

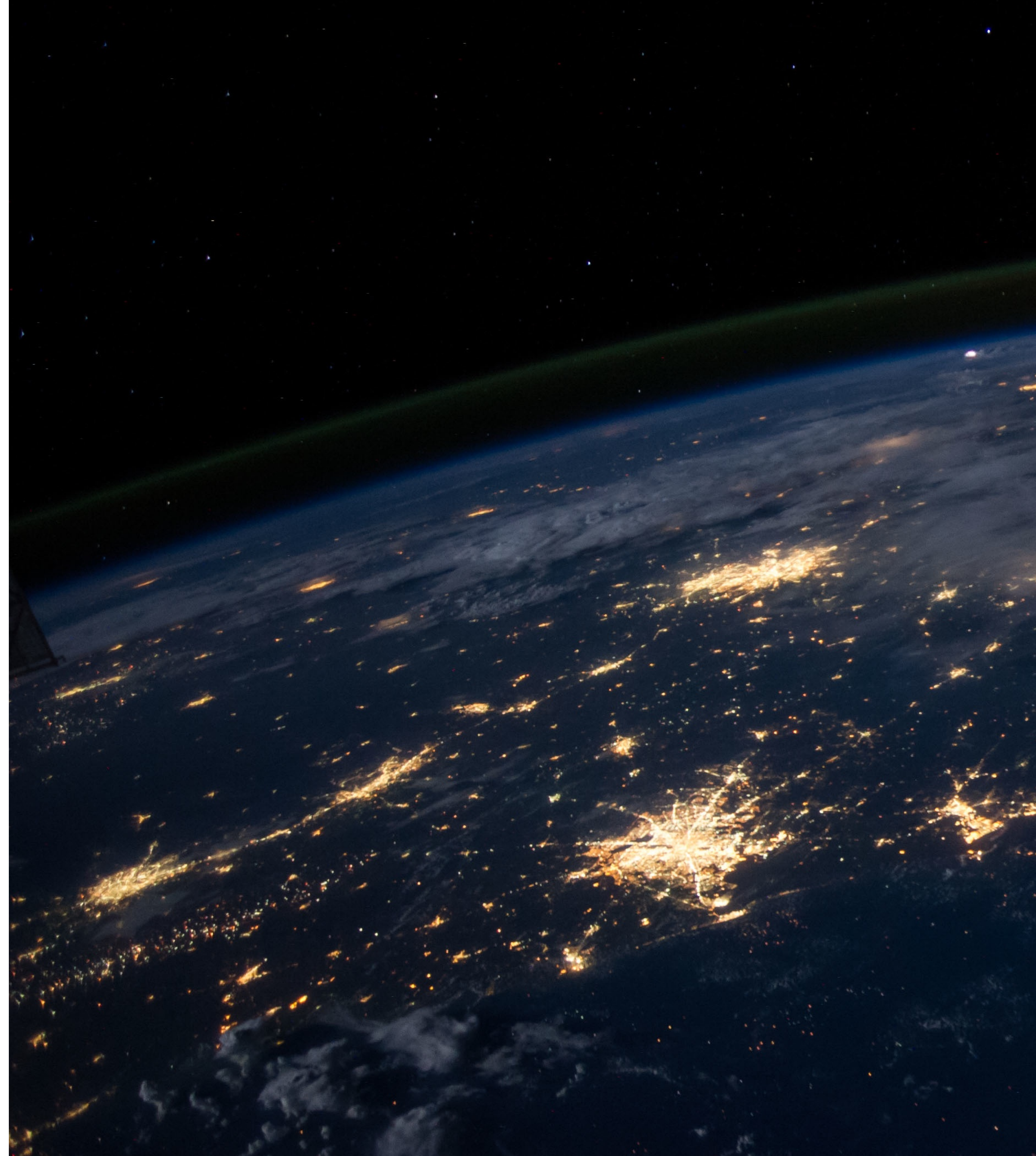


# What if the U.S. Were a Multi-Party Democracy?

Verified Voter Omnibus Survey

N=1,006 Likely Electorate

October 16 - October 22, 2020

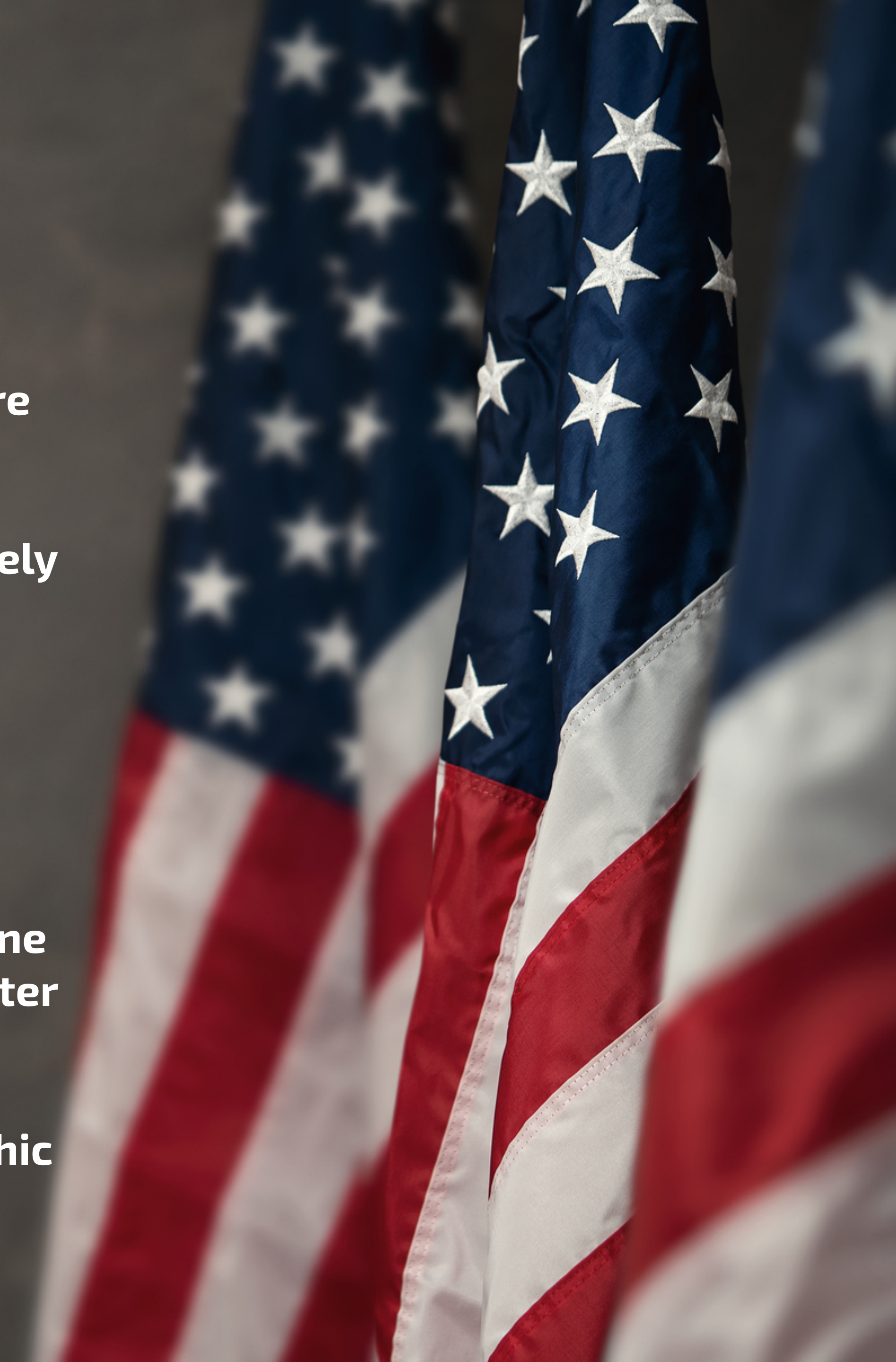


# Meet the Likely Electorate

We know that on Election Day, those who turn out to vote won't necessarily look like the pool of all registered voters. Some voters are more likely to turn out than others, and polling should reflect that reality. But not everyone who shows up to vote on Election Day is a "likely voter," and often times, pollsters' methods of excluding "unlikely voters" can leave out those who are becoming newly activated.






That's why we at Echelon Insights made the switch not to a "likely voter" sample which arbitrarily excludes certain voters, but to our "Likely Electorate" (LE) frame, which accounts for voter turnout probability in how we weight our national survey.

We surveyed N = 1,006 registered voters in the Likely Electorate online using a voter file-matched sample as part of our monthly Verified Voter Omnibus tracking survey of the 2020 political environment. The sample was weighted to known characteristics of the 2020 "Likely Electorate" population, a frame which takes into account demographic and turnout characteristics of the 2020 electorate.



# What if the U.S. Were a Multi-Party Democracy?






Respondents were read a description of 5 new political parties (but not their names or party leaders) and asked which they would support.

PARTY	LEADER	SUPPORT	OCTOBER 2019	CHANGE	DESCRIPTION
<b>NATIONALIST</b>		<b>16%</b>	<b>20%</b>	<b>-4%</b>	Stop illegal immigration, put America First, stand up to political correctness, and end unfair trade deals
<b>CONSERVATIVE</b>		<b>25%</b>	<b>21%</b>	<b>+4%</b>	Defend the American system of free enterprise, promote traditional family values, and ensure a strong military
<b>ACELA</b>		<b>11%</b>	<b>12%</b>	<b>-1%</b>	Advance social progress including women's rights and LGBTQ rights, work with other countries through free trade and diplomacy, cut the deficit, and reform capitalism with sensible regulation
<b>LABOR</b>		<b>26%</b>	<b>27%</b>	<b>-1%</b>	Put the middle class first, pass universal health insurance, strengthen labor unions, and raise taxes on the wealthy to support programs for those less well off
<b>GREEN</b>		<b>11%</b>	<b>9%</b>	<b>+2%</b>	Pass a Green New Deal to build a carbon-free economy with jobs for all, break up big corporations, end systemic inequality, and promote social and economic justice



# Party Profiles in a Multi-Party America

Respondents were read a description of 5 new political parties (but not their names or party leaders) and asked which they would support.

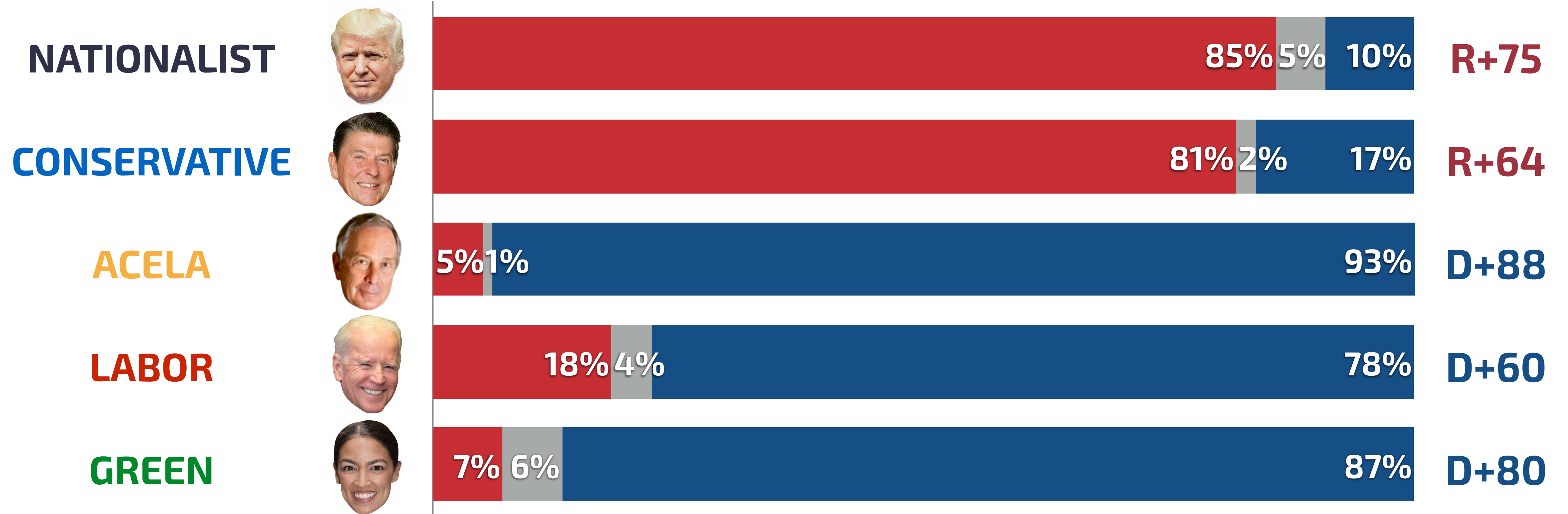
PARTY	LEADER	SUPPORT	OCTOBER 2019	CHANGE	DESCRIPTION
<b>NATIONALIST</b>		<b>16%</b>	<b>20%</b>	<b>-4%</b>	The Trump Republican Party: Anti-Illegal immigration & political correctness, assert American national identity
<b>CONSERVATIVE</b>		<b>25%</b>	<b>21%</b>	<b>+4%</b>	The Pre-Trump Republican Party: Pro-Free Enterprise, socially conservative, strong on defense
<b>ACELA</b>		<b>11%</b>	<b>12%</b>	<b>-1%</b>	The Acela Corridor's idea of centrism: Socially liberal, globalist, fiscally responsible
<b>LABOR</b>		<b>26%</b>	<b>27%</b>	<b>-1%</b>	A "hard-hat" version of today's Democratic Party, focused on bread-and-butter economic issues, not cultural issues.
<b>GREEN</b>		<b>11%</b>	<b>9%</b>	<b>+2%</b>	The political home of the Squad, pushing for a Green New Deal and socialist policies



# Labor, Conservatives Have Most Crossover Appeal

Q. If the 2020 presidential election were being held today, would you vote for...

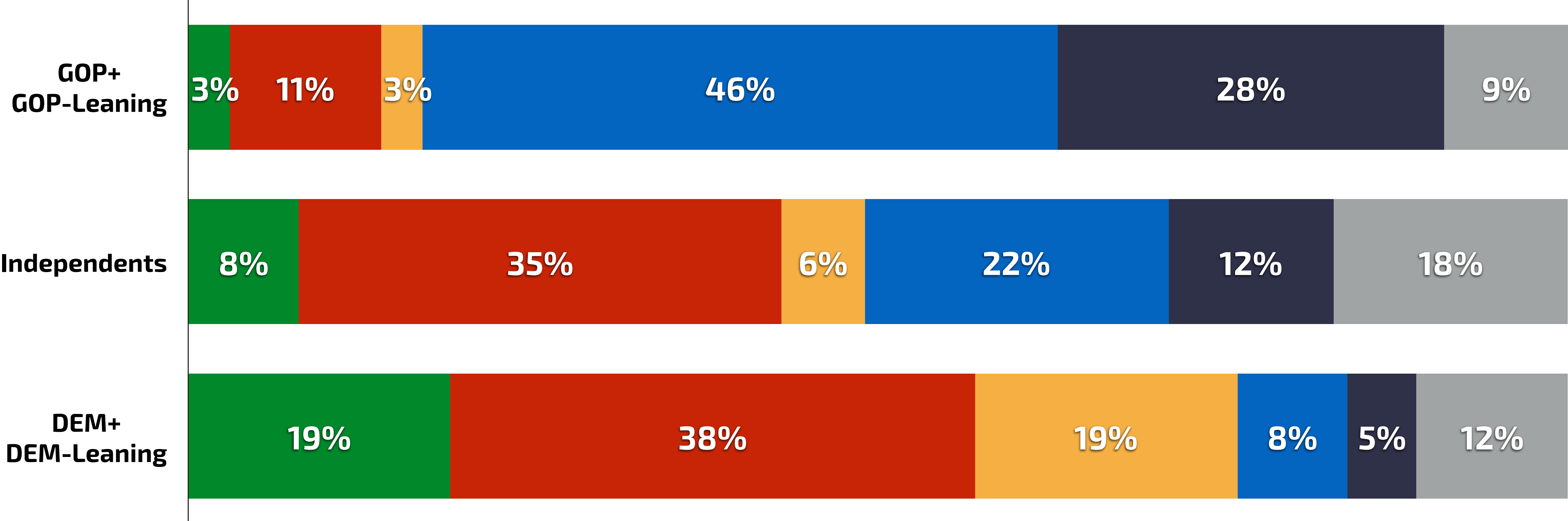
■ Donald Trump    ■ Unsure    ■ Joe Biden



# Demographics



# Traditional Conservative Party Wins With Republicans, Labor With Democrats

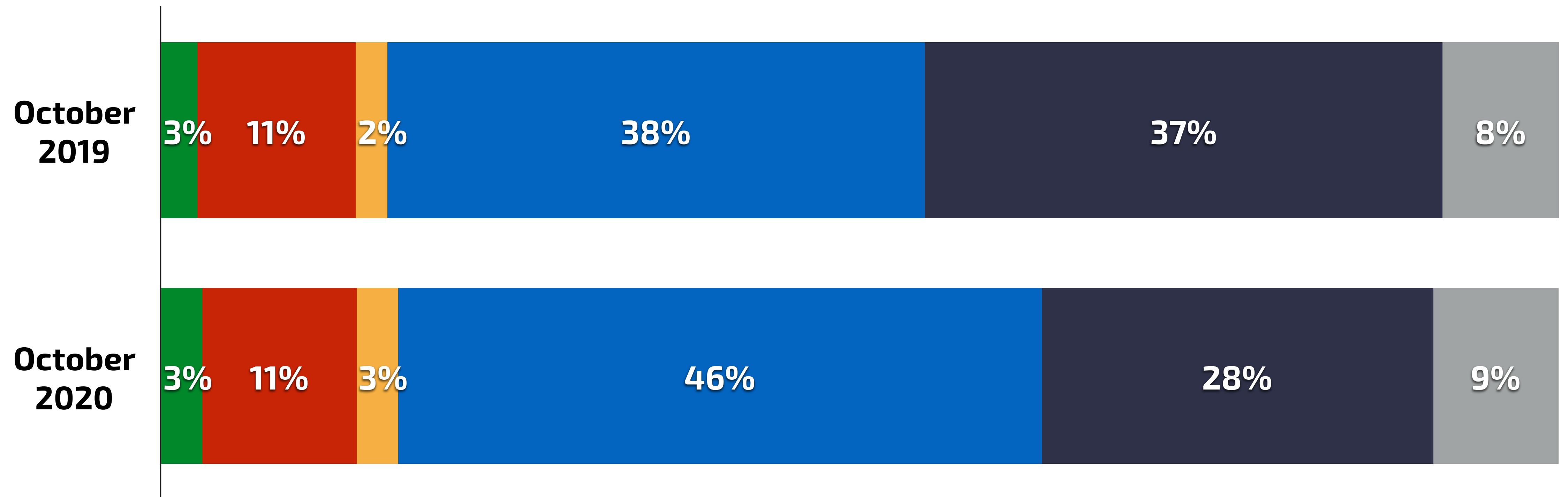


Green Labor Acela Conservative Nationalist Unsure

# Republican Nationalist Support Down From Last Year

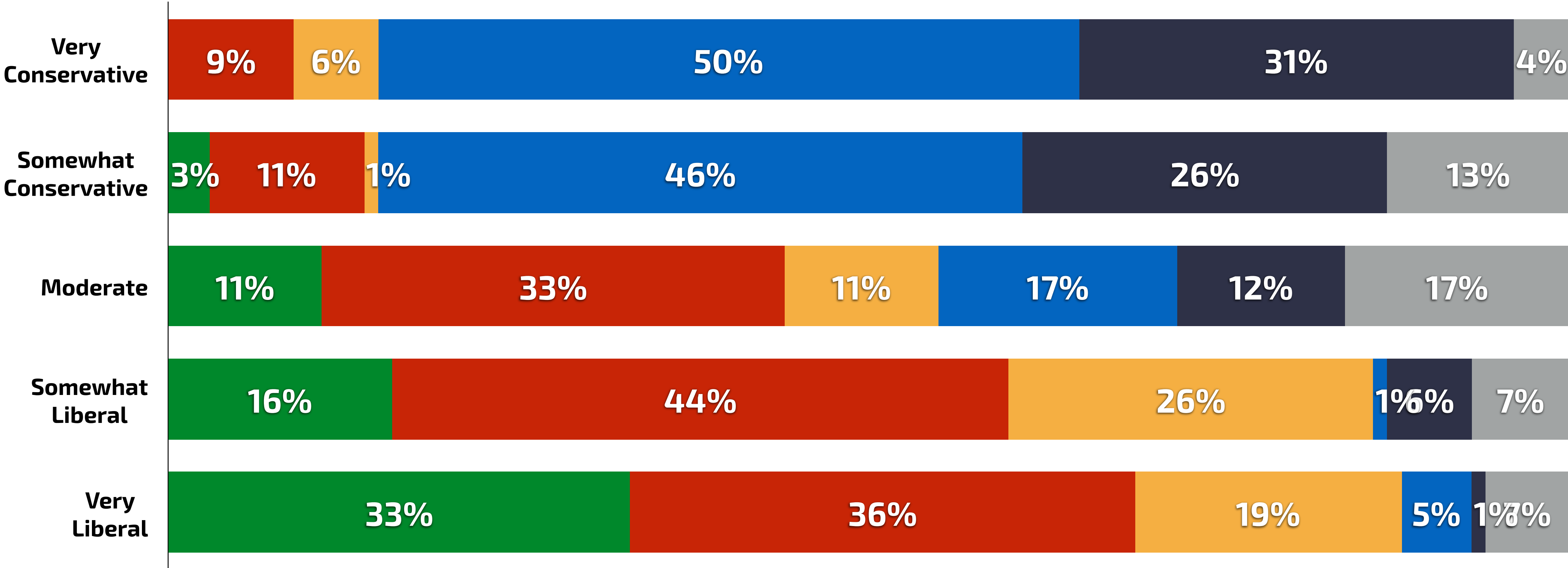
## Change from October 2019

Among Republican+Lean Likely Electorate



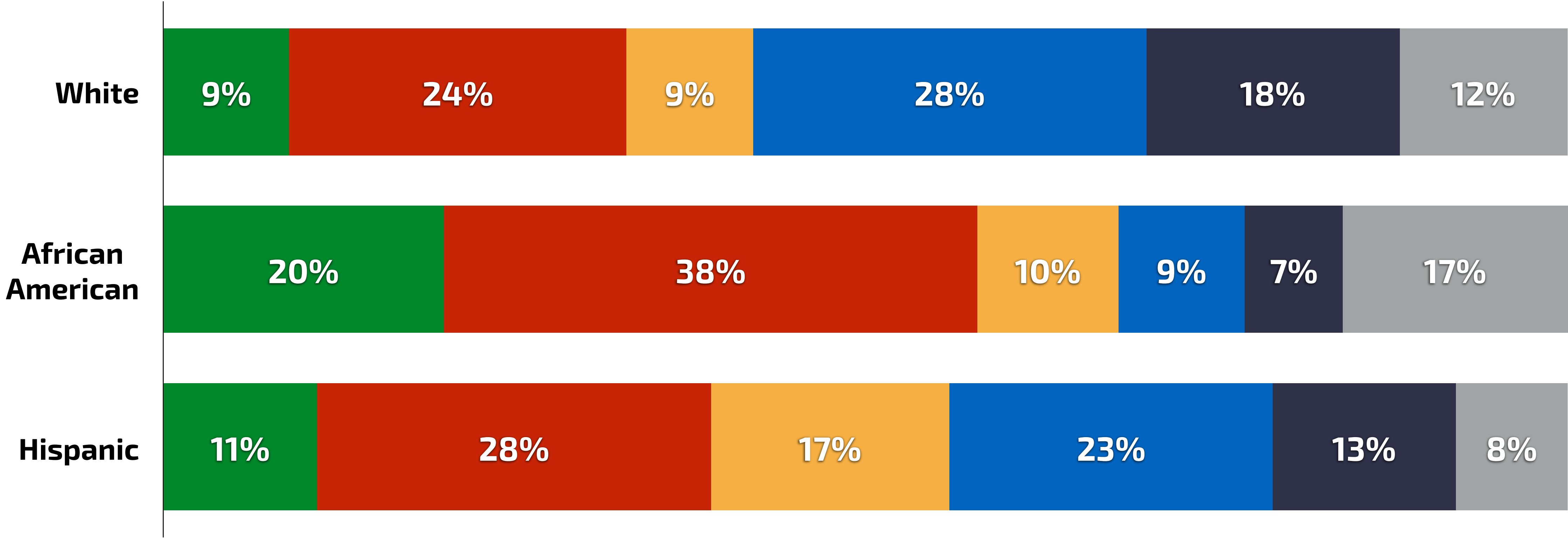
Green Labor Acela Conservative Nationalist Unsure

# Acela Party Support Concentrated on the Left



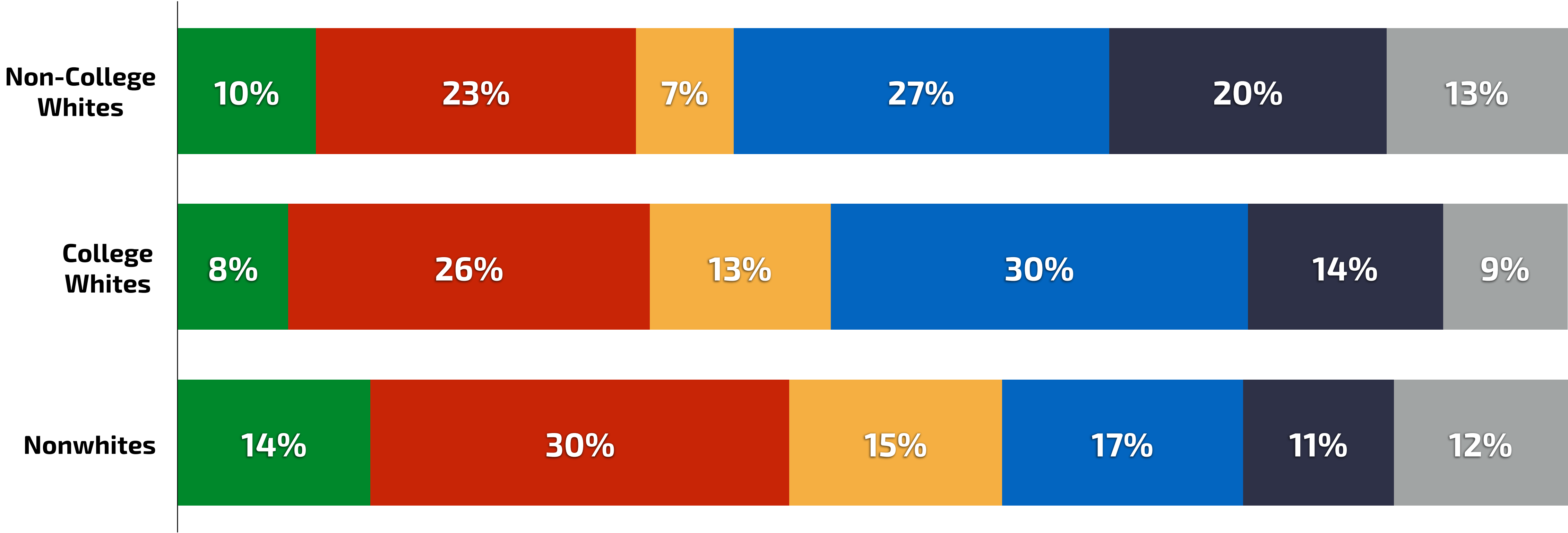
■ Green  
 ■ Labor  
 ■ Acela  
 ■ Conservative  
 ■ Nationalist  
 ■ Unsure

# Center-Right Parties Would Combine for 36% of the Hispanic Vote and 16% of the African American Vote



Green Labor Acela Conservative Nationalist Unsure

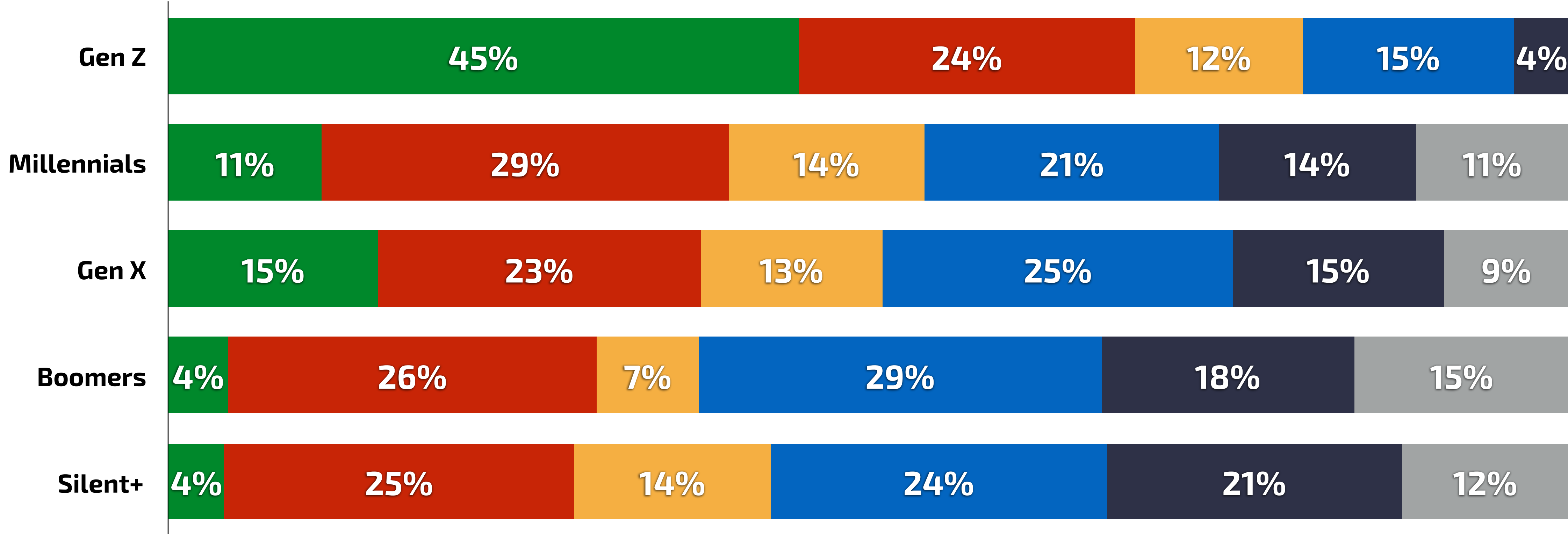
# White Voters With Bachelor's Degrees Support Conservative Party, Non-White Voters Support Labor



Green Labor Acela Conservative Nationalist Unsure

# 45% Of Gen Z Voters Would Support A Green Party

## Millennials More Divided Between The Left And Right



Green Labor Acela Conservative Nationalist Unsure



**Verified Voter  
Omnibus**

*Your questions answered by real voters*

**Beyond our own public releases, the Verified Voter Omnibus is a resource companies and organizations can use to answer mission-critical questions through add-on questions to the monthly survey. It's the perfect tool for tracking a few core questions over time or gathering that one bit of crucial public opinion data you need right now.**

**By adding on to the Verified Voter Omnibus, you'll receive:**

- **Hands-on assistance with drafting your questions**
- **Full topline and crosstabs with 2020 election questions included**
- **A customized slide deck with your results**

**Contact [omnibus@echeloninsights.com](mailto:omnibus@echeloninsights.com) for more information.**





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