
DEFINITELY/PROBABLY KAMALA HARRIS	639	160	175	187	116	335	302	153	111	113	109	153	263	375
	48%	41%	44%	56%	57%	42%	56%	53%	43%	45%	48%	52%	48%	49%
Definitely Donald Trump	517	162	184	113	59	345	172	98	121	106	87	98	219	291
	39%	42%	46%	34%	29%	44%	32%	34%	47%	42%	38%	33%	40%	38%
Probably Donald Trump	102	47	23	15	16	70	31	23	16	19	21	22	38	62
	8%	12%	6%	5%	8%	9%	6%	8%	6%	8%	9%	8%	7%	8%
No difference	55	12	14	17	11	27	28	11	6	7	10	20	18	37
	4%	3%	4%	5%	6%	3%	5%	4%	2%	3%	4%	7%	3%	5%
Probably Kamala Harris	126	34	31	36	25	64	62	31	27	19	13	36	58	68
	9%	9%	8%	11%	13%	8%	12%	11%	11%	8%	6%	12%	11%	9%
Definitely Kamala Harris	512	127	144	150	90	271	240	122	84	94	96	117	205	307
	39%	33%	36%	45%	44%	34%	45%	42%	32%	38%	42%	40%	38%	40%
Unsure	16	6	5	3	1	11	4	5	4	4	2	1	8	7
	1%	2%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	2%	1%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QLeadAttribute_Competent] Please indicate if you think that as President, Donald Trump or Kamala Harris would do a better job at each of the following
 -Being competent and effective

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	619	302	207	307	162	148	172	86	86	120	273	225
	47%	43%	53%	50%	40%	48%	45%	47%	43%	33%	46%	62%
DEFINITELY/PROBABLY KAMALA HARRIS	639	359	170	275	212	148	192	87	105	231	285	123
	48%	51%	44%	45%	53%	48%	50%	47%	52%	63%	48%	34%
Definitely Donald Trump	517	247	183	265	124	127	136	71	65	95	233	189
	39%	35%	47%	43%	31%	41%	35%	39%	32%	26%	39%	52%
Probably Donald Trump	102	55	24	42	38	21	36	15	21	25	40	36
	8%	8%	6%	7%	9%	7%	9%	8%	10%	7%	7%	10%
No difference	55	38	9	27	19	8	17	9	8	14	32	10
	4%	5%	2%	4%	5%	3%	4%	5%	4%	4%	5%	3%
Probably Kamala Harris	126	79	29	60	43	23	42	16	26	44	52	30
	9%	11%	7%	10%	11%	7%	11%	9%	13%	12%	9%	8%
Definitely Kamala Harris	512	280	141	215	169	125	151	72	79	187	232	93
	39%	39%	36%	35%	42%	41%	39%	39%	39%	51%	39%	26%
Unsure	16	10	4	4	9	3	4	2	2	3	9	4
	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QLeadAttribute_Competent] Please indicate if you think that as President, Donald Trump or Kamala Harris would do a better job at each of the following
 -Being competent and effective

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	619	472	126	21	469	133	14	602	13	543	30	581	21	367	191	109	109	54	347
	47%	91%	44%	4%	82%	34%	4%	95%	2%	92%	5%	92%	3%	98%	84%	56%	40%	44%	47%
DEFINITELY/PROBABLY KAMALA HARRIS	639	32	128	478	90	221	323	6	629	24	579	35	583	3	28	80	159	61	339
	48%	6%	45%	91%	16%	57%	91%	1%	94%	4%	90%	6%	92%	1%	12%	41%	58%	50%	46%
Definitely Donald Trump	517	418	88	11	424	82	8	515	2	473	18	496	12	330	155	100	89	41	287
	39%	81%	30%	2%	74%	21%	2%	82%	*%	80%	3%	78%	2%	88%	68%	51%	33%	33%	39%
Probably Donald Trump	102	54	38	10	45	51	6	87	11	70	12	85	10	37	35	9	20	13	60
	8%	10%	13%	2%	8%	13%	2%	14%	2%	12%	2%	13%	2%	10%	16%	5%	7%	10%	8%
No difference	55	10	22	23	11	25	18	16	22	15	28	14	25	1	9	5	5	7	38
	4%	2%	8%	4%	2%	6%	5%	3%	3%	3%	4%	2%	4%	*%	4%	2%	2%	5%	5%
Probably Kamala Harris	126	14	34	79	26	46	51	3	121	10	105	16	101	2	12	15	22	19	70
	9%	3%	12%	15%	5%	12%	14%	*%	18%	2%	16%	3%	16%	1%	5%	8%	8%	16%	10%
Definitely Kamala Harris	512	19	95	399	64	175	272	4	508	14	473	19	482	0	16	65	137	42	269
	39%	4%	33%	76%	11%	45%	76%	1%	76%	2%	74%	3%	77%	*%	7%	33%	50%	34%	37%
Unsure	16	2	12	2	2	11	1	6	3	6	5	3	1	2	-	2	1	1	11
	1%	*%	4%	*%	*%	3%	*%	1%	1%	1%	1%	*%	*%	*%	-	1%	*%	1%	2%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QLeadAttribute_Safe] Please indicate if you think that as President, Donald Trump or Kamala Harris would do a better job at each of the following
 -Keeping the country safe

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	637	330	304	112	140	184	201	252	386	520	22	62	34
	48%	54%	43%	41%	45%	50%	53%	43%	52%	55%	14%	42%	37%
DEFINITELY/PROBABLY KAMALA HARRIS	594	246	345	136	134	161	163	270	324	358	117	73	46
	45%	40%	49%	50%	43%	44%	43%	46%	43%	38%	77%	50%	51%
Definitely Donald Trump	559	294	262	88	113	169	188	201	358	466	15	47	30
	42%	48%	37%	32%	37%	46%	50%	35%	48%	50%	10%	32%	33%
Probably Donald Trump	79	37	42	24	27	15	13	51	28	54	7	14	4
	6%	6%	6%	9%	9%	4%	4%	9%	4%	6%	4%	10%	4%
No difference	78	34	41	19	27	21	11	46	32	47	14	7	9
	6%	6%	6%	7%	9%	6%	3%	8%	4%	5%	9%	5%	10%
Probably Kamala Harris	158	85	73	35	38	35	50	73	85	102	26	16	15
	12%	14%	10%	13%	12%	9%	13%	13%	11%	11%	17%	11%	17%
Definitely Kamala Harris	436	161	272	101	96	126	113	196	239	256	91	58	31
	33%	26%	39%	37%	31%	34%	30%	34%	32%	27%	60%	39%	34%
Unsure	19	5	15	5	8	2	4	13	7	13	-	5	2
	1%	1%	2%	2%	3%	1%	1%	2%	1%	1%		3%	2%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QLeadAttribute_Safe] Please indicate if you think that as President, Donald Trump or Kamala Harris would do a better job at each of the following
 -Keeping the country safe

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	637	205	218	133	81	423	214	122	139	130	112	126	261	368
	48%	53%	54%	40%	40%	54%	40%	42%	54%	52%	49%	43%	48%	48%
DEFINITELY/PROBABLY KAMALA HARRIS	594	150	161	176	106	311	282	146	103	100	106	139	249	345
	45%	39%	40%	53%	52%	39%	52%	50%	40%	40%	46%	48%	45%	45%
Definitely Donald Trump	559	179	194	120	66	373	185	108	127	113	94	109	235	316
	42%	46%	48%	36%	32%	47%	34%	37%	49%	45%	41%	37%	43%	41%
Probably Donald Trump	79	26	24	13	15	50	29	14	12	17	18	17	26	52
	6%	7%	6%	4%	7%	6%	5%	5%	5%	7%	8%	6%	5%	7%
No difference	78	26	18	23	10	44	33	17	13	16	10	22	29	48
	6%	7%	4%	7%	5%	6%	6%	6%	5%	7%	4%	8%	5%	6%
Probably Kamala Harris	158	39	34	51	33	73	84	34	27	17	32	49	61	97
	12%	10%	8%	15%	16%	9%	16%	12%	11%	7%	14%	17%	11%	13%
Definitely Kamala Harris	436	111	127	125	73	238	198	112	76	84	74	91	188	248
	33%	29%	32%	37%	36%	30%	37%	39%	29%	33%	32%	31%	34%	32%
Unsure	19	6	4	3	6	10	9	5	3	4	1	6	8	11
	1%	2%	1%	1%	3%	1%	2%	2%	1%	2%	*	2%	1%	1%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QLeadAttribute_Safe] Please indicate if you think that as President, Donald Trump or Kamala Harris would do a better job at each of the following
 -Keeping the country safe

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	637	317	208	322	162	152	182	94	89	124	285	228
	48%	45%	54%	52%	40%	49%	47%	51%	44%	34%	48%	63%
DEFINITELY/PROBABLY KAMALA HARRIS	594	334	165	249	202	139	166	80	86	215	267	112
	45%	47%	42%	41%	50%	45%	43%	43%	43%	58%	45%	31%
Definitely Donald Trump	559	265	196	287	130	140	152	82	70	96	257	206
	42%	37%	50%	47%	32%	46%	39%	44%	35%	26%	43%	57%
Probably Donald Trump	79	52	12	34	32	11	30	12	19	28	28	23
	6%	7%	3%	6%	8%	4%	8%	6%	9%	8%	5%	6%
No difference	78	45	12	35	28	15	31	11	21	27	32	19
	6%	6%	3%	6%	7%	5%	8%	6%	10%	7%	5%	5%
Probably Kamala Harris	158	97	46	75	50	33	43	29	15	54	70	34
	12%	14%	12%	12%	12%	11%	11%	16%	7%	15%	12%	9%
Definitely Kamala Harris	436	237	119	174	153	106	123	51	72	160	197	78
	33%	33%	31%	28%	38%	34%	32%	28%	36%	44%	33%	22%
Unsure	19	13	4	8	9	2	5	-	5	2	14	3
	1%	2%	1%	1%	2%	1%	1%		3%	1%	2%	1%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QLeadAttribute_Safe] Please indicate if you think that as President, Donald Trump or Kamala Harris would do a better job at each of the following
 -Keeping the country safe

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	637	473	131	34	471	137	26	605	22	548	47	580	40	370	188	109	107	54	368
	48%	92%	45%	6%	82%	35%	7%	96%	3%	93%	7%	92%	6%	99%	83%	56%	39%	44%	50%
DEFINITELY/PROBABLY KAMALA HARRIS	594	29	110	455	84	197	309	10	583	23	538	33	543	2	21	78	153	54	308
	45%	6%	38%	87%	15%	51%	87%	2%	87%	4%	84%	5%	86%	1%	9%	40%	56%	44%	42%
Definitely Donald Trump	559	442	100	16	441	99	15	551	6	506	22	527	19	351	165	105	100	45	309
	42%	86%	35%	3%	77%	25%	4%	87%	1%	86%	3%	83%	3%	94%	73%	54%	36%	37%	42%
Probably Donald Trump	79	31	30	18	29	38	11	54	16	41	24	53	21	19	23	4	7	9	59
	6%	6%	11%	3%	5%	10%	3%	9%	2%	7%	4%	8%	3%	5%	10%	2%	3%	7%	8%
No difference	78	10	35	33	12	43	22	12	54	11	49	13	45	-	13	6	12	13	46
	6%	2%	12%	6%	2%	11%	6%	2%	8%	2%	8%	2%	7%		6%	3%	4%	11%	6%
Probably Kamala Harris	158	19	43	96	34	54	68	8	149	15	132	22	130	2	14	17	40	14	87
	12%	4%	15%	18%	6%	14%	19%	1%	22%	3%	21%	4%	21%	0%	6%	8%	15%	12%	12%
Definitely Kamala Harris	436	9	68	359	50	143	241	2	433	8	405	11	414	0	8	62	113	40	222
	33%	2%	23%	69%	9%	37%	68%	0%	65%	1%	63%	2%	66%	0%	3%	31%	41%	32%	30%
Unsure	19	5	12	1	7	12	-	4	9	5	9	6	2	1	4	2	3	1	13
	1%	1%	4%	0%	1%	3%		1%	1%	1%	1%	1%	0%	0%	2%	1%	1%	1%	2%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QCharacter_Strong] Please indicate whether you think each of the following attributes best describes Donald Trump or Kamala Harris

-A strong leader

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	639	333	304	113	142	182	203	254	385	524	23	59	34
	48%	54%	43%	41%	46%	49%	54%	44%	51%	56%	15%	40%	37%
DEFINITELY/PROBABLY KAMALA HARRIS	597	242	352	138	141	166	152	279	318	366	108	77	46
	45%	39%	50%	51%	46%	45%	40%	48%	42%	39%	71%	53%	50%
Definitely Donald Trump	545	288	254	84	114	161	185	198	347	452	17	48	28
	41%	47%	36%	31%	37%	44%	49%	34%	46%	48%	11%	32%	31%
Probably Donald Trump	95	45	50	28	28	21	18	56	39	72	7	11	5
	7%	7%	7%	10%	9%	6%	5%	10%	5%	8%	4%	8%	6%
No difference	72	33	39	15	18	19	21	33	39	40	15	8	10
	5%	5%	5%	5%	6%	5%	5%	6%	5%	4%	10%	5%	11%
Probably Kamala Harris	137	68	70	28	40	34	36	68	70	89	19	13	16
	10%	11%	10%	10%	13%	9%	10%	12%	9%	9%	13%	9%	17%
Definitely Kamala Harris	459	175	282	110	101	132	116	211	248	277	89	64	30
	35%	28%	40%	41%	33%	36%	31%	36%	33%	30%	58%	44%	33%
Unsure	20	7	11	6	8	2	4	14	6	9	6	3	2
	1%	1%	2%	2%	2%	1%	1%	2%	1%	1%	4%	2%	2%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QCharacter_Strong] Please indicate whether you think each of the following attributes best describes Donald Trump or Kamala Harris

-A strong leader

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	639	206	212	135	88	417	222	122	142	123	113	131	264	367
	48%	53%	53%	40%	43%	53%	41%	42%	55%	49%	49%	45%	48%	48%
DEFINITELY/PROBABLY KAMALA HARRIS	597	152	158	177	110	310	286	140	103	105	105	143	244	353
	45%	39%	39%	53%	54%	39%	53%	48%	40%	42%	46%	49%	45%	46%
Definitely Donald Trump	545	177	190	112	66	367	177	104	129	111	90	103	232	304
	41%	46%	47%	33%	32%	47%	33%	36%	50%	44%	39%	35%	43%	39%
Probably Donald Trump	95	29	21	23	22	50	45	18	13	12	23	28	31	63
	7%	7%	5%	7%	11%	6%	8%	6%	5%	5%	10%	9%	6%	8%
No difference	72	20	26	21	5	46	26	20	9	17	8	17	29	43
	5%	5%	6%	6%	2%	6%	5%	7%	4%	7%	4%	6%	5%	6%
Probably Kamala Harris	137	34	28	40	35	62	75	26	19	25	25	42	45	92
	10%	9%	7%	12%	17%	8%	14%	9%	7%	10%	11%	14%	8%	12%
Definitely Kamala Harris	459	118	130	136	75	247	211	114	84	80	80	101	199	261
	35%	30%	32%	41%	37%	31%	39%	40%	33%	32%	35%	34%	36%	34%
Unsure	20	10	6	3	1	16	4	7	2	5	2	2	10	9
	1%	3%	1%	1%	1%	2%	1%	3%	1%	2%	1%	1%	2%	1%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QCharacter_Strong] Please indicate whether you think each of the following attributes best describes Donald Trump or Kamala Harris
 -A strong leader

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	639	323	209	320	165	152	181	97	84	124	289	226
	48%	46%	54%	52%	41%	49%	47%	53%	42%	34%	48%	63%
DEFINITELY/PROBABLY KAMALA HARRIS	597	343	155	257	203	135	175	76	99	211	271	115
	45%	48%	40%	42%	50%	44%	45%	41%	49%	57%	45%	32%
Definitely Donald Trump	545	262	191	278	131	134	145	78	67	100	239	206
	41%	37%	49%	45%	33%	44%	38%	42%	34%	27%	40%	57%
Probably Donald Trump	95	61	18	42	34	18	36	19	17	24	50	21
	7%	9%	5%	7%	9%	6%	9%	10%	8%	7%	8%	6%
No difference	72	31	21	32	22	16	24	10	14	27	27	18
	5%	4%	5%	5%	6%	5%	6%	5%	7%	7%	5%	5%
Probably Kamala Harris	137	91	34	67	42	28	37	20	18	41	66	30
	10%	13%	9%	11%	11%	9%	10%	11%	9%	11%	11%	8%
Definitely Kamala Harris	459	252	121	190	160	107	138	56	81	169	205	85
	35%	36%	31%	31%	40%	35%	36%	31%	41%	46%	34%	24%
Unsure	20	11	5	4	11	4	5	2	4	6	12	2
	1%	2%	1%	1%	3%	1%	1%	1%	2%	2%	2%	1%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QCharacter_Strong] Please indicate whether you think each of the following attributes best describes Donald Trump or Kamala Harris
 -A strong leader

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	639	473	130	36	474	134	28	604	26	548	48	582	40	370	189	108	111	54	367
	48%	92%	45%	7%	83%	34%	8%	96%	4%	93%	7%	92%	6%	99%	83%	55%	40%	44%	50%
DEFINITELY/PROBABLY KAMALA HARRIS	597	31	111	455	82	205	308	5	590	20	546	33	548	2	25	74	151	57	314
	45%	6%	39%	87%	14%	53%	86%	1%	88%	3%	85%	5%	87%	1%	11%	38%	55%	47%	43%
Definitely Donald Trump	545	432	94	19	442	87	12	536	6	495	20	516	19	350	153	98	96	45	306
	41%	84%	32%	4%	77%	22%	3%	85%	1%	84%	3%	81%	3%	94%	67%	50%	35%	36%	42%
Probably Donald Trump	95	41	37	17	32	46	17	67	20	53	27	67	21	20	36	10	15	10	60
	7%	8%	13%	3%	6%	12%	5%	11%	3%	9%	4%	11%	3%	5%	16%	5%	5%	8%	8%
No difference	72	11	33	28	13	40	16	18	44	13	42	13	36	-	11	11	11	10	40
	5%	2%	11%	5%	2%	10%	4%	3%	7%	2%	6%	2%	6%		5%	5%	4%	8%	6%
Probably Kamala Harris	137	18	38	81	24	54	58	4	132	10	115	22	108	2	14	10	40	14	74
	10%	4%	13%	15%	4%	14%	16%	1%	20%	2%	18%	3%	17%	0%	6%	5%	14%	11%	10%
Definitely Kamala Harris	459	12	73	374	59	151	250	1	458	10	430	11	440	0	11	64	112	43	241
	35%	2%	25%	72%	10%	39%	70%	0%	69%	2%	67%	2%	70%	0%	5%	33%	41%	35%	33%
Unsure	20	2	14	3	4	11	5	4	8	6	7	5	7	1	1	4	1	1	13
	1%	0%	5%	1%	1%	3%	1%	1%	1%	1%	1%	1%	1%	0%	1%	2%	0%	1%	2%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QCharacter_Honest] Please indicate whether you think each of the following attributes best describes Donald Trump or Kamala Harris
 -Honest and trustworthy

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	500	261	237	87	94	144	175	181	319	417	12	42	30
	38%	42%	34%	32%	30%	39%	46%	31%	43%	44%	8%	28%	32%
DEFINITELY/PROBABLY KAMALA HARRIS	651	277	372	145	159	176	172	303	348	403	123	78	47
	49%	45%	53%	53%	51%	48%	45%	52%	47%	43%	81%	53%	52%
Definitely Donald Trump	383	198	183	62	69	117	135	131	252	318	9	33	23
	29%	32%	26%	23%	23%	32%	36%	23%	34%	34%	6%	22%	25%
Probably Donald Trump	117	63	54	25	25	27	40	50	68	99	3	9	6
	9%	10%	8%	9%	8%	7%	11%	9%	9%	11%	2%	6%	7%
No difference	159	74	83	33	52	45	29	85	74	105	17	24	12
	12%	12%	12%	12%	17%	12%	8%	15%	10%	11%	11%	16%	13%
Probably Kamala Harris	116	59	57	32	42	22	21	73	43	79	17	13	8
	9%	10%	8%	12%	13%	6%	5%	13%	6%	8%	11%	9%	8%
Definitely Kamala Harris	535	218	315	113	117	154	152	230	305	324	106	66	40
	40%	35%	45%	42%	38%	42%	40%	40%	41%	35%	70%	45%	43%
Unsure	18	5	13	6	4	4	3	10	7	13	0	3	2
	1%	1%	2%	2%	1%	1%	1%	2%	1%	1%	*	2%	2%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QCharacter_Honest] Please indicate whether you think each of the following attributes best describes Donald Trump or Kamala Harris
-Honest and trustworthy

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	500	169	178	101	53	346	154	98	117	105	86	87	214	278
	38%	43%	44%	30%	26%	44%	29%	34%	45%	42%	38%	30%	39%	36%
DEFINITELY/PROBABLY KAMALA HARRIS	651	159	177	189	125	336	314	153	112	112	114	161	265	387
	49%	41%	44%	57%	62%	43%	58%	53%	44%	45%	50%	55%	48%	50%
Definitely Donald Trump	383	139	132	77	35	271	112	82	95	80	57	61	178	197
	29%	36%	33%	23%	17%	34%	21%	28%	37%	32%	25%	21%	33%	26%
Probably Donald Trump	117	30	46	24	18	75	42	15	21	25	29	27	36	80
	9%	8%	11%	7%	9%	10%	8%	5%	8%	10%	13%	9%	7%	10%
No difference	159	51	43	42	23	94	65	33	28	28	28	42	60	98
	12%	13%	11%	12%	11%	12%	12%	11%	11%	11%	12%	14%	11%	13%
Probably Kamala Harris	116	31	26	30	29	57	59	24	20	21	16	36	43	73
	9%	8%	6%	9%	14%	7%	11%	8%	8%	8%	7%	12%	8%	9%
Definitely Kamala Harris	535	129	151	159	96	279	255	129	92	91	98	125	221	314
	40%	33%	38%	47%	47%	35%	47%	45%	36%	37%	43%	42%	41%	41%
Unsure	18	9	4	3	2	13	5	7	1	5	0	4	8	9
	1%	2%	1%	1%	1%	2%	1%	2%	*%	2%	*%	1%	1%	1%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QCharacter_Honest] Please indicate whether you think each of the following attributes best describes Donald Trump or Kamala Harris
 -Honest and trustworthy

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	500	243	179	248	123	128	131	68	63	96	222	183
	38%	34%	46%	40%	31%	42%	34%	37%	31%	26%	37%	51%
DEFINITELY/PROBABLY KAMALA HARRIS	651	363	175	289	212	149	201	91	110	232	298	121
	49%	51%	45%	47%	53%	48%	52%	50%	55%	63%	50%	33%
Definitely Donald Trump	383	176	142	191	92	100	97	50	46	71	166	146
	29%	25%	36%	31%	23%	32%	25%	27%	23%	19%	28%	40%
Probably Donald Trump	117	68	37	57	32	29	34	18	17	24	55	38
	9%	10%	10%	9%	8%	9%	9%	10%	8%	7%	9%	10%
No difference	159	94	33	69	59	28	50	25	26	39	70	50
	12%	13%	8%	11%	15%	9%	13%	13%	13%	11%	12%	14%
Probably Kamala Harris	116	79	20	53	42	21	42	21	22	41	51	24
	9%	11%	5%	9%	10%	7%	11%	11%	11%	11%	9%	7%
Definitely Kamala Harris	535	284	155	236	170	127	159	71	88	191	247	97
	40%	40%	40%	39%	42%	41%	41%	39%	44%	52%	41%	27%
Unsure	18	9	2	7	8	2	3	-	3	1	9	8
	1%	1%	1%	1%	2%	1%	1%		1%	*%	1%	2%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QCharacter_Honest] Please indicate whether you think each of the following attributes best describes Donald Trump or Kamala Harris
 -Honest and trustworthy

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	500	413	73	14	409	77	12	496	4	461	13	482	11	330	143	91	91	43	275
	38%	80%	25%	3%	71%	20%	3%	79%	1%	78%	2%	76%	2%	88%	63%	46%	33%	35%	37%
DEFINITELY/PROBABLY KAMALA HARRIS	651	36	127	488	96	231	321	15	631	28	589	45	586	4	32	82	162	65	342
	49%	7%	44%	93%	17%	59%	90%	2%	94%	5%	92%	7%	93%	1%	14%	42%	59%	53%	47%
Definitely Donald Trump	383	327	50	6	320	54	6	380	2	354	10	372	5	265	102	79	69	29	206
	29%	63%	17%	1%	56%	14%	2%	60%	0%	60%	1%	59%	1%	71%	45%	40%	25%	24%	28%
Probably Donald Trump	117	86	23	8	89	23	6	115	2	107	4	110	6	65	41	12	23	14	69
	9%	17%	8%	2%	15%	6%	2%	18%	0%	18%	1%	17%	1%	17%	18%	6%	8%	12%	9%
No difference	159	64	74	21	66	68	23	110	31	88	38	98	31	35	48	21	19	14	105
	12%	12%	26%	4%	12%	17%	7%	17%	5%	15%	6%	15%	5%	9%	21%	11%	7%	11%	14%
Probably Kamala Harris	116	11	33	72	23	44	47	9	106	12	93	17	91	0	12	9	22	19	66
	9%	2%	11%	14%	4%	11%	13%	1%	16%	2%	15%	3%	14%	0%	5%	5%	8%	15%	9%
Definitely Kamala Harris	535	25	95	415	73	187	274	6	525	17	496	28	495	4	20	73	140	46	276
	40%	5%	33%	79%	13%	48%	77%	1%	79%	3%	77%	4%	79%	1%	9%	37%	51%	38%	38%
Unsure	18	3	14	1	3	15	0	11	2	10	1	7	1	4	3	2	2	-	14
	1%	1%	5%	0%	0%	4%	0%	2%	0%	2%	0%	1%	0%	1%	1%	1%	1%	0%	2%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QCharacter_Care] Please indicate whether you think each of the following attributes best describes Donald Trump or Kamala Harris
 -Cares about people like me

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	546	289	255	91	115	155	185	205	340	451	12	50	32
	41%	47%	36%	33%	37%	42%	49%	35%	45%	48%	8%	34%	36%
DEFINITELY/PROBABLY KAMALA HARRIS	663	268	392	156	156	177	174	312	351	406	130	82	44
	50%	44%	56%	57%	51%	48%	46%	54%	47%	43%	86%	56%	49%
Definitely Donald Trump	421	225	194	67	78	128	149	144	277	349	12	34	26
	32%	37%	28%	25%	25%	35%	39%	25%	37%	37%	8%	23%	29%
Probably Donald Trump	124	64	61	24	37	27	36	61	63	102	-	16	6
	9%	10%	9%	9%	12%	7%	10%	10%	8%	11%		11%	7%
No difference	104	54	49	20	35	33	17	54	50	72	10	10	12
	8%	9%	7%	7%	11%	9%	4%	9%	7%	8%	7%	7%	13%
Probably Kamala Harris	120	53	67	30	39	22	30	69	52	85	19	11	5
	9%	9%	10%	11%	12%	6%	8%	12%	7%	9%	12%	8%	6%
Definitely Kamala Harris	543	215	325	126	118	154	145	244	299	321	112	71	39
	41%	35%	46%	46%	38%	42%	38%	42%	40%	34%	73%	48%	43%
Unsure	15	5	9	5	3	3	3	8	7	9	-	4	2
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%		3%	2%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QCharacter_Care] Please indicate whether you think each of the following attributes best describes Donald Trump or Kamala Harris

-Cares about people like me

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	546 41%	181 47%	189 47%	114 34%	62 31%	370 47%	176 33%	103 36%	124 48%	111 44%	98 43%	101 35%	227 42%	311 40%
DEFINITELY/PROBABLY KAMALA HARRIS	663 50%	169 44%	181 45%	189 56%	124 61%	350 44%	312 58%	158 55%	116 45%	120 48%	113 50%	156 53%	274 50%	389 50%
Definitely Donald Trump	421 32%	138 36%	154 38%	87 26%	42 21%	292 37%	129 24%	86 30%	101 39%	90 36%	64 28%	74 25%	187 34%	228 30%
Probably Donald Trump	124 9%	43 11%	35 9%	26 8%	20 10%	78 10%	47 9%	18 6%	23 9%	21 8%	35 15%	27 9%	41 7%	83 11%
No difference	104 8%	29 7%	29 7%	30 9%	16 8%	58 7%	46 9%	22 7%	16 6%	16 6%	15 6%	35 12%	37 7%	66 9%
Probably Kamala Harris	120 9%	36 9%	25 6%	25 7%	34 17%	61 8%	59 11%	30 10%	22 9%	23 9%	8 3%	38 13%	52 9%	69 9%
Definitely Kamala Harris	543 41%	133 34%	155 39%	164 49%	89 44%	288 37%	253 47%	128 44%	94 37%	97 39%	106 46%	118 40%	222 41%	320 42%
Unsure	15 1%	9 2%	2 1%	2 1%	1 1%	11 1%	3 1%	7 2%	1 *	3 1%	2 1%	1 *	8 1%	6 1%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QCharacter_Care] Please indicate whether you think each of the following attributes best describes Donald Trump or Kamala Harris
 -Cares about people like me

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	546	264	192	275	136	134	142	74	68	101	243	202
	41%	37%	49%	45%	34%	44%	37%	40%	34%	28%	41%	56%
DEFINITELY/PROBABLY KAMALA HARRIS	663	367	177	281	226	153	201	84	116	237	305	122
	50%	52%	45%	46%	56%	50%	52%	46%	58%	64%	51%	34%
Definitely Donald Trump	421	193	157	217	100	102	108	59	49	73	187	162
	32%	27%	40%	35%	25%	33%	28%	32%	24%	20%	31%	45%
Probably Donald Trump	124	72	35	57	36	31	34	15	19	28	56	40
	9%	10%	9%	9%	9%	10%	9%	8%	9%	8%	9%	11%
No difference	104	69	17	52	33	18	38	24	14	29	41	34
	8%	10%	4%	9%	8%	6%	10%	13%	7%	8%	7%	9%
Probably Kamala Harris	120	75	26	47	43	29	37	13	23	32	65	23
	9%	11%	7%	8%	11%	9%	10%	7%	12%	9%	11%	6%
Definitely Kamala Harris	543	292	151	234	183	124	164	71	93	204	240	98
	41%	41%	39%	38%	46%	40%	43%	39%	46%	56%	40%	27%
Unsure	15	8	3	5	7	3	4	1	3	1	11	4
	1%	1%	1%	1%	2%	1%	1%	1%	2%	*%	2%	1%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QCharacter_Care] Please indicate whether you think each of the following attributes best describes Donald Trump or Kamala Harris

-Cares about people like me

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	546	431	98	17	432	95	15	538	4	495	19	521	16	342	164	98	97	48	302
	41%	83%	34%	3%	75%	24%	4%	85%	1%	84%	3%	82%	3%	92%	72%	50%	35%	39%	41%
DEFINITELY/PROBABLY KAMALA HARRIS	663	41	138	484	99	235	326	19	638	35	593	49	591	5	35	84	163	61	355
	50%	8%	48%	93%	17%	60%	91%	3%	95%	6%	92%	8%	94%	1%	15%	43%	59%	50%	48%
Definitely Donald Trump	421	351	63	7	351	61	6	420	2	389	10	409	7	284	118	88	73	34	226
	32%	68%	22%	1%	61%	16%	2%	67%	0%	66%	2%	65%	1%	76%	52%	45%	26%	28%	31%
Probably Donald Trump	124	80	35	9	81	34	9	118	2	106	8	112	9	59	45	10	24	13	77
	9%	15%	12%	2%	14%	9%	3%	19%	0%	18%	1%	18%	1%	16%	20%	5%	9%	11%	10%
No difference	104	43	40	22	41	48	15	67	25	49	28	58	23	23	27	11	12	13	68
	8%	8%	14%	4%	7%	12%	4%	11%	4%	8%	4%	9%	4%	6%	12%	6%	4%	11%	9%
Probably Kamala Harris	120	23	41	57	32	50	37	12	104	17	94	28	80	3	19	10	21	12	77
	9%	4%	14%	11%	6%	13%	10%	2%	16%	3%	15%	4%	13%	1%	8%	5%	8%	10%	10%
Definitely Kamala Harris	543	18	97	428	67	186	289	7	534	18	498	21	510	2	16	74	142	49	278
	41%	3%	34%	82%	12%	48%	81%	1%	80%	3%	78%	3%	81%	1%	7%	38%	52%	40%	38%
Unsure	15	2	13	-	2	12	0	7	2	9	2	5	-	3	1	2	3	-	10
	1%	0%	4%	-	0%	3%	0%	1%	0%	2%	0%	1%	-	1%	1%	1%	1%	-	1%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QCharacter_Normal] Please indicate whether you think each of the following attributes best describes Donald Trump or Kamala Harris
 -Normal

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	473	251	220	77	95	137	165	171	301	392	15	43	23
	36%	41%	31%	28%	31%	37%	43%	30%	40%	42%	10%	29%	25%
DEFINITELY/PROBABLY KAMALA HARRIS	655	276	376	146	156	179	174	302	353	401	122	83	49
	49%	45%	53%	54%	51%	49%	46%	52%	47%	43%	80%	57%	54%
Definitely Donald Trump	364	194	169	59	68	113	124	127	237	303	10	32	20
	27%	32%	24%	22%	22%	31%	33%	22%	32%	32%	6%	22%	22%
Probably Donald Trump	108	57	52	18	26	24	40	44	64	90	5	11	3
	8%	9%	7%	7%	9%	6%	11%	8%	9%	10%	3%	8%	3%
No difference	172	79	92	39	54	45	34	93	79	128	11	16	17
	13%	13%	13%	14%	18%	12%	9%	16%	11%	14%	7%	11%	18%
Probably Kamala Harris	127	68	59	33	40	28	26	73	53	81	17	17	11
	10%	11%	8%	12%	13%	7%	7%	13%	7%	9%	11%	12%	12%
Definitely Kamala Harris	528	208	317	113	116	152	148	229	300	319	104	66	38
	40%	34%	45%	42%	38%	41%	39%	39%	40%	34%	69%	45%	42%
Unsure	28	10	16	10	3	7	8	14	15	17	5	5	2
	2%	2%	2%	4%	1%	2%	2%	2%	2%	2%	3%	3%	2%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QCharacter_Normal] Please indicate whether you think each of the following attributes best describes Donald Trump or Kamala Harris
-Normal

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	473	165	167	94	47	332	140	93	114	105	85	74	206	264
	36%	43%	42%	28%	23%	42%	26%	32%	44%	42%	37%	25%	38%	34%
DEFINITELY/PROBABLY KAMALA HARRIS	655	158	178	198	120	336	318	152	115	113	114	162	267	388
	49%	41%	44%	59%	59%	43%	59%	53%	45%	45%	50%	55%	49%	50%
Definitely Donald Trump	364	130	126	76	32	256	108	79	87	79	59	59	166	197
	27%	34%	31%	23%	16%	32%	20%	27%	34%	32%	26%	20%	30%	26%
Probably Donald Trump	108	35	41	18	14	76	32	14	27	26	26	15	41	67
	8%	9%	10%	5%	7%	10%	6%	5%	11%	10%	12%	5%	7%	9%
No difference	172	55	44	40	33	99	73	36	26	24	26	54	62	104
	13%	14%	11%	12%	16%	13%	14%	12%	10%	9%	11%	19%	11%	13%
Probably Kamala Harris	127	34	31	31	30	65	62	23	22	26	16	40	45	82
	10%	9%	8%	9%	15%	8%	12%	8%	8%	10%	7%	14%	8%	11%
Definitely Kamala Harris	528	124	147	167	89	271	256	129	93	87	98	122	222	307
	40%	32%	37%	50%	44%	34%	48%	44%	36%	35%	43%	42%	41%	40%
Unsure	28	10	12	2	5	21	7	9	3	8	4	4	11	16
	2%	2%	3%	1%	2%	3%	1%	3%	1%	3%	2%	1%	2%	2%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QCharacter_Normal] Please indicate whether you think each of the following attributes best describes Donald Trump or Kamala Harris
 -Normal

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	473	228	166	237	121	114	126	66	60	91	206	176
	36%	32%	43%	39%	30%	37%	33%	36%	30%	25%	34%	49%
DEFINITELY/PROBABLY KAMALA HARRIS	655	366	179	280	220	154	191	87	105	230	303	123
	49%	52%	46%	46%	55%	50%	50%	47%	52%	62%	51%	34%
Definitely Donald Trump	364	170	132	184	90	91	97	53	44	69	162	133
	27%	24%	34%	30%	22%	29%	25%	29%	22%	19%	27%	37%
Probably Donald Trump	108	57	34	54	31	23	29	13	17	22	43	43
	8%	8%	9%	9%	8%	8%	8%	7%	8%	6%	7%	12%
No difference	172	99	39	85	48	36	64	31	33	40	75	57
	13%	14%	10%	14%	12%	12%	17%	17%	17%	11%	12%	16%
Probably Kamala Harris	127	82	30	53	43	31	39	20	19	47	53	26
	10%	12%	8%	9%	11%	10%	10%	11%	9%	13%	9%	7%
Definitely Kamala Harris	528	284	149	226	177	123	153	66	86	183	250	96
	40%	40%	38%	37%	44%	40%	40%	36%	43%	50%	42%	27%
Unsure	28	16	6	11	13	4	4	1	3	7	16	6
	2%	2%	2%	2%	3%	1%	1%	1%	1%	2%	3%	2%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QCharacter_Normal] Please indicate whether you think each of the following attributes best describes Donald Trump or Kamala Harris
 -Normal

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	473	390	70	13	386	76	8	465	6	434	14	453	13	313	133	85	89	44	254
	36%	76%	24%	2%	67%	20%	2%	74%	1%	74%	2%	72%	2%	84%	59%	43%	32%	36%	35%
DEFINITELY/PROBABLY KAMALA HARRIS	655	44	139	472	96	236	320	21	627	32	584	54	579	7	37	82	165	64	345
	49%	9%	48%	90%	17%	60%	90%	3%	94%	6%	91%	8%	92%	2%	16%	42%	60%	52%	47%
Definitely Donald Trump	364	322	38	4	314	43	5	362	2	340	10	354	5	255	98	71	65	31	197
	27%	62%	13%	1%	55%	11%	1%	57%	0%	58%	2%	56%	1%	68%	43%	37%	24%	25%	27%
Probably Donald Trump	108	68	32	9	72	34	3	103	4	94	4	99	8	58	35	13	24	14	57
	8%	13%	11%	2%	13%	9%	1%	16%	1%	16%	1%	16%	1%	16%	15%	7%	9%	11%	8%
No difference	172	79	59	34	86	61	25	131	29	111	34	116	30	51	51	23	18	12	119
	13%	15%	21%	6%	15%	16%	7%	21%	4%	19%	5%	18%	5%	14%	22%	12%	7%	10%	16%
Probably Kamala Harris	127	17	41	69	35	51	38	14	107	13	95	26	88	5	16	13	22	18	74
	10%	3%	14%	13%	6%	13%	11%	2%	16%	2%	15%	4%	14%	1%	7%	7%	8%	15%	10%
Definitely Kamala Harris	528	28	98	403	62	185	282	8	520	20	488	27	491	2	21	69	143	46	271
	40%	5%	34%	77%	11%	47%	79%	1%	78%	3%	76%	4%	78%	1%	9%	35%	52%	38%	37%
Unsure	28	3	21	4	5	17	5	14	6	10	10	9	8	3	6	6	3	2	17
	2%	1%	7%	1%	1%	4%	1%	2%	1%	2%	2%	1%	1%	1%	3%	3%	1%	1%	2%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QCharacter_Crisis] Please indicate whether you think each of the following attributes best describes Donald Trump or Kamala Harris
 -Good at managing a crisis

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	622	326	293	102	144	180	196	246	376	509	21	57	36
	47%	53%	42%	37%	47%	49%	52%	42%	50%	54%	14%	39%	39%
DEFINITELY/PROBABLY KAMALA HARRIS	608	251	355	137	139	173	160	276	333	371	113	77	47
	46%	41%	50%	50%	45%	47%	42%	48%	44%	40%	74%	53%	52%
Definitely Donald Trump	517	267	247	78	105	156	178	183	334	434	13	43	27
	39%	43%	35%	29%	34%	42%	47%	32%	45%	46%	9%	30%	29%
Probably Donald Trump	105	59	46	24	39	24	18	63	42	75	7	13	9
	8%	10%	7%	9%	13%	6%	5%	11%	6%	8%	5%	9%	10%
No difference	74	33	40	24	24	12	14	48	26	45	12	12	6
	6%	5%	6%	9%	8%	3%	4%	8%	3%	5%	8%	8%	6%
Probably Kamala Harris	166	87	78	32	46	44	44	78	88	106	27	19	15
	12%	14%	11%	12%	15%	12%	12%	13%	12%	11%	18%	13%	16%
Definitely Kamala Harris	442	164	276	105	93	129	116	198	244	265	86	59	33
	33%	27%	39%	39%	30%	35%	30%	34%	33%	28%	57%	40%	36%
Unsure	24	6	18	9	2	4	10	10	13	14	7	1	2
	2%	1%	2%	3%	1%	1%	3%	2%	2%	1%	5%	1%	2%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QCharacter_Crisis] Please indicate whether you think each of the following attributes best describes Donald Trump or Kamala Harris

-Good at managing a crisis

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	622	204	207	132	79	411	211	121	136	120	107	129	257	356
	47%	53%	52%	39%	39%	52%	39%	42%	53%	48%	47%	44%	47%	46%
DEFINITELY/PROBABLY KAMALA HARRIS	608	145	170	179	112	316	291	146	107	112	98	145	254	354
	46%	38%	42%	54%	55%	40%	54%	51%	42%	45%	43%	49%	46%	46%
Definitely Donald Trump	517	173	183	99	62	356	161	101	124	107	85	94	225	285
	39%	45%	46%	30%	31%	45%	30%	35%	48%	43%	37%	32%	41%	37%
Probably Donald Trump	105	31	24	33	16	55	50	20	12	13	22	35	32	71
	8%	8%	6%	10%	8%	7%	9%	7%	5%	5%	10%	12%	6%	9%
No difference	74	26	16	21	11	42	32	13	10	13	20	18	23	51
	6%	7%	4%	6%	5%	5%	6%	5%	4%	5%	9%	6%	4%	7%
Probably Kamala Harris	166	39	44	47	36	83	82	36	25	37	19	48	62	104
	12%	10%	11%	14%	18%	10%	15%	13%	10%	15%	8%	16%	11%	13%
Definitely Kamala Harris	442	107	126	133	76	233	209	110	82	75	79	96	192	250
	33%	28%	32%	40%	38%	30%	39%	38%	32%	30%	35%	33%	35%	32%
Unsure	24	12	7	3	2	19	4	9	4	6	4	1	12	10
	2%	3%	2%	1%	1%	2%	1%	3%	1%	2%	2%	0%	2%	1%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QCharacter_Crisis] Please indicate whether you think each of the following attributes best describes Donald Trump or Kamala Harris
 -Good at managing a crisis

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	622	312	204	313	158	148	171	91	80	127	273	222
	47%	44%	52%	51%	39%	48%	44%	49%	40%	34%	46%	61%
DEFINITELY/PROBABLY KAMALA HARRIS	608	337	164	258	204	144	182	80	102	210	285	114
	46%	48%	42%	42%	51%	47%	47%	43%	51%	57%	48%	31%
Definitely Donald Trump	517	245	186	264	123	129	134	71	63	95	225	198
	39%	35%	48%	43%	30%	42%	35%	38%	32%	26%	38%	55%
Probably Donald Trump	105	67	17	49	36	19	36	20	16	32	48	25
	8%	9%	4%	8%	9%	6%	9%	11%	8%	9%	8%	7%
No difference	74	50	12	33	30	10	26	12	15	26	31	17
	6%	7%	3%	5%	7%	3%	7%	6%	7%	7%	5%	5%
Probably Kamala Harris	166	98	44	76	54	36	47	26	21	48	78	39
	12%	14%	11%	12%	13%	12%	12%	14%	10%	13%	13%	11%
Definitely Kamala Harris	442	238	120	182	150	108	135	54	81	161	207	74
	33%	34%	31%	30%	37%	35%	35%	29%	40%	44%	34%	21%
Unsure	24	10	9	9	10	5	7	2	5	6	9	9
	2%	1%	2%	1%	2%	2%	2%	1%	2%	2%	2%	2%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QCharacter_Crisis] Please indicate whether you think each of the following attributes best describes Donald Trump or Kamala Harris
 -Good at managing a crisis

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	622 47%	465 90%	120 42%	37 7%	463 81%	135 35%	21 6%	593 94%	22 3%	541 92%	40 6%	566 90%	33 5%	362 97%	183 81%	110 56%	106 39%	56 46%	350 48%
DEFINITELY/PROBABLY KAMALA HARRIS	608 46%	31 6%	118 41%	459 88%	85 15%	206 53%	314 88%	10 2%	593 89%	20 3%	555 86%	33 5%	556 88%	3 1%	27 12%	80 41%	153 56%	55 45%	321 44%
Definitely Donald Trump	517 39%	418 81%	87 30%	13 3%	418 73%	87 22%	10 3%	515 82%	2 *	474 81%	18 3%	491 78%	16 2%	332 89%	151 66%	101 52%	90 33%	39 32%	287 39%
Probably Donald Trump	105 8%	48 9%	33 12%	23 4%	45 8%	48 12%	12 3%	78 12%	21 3%	67 11%	22 3%	75 12%	18 3%	30 8%	32 14%	9 5%	15 6%	17 14%	63 9%
No difference	74 6%	15 3%	39 13%	20 4%	19 3%	33 8%	21 6%	20 3%	42 6%	17 3%	38 6%	23 4%	33 5%	5 1%	13 6%	3 1%	10 4%	10 8%	51 7%
Probably Kamala Harris	166 12%	16 3%	45 16%	105 20%	26 5%	60 15%	76 21%	7 1%	154 23%	7 1%	141 22%	18 3%	138 22%	1 *	14 6%	17 9%	42 15%	16 13%	91 12%
Definitely Kamala Harris	442 33%	15 3%	74 25%	354 68%	59 10%	146 37%	238 67%	3 1%	439 66%	13 2%	414 64%	15 2%	418 66%	1 *	13 6%	63 32%	111 40%	40 32%	229 31%
Unsure	24 2%	5 1%	12 4%	7 1%	6 1%	17 4%	1 *	8 1%	10 2%	9 2%	9 1%	10 2%	8 1%	4 1%	5 2%	3 2%	6 2%	1 1%	13 2%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QCharacter_GetDone] Please indicate whether you think each of the following attributes best describes Donald Trump or Kamala Harris
 -Gets things done

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	651	335	313	111	153	184	204	264	387	523	29	62	37
	49%	54%	44%	41%	50%	50%	54%	46%	52%	56%	19%	42%	41%
DEFINITELY/PROBABLY KAMALA HARRIS	591	242	346	133	135	164	160	268	323	361	112	77	41
	45%	39%	49%	49%	44%	44%	42%	46%	43%	38%	74%	53%	45%
Definitely Donald Trump	548	287	258	83	122	157	186	205	342	452	14	52	30
	41%	47%	37%	31%	40%	43%	49%	35%	46%	48%	9%	35%	33%
Probably Donald Trump	104	48	56	28	31	27	18	59	45	71	15	10	8
	8%	8%	8%	10%	10%	7%	5%	10%	6%	8%	10%	7%	8%
No difference	75	34	39	25	19	17	14	44	31	49	9	7	10
	6%	6%	6%	9%	6%	5%	4%	8%	4%	5%	6%	5%	10%
Probably Kamala Harris	144	73	72	27	36	37	44	63	81	96	23	16	9
	11%	12%	10%	10%	12%	10%	11%	11%	11%	10%	15%	11%	10%
Definitely Kamala Harris	447	170	274	106	99	126	116	205	242	264	89	62	32
	34%	28%	39%	39%	32%	34%	31%	35%	32%	28%	59%	42%	35%
Unsure	10	4	6	3	1	4	2	4	7	6	1	-	3
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	4%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QCharacter_GetDone] Please indicate whether you think each of the following attributes best describes Donald Trump or Kamala Harris
-Gets things done

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	651	213	218	135	85	431	220	128	141	127	112	134	270	373
	49%	55%	54%	40%	42%	55%	41%	44%	55%	51%	49%	46%	49%	48%
DEFINITELY/PROBABLY KAMALA HARRIS	591	151	166	166	107	317	273	142	105	108	104	133	246	345
	45%	39%	41%	50%	53%	40%	51%	49%	41%	43%	45%	45%	45%	45%
Definitely Donald Trump	548	174	190	115	68	364	183	104	125	114	90	106	230	310
	41%	45%	47%	34%	33%	46%	34%	36%	49%	45%	39%	36%	42%	40%
Probably Donald Trump	104	38	28	20	17	67	37	24	16	13	23	28	40	63
	8%	10%	7%	6%	8%	8%	7%	8%	6%	5%	10%	9%	7%	8%
No difference	75	19	15	30	11	34	41	15	9	12	12	26	24	51
	6%	5%	4%	9%	6%	4%	8%	5%	3%	5%	5%	9%	4%	7%
Probably Kamala Harris	144	41	38	35	30	79	65	26	28	29	26	35	54	90
	11%	11%	9%	11%	15%	10%	12%	9%	11%	12%	11%	12%	10%	12%
Definitely Kamala Harris	447	110	128	131	77	238	208	115	77	79	78	97	192	255
	34%	28%	32%	39%	38%	30%	39%	40%	30%	32%	34%	33%	35%	33%
Unsure	10	5	2	3	-	7	3	4	2	3	-	-	6	3
	1%	1%	*%	1%		1%	1%	1%	1%	1%			1%	*%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QCharacter_GetDone] Please indicate whether you think each of the following attributes best describes Donald Trump or Kamala Harris

-Gets things done

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	651	332	209	329	164	156	191	99	92	124	300	228
	49%	47%	54%	54%	41%	51%	50%	54%	46%	34%	50%	63%
DEFINITELY/PROBABLY KAMALA HARRIS	591	327	163	251	200	138	171	77	94	220	259	112
	45%	46%	42%	41%	50%	45%	44%	42%	47%	60%	43%	31%
Definitely Donald Trump	548	268	194	277	134	136	146	79	67	98	247	203
	41%	38%	50%	45%	33%	44%	38%	43%	33%	27%	41%	56%
Probably Donald Trump	104	63	15	52	30	20	45	20	25	26	53	25
	8%	9%	4%	9%	8%	7%	12%	11%	12%	7%	9%	7%
No difference	75	47	15	31	34	10	21	9	12	24	35	16
	6%	7%	4%	5%	8%	3%	5%	5%	6%	6%	6%	5%
Probably Kamala Harris	144	82	45	71	40	33	39	20	19	49	65	30
	11%	12%	12%	12%	10%	11%	10%	11%	9%	13%	11%	8%
Definitely Kamala Harris	447	245	118	180	160	104	132	56	76	171	194	82
	34%	35%	30%	29%	40%	34%	34%	30%	38%	46%	32%	23%
Unsure	10	4	2	2	4	4	2	-	2	1	5	5
	1%	1%	1%	*%	1%	1%	1%		1%	*%	1%	1%

Echelon Insights
 October Omnibus 2024
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[QCharacter_GetDone] Please indicate whether you think each of the following attributes best describes Donald Trump or Kamala Harris
 -Gets things done

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	651	477	139	35	477	143	27	609	35	549	55	587	43	367	194	111	107	54	379
	49%	92%	48%	7%	83%	37%	8%	97%	5%	94%	9%	93%	7%	98%	85%	57%	39%	44%	52%
DEFINITELY/PROBABLY KAMALA HARRIS	591	26	108	458	80	201	306	5	584	18	543	23	549	3	21	76	154	56	305
	45%	5%	37%	88%	14%	52%	86%	1%	87%	3%	85%	4%	87%	1%	9%	39%	56%	46%	42%
Definitely Donald Trump	548	433	98	17	431	96	17	540	6	500	22	514	22	340	160	100	94	46	307
	41%	84%	34%	3%	75%	25%	5%	86%	1%	85%	3%	81%	3%	91%	71%	51%	34%	38%	42%
Probably Donald Trump	104	44	41	19	46	47	10	69	29	49	33	73	21	27	33	11	13	8	72
	8%	8%	14%	4%	8%	12%	3%	11%	4%	8%	5%	11%	3%	7%	15%	5%	5%	7%	10%
No difference	75	12	35	27	12	40	22	15	43	16	40	20	36	2	12	7	13	11	45
	6%	2%	12%	5%	2%	10%	6%	2%	6%	3%	6%	3%	6%	1%	5%	3%	5%	9%	6%
Probably Kamala Harris	144	11	39	94	24	60	58	4	139	11	124	12	122	2	12	14	37	15	79
	11%	2%	14%	18%	4%	15%	16%	1%	21%	2%	19%	2%	19%	1%	5%	7%	13%	12%	11%
Definitely Kamala Harris	447	15	69	364	56	142	247	1	445	7	419	11	427	1	9	62	117	41	227
	34%	3%	24%	70%	10%	36%	69%	0%	67%	1%	65%	2%	68%	0%	4%	32%	43%	33%	31%
Unsure	10	2	6	3	4	5	1	1	5	3	4	3	3	1	1	2	1	1	6
	1%	0%	2%	1%	1%	1%	0%	0%	1%	1%	1%	0%	0%	0%	0%	1%	1%	1%	1%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QCharacter_Change] Please indicate whether you think each of the following attributes best describes Donald Trump or Kamala Harris
 -Can bring about needed 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	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	628	325	301	113	137	177	201	250	378	521	19	57	31
	47%	53%	43%	42%	44%	48%	53%	43%	51%	56%	12%	39%	34%
DEFINITELY/PROBABLY KAMALA HARRIS	620	254	363	141	142	173	164	283	336	375	124	78	44
	47%	41%	52%	52%	46%	47%	43%	49%	45%	40%	81%	53%	48%
Definitely Donald Trump	512	264	246	75	111	145	181	186	326	429	12	46	25
	39%	43%	35%	28%	36%	39%	48%	32%	44%	46%	8%	31%	28%
Probably Donald Trump	116	61	55	38	26	32	20	64	52	92	6	11	5
	9%	10%	8%	14%	9%	9%	5%	11%	7%	10%	4%	8%	6%
No difference	69	33	34	14	28	17	11	42	28	36	7	11	15
	5%	5%	5%	5%	9%	5%	3%	7%	4%	4%	5%	8%	16%
Probably Kamala Harris	179	87	91	43	41	45	50	84	95	115	25	20	19
	13%	14%	13%	16%	13%	12%	13%	14%	13%	12%	16%	14%	21%
Definitely Kamala Harris	441	166	272	98	101	128	114	200	242	260	99	58	25
	33%	27%	39%	36%	33%	35%	30%	34%	32%	28%	65%	40%	27%
Unsure	11	4	6	4	1	2	4	5	6	6	2	-	2
	1%	1%	1%	2%	*%	*%	1%	1%	1%	1%	2%	-	2%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QCharacter_Change] Please indicate whether you think each of the following attributes best describes Donald Trump or Kamala Harris
-Can bring about needed 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	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	628	209	207	127	85	416	212	124	133	127	107	128	257	362
	47%	54%	52%	38%	42%	53%	39%	43%	52%	51%	47%	44%	47%	47%
DEFINITELY/PROBABLY KAMALA HARRIS	620	155	174	179	111	329	290	149	107	107	113	144	255	364
	47%	40%	43%	54%	55%	42%	54%	51%	41%	43%	49%	49%	47%	47%
Definitely Donald Trump	512	179	174	104	56	352	160	100	121	109	85	90	221	284
	39%	46%	43%	31%	28%	45%	30%	35%	47%	44%	37%	31%	40%	37%
Probably Donald Trump	116	30	34	24	28	64	52	24	13	18	23	38	36	78
	9%	8%	8%	7%	14%	8%	10%	8%	5%	7%	10%	13%	7%	10%
No difference	69	19	18	25	8	37	33	13	14	14	8	20	27	42
	5%	5%	4%	8%	4%	5%	6%	5%	5%	6%	4%	7%	5%	5%
Probably Kamala Harris	179	41	44	53	41	85	94	32	26	37	34	50	58	121
	13%	11%	11%	16%	20%	11%	17%	11%	10%	15%	15%	17%	11%	16%
Definitely Kamala Harris	441	113	130	126	70	244	197	117	81	70	79	95	198	244
	33%	29%	32%	38%	35%	31%	37%	40%	31%	28%	35%	32%	36%	32%
Unsure	11	6	2	3	-	8	3	3	3	2	-	1	7	3
	1%	1%	1%	1%		1%	1%	1%	1%	1%		1%	1%	1%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QCharacter_Change] Please indicate whether you think each of the following attributes best describes Donald Trump or Kamala Harris
 -Can bring about needed 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	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	628	306	208	315	160	151	178	91	87	121	284	223
	47%	43%	54%	51%	40%	49%	46%	50%	43%	33%	47%	62%
DEFINITELY/PROBABLY KAMALA HARRIS	620	350	166	268	208	142	188	83	104	220	283	117
	47%	49%	43%	44%	52%	46%	49%	45%	52%	60%	47%	32%
Definitely Donald Trump	512	237	187	261	121	130	132	69	63	93	226	193
	39%	33%	48%	43%	30%	42%	34%	38%	31%	25%	38%	54%
Probably Donald Trump	116	69	21	54	40	21	46	22	24	28	58	30
	9%	10%	5%	9%	10%	7%	12%	12%	12%	8%	10%	8%
No difference	69	49	10	30	26	12	19	9	10	25	27	18
	5%	7%	3%	5%	7%	4%	5%	5%	5%	7%	5%	5%
Probably Kamala Harris	179	106	49	90	50	38	59	28	31	50	92	37
	13%	15%	13%	15%	12%	12%	15%	15%	15%	14%	15%	10%
Definitely Kamala Harris	441	244	118	178	158	103	128	55	73	170	191	81
	33%	34%	30%	29%	39%	34%	33%	30%	37%	46%	32%	22%
Unsure	11	4	4	1	7	3	-	-	-	3	5	3
	1%	1%	1%	*%	2%	1%				1%	1%	1%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QCharacter_Change] Please indicate whether you think each of the following attributes best describes Donald Trump or Kamala Harris
 -Can bring about needed change

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	628	472	129	27	470	133	21	606	15	546	41	580	29	365	193	108	108	54	359
	47%	91%	45%	5%	82%	34%	6%	96%	2%	93%	6%	92%	5%	98%	85%	55%	39%	44%	49%
DEFINITELY/PROBABLY KAMALA HARRIS	620	30	118	472	88	211	318	8	611	22	565	30	570	4	23	76	158	56	329
	47%	6%	41%	90%	15%	54%	89%	1%	91%	4%	88%	5%	90%	1%	10%	39%	58%	46%	45%
Definitely Donald Trump	512	412	87	14	412	85	13	511	2	471	17	488	14	324	155	96	92	40	285
	39%	80%	30%	3%	72%	22%	4%	81%	0%	80%	3%	77%	2%	87%	68%	49%	33%	33%	39%
Probably Donald Trump	116	60	42	14	59	48	8	96	13	76	25	92	15	40	37	12	16	13	74
	9%	12%	15%	3%	10%	12%	2%	15%	2%	13%	4%	14%	2%	11%	16%	6%	6%	11%	10%
No difference	69	13	35	22	12	40	16	16	36	16	31	22	29	5	11	9	7	12	42
	5%	2%	12%	4%	2%	10%	5%	3%	5%	3%	5%	3%	5%	1%	5%	4%	3%	9%	6%
Probably Kamala Harris	179	13	48	118	34	68	72	7	172	12	156	17	150	1	12	15	45	16	103
	13%	2%	17%	23%	6%	17%	20%	1%	26%	2%	24%	3%	24%	0%	5%	8%	16%	13%	14%
Definitely Kamala Harris	441	17	70	354	53	143	245	2	439	10	409	13	420	3	11	61	114	40	226
	33%	3%	24%	68%	9%	37%	69%	0%	66%	2%	64%	2%	67%	1%	5%	31%	41%	33%	31%
Unsure	11	2	7	2	2	7	2	-	7	3	5	2	2	-	1	3	1	1	5
	1%	0%	3%	0%	0%	2%	0%	0%	1%	1%	1%	0%	0%	0%	0%	2%	1%	1%	1%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QCharacter_Temperament] Please indicate whether you think each of the following attributes best describes Donald Trump or Kamala Harris
 -Has the right temperament

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	507	268	236	74	112	150	171	186	321	420	14	49	24
	38%	44%	34%	27%	36%	41%	45%	32%	43%	45%	9%	33%	26%
DEFINITELY/PROBABLY KAMALA HARRIS	694	289	402	159	167	184	184	326	368	426	127	86	54
	52%	47%	57%	58%	54%	50%	48%	56%	49%	45%	84%	59%	60%
Definitely Donald Trump	384	203	178	59	78	112	135	137	247	316	13	38	17
	29%	33%	25%	22%	25%	30%	35%	24%	33%	34%	8%	26%	19%
Probably Donald Trump	123	65	58	15	34	38	36	49	74	104	1	12	7
	9%	11%	8%	6%	11%	10%	9%	8%	10%	11%	1%	8%	8%
No difference	113	53	58	34	28	29	21	63	50	80	11	12	11
	8%	9%	8%	13%	9%	8%	5%	11%	7%	9%	7%	8%	12%
Probably Kamala Harris	135	73	61	40	35	28	31	75	59	83	21	16	15
	10%	12%	9%	15%	11%	8%	8%	13%	8%	9%	14%	11%	16%
Definitely Kamala Harris	559	216	341	119	132	156	153	250	309	343	106	70	40
	42%	35%	48%	44%	43%	42%	40%	43%	41%	37%	70%	48%	44%
Unsure	14	6	8	4	1	4	5	5	9	12	0	-	2
	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	0%	0%	2%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QCharacter_Temperament] Please indicate whether you think each of the following attributes best describes Donald Trump or Kamala Harris
-Has the right temperament

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	507	168	176	105	58	344	163	98	118	104	89	94	215	287
	38%	43%	44%	31%	29%	44%	30%	34%	46%	42%	39%	32%	39%	37%
DEFINITELY/PROBABLY KAMALA HARRIS	694	171	187	204	132	358	335	158	118	122	117	179	276	418
	52%	44%	47%	61%	65%	45%	62%	55%	46%	49%	51%	61%	50%	54%
Definitely Donald Trump	384	137	130	79	37	268	116	80	96	81	65	59	176	205
	29%	35%	33%	24%	18%	34%	22%	28%	37%	32%	28%	20%	32%	27%
Probably Donald Trump	123	31	45	26	21	76	47	18	22	23	25	34	40	82
	9%	8%	11%	8%	10%	10%	9%	6%	9%	9%	11%	12%	7%	11%
No difference	113	45	34	22	11	79	33	30	20	19	22	18	50	59
	8%	12%	9%	7%	6%	10%	6%	10%	8%	7%	9%	6%	9%	8%
Probably Kamala Harris	135	47	29	30	28	76	58	27	19	26	17	46	46	88
	10%	12%	7%	9%	14%	10%	11%	9%	7%	10%	7%	16%	8%	11%
Definitely Kamala Harris	559	124	157	173	104	281	277	131	99	96	101	134	229	330
	42%	32%	39%	52%	51%	36%	52%	45%	38%	38%	44%	46%	42%	43%
Unsure	14	4	5	4	2	8	6	4	2	6	-	2	6	8
	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%		1%	1%	1%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QCharacter_Temperament] Please indicate whether you think each of the following attributes best describes Donald Trump or Kamala Harris
 -Has the right temperament

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	507	248	176	266	122	118	137	70	67	93	230	184
	38%	35%	45%	43%	30%	39%	36%	38%	33%	25%	38%	51%
DEFINITELY/PROBABLY KAMALA HARRIS	694	389	188	306	228	157	208	92	116	239	322	134
	52%	55%	48%	50%	57%	51%	54%	50%	58%	65%	54%	37%
Definitely Donald Trump	384	180	139	198	93	92	95	51	44	72	171	141
	29%	25%	36%	32%	23%	30%	25%	28%	22%	19%	28%	39%
Probably Donald Trump	123	69	37	68	29	26	42	19	23	21	59	43
	9%	10%	9%	11%	7%	9%	11%	10%	12%	6%	10%	12%
No difference	113	64	22	36	46	29	36	22	14	35	41	37
	8%	9%	6%	6%	11%	10%	9%	12%	7%	9%	7%	10%
Probably Kamala Harris	135	89	30	61	47	25	44	27	17	41	64	30
	10%	13%	8%	10%	12%	8%	12%	15%	9%	11%	11%	8%
Definitely Kamala Harris	559	300	158	245	181	132	164	65	99	198	258	104
	42%	42%	41%	40%	45%	43%	43%	35%	49%	54%	43%	29%
Unsure	14	8	3	6	6	3	4	1	3	1	7	6
	1%	1%	1%	1%	2%	1%	1%	*%	2%	*%	1%	2%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QCharacter_Temperament] Please indicate whether you think each of the following attributes best describes Donald Trump or Kamala Harris
 -Has the right temperament

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	507	407	84	17	399	92	12	499	7	465	19	477	18	327	142	96	88	49	274
	38%	79%	29%	3%	70%	24%	3%	79%	1%	79%	3%	75%	3%	88%	62%	49%	32%	40%	37%
DEFINITELY/PROBABLY KAMALA HARRIS	694	53	150	491	108	246	337	32	651	42	607	67	600	14	43	85	169	60	380
	52%	10%	52%	94%	19%	63%	94%	5%	97%	7%	95%	11%	95%	4%	19%	43%	61%	49%	52%
Definitely Donald Trump	384	321	54	9	320	52	8	381	2	353	15	366	11	262	98	76	68	27	213
	29%	62%	19%	2%	56%	13%	2%	60%	0%	60%	2%	58%	2%	70%	43%	39%	25%	22%	29%
Probably Donald Trump	123	86	30	7	79	40	4	117	5	113	4	111	6	66	44	19	20	22	62
	9%	17%	10%	1%	14%	10%	1%	19%	1%	19%	1%	18%	1%	18%	19%	10%	7%	18%	8%
No difference	113	53	45	15	61	44	7	90	10	69	15	79	12	29	37	11	15	13	74
	8%	10%	15%	3%	11%	11%	2%	14%	1%	12%	2%	13%	2%	8%	16%	6%	5%	10%	10%
Probably Kamala Harris	135	23	45	67	34	58	41	26	103	24	88	36	85	11	15	14	18	13	89
	10%	4%	16%	13%	6%	15%	11%	4%	15%	4%	14%	6%	13%	3%	7%	7%	7%	11%	12%
Definitely Kamala Harris	559	30	105	424	74	188	296	6	548	18	519	31	516	3	29	71	151	47	291
	42%	6%	36%	81%	13%	48%	83%	1%	82%	3%	81%	5%	82%	1%	13%	36%	55%	38%	40%
Unsure	14	3	10	1	5	9	0	10	1	11	1	10	-	4	6	4	3	1	6
	1%	1%	4%	0%	1%	2%	0%	2%	0%	2%	0%	2%	0%	1%	2%	2%	1%	1%	1%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QIssueTrust_Inflation] Which presidential candidate do you trust to do a better job on each of the following issues?
 -Inflation and the cost of living

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	643	325	315	111	146	185	201	257	386	529	18	62	34
	48%	53%	45%	41%	47%	50%	53%	44%	52%	56%	12%	42%	38%
DEFINITELY/PROBABLY KAMALA HARRIS	597	250	345	137	138	163	159	275	322	357	123	76	41
	45%	41%	49%	50%	45%	44%	42%	47%	43%	38%	80%	52%	45%
Definitely Donald Trump	544	275	267	84	115	159	186	199	345	456	12	50	26
	41%	45%	38%	31%	37%	43%	49%	34%	46%	49%	8%	34%	28%
Probably Donald Trump	99	50	48	27	31	27	15	57	41	72	6	12	9
	7%	8%	7%	10%	10%	7%	4%	10%	6%	8%	4%	8%	10%
No difference	78	35	41	21	23	18	16	44	34	46	11	8	12
	6%	6%	6%	8%	7%	5%	4%	8%	4%	5%	8%	6%	14%
Probably Kamala Harris	145	68	77	31	33	40	41	64	81	98	18	14	15
	11%	11%	11%	11%	11%	11%	11%	11%	11%	10%	12%	10%	17%
Definitely Kamala Harris	452	182	267	106	105	122	119	211	241	260	105	62	26
	34%	30%	38%	39%	34%	33%	31%	36%	32%	28%	69%	42%	28%
Unsure	10	6	4	3	1	2	4	4	6	6	0	-	3
	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	*%	-	4%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QIssueTrust_Inflation] Which presidential candidate do you trust to do a better job on each of the following issues?

-Inflation and the cost of living

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	643	206	214	141	82	420	223	127	141	126	109	131	268	366
	48%	53%	53%	42%	40%	53%	41%	44%	55%	50%	48%	45%	49%	47%
DEFINITELY/PROBABLY KAMALA HARRIS	597	157	170	163	106	327	269	142	107	107	106	134	250	347
	45%	40%	42%	49%	52%	41%	50%	49%	42%	43%	46%	46%	46%	45%
Definitely Donald Trump	544	175	185	114	69	360	184	104	126	109	89	108	230	306
	41%	45%	46%	34%	34%	46%	34%	36%	49%	44%	39%	37%	42%	40%
Probably Donald Trump	99	31	29	27	13	59	39	23	14	17	21	23	37	60
	7%	8%	7%	8%	6%	8%	7%	8%	5%	7%	9%	8%	7%	8%
No difference	78	23	15	26	14	38	40	18	9	14	12	25	27	51
	6%	6%	4%	8%	7%	5%	7%	6%	3%	5%	5%	9%	5%	7%
Probably Kamala Harris	145	39	33	38	34	73	72	39	22	21	26	37	61	84
	11%	10%	8%	11%	17%	9%	13%	14%	8%	8%	12%	13%	11%	11%
Definitely Kamala Harris	452	117	137	126	71	254	197	103	85	86	80	97	189	263
	34%	30%	34%	37%	35%	32%	37%	36%	33%	34%	35%	33%	35%	34%
Unsure	10	2	3	4	1	5	5	2	1	3	1	3	3	7
	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	*	1%	1%	1%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QIssueTrust_Inflation] Which presidential candidate do you trust to do a better job on each of the following issues?
 -Inflation and the cost of living

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	643	319	208	329	160	153	190	97	93	118	296	228
	48%	45%	53%	54%	40%	50%	49%	53%	46%	32%	49%	63%
DEFINITELY/PROBABLY KAMALA HARRIS	597	333	164	252	204	139	168	79	90	218	266	113
	45%	47%	42%	41%	51%	45%	44%	43%	45%	59%	44%	31%
Definitely Donald Trump	544	256	193	279	129	135	149	78	71	88	247	209
	41%	36%	50%	46%	32%	44%	39%	42%	36%	24%	41%	58%
Probably Donald Trump	99	63	15	49	31	18	41	19	22	30	49	19
	7%	9%	4%	8%	8%	6%	11%	10%	11%	8%	8%	5%
No difference	78	53	15	30	34	13	26	9	18	30	29	19
	6%	7%	4%	5%	9%	4%	7%	5%	9%	8%	5%	5%
Probably Kamala Harris	145	77	42	63	46	35	34	19	16	47	65	34
	11%	11%	11%	10%	12%	11%	9%	10%	8%	13%	11%	9%
Definitely Kamala Harris	452	256	122	189	157	104	134	60	74	171	202	79
	34%	36%	31%	31%	39%	34%	35%	33%	37%	47%	34%	22%
Unsure	10	4	3	3	4	3	1	-	1	2	7	1
	1%	1%	1%	1%	1%	1%	*%		*%	1%	1%	*%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QIssueTrust_Inflation] Which presidential candidate do you trust to do a better job on each of the following issues?
 -Inflation and the cost of living

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	643	471	137	34	473	137	29	596	35	541	58	580	44	362	194	111	107	53	373
	48%	91%	48%	7%	83%	35%	8%	94%	5%	92%	9%	92%	7%	97%	86%	57%	39%	43%	51%
DEFINITELY/PROBABLY KAMALA HARRIS	597	28	110	459	86	200	308	12	583	21	543	28	548	6	18	77	153	59	308
	45%	5%	38%	88%	15%	51%	86%	2%	87%	4%	85%	5%	87%	2%	8%	39%	56%	48%	42%
Definitely Donald Trump	544	426	103	15	429	97	14	535	8	489	23	513	18	329	168	103	90	47	304
	41%	82%	36%	3%	75%	25%	4%	85%	1%	83%	4%	81%	3%	88%	74%	53%	33%	38%	41%
Probably Donald Trump	99	46	34	19	44	40	14	61	27	52	35	68	26	33	26	7	16	6	69
	7%	9%	12%	4%	8%	10%	4%	10%	4%	9%	5%	11%	4%	9%	12%	4%	6%	5%	9%
No difference	78	16	34	28	13	44	20	22	45	22	36	24	34	5	15	6	12	11	48
	6%	3%	12%	5%	2%	11%	6%	4%	7%	4%	6%	4%	5%	1%	7%	3%	5%	9%	7%
Probably Kamala Harris	145	15	39	91	19	58	66	6	137	11	125	12	121	2	8	13	36	20	76
	11%	3%	14%	17%	3%	15%	19%	1%	21%	2%	20%	2%	19%	*%	4%	7%	13%	17%	10%
Definitely Kamala Harris	452	13	70	368	67	143	241	6	446	10	418	17	428	4	10	64	118	38	232
	34%	3%	24%	70%	12%	37%	68%	1%	67%	2%	65%	3%	68%	1%	4%	33%	43%	31%	32%
Unsure	10	1	7	1	1	9	-	0	5	3	5	0	4	0	-	2	2	-	6
	1%	*%	3%	*%	*%	2%		*%	1%	1%	1%	*%	1%	*%		1%	1%		1%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QIssueTrust_Immigration] Which presidential candidate do you trust to do a better job on each of the following issues?
 -Immigration and border security

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	696	355	339	123	161	196	217	284	412	563	35	61	37
	52%	58%	48%	45%	52%	53%	57%	49%	55%	60%	23%	42%	41%
DEFINITELY/PROBABLY KAMALA HARRIS	525	215	307	120	121	142	142	241	284	317	101	72	35
	40%	35%	44%	44%	39%	39%	37%	41%	38%	34%	66%	49%	39%
Definitely Donald Trump	585	305	277	89	129	173	194	218	366	483	19	56	27
	44%	50%	39%	33%	42%	47%	51%	38%	49%	51%	13%	38%	29%
Probably Donald Trump	112	50	62	34	32	23	23	66	46	80	16	6	10
	8%	8%	9%	12%	10%	6%	6%	11%	6%	9%	10%	4%	11%
No difference	87	38	47	21	26	24	16	47	40	49	13	12	13
	7%	6%	7%	8%	8%	6%	4%	8%	5%	5%	8%	8%	15%
Probably Kamala Harris	152	71	81	34	31	37	49	66	86	92	25	18	17
	11%	12%	11%	13%	10%	10%	13%	11%	12%	10%	17%	12%	18%
Definitely Kamala Harris	373	144	227	86	89	105	93	175	198	225	76	54	18
	28%	23%	32%	32%	29%	29%	24%	30%	26%	24%	50%	37%	20%
Unsure	19	8	12	7	0	7	5	8	12	9	4	1	6
	1%	1%	2%	3%	0%	2%	1%	1%	2%	1%	2%	1%	6%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QIssueTrust_Immigration] Which presidential candidate do you trust to do a better job on each of the following issues?
 -Immigration and border security

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	696	220	229	151	97	449	247	136	144	137	118	152	280	407
	52%	57%	57%	45%	48%	57%	46%	47%	56%	55%	52%	52%	51%	53%
DEFINITELY/PROBABLY KAMALA HARRIS	525	135	142	151	95	277	246	126	94	92	90	123	220	305
	40%	35%	36%	45%	47%	35%	46%	43%	37%	37%	39%	42%	40%	39%
Definitely Donald Trump	585	187	201	123	74	388	197	114	129	121	96	117	243	334
	44%	48%	50%	37%	36%	49%	37%	39%	50%	48%	42%	40%	44%	43%
Probably Donald Trump	112	34	28	28	23	62	50	22	15	16	22	35	37	74
	8%	9%	7%	8%	11%	8%	9%	8%	6%	7%	10%	12%	7%	10%
No difference	87	28	24	24	12	51	36	22	16	18	17	14	38	50
	7%	7%	6%	7%	6%	7%	7%	8%	6%	7%	7%	5%	7%	6%
Probably Kamala Harris	152	41	41	39	29	82	68	35	22	31	21	43	57	95
	11%	11%	10%	12%	14%	10%	13%	12%	9%	12%	9%	15%	10%	12%
Definitely Kamala Harris	373	94	101	112	66	195	178	91	72	61	69	80	163	210
	28%	24%	25%	34%	32%	25%	33%	31%	28%	24%	30%	27%	30%	27%
Unsure	19	5	7	8	-	11	8	5	3	3	4	3	8	10
	1%	1%	2%	3%	-	1%	2%	2%	1%	1%	2%	1%	2%	1%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QIssueTrust_Immigration] Which presidential candidate do you trust to do a better job on each of the following issues?
 -Immigration and border security

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	696	349	224	353	177	165	203	103	100	136	321	240
	52%	49%	58%	57%	44%	54%	53%	56%	50%	37%	54%	66%
DEFINITELY/PROBABLY KAMALA HARRIS	525	295	144	221	178	124	152	71	81	187	237	100
	40%	42%	37%	36%	44%	40%	39%	39%	40%	51%	40%	28%
Definitely Donald Trump	585	279	202	303	137	144	161	85	76	103	264	218
	44%	39%	52%	49%	34%	47%	42%	46%	38%	28%	44%	60%
Probably Donald Trump	112	71	21	50	40	21	42	18	25	33	57	22
	8%	10%	5%	8%	10%	7%	11%	10%	12%	9%	9%	6%
No difference	87	51	17	32	38	16	26	11	16	41	31	16
	7%	7%	4%	5%	9%	5%	7%	6%	8%	11%	5%	4%
Probably Kamala Harris	152	92	47	71	46	35	40	21	19	47	69	36
	11%	13%	12%	12%	11%	11%	10%	11%	9%	13%	12%	10%
Definitely Kamala Harris	373	204	97	150	132	89	112	50	62	141	168	64
	28%	29%	25%	24%	33%	29%	29%	27%	31%	38%	28%	18%
Unsure	19	13	4	8	10	2	4	-	4	4	11	5
	1%	2%	1%	1%	2%	1%	1%		2%	1%	2%	1%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QIssueTrust_Immigration] Which presidential candidate do you trust to do a better job on each of the following issues?
 -Immigration and border security

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	696	485	156	56	488	164	41	610	72	559	86	598	73	365	209	113	120	56	408
	52%	94%	54%	11%	85%	42%	12%	97%	11%	95%	13%	95%	12%	98%	92%	58%	44%	46%	55%
DEFINITELY/PROBABLY KAMALA HARRIS	525	19	83	423	69	169	285	6	519	14	486	19	493	5	11	70	137	43	275
	40%	4%	29%	81%	12%	43%	80%	1%	78%	2%	76%	3%	78%	1%	5%	36%	50%	35%	37%
Definitely Donald Trump	585	447	108	30	451	108	22	563	18	513	34	539	31	347	179	107	100	48	330
	44%	86%	38%	6%	79%	28%	6%	89%	3%	87%	5%	85%	5%	93%	79%	55%	36%	39%	45%
Probably Donald Trump	112	38	48	26	37	55	20	47	54	46	51	60	42	18	30	6	19	9	78
	8%	7%	17%	5%	6%	14%	5%	7%	8%	8%	8%	9%	7%	5%	13%	3%	7%	7%	11%
No difference	87	13	40	34	13	47	24	14	62	11	56	16	50	4	7	8	15	22	42
	7%	3%	14%	7%	2%	12%	7%	2%	9%	2%	9%	3%	8%	1%	3%	4%	5%	18%	6%
Probably Kamala Harris	152	6	39	106	22	60	69	1	151	6	140	6	141	2	2	17	43	12	80
	11%	1%	14%	20%	4%	15%	19%	*%	23%	1%	22%	1%	22%	*%	1%	9%	16%	10%	11%
Definitely Kamala Harris	373	12	44	317	46	109	216	5	368	8	346	12	352	3	9	53	94	31	195
	28%	2%	15%	61%	8%	28%	61%	1%	55%	1%	54%	2%	56%	1%	4%	27%	34%	25%	27%
Unsure	19	-	9	10	3	10	6	1	15	3	14	-	14	-	-	4	4	1	10
	1%		3%	2%	1%	3%	2%	*%	2%	1%	2%		2%			2%	1%	1%	1%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QIssueTrust_Econ] Which presidential candidate do you trust to do a better job on each of the following issues?
 -Jobs and the economy

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non- Hispanic
Total	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	644	333	308	102	150	188	204	252	392	528	18	64	34
	49%	54%	44%	37%	49%	51%	54%	43%	52%	56%	12%	44%	38%
DEFINITELY/PROBABLY KAMALA HARRIS	603	246	355	135	137	168	164	272	331	360	126	73	44
	45%	40%	50%	50%	44%	45%	43%	47%	44%	38%	83%	50%	49%
Definitely Donald Trump	539	277	259	79	117	158	185	196	343	445	15	52	27
	41%	45%	37%	29%	38%	43%	49%	34%	46%	47%	10%	36%	29%
Probably Donald Trump	105	56	49	22	34	30	19	56	49	83	3	12	7
	8%	9%	7%	8%	11%	8%	5%	10%	7%	9%	2%	8%	8%
No difference	69	34	33	30	17	11	11	47	22	44	7	10	9
	5%	6%	5%	11%	6%	3%	3%	8%	3%	5%	4%	7%	9%
Probably Kamala Harris	167	78	89	42	33	45	47	75	92	102	22	23	20
	13%	13%	13%	16%	11%	12%	12%	13%	12%	11%	15%	16%	22%
Definitely Kamala Harris	436	168	266	93	104	122	116	197	239	258	104	49	25
	33%	27%	38%	34%	34%	33%	31%	34%	32%	28%	68%	34%	27%
Unsure	11	3	9	5	4	1	1	9	3	6	2	-	4
	1%	0%	1%	2%	1%	0%	0%	1%	0%	1%	1%	0%	4%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QIssueTrust_Econ] Which presidential candidate do you trust to do a better job on each of the following issues?
 -Jobs and the economy

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	644	209	214	137	84	423	221	125	141	125	110	135	265	370
	49%	54%	53%	41%	41%	54%	41%	43%	55%	50%	48%	46%	49%	48%
DEFINITELY/PROBABLY KAMALA HARRIS	603	156	171	167	109	327	276	145	101	109	109	138	247	356
	45%	40%	43%	50%	54%	41%	51%	50%	39%	44%	48%	47%	45%	46%
Definitely Donald Trump	539	180	186	111	62	366	173	107	125	109	90	100	232	299
	41%	46%	46%	33%	31%	46%	32%	37%	49%	44%	39%	34%	42%	39%
Probably Donald Trump	105	29	28	26	22	57	48	18	15	16	20	34	33	71
	8%	8%	7%	8%	11%	7%	9%	6%	6%	6%	9%	12%	6%	9%
No difference	69	19	14	25	11	33	36	16	15	12	9	18	30	39
	5%	5%	4%	8%	5%	4%	7%	5%	6%	5%	4%	6%	6%	5%
Probably Kamala Harris	167	50	37	48	32	87	81	37	20	36	34	40	57	110
	13%	13%	9%	14%	16%	11%	15%	13%	8%	14%	15%	14%	10%	14%
Definitely Kamala Harris	436	105	135	118	77	240	195	109	81	74	75	98	190	246
	33%	27%	34%	35%	38%	30%	36%	38%	31%	29%	33%	33%	35%	32%
Unsure	11	4	2	5	-	6	5	4	1	3	1	2	4	6
	1%	1%	*%	2%		1%	1%	1%	*%	1%	*%	1%	1%	1%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QIssueTrust_Econ] Which presidential candidate do you trust to do a better job on each of the following issues?
 -Jobs and the economy

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	644	324	212	328	155	159	184	96	88	124	292	228
	49%	46%	55%	53%	39%	52%	48%	52%	44%	34%	49%	63%
DEFINITELY/PROBABLY KAMALA HARRIS	603	331	164	258	206	137	177	79	99	213	272	118
	45%	47%	42%	42%	51%	45%	46%	43%	49%	58%	45%	33%
Definitely Donald Trump	539	255	194	273	129	136	143	74	69	98	236	205
	41%	36%	50%	44%	32%	44%	37%	40%	34%	27%	39%	57%
Probably Donald Trump	105	69	18	55	27	23	41	22	19	26	55	24
	8%	10%	5%	9%	7%	7%	11%	12%	9%	7%	9%	7%
No difference	69	48	10	26	34	9	23	9	13	26	30	13
	5%	7%	3%	4%	8%	3%	6%	5%	7%	7%	5%	4%
Probably Kamala Harris	167	92	44	73	58	36	43	20	23	51	77	39
	13%	13%	11%	12%	14%	12%	11%	11%	11%	14%	13%	11%
Definitely Kamala Harris	436	239	120	185	148	101	135	59	76	161	195	79
	33%	34%	31%	30%	37%	33%	35%	32%	38%	44%	33%	22%
Unsure	11	6	2	2	7	3	1	-	1	5	5	1
	1%	1%	*%	*%	2%	1%	*%		1%	1%	1%	*%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QIssueTrust_Econ] Which presidential candidate do you trust to do a better job on each of the following issues?
 -Jobs and the economy

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	644	474	137	33	475	140	25	599	37	546	55	582	41	366	194	109	109	52	374
	49%	92%	47%	6%	83%	36%	7%	95%	5%	93%	9%	92%	7%	98%	85%	56%	40%	43%	51%
DEFINITELY/PROBABLY KAMALA HARRIS	603	29	115	460	85	212	302	16	585	21	547	34	548	4	23	79	151	60	313
	45%	6%	40%	88%	15%	54%	85%	3%	88%	4%	85%	5%	87%	1%	10%	40%	55%	49%	43%
Definitely Donald Trump	539	425	96	18	427	96	13	533	5	488	23	506	20	330	164	102	91	46	300
	41%	82%	33%	3%	75%	25%	4%	84%	1%	83%	4%	80%	3%	89%	72%	52%	33%	37%	41%
Probably Donald Trump	105	50	40	15	48	45	12	66	32	58	31	76	21	36	30	7	18	7	74
	8%	10%	14%	3%	8%	11%	3%	10%	5%	10%	5%	12%	3%	10%	13%	4%	6%	5%	10%
No difference	69	13	29	28	11	31	26	14	40	16	36	15	36	3	10	4	14	9	43
	5%	2%	10%	5%	2%	8%	7%	2%	6%	3%	6%	2%	6%	1%	4%	2%	5%	7%	6%
Probably Kamala Harris	167	17	53	97	30	75	59	15	151	15	138	22	133	1	14	15	34	25	94
	13%	3%	18%	18%	5%	19%	17%	2%	23%	3%	21%	3%	21%	*%	6%	8%	12%	20%	13%
Definitely Kamala Harris	436	12	61	363	55	137	243	1	434	6	409	12	416	3	8	64	117	35	219
	33%	2%	21%	69%	10%	35%	68%	*%	65%	1%	64%	2%	66%	1%	4%	33%	43%	29%	30%
Unsure	11	1	8	3	1	6	4	2	7	4	5	2	4	-	1	3	1	2	5
	1%	*%	3%	*%	*%	2%	1%	*%	1%	1%	1%	*%	1%		*%	2%	*%	2%	1%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QIssueTrust_Crime] Which presidential candidate do you trust to do a better job on each of the following issues?
 -Crime and safety

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	643	332	308	112	152	180	200	263	380	525	23	61	34
	48%	54%	44%	41%	49%	49%	53%	45%	51%	56%	15%	42%	37%
DEFINITELY/PROBABLY KAMALA HARRIS	589	238	348	135	129	162	162	264	324	349	118	76	46
	44%	39%	49%	50%	42%	44%	43%	46%	43%	37%	77%	52%	50%
Definitely Donald Trump	534	279	252	84	115	153	182	199	335	445	11	49	29
	40%	45%	36%	31%	37%	41%	48%	34%	45%	47%	7%	34%	32%
Probably Donald Trump	109	53	56	28	36	28	17	64	45	80	12	12	5
	8%	9%	8%	10%	12%	8%	5%	11%	6%	9%	8%	8%	5%
No difference	82	41	39	20	26	20	15	46	36	55	9	9	9
	6%	7%	6%	7%	9%	6%	4%	8%	5%	6%	6%	6%	10%
Probably Kamala Harris	159	72	87	33	40	41	46	72	87	99	20	19	20
	12%	12%	12%	12%	13%	11%	12%	12%	12%	11%	13%	13%	22%
Definitely Kamala Harris	430	167	260	103	89	121	116	192	238	250	98	57	26
	32%	27%	37%	38%	29%	33%	31%	33%	32%	27%	64%	39%	28%
Unsure	14	4	10	5	1	5	2	6	8	9	3	-	2
	1%	1%	1%	2%	*%	1%	1%	1%	1%	1%	2%	-	2%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QIssueTrust_Crime] Which presidential candidate do you trust to do a better job on each of the following issues?
 -Crime and safety

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	643	204	209	137	93	413	230	122	137	124	112	139	259	375
	48%	53%	52%	41%	46%	52%	43%	42%	53%	50%	49%	47%	47%	49%
DEFINITELY/PROBABLY KAMALA HARRIS	589	150	167	170	101	317	271	145	104	102	103	135	249	340
	44%	39%	42%	51%	50%	40%	50%	50%	40%	41%	45%	46%	46%	44%
Definitely Donald Trump	534	170	188	110	66	358	176	103	122	110	87	104	225	301
	40%	44%	47%	33%	32%	45%	33%	36%	47%	44%	38%	36%	41%	39%
Probably Donald Trump	109	34	21	27	27	55	54	19	15	14	25	35	34	74
	8%	9%	5%	8%	14%	7%	10%	7%	6%	6%	11%	12%	6%	10%
No difference	82	24	23	25	9	47	35	14	15	20	13	19	29	53
	6%	6%	6%	8%	5%	6%	6%	5%	6%	8%	6%	7%	5%	7%
Probably Kamala Harris	159	39	39	48	33	79	81	36	23	30	25	45	59	100
	12%	10%	10%	14%	16%	10%	15%	12%	9%	12%	11%	15%	11%	13%
Definitely Kamala Harris	430	111	127	123	68	238	191	110	80	72	78	90	190	240
	32%	29%	32%	37%	33%	30%	35%	38%	31%	29%	34%	31%	35%	31%
Unsure	14	10	2	2	-	12	2	7	1	4	1	-	9	4
	1%	3%	1%	1%		2%	*%	3%	1%	1%	*%		2%	1%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QIssueTrust_Crime] Which presidential candidate do you trust to do a better job on each of the following issues?
 -Crime and safety

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	643	323	207	328	167	147	181	94	87	124	298	221
	48%	46%	53%	53%	42%	48%	47%	51%	43%	34%	50%	61%
DEFINITELY/PROBABLY KAMALA HARRIS	589	331	162	245	204	138	169	78	91	214	264	111
	44%	47%	42%	40%	51%	45%	44%	42%	45%	58%	44%	31%
Definitely Donald Trump	534	253	189	274	128	130	139	71	67	96	241	197
	40%	36%	49%	45%	32%	42%	36%	39%	33%	26%	40%	54%
Probably Donald Trump	109	71	18	53	39	17	42	23	20	28	57	24
	8%	10%	5%	9%	10%	5%	11%	12%	10%	8%	10%	7%
No difference	82	49	18	36	26	17	29	12	17	26	31	24
	6%	7%	5%	6%	7%	6%	8%	7%	8%	7%	5%	7%
Probably Kamala Harris	159	90	44	76	48	35	44	23	22	46	80	33
	12%	13%	11%	12%	12%	11%	12%	12%	11%	13%	13%	9%
Definitely Kamala Harris	430	240	118	169	156	103	124	55	69	168	184	78
	32%	34%	30%	28%	39%	33%	32%	30%	35%	46%	31%	22%
Unsure	14	6	2	4	5	5	6	-	6	3	6	5
	1%	1%	1%	1%	1%	2%	2%		3%	1%	1%	1%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QIssueTrust_Crime] Which presidential candidate do you trust to do a better job on each of the following issues?
 -Crime and safety

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	643	470	133	40	480	137	22	595	38	543	62	578	43	362	190	109	110	54	370
	48%	91%	46%	8%	84%	35%	6%	94%	6%	93%	10%	91%	7%	97%	84%	56%	40%	44%	50%
DEFINITELY/PROBABLY KAMALA HARRIS	589	27	109	452	79	196	310	8	579	17	535	29	543	5	20	74	153	55	306
	44%	5%	38%	86%	14%	50%	87%	1%	87%	3%	83%	5%	86%	1%	9%	38%	56%	45%	42%
Definitely Donald Trump	534	428	92	13	434	89	9	528	5	485	19	507	13	336	160	104	87	44	300
	40%	83%	32%	3%	76%	23%	2%	84%	1%	83%	3%	80%	2%	90%	70%	53%	32%	36%	41%
Probably Donald Trump	109	42	40	27	46	48	14	67	33	59	43	71	29	26	31	5	24	10	70
	8%	8%	14%	5%	8%	12%	4%	11%	5%	10%	7%	11%	5%	7%	13%	3%	9%	8%	9%
No difference	82	17	37	28	10	48	24	23	47	21	42	18	43	4	14	10	9	13	50
	6%	3%	13%	5%	2%	12%	7%	4%	7%	4%	7%	3%	7%	1%	6%	5%	3%	11%	7%
Probably Kamala Harris	159	13	47	99	24	59	74	4	154	7	137	14	136	4	7	9	42	22	86
	12%	3%	16%	19%	4%	15%	21%	1%	23%	1%	21%	2%	22%	1%	3%	5%	15%	18%	12%
Definitely Kamala Harris	430	14	63	353	55	138	236	3	426	10	399	15	407	1	13	65	112	33	220
	32%	3%	22%	68%	10%	35%	66%	1%	64%	2%	62%	2%	65%	*%	6%	33%	41%	27%	30%
Unsure	14	2	10	2	4	10	-	5	4	6	2	8	1	2	4	2	2	-	10
	1%	*%	3%	*%	1%	2%		1%	1%	1%	*%	1%	*%	1%	2%	1%	1%		1%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QIssueTrust_Abortion] Which presidential candidate do you trust to do a better job on each of 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	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	440	229	210	71	89	129	151	160	280	360	15	41	24
	33%	37%	30%	26%	29%	35%	40%	28%	37%	38%	10%	28%	27%
DEFINITELY/PROBABLY KAMALA HARRIS	723	312	409	158	177	194	194	335	388	456	123	87	57
	54%	51%	58%	58%	57%	53%	51%	58%	52%	49%	81%	60%	62%
Definitely Donald Trump	341	174	165	56	65	103	117	121	220	276	11	34	20
	26%	28%	23%	21%	21%	28%	31%	21%	29%	29%	7%	23%	22%
Probably Donald Trump	98	54	44	15	24	26	34	39	60	84	5	6	4
	7%	9%	6%	6%	8%	7%	9%	7%	8%	9%	3%	4%	4%
No difference	135	64	68	34	38	36	27	72	63	98	10	18	8
	10%	10%	10%	13%	12%	10%	7%	12%	8%	10%	7%	12%	9%
Probably Kamala Harris	134	72	62	35	28	33	37	64	70	85	16	17	16
	10%	12%	9%	13%	9%	9%	10%	11%	9%	9%	10%	12%	18%
Definitely Kamala Harris	589	240	346	123	148	161	157	271	318	371	108	70	41
	44%	39%	49%	45%	48%	44%	41%	47%	43%	40%	71%	48%	45%
Unsure	30	11	19	8	4	9	8	13	17	24	3	1	2
	2%	2%	3%	3%	1%	2%	2%	2%	2%	3%	2%	1%	2%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QIssueTrust_Abortion] Which presidential candidate do you trust to do a better job on each of 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	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	440	145	152	90	52	298	142	87	109	92	66	78	196	236
	33%	38%	38%	27%	25%	38%	26%	30%	42%	37%	29%	27%	36%	31%
DEFINITELY/PROBABLY KAMALA HARRIS	723	186	194	212	131	380	342	166	121	124	128	184	287	436
	54%	48%	48%	63%	64%	48%	64%	58%	47%	50%	56%	63%	53%	57%
Definitely Donald Trump	341	119	111	66	45	230	111	70	86	73	46	59	157	179
	26%	31%	28%	20%	22%	29%	21%	24%	34%	29%	20%	20%	29%	23%
Probably Donald Trump	98	27	41	24	7	68	30	17	23	18	20	19	39	57
	7%	7%	10%	7%	3%	9%	6%	6%	9%	7%	9%	6%	7%	7%
No difference	135	46	42	29	18	88	47	31	20	27	28	28	51	83
	10%	12%	10%	9%	9%	11%	9%	11%	8%	11%	12%	9%	9%	11%
Probably Kamala Harris	134	49	35	34	14	85	48	36	25	27	17	30	60	74
	10%	13%	9%	10%	7%	11%	9%	12%	10%	11%	7%	10%	11%	10%
Definitely Kamala Harris	589	136	159	178	116	295	294	131	96	98	111	154	227	363
	44%	35%	40%	53%	57%	37%	55%	45%	37%	39%	49%	52%	42%	47%
Unsure	30	11	12	4	3	23	7	5	7	7	7	3	12	17
	2%	3%	3%	1%	1%	3%	1%	2%	3%	3%	3%	1%	2%	2%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QIssueTrust_Abortion] Which presidential candidate do you trust to do a better job on each of 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	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	440	214	152	223	111	104	115	66	49	89	192	159
	33%	30%	39%	36%	28%	34%	30%	36%	24%	24%	32%	44%
DEFINITELY/PROBABLY KAMALA HARRIS	723	402	198	315	234	170	214	98	116	238	342	143
	54%	57%	51%	51%	58%	55%	56%	53%	58%	65%	57%	40%
Definitely Donald Trump	341	161	120	174	82	84	93	53	39	59	154	128
	26%	23%	31%	28%	20%	27%	24%	29%	20%	16%	26%	36%
Probably Donald Trump	98	53	33	49	29	21	22	13	9	30	38	30
	7%	8%	8%	8%	7%	7%	6%	7%	5%	8%	6%	8%
No difference	135	77	30	63	47	24	47	17	31	36	51	48
	10%	11%	8%	10%	12%	8%	12%	9%	15%	10%	8%	13%
Probably Kamala Harris	134	75	36	57	45	32	38	21	17	35	57	42
	10%	11%	9%	9%	11%	10%	10%	11%	9%	9%	10%	12%
Definitely Kamala Harris	589	327	162	259	189	139	176	77	99	203	285	101
	44%	46%	42%	42%	47%	45%	46%	42%	49%	55%	48%	28%
Unsure	30	16	9	12	10	8	9	3	6	5	14	11
	2%	2%	2%	2%	2%	3%	2%	2%	3%	1%	2%	3%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QIssueTrust_Abortion] Which presidential candidate do you trust to do a better job on each of the following issues?
 -Abortion

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	440	338	84	17	350	77	10	427	12	385	21	412	15	270	131	85	77	39	239
	33%	65%	29%	3%	61%	20%	3%	68%	2%	66%	3%	65%	2%	72%	58%	44%	28%	32%	33%
DEFINITELY/PROBABLY KAMALA HARRIS	723	82	162	479	133	254	332	80	630	84	593	108	584	31	59	89	175	65	395
	54%	16%	56%	92%	23%	65%	93%	13%	94%	14%	92%	17%	93%	8%	26%	46%	64%	53%	54%
Definitely Donald Trump	341	276	58	7	279	54	6	337	4	304	15	326	8	223	97	71	57	22	191
	26%	53%	20%	1%	49%	14%	2%	53%	1%	52%	2%	51%	1%	60%	43%	36%	21%	18%	26%
Probably Donald Trump	98	62	26	10	71	23	4	89	8	81	6	86	7	47	35	14	20	16	48
	7%	12%	9%	2%	12%	6%	1%	14%	1%	14%	1%	14%	1%	13%	15%	7%	7%	13%	7%
No difference	135	77	34	24	72	46	14	101	22	94	25	90	28	56	31	16	18	18	82
	10%	15%	12%	5%	13%	12%	4%	16%	3%	16%	4%	14%	4%	15%	14%	8%	6%	15%	11%
Probably Kamala Harris	134	41	39	54	47	54	30	51	77	49	71	59	64	21	23	11	21	15	87
	10%	8%	13%	10%	8%	14%	8%	8%	11%	8%	11%	9%	10%	6%	10%	5%	8%	12%	12%
Definitely Kamala Harris	589	41	123	425	85	200	302	29	554	35	522	49	520	10	36	78	153	50	308
	44%	8%	43%	81%	15%	51%	85%	5%	83%	6%	81%	8%	83%	3%	16%	40%	56%	41%	42%
Unsure	30	19	8	3	18	12	1	23	4	24	3	23	3	17	5	5	6	1	18
	2%	4%	3%	*%	3%	3%	*%	4%	1%	4%	*%	4%	*%	4%	2%	3%	2%	1%	3%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QIssueTrust_Democracy] Which presidential candidate do you trust to do a better job on each of the following issues?
 -The state of democracy

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	533	279	252	83	109	158	183	192	340	444	11	46	31
	40%	45%	36%	30%	35%	43%	48%	33%	46%	47%	7%	31%	34%
DEFINITELY/PROBABLY KAMALA HARRIS	662	281	377	153	158	176	175	311	351	402	126	86	48
	50%	46%	53%	56%	51%	48%	46%	54%	47%	43%	82%	59%	53%
Definitely Donald Trump	449	234	213	62	88	134	165	150	299	377	9	35	28
	34%	38%	30%	23%	28%	36%	43%	26%	40%	40%	6%	24%	31%
Probably Donald Trump	84	45	39	21	22	23	18	42	41	67	3	12	3
	6%	7%	5%	8%	7%	6%	5%	7%	6%	7%	2%	8%	3%
No difference	107	50	56	26	33	28	19	60	47	78	11	7	10
	8%	8%	8%	10%	11%	8%	5%	10%	6%	8%	8%	5%	11%
Probably Kamala Harris	122	56	64	42	34	24	22	76	46	71	22	21	8
	9%	9%	9%	16%	11%	6%	6%	13%	6%	8%	14%	14%	9%
Definitely Kamala Harris	540	225	313	110	124	153	153	235	305	331	104	66	40
	41%	36%	44%	41%	40%	41%	40%	40%	41%	35%	68%	45%	44%
Unsure	26	6	21	10	7	6	3	17	9	13	4	7	2
	2%	1%	3%	4%	2%	2%	1%	3%	1%	1%	3%	5%	2%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QIssueTrust_Democracy] Which presidential candidate do you trust to do a better job on each of the following issues?

-The state of democracy

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	533	167	192	114	60	359	173	101	122	108	95	98	223	302
	40%	43%	48%	34%	29%	46%	32%	35%	47%	43%	42%	33%	41%	39%
DEFINITELY/PROBABLY KAMALA HARRIS	662	170	174	190	126	345	316	154	112	119	110	168	265	397
	50%	44%	43%	57%	62%	44%	59%	53%	43%	48%	48%	57%	49%	51%
Definitely Donald Trump	449	143	163	94	49	306	143	87	107	93	70	84	195	247
	34%	37%	41%	28%	24%	39%	27%	30%	42%	37%	31%	29%	36%	32%
Probably Donald Trump	84	24	29	20	11	53	31	13	15	16	25	14	28	55
	6%	6%	7%	6%	5%	7%	6%	5%	6%	6%	11%	5%	5%	7%
No difference	107	38	26	27	16	64	43	25	18	16	21	27	42	64
	8%	10%	6%	8%	8%	8%	8%	8%	7%	7%	9%	9%	8%	8%
Probably Kamala Harris	122	37	22	36	27	59	63	32	16	21	11	41	48	74
	9%	10%	5%	11%	13%	7%	12%	11%	6%	8%	5%	14%	9%	10%
Definitely Kamala Harris	540	133	153	154	99	286	253	122	95	98	99	126	217	323
	41%	34%	38%	46%	49%	36%	47%	42%	37%	39%	43%	43%	40%	42%
Unsure	26	12	9	4	1	21	5	11	6	6	2	1	17	9
	2%	3%	2%	1%	1%	3%	1%	4%	2%	3%	1%	0%	3%	1%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QIssueTrust_Democracy] Which presidential candidate do you trust to do a better job on each of the following issues?

-The state of democracy

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	533	261	187	272	129	131	141	78	63	93	242	198
	40%	37%	48%	44%	32%	43%	37%	42%	31%	25%	40%	55%
DEFINITELY/PROBABLY KAMALA HARRIS	662	372	175	290	222	147	197	89	108	236	299	127
	50%	52%	45%	47%	55%	48%	51%	48%	54%	64%	50%	35%
Definitely Donald Trump	449	208	168	234	99	115	112	59	53	74	198	177
	34%	29%	43%	38%	25%	37%	29%	32%	26%	20%	33%	49%
Probably Donald Trump	84	53	19	38	30	16	29	19	10	19	43	22
	6%	7%	5%	6%	7%	5%	8%	10%	5%	5%	7%	6%
No difference	107	60	24	45	37	22	41	17	25	33	45	30
	8%	8%	6%	7%	9%	7%	11%	9%	12%	9%	7%	8%
Probably Kamala Harris	122	80	18	57	47	17	47	21	26	37	55	30
	9%	11%	5%	9%	12%	6%	12%	11%	13%	10%	9%	8%
Definitely Kamala Harris	540	292	157	233	175	130	150	68	81	199	244	97
	41%	41%	40%	38%	44%	42%	39%	37%	41%	54%	41%	27%
Unsure	26	16	3	7	13	7	6	1	5	7	14	6
	2%	2%	1%	1%	3%	2%	2%	1%	3%	2%	2%	2%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QIssueTrust_Democracy] Which presidential candidate do you trust to do a better job on each of the following issues?
 -The state of democracy

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	533	425	87	20	426	92	13	525	7	481	20	507	16	333	161	101	98	48	286
	40%	82%	30%	4%	74%	23%	4%	83%	1%	82%	3%	80%	3%	89%	71%	51%	36%	39%	39%
DEFINITELY/PROBABLY KAMALA HARRIS	662	41	142	479	105	227	326	22	631	32	596	55	585	8	35	82	163	61	356
	50%	8%	49%	92%	18%	58%	91%	4%	94%	5%	93%	9%	93%	2%	15%	42%	59%	50%	48%
Definitely Donald Trump	449	373	67	9	374	65	7	446	2	415	14	433	9	297	129	92	84	36	237
	34%	72%	23%	2%	65%	17%	2%	71%	0%	71%	2%	68%	1%	79%	57%	47%	31%	29%	32%
Probably Donald Trump	84	52	20	11	52	27	5	79	4	66	6	74	7	36	32	8	14	12	49
	6%	10%	7%	2%	9%	7%	2%	13%	1%	11%	1%	12%	1%	10%	14%	4%	5%	10%	7%
No difference	107	45	41	22	39	49	18	69	25	59	21	59	25	25	27	10	11	10	76
	8%	9%	14%	4%	7%	13%	5%	11%	4%	10%	3%	9%	4%	7%	12%	5%	4%	8%	10%
Probably Kamala Harris	122	11	40	71	28	46	46	12	104	15	99	19	92	4	10	10	11	16	85
	9%	2%	14%	13%	5%	12%	13%	2%	16%	3%	15%	3%	15%	1%	4%	5%	4%	13%	12%
Definitely Kamala Harris	540	30	102	408	78	181	280	10	527	17	497	36	493	4	25	73	152	45	271
	41%	6%	35%	78%	14%	46%	79%	2%	79%	3%	77%	6%	78%	1%	11%	37%	55%	37%	37%
Unsure	26	5	18	3	3	22	-	14	5	15	4	12	3	7	5	3	3	3	17
	2%	1%	6%	1%	1%	6%	-	2%	1%	3%	1%	2%	1%	2%	2%	2%	1%	3%	2%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QIssueTrust_Foreign] Which presidential candidate do you trust to do a better job on each of the following issues?

-Foreign policy

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	624	324	298	100	144	181	199	244	380	512	24	55	34
	47%	53%	42%	37%	47%	49%	52%	42%	51%	55%	16%	37%	37%
DEFINITELY/PROBABLY KAMALA HARRIS	588	248	338	126	139	161	162	265	323	356	105	81	47
	44%	40%	48%	46%	45%	44%	43%	46%	43%	38%	69%	55%	52%
Definitely Donald Trump	530	279	249	78	111	160	181	189	341	442	14	47	26
	40%	45%	35%	29%	36%	43%	48%	33%	46%	47%	9%	32%	28%
Probably Donald Trump	94	45	49	22	33	21	17	56	39	70	9	7	8
	7%	7%	7%	8%	11%	6%	5%	10%	5%	7%	6%	5%	9%
No difference	84	38	44	30	21	20	12	52	32	58	16	6	4
	6%	6%	6%	11%	7%	6%	3%	9%	4%	6%	10%	4%	4%
Probably Kamala Harris	170	74	96	37	50	33	50	87	83	103	27	21	20
	13%	12%	14%	14%	16%	9%	13%	15%	11%	11%	18%	14%	22%
Definitely Kamala Harris	418	174	242	89	89	128	112	178	240	253	78	60	28
	32%	28%	34%	33%	29%	35%	29%	31%	32%	27%	51%	41%	30%
Unsure	32	7	25	15	4	6	7	19	13	12	8	6	6
	2%	1%	3%	6%	1%	2%	2%	3%	2%	1%	5%	4%	7%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QIssueTrust_Foreign] Which presidential candidate do you trust to do a better job on each of the following issues?

-Foreign policy

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	624	197	207	136	83	405	219	119	138	126	105	130	256	361
	47%	51%	52%	41%	41%	51%	41%	41%	54%	51%	46%	44%	47%	47%
DEFINITELY/PROBABLY KAMALA HARRIS	588	149	165	168	107	313	274	136	100	103	107	142	236	352
	44%	38%	41%	50%	52%	40%	51%	47%	39%	41%	47%	48%	43%	46%
Definitely Donald Trump	530	164	188	113	65	351	178	97	122	110	86	107	220	304
	40%	42%	47%	34%	32%	45%	33%	34%	47%	44%	38%	37%	40%	39%
Probably Donald Trump	94	34	19	23	18	53	41	21	16	16	18	23	37	57
	7%	9%	5%	7%	9%	7%	8%	7%	6%	7%	8%	8%	7%	7%
No difference	84	26	20	25	13	47	38	20	14	16	13	20	34	49
	6%	7%	5%	7%	6%	6%	7%	7%	6%	6%	6%	7%	6%	6%
Probably Kamala Harris	170	44	48	45	31	93	76	36	28	33	30	45	63	107
	13%	11%	12%	13%	15%	12%	14%	12%	11%	13%	13%	15%	12%	14%
Definitely Kamala Harris	418	104	116	123	75	221	198	101	72	71	78	97	173	246
	32%	27%	29%	37%	37%	28%	37%	35%	28%	28%	34%	33%	32%	32%
Unsure	32	15	9	7	1	24	7	15	5	4	4	2	20	10
	2%	4%	2%	2%	0%	3%	1%	5%	2%	2%	2%	1%	4%	1%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QIssueTrust_Foreign] Which presidential candidate do you trust to do a better job on each of the following issues?
 -Foreign policy

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	624	310	206	316	156	151	177	91	86	119	282	223
	47%	44%	53%	52%	39%	49%	46%	49%	43%	32%	47%	62%
DEFINITELY/PROBABLY KAMALA HARRIS	588	338	161	250	197	138	167	75	92	209	267	112
	44%	48%	41%	41%	49%	45%	43%	40%	46%	57%	45%	31%
Definitely Donald Trump	530	254	190	276	124	129	136	75	62	98	233	199
	40%	36%	49%	45%	31%	42%	35%	41%	31%	27%	39%	55%
Probably Donald Trump	94	55	16	41	32	22	40	16	24	21	49	25
	7%	8%	4%	7%	8%	7%	10%	9%	12%	6%	8%	7%
No difference	84	46	15	37	32	13	34	16	18	32	35	17
	6%	7%	4%	6%	8%	4%	9%	9%	9%	9%	6%	5%
Probably Kamala Harris	170	107	48	79	54	36	47	16	31	54	82	34
	13%	15%	12%	13%	13%	12%	12%	9%	16%	15%	14%	9%
Definitely Kamala Harris	418	231	113	171	143	102	120	59	61	156	185	78
	32%	33%	29%	28%	36%	33%	31%	32%	30%	42%	31%	22%
Unsure	32	15	6	9	17	5	7	3	5	7	15	9
	2%	2%	2%	2%	4%	2%	2%	1%	2%	2%	3%	3%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QIssueTrust_Foreign] Which presidential candidate do you trust to do a better job on each of the following issues?
 -Foreign policy

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	624	465	124	35	470	125	27	585	32	541	43	568	40	362	186	109	105	56	354
	47%	90%	43%	7%	82%	32%	7%	93%	5%	92%	7%	90%	6%	97%	82%	56%	38%	46%	48%
DEFINITELY/PROBABLY KAMALA HARRIS	588	31	110	447	82	205	297	16	572	18	535	35	533	4	22	79	152	54	304
	44%	6%	38%	85%	14%	53%	83%	3%	86%	3%	83%	5%	85%	1%	10%	40%	55%	44%	41%
Definitely Donald Trump	530	424	88	18	430	84	13	519	10	478	22	499	20	336	152	104	94	42	290
	40%	82%	31%	3%	75%	22%	4%	82%	1%	81%	3%	79%	3%	90%	67%	53%	34%	35%	39%
Probably Donald Trump	94	41	36	17	40	41	14	66	22	63	22	69	19	26	34	5	11	14	64
	7%	8%	12%	3%	7%	10%	4%	10%	3%	11%	3%	11%	3%	7%	15%	2%	4%	11%	9%
No difference	84	17	38	29	16	41	27	19	50	18	51	22	44	5	13	6	11	9	58
	6%	3%	13%	6%	3%	10%	8%	3%	7%	3%	8%	4%	7%	1%	6%	3%	4%	7%	8%
Probably Kamala Harris	170	17	43	109	28	73	67	15	155	8	148	22	136	4	12	16	32	21	100
	13%	3%	15%	21%	5%	19%	19%	2%	23%	1%	23%	3%	22%	1%	5%	8%	12%	17%	14%
Definitely Kamala Harris	418	14	67	337	54	133	230	2	416	9	388	13	397	0	10	62	120	33	203
	32%	3%	23%	64%	9%	34%	65%	*%	62%	2%	60%	2%	63%	*%	4%	32%	44%	27%	28%
Unsure	32	4	16	12	6	19	6	10	15	10	13	8	13	2	6	2	6	4	19
	2%	1%	5%	2%	1%	5%	2%	2%	2%	2%	2%	1%	2%	*%	3%	1%	2%	3%	3%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QIssueTrust_SS Medicare] Which presidential candidate do you trust to do a better job on each of the following issues?
 -Social Security and Medicare

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	546	280	263	94	109	159	184	203	342	449	15	52	29
	41%	46%	37%	35%	35%	43%	48%	35%	46%	48%	10%	36%	32%
DEFINITELY/PROBABLY KAMALA HARRIS	666	287	376	150	158	180	178	308	358	411	124	85	45
	50%	47%	53%	55%	51%	49%	47%	53%	48%	44%	81%	58%	50%
Definitely Donald Trump	433	220	211	72	78	128	155	150	283	362	12	34	24
	33%	36%	30%	26%	25%	35%	41%	26%	38%	39%	8%	23%	27%
Probably Donald Trump	113	60	53	23	31	31	29	53	60	87	3	19	5
	9%	10%	7%	8%	10%	8%	8%	9%	8%	9%	2%	13%	5%
No difference	86	44	39	18	32	22	15	49	37	61	12	4	9
	6%	7%	6%	7%	10%	6%	4%	9%	5%	7%	8%	3%	10%
Probably Kamala Harris	140	66	74	42	39	32	27	81	59	87	19	22	12
	11%	11%	11%	16%	13%	9%	7%	14%	8%	9%	12%	15%	13%
Definitely Kamala Harris	526	221	302	107	119	148	151	227	299	325	105	62	33
	40%	36%	43%	40%	39%	40%	40%	39%	40%	35%	69%	43%	36%
Unsure	30	4	26	10	10	7	3	20	11	16	1	5	8
	2%	1%	4%	4%	3%	2%	1%	3%	1%	2%	1%	4%	8%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QIssueTrust_SS Medicare] Which presidential candidate do you trust to do a better job on each of the following issues?
-Social Security and Medicare

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	546	178	193	108	66	372	174	105	124	109	99	100	229	309
	41%	46%	48%	32%	33%	47%	32%	36%	48%	44%	43%	34%	42%	40%
DEFINITELY/PROBABLY KAMALA HARRIS	666	170	185	190	120	354	310	154	115	122	115	160	269	397
	50%	44%	46%	57%	59%	45%	58%	53%	45%	49%	50%	55%	49%	51%
Definitely Donald Trump	433	141	152	88	51	294	139	85	104	90	69	77	189	237
	33%	36%	38%	26%	25%	37%	26%	30%	40%	36%	30%	26%	35%	31%
Probably Donald Trump	113	37	41	19	16	78	35	20	20	19	30	23	40	73
	9%	9%	10%	6%	8%	10%	7%	7%	8%	8%	13%	8%	7%	9%
No difference	86	29	18	27	12	47	39	16	15	15	14	25	31	54
	6%	7%	5%	8%	6%	6%	7%	6%	6%	6%	6%	9%	6%	7%
Probably Kamala Harris	140	38	34	41	28	72	68	34	21	23	27	35	55	85
	11%	10%	8%	12%	14%	9%	13%	12%	8%	9%	12%	12%	10%	11%
Definitely Kamala Harris	526	132	151	150	92	283	242	120	94	98	89	125	214	312
	40%	34%	38%	45%	45%	36%	45%	41%	37%	39%	39%	43%	39%	40%
Unsure	30	11	5	10	5	16	15	14	3	4	-	8	18	12
	2%	3%	1%	3%	3%	2%	3%	5%	1%	2%		3%	3%	2%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QIssueTrust_SS Medicare] Which presidential candidate do you trust to do a better job on each of the following issues?
 -Social Security and Medicare

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	546	266	189	278	135	131	149	77	72	101	243	202
	41%	37%	49%	45%	34%	43%	39%	42%	36%	27%	41%	56%
DEFINITELY/PROBABLY KAMALA HARRIS	666	378	179	287	223	152	200	95	106	238	298	130
	50%	53%	46%	47%	56%	49%	52%	51%	53%	65%	50%	36%
Definitely Donald Trump	433	203	158	225	100	107	111	58	52	74	196	162
	33%	29%	41%	37%	25%	35%	29%	32%	26%	20%	33%	45%
Probably Donald Trump	113	62	31	53	35	25	38	18	20	26	47	40
	9%	9%	8%	9%	9%	8%	10%	10%	10%	7%	8%	11%
No difference	86	47	19	37	30	19	26	13	13	25	38	23
	6%	7%	5%	6%	7%	6%	7%	7%	6%	7%	6%	6%
Probably Kamala Harris	140	94	26	58	53	28	46	24	22	49	57	35
	11%	13%	7%	9%	13%	9%	12%	13%	11%	13%	9%	10%
Definitely Kamala Harris	526	284	153	229	171	124	154	71	83	189	241	95
	40%	40%	39%	37%	43%	40%	40%	38%	42%	51%	40%	26%
Unsure	30	18	2	12	13	6	10	-	10	4	21	6
	2%	2%	*%	2%	3%	2%	3%		5%	1%	3%	2%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QIssueTrust_SS Medicare] Which presidential candidate do you trust to do a better job on each of the following issues?
 -Social Security and Medicare

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	546	429	101	16	430	99	13	533	7	485	26	516	16	340	160	103	98	42	303
	41%	83%	35%	3%	75%	25%	4%	85%	1%	83%	4%	82%	3%	91%	70%	53%	36%	34%	41%
DEFINITELY/PROBABLY KAMALA HARRIS	666	46	139	481	101	235	326	32	627	45	585	57	584	12	36	84	167	57	358
	50%	9%	48%	92%	18%	60%	91%	5%	94%	8%	91%	9%	93%	3%	16%	43%	61%	46%	49%
Definitely Donald Trump	433	361	65	6	360	63	7	431	2	397	16	418	8	285	125	89	80	29	235
	33%	70%	23%	1%	63%	16%	2%	68%	0%	68%	2%	66%	1%	76%	55%	46%	29%	23%	32%
Probably Donald Trump	113	68	35	10	70	36	6	102	5	88	11	98	8	55	34	14	18	13	68
	9%	13%	12%	2%	12%	9%	2%	16%	1%	15%	2%	15%	1%	15%	15%	7%	7%	11%	9%
No difference	86	32	35	20	32	41	13	55	21	45	19	47	22	19	21	5	8	16	57
	6%	6%	12%	4%	6%	11%	4%	9%	3%	8%	3%	7%	4%	5%	9%	3%	3%	13%	8%
Probably Kamala Harris	140	25	45	70	27	56	55	25	112	24	103	31	96	10	16	13	24	16	87
	11%	5%	16%	13%	5%	14%	16%	4%	17%	4%	16%	5%	15%	3%	7%	7%	9%	13%	12%
Definitely Kamala Harris	526	21	94	411	74	180	270	7	515	21	483	26	488	2	20	72	143	41	270
	40%	4%	33%	79%	13%	46%	76%	1%	77%	4%	75%	4%	78%	0%	9%	37%	52%	33%	37%
Unsure	30	10	14	6	11	15	5	10	13	12	11	13	7	2	10	3	2	8	17
	2%	2%	5%	1%	2%	4%	1%	2%	2%	2%	2%	2%	1%	1%	4%	1%	1%	7%	2%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QIssueTrust_Health] Which presidential candidate do you trust to do a better job on each of the following issues?
 -Healthcare

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	531	268	262	91	116	147	178	206	325	443	14	45	29
	40%	43%	37%	33%	38%	40%	47%	36%	43%	47%	9%	30%	32%
DEFINITELY/PROBABLY KAMALA HARRIS	681	296	382	160	154	184	183	315	367	415	127	89	50
	51%	48%	54%	59%	50%	50%	48%	54%	49%	44%	83%	61%	55%
Definitely Donald Trump	407	208	197	59	80	118	149	140	267	340	10	33	24
	31%	34%	28%	22%	26%	32%	39%	24%	36%	36%	6%	22%	27%
Probably Donald Trump	124	60	65	31	35	29	29	67	58	102	5	12	5
	9%	10%	9%	11%	11%	8%	8%	11%	8%	11%	3%	8%	5%
No difference	93	46	44	14	34	30	16	47	45	67	10	7	9
	7%	7%	6%	5%	11%	8%	4%	8%	6%	7%	6%	5%	10%
Probably Kamala Harris	153	77	76	49	30	38	36	79	74	96	17	22	17
	12%	12%	11%	18%	10%	10%	10%	14%	10%	10%	11%	15%	19%
Definitely Kamala Harris	528	220	306	111	125	146	146	236	292	319	110	67	33
	40%	36%	43%	41%	40%	40%	39%	41%	39%	34%	72%	46%	36%
Unsure	23	6	17	7	4	8	3	12	11	14	1	5	2
	2%	1%	2%	3%	1%	2%	1%	2%	2%	1%	1%	4%	2%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QIssueTrust_Health] Which presidential candidate do you trust to do a better job on each of the following issues?
-Healthcare

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	531	171	188	109	63	359	172	102	121	108	92	100	223	300
	40%	44%	47%	33%	31%	45%	32%	35%	47%	43%	40%	34%	41%	39%
DEFINITELY/PROBABLY KAMALA HARRIS	681	175	189	195	121	364	316	162	116	123	122	159	278	404
	51%	45%	47%	58%	60%	46%	59%	56%	45%	49%	53%	54%	51%	52%
Definitely Donald Trump	407	140	143	80	44	283	124	82	105	87	60	66	188	213
	31%	36%	36%	24%	22%	36%	23%	28%	41%	35%	26%	22%	34%	28%
Probably Donald Trump	124	31	45	29	19	76	48	20	16	21	32	34	36	87
	9%	8%	11%	9%	9%	10%	9%	7%	6%	8%	14%	12%	7%	11%
No difference	93	29	21	24	19	50	43	16	13	16	14	32	30	62
	7%	7%	5%	7%	9%	6%	8%	6%	5%	6%	6%	11%	5%	8%
Probably Kamala Harris	153	43	38	42	30	81	72	41	25	23	30	35	65	87
	12%	11%	9%	12%	15%	10%	13%	14%	10%	9%	13%	12%	12%	11%
Definitely Kamala Harris	528	132	151	154	91	283	245	121	91	99	92	125	212	316
	40%	34%	38%	46%	45%	36%	46%	42%	35%	40%	40%	43%	39%	41%
Unsure	23	13	4	6	-	17	6	9	7	4	1	1	16	6
	2%	3%	1%	2%	-	2%	1%	3%	3%	2%	*%	*%	3%	1%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QIssueTrust_Health] Which presidential candidate do you trust to do a better job on each of the following issues?
 -Healthcare

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	531	260	182	271	128	130	145	75	70	100	230	201
	40%	37%	47%	44%	32%	42%	38%	41%	35%	27%	38%	56%
DEFINITELY/PROBABLY KAMALA HARRIS	681	385	184	290	233	154	199	93	105	238	312	131
	51%	54%	47%	47%	58%	50%	52%	51%	52%	65%	52%	36%
Definitely Donald Trump	407	188	150	209	93	103	103	54	50	71	177	158
	31%	27%	38%	34%	23%	34%	27%	29%	25%	19%	30%	44%
Probably Donald Trump	124	72	32	62	35	27	42	21	21	29	53	43
	9%	10%	8%	10%	9%	9%	11%	12%	10%	8%	9%	12%
No difference	93	51	21	45	30	18	35	16	19	25	47	21
	7%	7%	5%	7%	7%	6%	9%	9%	9%	7%	8%	6%
Probably Kamala Harris	153	93	35	65	57	30	47	24	23	39	76	38
	12%	13%	9%	11%	14%	10%	12%	13%	11%	11%	13%	10%
Definitely Kamala Harris	528	292	148	225	177	125	152	69	83	199	236	94
	40%	41%	38%	37%	44%	41%	39%	37%	41%	54%	39%	26%
Unsure	23	13	3	7	11	5	6	-	6	5	10	8
	2%	2%	1%	1%	3%	2%	2%		3%	1%	2%	2%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QIssueTrust_Health] Which presidential candidate do you trust to do a better job on each of the following issues?
 -Healthcare

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	531	418	95	18	421	95	11	518	8	476	23	507	14	330	158	98	95	44	294
	40%	81%	33%	3%	73%	24%	3%	82%	1%	81%	4%	80%	2%	88%	70%	50%	35%	36%	40%
DEFINITELY/PROBABLY KAMALA HARRIS	681	47	145	489	100	245	332	39	634	47	597	58	594	12	37	85	169	61	367
	51%	9%	50%	93%	17%	63%	93%	6%	95%	8%	93%	9%	94%	3%	16%	43%	61%	50%	50%
Definitely Donald Trump	407	336	64	7	335	61	6	404	2	374	13	390	8	267	118	85	75	29	218
	31%	65%	22%	1%	59%	16%	2%	64%	0%	64%	2%	62%	1%	71%	52%	43%	27%	24%	30%
Probably Donald Trump	124	82	31	11	86	34	5	114	6	102	10	117	7	63	40	14	20	15	76
	9%	16%	11%	2%	15%	9%	1%	18%	1%	17%	2%	18%	1%	17%	18%	7%	7%	12%	10%
No difference	93	45	35	13	45	35	13	62	21	51	19	58	18	27	27	11	8	16	58
	7%	9%	12%	3%	8%	9%	4%	10%	3%	9%	3%	9%	3%	7%	12%	5%	3%	13%	8%
Probably Kamala Harris	153	26	56	71	34	60	57	32	117	29	112	36	101	11	17	13	23	19	97
	12%	5%	19%	14%	6%	15%	16%	5%	17%	5%	17%	6%	16%	3%	8%	7%	8%	16%	13%
Definitely Kamala Harris	528	22	89	418	66	186	275	7	518	18	485	22	494	1	19	72	146	41	270
	40%	4%	31%	80%	12%	48%	77%	1%	77%	3%	76%	3%	78%	0%	9%	37%	53%	34%	37%
Unsure	23	6	14	3	7	15	0	11	5	13	3	9	3	4	5	2	3	2	16
	2%	1%	5%	1%	1%	4%	0%	2%	1%	2%	0%	1%	0%	1%	2%	1%	1%	1%	2%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error= +/-3.1 Percentage Points

[QElectionAboutOE] To you, what is this election all about?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
Values/Leadership qualities	300	123	178	62	77	69	92	140	161	195	44	43	18
	23%	20%	25%	23%	25%	19%	24%	24%	22%	21%	29%	29%	20%
The future/ Back on track	298	148	149	52	64	97	84	116	182	226	23	29	19
	22%	24%	21%	19%	21%	26%	22%	20%	24%	24%	15%	20%	21%
Preserving democracy	228	121	107	26	42	69	91	68	160	171	24	18	16
	17%	20%	15%	10%	14%	19%	24%	12%	21%	18%	16%	12%	17%
Economic issues	210	94	116	42	46	66	56	88	122	166	20	11	13
	16%	15%	16%	15%	15%	18%	15%	15%	16%	18%	13%	8%	14%
Rights and freedoms	123	50	71	29	21	36	36	50	73	91	17	11	4
	9%	8%	10%	11%	7%	10%	10%	9%	10%	10%	11%	7%	4%
Immigration	101	45	54	12	12	43	35	23	78	84	5	6	6
	8%	7%	8%	4%	4%	12%	9%	4%	10%	9%	4%	4%	6%
National or international security/safety	94	46	46	18	11	35	30	28	66	73	5	10	5
	7%	7%	6%	7%	3%	10%	8%	5%	9%	8%	3%	7%	6%
Abortion/ Women's rights	88	22	66	36	15	19	17	52	36	56	14	8	10
	7%	4%	9%	13%	5%	5%	5%	9%	5%	6%	9%	6%	11%
Anti-Harris/Democrat sentiment	69	42	28	8	14	16	31	22	47	63	1	3	2
	5%	7%	4%	3%	5%	4%	8%	4%	6%	7%	1%	2%	2%
Elect the next president	78	38	40	18	21	19	19	40	38	45	14	9	10
	6%	6%	6%	7%	7%	5%	5%	7%	5%	5%	9%	6%	11%
Anti Trump/GOP sentiment	70	31	39	8	18	25	19	26	44	50	6	7	7
	5%	5%	6%	3%	6%	7%	5%	4%	6%	5%	4%	5%	8%
Other/None/Unsure	106	54	50	23	45	19	20	67	39	66	15	18	8
	8%	9%	7%	8%	15%	5%	5%	12%	5%	7%	10%	12%	9%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error= +/-3.1 Percentage Points

[QElectionAboutOE] To you, what is this election all about?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Values/Leadership qualities	300	90	112	59	38	202	97	75	71	63	37	48	146	147
	23%	23%	28%	18%	19%	26%	18%	26%	28%	25%	16%	16%	27%	19%
The future/ Back on track	298	105	85	66	42	190	108	57	51	53	62	70	107	185
	22%	27%	21%	20%	21%	24%	20%	20%	20%	21%	27%	24%	20%	24%
Preserving democracy	228	33	68	76	51	101	127	40	43	37	43	65	84	144
	17%	9%	17%	23%	25%	13%	24%	14%	17%	15%	19%	22%	15%	19%
Economic issues	210	54	63	59	33	118	92	32	40	38	44	56	71	138
	16%	14%	16%	18%	16%	15%	17%	11%	15%	15%	19%	19%	13%	18%
Rights and freedoms	123	42	34	37	10	76	47	36	33	19	15	20	69	54
	9%	11%	8%	11%	5%	10%	9%	13%	13%	8%	6%	7%	13%	7%
Immigration	101	14	44	28	15	57	43	12	22	20	18	27	34	65
	8%	4%	11%	8%	8%	7%	8%	4%	8%	8%	8%	9%	6%	8%
National or international security/safety	94	20	34	20	20	54	40	17	21	16	18	23	38	56
	7%	5%	8%	6%	10%	7%	7%	6%	8%	6%	8%	8%	7%	7%
Abortion/ Women's rights	88	13	25	34	15	38	49	25	15	15	16	18	39	48
	7%	3%	6%	10%	7%	5%	9%	9%	6%	6%	7%	6%	7%	6%
Anti-Harris/Democrat sentiment	69	21	24	18	6	46	24	17	14	16	10	12	31	38
	5%	6%	6%	5%	3%	6%	4%	6%	5%	6%	5%	4%	6%	5%
Elect the next president	78	31	22	7	18	53	25	20	13	21	9	15	33	45
	6%	8%	5%	2%	9%	7%	5%	7%	5%	8%	4%	5%	6%	6%
Anti Trump/GOP sentiment	70	9	21	20	19	30	40	12	7	16	15	20	19	51
	5%	2%	5%	6%	10%	4%	7%	4%	3%	6%	7%	7%	3%	7%
Other/None/Unsure	106	49	19	27	11	68	38	29	14	24	10	28	43	63
	8%	13%	5%	8%	5%	9%	7%	10%	5%	10%	5%	10%	8%	8%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error= +/-3.1 Percentage Points

[QElectionAboutOE] To you, what is this election all about?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
Values/Leadership qualities	300	157	84	131	96	74	92	30	62	98	116	86
	23%	22%	22%	21%	24%	24%	24%	16%	31%	27%	19%	24%
The future/ Back on track	298	161	89	154	70	73	90	47	43	84	116	98
	22%	23%	23%	25%	18%	24%	23%	26%	21%	23%	19%	27%
Preserving democracy	228	106	92	112	58	58	47	31	17	53	131	45
	17%	15%	24%	18%	14%	19%	12%	17%	8%	14%	22%	12%
Economic issues	210	116	57	105	57	46	65	29	36	36	107	67
	16%	16%	15%	17%	14%	15%	17%	16%	18%	10%	18%	18%
Rights and freedoms	123	53	35	44	48	31	26	11	16	27	51	45
	9%	7%	9%	7%	12%	10%	7%	6%	8%	7%	8%	13%
Immigration	101	47	40	56	19	26	21	9	11	14	52	35
	8%	7%	10%	9%	5%	8%	5%	5%	6%	4%	9%	10%
National or international security/safety	94	45	32	48	23	23	16	12	4	17	51	26
	7%	6%	8%	8%	6%	8%	4%	7%	2%	5%	9%	7%
Abortion/ Women's rights	88	50	16	39	27	20	36	9	26	23	46	19
	7%	7%	4%	6%	7%	7%	9%	5%	13%	6%	8%	5%
Anti-Harris/Democrat sentiment	69	28	32	32	19	18	18	13	5	7	31	31
	5%	4%	8%	5%	5%	6%	5%	7%	3%	2%	5%	9%
Elect the next president	78	39	23	40	26	12	36	19	18	22	34	22
	6%	6%	6%	6%	7%	4%	9%	10%	9%	6%	6%	6%
Anti Trump/GOP sentiment	70	44	23	35	18	17	17	7	10	26	33	11
	5%	6%	6%	6%	5%	5%	4%	4%	5%	7%	6%	3%
Other/None/Unsure	106	73	18	37	45	23	37	26	10	43	46	18
	8%	10%	5%	6%	11%	8%	9%	14%	5%	12%	8%	5%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error= +/-3.1 Percentage Points

[QElectionAboutOE] To you, what is this election all about?

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			All Others
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Values/Leadership qualities	300	116	63	121	119	104	77	135	160	127	149	136	150	75	57	31	75	18	176
	23%	23%	22%	23%	21%	27%	22%	21%	24%	22%	23%	22%	24%	20%	25%	16%	27%	15%	24%
The future/ Back on track	298	174	49	75	186	75	36	202	95	186	90	208	80	129	72	48	43	20	188
	22%	34%	17%	14%	32%	19%	10%	32%	14%	32%	14%	33%	13%	34%	32%	24%	16%	16%	26%
Preserving democracy	228	33	47	149	42	52	135	27	200	29	192	34	193	18	13	42	65	24	98
	17%	6%	16%	29%	7%	13%	38%	4%	30%	5%	30%	5%	31%	5%	6%	21%	24%	19%	13%
Economic issues	210	113	51	47	125	56	28	156	48	143	59	152	51	84	55	38	33	16	123
	16%	22%	18%	9%	22%	14%	8%	25%	7%	24%	9%	24%	8%	23%	24%	19%	12%	13%	17%
Rights and freedoms	123	40	30	53	46	37	40	54	67	48	72	52	69	28	25	16	34	12	61
	9%	8%	10%	10%	8%	10%	11%	9%	10%	8%	11%	8%	11%	7%	11%	8%	12%	10%	8%
Immigration	101	64	22	14	69	24	7	86	14	82	16	83	12	45	32	21	22	10	47
	8%	12%	8%	3%	12%	6%	2%	14%	2%	14%	3%	13%	2%	12%	14%	11%	8%	8%	6%
National or international security/safety	94	44	29	22	58	19	16	68	23	62	27	63	25	38	25	16	21	10	47
	7%	9%	10%	4%	10%	5%	5%	11%	3%	11%	4%	10%	4%	10%	11%	8%	8%	8%	6%
Abortion/ Women's rights	88	11	19	58	11	28	49	15	70	19	65	16	70	5	9	9	15	14	49
	7%	2%	7%	11%	2%	7%	14%	2%	10%	3%	10%	2%	11%	1%	4%	5%	6%	11%	7%
Anti-Harris/Democrat sentiment	69	50	18	1	51	17	1	69	0	63	-	65	3	43	19	14	11	4	41
	5%	10%	6%	*%	9%	4%	*%	11%	*%	11%		10%	*%	12%	8%	7%	4%	3%	6%
Elect the next president	78	35	11	31	37	20	20	38	35	31	34	39	33	24	12	11	8	19	40
	6%	7%	4%	6%	6%	5%	6%	6%	5%	5%	5%	6%	5%	6%	5%	6%	3%	15%	5%
Anti Trump/GOP sentiment	70	5	17	48	11	20	38	5	65	6	61	10	56	3	2	6	31	3	30
	5%	1%	6%	9%	2%	5%	11%	1%	10%	1%	10%	2%	9%	1%	1%	3%	11%	3%	4%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error= +/-3.1 Percentage Points

[QElectionAboutOE] To you, what is this election all about?

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			All Others
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	
Other/None/Unsure	106 8%	27 5%	31 11%	48 9%	41 7%	46 12%	18 5%	39 6%	58 9%	40 7%	46 7%	36 6%	54 9%	18 5%	12 5%	15 8%	16 6%	6 5%	69 9%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QTopIssue] Which of the following issues is most important to your decision of who to vote for in the 2024 presidential election?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
Immigration and border security	230	118	110	27	36	68	99	63	167	192	7	26	5
	17%	19%	16%	10%	12%	18%	26%	11%	22%	20%	5%	17%	6%
The economy and cost of living	611	283	324	148	174	164	125	322	289	415	73	66	57
	46%	46%	46%	54%	57%	45%	33%	56%	39%	44%	48%	45%	62%
Abortion	143	40	102	46	35	37	24	81	61	90	25	22	6
	11%	7%	14%	17%	11%	10%	6%	14%	8%	10%	17%	15%	6%
Protecting democracy	284	141	143	42	47	84	110	89	194	197	40	26	21
	21%	23%	20%	16%	15%	23%	29%	15%	26%	21%	26%	18%	23%
Something else (please specify)	37	22	12	2	8	9	18	9	27	31	2	2	1
	3%	4%	2%	1%	2%	3%	5%	2%	4%	3%	2%	1%	1%
Unsure	24	11	13	7	8	6	3	15	9	12	4	6	2
	2%	2%	2%	2%	3%	2%	1%	3%	1%	1%	3%	4%	2%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QTopIssue] Which of the following issues is most important to your decision of who to vote for in the 2024 presidential election?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Immigration and border security	230	77	84	42	27	161	69	48	47	50	34	50	95	133
	17%	20%	21%	13%	13%	20%	13%	17%	18%	20%	15%	17%	17%	17%
The economy and cost of living	611	197	179	143	92	376	235	137	121	114	102	131	258	347
	46%	51%	45%	43%	45%	48%	44%	47%	47%	46%	45%	45%	47%	45%
Abortion	143	34	36	51	22	70	73	30	25	30	30	28	55	88
	11%	9%	9%	15%	11%	9%	14%	10%	10%	12%	13%	9%	10%	11%
Protecting democracy	284	58	88	83	54	146	136	56	54	45	59	69	110	173
	21%	15%	22%	25%	26%	19%	25%	19%	21%	18%	26%	23%	20%	22%
Something else (please specify)	37	8	9	11	9	17	19	6	7	8	2	13	13	23
	3%	2%	2%	3%	4%	2%	4%	2%	3%	3%	1%	4%	2%	3%
Unsure	24	13	6	5	-	19	5	12	3	4	2	3	15	8
	2%	3%	1%	1%	-	2%	1%	4%	1%	2%	1%	1%	3%	1%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QTopIssue] Which of the following issues is most important to your decision of who to vote for in the 2024 presidential election?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
Immigration and border security	230	111	90	122	43	63	52	29	23	48	103	79
	17%	16%	23%	20%	11%	20%	13%	16%	11%	13%	17%	22%
The economy and cost of living	611	358	133	277	212	121	204	92	112	174	251	187
	46%	50%	34%	45%	53%	39%	53%	50%	56%	47%	42%	52%
Abortion	143	84	30	58	50	35	54	15	39	54	69	20
	11%	12%	8%	9%	12%	11%	14%	8%	19%	15%	12%	6%
Protecting democracy	284	133	113	128	80	76	63	40	24	78	146	60
	21%	19%	29%	21%	20%	25%	16%	22%	12%	21%	24%	17%
Something else (please specify)	37	13	19	21	7	8	7	6	2	6	20	11
	3%	2%	5%	3%	2%	3%	2%	3%	1%	2%	3%	3%
Unsure	24	10	4	7	10	5	4	3	1	8	11	5
	2%	1%	1%	1%	2%	2%	1%	2%	1%	2%	2%	1%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QTopIssue] Which of the following issues is most important to your decision of who to vote for in the 2024 presidential election?

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			All Others
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Immigration and border security	230	174	31	25	173	45	10	200	27	191	29	194	28	134	55	48	52	14	116
	17%	34%	11%	5%	30%	12%	3%	32%	4%	33%	4%	31%	5%	36%	24%	24%	19%	12%	16%
The economy and cost of living	611	276	136	199	304	187	117	352	242	318	239	351	227	202	133	71	92	74	374
	46%	53%	47%	38%	53%	48%	33%	56%	36%	54%	37%	56%	36%	54%	59%	36%	33%	60%	51%
Abortion	143	20	27	96	22	55	65	25	118	21	112	27	111	10	14	13	37	8	85
	11%	4%	9%	18%	4%	14%	18%	4%	18%	4%	17%	4%	18%	3%	6%	7%	13%	6%	12%
Protecting democracy	284	33	66	184	57	80	145	30	252	33	234	39	240	16	16	54	81	20	129
	21%	6%	23%	35%	10%	21%	41%	5%	38%	6%	36%	6%	38%	4%	7%	27%	30%	16%	17%
Something else (please specify)	37	9	14	13	12	10	15	15	19	13	22	15	17	8	6	5	11	1	19
	3%	2%	5%	3%	2%	2%	4%	2%	3%	2%	3%	2%	3%	2%	3%	2%	4%	1%	3%
Unsure	24	4	14	5	5	12	4	10	10	11	7	6	7	3	2	5	2	5	12
	2%	1%	5%	1%	1%	3%	1%	2%	1%	2%	1%	1%	1%	1%	1%	2%	1%	4%	2%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QPoliticsAbout] Do you think the goal of politics is more about...?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
Enacting good public policy	378	200	175	69	106	102	100	175	202	259	40	52	27
	28%	32%	25%	25%	34%	28%	26%	30%	27%	28%	26%	35%	29%
Ensuring the survival of the country as we know it	809	375	434	175	163	232	240	338	471	585	97	79	48
	61%	61%	62%	64%	53%	63%	63%	58%	63%	62%	64%	54%	52%
Unsure	141	41	96	28	39	35	40	67	75	94	15	16	17
	11%	7%	14%	10%	13%	9%	11%	12%	10%	10%	10%	11%	19%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QPoliticsAbout] Do you think the goal of politics is more about...?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Enacting good public policy	378	84	89	117	88	173	204	75	62	66	69	105	137	240
	28%	22%	22%	35%	43%	22%	38%	26%	24%	26%	30%	36%	25%	31%
Ensuring the survival of the country as we know it	809	243	275	187	103	518	290	171	171	165	127	167	342	460
	61%	63%	69%	56%	51%	66%	54%	59%	67%	66%	56%	57%	63%	60%
Unsure	141	61	37	31	13	98	44	44	24	19	32	21	68	72
	11%	16%	9%	9%	6%	12%	8%	15%	9%	8%	14%	7%	12%	9%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QPoliticsAbout] Do you think the goal of politics is more about...?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
Enacting good public policy	378	219	102	165	127	84	120	71	50	100	182	95
	28%	31%	26%	27%	32%	27%	31%	38%	25%	27%	30%	26%
Ensuring the survival of the country as we know it	809	423	249	392	225	190	230	108	122	230	362	217
	61%	60%	64%	64%	56%	62%	60%	59%	61%	63%	60%	60%
Unsure	141	67	38	57	49	33	35	5	30	37	55	49
	11%	9%	10%	9%	12%	11%	9%	3%	15%	10%	9%	14%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QPoliticsAbout] Do you think the goal of politics is more about...?

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			All Others
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Enacting good public policy	378	111	84	183	137	109	127	130	244	121	231	137	225	73	52	57	79	35	207
	28%	21%	29%	35%	24%	28%	36%	21%	36%	21%	36%	22%	36%	20%	23%	29%	29%	28%	28%
Ensuring the survival of the country as we know it	809	349	158	301	370	230	206	424	377	394	365	425	361	265	142	119	167	76	446
	61%	68%	55%	58%	65%	59%	58%	67%	56%	67%	57%	67%	57%	71%	63%	61%	61%	62%	61%
Unsure	141	56	46	39	67	51	24	77	47	72	45	72	45	35	33	19	28	12	82
	11%	11%	16%	7%	12%	13%	7%	12%	7%	12%	7%	11%	7%	9%	14%	10%	10%	10%	11%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QPoIDivision] Which of the following statements comes closer to your view, even if neither is exactly right?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
The 2024 election is about differences in policy ideas, and the country will ultimately be okay no matter who wins.	204	104	99	39	73	50	42	113	91	146	22	25	11
	15%	17%	14%	15%	24%	13%	11%	19%	12%	16%	14%	17%	12%
The 2024 election is an existential decision for the country, and it will likely be irreparably harmed if the wrong candidate wins.	1052	487	560	216	215	300	321	431	621	744	123	111	74
	79%	79%	79%	79%	70%	81%	85%	74%	83%	79%	81%	76%	81%
Unsure	72	25	47	17	19	19	16	36	35	48	7	10	6
	5%	4%	7%	6%	6%	5%	4%	6%	5%	5%	5%	7%	7%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QPoIDivision] Which of the following statements comes closer to your view, even if neither is exactly right?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
The 2024 election is about differences in policy ideas, and the country will ultimately be okay no matter who wins.	204	51	51	57	45	103	102	37	35	38	30	64	72	133
	15%	13%	13%	17%	22%	13%	19%	13%	14%	15%	13%	22%	13%	17%
The 2024 election is an existential decision for the country, and it will likely be irreparably harmed if the wrong candidate wins.	1052	301	336	263	151	637	414	231	211	200	188	215	441	603
	79%	78%	84%	79%	74%	81%	77%	80%	82%	80%	82%	73%	81%	78%
Unsure	72	35	14	15	7	49	22	22	12	13	10	13	34	37
	5%	9%	4%	4%	4%	6%	4%	8%	5%	5%	5%	5%	6%	5%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QPoIDivision] Which of the following statements comes closer to your view, even if neither is exactly right?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
The 2024 election is about differences in policy ideas, and the country will ultimately be okay no matter who wins.	204	134	46	103	68	32	92	53	40	70	93	41
	15%	19%	12%	17%	17%	10%	24%	29%	20%	19%	16%	11%
The 2024 election is an existential decision for the country, and it will likely be irreparably harmed if the wrong candidate wins.	1052	538	326	483	308	260	270	126	144	279	475	299
	79%	76%	84%	79%	77%	84%	70%	68%	72%	76%	79%	83%
Unsure	72	37	18	28	26	16	23	6	17	19	31	22
	5%	5%	5%	5%	6%	5%	6%	3%	9%	5%	5%	6%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QPoDivision] Which of the following statements comes closer to your view, even if neither is exactly right?

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			All Others
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
The 2024 election is about differences in policy ideas, and the country will ultimately be okay no matter who wins.	204	82	41	82	81	70	53	105	92	99	87	110	87	48	47	26	32	20	126
	15%	16%	14%	16%	14%	18%	15%	17%	14%	17%	14%	17%	14%	13%	21%	13%	12%	16%	17%
The 2024 election is an existential decision for the country, and it will likely be irreparably harmed if the wrong candidate wins.	1052	414	219	419	468	286	292	494	545	455	528	500	516	307	173	161	232	95	565
	79%	80%	76%	80%	82%	73%	82%	78%	82%	77%	82%	79%	82%	82%	76%	82%	84%	77%	77%
Unsure	72	20	29	22	24	35	11	32	31	33	27	23	27	18	7	9	10	8	44
	5%	4%	10%	4%	4%	9%	3%	5%	5%	6%	4%	4%	4%	5%	3%	5%	4%	7%	6%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QChangeCandidate] Which candidate do you believe most represents change in the upcoming 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	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
Donald Trump	650	346	301	117	141	188	204	257	393	534	18	60	38
	49%	56%	43%	43%	46%	51%	54%	44%	53%	57%	12%	41%	42%
Kamala Harris	610	241	366	135	154	165	156	289	321	369	123	77	41
	46%	39%	52%	50%	50%	45%	41%	50%	43%	39%	81%	52%	45%
Unsure	68	29	37	20	13	15	19	33	35	35	11	10	12
	5%	5%	5%	7%	4%	4%	5%	6%	5%	4%	7%	7%	13%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QChangeCandidate] Which candidate do you believe most represents change in the upcoming 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	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Donald Trump	650	206	216	140	89	422	229	125	132	136	110	138	257	385
	49%	53%	54%	42%	44%	53%	42%	43%	51%	55%	48%	47%	47%	50%
Kamala Harris	610	156	168	181	104	324	285	151	109	100	107	143	260	350
	46%	40%	42%	54%	51%	41%	53%	52%	42%	40%	47%	49%	48%	45%
Unsure	68	26	17	14	11	43	24	14	16	13	11	13	30	37
	5%	7%	4%	4%	5%	5%	5%	5%	6%	5%	5%	4%	5%	5%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QChangeCandidate] Which candidate do you believe most represents change in the upcoming 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	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
Donald Trump	650	325	209	321	171	155	182	99	83	124	298	229
	49%	46%	54%	52%	43%	51%	47%	54%	41%	34%	50%	63%
Kamala Harris	610	346	159	263	202	143	189	81	108	224	268	119
	46%	49%	41%	43%	50%	46%	49%	44%	54%	61%	45%	33%
Unsure	68	38	20	30	29	9	15	5	10	21	33	14
	5%	5%	5%	5%	7%	3%	4%	3%	5%	6%	6%	4%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QChangeCandidate] Which candidate do you believe most represents change in the upcoming presidential election?

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			All Others
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Donald Trump	650	467	134	49	466	142	39	602	43	541	65	572	57	363	188	110	114	52	375
	49%	90%	47%	9%	81%	36%	11%	95%	6%	92%	10%	90%	9%	97%	83%	56%	41%	43%	51%
Kamala Harris	610	37	117	456	91	218	297	14	595	29	545	42	547	7	28	76	148	58	327
	46%	7%	41%	87%	16%	56%	83%	2%	89%	5%	85%	7%	87%	2%	12%	39%	54%	48%	45%
Unsure	68	13	37	17	16	31	21	15	30	17	33	19	25	3	11	9	13	12	33
	5%	3%	13%	3%	3%	8%	6%	2%	5%	3%	5%	3%	4%	1%	5%	5%	5%	10%	5%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QPuckPartyMen] Which political party do you believe is better at speaking to straight men?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
Republican Party	694	352	337	127	169	186	211	296	398	566	32	56	40
	52%	57%	48%	47%	55%	51%	56%	51%	53%	60%	21%	38%	44%
Democratic Party	487	218	269	114	106	142	125	220	267	282	102	74	29
	37%	35%	38%	42%	34%	39%	33%	38%	36%	30%	67%	50%	32%
Unsure	147	46	99	31	33	40	43	64	83	90	18	17	22
	11%	8%	14%	11%	11%	11%	11%	11%	11%	10%	12%	12%	24%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QPuckPartyMen] Which political party do you believe is better at speaking to straight men?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Republican Party	694	218	216	164	95	434	259	139	145	136	119	145	285	401
	52%	56%	54%	49%	47%	55%	48%	48%	57%	54%	52%	49%	52%	52%
Democratic Party	487	127	133	129	96	260	226	112	92	83	87	113	204	283
	37%	33%	33%	39%	47%	33%	42%	39%	36%	33%	38%	39%	37%	37%
Unsure	147	43	52	41	11	95	53	38	19	31	22	35	58	88
	11%	11%	13%	12%	6%	12%	10%	13%	8%	12%	10%	12%	11%	11%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QPuckPartyMen] Which political party do you believe is better at speaking to straight men?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
Republican Party	694	349	217	341	182	169	196	100	96	140	320	234
	52%	49%	56%	56%	45%	55%	51%	54%	48%	38%	53%	65%
Democratic Party	487	280	135	213	165	107	156	75	81	192	214	81
	37%	39%	35%	35%	41%	35%	41%	41%	40%	52%	36%	22%
Unsure	147	81	37	60	55	32	33	9	24	36	65	46
	11%	11%	10%	10%	14%	10%	9%	5%	12%	10%	11%	13%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QPuckPartyMen] Which political party do you believe is better at speaking to straight men?

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			All Others
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Republican Party	694	475	145	74	466	150	74	572	112	523	115	575	97	350	207	118	130	57	389
	52%	92%	50%	14%	81%	39%	21%	91%	17%	89%	18%	91%	15%	94%	91%	60%	47%	47%	53%
Democratic Party	487	15	70	402	76	173	238	17	469	21	445	16	465	7	8	58	116	40	273
	37%	3%	24%	77%	13%	44%	67%	3%	70%	4%	69%	3%	74%	2%	4%	30%	42%	33%	37%
Unsure	147	26	73	47	31	66	44	42	87	43	82	41	68	16	12	20	29	25	73
	11%	5%	25%	9%	5%	17%	12%	7%	13%	7%	13%	7%	11%	4%	5%	10%	11%	21%	10%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QPuckCandidateGenZ] Which candidate for president is more in touch with Gen Z?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
Donald Trump	364	197	165	67	84	114	99	151	213	282	15	46	21
	27%	32%	23%	25%	27%	31%	26%	26%	28%	30%	10%	31%	23%
Kamala Harris	670	280	387	153	174	183	160	328	343	443	114	69	44
	50%	46%	55%	56%	57%	50%	42%	57%	46%	47%	75%	47%	48%
Unsure	293	138	152	52	49	71	121	101	192	212	23	32	26
	22%	22%	22%	19%	16%	19%	32%	17%	26%	23%	15%	22%	28%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QPuckCandidateGenZ] Which candidate for president is more in touch with Gen Z?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Donald Trump	364	119	123	79	43	242	122	81	77	80	66	59	158	205
	27%	31%	31%	24%	21%	31%	23%	28%	30%	32%	29%	20%	29%	27%
Kamala Harris	670	162	185	197	125	347	322	136	122	123	114	175	258	412
	50%	42%	46%	59%	62%	44%	60%	47%	48%	49%	50%	60%	47%	53%
Unsure	293	106	93	59	35	200	94	73	58	47	49	60	131	155
	22%	27%	23%	17%	17%	25%	17%	25%	23%	19%	21%	20%	24%	20%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QPuckCandidateGenZ] Which candidate for president is more in touch with Gen Z?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
Donald Trump	364	193	110	173	109	82	113	61	52	79	173	113
	27%	27%	28%	28%	27%	27%	29%	33%	26%	21%	29%	31%
Kamala Harris	670	386	168	302	220	147	208	92	116	235	298	138
	50%	54%	43%	49%	55%	48%	54%	50%	58%	64%	50%	38%
Unsure	293	130	111	139	73	79	63	31	33	54	128	111
	22%	18%	29%	23%	18%	26%	16%	17%	16%	15%	21%	31%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QPuckCandidateGenZ] Which candidate for president is more in touch with Gen Z?

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			All Others
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Donald Trump	364	281	59	25	275	69	19	347	17	315	21	329	23	232	87	58	59	39	208
	27%	54%	20%	5%	48%	18%	5%	55%	2%	54%	3%	52%	4%	62%	38%	30%	22%	32%	28%
Kamala Harris	670	81	131	458	143	214	311	87	571	94	542	106	547	42	55	87	161	53	369
	50%	16%	45%	88%	25%	55%	87%	14%	85%	16%	84%	17%	87%	11%	24%	45%	59%	43%	50%
Unsure	293	155	99	40	155	107	27	196	81	177	79	198	60	99	84	50	55	30	158
	22%	30%	34%	8%	27%	27%	7%	31%	12%	30%	12%	31%	9%	26%	37%	26%	20%	25%	21%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QPuckCandidateExcited_Harris] Are you more or less excited to vote for Kamala Harris than you were last month?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	414	189	222	109	133	106	66	243	171	239	87	59	29
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	372	175	196	67	104	127	74	171	201	226	80	47	19
MUCH/A LITTLE MORE EXCITED	274 66%	125 66%	149 67%	61 56%	86 65%	83 79%	44 67%	147 61%	127 74%	160 67%	64 74%	39 66%	11 37%
MUCH/A LITTLE LESS EXCITED	29 7%	15 8%	14 6%	6 5%	19 14%	4 3%	1 1%	24 10%	4 2%	12 5%	7 8%	6 11%	4 13%
Much more excited	197 48%	93 49%	103 47%	41 37%	62 47%	62 59%	32 49%	103 42%	94 55%	111 46%	47 55%	31 53%	7 25%
A little more excited	77 19%	31 17%	46 21%	20 18%	24 18%	21 20%	12 18%	44 18%	33 19%	49 21%	17 20%	7 13%	3 12%
Neither more nor less excited	106 26%	49 26%	55 25%	40 36%	28 21%	17 16%	21 32%	68 28%	38 22%	66 28%	16 18%	10 17%	15 50%
A little less excited	12 3%	5 3%	7 3%	-	9 7%	4 3%	-	9 4%	4 2%	9 4%	1 1%	0 1%	2 6%
Much less excited	16 4%	9 5%	7 3%	6 5%	10 7%	-	1 1%	15 6%	1 *	3 1%	5 6%	6 10%	2 7%
Unsure	5 1%	1 1%	4 2%	3 3%	-	2 2%	-	3 1%	2 1%	1 *	-	4 7%	-

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QPuckCandidateExcited_Harris] Are you more or less excited to vote for Kamala Harris than you were last month?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	414	117	105	121	71	222	192	95	68	69	74	106	164	249
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	372	86	130	106	50	216	156	96	66	61	67	81	162	209
MUCH/A LITTLE MORE EXCITED	274	76	70	77	50	146	128	59	48	46	48	72	107	167
	66%	65%	67%	64%	71%	66%	67%	62%	70%	67%	65%	68%	66%	67%
MUCH/A LITTLE LESS EXCITED	29	9	5	7	8	14	15	1	1	9	3	15	2	26
	7%	7%	5%	5%	11%	6%	8%	1%	1%	13%	4%	14%	1%	11%
Much more excited	197	54	39	61	42	94	103	37	34	28	39	59	70	126
	48%	46%	37%	51%	59%	42%	54%	38%	50%	40%	53%	56%	43%	51%
A little more excited	77	22	31	16	8	53	24	23	14	19	9	13	37	40
	19%	19%	29%	13%	12%	24%	13%	24%	21%	27%	12%	12%	23%	16%
Neither more nor less excited	106	30	30	33	13	60	46	34	19	13	20	19	53	53
	26%	26%	28%	28%	18%	27%	24%	36%	28%	19%	27%	18%	32%	21%
A little less excited	12	-	3	3	7	3	10	0	-	3	1	9	0	12
	3%		3%	3%	9%	1%	5%	0%		4%	1%	8%	0%	5%
Much less excited	16	9	2	3	2	11	5	1	1	7	2	6	2	14
	4%	7%	2%	3%	2%	5%	3%	1%	1%	9%	3%	5%	1%	6%
Unsure	5	2	0	3	-	2	3	0	1	-	3	-	1	3
	1%	1%	0%	3%		1%	2%	0%	1%		4%		1%	1%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QPuckCandidateExcited_Harris] Are you more or less excited to vote for Kamala Harris than you were last month?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	414	271	68	183	147	82	166	71	95	167	167	79
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	372	224	85	156	121	94	126	53	73	145	146	81
MUCH/A LITTLE MORE EXCITED	274 66%	186 69%	47 69%	131 72%	89 60%	54 66%	119 72%	53 75%	66 70%	121 72%	99 59%	54 68%
MUCH/A LITTLE LESS EXCITED	29 7%	27 10%	1 2%	13 7%	15 10%	1 1%	8 5%	3 4%	5 5%	14 8%	13 8%	1 2%
Much more excited	197 48%	134 50%	32 48%	98 53%	60 41%	39 47%	91 55%	45 63%	46 48%	91 54%	71 43%	35 44%
A little more excited	77 19%	52 19%	14 21%	33 18%	29 19%	15 18%	28 17%	8 11%	20 21%	30 18%	28 17%	19 24%
Neither more nor less excited	106 26%	54 20%	20 30%	36 19%	43 29%	27 33%	35 21%	15 21%	20 22%	33 20%	51 31%	23 28%
A little less excited	12 3%	12 4%	0 1%	9 5%	4 2%	-	5 3%	1 1%	4 4%	5 3%	7 4%	-
Much less excited	16 4%	15 6%	1 1%	4 2%	11 7%	1 1%	3 2%	2 3%	1 1%	9 5%	6 4%	1 2%
Unsure	5 1%	4 1%	-	3 2%	1 1%	1 1%	3 2%	-	3 3%	-	4 2%	2 2%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QPuckCandidateExcited_Harris] Are you more or less excited to vote for Kamala Harris than you were last month?

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	414	22	89	303	66	158	188	-	414	15	364	30	364	2	22	26	29	45	314
	100	100	100	100	100	100	100	-	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	372	15	82	275	49	152	170	-	372	18	314	25	329	1	17	19	30	33	290
MUCH/A LITTLE MORE EXCITED	274	11	39	224	44	101	128	-	274	10	246	12	254	2	9	22	18	20	214
	66%	52%	44%	74%	67%	64%	68%	66%	66%	67%	68%	42%	70%	100%	42%	87%	61%	45%	68%
MUCH/A LITTLE LESS EXCITED	29	5	5	18	11	9	9	-	29	1	23	6	22	-	6	-	-	5	23
	7%	22%	6%	6%	16%	6%	5%	7%	7%	4%	6%	19%	6%	25%				12%	7%
Much more excited	197	5	17	175	29	68	100	-	197	6	182	6	187	-	5	16	16	14	151
	48%	24%	19%	58%	43%	43%	53%	48%	48%	41%	50%	20%	51%	22%	64%	54%	31%	48%	
A little more excited	77	6	22	49	16	33	29	-	77	4	64	7	67	2	4	6	2	6	63
	19%	28%	25%	16%	24%	21%	15%	19%	19%	26%	18%	22%	18%	100%	20%	23%	7%	14%	20%
Neither more nor less excited	106	6	41	60	11	46	47	-	106	4	90	12	84	-	7	3	11	19	73
	26%	26%	46%	20%	17%	29%	25%	26%	26%	28%	25%	39%	23%	33%	13%	39%	42%	23%	
A little less excited	12	4	1	7	5	4	4	-	12	-	11	4	7	-	4	-	-	3	9
	3%	20%	1%	2%	7%	2%	2%	3%	3%	3%	3%	14%	2%	19%				7%	3%
Much less excited	16	1	4	11	6	5	5	-	16	1	12	1	15	-	1	-	-	2	14
	4%	3%	5%	4%	9%	3%	2%	4%	4%	4%	3%	5%	4%	6%				4%	4%
Unsure	5	-	4	1	-	2	3	-	5	-	4	-	4	-	-	-	-	1	4
	1%		5%	*%		1%	2%	1%	1%		1%		1%					2%	1%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QPuckCandidateExcited_Trump] Are you more or less excited to vote for Donald Trump than you were last month?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	385	200	185	84	98	112	91	183	203	318	9	35	23
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	420	227	193	54	96	169	101	150	270	368	11	30	11
MUCH/A LITTLE MORE EXCITED	258 67%	144 72%	114 62%	56 66%	55 56%	83 74%	64 71%	111 61%	147 73%	215 68%	6 67%	19 55%	18 77%
MUCH/A LITTLE LESS EXCITED	20 5%	9 4%	12 6%	3 4%	6 6%	4 4%	7 8%	9 5%	11 5%	20 6%	-	-	0 2%
Much more excited	188 49%	107 53%	82 44%	32 38%	37 38%	67 60%	52 58%	69 38%	120 59%	154 48%	3 27%	18 53%	14 60%
A little more excited	70 18%	38 19%	32 18%	24 29%	18 18%	16 14%	12 13%	42 23%	28 14%	62 19%	4 39%	1 2%	4 17%
Neither more nor less excited	101 26%	46 23%	55 30%	25 30%	32 33%	25 22%	19 21%	58 31%	44 21%	80 25%	3 33%	13 37%	5 21%
A little less excited	14 4%	6 3%	7 4%	3 3%	6 6%	2 2%	4 4%	8 4%	5 3%	14 4%	-	-	-
Much less excited	7 2%	2 1%	5 2%	1 1%	0 *	2 2%	3 4%	1 1%	6 3%	6 2%	-	-	0 2%
Unsure	5 1%	1 *	4 2%	-	5 5%	-	1 1%	5 3%	1 *	2 1%	-	3 8%	-

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QPuckCandidateExcited_Trump] Are you more or less excited to vote for Donald Trump than you were last month?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	385	140	130	72	44	270	115	69	77	87	72	73	145	232
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	420	126	185	75	34	311	109	87	97	92	74	65	184	231
MUCH/A LITTLE MORE EXCITED	258	89	84	53	32	174	85	46	52	59	46	49	98	153
	67%	64%	65%	74%	73%	64%	74%	67%	67%	68%	63%	67%	67%	66%
MUCH/A LITTLE LESS EXCITED	20	11	4	4	1	16	5	2	5	4	6	3	7	13
	5%	8%	3%	6%	2%	6%	4%	3%	7%	5%	9%	4%	5%	6%
Much more excited	188	64	66	41	17	130	58	36	40	42	32	33	76	106
	49%	46%	51%	57%	39%	48%	50%	53%	52%	48%	44%	45%	52%	46%
A little more excited	70	25	18	12	15	43	27	9	12	17	14	16	22	47
	18%	18%	14%	17%	34%	16%	23%	14%	16%	20%	20%	22%	15%	20%
Neither more nor less excited	101	35	40	15	11	75	26	18	20	22	19	22	38	63
	26%	25%	31%	20%	25%	28%	22%	27%	26%	25%	27%	30%	26%	27%
A little less excited	14	10	1	3	-	10	3	1	4	2	5	2	6	8
	4%	7%	1%	5%	-	4%	3%	2%	6%	2%	6%	2%	4%	3%
Much less excited	7	1	4	1	1	5	2	0	1	3	2	1	1	5
	2%	1%	3%	1%	2%	2%	1%	1%	1%	3%	2%	2%	1%	2%
Unsure	5	4	2	-	-	5	-	3	-	2	1	-	3	2
	1%	3%	1%	-	-	2%	-	4%	-	2%	1%	-	2%	1%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QPuckCandidateExcited_Trump] Are you more or less excited to vote for Donald Trump than you were last month?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	385	205	103	199	105	79	141	75	66	73	161	151
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	420	223	123	210	102	105	133	73	60	82	172	166
MUCH/A LITTLE MORE EXCITED	258 67%	140 68%	70 68%	140 70%	67 64%	51 65%	92 65%	53 71%	39 59%	55 75%	100 62%	104 69%
MUCH/A LITTLE LESS EXCITED	20 5%	11 5%	6 6%	8 4%	6 6%	6 8%	6 5%	3 4%	4 6%	2 3%	10 6%	8 5%
Much more excited	188 49%	91 44%	59 58%	105 53%	43 41%	40 50%	58 42%	36 48%	23 34%	40 55%	76 47%	72 48%
A little more excited	70 18%	49 24%	11 11%	35 17%	24 23%	12 15%	34 24%	17 23%	16 25%	15 20%	23 14%	32 21%
Neither more nor less excited	101 26%	50 24%	25 25%	49 25%	29 28%	21 27%	40 29%	18 24%	22 34%	16 22%	47 29%	38 25%
A little less excited	14 4%	6 3%	4 4%	6 3%	5 5%	2 3%	5 4%	1 2%	4 6%	2 2%	5 3%	7 5%
Much less excited	7 2%	4 2%	3 3%	2 1%	1 1%	4 5%	1 1%	1 2%	-	0 1%	6 4%	1 *%
Unsure	5 1%	5 2%	1 1%	2 1%	3 3%	1 1%	2 1%	1 1%	1	-	4 3%	1 1%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QPuckCandidateExcited_Trump] Are you more or less excited to vote for Donald Trump than you were last month?

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party				
Total	385	281	90	14	274	97	12	385	-	334	13	360	8	224	113	14	22	47	302
	100	100	100	100	100	100	100	100		100	100	100	100	100	100	100	100	100	100
Unweighted Total	420	315	87	18	309	95	14	420	-	375	13	395	10	250	120	18	26	40	336
MUCH/A LITTLE MORE EXCITED	258 67%	209 74%	42 47%	8 56%	201 73%	50 51%	6 48%	258 67%	-	233 70%	3 20%	251 70%	4 47%	179 80%	63 55%	9 65%	15 67%	33 70%	202 67%
MUCH/A LITTLE LESS EXCITED	20 5%	11 4%	8 9%	1 5%	12 4%	8 8%	1 6%	20 5%	-	17 5%	1 11%	17 5%	1 10%	6 3%	10 9%	-	1 4%	2 4%	18 6%
Much more excited	188 49%	160 57%	24 27%	4 26%	157 57%	26 27%	4 35%	188 49%	-	170 51%	1 8%	184 51%	1 11%	132 59%	48 42%	9 59%	12 57%	27 56%	141 47%
A little more excited	70 18%	48 17%	18 20%	4 30%	44 16%	23 24%	2 14%	70 18%	-	63 19%	2 12%	67 19%	3 36%	48 21%	15 13%	1 7%	2 10%	6 13%	61 20%
Neither more nor less excited	101 26%	60 21%	36 40%	5 39%	60 22%	35 36%	6 46%	101 26%	-	79 24%	9 69%	90 25%	3 44%	37 17%	39 35%	5 35%	6 29%	12 25%	78 26%
A little less excited	14 4%	6 2%	6 7%	1 5%	7 2%	6 6%	1 6%	14 4%	-	10 3%	1 11%	11 3%	1 10%	4 2%	5 5%	-	-	2 4%	12 4%
Much less excited	7 2%	5 2%	2 2%	-	5 2%	2 2%	-	7 2%	-	7 2%	-	5 1%	-	2 1%	4 4%	-	1 4%	-	6 2%
Unsure	5 1%	2 1%	4 4%	-	1 *	5 5%	-	5 1%	-	5 2%	-	2 1%	-	1 *	2 1%	-	-	1 2%	5 2%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QPuckImpactTrump] To what extent do you think that your life personally will become better or worse if Donald Trump wins the 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	1328 100	616 100	705 100	272 100	308 100	368 100	380 100	580 100	748 100	938 100	152 100	147 100	91 100
MUCH/A LITTLE BETTER	618 47%	327 53%	288 41%	115 42%	133 43%	180 49%	191 50%	247 43%	371 50%	501 53%	20 13%	60 41%	37 40%
MUCH/A LITTLE WORSE	568 43%	227 37%	337 48%	126 47%	127 41%	155 42%	160 42%	253 44%	315 42%	358 38%	101 66%	68 47%	41 45%
Much better	451 34%	245 40%	203 29%	85 31%	84 27%	130 35%	152 40%	169 29%	282 38%	362 39%	13 9%	47 32%	29 32%
A little better	167 13%	82 13%	85 12%	29 11%	48 16%	50 13%	39 10%	78 13%	89 12%	139 15%	7 5%	13 9%	7 8%
Neither better nor worse	118 9%	56 9%	62 9%	27 10%	39 13%	29 8%	24 6%	66 11%	53 7%	68 7%	25 17%	14 9%	11 12%
A little worse	122 9%	53 9%	69 10%	37 14%	34 11%	28 7%	23 6%	72 12%	51 7%	66 7%	20 13%	17 12%	19 21%
Much worse	446 34%	174 28%	268 38%	89 33%	93 30%	127 34%	137 36%	182 31%	265 35%	292 31%	81 53%	51 35%	21 24%
Unsure	23 2%	6 1%	17 2%	4 2%	10 3%	5 1%	5 1%	14 2%	10 1%	11 1%	6 4%	4 3%	2 3%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QPuckImpactTrump] To what extent do you think that your life personally will become better or worse if Donald Trump wins the 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	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MUCH/A LITTLE BETTER	618	198	202	137	82	400	218	113	130	132	106	129	243	367
	47%	51%	50%	41%	40%	51%	41%	39%	51%	53%	46%	44%	45%	48%
MUCH/A LITTLE WORSE	568	138	170	168	91	308	260	135	110	97	106	120	244	323
	43%	36%	42%	50%	45%	39%	48%	46%	43%	39%	46%	41%	45%	42%
Much better	451	154	154	89	53	309	142	86	102	100	69	86	188	256
	34%	40%	38%	27%	26%	39%	26%	30%	40%	40%	30%	29%	34%	33%
A little better	167	43	47	47	29	91	76	27	28	31	37	43	55	111
	13%	11%	12%	14%	14%	12%	14%	9%	11%	13%	16%	15%	10%	14%
Neither better nor worse	118	41	25	26	27	66	53	32	16	20	14	37	48	70
	9%	11%	6%	8%	13%	8%	10%	11%	6%	8%	6%	13%	9%	9%
A little worse	122	25	29	50	18	54	69	20	23	11	33	35	44	78
	9%	6%	7%	15%	9%	7%	13%	7%	9%	4%	14%	12%	8%	10%
Much worse	446	113	141	118	73	254	191	114	86	87	73	86	200	246
	34%	29%	35%	35%	36%	32%	35%	39%	34%	35%	32%	29%	37%	32%
Unsure	23	11	5	4	4	16	7	10	2	1	3	7	11	11
	2%	3%	1%	1%	2%	2%	1%	3%	1%	1%	1%	2%	2%	1%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QPuckImpactTrump] To what extent do you think that your life personally will become better or worse if Donald Trump wins the 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	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
MUCH/A LITTLE BETTER	618	316	199	311	160	144	174	97	77	127	277	215
	47%	45%	51%	51%	40%	47%	45%	53%	38%	34%	46%	59%
MUCH/A LITTLE WORSE	568	307	158	235	194	139	152	64	88	183	266	119
	43%	43%	41%	38%	48%	45%	39%	35%	44%	50%	44%	33%
Much better	451	218	157	231	113	106	112	68	44	95	196	160
	34%	31%	40%	38%	28%	34%	29%	37%	22%	26%	33%	44%
A little better	167	98	42	81	47	38	62	29	33	31	81	54
	13%	14%	11%	13%	12%	12%	16%	16%	16%	9%	14%	15%
Neither better nor worse	118	74	27	54	42	23	50	21	29	50	45	23
	9%	10%	7%	9%	10%	7%	13%	11%	15%	14%	8%	6%
A little worse	122	79	23	45	57	20	34	16	18	49	53	20
	9%	11%	6%	7%	14%	7%	9%	9%	9%	13%	9%	6%
Much worse	446	228	135	190	138	118	118	48	70	133	213	99
	34%	32%	35%	31%	34%	38%	31%	26%	35%	36%	36%	27%
Unsure	23	13	5	13	6	3	9	3	6	9	11	4
	2%	2%	1%	2%	2%	1%	2%	2%	3%	2%	2%	1%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QPuckImpactTrump] To what extent do you think that your life personally will become better or worse if Donald Trump wins the election?

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party				
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MUCH/A LITTLE BETTER	618	453	115	49	466	122	28	581	31	529	53	553	46	353	180	109	103	57	349
	47%	88%	40%	9%	81%	31%	8%	92%	5%	90%	8%	87%	7%	94%	79%	56%	37%	46%	48%
MUCH/A LITTLE WORSE	568	29	119	420	65	197	304	14	549	20	517	34	514	6	23	64	153	53	299
	43%	6%	41%	80%	11%	51%	85%	2%	82%	3%	80%	5%	82%	2%	10%	32%	56%	43%	41%
Much better	451	352	66	33	368	65	16	428	24	396	33	411	33	289	118	88	75	38	249
	34%	68%	23%	6%	64%	17%	4%	68%	4%	67%	5%	65%	5%	77%	52%	45%	27%	31%	34%
A little better	167	101	49	16	97	57	12	153	7	134	20	142	13	64	62	20	28	19	100
	13%	20%	17%	3%	17%	15%	3%	24%	1%	23%	3%	22%	2%	17%	27%	10%	10%	15%	14%
Neither better nor worse	118	30	44	44	36	61	19	28	77	29	62	40	59	12	22	21	16	9	72
	9%	6%	15%	8%	6%	16%	5%	4%	12%	5%	10%	6%	9%	3%	10%	11%	6%	8%	10%
A little worse	122	14	35	73	22	55	45	6	115	7	107	14	102	5	10	13	21	21	67
	9%	3%	12%	14%	4%	14%	13%	1%	17%	1%	17%	2%	16%	1%	5%	6%	8%	17%	9%
Much worse	446	16	84	347	43	143	259	7	434	13	410	20	412	1	12	51	132	31	232
	34%	3%	29%	66%	7%	37%	73%	1%	65%	2%	64%	3%	65%	1%	5%	26%	48%	26%	32%
Unsure	23	3	10	10	6	10	6	8	11	9	10	5	11	3	2	2	3	4	15
	2%	1%	3%	2%	1%	3%	2%	1%	2%	1%	2%	1%	2%	1%	1%	1%	1%	3%	2%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QPuckImpactHarris] To what extent do you think that your life personally will become better or worse if Kamala Harris wins the 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	1328 100	616 100	705 100	272 100	308 100	368 100	380 100	580 100	748 100	938 100	152 100	147 100	91 100
MUCH/A LITTLE BETTER	599 45%	251 41%	345 49%	136 50%	141 46%	165 45%	157 41%	277 48%	322 43%	365 39%	115 75%	76 52%	43 47%
MUCH/A LITTLE WORSE	579 44%	300 49%	274 39%	94 35%	124 40%	169 46%	192 50%	218 38%	361 48%	480 51%	19 12%	47 32%	33 37%
Much better	342 26%	143 23%	197 28%	72 26%	78 25%	104 28%	88 23%	150 26%	192 26%	208 22%	70 46%	49 33%	16 18%
A little better	257 19%	108 18%	148 21%	64 24%	63 20%	60 16%	69 18%	127 22%	130 17%	158 17%	45 29%	28 19%	27 29%
Neither better nor worse	130 10%	60 10%	70 10%	40 15%	36 12%	28 8%	25 7%	77 13%	53 7%	83 9%	15 10%	21 14%	11 12%
A little worse	91 7%	51 8%	37 5%	23 8%	30 10%	24 7%	15 4%	52 9%	39 5%	74 8%	7 5%	4 3%	6 7%
Much worse	487 37%	249 40%	237 34%	72 26%	94 30%	145 39%	177 47%	165 29%	322 43%	406 43%	11 7%	43 29%	27 30%
Unsure	20 1%	4 1%	16 2%	1 *%	7 2%	6 2%	5 1%	8 1%	12 2%	9 1%	4 3%	3 2%	4 4%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QPuckImpactHarris] To what extent do you think that your life personally will become better or worse if Kamala Harris wins the 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	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MUCH/A LITTLE BETTER	599	145	176	174	103	321	277	144	108	114	104	129	252	347
	45%	37%	44%	52%	51%	41%	52%	50%	42%	46%	45%	44%	46%	45%
MUCH/A LITTLE WORSE	579	183	198	124	74	381	198	103	132	112	102	121	235	335
	44%	47%	49%	37%	37%	48%	37%	36%	51%	45%	45%	41%	43%	43%
Much better	342	96	102	85	59	197	144	96	63	63	49	70	160	182
	26%	25%	25%	25%	29%	25%	27%	33%	25%	25%	22%	24%	29%	24%
A little better	257	50	74	89	44	124	133	48	44	52	54	59	92	165
	19%	13%	18%	27%	22%	16%	25%	17%	17%	21%	24%	20%	17%	21%
Neither better nor worse	130	47	24	35	25	71	59	31	16	21	22	40	48	82
	10%	12%	6%	10%	12%	9%	11%	11%	6%	8%	10%	14%	9%	11%
A little worse	91	21	31	25	14	51	40	15	10	17	21	27	25	65
	7%	5%	8%	8%	7%	7%	7%	5%	4%	7%	9%	9%	5%	8%
Much worse	487	162	167	98	60	329	158	88	122	95	81	94	210	270
	37%	42%	42%	29%	29%	42%	29%	30%	47%	38%	36%	32%	38%	35%
Unsure	20	13	4	3	1	16	3	11	1	3	1	3	12	7
	1%	3%	1%	1%	*%	2%	1%	4%	*%	1%	*%	1%	2%	1%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QPuckImpactHarris] To what extent do you think that your life personally will become better or worse if Kamala Harris wins the 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	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
MUCH/A LITTLE BETTER	599	339	158	262	200	134	182	83	99	216	264	120
	45%	48%	41%	43%	50%	44%	47%	45%	49%	59%	44%	33%
MUCH/A LITTLE WORSE	579	283	200	293	145	139	151	83	68	107	261	210
	44%	40%	51%	48%	36%	45%	39%	45%	34%	29%	44%	58%
Much better	342	192	89	138	112	91	108	57	51	126	148	69
	26%	27%	23%	22%	28%	30%	28%	31%	25%	34%	25%	19%
A little better	257	147	70	125	88	43	74	26	48	90	116	51
	19%	21%	18%	20%	22%	14%	19%	14%	24%	24%	19%	14%
Neither better nor worse	130	78	25	52	49	28	46	15	31	39	65	26
	10%	11%	7%	8%	12%	9%	12%	8%	15%	11%	11%	7%
A little worse	91	60	17	39	35	17	32	17	14	22	44	25
	7%	8%	4%	6%	9%	6%	8%	9%	7%	6%	7%	7%
Much worse	487	222	182	253	111	122	119	65	54	85	217	185
	37%	31%	47%	41%	28%	40%	31%	36%	27%	23%	36%	51%
Unsure	20	9	5	6	8	6	6	3	2	6	9	5
	1%	1%	1%	1%	2%	2%	1%	2%	1%	2%	2%	1%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QPuckImpactHarris] To what extent do you think that your life personally will become better or worse if Kamala Harris wins the election?

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			All Others
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MUCH/A LITTLE BETTER	599	43	107	449	80	212	306	25	571	39	530	43	538	19	23	77	144	59	320
	45%	8%	37%	86%	14%	54%	86%	4%	85%	7%	83%	7%	85%	5%	10%	39%	52%	48%	43%
MUCH/A LITTLE WORSE	579	441	119	18	448	109	17	556	11	505	33	537	23	338	183	103	103	49	323
	44%	85%	41%	3%	78%	28%	5%	88%	2%	86%	5%	85%	4%	91%	80%	53%	38%	40%	44%
Much better	342	15	39	288	46	108	187	12	330	18	312	18	318	11	6	47	88	25	183
	26%	3%	13%	55%	8%	28%	52%	2%	49%	3%	49%	3%	50%	3%	3%	24%	32%	20%	25%
A little better	257	28	68	161	33	104	120	12	241	21	219	25	220	9	17	30	56	34	137
	19%	5%	24%	31%	6%	27%	34%	2%	36%	4%	34%	4%	35%	2%	7%	15%	20%	28%	19%
Neither better nor worse	130	28	52	50	42	56	30	42	79	36	72	46	64	12	19	13	25	12	81
	10%	5%	18%	10%	7%	14%	8%	7%	12%	6%	11%	7%	10%	3%	8%	7%	9%	10%	11%
A little worse	91	59	28	4	57	27	8	79	9	70	13	75	9	35	37	10	15	5	61
	7%	11%	10%	1%	10%	7%	2%	12%	1%	12%	2%	12%	1%	9%	16%	5%	5%	4%	8%
Much worse	487	382	91	14	392	82	10	477	2	435	20	462	14	304	145	93	88	43	262
	37%	74%	32%	3%	68%	21%	3%	76%	0%	74%	3%	73%	2%	81%	64%	48%	32%	35%	36%
Unsure	20	4	10	6	3	14	3	9	7	7	6	6	6	3	3	2	3	3	12
	1%	1%	4%	1%	1%	4%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	3%	2%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QPuckThey] Have you seen the Donald Trump ad that includes the tagline, "Kamala Harris is for they/them. President Trump is for 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	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	509	290	215	113	132	151	114	244	264	350	64	64	31
	38%	47%	31%	42%	43%	41%	30%	42%	35%	37%	42%	44%	34%
No	663	260	399	132	139	178	214	271	392	474	72	65	52
	50%	42%	57%	49%	45%	48%	56%	47%	52%	51%	47%	44%	57%
Unsure	156	65	91	26	38	40	52	64	92	114	16	17	9
	12%	11%	13%	10%	12%	11%	14%	11%	12%	12%	11%	12%	10%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QPuckThey] Have you seen the Donald Trump ad that includes the tagline, "Kamala Harris is for they/them. President Trump is for 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	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	509	140	144	130	94	284	224	88	91	92	92	139	179	324
	38%	36%	36%	39%	46%	36%	42%	30%	35%	37%	40%	47%	33%	42%
No	663	180	209	174	99	389	273	158	133	134	105	131	290	371
	50%	46%	52%	52%	49%	49%	51%	54%	52%	54%	46%	45%	53%	48%
Unsure	156	67	48	31	10	115	41	44	33	23	31	23	77	77
	12%	17%	12%	9%	5%	15%	8%	15%	13%	9%	14%	8%	14%	10%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QPuckThey] Have you seen the Donald Trump ad that includes the tagline, "Kamala Harris is for they/them. President Trump is for 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	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
Yes	509	306	126	253	165	90	166	93	73	141	236	132
	38%	43%	32%	41%	41%	29%	43%	51%	36%	38%	39%	37%
No	663	332	211	287	189	183	173	78	95	185	292	186
	50%	47%	54%	47%	47%	60%	45%	42%	47%	50%	49%	52%
Unsure	156	71	53	73	48	34	46	13	33	42	71	43
	12%	10%	14%	12%	12%	11%	12%	7%	16%	12%	12%	12%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QPuckThey] Have you seen the Donald Trump ad that includes the tagline, "Kamala Harris is for they/them. President Trump is for you!"

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			All Others
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	509	218	100	190	242	135	131	262	233	245	227	260	233	167	87	80	97	36	295
	38%	42%	35%	36%	42%	35%	37%	41%	35%	42%	35%	41%	37%	45%	38%	41%	35%	29%	40%
No	663	223	154	286	259	198	202	271	382	256	356	283	344	148	108	91	149	66	358
	50%	43%	53%	55%	45%	51%	57%	43%	57%	44%	55%	45%	55%	40%	48%	46%	54%	54%	49%
Unsure	156	76	34	46	72	57	24	98	53	86	59	89	52	58	32	25	29	20	82
	12%	15%	12%	9%	13%	15%	7%	16%	8%	15%	9%	14%	8%	16%	14%	13%	10%	17%	11%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QPuckTheyEffect] Has the ad influenced 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	509	290	215	113	132	151	114	244	264	350	64	64	31
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	499	292	205	72	111	190	126	183	316	365	62	53	19
Yes	113	70	43	26	37	27	22	64	50	69	14	25	5
	22%	24%	20%	23%	28%	18%	20%	26%	19%	20%	22%	38%	18%
No	386	216	167	84	91	120	90	175	210	273	50	38	25
	76%	74%	77%	75%	69%	80%	79%	72%	80%	78%	77%	59%	82%
Unsure	10	4	5	2	3	3	1	6	4	8	1	1	-
	2%	1%	3%	2%	3%	2%	1%	2%	2%	2%	1%	2%	-

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QPuckTheyEffect] Has the ad influenced 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	509	140	144	130	94	284	224	88	91	92	92	139	179	324
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	499	112	190	128	69	302	197	96	102	93	92	113	198	298
Yes	113	25	40	27	21	65	49	23	18	24	19	29	41	71
	22%	18%	27%	21%	23%	23%	22%	26%	19%	26%	20%	21%	23%	22%
No	386	111	102	100	73	212	173	61	71	66	73	109	132	248
	76%	79%	71%	77%	77%	75%	77%	70%	78%	71%	79%	79%	74%	77%
Unsure	10	5	3	2	-	7	2	3	2	3	1	1	5	4
	2%	3%	2%	2%		3%	1%	4%	2%	3%	1%	*%	3%	1%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QPuckTheyEffect] Has the ad influenced 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	509	306	126	253	165	90	166	93	73	141	236	132
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	499	285	140	241	141	116	143	82	61	129	233	137
Yes	113	77	26	59	34	20	44	29	15	36	51	26
	22%	25%	20%	23%	21%	23%	26%	31%	21%	26%	22%	20%
No	386	225	99	192	125	68	121	64	58	103	178	105
	76%	74%	78%	76%	76%	75%	73%	68%	79%	73%	75%	79%
Unsure	10	4	2	2	6	2	1	1	-	2	7	2
	2%	1%	1%	1%	4%	2%	1%	1%		1%	3%	1%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QPuckTheyEffect] Has the ad influenced your vote?

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			All Others
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	
Total	509	218	100	190	242	135	131	262	233	245	227	260	233	167	87	80	97	36	295
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	499	230	94	175	252	128	118	281	207	271	192	277	207	178	85	75	100	34	290
Yes	113	65	15	33	67	24	21	76	34	72	37	75	38	56	16	17	13	15	68
	22%	30%	15%	18%	28%	18%	16%	29%	15%	29%	16%	29%	16%	33%	19%	22%	13%	41%	23%
No	386	148	84	154	170	109	107	178	197	165	188	177	193	106	70	62	81	19	223
	76%	68%	83%	81%	70%	81%	82%	68%	84%	67%	83%	68%	83%	63%	80%	78%	83%	54%	76%
Unsure	10	5	2	3	6	2	2	8	2	8	2	8	2	5	1	1	4	2	4
	2%	2%	2%	2%	2%	1%	2%	3%	1%	3%	1%	3%	1%	3%	1%	1%	4%	5%	1%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
Donald Trump	587	302	282	81	133	172	201	214	373	507	11	47	22
	44%	49%	40%	30%	43%	47%	53%	37%	50%	54%	8%	32%	24%
Joe Biden	642	267	371	149	151	174	168	300	342	376	125	89	51
	48%	43%	53%	55%	49%	47%	44%	52%	46%	40%	82%	61%	56%
Jo Jorgensen	13	11	2	3	4	5	2	7	7	9	-	3	2
	1%	2%	*%	1%	1%	1%	1%	1%	1%	1%		2%	2%
Howie Hawkins	1	-	1	-	-	-	1	-	1	1	-	-	-
	*%		*%				*%		*%	*%			
Kanye West	2	1	1	1	1	0	-	1	0	-	1	0	-
	*%	*%	*%	*%	*%	*%		*%	*%		1%	*%	
Someone else	6	4	1	1	4	-	1	5	1	5	-	-	1
	*%	1%	*%	1%	1%		*%	1%	*%	1%			1%
I did not vote	71	31	40	35	14	16	6	49	22	36	13	8	14
	5%	5%	6%	13%	4%	4%	2%	8%	3%	4%	9%	5%	16%
Unsure	6	-	6	1	3	2	-	4	2	4	1	-	1
	*%		1%	*%	1%	*%		1%	*%	*%	1%		1%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Donald Trump	587	187	199	130	71	386	201	112	131	118	101	123	243	341
	44%	48%	50%	39%	35%	49%	37%	39%	51%	47%	44%	42%	44%	44%
Joe Biden	642	155	174	187	126	328	313	142	112	118	111	157	254	387
	48%	40%	43%	56%	62%	42%	58%	49%	43%	47%	49%	54%	46%	50%
Jo Jorgensen	13	2	3	8	1	4	9	2	3	1	4	4	4	9
	1%	*%	1%	2%	1%	1%	2%	1%	1%	*%	2%	2%	1%	1%
Howie Hawkins	1	1	-	-	-	1	-	-	-	-	-	1	-	1
	*%	*%				*%						*%		*%
Kanye West	2	-	1	1	-	1	1	-	1	0	1	-	1	1
	*%		*%	*%		*%	*%		*%	*%	*%		*%	*%
Someone else	6	-	3	3	1	3	3	2	-	1	3	-	2	4
	*%		1%	1%	*%	*%	1%	1%		*%	1%		*%	1%
I did not vote	71	40	21	5	5	61	10	30	11	13	8	5	40	26
	5%	10%	5%	1%	2%	8%	2%	10%	4%	5%	4%	2%	7%	3%
Unsure	6	3	1	2	-	4	2	2	1	-	-	2	3	2
	*%	1%	*%	1%		*%	*%	1%	*%			1%	1%	*%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
Donald Trump	587	304	206	302	140	142	156	82	74	109	273	205
	44%	43%	53%	49%	35%	46%	40%	45%	37%	30%	46%	57%
Joe Biden	642	358	167	281	215	144	189	83	106	231	293	119
	48%	51%	43%	46%	54%	47%	49%	45%	53%	63%	49%	33%
Jo Jorgensen	13	9	4	8	3	2	5	5	-	2	8	4
	1%	1%	1%	1%	1%	1%	1%	3%		*%	1%	1%
Howie Hawkins	1	-	1	1	-	-	-	-	-	-	1	-
	*%		*%	*%							*%	
Kanye West	2	2	-	-	1	1	0	-	0	1	1	-
	*%	*%			*%	*%	*%		*%	*%	*%	
Someone else	6	5	1	1	5	-	1	-	1	1	1	4
	*%	1%	*%	*%	1%		*%		*%	*%	*%	1%
I did not vote	71	30	10	17	37	17	30	14	16	24	20	27
	5%	4%	3%	3%	9%	5%	8%	7%	8%	7%	3%	7%
Unsure	6	2	-	3	1	2	4	-	4	1	3	2
	*%	*%		*%	*%	1%	1%		2%	*%	*%	1%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

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

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			All Others
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Donald Trump	587	463	104	21	450	117	19	560	22	587	-	542	28	353	174	106	109	52	320
	44%	90%	36%	4%	78%	30%	5%	89%	3%	100%		86%	4%	95%	77%	54%	40%	42%	43%
Joe Biden	642	29	138	475	90	224	324	27	603	-	642	46	572	5	28	80	162	54	346
	48%	6%	48%	91%	16%	57%	91%	4%	90%		100%	7%	91%	1%	12%	41%	59%	44%	47%
Jo Jorgensen	13	4	6	3	4	6	2	4	8	-	-	6	6	1	4	4	1	3	5
	1%	1%	2%	1%	1%	1%	1%	1%	1%			1%	1%	*%	2%	2%	*%	2%	1%
Howie Hawkins	1	-	-	1	1	-	-	-	1	-	-	-	1	-	-	-	-	-	1
	*%			*%	*%				*%				*%						*%
Kanye West	2	-	1	1	1	0	1	1	1	-	-	-	2	-	-	-	-	-	2
	*%		*%	*%	*%	*%	*%	*%	*%				*%						*%
Someone else	6	2	4	-	3	3	-	1	3	-	-	2	1	1	2	-	-	1	5
	*%	*%	1%		*%	1%		*%	*%			*%	*%	*%	1%			1%	1%
I did not vote	71	18	32	21	23	36	10	36	27	-	-	34	20	14	18	5	2	13	51
	5%	3%	11%	4%	4%	9%	3%	6%	4%			5%	3%	4%	8%	3%	1%	10%	7%
Unsure	6	1	4	-	1	3	1	1	3	-	-	3	-	-	1	-	-	-	6
	*%	*%	2%		*%	1%	*%	*%	*%			*%			1%				1%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT CONSERVATIVE	573	301	269	90	118	165	200	208	365	458	39	52	25
	43%	49%	38%	33%	38%	45%	53%	36%	49%	49%	25%	35%	27%
VERY/SOMEWHAT LIBERAL	357	139	216	87	91	90	89	178	179	233	56	40	28
	27%	23%	31%	32%	29%	24%	23%	31%	24%	25%	36%	27%	31%
Very conservative	274	155	119	51	58	81	85	108	166	217	21	26	10
	21%	25%	17%	19%	19%	22%	22%	19%	22%	23%	14%	18%	11%
Somewhat conservative	299	147	150	39	60	84	115	99	199	241	17	26	14
	22%	24%	21%	14%	20%	23%	30%	17%	27%	26%	11%	18%	16%
Moderate	390	174	213	94	97	112	87	191	199	241	58	53	38
	29%	28%	30%	35%	32%	30%	23%	33%	27%	26%	38%	36%	42%
Somewhat liberal	202	80	122	48	48	50	57	96	106	139	26	19	18
	15%	13%	17%	18%	16%	13%	15%	17%	14%	15%	17%	13%	20%
Very liberal	154	59	94	39	42	40	33	82	73	94	29	21	10
	12%	10%	13%	14%	14%	11%	9%	14%	10%	10%	19%	15%	11%
Unsure	8	2	6	1	2	2	3	3	5	6	-	2	-
	1%	*%	1%	*%	1%	*%	1%	1%	1%	1%		1%	

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT CONSERVATIVE	573	185	187	115	86	372	201	102	140	111	97	122	241	329
	43%	48%	46%	34%	42%	47%	37%	35%	54%	44%	42%	42%	44%	43%
VERY/SOMEWHAT LIBERAL	357	59	100	120	77	159	197	80	51	67	66	92	131	225
	27%	15%	25%	36%	38%	20%	37%	28%	20%	27%	29%	31%	24%	29%
Very conservative	274	94	79	55	47	173	102	51	58	57	41	66	108	164
	21%	24%	20%	16%	23%	22%	19%	18%	22%	23%	18%	22%	20%	21%
Somewhat conservative	299	92	107	60	39	199	100	51	82	54	56	56	133	166
	22%	24%	27%	18%	19%	25%	19%	18%	32%	21%	25%	19%	24%	21%
Moderate	390	140	110	99	40	251	140	103	66	72	63	80	169	215
	29%	36%	27%	30%	20%	32%	26%	36%	25%	29%	27%	27%	31%	28%
Somewhat liberal	202	26	56	77	42	82	119	45	31	26	42	57	76	126
	15%	7%	14%	23%	21%	10%	22%	15%	12%	11%	18%	20%	14%	16%
Very liberal	154	32	44	43	35	76	78	35	20	41	24	34	55	99
	12%	8%	11%	13%	17%	10%	15%	12%	8%	16%	11%	12%	10%	13%
Unsure	8	3	5	-	-	8	-	4	1	-	2	-	5	2
	1%	1%	1%			1%		1%	1%		1%		1%	1%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT CONSERVATIVE	573	286	204	292	143	134	150	80	70	130	255	189
	43%	40%	52%	48%	36%	44%	39%	43%	35%	35%	43%	52%
VERY/SOMEWHAT LIBERAL	357	202	91	151	130	75	97	43	54	114	181	62
	27%	29%	23%	25%	32%	25%	25%	23%	27%	31%	30%	17%
Very conservative	274	145	89	154	64	56	88	50	39	63	122	89
	21%	20%	23%	25%	16%	18%	23%	27%	19%	17%	20%	25%
Somewhat conservative	299	140	115	138	80	78	61	30	31	67	133	99
	22%	20%	30%	23%	20%	25%	16%	16%	16%	18%	22%	28%
Moderate	390	219	90	166	129	94	137	61	76	123	160	107
	29%	31%	23%	27%	32%	31%	36%	33%	38%	33%	27%	30%
Somewhat liberal	202	107	60	93	68	41	53	21	31	62	98	43
	15%	15%	15%	15%	17%	13%	14%	12%	16%	17%	16%	12%
Very liberal	154	95	32	58	61	35	44	22	23	52	83	19
	12%	13%	8%	9%	15%	11%	11%	12%	11%	14%	14%	5%
Unsure	8	2	4	4	-	4	2	1	1	1	3	4
	1%	*%	1%	1%		1%	*%	1%	*%	*%	1%	1%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

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

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			All Others
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT CONSERVATIVE	573	446	59	68	573	-	-	476	93	450	90	484	79	306	170	116	102	42	312
	43%	86%	21%	13%	100%			75%	14%	77%	14%	77%	13%	82%	75%	59%	37%	35%	42%
VERY/SOMEWHAT LIBERAL	357	4	51	301	-	-	357	16	332	19	324	12	337	5	1	40	93	40	184
	27%	1%	18%	58%			100%	3%	50%	3%	51%	2%	53%	1%	1%	20%	34%	33%	25%
Very conservative	274	227	9	38	274	-	-	233	41	223	38	226	42	159	70	51	47	22	155
	21%	44%	3%	7%	48%			37%	6%	38%	6%	36%	7%	43%	31%	26%	17%	18%	21%
Somewhat conservative	299	218	50	30	299	-	-	243	52	227	51	258	38	147	100	65	55	21	157
	22%	42%	17%	6%	52%			39%	8%	39%	8%	41%	6%	39%	44%	33%	20%	17%	21%
Moderate	390	64	173	153	-	390	-	136	240	117	224	131	214	60	56	40	77	37	236
	29%	12%	60%	29%		100%		22%	36%	20%	35%	21%	34%	16%	24%	20%	28%	31%	32%
Somewhat liberal	202	3	38	162	-	-	202	14	182	15	178	10	187	3	1	19	57	25	101
	15%	1%	13%	31%			57%	2%	27%	3%	28%	2%	30%	1%	1%	10%	21%	20%	14%
Very liberal	154	1	13	140	-	-	154	2	149	3	146	2	150	2	-	20	37	15	83
	12%	*%	5%	27%			43%	*%	22%	1%	23%	*%	24%	1%	-	10%	13%	12%	11%
Unsure	8	3	5	-	-	-	-	3	4	1	4	5	-	3	-	-	1	3	4
	1%	1%	2%					*%	1%	*%	1%	1%		1%			1%	2%	1%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	710	328	375	214	217	179	101	431	279	440	111	103	55
	53%	53%	53%	79%	70%	48%	26%	74%	37%	47%	73%	70%	60%
No	618	288	330	58	92	190	279	149	469	497	41	43	36
	47%	47%	47%	21%	30%	52%	74%	26%	63%	53%	27%	30%	40%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	710	191	204	193	122	394	315	138	113	134	134	186	251	454
	53%	49%	51%	58%	60%	50%	59%	48%	44%	53%	59%	63%	46%	59%
No	618	197	198	142	81	395	223	151	144	116	94	107	296	318
	47%	51%	49%	42%	40%	50%	41%	52%	56%	47%	41%	37%	54%	41%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
Yes	710	475	109	312	276	118	254	135	119	249	317	144
	53%	67%	28%	51%	69%	39%	66%	73%	59%	68%	53%	40%
No	618	234	280	302	125	189	131	49	82	119	282	217
	47%	33%	72%	49%	31%	61%	34%	27%	41%	32%	47%	60%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QSocial_Instagram] For the following list of sites or apps, please indicate which you have used in the past week -Instagram

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	710	227	152	331	273	217	218	288	409	262	392	288	393	164	104	90	130	74	416
	53%	44%	53%	63%	48%	56%	61%	46%	61%	45%	61%	45%	62%	44%	46%	46%	47%	61%	57%
No	618	290	136	192	300	173	138	343	260	325	250	345	236	210	123	106	145	48	319
	47%	56%	47%	37%	52%	44%	39%	54%	39%	55%	39%	55%	38%	56%	54%	54%	53%	39%	43%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	463	286	174	135	132	127	68	268	195	290	67	70	36
	35%	46%	25%	50%	43%	35%	18%	46%	26%	31%	44%	48%	40%
No	865	330	531	136	176	241	312	312	553	648	86	77	55
	65%	54%	75%	50%	57%	65%	82%	54%	74%	69%	56%	52%	60%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	463	118	137	121	88	254	209	77	73	81	92	134	150	307
	35%	30%	34%	36%	43%	32%	39%	27%	28%	33%	40%	46%	27%	40%
No	865	270	264	214	115	535	329	212	184	169	137	159	397	465
	65%	70%	66%	64%	57%	68%	61%	73%	72%	67%	60%	54%	73%	60%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
Yes	463	320	74	221	169	72	170	109	61	168	214	82
	35%	45%	19%	36%	42%	24%	44%	59%	30%	46%	36%	23%
No	865	389	315	392	233	235	215	75	140	200	385	279
	65%	55%	81%	64%	58%	76%	56%	41%	70%	54%	64%	77%

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October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QSocial_Twitter] For the following list of sites or apps, please indicate which you have used in the past week
-X (formerly Twitter)

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	463	161	103	199	203	125	135	211	246	195	227	210	239	134	65	70	77	48	269
	35%	31%	36%	38%	35%	32%	38%	33%	37%	33%	35%	33%	38%	36%	29%	36%	28%	39%	37%
No	865	355	186	324	370	265	222	420	422	392	415	422	390	239	162	126	197	75	467
	65%	69%	64%	62%	65%	68%	62%	67%	63%	67%	65%	67%	62%	64%	71%	64%	72%	61%	63%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	1104	501	601	230	263	314	297	493	611	788	124	127	65
	83%	81%	85%	85%	85%	85%	78%	85%	82%	84%	81%	87%	72%
No	224	115	104	42	45	54	83	87	137	150	29	20	26
	17%	19%	15%	15%	15%	15%	22%	15%	18%	16%	19%	13%	28%

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 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	1104	337	335	265	166	672	431	238	213	211	193	241	451	645
	83%	87%	84%	79%	82%	85%	80%	82%	83%	84%	84%	82%	82%	84%
No	224	50	66	70	37	117	107	52	44	39	36	52	96	127
	17%	13%	16%	21%	18%	15%	20%	18%	17%	16%	16%	18%	18%	16%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
Yes	1104	605	304	533	316	249	350	168	182	313	483	308
	83%	85%	78%	87%	79%	81%	91%	91%	90%	85%	81%	85%
No	224	104	85	80	85	58	35	16	19	55	116	53
	17%	15%	22%	13%	21%	19%	9%	9%	10%	15%	19%	15%

Echelon Insights
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 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QSocial_Facebook] For the following list of sites or apps, please indicate which you have used in the past week
 -Facebook

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	1104	430	233	441	480	326	289	527	558	486	532	528	528	311	192	148	217	104	635
	83%	83%	81%	84%	84%	84%	81%	83%	83%	83%	83%	83%	84%	83%	85%	76%	79%	85%	86%
No	224	87	55	82	93	64	68	104	110	101	110	105	101	62	35	47	58	18	100
	17%	17%	19%	16%	16%	16%	19%	17%	17%	17%	17%	17%	16%	17%	15%	24%	21%	15%	14%

Echelon Insights
 October Omnibus 2024
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[QSocial_TikTok] For the following list of sites or apps, please indicate which you have used in the past week
 -TikTok

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	533	225	304	182	165	134	53	346	187	319	84	84	47
	40%	36%	43%	67%	53%	36%	14%	60%	25%	34%	55%	57%	52%
No	795	391	401	90	144	234	327	234	561	619	69	63	44
	60%	64%	57%	33%	47%	64%	86%	40%	75%	66%	45%	43%	48%

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[QSocial_TikTok] For the following list of sites or apps, please indicate which you have used in the past week
 -TikTok

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	533	165	146	142	80	311	223	109	77	119	100	128	186	347
	40%	42%	36%	42%	40%	39%	41%	38%	30%	47%	44%	44%	34%	45%
No	795	223	255	193	123	478	316	180	180	132	128	165	360	425
	60%	58%	64%	58%	60%	61%	59%	62%	70%	53%	56%	56%	66%	55%

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October Omnibus 2024

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[QSocial_TikTok] For the following list of sites or apps, please indicate which you have used in the past week
-TikTok

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
Yes	533	368	61	219	229	84	220	100	121	199	221	113
	40%	52%	16%	36%	57%	27%	57%	54%	60%	54%	37%	31%
No	795	341	329	395	173	223	165	84	80	168	378	248
	60%	48%	84%	64%	43%	73%	43%	46%	40%	46%	63%	69%

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[QSocial_TikTok] For the following list of sites or apps, please indicate which you have used in the past week

-TikTok

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	533	176	92	266	213	162	157	227	294	205	280	219	296	142	58	60	78	56	338
	40%	34%	32%	51%	37%	42%	44%	36%	44%	35%	44%	35%	47%	38%	25%	31%	29%	46%	46%
No	795	341	196	257	360	228	199	404	374	382	362	414	334	231	169	135	196	66	397
	60%	66%	68%	49%	63%	58%	56%	64%	56%	65%	56%	65%	53%	62%	75%	69%	71%	54%	54%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QSocial_LinkedIn] For the following list of sites or apps, please indicate which you have used in the past week
 -LinkedIn

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	392	200	192	73	114	130	75	187	205	268	42	51	31
	29%	32%	27%	27%	37%	35%	20%	32%	27%	29%	27%	34%	34%
No	936	416	513	199	194	239	305	393	544	670	111	96	60
	71%	68%	73%	73%	63%	65%	80%	68%	73%	71%	73%	66%	66%

Echelon Insights
 October Omnibus 2024
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[QSocial_LinkedIn] For the following list of sites or apps, please indicate which you have used in the past week
 -LinkedIn

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	392	57	90	135	109	148	244	42	52	71	76	149	94	297
	29%	15%	23%	40%	53%	19%	45%	15%	20%	28%	33%	51%	17%	38%
No	936	331	311	200	95	641	294	247	205	179	152	144	452	475
	71%	85%	77%	60%	47%	81%	55%	85%	80%	72%	67%	49%	83%	62%

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[QSocial_LinkedIn] For the following list of sites or apps, please indicate which you have used in the past week
 -LinkedIn

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
Yes	392	279	60	217	98	76	139	87	52	121	203	67
	29%	39%	15%	35%	24%	25%	36%	47%	26%	33%	34%	19%
No	936	430	329	396	304	232	246	97	149	246	396	294
	71%	61%	85%	65%	76%	75%	64%	53%	74%	67%	66%	81%

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October Omnibus 2024

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[QSocial_LinkedIn] For the following list of sites or apps, please indicate which you have used in the past week
-LinkedIn

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	392	123	81	188	150	111	128	158	222	150	219	155	217	88	55	54	74	48	215
	29%	24%	28%	36%	26%	28%	36%	25%	33%	26%	34%	25%	34%	24%	24%	28%	27%	39%	29%
No	936	394	208	335	423	279	228	472	446	437	423	478	413	285	172	141	201	75	520
	71%	76%	72%	64%	74%	72%	64%	75%	67%	74%	66%	75%	66%	76%	76%	72%	73%	61%	71%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	384	199	181	133	144	84	24	276	108	252	50	53	29
	29%	32%	26%	49%	47%	23%	6%	48%	14%	27%	33%	36%	32%
No	944	417	524	139	165	284	355	304	640	686	102	93	62
	71%	68%	74%	51%	53%	77%	94%	52%	86%	73%	67%	64%	68%

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[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	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	384	98	93	125	69	191	194	62	55	86	72	109	117	267
	29%	25%	23%	37%	34%	24%	36%	21%	21%	34%	31%	37%	21%	35%
No	944	290	309	210	134	598	344	227	202	165	156	184	429	505
	71%	75%	77%	63%	66%	76%	64%	79%	79%	66%	69%	63%	79%	65%

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[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	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
Yes	384	281	30	170	153	59	166	98	69	155	160	69
	29%	40%	8%	28%	38%	19%	43%	53%	34%	42%	27%	19%
No	944	428	359	443	249	248	219	86	132	212	439	292
	71%	60%	92%	72%	62%	81%	57%	47%	66%	58%	73%	81%

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[QSocial_Reddit] For the following list of sites or apps, please indicate which you have used in the past week
-Reddit

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	384	101	86	198	120	116	146	137	241	123	228	137	231	83	41	51	54	48	232
	29%	20%	30%	38%	21%	30%	41%	22%	36%	21%	36%	22%	37%	22%	18%	26%	20%	39%	32%
No	944	416	203	325	453	274	211	494	427	464	414	496	399	291	186	145	220	75	503
	71%	80%	70%	62%	79%	70%	59%	78%	64%	79%	64%	78%	63%	78%	82%	74%	80%	61%	68%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
Often	162	88	75	47	50	43	22	97	65	96	24	28	15
	12%	14%	11%	17%	16%	12%	6%	17%	9%	10%	16%	19%	16%
Sometimes	345	161	182	86	91	91	77	177	168	230	47	50	18
	26%	26%	26%	32%	30%	25%	20%	31%	22%	25%	31%	34%	20%
Rarely	376	172	199	90	86	101	99	176	200	270	45	31	29
	28%	28%	28%	33%	28%	27%	26%	30%	27%	29%	30%	21%	32%
Never	444	195	249	49	81	133	181	130	314	341	36	38	29
	33%	32%	35%	18%	26%	36%	48%	22%	42%	36%	24%	26%	32%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

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

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Often	162	53	40	41	28	93	69	38	31	30	28	36	69	94
	12%	14%	10%	12%	14%	12%	13%	13%	12%	12%	12%	12%	13%	12%
Sometimes	345	102	110	93	40	212	133	75	67	79	67	58	141	204
	26%	26%	27%	28%	20%	27%	25%	26%	26%	32%	29%	20%	26%	26%
Rarely	376	107	128	71	70	235	141	86	79	76	61	73	165	211
	28%	28%	32%	21%	34%	30%	26%	30%	31%	31%	27%	25%	30%	27%
Never	444	126	123	129	65	249	194	91	80	65	73	126	171	264
	33%	33%	31%	39%	32%	32%	36%	31%	31%	26%	32%	43%	31%	34%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

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

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
Often	162	104	31	76	62	24	64	42	22	62	61	39
	12%	15%	8%	12%	15%	8%	17%	23%	11%	17%	10%	11%
Sometimes	345	212	76	154	117	72	115	54	61	118	142	85
	26%	30%	20%	25%	29%	23%	30%	29%	31%	32%	24%	23%
Rarely	376	194	98	177	115	82	105	44	61	102	172	102
	28%	27%	25%	29%	29%	27%	27%	24%	30%	28%	29%	28%
Never	444	198	184	205	108	129	101	45	56	86	224	135
	33%	28%	47%	33%	27%	42%	26%	24%	28%	23%	37%	37%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

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

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			All Others
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Often	162	55	29	78	73	38	52	74	86	70	78	68	88	58	8	30	33	18	82
	12%	11%	10%	15%	13%	10%	14%	12%	13%	12%	12%	11%	14%	16%	3%	15%	12%	14%	11%
Sometimes	345	122	68	156	140	83	121	147	191	144	185	147	192	101	42	45	57	27	217
	26%	24%	24%	30%	24%	21%	34%	23%	29%	25%	29%	23%	30%	27%	19%	23%	21%	22%	30%
Rarely	376	138	96	142	161	123	87	180	191	158	188	177	177	96	67	51	78	37	211
	28%	27%	33%	27%	28%	32%	24%	28%	29%	27%	29%	28%	28%	26%	30%	26%	28%	30%	29%
Never	444	201	95	148	199	146	97	230	200	215	191	240	174	119	110	70	108	41	225
	33%	39%	33%	28%	35%	37%	27%	37%	30%	37%	30%	38%	28%	32%	48%	36%	39%	34%	31%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QNews] Which, if any, of the following do you listen to, read, or watch to stay informed about current affairs and political news? Choose all that apply

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
ABC News	477	229	246	88	101	127	161	189	288	305	79	56	36
	36%	37%	35%	33%	33%	34%	42%	33%	39%	33%	52%	38%	40%
NBC News	464	215	248	72	104	133	156	175	289	320	67	48	29
	35%	35%	35%	26%	34%	36%	41%	30%	39%	34%	44%	33%	32%
CBS News	407	207	199	58	88	119	141	147	260	289	52	35	30
	31%	34%	28%	21%	29%	32%	37%	25%	35%	31%	34%	24%	33%
Fox News	579	297	277	116	140	164	159	255	323	409	72	75	23
	44%	48%	39%	43%	45%	45%	42%	44%	43%	44%	47%	51%	25%
MSNBC	295	137	158	49	79	95	72	128	167	184	50	32	28
	22%	22%	22%	18%	26%	26%	19%	22%	22%	20%	33%	22%	31%
CNN	499	242	255	113	142	136	108	255	245	313	90	60	36
	38%	39%	36%	42%	46%	37%	29%	44%	33%	33%	59%	41%	40%
Newsmax	132	73	58	14	11	53	54	25	107	108	3	10	10
	10%	12%	8%	5%	4%	14%	14%	4%	14%	12%	2%	7%	11%
OAN	31	18	13	-	3	14	14	3	28	29	1	1	-
	2%	3%	2%		1%	4%	4%	*%	4%	3%	*%	1%	
Local TV news	653	300	348	95	159	184	214	254	399	480	78	57	38
	49%	49%	49%	35%	52%	50%	56%	44%	53%	51%	51%	39%	42%
Traditional national newspapers, online or in print (such as The New York Times, Washington Post, or Wall Street Journal)	263	147	117	50	75	69	70	125	138	186	23	30	23
	20%	24%	17%	19%	24%	19%	18%	22%	19%	20%	15%	21%	26%
Your local paper, online or in print	307	145	160	58	76	71	102	134	173	241	32	21	14
	23%	24%	23%	21%	25%	19%	27%	23%	23%	26%	21%	14%	15%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QNews] Which, if any, of the following do you listen to, read, or watch to stay informed about current affairs and political news? Choose all that apply

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Public radio or broadcast news, such as NPR or PBS	207 16%	101 16%	106 15%	42 15%	54 17%	57 15%	55 14%	95 16%	112 15%	149 16%	16 11%	20 13%	22 24%
Something else (Please specify)	101 8%	47 8%	54 8%	20 7%	18 6%	26 7%	38 10%	37 6%	64 9%	80 9%	2 1%	9 6%	10 11%
None of these	86 6%	29 5%	54 8%	39 14%	16 5%	19 5%	12 3%	55 9%	31 4%	49 5%	6 4%	16 11%	15 16%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QNews] Which, if any, of the following do you listen to, read, or watch to stay informed about current affairs and political news? Choose all that apply

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
ABC News	477	119	143	144	71	261	215	96	86	91	89	114	182	294
	36%	31%	36%	43%	35%	33%	40%	33%	34%	36%	39%	39%	33%	38%
NBC News	464	94	152	148	69	246	216	77	87	85	86	127	164	298
	35%	24%	38%	44%	34%	31%	40%	27%	34%	34%	38%	43%	30%	39%
CBS News	407	96	127	115	67	223	182	77	71	89	69	99	148	257
	31%	25%	32%	34%	33%	28%	34%	26%	28%	36%	30%	34%	27%	33%
Fox News	579	168	180	132	98	348	231	101	118	112	101	139	218	352
	44%	43%	45%	40%	48%	44%	43%	35%	46%	45%	44%	47%	40%	46%
MSNBC	295	55	86	95	59	141	154	45	52	56	57	86	97	198
	22%	14%	21%	28%	29%	18%	29%	15%	20%	22%	25%	29%	18%	26%
CNN	499	103	138	152	106	242	258	86	84	89	90	150	170	328
	38%	27%	34%	45%	52%	31%	48%	30%	33%	35%	39%	51%	31%	43%
Newsmax	132	31	55	24	21	86	45	28	32	28	20	24	60	72
	10%	8%	14%	7%	11%	11%	8%	10%	12%	11%	9%	8%	11%	9%
OAN	31	6	13	9	3	19	12	8	5	3	5	10	13	18
	2%	2%	3%	3%	2%	2%	2%	3%	2%	1%	2%	3%	2%	2%
Local TV news	653	167	224	158	103	392	260	130	135	134	115	135	266	385
	49%	43%	56%	47%	51%	50%	48%	45%	53%	54%	51%	46%	49%	50%
Traditional national newspapers, online or in print (such as The New York Times, Washington Post, or Wall Street Journal)	263	41	68	89	65	110	153	31	31	38	56	101	62	196
	20%	11%	17%	27%	32%	14%	29%	11%	12%	15%	25%	34%	11%	25%
Your local paper, online or in print	307	78	95	78	56	173	134	58	64	47	54	84	122	186
	23%	20%	24%	23%	27%	22%	25%	20%	25%	19%	24%	29%	22%	24%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QNews] Which, if any, of the following do you listen to, read, or watch to stay informed about current affairs and political news? Choose all that apply

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Public radio or broadcast news, such as NPR or PBS	207 16%	39 10%	54 14%	68 20%	46 23%	93 12%	114 21%	25 9%	44 17%	38 15%	43 19%	56 19%	68 13%	137 18%
Something else (Please specify)	101 8%	22 6%	35 9%	23 7%	21 10%	58 7%	44 8%	20 7%	20 8%	15 6%	22 10%	24 8%	41 7%	61 8%
None of these	86 6%	47 12%	13 3%	21 6%	4 2%	61 8%	25 5%	42 15%	11 4%	5 2%	19 8%	8 3%	53 10%	32 4%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
ABC News	477	250	162	223	145	109	136	63	73	162	212	103
	36%	35%	42%	36%	36%	35%	35%	34%	36%	44%	35%	29%
NBC News	464	241	157	235	128	99	126	61	65	147	216	101
	35%	34%	40%	38%	32%	32%	33%	33%	32%	40%	36%	28%
CBS News	407	215	142	194	116	97	106	52	55	134	186	88
	31%	30%	37%	32%	29%	32%	28%	28%	27%	36%	31%	24%
Fox News	579	329	164	288	170	119	172	94	78	160	260	159
	44%	46%	42%	47%	42%	39%	45%	51%	39%	44%	43%	44%
MSNBC	295	178	68	144	89	62	89	41	47	84	149	62
	22%	25%	17%	23%	22%	20%	23%	23%	24%	23%	25%	17%
CNN	499	296	115	235	161	100	170	91	80	172	220	108
	38%	42%	29%	38%	40%	32%	44%	49%	40%	47%	37%	30%
Newsmax	132	60	57	64	35	33	30	19	11	20	68	43
	10%	8%	15%	10%	9%	11%	8%	10%	6%	6%	11%	12%
OAN	31	14	16	16	6	9	2	1	1	6	16	9
	2%	2%	4%	3%	2%	3%	*%	1%	*%	2%	3%	2%
Local TV news	653	318	223	317	176	159	177	82	96	178	306	169
	49%	45%	57%	52%	44%	52%	46%	44%	48%	48%	51%	47%
Traditional national newspapers, online or in print (such as The New York Times, Washington Post, or Wall Street Journal)	263	169	61	134	88	41	86	53	33	86	119	59
	20%	24%	16%	22%	22%	13%	22%	29%	16%	23%	20%	16%
Your local paper, online or in print	307	157	99	148	99	60	92	43	49	78	146	83
	23%	22%	25%	24%	25%	19%	24%	23%	24%	21%	24%	23%

Echelon Insights
 October 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	Employment 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	207 16%	113 16%	56 14%	98 16%	59 15%	50 16%	60 16%	27 15%	34 17%	65 18%	97 16%	46 13%
Something else (Please specify)	101 8%	45 6%	37 10%	40 6%	23 6%	38 12%	16 4%	11 6%	5 2%	24 7%	49 8%	29 8%
None of these	86 6%	42 6%	17 4%	28 5%	41 10%	17 5%	23 6%	11 6%	12 6%	24 7%	38 6%	24 7%

Echelon Insights
 October 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	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			All Others
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
ABC News	477	122	98	257	157	149	170	143	321	136	312	152	309	75	62	65	110	43	259
	36%	24%	34%	49%	27%	38%	48%	23%	48%	23%	49%	24%	49%	20%	27%	33%	40%	35%	35%
NBC News	464	126	94	243	153	140	169	145	311	147	295	156	289	77	68	65	100	46	253
	35%	24%	33%	47%	27%	36%	47%	23%	47%	25%	46%	25%	46%	21%	30%	33%	36%	38%	34%
CBS News	407	131	85	191	151	120	135	153	246	148	240	155	236	80	68	57	98	36	216
	31%	25%	30%	37%	26%	31%	38%	24%	37%	25%	37%	25%	37%	21%	30%	29%	36%	30%	29%
Fox News	579	326	106	147	359	141	75	399	171	372	168	393	168	252	134	100	91	54	334
	44%	63%	37%	28%	63%	36%	21%	63%	26%	63%	26%	62%	27%	68%	59%	51%	33%	44%	45%
MSNBC	295	64	57	174	79	75	140	73	218	71	216	73	212	43	26	31	76	31	157
	22%	12%	20%	33%	14%	19%	39%	12%	33%	12%	34%	12%	34%	11%	11%	16%	28%	26%	21%
CNN	499	124	94	282	160	139	199	140	349	132	341	147	336	72	67	67	95	41	297
	38%	24%	33%	54%	28%	36%	56%	22%	52%	22%	53%	23%	53%	19%	30%	34%	34%	33%	40%
Newsmax	132	97	21	14	107	15	10	120	12	106	15	112	14	85	26	27	30	14	60
	10%	19%	7%	3%	19%	4%	3%	19%	2%	18%	2%	18%	2%	23%	11%	14%	11%	12%	8%
OAN	31	24	6	1	26	4	1	30	1	29	2	27	3	22	5	7	6	3	15
	2%	5%	2%	*%	5%	1%	*%	5%	*%	5%	*%	4%	*%	6%	2%	3%	2%	2%	2%
Local TV news	653	253	140	260	277	186	187	296	343	287	334	312	323	172	120	98	143	65	347
	49%	49%	48%	50%	48%	48%	52%	47%	51%	49%	52%	49%	51%	46%	53%	50%	52%	53%	47%
Traditional national newspapers, online or in print (such as The New York Times, Washington Post, or Wall Street Journal)	263	70	72	121	77	82	103	93	165	86	158	94	160	43	46	44	52	20	147
	20%	14%	25%	23%	13%	21%	29%	15%	25%	15%	25%	15%	25%	11%	20%	22%	19%	16%	20%
Your local paper, online or in print	307	105	80	123	121	94	90	132	168	129	157	138	157	67	59	43	66	27	171
	23%	20%	28%	23%	21%	24%	25%	21%	25%	22%	24%	22%	25%	18%	26%	22%	24%	22%	23%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QNews] Which, if any, of the following do you listen to, read, or watch to stay informed about current affairs and political news? Choose all that apply

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			All Others
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	
Public radio or broadcast news, such as NPR or PBS	207 16%	47 9%	59 20%	100 19%	53 9%	57 15%	96 27%	63 10%	142 21%	61 10%	132 21%	67 11%	128 20%	38 10%	26 12%	33 17%	38 14%	30 24%	105 14%
Something else (Please specify)	101 8%	44 9%	30 11%	27 5%	49 9%	29 7%	24 7%	58 9%	41 6%	53 9%	41 6%	59 9%	36 6%	34 9%	19 8%	14 7%	28 10%	9 7%	51 7%
None of these	86 6%	32 6%	32 11%	22 4%	32 6%	37 10%	16 4%	42 7%	40 6%	37 6%	32 5%	37 6%	31 5%	19 5%	15 7%	13 6%	16 6%	11 9%	47 6%

Echelon Insights
 October Omnibus 2024
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[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	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
Employed full-time	553	311	242	148	215	163	27	363	189	356	75	89	33
	42%	50%	34%	55%	70%	44%	7%	63%	25%	38%	49%	61%	37%
Employed part-time	118	43	75	32	21	31	35	53	66	83	18	8	9
	9%	7%	11%	12%	7%	8%	9%	9%	9%	9%	12%	6%	9%
Freelance, contract, or temporary work	34	13	19	8	15	7	4	23	11	22	4	4	3
	3%	2%	3%	3%	5%	2%	1%	4%	1%	2%	3%	3%	4%
"Gig economy" work like ride shares, food delivery, or dog walking	4	1	3	1	2	2	0	2	2	3	-	2	-
	*%	*%	*%	*%	1%	*%	*%	*%	*%	*%		1%	
Unemployed and looking for work	81	36	43	30	15	30	6	45	36	45	10	8	18
	6%	6%	6%	11%	5%	8%	2%	8%	5%	5%	7%	5%	20%
Stay-at-home parent or caregiver	65	8	57	21	23	21	1	43	22	41	9	9	6
	5%	1%	8%	8%	7%	6%	*%	7%	3%	4%	6%	6%	7%
Full time student	26	10	16	25	-	1	-	25	1	17	4	1	5
	2%	2%	2%	9%		*%		4%	*%	2%	3%	1%	5%
Retired	389	175	213	-	4	83	301	4	385	332	26	19	12
	29%	28%	30%		1%	23%	79%	1%	51%	35%	17%	13%	13%
Something else	54	18	34	6	13	28	6	20	34	37	5	7	5
	4%	3%	5%	2%	4%	8%	1%	3%	5%	4%	3%	5%	5%
Prefer not to say	3	1	2	1	-	2	-	1	2	2	1	-	-
	*%	*%	*%	*%		1%		*%	*%	*%	1%		

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error= +/-3.1 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	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Employed full-time	553	120	124	187	122	244	309	31	81	111	126	203	112	440
	42%	31%	31%	56%	60%	31%	57%	11%	32%	44%	55%	69%	21%	57%
Employed part-time	118	39	47	20	13	86	33	28	25	28	21	16	53	65
	9%	10%	12%	6%	6%	11%	6%	10%	10%	11%	9%	5%	10%	8%
Freelance, contract, or temporary work	34	15	9	9	1	24	9	14	5	8	3	5	19	15
	3%	4%	2%	3%	*%	3%	2%	5%	2%	3%	1%	2%	3%	2%
"Gig economy" work like ride shares, food delivery, or dog walking	4	2	1	2	-	2	2	3	-	1	1	-	3	2
	*%	*%	*%	1%		*%	*%	1%		*%	*%		*%	*%
Unemployed and looking for work	81	36	21	18	5	58	24	47	15	9	6	3	63	18
	6%	9%	5%	5%	3%	7%	4%	16%	6%	4%	2%	1%	11%	2%
Stay-at-home parent or caregiver	65	34	19	9	3	52	13	22	17	12	7	7	39	26
	5%	9%	5%	3%	2%	7%	2%	8%	7%	5%	3%	2%	7%	3%
Full time student	26	14	8	5	-	22	5	10	2	1	7	2	12	10
	2%	4%	2%	1%		3%	1%	3%	1%	*%	3%	1%	2%	1%
Retired	389	107	152	72	56	260	129	104	100	74	56	54	204	183
	29%	28%	38%	22%	28%	33%	24%	36%	39%	30%	24%	18%	37%	24%
Something else	54	20	19	12	3	39	14	30	11	6	2	4	41	12
	4%	5%	5%	4%	1%	5%	3%	10%	4%	2%	1%	2%	7%	2%
Prefer not to say	3	2	1	1	-	2	1	1	-	1	-	-	1	1
	*%	*%	*%	*%		*%	*%	*%		*%			*%	*%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
Employed full-time	553	553	-	274	201	76	250	141	109	182	264	106
	42%	78%		45%	50%	25%	65%	77%	54%	50%	44%	29%
Employed part-time	118	118	-	53	47	18	33	12	21	30	55	33
	9%	17%		9%	12%	6%	9%	7%	11%	8%	9%	9%
Freelance, contract, or temporary work	34	34	-	12	18	4	9	7	2	13	15	6
	3%	5%		2%	5%	1%	2%	4%	1%	4%	2%	2%
"Gig economy" work like ride shares, food delivery, or dog walking	4	4	-	1	3	-	1	-	1	3	2	-
	*%	1%		*%	1%		*%		*%	1%	*%	
Unemployed and looking for work	81	-	-	18	38	24	17	9	8	26	33	23
	6%			3%	9%	8%	4%	5%	4%	7%	6%	6%
Stay-at-home parent or caregiver	65	-	-	39	19	8	49	8	41	16	25	24
	5%			6%	5%	2%	13%	4%	20%	4%	4%	7%
Full time student	26	-	-	4	20	2	4	-	4	6	2	18
	2%			1%	5%	1%	1%		2%	2%	*%	5%
Retired	389	-	389	199	41	148	16	7	9	77	183	129
	29%		100%	33%	10%	48%	4%	4%	5%	21%	31%	36%
Something else	54	-	-	14	12	27	6	1	5	13	18	22
	4%			2%	3%	9%	2%	1%	3%	4%	3%	6%
Prefer not to say	3	-	-	-	3	1	-	-	-	2	1	1
	*%				1%	*%				*%	*%	*%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[Q Employment] What is your current employment status?

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Employed full-time	553	198	103	251	221	168	162	230	309	230	292	234	297	139	75	68	73	49	362
	42%	38%	36%	48%	38%	43%	45%	36%	46%	39%	45%	37%	47%	37%	33%	35%	26%	40%	49%
Employed part-time	118	52	23	44	55	38	26	64	53	59	50	58	53	42	15	18	22	7	71
	9%	10%	8%	8%	10%	10%	7%	10%	8%	10%	8%	9%	8%	11%	7%	9%	8%	6%	10%
Freelance, contract, or temporary work	34	9	12	12	8	12	14	16	14	15	13	13	16	10	2	3	4	9	19
	3%	2%	4%	2%	1%	3%	4%	3%	2%	3%	2%	2%	2%	3%	1%	1%	1%	7%	3%
"Gig economy" work like ride shares, food delivery, or dog walking	4	2	1	1	3	1	1	1	4	0	4	3	2	2	0	-	2	-	3
	*%	*%	*%	*%	*%	*%	*%	*%	1%	*%	1%	*%	*%	*%	*%		1%		*%
Unemployed and looking for work	81	23	23	36	26	28	27	35	45	24	42	34	38	17	15	5	15	17	44
	6%	4%	8%	7%	5%	7%	8%	5%	7%	4%	6%	5%	6%	5%	7%	2%	6%	14%	6%
Stay-at-home parent or caregiver	65	27	15	22	32	23	9	35	28	26	28	30	27	19	12	9	4	5	47
	5%	5%	5%	4%	6%	6%	3%	5%	4%	4%	4%	5%	4%	5%	5%	5%	2%	4%	6%
Full time student	26	2	17	8	4	14	8	11	15	2	16	13	13	5	8	2	8	1	16
	2%	*%	6%	2%	1%	3%	2%	2%	2%	*%	2%	2%	2%	1%	4%	1%	3%	1%	2%
Retired	389	183	86	120	204	90	91	210	174	206	167	220	158	122	93	82	131	29	147
	29%	35%	30%	23%	36%	23%	26%	33%	26%	35%	26%	35%	25%	33%	41%	42%	48%	24%	20%
Something else	54	20	7	27	20	15	19	25	27	24	29	23	28	17	6	8	16	6	23
	4%	4%	2%	5%	3%	4%	5%	4%	4%	4%	4%	4%	4%	4%	3%	4%	6%	5%	3%
Prefer not to say	3	2	1	1	1	2	-	3	-	1	2	3	-	1	1	1	-	-	2
	*%	*%	*%	*%	*%	*%		1%		*%	*%	1%		*%	*%	1%			*%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes, I have	120	100	20	11	19	31	59	30	91	94	8	11	7
	9%	16%	3%	4%	6%	8%	16%	5%	12%	10%	6%	7%	8%
Yes, a member of my household has	187	69	116	27	37	51	73	64	124	152	15	17	4
	14%	11%	16%	10%	12%	14%	19%	11%	17%	16%	10%	11%	4%
No	1033	459	569	234	256	290	253	490	543	704	129	119	81
	78%	74%	81%	86%	83%	79%	67%	84%	73%	75%	84%	81%	89%
Unsure	2	1	1	-	1	1	1	1	1	1	1	-	-
	*%	*%	*%		*%	*%	*%	*%	*%	*%	*%		

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes, I have	120	22	50	34	13	72	47	19	25	29	17	29	44	75
	9%	6%	12%	10%	6%	9%	9%	7%	10%	12%	7%	10%	8%	10%
Yes, a member of my household has	187	49	63	46	30	112	75	29	35	38	45	40	64	123
	14%	13%	16%	14%	15%	14%	14%	10%	14%	15%	20%	14%	12%	16%
No	1033	317	293	257	166	610	423	241	199	185	169	231	440	586
	78%	82%	73%	77%	82%	77%	79%	83%	77%	74%	74%	79%	81%	76%
Unsure	2	1	1	1	-	1	1	-	1	1	-	-	1	1
	*%	*%	*%	*%		*%	*%		*%	*%			*%	*%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
Yes, I have	120	53	59	70	18	31	32	23	9	37	45	38
	9%	8%	15%	11%	5%	10%	8%	13%	4%	10%	8%	10%
Yes, a member of my household has	187	91	69	104	39	45	42	19	23	39	89	60
	14%	13%	18%	17%	10%	15%	11%	10%	11%	10%	15%	17%
No	1033	573	267	451	345	232	316	146	170	296	469	269
	78%	81%	69%	74%	86%	75%	82%	79%	85%	80%	78%	74%
Unsure	2	1	1	-	1	1	-	-	-	1	-	1
	*%	*%	*%		*%	*%				*%		*%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QMilitaryHH] Has anyone in your household ever served in the United States military?

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			All Others
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes, I have	120	52	31	37	58	36	26	65	55	63	51	66	52	42	23	20	36	4	61
	9%	10%	11%	7%	10%	9%	7%	10%	8%	11%	8%	10%	8%	11%	10%	10%	13%	3%	8%
Yes, a member of my household has	187	93	43	52	101	51	33	109	76	107	73	110	73	63	44	29	49	17	93
	14%	18%	15%	10%	18%	13%	9%	17%	11%	18%	11%	17%	12%	17%	19%	15%	18%	14%	13%
No	1033	377	217	439	422	308	297	465	542	426	522	466	510	272	165	152	193	102	585
	78%	73%	75%	84%	74%	79%	83%	74%	81%	73%	81%	74%	81%	73%	73%	78%	70%	84%	80%
Unsure	2	-	2	-	-	1	1	-	2	-	1	-	1	-	-	1	-	-	1
	*%		1%			*%	*%		*%		*%		*%			*%			*%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes, I am	82	51	31	11	24	23	24	34	47	51	16	11	4
	6%	8%	4%	4%	8%	6%	6%	6%	6%	5%	10%	7%	4%
Yes, a member of my household is	67	29	38	21	21	11	14	42	25	39	8	12	8
	5%	5%	5%	8%	7%	3%	4%	7%	3%	4%	6%	8%	8%
No	1185	542	635	238	267	334	345	505	680	852	127	125	80
	89%	88%	90%	88%	87%	91%	91%	87%	91%	91%	83%	85%	88%
Unsure	6	1	4	3	-	1	2	3	3	5	1	-	-
	*%	*%	1%	1%		*%	1%	*%	*%	1%	1%		

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes, I am	82	20	20	23	19	39	41	7	15	15	15	30	22	59
	6%	5%	5%	7%	9%	5%	8%	2%	6%	6%	6%	10%	4%	8%
Yes, a member of my household is	67	23	15	18	12	38	29	3	11	12	21	20	14	53
	5%	6%	4%	5%	6%	5%	5%	1%	4%	5%	9%	7%	3%	7%
No	1185	347	365	297	176	712	473	278	230	223	195	250	508	668
	89%	89%	91%	89%	87%	90%	88%	96%	90%	89%	85%	85%	93%	87%
Unsure	6	2	3	0	-	5	0	2	2	1	-	-	4	1
	*%	1%	1%	*%		1%	*%	1%	1%	*%			1%	*%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
Yes, I am	82	55	20	51	14	17	26	19	8	30	36	16
	6%	8%	5%	8%	3%	6%	7%	10%	4%	8%	6%	4%
Yes, a member of my household is	67	30	17	41	21	5	19	9	11	26	25	16
	5%	4%	4%	7%	5%	1%	5%	5%	5%	7%	4%	4%
No	1185	627	356	531	365	283	341	158	183	314	539	332
	89%	88%	91%	87%	91%	92%	88%	86%	91%	85%	90%	92%
Unsure	6	3	2	2	2	2	1	1	-	2	3	1
	*%	*%	1%	*%	*%	1%	*%	1%		*%	1%	*%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QUnionHH] Are you or is anyone in your household a member of a labor union?

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			All Others
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes, I am	82	27	11	44	39	18	25	31	51	28	50	32	49	19	7	10	18	8	46
	6%	5%	4%	8%	7%	5%	7%	5%	8%	5%	8%	5%	8%	5%	3%	5%	6%	7%	6%
Yes, a member of my household is	67	21	11	34	26	21	19	30	36	23	38	31	36	12	16	3	9	11	44
	5%	4%	4%	7%	5%	6%	5%	5%	5%	4%	6%	5%	6%	3%	7%	2%	3%	9%	6%
No	1185	467	266	452	509	354	316	569	588	535	561	570	553	341	207	184	249	104	647
	89%	90%	92%	86%	89%	91%	89%	90%	88%	91%	87%	90%	88%	91%	91%	94%	91%	85%	88%
Unsure	6	3	3	-	1	2	1	3	2	3	1	3	1	2	-	-	2	-	4
	*%	1%	1%	-	*%	1%	*%	1%	*%	1%	*%	*%	*%	*%	-	-	1%	-	*%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes, I do	357	222	135	68	88	106	95	157	200	282	21	36	18
	27%	36%	19%	25%	29%	29%	25%	27%	27%	30%	14%	25%	19%
Yes, a member of my household does	214	61	152	35	53	65	61	88	126	163	13	23	15
	16%	10%	22%	13%	17%	18%	16%	15%	17%	17%	9%	16%	16%
No	828	359	463	175	188	222	244	362	466	554	117	92	65
	62%	58%	66%	64%	61%	60%	64%	62%	62%	59%	77%	63%	71%
Unsure	7	3	4	-	1	4	2	1	6	5	-	2	-
	1%	*%	1%		*%	1%	1%	*%	1%	*%		2%	

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes, I do	357	111	104	90	51	215	141	40	81	78	72	86	121	236
	27%	29%	26%	27%	25%	27%	26%	14%	32%	31%	31%	29%	22%	31%
Yes, a member of my household does	214	59	70	66	19	129	85	22	40	33	67	52	62	152
	16%	15%	17%	20%	9%	16%	16%	8%	16%	13%	29%	18%	11%	20%
No	828	236	249	203	140	485	343	231	149	152	119	170	380	441
	62%	61%	62%	60%	69%	61%	64%	80%	58%	61%	52%	58%	69%	57%
Unsure	7	3	4	-	1	6	1	-	4	1	-	1	4	1
	1%	1%	1%		*	1%	*%		2%	*%		*%	1%	*%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
Yes, I do	357	214	103	203	82	72	113	65	48	72	156	129
	27%	30%	26%	33%	20%	23%	29%	35%	24%	20%	26%	36%
Yes, a member of my household does	214	113	64	136	50	28	58	11	47	36	101	77
	16%	16%	16%	22%	12%	9%	15%	6%	23%	10%	17%	21%
No	828	420	247	329	282	213	240	115	125	268	370	190
	62%	59%	64%	54%	70%	69%	62%	62%	62%	73%	62%	53%
Unsure	7	1	2	2	1	3	-	-	-	4	1	2
	1%	*%	*%	*%	*%	1%				1%	*%	*%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QGunOwner] Do you or does anyone in your household own a firearm?

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			All Others
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes, I do	357	199	81	77	218	87	49	236	118	229	107	238	106	148	76	56	59	33	209
	27%	38%	28%	15%	38%	22%	14%	37%	18%	39%	17%	38%	17%	40%	33%	29%	22%	27%	28%
Yes, a member of my household does	214	111	52	52	115	51	47	133	75	124	75	129	72	76	55	27	46	21	121
	16%	21%	18%	10%	20%	13%	13%	21%	11%	21%	12%	20%	11%	20%	24%	14%	17%	17%	16%
No	828	245	179	404	278	276	269	306	502	278	483	308	476	175	114	118	186	76	448
	62%	47%	62%	77%	48%	71%	76%	49%	75%	47%	75%	49%	76%	47%	50%	60%	68%	62%	61%
Unsure	7	4	2	1	6	1	-	6	1	4	2	6	-	3	2	4	-	1	1
	1%	1%	1%	*%	1%	*%	-	1%	*%	1%	*%	1%	-	1%	1%	2%	-	1%	*%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
City	368	182	180	102	113	86	67	215	153	192	77	64	35
	28%	30%	26%	38%	37%	23%	18%	37%	20%	20%	50%	44%	39%
Suburb near a city	599	276	323	116	117	175	191	233	366	441	52	61	44
	45%	45%	46%	43%	38%	47%	50%	40%	49%	47%	34%	42%	48%
Small town not near a city	134	58	75	23	27	43	40	51	83	101	12	12	8
	10%	9%	11%	9%	9%	12%	11%	9%	11%	11%	8%	8%	9%
Rural or country area	227	100	128	30	51	65	81	81	146	203	11	9	4
	17%	16%	18%	11%	17%	18%	21%	14%	20%	22%	7%	6%	4%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
City	368	123	101	82	62	224	144	92	72	75	44	83	164	202
	28%	32%	25%	25%	30%	28%	27%	32%	28%	30%	19%	28%	30%	26%
Suburb near a city	599	132	170	187	109	302	297	101	104	109	129	155	205	393
	45%	34%	42%	56%	54%	38%	55%	35%	40%	43%	56%	53%	37%	51%
Small town not near a city	134	46	50	21	17	96	37	36	24	29	22	17	60	68
	10%	12%	12%	6%	8%	12%	7%	12%	9%	12%	9%	6%	11%	9%
Rural or country area	227	86	80	45	15	167	60	60	58	38	34	37	118	109
	17%	22%	20%	13%	8%	21%	11%	21%	22%	15%	15%	13%	22%	14%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
City	368	228	77	148	148	68	127	68	60	368	-	-
	28%	32%	20%	24%	37%	22%	33%	37%	30%	100%		
Suburb near a city	599	336	183	296	164	139	162	86	76	-	599	-
	45%	47%	47%	48%	41%	45%	42%	47%	38%		100%	
Small town not near a city	134	56	42	57	41	36	30	12	18	-	-	134
	10%	8%	11%	9%	10%	12%	8%	7%	9%			37%
Rural or country area	227	89	87	114	48	65	66	18	47	-	-	227
	17%	13%	22%	19%	12%	21%	17%	10%	24%			63%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

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

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			All Others
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
City	368	100	67	200	130	123	114	119	240	109	231	117	232	70	39	39	64	38	227
	28%	19%	23%	38%	23%	31%	32%	19%	36%	18%	36%	18%	37%	19%	17%	20%	23%	31%	31%
Suburb near a city	599	235	129	235	255	160	181	285	299	273	293	285	281	167	103	100	147	68	285
	45%	45%	45%	45%	44%	41%	51%	45%	45%	47%	46%	45%	45%	45%	45%	51%	53%	55%	39%
Small town not near a city	134	54	37	43	58	45	28	78	56	67	55	78	50	45	28	24	29	6	74
	10%	10%	13%	8%	10%	12%	8%	12%	8%	11%	8%	12%	8%	12%	12%	12%	11%	5%	10%
Rural or country area	227	128	54	45	130	62	33	150	73	139	64	153	66	92	57	33	35	11	149
	17%	25%	19%	9%	23%	16%	9%	24%	11%	24%	10%	24%	10%	25%	25%	17%	13%	9%	20%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QResidenceDuration] How long have you lived in the state where you currently live?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
1 year or less	18	4	14	8	3	1	6	12	7	15	3	-	-
	1%	1%	2%	3%	1%	*%	2%	2%	1%	2%	2%		
2 years	30	14	14	10	6	6	9	16	14	19	2	2	8
	2%	2%	2%	4%	2%	2%	2%	3%	2%	2%	1%	1%	9%
3 years	36	13	23	12	9	8	7	21	15	26	8	2	-
	3%	2%	3%	4%	3%	2%	2%	4%	2%	3%	5%	1%	
4 years	33	13	20	5	15	10	3	20	13	20	8	3	2
	2%	2%	3%	2%	5%	3%	1%	3%	2%	2%	5%	2%	3%
5 years or more	1210	572	634	236	274	344	355	511	699	858	131	140	81
	91%	93%	90%	87%	89%	93%	94%	88%	93%	92%	86%	96%	89%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
1 year or less	18	5	4	8	1	9	10	8	1	4	4	1	9	9
	1%	1%	1%	3%	1%	1%	2%	3%	*%	2%	2%	*%	2%	1%
2 years	30	7	13	6	5	19	11	7	8	9	4	1	16	14
	2%	2%	3%	2%	3%	2%	2%	3%	3%	4%	2%	*%	3%	2%
3 years	36	11	17	5	3	28	8	11	7	5	5	9	18	18
	3%	3%	4%	1%	2%	4%	2%	4%	3%	2%	2%	3%	3%	2%
4 years	33	12	6	13	2	18	15	7	7	8	3	7	15	18
	2%	3%	2%	4%	1%	2%	3%	3%	3%	3%	1%	3%	3%	2%
5 years or more	1210	353	362	303	191	715	494	256	233	224	212	275	489	711
	91%	91%	90%	90%	94%	91%	92%	88%	91%	89%	93%	94%	89%	92%

Echelon Insights
October Omnibus 2024

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[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	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
1 year or less	18	8	4	4	9	4	4	2	1	8	6	4
	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%
2 years	30	15	8	9	11	10	3	2	1	6	18	6
	2%	2%	2%	1%	3%	3%	1%	1%	1%	2%	3%	2%
3 years	36	24	8	10	13	13	14	7	8	5	16	15
	3%	3%	2%	2%	3%	4%	4%	4%	4%	1%	3%	4%
4 years	33	27	3	13	15	5	10	4	6	11	16	6
	2%	4%	1%	2%	4%	2%	3%	2%	3%	3%	3%	2%
5 years or more	1210	634	367	578	353	275	354	169	185	338	542	330
	91%	89%	94%	94%	88%	89%	92%	92%	92%	92%	91%	91%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QResidenceDuration] How long have you lived in the state where you currently live?

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			All Others
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
1 year or less	18	8	6	4	8	6	5	11	7	8	8	11	7	6	4	2	7	1	8
	1%	2%	2%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	2%	2%	1%	2%	1%	1%
2 years	30	9	10	12	8	11	11	10	17	12	14	10	13	7	3	7	6	3	14
	2%	2%	3%	2%	1%	3%	3%	2%	3%	2%	2%	2%	2%	2%	1%	4%	2%	2%	2%
3 years	36	16	10	10	16	12	8	21	15	18	13	20	14	18	2	2	4	5	25
	3%	3%	3%	2%	3%	3%	2%	3%	2%	3%	2%	3%	2%	5%	1%	1%	2%	4%	3%
4 years	33	10	9	14	16	13	4	14	19	14	17	12	18	6	5	7	2	6	18
	2%	2%	3%	3%	3%	3%	1%	2%	3%	2%	3%	2%	3%	2%	2%	3%	1%	5%	2%
5 years or more	1210	474	254	483	525	348	329	575	610	535	591	580	577	335	214	178	256	107	670
	91%	92%	88%	92%	92%	89%	92%	91%	91%	91%	92%	92%	92%	90%	94%	91%	93%	88%	91%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
In the United States	1278	595	676	266	295	346	370	562	716	922	149	128	79
	96%	97%	96%	98%	96%	94%	97%	97%	96%	98%	98%	87%	87%
In a foreign country	50	21	29	6	13	22	10	18	32	16	4	19	12
	4%	3%	4%	2%	4%	6%	3%	3%	4%	2%	2%	13%	13%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
In the United States	1278	376	390	321	190	766	511	281	251	237	224	276	531	737
	96%	97%	97%	96%	94%	97%	95%	97%	97%	95%	98%	94%	97%	95%
In a foreign country	50	12	11	14	13	23	27	9	7	13	4	18	15	35
	4%	3%	3%	4%	6%	3%	5%	3%	3%	5%	2%	6%	3%	5%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
In the United States	1278	676	376	587	389	297	367	179	187	347	575	357
	96%	95%	97%	96%	97%	96%	95%	97%	93%	94%	96%	99%
In a foreign country	50	33	14	27	12	11	18	5	14	21	24	4
	4%	5%	3%	4%	3%	4%	5%	3%	7%	6%	4%	1%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-

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 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QNativity] Where were you born?

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			All Others
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
In the United States	1278	499	277	501	556	375	340	609	643	566	616	611	602	356	225	189	262	116	711
	96%	97%	96%	96%	97%	96%	95%	96%	96%	96%	96%	97%	96%	95%	99%	96%	95%	95%	97%
In a foreign country	50	17	11	22	17	16	17	22	25	21	26	22	28	18	2	7	13	6	24
	4%	3%	4%	4%	3%	4%	5%	4%	4%	4%	4%	3%	4%	5%	1%	4%	5%	5%	3%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
Single, never married	402	199	197	187	115	59	41	303	99	211	89	53	49
	30%	32%	28%	69%	37%	16%	11%	52%	13%	22%	58%	36%	54%
Married	613	313	300	75	141	198	200	216	398	484	38	63	29
	46%	51%	43%	27%	46%	54%	53%	37%	53%	52%	25%	43%	32%
Separated	25	10	15	4	7	12	2	12	14	16	3	4	3
	2%	2%	2%	2%	2%	3%	1%	2%	2%	2%	2%	2%	3%
Divorced	207	70	137	3	36	84	84	39	169	158	20	23	7
	16%	11%	19%	1%	12%	23%	22%	7%	23%	17%	13%	16%	8%
Widowed	75	23	52	1	6	15	53	7	68	68	1	3	3
	6%	4%	7%	*%	2%	4%	14%	1%	9%	7%	1%	2%	3%
Prefer not to say	5	1	4	2	3	0	-	5	0	2	2	1	-
	*%	*%	1%	1%	1%	*%		1%	*%	*%	2%	1%	

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Single, never married	402	161	111	96	33	272	130	127	72	98	66	30	200	195
	30%	41%	28%	29%	16%	34%	24%	44%	28%	39%	29%	10%	37%	25%
Married	613	130	173	177	133	304	310	45	100	98	133	237	145	468
	46%	34%	43%	53%	65%	38%	58%	16%	39%	39%	58%	81%	27%	61%
Separated	25	8	10	2	6	18	8	12	8	3	1	1	20	5
	2%	2%	2%	1%	3%	2%	1%	4%	3%	1%	1%	*%	4%	1%
Divorced	207	58	79	47	22	138	69	76	54	41	17	19	130	77
	16%	15%	20%	14%	11%	17%	13%	26%	21%	16%	7%	6%	24%	10%
Widowed	75	27	26	12	8	53	20	27	22	10	10	5	49	25
	6%	7%	7%	4%	4%	7%	4%	9%	9%	4%	4%	2%	9%	3%
Prefer not to say	5	3	1	-	1	4	1	2	-	1	1	1	2	3
	*%	1%	*%		*%	1%	*%	1%		*%	*%	*%	*%	*%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QMarital] What is your current marital status?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
Single, never married	402	269	41	-	402	-	96	39	57	148	164	90
	30%	38%	11%		100%		25%	21%	29%	40%	27%	25%
Married	613	339	199	613	-	-	240	127	113	148	296	170
	46%	48%	51%	100%			62%	69%	56%	40%	49%	47%
Separated	25	12	4	-	-	25	7	3	5	8	12	5
	2%	2%	1%			8%	2%	1%	2%	2%	2%	1%
Divorced	207	74	89	-	-	207	30	10	20	46	92	69
	16%	10%	23%			67%	8%	5%	10%	12%	15%	19%
Widowed	75	12	55	-	-	75	10	4	5	15	34	26
	6%	2%	14%			24%	3%	2%	3%	4%	6%	7%
Prefer not to say	5	3	-	-	-	-	2	1	1	4	-	1
	*%	*%					1%	1%	1%	1%		*%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QMarital] What is your current marital status?

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Single, never married	402	115	96	191	143	129	130	161	229	140	215	154	223	87	53	45	74	46	237
	30%	22%	33%	37%	25%	33%	36%	26%	34%	24%	33%	24%	35%	23%	24%	23%	27%	37%	32%
Married	613	269	130	214	292	166	151	314	286	302	281	321	267	196	108	100	114	56	343
	46%	52%	45%	41%	51%	43%	42%	50%	43%	51%	44%	51%	42%	52%	48%	51%	42%	46%	47%
Separated	25	7	6	12	8	11	7	11	14	10	12	11	13	3	7	1	4	5	16
	2%	1%	2%	2%	1%	3%	2%	2%	2%	2%	2%	2%	2%	1%	3%	1%	1%	4%	2%
Divorced	207	79	43	85	83	65	56	95	109	87	105	95	99	60	36	35	55	12	105
	16%	15%	15%	16%	14%	17%	16%	15%	16%	15%	16%	15%	16%	16%	16%	18%	20%	10%	14%
Widowed	75	45	13	17	44	19	12	47	28	45	27	50	25	26	22	13	27	4	31
	6%	9%	5%	3%	8%	5%	3%	7%	4%	8%	4%	8%	4%	7%	10%	7%	10%	3%	4%
Prefer not to say	5	2	-	3	3	1	1	2	3	3	2	2	3	1	0	2	-	-	3
	*%	*%		1%	1%	*%	*%	*%	*%	1%	*%	*%	*%	*%	*%	1%			*%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	616	705	272	308	368	380	580	748	938	152	147	91
	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.)	355	158	195	39	67	106	143	106	249	286	40	15	14
	27%	26%	28%	14%	22%	29%	38%	18%	33%	31%	26%	10%	16%
Roman Catholic	244	123	120	33	34	85	92	68	177	172	6	61	5
	18%	20%	17%	12%	11%	23%	24%	12%	24%	18%	4%	42%	6%
Mormon (Church of Jesus Christ of Latter-day Saints or LDS)	17	7	10	8	1	5	3	9	8	9	2	-	5
	1%	1%	1%	3%	*%	1%	1%	2%	1%	1%	1%	-	6%
Orthodox (such as Greek, Russian, or some other Orthodox church)	9	7	2	5	-	3	1	5	3	4	-	4	1
	1%	1%	*%	2%	-	1%	*%	1%	*%	*%	-	2%	1%
Just Christian	294	129	166	80	93	75	47	173	121	183	63	36	12
	22%	21%	23%	29%	30%	20%	12%	30%	16%	19%	42%	25%	14%
Jewish	41	24	17	7	3	17	14	10	31	38	-	3	-
	3%	4%	2%	3%	1%	4%	4%	2%	4%	4%	-	2%	-
Muslim	12	5	7	5	4	2	1	9	4	5	2	3	2
	1%	1%	1%	2%	1%	1%	*%	2%	*%	1%	2%	2%	2%
Buddhist	14	9	5	5	3	1	5	8	6	5	-	3	7
	1%	2%	1%	2%	1%	*%	1%	1%	1%	1%	-	2%	7%
Hindu	6	4	3	4	-	3	-	4	3	2	-	-	5
	*%	1%	*%	1%	-	1%	-	1%	*%	*%	-	-	5%
Atheist	58	30	28	10	18	13	18	28	30	44	2	4	8
	4%	5%	4%	4%	6%	4%	5%	5%	4%	5%	1%	3%	8%
Agnostic	68	34	32	21	24	10	14	44	23	48	6	3	12
	5%	5%	5%	8%	8%	3%	4%	8%	3%	5%	4%	2%	13%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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
Something else (Please specify)	55 4%	15 2%	39 6%	16 6%	18 6%	14 4%	7 2%	34 6%	21 3%	31 3%	13 8%	3 2%	8 9%
Nothing in particular	154 12%	71 12%	80 11%	38 14%	44 14%	35 10%	36 10%	82 14%	72 10%	112 12%	18 12%	12 8%	12 13%

Echelon Insights
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 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

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

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	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.)	355	97	130	73	55	227	127	85	74	58	58	79	158	196
	27%	25%	32%	22%	27%	29%	24%	29%	29%	23%	26%	27%	29%	25%
Roman Catholic	244	72	63	61	48	136	109	35	54	40	50	64	88	154
	18%	19%	16%	18%	24%	17%	20%	12%	21%	16%	22%	22%	16%	20%
Mormon (Church of Jesus Christ of Latter-day Saints or LDS)	17	6	4	6	1	9	8	4	9	2	1	1	13	4
	1%	1%	1%	2%	1%	1%	1%	1%	3%	1%	1%	1%	2%	1%
Orthodox (such as Greek, Russian, or some other Orthodox church)	9	4	1	4	-	5	4	1	2	1	4	1	3	6
	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	2%	1%	1%	1%
Just Christian	294	105	88	63	39	192	102	71	51	54	53	61	122	168
	22%	27%	22%	19%	19%	24%	19%	24%	20%	22%	23%	21%	22%	22%
Jewish	41	-	5	18	18	5	36	5	2	5	8	20	7	34
	3%	0%	1%	5%	9%	1%	7%	2%	1%	2%	4%	7%	1%	4%
Muslim	12	1	6	1	4	7	5	4	-	3	-	5	4	8
	1%	1%	2%	1%	2%	1%	1%	1%	0%	1%	0%	2%	1%	1%
Buddhist	14	1	8	5	1	8	6	-	2	6	3	3	2	12
	1%	1%	2%	1%	1%	1%	1%	0%	1%	3%	1%	1%	1%	2%
Hindu	6	-	3	2	1	3	3	2	-	2	2	1	2	5
	1%	0%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%
Atheist	58	19	7	23	9	26	32	9	10	16	10	13	19	39
	4%	5%	2%	7%	5%	3%	6%	3%	4%	6%	4%	5%	3%	5%
Agnostic	68	14	22	21	10	36	32	10	9	18	16	14	20	48
	5%	4%	6%	6%	5%	5%	6%	4%	4%	7%	7%	5%	4%	6%

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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)	55 4%	20 5%	16 4%	12 4%	6 3%	36 5%	18 3%	20 7%	12 5%	12 5%	4 2%	7 2%	33 6%	22 3%
Nothing in particular	154 12%	49 13%	48 12%	46 14%	11 5%	97 12%	57 11%	45 15%	33 13%	32 13%	19 8%	25 8%	77 14%	76 10%

Echelon Insights
October Omnibus 2024

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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	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
Protestant (for example, Baptist, Methodist, Non-denominational, Lutheran, Presbyterian, Pentecostal, Episcopalian, etc.)	355	150	153	181	73	101	85	38	47	63	156	135
	27%	21%	39%	29%	18%	33%	22%	21%	23%	17%	26%	37%
Roman Catholic	244	134	82	137	51	56	63	38	25	67	127	49
	18%	19%	21%	22%	13%	18%	16%	21%	12%	18%	21%	14%
Mormon (Church of Jesus Christ of Latter-day Saints or LDS)	17	3	4	8	6	3	3	3	-	9	5	3
	1%	*%	1%	1%	1%	1%	1%	2%		2%	1%	1%
Orthodox (such as Greek, Russian, or some other Orthodox church)	9	7	-	4	3	2	4	4	-	2	7	-
	1%	1%		1%	1%	1%	1%	2%		1%	1%	
Just Christian	294	184	55	118	112	63	117	50	66	88	124	82
	22%	26%	14%	19%	28%	21%	30%	27%	33%	24%	21%	23%
Jewish	41	22	15	27	5	9	11	8	2	10	28	3
	3%	3%	4%	4%	1%	3%	3%	5%	1%	3%	5%	1%
Muslim	12	9	-	7	5	-	7	2	5	8	3	1
	1%	1%		1%	1%		2%	1%	3%	2%	1%	*%
Buddhist	14	10	3	2	9	3	1	-	1	9	4	1
	1%	1%	1%	*%	2%	1%	*%		*%	2%	1%	*%
Hindu	6	6	-	4	2	-	3	2	1	-	6	-
	*%	1%		1%	1%		1%	1%	1%		1%	
Atheist	58	36	18	28	14	16	22	11	11	16	29	13
	4%	5%	5%	5%	4%	5%	6%	6%	5%	4%	5%	4%
Agnostic	68	46	14	26	33	10	10	6	3	22	33	13
	5%	6%	3%	4%	8%	3%	2%	3%	2%	6%	5%	4%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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
Something else (Please specify)	55 4%	26 4%	9 2%	23 4%	17 4%	15 5%	15 4%	1 1%	14 7%	15 4%	23 4%	17 5%
Nothing in particular	154 12%	77 11%	38 10%	48 8%	72 18%	29 10%	45 12%	19 10%	26 13%	58 16%	54 9%	42 12%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

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

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Protestant (for example, Baptist, Methodist, Non-denominational, Lutheran, Presbyterian, Pentecostal, Episcopalian, etc.)	355	188	74	92	216	77	62	225	127	209	117	237	112	122	100	75	73	27	180
	27%	36%	26%	18%	38%	20%	17%	36%	19%	36%	18%	37%	18%	33%	44%	38%	27%	22%	24%
Roman Catholic	244	118	29	97	123	66	51	126	111	122	113	129	108	81	42	29	53	23	139
	18%	23%	10%	18%	22%	17%	14%	20%	17%	21%	18%	20%	17%	22%	18%	15%	19%	19%	19%
Mormon (Church of Jesus Christ of Latter-day Saints or LDS)	17	3	3	11	3	6	8	3	14	3	14	3	14	2	1	2	2	6	8
	1%	*%	1%	2%	*%	2%	2%	*%	2%	*%	2%	1%	2%	*%	*%	1%	1%	5%	1%
Orthodox (such as Greek, Russian, or some other Orthodox church)	9	5	4	-	6	3	-	8	1	7	2	8	-	7	1	1	3	1	4
	1%	1%	1%		1%	1%		1%	*%	1%	*%	1%		2%	*%	1%	1%	1%	1%
Just Christian	294	113	49	132	124	97	71	139	151	126	137	131	145	83	46	44	46	21	184
	22%	22%	17%	25%	22%	25%	20%	22%	23%	21%	21%	21%	23%	22%	20%	23%	17%	17%	25%
Jewish	41	3	12	26	3	16	22	10	30	9	33	8	29	6	3	5	10	1	25
	3%	1%	4%	5%	1%	4%	6%	2%	5%	1%	5%	1%	5%	2%	1%	3%	4%	1%	3%
Muslim	12	1	1	10	7	1	4	4	8	2	9	4	8	2	-	1	1	-	10
	1%	*%	*%	2%	1%	*%	1%	1%	1%	*%	1%	1%	1%	1%		*%	1%		1%
Buddhist	14	4	8	3	4	5	5	5	9	5	7	5	8	4	1	2	3	-	8
	1%	1%	3%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%		1%
Hindu	6	1	2	3	1	4	2	3	2	3	2	1	2	1	-	2	-	4	-
	*%	*%	1%	1%	*%	1%	*%	*%	*%	1%	*%	*%	*%	*%		1%		4%	
Atheist	58	14	19	26	14	22	22	18	39	13	42	18	38	8	11	7	16	4	31
	4%	3%	6%	5%	2%	6%	6%	3%	6%	2%	7%	3%	6%	2%	5%	4%	6%	3%	4%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

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

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Confirmed Early In-Person	Early Voting		All Others
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party		Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	
Agnostic	68 5%	14 3%	26 9%	28 5%	10 2%	22 6%	35 10%	17 3%	44 7%	18 3%	45 7%	19 3%	44 7%	12 3%	6 3%	10 5%	17 6%	11 9%	30 4%
Something else (Please specify)	55 4%	10 2%	9 3%	35 7%	14 3%	14 4%	26 7%	15 2%	40 6%	13 2%	38 6%	12 2%	40 6%	11 3%	1 1%	3 1%	12 4%	11 9%	29 4%
Nothing in particular	154 12%	42 8%	52 18%	60 11%	47 8%	56 14%	49 14%	56 9%	93 14%	57 10%	84 13%	56 9%	83 13%	34 9%	15 7%	15 8%	37 14%	15 12%	87 12%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	919	424	493	166	195	274	284	361	558	654	111	115	38
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	938	457	479	96	163	363	316	259	679	715	103	97	23
Yes, born-again or evangelical Christian	393	174	219	72	78	126	117	150	243	261	66	46	20
	43%	41%	44%	43%	40%	46%	41%	42%	43%	40%	59%	40%	52%
No, not born-again or evangelical Christian	510	246	261	88	112	143	167	200	310	382	43	68	16
	55%	58%	53%	53%	57%	52%	59%	55%	56%	58%	39%	59%	43%
Unsure	17	4	13	7	5	5	1	11	6	12	2	1	2
	2%	1%	3%	4%	2%	2%	*%	3%	1%	2%	2%	1%	5%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	919	283	286	206	143	569	349	195	189	156	167	205	384	527
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	938	230	375	216	116	605	332	215	202	170	164	181	417	515
Yes, born-again or evangelical Christian	393	143	127	72	52	269	124	107	75	71	61	72	182	205
	43%	50%	44%	35%	36%	47%	35%	55%	39%	46%	37%	35%	47%	39%
No, not born-again or evangelical Christian	510	140	153	128	87	293	216	85	114	82	103	125	199	309
	55%	49%	54%	62%	61%	51%	62%	44%	60%	52%	62%	61%	52%	59%
Unsure	17	1	6	6	4	7	10	2	1	3	2	8	3	13
	2%	*%	2%	3%	3%	1%	3%	1%	*%	2%	1%	4%	1%	2%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	919	478	293	447	245	226	273	134	138	230	419	270
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	938	457	342	453	219	264	232	118	114	223	413	302
Yes, born-again or evangelical Christian	393	193	127	178	115	99	121	62	59	102	148	144
	43%	40%	43%	40%	47%	44%	44%	46%	43%	44%	35%	53%
No, not born-again or evangelical Christian	510	269	165	261	126	122	142	72	71	125	261	124
	55%	56%	56%	58%	51%	54%	52%	53%	51%	54%	62%	46%
Unsure	17	15	1	8	5	4	9	1	8	3	11	3
	2%	3%	1%	2%	2%	2%	3%	1%	6%	1%	3%	1%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

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

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			All Others
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	
Total	919	427	160	332	472	250	192	502	404	466	383	509	379	295	190	151	178	77	514
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	938	468	160	310	503	257	173	548	376	528	344	553	355	323	200	149	198	63	528
Yes, born-again or evangelical Christian	393	204	69	120	233	97	61	244	143	221	128	245	131	155	80	65	68	26	234
	43%	48%	43%	36%	49%	39%	32%	49%	35%	47%	33%	48%	35%	52%	42%	43%	38%	33%	46%
No, not born-again or evangelical Christian	510	220	87	202	235	149	123	252	254	240	243	259	236	135	110	85	110	50	266
	55%	52%	54%	61%	50%	60%	64%	50%	63%	52%	63%	51%	62%	46%	58%	56%	62%	64%	52%
Unsure	17	3	4	10	5	4	7	5	8	5	12	5	11	5	-	1	-	2	14
	2%	1%	2%	3%	1%	1%	4%	1%	2%	1%	3%	1%	3%	2%	-	1%	-	2%	3%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
At least once a week	334	163	170	72	55	102	106	127	207	219	53	42	21
	25%	26%	24%	27%	18%	28%	28%	22%	28%	23%	35%	28%	23%
Once or twice a month	148	73	75	26	53	44	25	79	69	102	18	24	4
	11%	12%	11%	10%	17%	12%	7%	14%	9%	11%	12%	16%	5%
A few times a year	193	88	105	35	43	63	53	78	115	148	24	21	-
	15%	14%	15%	13%	14%	17%	14%	13%	15%	16%	16%	14%	-
Usually just for religious holidays	173	78	93	47	43	38	45	90	83	124	15	18	16
	13%	13%	13%	17%	14%	10%	12%	15%	11%	13%	10%	12%	18%
Never	433	193	235	86	99	108	139	185	248	313	38	35	47
	33%	31%	33%	32%	32%	29%	37%	32%	33%	33%	25%	24%	52%
Prefer not to say	47	20	26	5	16	13	13	21	26	32	4	8	2
	4%	3%	4%	2%	5%	4%	3%	4%	3%	3%	3%	5%	3%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
At least once a week	334	99	87	79	69	186	148	48	70	57	67	86	118	210
	25%	26%	22%	24%	34%	24%	28%	16%	27%	23%	29%	29%	22%	27%
Once or twice a month	148	33	42	37	36	75	73	27	21	31	27	40	48	99
	11%	8%	11%	11%	18%	10%	14%	9%	8%	13%	12%	14%	9%	13%
A few times a year	193	58	67	38	30	125	68	52	35	32	30	43	87	106
	15%	15%	17%	11%	15%	16%	13%	18%	14%	13%	13%	15%	16%	14%
Usually just for religious holidays	173	55	59	41	18	114	59	39	35	31	37	30	74	99
	13%	14%	15%	12%	9%	14%	11%	13%	14%	13%	16%	10%	13%	13%
Never	433	124	135	131	42	259	174	109	88	83	64	87	198	235
	33%	32%	34%	39%	21%	33%	32%	38%	34%	33%	28%	30%	36%	30%
Prefer not to say	47	19	11	9	8	30	16	15	7	15	3	6	23	23
	4%	5%	3%	3%	4%	4%	3%	5%	3%	6%	1%	2%	4%	3%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
At least once a week	334	187	101	185	85	64	124	69	55	81	153	100
	25%	26%	26%	30%	21%	21%	32%	38%	27%	22%	26%	28%
Once or twice a month	148	105	26	71	47	30	51	26	25	56	61	31
	11%	15%	7%	12%	12%	10%	13%	14%	12%	15%	10%	9%
A few times a year	193	94	62	95	51	47	59	24	35	52	75	67
	15%	13%	16%	15%	13%	15%	15%	13%	17%	14%	12%	18%
Usually just for religious holidays	173	93	42	72	63	38	42	21	22	51	80	42
	13%	13%	11%	12%	16%	12%	11%	11%	11%	14%	13%	12%
Never	433	203	148	178	140	111	102	41	61	117	204	111
	33%	29%	38%	29%	35%	36%	26%	22%	31%	32%	34%	31%
Prefer not to say	47	28	10	12	16	17	7	3	4	10	26	10
	4%	4%	3%	2%	4%	6%	2%	2%	2%	3%	4%	3%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

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

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			All Others
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
At least once a week	334	157	57	121	194	78	61	187	142	172	135	186	136	111	65	63	63	24	184
	25%	30%	20%	23%	34%	20%	17%	30%	21%	29%	21%	29%	22%	30%	29%	32%	23%	20%	25%
Once or twice a month	148	60	31	58	71	48	26	69	79	64	73	74	67	42	30	19	21	17	91
	11%	12%	11%	11%	12%	12%	7%	11%	12%	11%	11%	12%	11%	11%	13%	10%	8%	14%	12%
A few times a year	193	77	37	78	90	60	42	104	88	97	85	99	86	66	27	35	30	12	116
	15%	15%	13%	15%	16%	15%	12%	16%	13%	16%	13%	16%	14%	18%	12%	18%	11%	10%	16%
Usually just for religious holidays	173	74	37	62	65	58	47	87	83	83	78	95	75	56	30	14	35	24	100
	13%	14%	13%	12%	11%	15%	13%	14%	12%	14%	12%	15%	12%	15%	13%	7%	13%	20%	14%
Never	433	132	116	185	136	129	166	163	255	149	250	161	245	87	69	55	119	44	215
	33%	26%	40%	35%	24%	33%	47%	26%	38%	25%	39%	25%	39%	23%	30%	28%	43%	36%	29%
Prefer not to say	47	17	10	19	17	16	14	21	21	23	22	18	21	12	6	9	7	2	29
	4%	3%	4%	4%	3%	4%	4%	3%	3%	4%	3%	3%	3%	3%	3%	5%	2%	1%	4%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	-	-	-	-	-	-	-	-	-	-	-	-	-
Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
Yes	1328	709	389	613	402	308	385	184	201	368	599	361
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	-	-	-	-	-	-	-	-	-	-	-	-
Unsure	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

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

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			All Others
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
Technology	64	42	21	9	39	14	3	48	16	43	11	6	4
	5%	7%	3%	3%	13%	4%	1%	8%	2%	5%	7%	4%	4%
Sales	78	40	38	36	19	16	7	55	23	53	11	13	2
	6%	7%	5%	13%	6%	4%	2%	10%	3%	6%	7%	9%	2%
Healthcare or the pharmaceutical industry	96	27	70	38	19	26	13	58	39	68	11	17	-
	7%	4%	10%	14%	6%	7%	3%	10%	5%	7%	8%	12%	-
Journalism or the media	-	-	-	-	-	-	-	-	-	-	-	-	-
Food service or the restaurant industry	87	45	40	35	23	23	6	57	29	51	13	14	10
	7%	7%	6%	13%	7%	6%	2%	10%	4%	5%	8%	9%	11%
Market research	-	-	-	-	-	-	-	-	-	-	-	-	-
Public relations	-	-	-	-	-	-	-	-	-	-	-	-	-
None of these	1036	475	556	172	218	294	351	391	645	741	112	107	76
	78%	77%	79%	63%	71%	80%	92%	67%	86%	79%	73%	73%	83%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328 100	388 100	401 100	335 100	203 100	789 100	538 100	289 100	257 100	250 100	228 100	293 100	547 100	772 100
Technology	64 5%	11 3%	12 3%	18 5%	24 12%	23 3%	42 8%	2 1%	4 2%	9 3%	16 7%	34 12%	6 1%	59 8%
Sales	78 6%	30 8%	24 6%	16 5%	9 4%	54 7%	24 5%	13 4%	17 6%	20 8%	11 5%	17 6%	29 5%	48 6%
Healthcare or the pharmaceutical industry	96 7%	25 7%	27 7%	21 6%	23 11%	52 7%	44 8%	13 4%	14 6%	23 9%	15 7%	32 11%	27 5%	69 9%
Journalism or the media	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Food service or the restaurant industry	87 7%	40 10%	25 6%	14 4%	8 4%	65 8%	22 4%	20 7%	17 7%	20 8%	17 7%	7 2%	38 7%	44 6%
Market research	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Public relations	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None of these	1036 78%	292 75%	322 80%	274 82%	146 72%	614 78%	420 78%	246 85%	212 82%	186 74%	176 77%	212 72%	458 84%	574 74%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
Technology	64	58	2	43	17	4	37	23	14	34	22	9
	5%	8%	1%	7%	4%	1%	10%	13%	7%	9%	4%	3%
Sales	78	58	2	31	37	10	30	14	16	19	42	18
	6%	8%	1%	5%	9%	3%	8%	8%	8%	5%	7%	5%
Healthcare or the pharmaceutical industry	96	82	5	45	37	13	34	11	23	27	45	25
	7%	12%	1%	7%	9%	4%	9%	6%	11%	7%	8%	7%
Journalism or the media	-	-	-	-	-	-	-	-	-	-	-	-
Food service or the restaurant industry	87	55	6	27	45	14	30	9	20	24	31	31
	7%	8%	2%	4%	11%	5%	8%	5%	10%	7%	5%	9%
Market research	-	-	-	-	-	-	-	-	-	-	-	-
Public relations	-	-	-	-	-	-	-	-	-	-	-	-
None of these	1036	481	374	478	284	270	267	129	138	280	474	282
	78%	68%	96%	78%	71%	88%	69%	70%	69%	76%	79%	78%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

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

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			All Others
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Technology	64	15	18	32	27	18	19	21	38	23	37	21	37	12	9	13	5	9	37
	5%	3%	6%	6%	5%	5%	5%	3%	6%	4%	6%	3%	6%	3%	4%	7%	2%	7%	5%
Sales	78	29	23	26	32	32	14	37	38	35	40	37	35	23	13	5	11	6	56
	6%	6%	8%	5%	6%	8%	4%	6%	6%	6%	6%	6%	5%	6%	6%	3%	4%	5%	8%
Healthcare or the pharmaceutical industry	96	34	22	41	39	40	17	44	48	38	52	44	45	21	18	12	14	9	62
	7%	7%	8%	8%	7%	10%	5%	7%	7%	7%	8%	7%	7%	6%	8%	6%	5%	7%	8%
Journalism or the media	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Food service or the restaurant industry	87	34	25	28	38	31	18	49	33	38	33	50	34	29	18	6	10	12	58
	7%	6%	9%	5%	7%	8%	5%	8%	5%	6%	5%	8%	5%	8%	8%	3%	4%	10%	8%
Market research	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Public relations	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None of these	1036	414	210	411	447	281	300	490	530	464	499	496	498	297	175	160	240	92	544
	78%	80%	73%	79%	78%	72%	84%	78%	79%	79%	78%	78%	79%	79%	77%	82%	87%	75%	74%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

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

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
Man	616	616	-	114	155	175	172	269	347	436	57	72	51
	46%	100%		42%	50%	47%	45%	46%	46%	46%	38%	49%	56%
Woman	705	-	705	153	152	192	208	305	400	499	93	75	38
	53%		100%	56%	49%	52%	55%	53%	53%	53%	61%	51%	41%
In some other way	7	-	-	5	2	1	-	6	1	3	2	-	3
	1%			2%	1%	*%		1%	*%	*%	1%		3%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

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

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Man	616	186	175	147	106	361	254	101	121	115	111	162	222	388
	46%	48%	44%	44%	52%	46%	47%	35%	47%	46%	49%	55%	41%	50%
Woman	705	195	226	187	97	421	283	184	136	133	117	131	320	381
	53%	50%	56%	56%	48%	53%	53%	64%	53%	53%	51%	45%	59%	49%
In some other way	7	6	-	1	-	6	1	4	-	3	-	-	4	3
	1%	2%		*%		1%	*%	1%		1%			1%	*%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

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

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
Man	616	368	175	313	199	103	184	184	-	182	276	157
	46%	52%	45%	51%	49%	34%	48%	100%		50%	46%	44%
Woman	705	339	213	300	197	204	201	-	201	180	323	202
	53%	48%	55%	49%	49%	66%	52%		100%	49%	54%	56%
In some other way	7	2	1	1	6	-	-	-	-	6	-	2
	1%	*%	*%	*%	2%					2%		*%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

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

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			All Others
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Man	616	271	135	211	301	174	139	324	279	302	267	328	264	200	113	106	122	48	340
	46%	52%	47%	40%	53%	45%	39%	51%	42%	52%	42%	52%	42%	53%	50%	54%	44%	39%	46%
Woman	705	243	149	312	269	213	216	304	386	282	371	302	364	174	111	90	151	74	390
	53%	47%	52%	60%	47%	55%	61%	48%	58%	48%	58%	48%	58%	47%	49%	46%	55%	61%	53%
In some other way	7	3	5	-	3	3	2	3	3	3	5	3	2	-	3	-	2	-	6
	1%	*%	2%		*%	1%	1%	*%	*%	*%	1%	*%	*%		1%		1%		1%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
White	1020	468	547	160	233	289	338	393	627	938	-	59	23
	77%	76%	78%	59%	76%	79%	89%	68%	84%	100%		40%	25%
Black or African American	168	65	98	62	47	37	22	109	59	-	152	7	9
	13%	11%	14%	23%	15%	10%	6%	19%	8%		100%	5%	10%
Hispanic or Latino	147	72	75	55	28	49	15	83	64	-	-	147	-
	11%	12%	11%	20%	9%	13%	4%	14%	9%			100%	
Asian	63	42	21	25	15	12	11	40	23	-	-	4	59
	5%	7%	3%	9%	5%	3%	3%	7%	3%			3%	64%
Native American or Alaska Native	19	8	11	3	8	4	4	11	8	-	-	3	16
	1%	1%	2%	1%	2%	1%	1%	2%	1%			2%	18%
Native Hawaiian or Other Pacific Islander	10	1	9	5	4	-	1	9	1	-	-	4	6
	1%	*%	1%	2%	1%		*%	2%	*%			3%	7%
Other race or ethnicity	7	1	6	1	3	2	1	4	2	-	-	-	7
	1%	*%	1%	1%	1%	*%	*%	1%	*%				7%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
White	1020	277	306	261	176	583	437	211	204	193	176	230	416	599
	77%	71%	76%	78%	86%	74%	81%	73%	79%	77%	77%	79%	76%	78%
Black or African American	168	60	67	24	17	127	41	50	32	27	30	28	82	85
	13%	16%	17%	7%	8%	16%	8%	17%	13%	11%	13%	9%	15%	11%
Hispanic or Latino	147	52	45	37	12	97	50	32	25	25	38	26	57	89
	11%	13%	11%	11%	6%	12%	9%	11%	10%	10%	16%	9%	10%	11%
Asian	63	12	12	30	8	24	39	10	5	12	8	22	15	43
	5%	3%	3%	9%	4%	3%	7%	3%	2%	5%	4%	8%	3%	6%
Native American or Alaska Native	19	5	9	5	1	14	5	4	3	5	4	2	7	11
	1%	1%	2%	1%	*%	2%	1%	1%	1%	2%	2%	1%	1%	1%
Native Hawaiian or Other Pacific Islander	10	3	2	5	-	5	5	3	6	-	-	-	9	-
	1%	1%	*%	2%		1%	1%	1%	2%				2%	
Other race or ethnicity	7	2	1	2	2	3	4	2	1	1	-	2	3	4
	1%	*%	*%	1%	1%	*%	1%	1%	1%	*%		1%	1%	*%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
White	1020	514	344	520	243	255	273	129	144	219	480	321
	77%	72%	88%	85%	60%	83%	71%	70%	72%	60%	80%	89%
Black or African American	168	107	26	44	96	25	63	31	32	86	58	24
	13%	15%	7%	7%	24%	8%	16%	17%	16%	23%	10%	7%
Hispanic or Latino	147	103	19	63	53	30	64	29	34	64	61	21
	11%	14%	5%	10%	13%	10%	17%	16%	17%	17%	10%	6%
Asian	63	35	7	23	34	5	20	10	10	19	37	7
	5%	5%	2%	4%	9%	2%	5%	6%	5%	5%	6%	2%
Native American or Alaska Native	19	8	4	7	5	7	7	2	4	6	8	5
	1%	1%	1%	1%	1%	2%	2%	1%	2%	2%	1%	1%
Native Hawaiian or Other Pacific Islander	10	3	1	-	9	1	-	-	-	6	4	-
	1%	*%	*%		2%	*%				2%	1%	
Other race or ethnicity	7	4	-	1	4	2	-	-	-	5	2	-
	1%	*%		*%	1%	1%				1%	*%	

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QRace] What is your race or ethnicity?

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			All Others
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
White	1020	462	233	326	484	271	258	560	446	537	423	569	407	338	204	158	220	78	565
	77%	89%	81%	62%	84%	70%	72%	89%	67%	91%	66%	90%	65%	90%	90%	81%	80%	63%	77%
Black or African American	168	9	29	131	41	64	64	16	148	14	139	14	147	8	3	25	31	5	107
	13%	2%	10%	25%	7%	16%	18%	2%	22%	2%	22%	2%	23%	2%	1%	13%	11%	4%	15%
Hispanic or Latino	147	39	36	71	52	53	40	59	83	47	89	54	81	38	12	12	27	23	85
	11%	8%	12%	14%	9%	14%	11%	9%	12%	8%	14%	9%	13%	10%	5%	6%	10%	18%	12%
Asian	63	21	22	20	18	26	19	22	34	12	35	23	32	8	11	9	8	21	25
	5%	4%	8%	4%	3%	7%	5%	4%	5%	2%	5%	4%	5%	2%	5%	5%	3%	17%	3%
Native American or Alaska Native	19	4	12	3	7	9	3	11	8	11	6	11	8	6	2	2	5	4	8
	1%	1%	4%	1%	1%	2%	1%	2%	1%	2%	1%	2%	1%	2%	1%	1%	2%	3%	1%
Native Hawaiian or Other Pacific Islander	10	2	3	5	2	3	5	5	5	5	5	2	5	1	1	-	2	5	3
	1%	*%	1%	1%	*%	1%	1%	1%	1%	1%	1%	*%	1%	*%	*%		1%	4%	*%
Other race or ethnicity	7	2	-	4	3	1	3	3	4	1	4	3	3	-	2	2	-	2	3
	1%	*%		1%	1%	*%	1%	1%	1%	*%	1%	1%	*%		1%	1%		2%	*%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[Q Education] What is the highest level of education you have completed?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
High school or less	388	186	195	122	78	75	113	200	188	258	56	52	22
	29%	30%	28%	45%	25%	20%	30%	34%	25%	27%	37%	35%	24%
Some college	261	120	142	44	59	78	80	103	158	185	43	25	9
	20%	19%	20%	16%	19%	21%	21%	18%	21%	20%	28%	17%	10%
Associate degree	140	55	85	20	22	44	54	42	97	91	18	20	10
	11%	9%	12%	7%	7%	12%	14%	7%	13%	10%	12%	14%	11%
Bachelor's degree	335	147	187	64	89	111	71	153	182	238	20	37	40
	25%	24%	26%	24%	29%	30%	19%	26%	24%	25%	13%	25%	44%
Graduate degree	203	106	97	21	60	60	62	81	122	165	15	12	11
	15%	17%	14%	8%	19%	16%	16%	14%	16%	18%	10%	8%	12%
Prefer not to say	1	1	-	-	-	-	1	-	1	1	-	-	-
	*%	*%					*%		*%	*%			

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QEducation] 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	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
High school or less	388	388	-	-	-	388	-	145	85	74	56	21	230	151
	29%	100%				49%		50%	33%	30%	24%	7%	42%	20%
Some college	261	-	261	-	-	261	-	65	71	58	42	24	136	124
	20%		65%			33%		22%	27%	23%	18%	8%	25%	16%
Associate degree	140	-	140	-	-	140	-	26	42	38	21	13	68	72
	11%		35%			18%		9%	16%	15%	9%	5%	12%	9%
Bachelor's degree	335	-	-	335	-	-	335	40	42	59	76	117	82	252
	25%			100%			62%	14%	16%	24%	33%	40%	15%	33%
Graduate degree	203	-	-	-	203	-	203	13	17	21	33	118	30	173
	15%				100%		38%	4%	7%	8%	15%	40%	5%	22%
Prefer not to say	1	-	-	-	-	-	-	-	1	-	-	-	1	-
	*%								*%				*%	

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
High school or less	388	175	107	130	161	93	116	51	66	123	132	133
	29%	25%	28%	21%	40%	30%	30%	27%	33%	33%	22%	37%
Some college	261	117	96	109	87	65	55	23	32	70	99	93
	20%	16%	25%	18%	22%	21%	14%	12%	16%	19%	16%	26%
Associate degree	140	64	57	64	24	51	29	11	19	31	72	37
	11%	9%	15%	10%	6%	16%	8%	6%	9%	8%	12%	10%
Bachelor's degree	335	217	72	177	96	61	106	51	55	82	187	65
	25%	31%	19%	29%	24%	20%	27%	27%	27%	22%	31%	18%
Graduate degree	203	136	56	133	33	36	79	50	29	62	109	32
	15%	19%	14%	22%	8%	12%	20%	27%	14%	17%	18%	9%
Prefer not to say	1	-	1	-	-	1	-	-	-	-	-	1
	*%		*%			*%						*%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QEducation] What is the highest level of education you have completed?

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			All Others
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
High school or less	388	172	79	137	185	140	59	213	168	187	155	204	155	122	81	44	70	26	248
	29%	33%	27%	26%	32%	36%	16%	34%	25%	32%	24%	32%	25%	33%	35%	23%	25%	21%	34%
Some college	261	101	63	97	111	79	69	125	130	117	122	125	122	80	41	29	55	32	145
	20%	20%	22%	19%	19%	20%	19%	20%	19%	20%	19%	20%	19%	21%	18%	15%	20%	26%	20%
Associate degree	140	63	34	43	75	31	31	84	53	82	52	84	52	55	21	24	36	10	70
	11%	12%	12%	8%	13%	8%	9%	13%	8%	14%	8%	13%	8%	15%	9%	12%	13%	8%	9%
Bachelor's degree	335	111	77	146	115	99	120	132	193	130	187	138	183	79	47	60	67	38	169
	25%	22%	27%	28%	20%	25%	34%	21%	29%	22%	29%	22%	29%	21%	21%	31%	24%	31%	23%
Graduate degree	203	69	36	98	86	40	77	76	123	71	126	81	117	38	38	38	45	16	104
	15%	13%	12%	19%	15%	10%	22%	12%	18%	12%	20%	13%	19%	10%	17%	20%	16%	13%	14%
Prefer not to say	1	-	-	1	-	-	1	-	1	-	1	-	1	-	-	-	1	-	-
	*%			*%			*%		*%		*%		*%				*%		

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
18-34	272	114	153	272	-	-	-	272	-	131	52	55	33
	20%	19%	22%	100%				47%		14%	34%	38%	37%
35-49	308	155	152	-	308	-	-	308	-	212	45	28	23
	23%	25%	22%		100%			53%		23%	29%	19%	26%
50-64	368	175	192	-	-	368	-	-	368	268	34	49	17
	28%	28%	27%			100%			49%	29%	22%	34%	19%
65+	380	172	208	-	-	-	380	-	380	327	21	15	17
	29%	28%	29%				100%		51%	35%	14%	10%	18%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
18-34	272	122	64	64	21	186	85	74	48	53	61	31	122	145
	20%	31%	16%	19%	10%	24%	16%	26%	19%	21%	27%	11%	22%	19%
35-49	308	78	82	89	60	160	149	50	42	65	51	99	92	215
	23%	20%	20%	27%	29%	20%	28%	17%	16%	26%	22%	34%	17%	28%
50-64	368	75	122	111	60	197	171	83	70	53	58	100	153	212
	28%	19%	30%	33%	30%	25%	32%	29%	27%	21%	25%	34%	28%	27%
65+	380	113	133	71	62	246	133	82	96	79	58	63	178	200
	29%	29%	33%	21%	30%	31%	25%	28%	37%	31%	26%	22%	33%	26%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
18-34	272	188	-	75	187	8	113	47	66	102	116	53
	20%	27%		12%	47%	3%	29%	25%	33%	28%	19%	15%
35-49	308	253	4	141	115	49	168	80	88	113	117	79
	23%	36%	1%	23%	29%	16%	44%	43%	44%	31%	20%	22%
50-64	368	202	83	198	59	111	89	51	38	86	175	108
	28%	29%	21%	32%	15%	36%	23%	28%	19%	23%	29%	30%
65+	380	66	301	200	41	140	16	6	9	67	191	121
	29%	9%	77%	33%	10%	45%	4%	4%	5%	18%	32%	34%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QAge] What is your age?

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			All Others
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
18-34	272	66	77	129	90	94	87	109	152	81	149	101	154	62	28	24	26	29	192
	20%	13%	27%	25%	16%	24%	24%	17%	23%	14%	23%	16%	24%	16%	12%	12%	9%	23%	26%
35-49	308	116	59	134	118	97	91	133	166	133	151	140	155	83	47	23	42	37	207
	23%	22%	20%	26%	21%	25%	25%	21%	25%	23%	24%	22%	25%	22%	21%	12%	15%	30%	28%
50-64	368	153	71	145	165	112	90	185	179	172	174	179	164	109	68	71	76	32	189
	28%	30%	24%	28%	29%	29%	25%	29%	27%	29%	27%	28%	26%	29%	30%	36%	28%	26%	26%
65+	380	182	82	116	200	87	89	204	171	201	168	212	156	120	85	77	131	25	147
	29%	35%	29%	22%	35%	22%	25%	32%	26%	34%	26%	34%	25%	32%	37%	39%	48%	20%	20%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
States in the Northeast	222	103	119	44	55	66	57	99	123	156	23	31	12
	17%	17%	17%	16%	18%	18%	15%	17%	16%	17%	15%	21%	14%
States in the Midwest	289	140	143	60	77	71	81	137	152	227	39	15	7
	22%	23%	20%	22%	25%	19%	21%	24%	20%	24%	26%	10%	8%
States in the South	512	233	279	99	108	151	154	207	305	374	74	46	18
	39%	38%	40%	37%	35%	41%	41%	36%	41%	40%	49%	31%	20%
States in the West	305	140	164	68	69	81	87	137	168	181	16	55	53
	23%	23%	23%	25%	22%	22%	23%	24%	22%	19%	10%	38%	58%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
States in the Northeast	222	50	52	74	46	102	120	36	40	28	43	72	76	143
	17%	13%	13%	22%	22%	13%	22%	12%	16%	11%	19%	25%	14%	18%
States in the Midwest	289	82	96	76	34	178	110	45	58	62	65	59	103	185
	22%	21%	24%	23%	16%	23%	20%	16%	22%	25%	28%	20%	19%	24%
States in the South	512	167	160	113	72	327	185	141	102	92	77	99	244	268
	39%	43%	40%	34%	35%	41%	34%	49%	40%	37%	34%	34%	45%	35%
States in the West	305	88	93	71	52	181	124	67	57	69	44	63	124	176
	23%	23%	23%	21%	26%	23%	23%	23%	22%	28%	19%	22%	23%	23%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
States in the Northeast	222	137	58	109	66	46	50	25	25	66	105	50
	17%	19%	15%	18%	16%	15%	13%	13%	13%	18%	18%	14%
States in the Midwest	289	170	78	151	87	51	95	45	50	75	132	82
	22%	24%	20%	25%	22%	17%	25%	25%	25%	20%	22%	23%
States in the South	512	254	159	233	137	139	161	73	89	132	204	177
	39%	36%	41%	38%	34%	45%	42%	39%	44%	36%	34%	49%
States in the West	305	148	94	121	112	72	79	41	38	95	157	52
	23%	21%	24%	20%	28%	23%	21%	22%	19%	26%	26%	14%

Echelon Insights
 October Omnibus 2024
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[QState] In what state do you live?

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			All Others
		Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
States in the Northeast	222	72	46	104	85	71	63	90	120	82	128	86	122	46	30	7	43	6	166
	17%	14%	16%	20%	15%	18%	18%	14%	18%	14%	20%	14%	19%	12%	13%	4%	16%	5%	23%
States in the Midwest	289	102	75	112	120	87	79	125	157	118	148	136	142	78	47	16	54	7	213
	22%	20%	26%	21%	21%	22%	22%	20%	24%	20%	23%	22%	23%	21%	21%	8%	20%	5%	29%
States in the South	512	237	93	182	264	131	117	284	222	271	207	283	215	174	96	154	69	9	280
	39%	46%	32%	35%	46%	34%	33%	45%	33%	46%	32%	45%	34%	47%	42%	79%	25%	8%	38%
States in the West	305	105	75	125	104	101	98	132	168	117	160	128	151	76	54	19	108	101	77
	23%	20%	26%	24%	18%	26%	27%	21%	25%	20%	25%	20%	24%	20%	24%	10%	39%	82%	10%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
Less than \$30,000 per year	289	101	184	74	50	83	82	124	165	194	47	32	17
	22%	16%	26%	27%	16%	23%	22%	21%	22%	21%	31%	22%	18%
\$30,000 to \$49,999 per year	257	121	136	48	42	70	96	91	166	189	30	25	13
	19%	20%	19%	18%	14%	19%	25%	16%	22%	20%	20%	17%	15%
\$50,000 to \$74,999 per year	250	115	133	53	65	53	79	118	132	180	27	25	19
	19%	19%	19%	19%	21%	14%	21%	20%	18%	19%	17%	17%	20%
\$75,000 to \$99,999 per year	137	64	74	39	23	37	39	62	76	98	18	16	6
	10%	10%	10%	14%	7%	10%	10%	11%	10%	10%	12%	11%	6%
\$100,000 to \$124,999 per year	91	47	44	23	28	21	19	50	41	60	6	21	4
	7%	8%	6%	8%	9%	6%	5%	9%	5%	6%	4%	14%	4%
\$125,000 to \$149,999 per year	129	68	61	13	42	40	33	56	73	92	6	17	15
	10%	11%	9%	5%	14%	11%	9%	10%	10%	10%	4%	11%	16%
\$150,000 to \$199,999 per year	88	45	43	9	27	30	22	36	52	70	11	4	3
	7%	7%	6%	3%	9%	8%	6%	6%	7%	7%	7%	2%	4%
\$200,000 to \$249,999 per year	31	23	8	4	10	13	4	14	18	21	3	2	5
	2%	4%	1%	2%	3%	4%	1%	2%	2%	2%	2%	1%	6%
\$250,000 or more per year	45	26	19	5	20	16	4	24	20	30	5	4	5
	3%	4%	3%	2%	6%	4%	1%	4%	3%	3%	3%	3%	6%
Prefer not to say	10	6	4	5	1	3	1	5	4	4	-	1	5
	1%	1%	1%	2%	*%	1%	*%	1%	1%	*%		1%	5%

Echelon Insights
October Omnibus 2024

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[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	1328 100	388 100	401 100	335 100	203 100	789 100	538 100	289 100	257 100	250 100	228 100	293 100	547 100	772 100
Less than \$30,000 per year	289 22%	145 38%	91 23%	40 12%	13 6%	236 30%	53 10%	289 100%	-	-	-	-	289 53%	-
\$30,000 to \$49,999 per year	257 19%	85 22%	113 28%	42 13%	17 8%	197 25%	59 11%	-	257 100%	-	-	-	257 47%	-
\$50,000 to \$74,999 per year	250 19%	74 19%	96 24%	59 18%	21 10%	170 22%	80 15%	-	-	250 100%	-	-	-	250 32%
\$75,000 to \$99,999 per year	137 10%	37 9%	43 11%	38 11%	20 10%	79 10%	58 11%	-	-	-	137 60%	-	-	137 18%
\$100,000 to \$124,999 per year	91 7%	19 5%	20 5%	38 11%	13 7%	39 5%	52 10%	-	-	-	91 40%	-	-	91 12%
\$125,000 to \$149,999 per year	129 10%	12 3%	16 4%	48 14%	53 26%	28 4%	101 19%	-	-	-	-	129 44%	-	129 17%
\$150,000 to \$199,999 per year	88 7%	3 1%	16 4%	38 11%	31 15%	19 2%	69 13%	-	-	-	-	88 30%	-	88 11%
\$200,000 to \$249,999 per year	31 2%	1 *	2 1%	10 3%	19 9%	3 *	28 5%	-	-	-	-	31 11%	-	31 4%
\$250,000 or more per year	45 3%	5 1%	3 1%	22 6%	15 7%	8 1%	37 7%	-	-	-	-	45 15%	-	45 6%
Prefer not to say	10 1%	7 2%	2 *	0 *	1 *	8 1%	1 *	-	-	-	-	-	-	-

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
Less than \$30,000 per year	289	75	104	45	127	114	61	14	47	92	101	96
	22%	11%	27%	7%	32%	37%	16%	8%	23%	25%	17%	27%
\$30,000 to \$49,999 per year	257	111	100	100	72	85	56	24	32	72	104	81
	19%	16%	26%	16%	18%	28%	15%	13%	16%	20%	17%	23%
\$50,000 to \$74,999 per year	250	147	74	98	98	53	69	30	39	75	109	67
	19%	21%	19%	16%	24%	17%	18%	16%	19%	20%	18%	19%
\$75,000 to \$99,999 per year	137	93	33	74	43	20	45	20	25	25	81	31
	10%	13%	9%	12%	11%	7%	12%	11%	12%	7%	14%	9%
\$100,000 to \$124,999 per year	91	58	22	59	23	8	31	18	12	19	48	24
	7%	8%	6%	10%	6%	3%	8%	10%	6%	5%	8%	7%
\$125,000 to \$149,999 per year	129	100	22	105	11	13	58	34	24	45	63	21
	10%	14%	6%	17%	3%	4%	15%	19%	12%	12%	11%	6%
\$150,000 to \$199,999 per year	88	60	19	75	6	7	34	19	15	18	51	19
	7%	9%	5%	12%	2%	2%	9%	10%	8%	5%	8%	5%
\$200,000 to \$249,999 per year	31	27	4	26	3	2	17	15	1	15	12	4
	2%	4%	1%	4%	1%	1%	4%	8%	1%	4%	2%	1%
\$250,000 or more per year	45	36	8	31	10	3	14	9	5	5	29	10
	3%	5%	2%	5%	3%	1%	4%	5%	3%	1%	5%	3%
Prefer not to say	10	1	1	0	8	2	-	-	-	1	1	7
	1%	1%	1%	0%	2%	1%				1%	1%	2%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QIncome] Which range includes your total annual household income from all sources, before taxes?

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			All Others
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Less than \$30,000 per year	289	92	64	134	102	103	80	125	158	112	142	117	149	80	32	42	66	20	162
	22%	18%	22%	26%	18%	26%	22%	20%	24%	19%	22%	18%	24%	21%	14%	21%	24%	16%	22%
\$30,000 to \$49,999 per year	257	123	49	86	140	66	51	136	116	131	112	137	109	86	49	36	55	27	139
	19%	24%	17%	16%	24%	17%	14%	22%	17%	22%	17%	22%	17%	23%	22%	19%	20%	22%	19%
\$50,000 to \$74,999 per year	250	102	58	90	111	72	67	127	118	118	118	128	113	75	47	30	52	27	142
	19%	20%	20%	17%	19%	19%	19%	20%	18%	20%	18%	20%	18%	20%	21%	15%	19%	22%	19%
\$75,000 to \$99,999 per year	137	54	29	55	62	34	42	72	63	62	63	67	65	38	26	10	34	12	82
	10%	10%	10%	10%	11%	9%	12%	11%	9%	11%	10%	11%	10%	10%	11%	5%	12%	9%	11%
\$100,000 to \$124,999 per year	91	32	25	34	35	29	24	40	50	39	48	44	43	21	17	16	20	8	47
	7%	6%	9%	6%	6%	7%	7%	6%	8%	7%	7%	7%	7%	6%	7%	8%	7%	7%	6%
\$125,000 to \$149,999 per year	129	48	25	56	51	36	41	53	69	54	71	56	67	29	23	30	17	17	65
	10%	9%	9%	11%	9%	9%	12%	8%	10%	9%	11%	9%	11%	8%	10%	15%	6%	14%	9%
\$150,000 to \$199,999 per year	88	29	17	42	33	18	37	36	51	36	48	41	46	21	13	13	21	7	47
	7%	6%	6%	8%	6%	5%	10%	6%	8%	6%	7%	6%	7%	6%	6%	6%	8%	6%	6%
\$200,000 to \$249,999 per year	31	13	4	14	15	9	7	12	19	12	18	10	20	6	4	9	4	-	18
	2%	3%	1%	3%	3%	2%	2%	2%	3%	2%	3%	2%	3%	2%	2%	5%	1%	-	3%
\$250,000 or more per year	45	19	13	13	22	17	6	21	24	22	21	24	18	13	11	9	7	5	24
	3%	4%	4%	2%	4%	4%	2%	3%	4%	4%	3%	4%	3%	4%	5%	5%	2%	4%	3%
Prefer not to say	10	3	6	1	2	7	-	9	1	3	1	9	-	3	5	-	1	-	9
	1%	1%	2%	*%	*%	2%		1%	*%	*%	*%	1%		1%	2%		*%		1%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	385	184	201	113	168	89	16	280	105	240	58	64	24
	29%	30%	29%	41%	54%	24%	4%	48%	14%	26%	38%	43%	26%
No	936	430	500	156	140	277	363	296	640	691	95	83	67
	71%	70%	71%	57%	45%	75%	96%	51%	86%	74%	62%	57%	74%
Prefer not to say	7	2	4	3	1	3	1	3	3	7	-	-	-
	1%	*%	1%	1%	*%	1%	*%	1%	*%	1%			

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	385	116	84	106	79	201	185	61	56	69	76	123	117	268
	29%	30%	21%	32%	39%	25%	34%	21%	22%	27%	33%	42%	21%	35%
No	936	270	313	228	124	583	352	226	201	180	151	170	426	500
	71%	70%	78%	68%	61%	74%	65%	78%	78%	72%	66%	58%	78%	65%
Prefer not to say	7	2	4	1	-	5	1	3	1	2	2	-	3	4
	1%	*%	1%	*%		1%	*%	1%	*%	1%	1%		1%	*%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 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	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
Yes	385	293	16	240	96	46	385	184	201	127	162	95
	29%	41%	4%	39%	24%	15%	100%	100%	100%	35%	27%	26%
No	936	415	372	373	303	258	-	-	-	240	432	264
	71%	58%	96%	61%	75%	84%	-	-	-	65%	72%	73%
Prefer not to say	7	2	1	1	3	3	-	-	-	-	5	2
	1%	*%	*%	*%	1%	1%	-	-	-	-	1%	*%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QParent] Are you the parent or guardian of one or more children under the age of 18?

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Confirmed Early In-Person	Early Voting		All Others
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party		Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	385	133	88	164	150	137	97	176	200	156	189	175	196	108	53	38	38	35	274
	29%	26%	30%	31%	26%	35%	27%	28%	30%	27%	29%	28%	31%	29%	23%	20%	14%	29%	37%
No	936	381	198	357	421	252	256	452	464	430	448	454	430	264	172	157	234	87	458
	71%	74%	69%	68%	74%	65%	72%	72%	69%	73%	70%	72%	68%	71%	76%	80%	85%	71%	62%
Prefer not to say	7	2	3	2	2	1	4	2	5	2	5	3	4	2	1	-	3	-	3
	1%	*%	1%	*%	*%	*%	1%	*%	1%	*%	1%	*%	1%	*%	1%		1%		*%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QVtk] What are the chances that you will 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	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
I have already voted	507	218	286	69	68	148	222	137	370	372	52	51	32
	38%	35%	41%	25%	22%	40%	59%	24%	49%	40%	34%	35%	35%
I will definitely vote	697	347	348	156	200	198	144	356	342	483	86	85	43
	53%	56%	49%	57%	65%	54%	38%	61%	46%	52%	56%	58%	48%
I will probably vote	89	38	48	35	27	18	9	62	27	57	10	8	14
	7%	6%	7%	13%	9%	5%	2%	11%	4%	6%	7%	5%	16%
There 's a 50-50 chance I will vote	34	13	22	13	13	4	4	26	9	25	4	3	2
	3%	2%	3%	5%	4%	1%	1%	4%	1%	3%	3%	2%	2%
Will not vote	-	-	-	-	-	-	-	-	-	-	-	-	-
Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QVtk] What are the chances that you will 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	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
I have already voted	507	127	160	135	85	286	220	122	108	90	79	107	230	276
	38%	33%	40%	40%	42%	36%	41%	42%	42%	36%	35%	36%	42%	36%
I will definitely vote	697	207	215	171	104	422	275	125	132	133	134	167	257	434
	53%	53%	54%	51%	51%	54%	51%	43%	51%	53%	59%	57%	47%	56%
I will probably vote	89	40	16	25	8	56	33	27	11	16	15	19	38	51
	7%	10%	4%	7%	4%	7%	6%	9%	4%	7%	7%	7%	7%	7%
There 's a 50-50 chance I will vote	34	14	10	4	6	24	10	16	6	11	-	-	22	11
	3%	4%	3%	1%	3%	3%	2%	6%	2%	5%	-	-	4%	1%
Will not vote	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QVtk] What are the chances that you will 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	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
I have already voted	507	217	217	222	139	144	72	37	34	121	259	127
	38%	31%	56%	36%	35%	47%	19%	20%	17%	33%	43%	35%
I will definitely vote	697	419	157	340	219	136	263	129	134	208	298	191
	53%	59%	40%	55%	55%	44%	68%	70%	67%	57%	50%	53%
I will probably vote	89	59	9	41	29	18	37	13	24	26	34	29
	7%	8%	2%	7%	7%	6%	10%	7%	12%	7%	6%	8%
There 's a 50-50 chance I will vote	34	14	6	11	14	9	13	4	9	13	8	14
	3%	2%	1%	2%	4%	3%	3%	2%	4%	4%	1%	4%
Will not vote	-	-	-	-	-	-	-	-	-	-	-	-
Unsure	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QVtk] What are the chances that you will vote in the November 2024 general election?

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	All Others
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
I have already voted	507	212	95	200	235	122	147	249	255	238	253	241	249	148	90	155	224	27	101
	38%	41%	33%	38%	41%	31%	41%	39%	38%	40%	39%	38%	40%	40%	40%	79%	81%	22%	14%
I will definitely vote	697	276	145	276	305	211	180	336	350	312	335	343	326	201	121	37	48	71	541
	53%	54%	50%	53%	53%	54%	50%	53%	52%	53%	52%	54%	52%	54%	53%	19%	18%	58%	74%
I will probably vote	89	19	35	36	27	38	24	31	47	25	45	35	42	16	15	4	1	13	71
	7%	4%	12%	7%	5%	10%	7%	5%	7%	4%	7%	6%	7%	4%	6%	2%	*	11%	10%
There's a 50-50 chance I will vote	34	10	13	11	6	19	6	15	16	12	9	13	12	9	1	-	2	11	21
	3%	2%	5%	2%	1%	5%	2%	2%	2%	2%	1%	2%	2%	2%	*	-	1%	9%	3%
Will not vote	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QEarlyVote] 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	507	218	286	69	68	148	222	137	370	372	52	51	32
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	518	236	280	41	55	178	244	96	422	404	48	44	22
I voted early in person	236	110	125	39	29	79	88	68	168	179	25	23	9
	47%	51%	44%	57%	43%	54%	40%	50%	45%	48%	48%	46%	29%
I voted early by mail or absentee ballot	270	107	161	29	38	69	134	67	202	193	27	28	22
	53%	49%	56%	43%	56%	46%	60%	49%	55%	52%	52%	54%	71%
Unsure	1	1	-	-	1	-	-	1	-	1	-	-	-
	*%	*%			1%			1%		*%			

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QEarlyVote] 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	507	127	160	135	85	286	220	122	108	90	79	107	230	276
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	518	99	193	144	81	292	225	123	112	98	76	107	235	281
I voted early in person	236	65	69	67	35	134	102	48	53	35	36	63	101	134
	47%	51%	43%	50%	41%	47%	46%	39%	49%	39%	46%	59%	44%	49%
I voted early by mail or absentee ballot	270	62	90	68	50	152	118	73	55	54	43	44	128	141
	53%	49%	57%	50%	59%	53%	54%	60%	51%	61%	54%	41%	56%	51%
Unsure	1	-	1	-	-	1	-	1	-	-	-	-	1	-
	*%		1%			*%		1%					*%	

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QEarlyVote] 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	507	217	217	222	139	144	72	37	34	121	259	127
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	518	209	238	240	123	154	70	37	33	115	264	139
I voted early in person	236	125	87	107	68	59	36	17	19	50	117	69
	47%	57%	40%	48%	49%	41%	50%	46%	55%	42%	45%	54%
I voted early by mail or absentee ballot	270	92	131	115	70	85	36	20	15	70	142	57
	53%	43%	60%	52%	50%	59%	50%	54%	45%	58%	55%	45%
Unsure	1	-	-	-	1	-	-	-	-	-	-	1
	*%				1%							1%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QEarlyVote] How did you cast your ballot in the November 2024 general election?

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			All Others
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	
Total	507	212	95	200	235	122	147	249	255	238	253	241	249	148	90	155	224	27	101
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	518	231	92	195	252	126	138	268	246	264	236	262	240	158	98	154	234	22	108
I voted early in person	236	121	40	75	139	49	47	144	92	137	91	136	92	93	42	141	23	5	67
	47%	57%	42%	38%	59%	40%	32%	58%	36%	58%	36%	56%	37%	63%	47%	91%	11%	20%	66%
I voted early by mail or absentee ballot	270	91	54	125	95	72	100	104	164	101	162	105	157	53	48	14	200	21	34
	53%	43%	57%	62%	41%	59%	68%	42%	64%	42%	64%	44%	63%	36%	53%	9%	89%	80%	34%
Unsure	1	-	1	-	-	1	-	1	-	-	-	-	-	1	-	-	-	-	1
	*%		1%			1%		*%						1%					1%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QVotePlan] How do you plan to 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	821	398	419	203	240	220	157	443	378	566	100	96	60
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	810	411	397	126	207	300	177	333	477	602	95	79	34
I plan to vote by mail or absentee ballot	100	53	47	20	30	22	28	50	50	61	5	15	19
	12%	13%	11%	10%	12%	10%	18%	11%	13%	11%	5%	15%	32%
I plan to vote early in person	217	116	101	62	69	54	32	131	86	139	33	30	14
	26%	29%	24%	30%	29%	25%	20%	30%	23%	25%	33%	32%	23%
I plan to vote on Election Day, in person at a polling place	493	225	263	115	141	140	98	255	238	361	59	47	27
	60%	57%	63%	56%	59%	64%	62%	58%	63%	64%	59%	49%	45%
I don't plan to vote	-	-	-	-	-	-	-	-	-	-	-	-	-
Unsure	11	4	8	6	1	4	-	7	4	5	3	3	-
	1%	1%	2%	3%	*%	2%		2%	1%	1%	3%	3%	

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QVotePlan] How do you plan to 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	821	261	242	200	119	503	318	167	149	161	149	186	317	496
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	810	216	322	186	86	538	272	189	167	156	143	149	356	448
I plan to vote by mail or absentee ballot	100	43	32	21	3	75	25	18	21	23	15	19	39	56
	12%	16%	13%	11%	3%	15%	8%	11%	14%	14%	10%	10%	12%	11%
I plan to vote early in person	217	61	59	58	39	119	98	39	34	51	36	57	72	145
	26%	23%	24%	29%	33%	24%	31%	23%	22%	32%	24%	31%	23%	29%
I plan to vote on Election Day, in person at a polling place	493	153	146	119	75	299	194	106	92	85	98	108	198	292
	60%	59%	60%	60%	63%	60%	61%	63%	62%	53%	66%	58%	63%	59%
I don't plan to vote	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unsure	11	4	5	1	1	9	2	5	2	1	-	2	7	3
	1%	2%	2%	1%	1%	2%	1%	3%	2%	1%		1%	2%	1%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QVotePlan] How do you plan to 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	821	492	172	392	263	164	313	147	166	247	340	234
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	810	458	210	372	231	203	265	128	137	232	326	252
I plan to vote by mail or absentee ballot	100	40	31	38	42	20	31	16	14	24	51	24
	12%	8%	18%	10%	16%	12%	10%	11%	9%	10%	15%	10%
I plan to vote early in person	217	149	37	107	72	37	84	41	43	81	81	55
	26%	30%	22%	27%	27%	23%	27%	28%	26%	33%	24%	23%
I plan to vote on Election Day, in person at a polling place	493	298	103	241	146	104	196	88	108	138	204	151
	60%	61%	60%	62%	56%	63%	62%	60%	65%	56%	60%	65%
I don't plan to vote	-	-	-	-	-	-	-	-	-	-	-	-
Unsure	11	4	1	6	2	3	2	1	1	4	3	4
	1%	1%	1%	2%	1%	2%	1%	1%	1%	2%	1%	2%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QVotePlan] How do you plan to cast your ballot in the November 2024 general election?

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			All Others
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	
Total	821	305	193	323	339	268	209	382	413	350	389	391	380	226	137	40	51	96	634
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	810	333	183	294	357	259	189	417	371	394	334	423	343	251	139	36	56	77	641
I plan to vote by mail or absentee ballot	100	31	27	42	32	36	29	43	55	34	48	45	47	21	23	3	27	35	35
	12%	10%	14%	13%	10%	13%	14%	11%	13%	10%	12%	12%	12%	9%	17%	8%	52%	37%	5%
I plan to vote early in person	217	76	38	103	91	65	60	95	120	89	112	99	113	63	28	28	11	26	152
	26%	25%	20%	32%	27%	24%	29%	25%	29%	25%	29%	25%	30%	28%	20%	70%	21%	27%	24%
I plan to vote on Election Day, in person at a polling place	493	194	122	177	210	161	120	239	236	226	226	240	220	141	83	9	14	33	438
	60%	64%	63%	55%	62%	60%	57%	63%	57%	65%	58%	61%	58%	62%	61%	22%	27%	34%	69%
I don't plan to vote	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unsure	11	3	7	1	5	5	1	5	3	1	2	6	-	1	3	-	-	2	9
	1%	1%	4%	*%	2%	2%	*%	1%	1%	*%	1%	2%	-	*%	2%	-	-	2%	1%

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QVotePlan and QEarlyVote] How do you plan to 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	1328	616	705	272	308	368	380	580	748	938	152	147	91
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1328	647	677	167	262	478	421	429	899	1006	143	123	56
I plan to vote by mail or absentee ballot	370 28%	160 26%	208 30%	50 18%	68 22%	90 25%	162 43%	117 20%	252 34%	254 27%	31 21%	43 29%	42 46%
I plan to vote early in person	453 34%	226 37%	226 32%	101 37%	98 32%	134 36%	120 32%	199 34%	254 34%	318 34%	59 38%	54 37%	23 25%
I plan to vote on Election Day, in person at a polling place	493 37%	225 37%	263 37%	115 42%	141 46%	140 38%	98 26%	255 44%	238 32%	361 38%	59 39%	47 32%	27 29%
I don't plan to vote	-	-	-	-	-	-	-	-	-	-	-	-	-
Unsure	12 1%	5 1%	8 1%	6 2%	2 1%	4 1%	-	8 1%	4 1%	5 1%	3 2%	3 2%	-

Echelon Insights
 October Omnibus 2024
 N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QVotePlan and QEarlyVote] How do you plan to 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	1328	388	401	335	203	789	538	289	257	250	228	293	547	772
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1328	315	515	330	167	830	497	312	279	254	219	256	591	729
I plan to vote by mail or absentee ballot	370	104	123	89	54	227	143	91	76	77	57	63	167	198
	28%	27%	31%	27%	26%	29%	27%	31%	29%	31%	25%	21%	30%	26%
I plan to vote early in person	453	126	127	125	74	253	199	86	87	87	73	120	173	279
	34%	32%	32%	37%	36%	32%	37%	30%	34%	35%	32%	41%	32%	36%
I plan to vote on Election Day, in person at a polling place	493	153	146	119	75	299	194	106	92	85	98	108	198	292
	37%	40%	36%	36%	37%	38%	36%	37%	36%	34%	43%	37%	36%	38%
I don't plan to vote	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unsure	12	4	6	1	1	10	2	6	2	1	-	2	8	3
	1%	1%	1%	*%	*%	1%	*%	2%	1%	*%		1%	1%	*%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QVotePlan and QEarlyVote] How do you plan to 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	1328	709	389	613	402	308	385	184	201	368	599	361
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1328	667	448	612	354	357	335	165	170	347	590	391
I plan to vote by mail or absentee ballot	370 28%	132 19%	162 42%	153 25%	113 28%	104 34%	66 17%	36 20%	30 15%	95 26%	193 32%	82 23%
I plan to vote early in person	453 34%	274 39%	124 32%	213 35%	140 35%	97 31%	120 31%	58 32%	62 31%	131 36%	198 33%	124 34%
I plan to vote on Election Day, in person at a polling place	493 37%	298 42%	103 26%	241 39%	146 36%	104 34%	196 51%	88 48%	108 54%	138 37%	204 34%	151 42%
I don't plan to vote	-	-	-	-	-	-	-	-	-	-	-	-
Unsure	12 1%	4 1%	1 *%	6 1%	3 1%	3 1%	2 1%	1 1%	1 1%	4 1%	3 1%	5 1%

Echelon Insights
October Omnibus 2024

N=1,328 Registered Voters in the Likely Electorate, Nationally, October 29-31, 2024, Margin of Error=+/-3.1 Percentage Points

[QVotePlan and QEarlyVote] How do you plan to cast your ballot in the November 2024 general election?

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...		Early Voting			All Others
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party	Confirmed Early In-Person	Confirmed Returned Absentee Ballot	Requested Not Yet Returned Ballot	
Total	1328	517	288	523	573	390	357	631	668	587	642	633	630	373	227	196	275	123	735
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1328	564	275	489	609	385	327	685	617	658	570	685	583	409	237	190	290	99	749
I plan to vote by mail or absentee ballot	370 28%	122 24%	81 28%	166 32%	128 22%	108 28%	129 36%	147 23%	218 33%	134 23%	211 33%	150 24%	204 32%	74 20%	71 31%	18 9%	227 82%	56 46%	69 9%
I plan to vote early in person	453 34%	196 38%	78 27%	178 34%	231 40%	115 29%	107 30%	239 38%	212 32%	226 38%	203 32%	235 37%	205 33%	156 42%	70 31%	169 86%	34 12%	31 26%	219 30%
I plan to vote on Election Day, in person at a polling place	493 37%	194 38%	122 42%	177 34%	210 37%	161 41%	120 34%	239 38%	236 35%	226 39%	226 35%	240 38%	220 35%	141 38%	83 37%	9 4%	14 5%	33 27%	438 60%
I don't plan to vote	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unsure	12 1%	3 1%	8 3%	1 *%	5 1%	6 1%	1 *%	6 1%	3 *%	1 *%	2 *%	6 1%	-	2 *%	3 1%	-	-	2 2%	10 1%