

Table QRightDirec

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Right direction	279	137	141	51	74	71	82	126	153	179	50	28	22
	28%	29%	26%	23%	34%	26%	28%	29%	27%	25%	43%	25%	32%
Wrong track	633	289	344	139	129	181	185	268	365	481	49	65	38
	63%	62%	64%	63%	59%	67%	63%	61%	65%	68%	43%	59%	55%
Unsure	93	40	53	29	16	20	28	46	48	50	16	18	9
	9%	9%	10%	13%	7%	7%	9%	10%	8%	7%	14%	16%	13%

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[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	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Right direction	279	63	81	77	58	144	135	67	35	42	39	96	101	177
	28%	21%	27%	30%	38%	24%	33%	31%	17%	23%	27%	38%	24%	30%
Wrong track	633	201	195	152	85	396	237	128	136	126	94	142	263	363
	63%	68%	64%	60%	56%	66%	58%	59%	68%	70%	64%	56%	63%	62%
Unsure	93	31	27	25	10	58	35	21	30	11	14	17	51	42
	9%	11%	9%	10%	7%	10%	9%	10%	15%	6%	9%	7%	12%	7%

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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	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
Right direction	279	146	94	127	92	60	79	49	30	88	132	58
	28%	29%	31%	26%	30%	28%	28%	36%	20%	34%	28%	21%
Wrong track	633	310	181	319	175	139	180	76	103	141	296	196
	63%	62%	60%	66%	57%	64%	64%	57%	70%	55%	63%	70%
Unsure	93	43	29	37	38	18	25	9	15	29	40	25
	9%	9%	10%	8%	13%	8%	9%	7%	10%	11%	8%	9%

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	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Right direction	279	19	45	214	33	92	152	27	251	25	229	27	246	9	12
	28%	5%	20%	55%	9%	28%	53%	6%	48%	6%	50%	6%	49%	4%	6%
Wrong track	633	344	152	137	315	198	104	407	206	372	181	410	195	226	163
	63%	89%	66%	35%	86%	61%	37%	90%	40%	89%	39%	90%	39%	93%	86%
Unsure	93	21	34	38	18	35	28	20	65	23	50	20	63	7	15
	9%	6%	15%	10%	5%	11%	10%	4%	12%	6%	11%	4%	13%	3%	8%

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

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Infrastructure	9	8	1	5	1	3	-	6	3	7	1	1	-
	1%	2%	*%	2%	*%	1%		1%	1%	1%	1%	1%	
The environment and climate change	43	28	15	5	8	12	18	13	30	30	1	5	7
	4%	6%	3%	2%	3%	4%	6%	3%	5%	4%	*%	4%	10%
Education	12	3	9	5	4	1	2	10	2	7	2	1	2
	1%	1%	2%	2%	2%	*%	1%	2%	*%	1%	2%	1%	4%
National security	24	12	12	3	4	6	11	7	17	23	-	-	1
	2%	3%	2%	1%	2%	2%	4%	1%	3%	3%			1%
Gun rights	23	5	17	5	6	5	6	11	11	11	7	5	-
	2%	1%	3%	2%	3%	2%	2%	3%	2%	2%	6%	4%	
Healthcare	38	10	27	14	9	5	9	23	15	23	1	1	12
	4%	2%	5%	6%	4%	2%	3%	5%	3%	3%	1%	1%	18%
Taxes	10	6	5	6	1	3	1	7	4	7	-	4	-
	1%	1%	1%	3%	1%	1%	*%	2%	1%	1%		3%	
Jobs and the economy	139	73	66	30	46	34	30	75	64	99	14	11	15
	14%	16%	12%	14%	21%	12%	10%	17%	11%	14%	12%	10%	22%
Cost of living	260	102	158	75	51	70	64	126	134	193	21	32	14
	26%	22%	29%	34%	23%	26%	22%	29%	24%	27%	18%	29%	20%
Drug abuse	11	6	5	5	3	0	2	9	2	2	1	2	6
	1%	1%	1%	2%	2%	*%	1%	2%	*%	*%	1%	2%	9%
Immigration	141	78	63	8	29	45	59	37	104	112	12	15	3
	14%	17%	12%	4%	13%	17%	20%	8%	18%	16%	11%	13%	4%

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

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Crime	43 4%	22 5%	21 4%	14 6%	11 5%	10 4%	8 3%	25 6%	18 3%	18 2%	13 11%	11 10%	1 1%
Political corruption	49 5%	23 5%	25 5%	6 3%	13 6%	18 7%	12 4%	19 4%	30 5%	39 6%	4 3%	5 5%	-
Race relations	13 1%	4 1%	9 2%	3 1%	2 1%	4 1%	4 1%	6 1%	8 1%	8 1%	4 4%	1 1%	0 1%
Abortion	63 6%	19 4%	44 8%	16 7%	12 6%	15 5%	20 7%	28 6%	35 6%	39 5%	16 14%	3 3%	6 8%
The state of democracy	99 10%	52 11%	47 9%	13 6%	14 6%	31 11%	41 14%	27 6%	72 13%	75 11%	11 10%	11 10%	2 3%
Something else (Please specify)	22 2%	14 3%	8 2%	5 2%	1 1%	8 3%	8 3%	6 1%	16 3%	14 2%	5 4%	3 3%	-
Unsure	7 1%	1 *%	6 1%	3 1%	3 1%	1 1%	-	5 1%	1 *%	3 *%	3 3%	1 1%	-

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

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Infrastructure	9	5	3	1	-	8	1	5	4	-	-	-	9	-
	1%	2%	1%	*%		1%	*%	2%	2%				2%	
The environment and climate change	43	7	14	11	11	21	22	8	4	8	9	13	12	31
	4%	2%	5%	4%	7%	4%	5%	4%	2%	5%	6%	5%	3%	5%
Education	12	4	2	4	1	6	6	4	3	1	1	4	6	5
	1%	2%	1%	2%	1%	1%	1%	2%	1%	1%	*%	2%	2%	1%
National security	24	3	6	8	6	10	14	4	5	8	1	5	9	14
	2%	1%	2%	3%	4%	2%	4%	2%	3%	5%	*%	2%	2%	2%
Gun rights	23	9	3	9	2	12	11	5	3	4	5	6	9	14
	2%	3%	1%	4%	1%	2%	3%	2%	2%	2%	3%	2%	2%	2%
Healthcare	38	11	9	15	2	20	17	7	4	14	7	5	12	26
	4%	4%	3%	6%	1%	3%	4%	3%	2%	8%	5%	2%	3%	4%
Taxes	10	4	1	6	-	5	6	5	1	2	-	2	7	4
	1%	1%	*%	2%		1%	1%	2%	1%	1%		1%	2%	1%
Jobs and the economy	139	37	40	41	21	76	62	22	26	20	23	47	48	89
	14%	12%	13%	16%	14%	13%	15%	10%	13%	11%	15%	19%	11%	15%
Cost of living	260	87	79	61	33	166	94	53	71	46	35	53	124	134
	26%	29%	26%	24%	22%	28%	23%	25%	35%	26%	24%	21%	30%	23%
Drug abuse	11	4	5	1	1	9	2	3	-	0	6	2	3	8
	1%	1%	2%	1%	*%	1%	1%	1%		*%	4%	1%	1%	1%
Immigration	141	37	49	27	28	86	55	22	27	28	19	44	49	91
	14%	12%	16%	11%	18%	14%	14%	10%	13%	16%	13%	17%	12%	16%
Crime	43	19	13	6	5	32	11	19	5	8	4	7	24	19
	4%	7%	4%	2%	3%	5%	3%	9%	3%	4%	3%	3%	6%	3%

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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+
Political corruption	49 5%	16 5%	21 7%	9 4%	3 2%	37 6%	12 3%	9 4%	18 9%	7 4%	8 5%	7 3%	27 7%	21 4%
Race relations	13 1%	4 1%	5 2%	4 2%	1 1%	9 1%	5 1%	5 2%	3 1%	-	3 2%	3 1%	8 2%	6 1%
Abortion	63 6%	21 7%	15 5%	17 7%	10 7%	36 6%	27 7%	15 7%	8 4%	16 9%	9 6%	15 6%	23 6%	40 7%
The state of democracy	99 10%	17 6%	31 10%	28 11%	23 15%	48 8%	51 13%	22 10%	13 6%	14 8%	16 11%	34 14%	34 8%	65 11%
Something else (Please specify)	22 2%	7 2%	6 2%	4 2%	5 3%	13 2%	9 2%	5 2%	4 2%	3 1%	3 2%	7 3%	9 2%	12 2%
Unsure	7 1%	2 1%	2 1%	1 1%	1 1%	4 1%	3 1%	3 1%	1 1%	-	1 1%	1 1%	4 1%	3 *%

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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	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
Infrastructure	9	5	4	-	7	2	4	4	1	3	5	2
	1%	1%	1%		2%	1%	2%	3%	*%	1%	1%	1%
The environment and climate change	43	19	18	21	13	9	6	3	2	12	22	8
	4%	4%	6%	4%	4%	4%	2%	2%	2%	5%	5%	3%
Education	12	7	2	2	6	3	4	1	3	8	3	1
	1%	1%	1%	*%	2%	2%	2%	1%	2%	3%	1%	*%
National security	24	5	13	13	4	7	5	5	-	6	11	7
	2%	1%	4%	3%	1%	3%	2%	4%		3%	2%	2%
Gun rights	23	9	8	9	11	3	3	0	2	9	12	2
	2%	2%	3%	2%	4%	1%	1%	*%	1%	3%	3%	1%
Healthcare	38	14	11	9	22	6	13	6	7	8	23	7
	4%	3%	4%	2%	7%	3%	5%	5%	5%	3%	5%	3%
Taxes	10	5	1	5	5	0	2	2	1	4	5	1
	1%	1%	*%	1%	2%	*%	1%	1%	1%	2%	1%	*%
Jobs and the economy	139	82	27	73	39	26	54	29	26	29	74	36
	14%	17%	9%	15%	13%	12%	19%	21%	17%	11%	16%	13%
Cost of living	260	132	75	125	74	62	80	30	50	68	114	79
	26%	27%	25%	26%	24%	28%	28%	22%	34%	26%	24%	28%
Drug abuse	11	9	1	1	6	4	6	5	2	2	9	1
	1%	2%	*%	*%	2%	2%	2%	3%	1%	1%	2%	*%
Immigration	141	63	54	90	25	26	32	18	13	29	61	51
	14%	13%	18%	19%	8%	12%	11%	14%	9%	11%	13%	18%

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Crime	43 4%	16 3%	12 4%	22 5%	16 5%	4 2%	12 4%	5 4%	7 5%	17 6%	18 4%	8 3%
Political corruption	49 5%	26 5%	11 4%	19 4%	16 5%	13 6%	13 4%	6 4%	7 4%	10 4%	22 5%	17 6%
Race relations	13 1%	7 1%	4 1%	5 1%	6 2%	2 1%	1 *%	0 *%	1 1%	6 2%	3 1%	5 2%
Abortion	63 6%	32 6%	20 7%	31 6%	19 6%	13 6%	21 7%	5 4%	15 10%	22 8%	31 7%	11 4%
The state of democracy	99 10%	52 10%	38 12%	46 10%	27 9%	26 12%	17 6%	10 8%	7 4%	20 8%	48 10%	31 11%
Something else (Please specify)	22 2%	10 2%	6 2%	11 2%	7 2%	5 2%	6 2%	4 3%	3 2%	3 1%	7 2%	12 4%
Unsure	7 1%	5 1%	0 *%	2 *%	2 1%	2 1%	2 1%	0 *%	2 1%	3 1%	2 *%	2 1%

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	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Infrastructure	9	2	3	5	1	3	1	2	7	4	2	2	7	1	1
	1%	*%	1%	1%	*%	1%	*%	*%	1%	1%	*%	*%	1%	*%	1%
The environment and climate change	43	1	9	32	1	11	30	1	41	1	39	1	39	-	1
	4%	*%	4%	8%	*%	3%	11%	*%	8%	*%	8%	*%	8%		1%
Education	12	2	4	5	4	7	1	5	6	5	6	5	6	2	3
	1%	1%	2%	1%	1%	2%	*%	1%	1%	1%	1%	1%	1%	1%	2%
National security	24	17	2	5	17	6	2	18	5	18	5	17	5	11	7
	2%	4%	1%	1%	5%	2%	1%	4%	1%	4%	1%	4%	1%	5%	4%
Gun rights	23	2	6	15	4	5	13	3	20	3	16	3	19	2	-
	2%	*%	3%	4%	1%	1%	5%	1%	4%	1%	3%	1%	4%	1%	
Healthcare	38	7	13	18	10	11	16	9	24	6	25	7	26	5	2
	4%	2%	5%	5%	3%	3%	6%	2%	5%	2%	5%	2%	5%	2%	1%
Taxes	10	5	0	5	4	1	5	6	4	4	5	6	4	2	4
	1%	1%	*%	1%	1%	*%	2%	1%	1%	1%	1%	1%	1%	1%	2%
Jobs and the economy	139	63	32	44	51	50	35	76	56	69	55	77	56	39	38
	14%	16%	14%	11%	14%	15%	12%	17%	11%	17%	12%	17%	11%	16%	20%
Cost of living	260	114	66	81	97	100	53	138	117	129	93	141	106	66	64
	26%	30%	28%	21%	26%	31%	19%	30%	22%	31%	20%	31%	21%	27%	34%
Drug abuse	11	7	1	2	8	2	1	8	3	6	3	8	3	7	-
	1%	2%	1%	1%	2%	1%	*%	2%	1%	1%	1%	2%	1%	3%	
Immigration	141	105	23	13	104	29	8	117	21	107	17	123	18	74	44
	14%	27%	10%	3%	29%	9%	3%	26%	4%	25%	4%	27%	4%	31%	23%

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Crime	43 4%	13 3%	10 4%	20 5%	13 3%	19 6%	8 3%	13 3%	28 5%	14 3%	22 5%	13 3%	28 5%	8 3%	6 3%
Political corruption	49 5%	19 5%	15 6%	15 4%	19 5%	15 5%	13 4%	25 5%	23 4%	23 6%	21 4%	24 5%	23 4%	12 5%	8 4%
Race relations	13 1%	4 1%	3 1%	7 2%	3 1%	7 2%	3 1%	3 1%	11 2%	4 1%	9 2%	1 *%	12 2%	1 *%	1 1%
Abortion	63 6%	3 1%	9 4%	52 13%	9 2%	21 6%	32 11%	4 1%	58 11%	9 2%	51 11%	5 1%	56 11%	3 1%	1 *%
The state of democracy	99 10%	11 3%	26 11%	62 16%	14 4%	28 9%	57 20%	12 3%	85 16%	11 3%	82 18%	12 3%	84 17%	3 1%	8 4%
Something else (Please specify)	22 2%	9 2%	4 2%	9 2%	7 2%	7 2%	7 3%	12 3%	9 2%	6 1%	8 2%	10 2%	10 2%	6 3%	1 *%
Unsure	7 1%	1 *%	6 2%	-	-	4 1%	-	2 *%	3 *%	1 *%	1 *%	1 *%	1 *%	1 *%	0 *%

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

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

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Infrastructure	16	8	8	6	8	2	1	14	3	11	3	1	1
	2%	2%	1%	3%	3%	1%	*%	3%	*%	2%	2%	1%	2%
The environment and climate change	45	25	21	9	9	9	19	18	27	25	6	6	8
	5%	5%	4%	4%	4%	3%	6%	4%	5%	4%	5%	5%	12%
Education	11	9	2	5	4	0	2	8	3	8	1	1	0
	1%	2%	*%	2%	2%	*%	1%	2%	*%	1%	1%	1%	*%
National security	38	21	17	4	9	19	7	13	25	33	1	2	2
	4%	4%	3%	2%	4%	7%	2%	3%	4%	5%	1%	2%	3%
Gun rights	32	11	21	10	6	5	12	16	17	20	8	1	4
	3%	2%	4%	5%	3%	2%	4%	4%	3%	3%	7%	1%	6%
Healthcare	61	22	40	8	23	17	13	31	30	39	13	9	0
	6%	5%	7%	4%	10%	6%	4%	7%	5%	5%	12%	8%	1%
Taxes	34	10	24	9	4	20	0	14	20	26	1	3	3
	3%	2%	5%	4%	2%	7%	*%	3%	4%	4%	1%	3%	5%
Jobs and the economy	132	56	76	30	39	35	29	68	64	93	12	13	14
	13%	12%	14%	14%	18%	13%	10%	16%	11%	13%	10%	12%	21%
Cost of living	189	109	80	50	41	49	49	91	98	139	24	17	8
	19%	23%	15%	23%	19%	18%	17%	21%	17%	20%	21%	15%	12%
Drug abuse	22	9	14	7	5	4	6	12	10	10	1	7	5
	2%	2%	3%	3%	2%	1%	2%	3%	2%	1%	1%	6%	7%
Immigration	123	56	66	18	21	24	59	40	83	97	3	12	11
	12%	12%	12%	8%	10%	9%	20%	9%	15%	14%	3%	11%	16%

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

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

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Crime	51 5%	24 5%	27 5%	10 5%	12 5%	16 6%	13 4%	22 5%	29 5%	35 5%	9 8%	3 3%	4 5%
Political corruption	81 8%	37 8%	44 8%	14 6%	11 5%	28 10%	27 9%	25 6%	55 10%	58 8%	5 4%	17 16%	1 1%
Race relations	12 1%	7 2%	5 1%	1 *	4 2%	4 2%	3 1%	5 1%	7 1%	4 1%	5 5%	2 2%	1 1%
Abortion	82 8%	28 6%	53 10%	17 8%	19 9%	19 7%	26 9%	36 8%	46 8%	53 7%	14 12%	11 10%	4 6%
The state of democracy	58 6%	27 6%	31 6%	12 6%	4 2%	18 7%	24 8%	16 4%	42 7%	49 7%	4 4%	3 3%	2 3%
Something else (Please specify)	13 1%	7 2%	6 1%	6 3%	1 1%	1 *	5 2%	7 2%	5 1%	9 1%	-	4 3%	-
Unsure	5 *%	1 *%	4 1%	3 1%	1 1%	1 *%	-	4 1%	1 *%	2 *%	3 2%	-	-

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

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

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Infrastructure	16	7	3	4	2	10	6	5	3	2	4	3	7	9
	2%	2%	1%	2%	1%	2%	1%	2%	1%	1%	3%	1%	2%	1%
The environment and climate change	45	10	12	9	14	22	23	8	4	8	7	19	12	33
	5%	4%	4%	3%	9%	4%	6%	4%	2%	4%	5%	7%	3%	6%
Education	11	5	2	2	2	7	4	5	1	3	0	2	6	5
	1%	2%	1%	1%	1%	1%	1%	2%	*%	1%	*%	1%	1%	1%
National security	38	7	13	7	11	20	18	6	7	4	11	9	13	25
	4%	2%	4%	3%	7%	3%	4%	3%	3%	2%	8%	4%	3%	4%
Gun rights	32	8	10	8	6	18	14	5	2	9	5	11	7	25
	3%	3%	3%	3%	4%	3%	4%	2%	1%	5%	3%	4%	2%	4%
Healthcare	61	16	11	24	10	27	34	14	11	12	10	14	25	36
	6%	5%	4%	9%	7%	5%	8%	7%	6%	7%	7%	5%	6%	6%
Taxes	34	16	4	12	1	20	13	4	7	4	4	13	11	20
	3%	6%	1%	5%	1%	3%	3%	2%	4%	2%	2%	5%	3%	3%
Jobs and the economy	132	34	34	42	23	67	65	13	43	21	19	36	55	77
	13%	11%	11%	17%	15%	11%	16%	6%	21%	12%	13%	14%	13%	13%
Cost of living	189	56	54	47	32	110	79	45	40	36	19	46	85	101
	19%	19%	18%	18%	21%	18%	19%	21%	20%	20%	13%	18%	20%	17%
Drug abuse	22	10	7	5	-	17	5	5	5	8	3	2	10	12
	2%	3%	2%	2%		3%	1%	2%	2%	4%	2%	1%	2%	2%
Immigration	123	36	38	38	11	74	49	26	25	20	23	29	51	72
	12%	12%	13%	15%	7%	12%	12%	12%	12%	11%	16%	11%	12%	12%
Crime	51	16	23	9	3	39	12	11	10	9	10	11	21	30
	5%	5%	8%	3%	2%	7%	3%	5%	5%	5%	7%	4%	5%	5%

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

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

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Political corruption	81 8%	28 10%	25 8%	14 6%	13 8%	54 9%	27 7%	22 10%	19 9%	16 9%	6 4%	17 7%	40 10%	40 7%
Race relations	12 1%	1 *%	8 3%	0 *%	3 2%	9 1%	3 1%	5 2%	1 *%	0 *%	2 1%	4 2%	6 1%	6 1%
Abortion	82 8%	23 8%	33 11%	15 6%	11 7%	56 9%	26 6%	27 12%	13 6%	13 7%	12 8%	18 7%	39 9%	43 7%
The state of democracy	58 6%	15 5%	18 6%	14 6%	10 7%	33 6%	25 6%	14 6%	6 3%	10 5%	9 6%	19 8%	20 5%	38 6%
Something else (Please specify)	13 1%	6 2%	5 1%	1 1%	0 *%	11 2%	2 *%	0 *%	4 2%	4 2%	2 1%	1 *%	5 1%	7 1%
Unsure	5 *%	-	2 1%	1 1%	1 1%	2 *%	3 1%	1 1%	0 *%	0 *%	1 1%	1 1%	2 *%	3 *%

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

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

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
Infrastructure	16	11	2	5	7	4	5	4	1	7	6	3
	2%	2%	1%	1%	2%	2%	2%	3%	1%	3%	1%	1%
The environment and climate change	45	16	18	21	13	12	9	8	1	10	26	10
	5%	3%	6%	4%	4%	5%	3%	6%	1%	4%	5%	4%
Education	11	6	2	4	5	2	7	6	1	2	6	3
	1%	1%	1%	1%	2%	1%	2%	4%	1%	1%	1%	1%
National security	38	22	11	23	9	6	9	4	5	9	18	11
	4%	4%	4%	5%	3%	3%	3%	3%	3%	4%	4%	4%
Gun rights	32	17	10	13	12	7	8	2	5	10	18	4
	3%	3%	3%	3%	4%	3%	3%	2%	4%	4%	4%	2%
Healthcare	61	32	18	30	19	12	21	9	12	21	24	16
	6%	6%	6%	6%	6%	6%	7%	7%	8%	8%	5%	6%
Taxes	34	20	4	16	13	5	6	2	4	9	10	14
	3%	4%	1%	3%	4%	2%	2%	1%	3%	4%	2%	5%
Jobs and the economy	132	74	31	69	41	23	42	19	23	35	57	40
	13%	15%	10%	14%	13%	11%	15%	14%	15%	14%	12%	14%
Cost of living	189	100	48	91	63	35	64	34	30	42	89	58
	19%	20%	16%	19%	21%	16%	23%	26%	20%	16%	19%	21%
Drug abuse	22	7	8	5	15	2	6	4	3	8	13	2
	2%	1%	3%	1%	5%	1%	2%	3%	2%	3%	3%	1%
Immigration	123	39	59	66	24	32	27	11	17	25	70	28
	12%	8%	19%	14%	8%	15%	10%	8%	11%	10%	15%	10%

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

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

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Crime	51 5%	25 5%	13 4%	26 5%	17 6%	8 4%	19 7%	8 6%	11 7%	17 7%	21 4%	13 5%
Political corruption	81 8%	39 8%	25 8%	35 7%	19 6%	27 12%	16 6%	8 6%	8 5%	16 6%	35 7%	30 11%
Race relations	12 1%	6 1%	4 1%	6 1%	3 1%	2 1%	3 1%	2 2%	1 1%	7 3%	3 1%	2 1%
Abortion	82 8%	44 9%	24 8%	34 7%	26 9%	21 10%	25 9%	8 6%	17 11%	22 9%	33 7%	26 9%
The state of democracy	58 6%	32 6%	22 7%	26 5%	16 5%	15 7%	11 4%	6 4%	6 4%	11 4%	31 7%	15 5%
Something else (Please specify)	13 1%	4 1%	5 2%	9 2%	0 *%	3 2%	3 1%	-	3 2%	3 1%	7 1%	3 1%
Unsure	5 *%	4 1%	0 *%	2 *%	2 1%	0 *%	2 1%	-	2 1%	2 1%	1 *%	2 1%

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QIssues\_SecondChoice] 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...	
	Total	GO P	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GO P	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Infrastructure	16	10	1	6	6	6	3	8	7	6	6	8	8	6	2
	2%	2%	*%	1%	2%	2%	1%	2%	1%	1%	1%	2%	2%	3%	1%
The environment and climate change	45	4	9	32	-	14	28	1	44	8	34	1	42	1	2
	5%	1%	4%	8%		4%	10%	*%	8%	2%	7%	*%	8%	*%	1%
Education	11	2	5	4	2	6	2	5	6	5	4	5	6	2	3
	1%	*%	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%
National security	38	27	6	5	27	9	3	26	10	27	7	28	10	13	13
	4%	7%	3%	1%	7%	3%	1%	6%	2%	6%	1%	6%	2%	5%	7%
Gun rights	32	4	6	23	5	13	13	3	28	4	25	4	28	2	2
	3%	1%	2%	6%	1%	4%	5%	1%	5%	1%	5%	1%	6%	1%	1%
Healthcare	61	11	15	36	13	21	28	14	47	14	43	15	45	2	10
	6%	3%	6%	9%	4%	6%	10%	3%	9%	3%	9%	3%	9%	1%	5%
Taxes	34	16	7	11	17	15	2	19	14	17	11	19	10	12	5
	3%	4%	3%	3%	5%	4%	1%	4%	3%	4%	2%	4%	2%	5%	3%
Jobs and the economy	132	62	32	38	55	49	25	74	56	63	41	73	55	36	35
	13%	16%	14%	10%	15%	15%	9%	16%	11%	15%	9%	16%	11%	15%	19%
Cost of living	189	81	42	66	81	51	53	105	77	92	76	98	79	66	27
	19%	21%	18%	17%	22%	16%	19%	23%	15%	22%	16%	22%	16%	27%	14%
Drug abuse	22	7	9	7	12	3	4	10	12	9	10	10	12	5	3
	2%	2%	4%	2%	3%	1%	2%	2%	2%	2%	2%	2%	2%	2%	1%
Immigration	123	84	23	16	72	36	12	89	29	92	22	92	23	51	41
	12%	22%	10%	4%	20%	11%	4%	20%	5%	22%	5%	20%	5%	21%	22%

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QIssues\_SecondChoice] 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...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Crime	51 5%	18 5%	18 8%	15 4%	14 4%	28 9%	6 2%	25 6%	25 5%	21 5%	22 5%	27 6%	22 4%	10 4%	9 5%
Political corruption	81 8%	35 9%	19 8%	26 7%	35 10%	18 6%	24 8%	46 10%	34 6%	36 9%	34 7%	45 10%	34 7%	21 9%	21 11%
Race relations	12 1%	1 *	3 1%	8 2%	4 1%	3 1%	4 2%	1 *	11 2%	1 *	10 2%	1 *	10 2%	-	1 1%
Abortion	82 8%	13 3%	18 8%	51 13%	14 4%	24 7%	43 15%	14 3%	68 13%	15 4%	61 13%	16 4%	65 13%	9 4%	7 4%
The state of democracy	58 6%	7 2%	11 5%	40 10%	5 1%	21 7%	29 10%	7 2%	48 9%	6 2%	47 10%	8 2%	46 9%	2 1%	7 4%
Something else (Please specify)	13 1%	3 1%	3 1%	6 2%	4 1%	5 1%	4 1%	5 1%	7 1%	3 1%	7 1%	5 1%	8 2%	3 1%	-
Unsure	5 *	1 *	3 1%	0 *	-	3 1%	-	1 *	1 *	1 *	1 *	1 *	1 *	1 *	0 *

Table QIssuesC

Echelon Insights  
September Omnibus 2024  
N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Infrastructure	25	16	9	11	9	5	1	19	6	18	4	2	1
	2%	3%	2%	5%	4%	2%	*%	4%	1%	3%	3%	1%	2%
The environment and climate change	88	52	35	14	17	20	37	31	57	56	7	11	15
	9%	11%	7%	6%	8%	7%	13%	7%	10%	8%	6%	10%	22%
Education	23	12	10	10	8	1	4	18	5	14	3	2	3
	2%	3%	2%	4%	4%	*%	1%	4%	1%	2%	3%	2%	4%
National security	62	33	29	7	13	25	18	19	43	56	1	2	3
	6%	7%	5%	3%	6%	9%	6%	4%	8%	8%	1%	2%	4%
Gun rights	55	17	38	15	12	11	18	27	28	31	15	6	4
	6%	4%	7%	7%	5%	4%	6%	6%	5%	4%	13%	5%	6%
Healthcare	99	32	67	22	32	22	23	54	45	62	15	9	13
	10%	7%	12%	10%	14%	8%	8%	12%	8%	9%	13%	8%	19%
Taxes	44	15	29	15	5	23	1	20	24	33	1	7	3
	4%	3%	5%	7%	2%	8%	*%	5%	4%	5%	1%	6%	5%
Jobs and the economy	271	128	142	59	84	69	59	143	128	193	26	24	29
	27%	28%	26%	27%	38%	25%	20%	33%	23%	27%	22%	22%	42%
Cost of living	449	211	238	125	93	119	113	218	232	333	45	49	22
	45%	45%	44%	57%	42%	44%	38%	50%	41%	47%	39%	44%	32%
Drug abuse	33	14	19	12	9	4	8	21	12	12	2	8	11
	3%	3%	4%	6%	4%	2%	3%	5%	2%	2%	2%	8%	16%
Immigration	264	134	129	26	51	69	118	77	187	208	16	27	13
	26%	29%	24%	12%	23%	25%	40%	18%	33%	29%	14%	24%	19%

Table QIssuesC

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

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

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Crime	93 9%	46 10%	48 9%	24 11%	23 10%	26 10%	20 7%	47 11%	47 8%	52 7%	22 19%	15 13%	5 7%
Political corruption	129 13%	60 13%	69 13%	20 9%	24 11%	46 17%	39 13%	44 10%	86 15%	97 14%	9 8%	23 20%	1 1%
Race relations	25 3%	12 2%	14 3%	4 2%	6 3%	8 3%	8 3%	10 2%	15 3%	12 2%	9 8%	3 3%	1 2%
Abortion	145 14%	48 10%	97 18%	33 15%	31 14%	34 12%	47 16%	65 15%	80 14%	92 13%	30 26%	14 13%	9 14%
The state of democracy	157 16%	79 17%	78 14%	25 11%	17 8%	49 18%	65 22%	43 10%	114 20%	123 17%	15 13%	14 13%	4 6%
Something else (Please specify)	31 3%	19 4%	11 2%	9 4%	1 1%	9 3%	11 4%	10 2%	20 4%	21 3%	5 4%	5 5%	-
Unsure	7 1%	1 *	6 1%	3 1%	3 1%	2 1%	-	5 1%	2 *	3 *	3 3%	1 1%	-

Table QIssuesC

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Infrastructure	25	12	6	5	2	18	7	10	7	2	4	3	16	9
	2%	4%	2%	2%	1%	3%	2%	4%	3%	1%	3%	1%	4%	1%
The environment and climate change	88	18	26	19	25	43	45	16	7	16	16	32	24	64
	9%	6%	9%	8%	16%	7%	11%	8%	4%	9%	11%	13%	6%	11%
Education	23	10	3	6	3	13	9	9	4	4	1	6	12	10
	2%	3%	1%	2%	2%	2%	2%	4%	2%	2%	1%	2%	3%	2%
National security	62	11	19	15	17	30	32	10	12	13	12	14	22	39
	6%	4%	6%	6%	11%	5%	8%	5%	6%	7%	8%	6%	5%	7%
Gun rights	55	18	13	17	8	31	25	10	5	13	9	17	16	40
	6%	6%	4%	7%	5%	5%	6%	5%	3%	7%	6%	7%	4%	7%
Healthcare	99	27	20	39	12	48	51	22	16	26	17	19	37	62
	10%	9%	7%	15%	8%	8%	13%	10%	8%	14%	12%	7%	9%	11%
Taxes	44	21	5	18	1	25	19	10	8	6	4	15	18	24
	4%	7%	2%	7%	1%	4%	5%	4%	4%	3%	2%	6%	4%	4%
Jobs and the economy	271	70	74	83	45	144	128	35	68	41	42	84	103	167
	27%	24%	24%	33%	29%	24%	31%	16%	34%	23%	28%	33%	25%	29%
Cost of living	449	143	134	107	65	276	173	98	111	82	54	98	209	235
	45%	48%	44%	42%	43%	46%	42%	45%	55%	46%	37%	39%	50%	40%
Drug abuse	33	14	12	7	1	26	7	8	5	8	9	4	12	21
	3%	5%	4%	3%	0%	4%	2%	4%	2%	4%	6%	1%	3%	4%
Immigration	264	73	87	65	39	160	104	48	52	48	42	73	100	163
	26%	25%	29%	26%	25%	27%	26%	22%	26%	27%	28%	29%	24%	28%
Crime	93	36	36	14	8	71	22	29	16	17	14	18	45	49
	9%	12%	12%	6%	5%	12%	5%	13%	8%	10%	9%	7%	11%	8%

Table QIssuesC

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

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

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Political corruption	129 13%	44 15%	46 15%	24 9%	15 10%	91 15%	39 9%	31 14%	37 18%	23 13%	14 10%	24 9%	68 16%	61 10%
Race relations	25 3%	5 2%	13 4%	4 2%	4 2%	17 3%	8 2%	10 5%	4 2%	0 *	4 3%	7 3%	14 3%	12 2%
Abortion	145 14%	43 15%	49 16%	32 13%	21 14%	92 15%	53 13%	42 19%	21 10%	29 16%	21 14%	33 13%	62 15%	83 14%
The state of democracy	157 16%	32 11%	49 16%	43 17%	33 21%	81 14%	76 19%	36 17%	19 10%	24 13%	25 17%	54 21%	55 13%	102 18%
Something else (Please specify)	31 3%	11 4%	9 3%	5 2%	5 4%	21 3%	10 2%	5 2%	8 4%	5 3%	4 3%	8 3%	13 3%	16 3%
Unsure	7 1%	2 1%	2 1%	1 1%	1 1%	4 1%	3 1%	3 1%	1 1%	0 *	1 1%	1 1%	4 1%	3 1%

Table QIssuesC

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

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

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
Infrastructure	25	16	6	5	14	7	9	7	2	9	11	5
	2%	3%	2%	1%	4%	3%	3%	5%	1%	4%	2%	2%
The environment and climate change	88	35	36	42	26	21	14	11	3	22	47	18
	9%	7%	12%	9%	8%	10%	5%	8%	2%	9%	10%	7%
Education	23	13	4	6	12	5	11	7	4	10	9	4
	2%	3%	1%	1%	4%	2%	4%	5%	3%	4%	2%	1%
National security	62	27	24	36	13	14	14	9	5	16	29	18
	6%	6%	8%	7%	4%	6%	5%	7%	3%	6%	6%	6%
Gun rights	55	26	18	22	23	10	11	3	8	19	30	7
	6%	5%	6%	5%	8%	5%	4%	2%	5%	7%	6%	2%
Healthcare	99	46	30	39	41	19	34	15	19	29	47	23
	10%	9%	10%	8%	13%	9%	12%	12%	13%	11%	10%	8%
Taxes	44	25	4	21	18	5	8	3	5	13	15	16
	4%	5%	1%	4%	6%	2%	3%	2%	3%	5%	3%	6%
Jobs and the economy	271	157	58	142	80	49	97	48	48	64	132	75
	27%	31%	19%	29%	26%	23%	34%	36%	33%	25%	28%	27%
Cost of living	449	232	123	216	136	97	145	64	80	110	203	136
	45%	47%	40%	45%	45%	45%	51%	48%	54%	43%	43%	49%
Drug abuse	33	15	9	6	20	7	13	8	5	10	21	2
	3%	3%	3%	1%	7%	3%	4%	6%	3%	4%	5%	1%
Immigration	264	103	113	156	50	58	59	29	30	55	130	79
	26%	21%	37%	32%	16%	27%	21%	22%	20%	21%	28%	28%

Table QIssuesC

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

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

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Crime	93 9%	41 8%	24 8%	48 10%	33 11%	12 6%	30 11%	13 10%	17 12%	34 13%	39 8%	21 8%
Political corruption	129 13%	65 13%	36 12%	54 11%	35 11%	40 19%	28 10%	14 11%	14 9%	25 10%	57 12%	46 17%
Race relations	25 3%	13 3%	7 2%	11 2%	9 3%	5 2%	5 2%	2 2%	3 2%	13 5%	5 1%	7 3%
Abortion	145 14%	76 15%	44 15%	65 13%	46 15%	34 16%	45 16%	13 10%	32 22%	44 17%	64 14%	37 13%
The state of democracy	157 16%	83 17%	59 20%	73 15%	43 14%	41 19%	29 10%	16 12%	12 8%	31 12%	79 17%	46 17%
Something else (Please specify)	31 3%	14 3%	11 4%	17 3%	7 2%	7 3%	7 3%	4 3%	4 3%	5 2%	13 3%	12 4%
Unsure	7 1%	5 1%	0 *	2 *	2 1%	2 1%	2 1%	0 *	2 1%	4 1%	2 *	2 1%

Table QIssuesC

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Infrastructure	25	11	3	11	8	9	5	9	15	10	8	10	15	7	3
	2%	3%	1%	3%	2%	3%	2%	2%	3%	2%	2%	2%	3%	3%	2%
The environment and climate change	88	5	18	65	1	25	59	3	85	9	73	3	81	1	3
	9%	1%	8%	17%	*%	8%	21%	1%	16%	2%	16%	1%	16%	*%	1%
Education	23	4	9	9	6	13	3	10	12	10	9	10	12	3	6
	2%	1%	4%	2%	2%	4%	1%	2%	2%	2%	2%	2%	2%	1%	3%
National security	62	44	9	10	43	14	5	44	15	45	12	46	15	25	21
	6%	11%	4%	3%	12%	4%	2%	10%	3%	11%	3%	10%	3%	10%	11%
Gun rights	55	6	12	38	9	18	26	6	47	7	41	7	47	4	2
	6%	2%	5%	10%	3%	5%	9%	1%	9%	2%	9%	2%	9%	1%	1%
Healthcare	99	17	27	54	23	32	44	23	71	20	67	22	71	7	12
	10%	5%	12%	14%	6%	10%	15%	5%	14%	5%	15%	5%	14%	3%	6%
Taxes	44	21	8	15	21	16	6	24	19	21	16	25	14	13	9
	4%	5%	3%	4%	6%	5%	2%	5%	4%	5%	3%	5%	3%	5%	5%
Jobs and the economy	271	124	64	83	107	100	60	150	112	133	96	149	111	74	74
	27%	32%	28%	21%	29%	31%	21%	33%	21%	32%	21%	33%	22%	31%	39%
Cost of living	449	195	108	146	178	151	106	242	194	220	168	240	185	133	91
	45%	51%	47%	38%	49%	46%	37%	53%	37%	52%	37%	52%	37%	55%	48%
Drug abuse	33	14	10	9	20	6	5	18	15	14	13	18	15	13	3
	3%	4%	5%	2%	5%	2%	2%	4%	3%	3%	3%	4%	3%	5%	1%
Immigration	264	189	46	29	176	65	20	206	50	198	39	215	41	126	85
	26%	49%	20%	8%	48%	20%	7%	45%	10%	47%	9%	47%	8%	52%	45%

Table QIssuesC

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Crime	93 9%	31 8%	28 12%	35 9%	27 7%	47 14%	14 5%	39 9%	53 10%	36 8%	44 10%	40 9%	50 10%	18 7%	15 8%
Political corruption	129 13%	54 14%	34 15%	41 11%	54 15%	34 10%	36 13%	71 16%	56 11%	60 14%	55 12%	69 15%	57 11%	32 13%	28 15%
Race relations	25 3%	5 1%	6 3%	15 4%	7 2%	10 3%	8 3%	4 1%	21 4%	5 1%	19 4%	3 1%	22 4%	1 *	3 1%
Abortion	145 14%	16 4%	27 12%	102 26%	22 6%	44 14%	75 26%	18 4%	126 24%	24 6%	112 24%	21 5%	122 24%	12 5%	8 4%
The state of democracy	157 16%	18 5%	37 16%	101 26%	19 5%	49 15%	86 30%	19 4%	134 26%	18 4%	129 28%	20 4%	131 26%	5 2%	15 8%
Something else (Please specify)	31 3%	12 3%	7 3%	12 3%	10 3%	11 3%	9 3%	16 4%	13 3%	8 2%	13 3%	15 3%	15 3%	9 4%	1 *
Unsure	7 1%	1 *	6 2%	0 *	-	4 1%	-	2 *	3 *	1 *	1 *	2 *	1 *	1 *	0 *

Table QFav\_Biden

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

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

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	433	189	243	87	104	101	140	192	241	271	80	51	31
	43%	40%	45%	40%	47%	37%	48%	44%	43%	38%	69%	46%	45%
VERY/SOMEWHAT UNFAVORABLE	539	258	280	116	105	165	153	221	318	422	24	55	37
	54%	55%	52%	53%	48%	61%	52%	50%	56%	59%	21%	50%	54%
Very favorable	231	98	133	40	60	54	78	100	131	137	53	28	13
	23%	21%	25%	18%	27%	20%	26%	23%	23%	19%	46%	26%	19%
Somewhat favorable	202	90	111	48	44	48	62	92	110	134	27	23	18
	20%	19%	21%	22%	20%	18%	21%	21%	19%	19%	23%	20%	26%
Heard of, no opinion	33	19	14	16	10	5	2	26	7	17	11	5	1
	3%	4%	3%	7%	5%	2%	1%	6%	1%	2%	9%	4%	1%
Somewhat unfavorable	123	55	68	34	29	28	31	64	60	72	15	18	18
	12%	12%	13%	16%	13%	10%	11%	15%	11%	10%	13%	16%	26%
Very unfavorable	416	204	212	82	76	137	121	158	258	350	10	37	19
	41%	44%	39%	37%	35%	50%	41%	36%	46%	49%	8%	33%	28%
Never heard of	-	-	-	-	-	-	-	-	-	-	-	-	-

Table QFav\_Biden

Echelon Insights  
 September Omnibus 2024  
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[QFav\_Biden] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?  
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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	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	433	98	127	123	84	226	207	104	50	83	70	127	154	279
	43%	33%	42%	49%	55%	38%	51%	48%	25%	46%	47%	50%	37%	48%
VERY/SOMEWHAT UNFAVORABLE	539	184	163	127	65	347	192	101	145	95	75	117	246	286
	54%	62%	54%	50%	42%	58%	47%	47%	73%	53%	51%	46%	59%	49%
Very favorable	231	55	63	59	54	118	113	56	28	39	39	69	84	147
	23%	19%	21%	23%	35%	20%	28%	26%	14%	22%	26%	27%	20%	25%
Somewhat favorable	202	43	65	64	30	108	94	47	22	44	31	57	69	132
	20%	15%	21%	25%	19%	18%	23%	22%	11%	25%	21%	22%	17%	23%
Heard of, no opinion	33	13	12	3	5	25	8	11	5	2	4	12	16	17
	3%	4%	4%	1%	3%	4%	2%	5%	3%	1%	2%	5%	4%	3%
Somewhat unfavorable	123	42	33	37	12	75	48	22	42	23	12	23	64	58
	12%	14%	11%	14%	8%	13%	12%	10%	21%	13%	8%	9%	15%	10%
Very unfavorable	416	142	130	91	53	272	144	78	103	72	62	94	182	228
	41%	48%	43%	36%	34%	46%	35%	36%	52%	40%	42%	37%	44%	39%
Never heard of	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Table QFav\_Biden

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

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	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
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Total	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	433	219	142	184	145	104	112	53	58	133	210	90
	43%	44%	47%	38%	47%	48%	40%	40%	39%	52%	45%	32%
VERY/SOMEWHAT UNFAVORABLE	539	255	159	289	143	107	154	69	84	115	243	182
	54%	51%	52%	60%	47%	50%	54%	52%	57%	45%	52%	65%
Very favorable	231	121	80	115	64	53	58	32	26	73	108	50
	23%	24%	26%	24%	21%	24%	20%	24%	18%	28%	23%	18%
Somewhat favorable	202	98	62	69	81	51	54	22	32	60	102	40
	20%	20%	20%	14%	27%	24%	19%	16%	21%	23%	22%	14%
Heard of, no opinion	33	24	3	10	18	5	17	12	6	9	15	8
	3%	5%	1%	2%	6%	2%	6%	9%	4%	4%	3%	3%
Somewhat unfavorable	123	60	30	50	46	27	43	20	23	38	57	29
	12%	12%	10%	10%	15%	12%	15%	15%	16%	15%	12%	10%
Very unfavorable	416	195	129	239	97	80	110	49	61	77	186	153
	41%	39%	42%	49%	32%	37%	39%	37%	41%	30%	40%	55%
Never heard of	-	-	-	-	-	-	-	-	-	-	-	-

Table QFav\_Biden

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

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

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	433	20	74	339	49	146	237	9	424	23	381	13	413	5	10
	43%	5%	32%	87%	13%	45%	83%	2%	81%	5%	83%	3%	82%	2%	5%
VERY/SOMEWHAT UNFAVORABLE	539	357	144	38	315	163	40	437	77	395	64	433	73	236	174
	54%	93%	62%	10%	86%	50%	14%	96%	15%	94%	14%	95%	14%	97%	92%
Very favorable	231	8	28	196	30	65	136	4	228	10	206	5	225	3	3
	23%	2%	12%	50%	8%	20%	48%	1%	44%	2%	45%	1%	45%	1%	2%
Somewhat favorable	202	12	46	143	19	82	101	5	196	13	174	9	187	3	7
	20%	3%	20%	37%	5%	25%	35%	1%	38%	3%	38%	2%	37%	1%	3%
Heard of, no opinion	33	8	13	13	2	16	8	7	21	3	15	10	18	1	5
	3%	2%	6%	3%	1%	5%	3%	2%	4%	1%	3%	2%	4%	*%	3%
Somewhat unfavorable	123	43	52	29	47	45	23	55	55	51	42	53	51	26	26
	12%	11%	22%	7%	13%	14%	8%	12%	11%	12%	9%	12%	10%	11%	14%
Very unfavorable	416	314	93	9	268	117	16	382	22	344	23	380	22	209	148
	41%	82%	40%	2%	73%	36%	6%	84%	4%	82%	5%	83%	4%	87%	78%
Never heard of	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Table QFav\_Harris

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

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

-Kamala Harris

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	512	223	288	122	119	115	157	241	272	316	92	63	41
	51%	48%	53%	55%	54%	42%	53%	55%	48%	44%	80%	57%	60%
VERY/SOMEWHAT UNFAVORABLE	468	231	237	86	92	153	138	177	290	383	16	44	25
	47%	50%	44%	39%	42%	56%	47%	40%	51%	54%	14%	39%	36%
Very favorable	342	147	195	60	87	84	111	147	195	209	70	38	26
	34%	32%	36%	27%	40%	31%	38%	34%	35%	29%	61%	34%	38%
Somewhat favorable	170	76	93	62	32	30	46	94	76	107	22	25	16
	17%	16%	17%	28%	14%	11%	16%	21%	13%	15%	19%	23%	23%
Heard of, no opinion	25	12	13	12	9	4	-	21	4	11	8	4	3
	2%	3%	2%	5%	4%	1%	-	5%	1%	1%	7%	4%	4%
Somewhat unfavorable	75	38	37	17	17	27	13	35	40	42	7	15	11
	7%	8%	7%	8%	8%	10%	5%	8%	7%	6%	6%	14%	16%
Very unfavorable	393	193	200	69	74	126	124	143	250	342	9	29	14
	39%	41%	37%	31%	34%	46%	42%	33%	44%	48%	8%	26%	20%
Never heard of	-	-	-	-	-	-	-	-	-	-	-	-	-

Table QFav\_Harris

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

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

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	512	130	145	142	95	275	237	126	70	94	80	139	196	313
	51%	44%	48%	56%	62%	46%	58%	58%	35%	53%	54%	55%	47%	54%
VERY/SOMEWHAT UNFAVORABLE	468	152	149	110	57	301	167	82	126	84	64	107	208	255
	47%	51%	49%	43%	37%	50%	41%	38%	63%	47%	44%	42%	50%	44%
Very favorable	342	87	95	89	71	182	160	88	48	60	53	94	136	207
	34%	29%	32%	35%	46%	31%	39%	41%	24%	33%	36%	37%	33%	35%
Somewhat favorable	170	43	50	53	24	93	77	38	23	35	27	45	60	107
	17%	15%	16%	21%	16%	15%	19%	17%	11%	19%	18%	18%	15%	18%
Heard of, no opinion	25	14	8	2	1	22	3	8	4	1	3	9	11	14
	2%	5%	3%	1%	1%	4%	1%	3%	2%	1%	2%	4%	3%	2%
Somewhat unfavorable	75	17	31	21	7	48	27	9	24	11	17	13	33	40
	7%	6%	10%	8%	4%	8%	7%	4%	12%	6%	11%	5%	8%	7%
Very unfavorable	393	135	119	89	51	253	140	73	102	73	48	94	175	214
	39%	46%	39%	35%	33%	42%	34%	34%	51%	40%	32%	37%	42%	37%
Never heard of	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Table QFav\_Harris

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

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

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	512	259	162	207	184	121	139	67	72	158	246	108
	51%	52%	53%	43%	60%	56%	49%	50%	49%	61%	53%	39%
VERY/SOMEWHAT UNFAVORABLE	468	221	142	264	110	93	129	58	71	90	214	165
	47%	44%	47%	55%	36%	43%	45%	43%	47%	35%	46%	59%
Very favorable	342	170	115	152	109	81	91	42	49	111	159	73
	34%	34%	38%	31%	36%	38%	32%	31%	33%	43%	34%	26%
Somewhat favorable	170	89	47	55	75	40	48	25	24	47	88	35
	17%	18%	15%	11%	25%	18%	17%	18%	16%	18%	19%	13%
Heard of, no opinion	25	17	-	12	11	2	15	9	6	9	9	7
	2%	3%		2%	4%	1%	5%	7%	4%	4%	2%	3%
Somewhat unfavorable	75	42	17	33	26	16	33	15	18	16	42	16
	7%	8%	6%	7%	9%	7%	12%	11%	12%	6%	9%	6%
Very unfavorable	393	179	125	232	84	77	96	43	53	74	171	148
	39%	36%	41%	48%	28%	36%	34%	32%	35%	29%	37%	53%
Never heard of	-	-	-	-	-	-	-	-	-	-	-	-

Table QFav\_Harris

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

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

-Kamala Harris

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	512	33	107	372	63	181	258	24	487	52	413	34	467	8	29
	51%	9%	46%	96%	17%	56%	91%	5%	93%	12%	90%	7%	93%	3%	15%
VERY/SOMEWHAT UNFAVORABLE	468	343	110	15	299	130	23	421	27	363	41	414	31	231	159
	47%	89%	48%	4%	82%	40%	8%	93%	5%	86%	9%	91%	6%	95%	84%
Very favorable	342	9	50	284	37	102	202	5	337	18	297	7	334	2	5
	34%	2%	21%	73%	10%	31%	71%	1%	65%	4%	65%	1%	66%	1%	3%
Somewhat favorable	170	24	58	88	27	79	56	19	149	33	117	27	132	6	23
	17%	6%	25%	23%	7%	24%	20%	4%	29%	8%	25%	6%	26%	2%	12%
Heard of, no opinion	25	9	14	2	3	14	3	9	9	5	5	9	7	3	2
	2%	2%	6%	1%	1%	4%	1%	2%	2%	1%	1%	2%	1%	1%	1%
Somewhat unfavorable	75	36	28	11	31	30	12	46	20	35	19	46	15	28	15
	7%	9%	12%	3%	8%	9%	4%	10%	4%	8%	4%	10%	3%	11%	8%
Very unfavorable	393	307	83	4	268	100	12	375	7	328	22	368	15	203	144
	39%	80%	36%	1%	73%	31%	4%	83%	1%	78%	5%	81%	3%	84%	76%
Never heard of	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Table QFav\_Trump

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

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

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	421	213	208	85	83	141	111	168	252	331	27	41	21
	42%	46%	39%	39%	38%	52%	38%	38%	45%	47%	24%	37%	31%
VERY/SOMEWHAT UNFAVORABLE	563	244	318	124	128	130	181	252	311	365	83	67	48
	56%	52%	59%	56%	58%	48%	61%	57%	55%	51%	72%	60%	69%
Very favorable	292	139	153	62	63	94	73	124	167	239	14	25	14
	29%	30%	28%	28%	28%	35%	25%	28%	30%	34%	12%	23%	20%
Somewhat favorable	129	74	55	24	20	47	38	44	85	93	13	15	8
	13%	16%	10%	11%	9%	17%	13%	10%	15%	13%	11%	14%	11%
Heard of, no opinion	21	9	12	10	9	0	2	19	3	14	5	3	-
	2%	2%	2%	5%	4%	*%	1%	4%	*%	2%	4%	3%	-
Somewhat unfavorable	97	45	52	30	25	20	22	55	42	66	8	12	11
	10%	10%	10%	14%	11%	7%	7%	13%	7%	9%	7%	10%	16%
Very unfavorable	466	199	266	93	104	110	159	197	269	299	75	55	37
	46%	43%	50%	43%	47%	40%	54%	45%	48%	42%	65%	50%	53%
Never heard of	-	-	-	-	-	-	-	-	-	-	-	-	-

Table QFav\_Trump

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

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

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	421	150	131	86	53	282	139	80	112	75	57	94	192	225
	42%	51%	43%	34%	35%	47%	34%	37%	56%	42%	39%	37%	46%	39%
VERY/SOMEWHAT UNFAVORABLE	563	135	169	163	96	304	259	130	86	101	86	156	217	343
	56%	46%	56%	64%	62%	51%	64%	60%	43%	56%	58%	61%	52%	59%
Very favorable	292	108	95	52	37	203	89	66	74	58	32	60	139	150
	29%	36%	31%	21%	24%	34%	22%	31%	37%	32%	22%	24%	33%	26%
Somewhat favorable	129	43	36	33	17	79	50	14	38	17	25	33	52	75
	13%	14%	12%	13%	11%	13%	12%	7%	19%	9%	17%	13%	13%	13%
Heard of, no opinion	21	10	3	5	4	12	9	5	3	4	5	5	8	14
	2%	3%	1%	2%	3%	2%	2%	2%	1%	2%	3%	2%	2%	2%
Somewhat unfavorable	97	30	23	26	17	53	44	20	19	25	8	25	39	58
	10%	10%	8%	10%	11%	9%	11%	9%	9%	14%	5%	10%	9%	10%
Very unfavorable	466	105	146	137	79	251	216	110	68	76	78	131	178	285
	46%	36%	48%	54%	51%	42%	53%	51%	34%	42%	53%	51%	43%	49%
Never heard of	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Table QFav\_Trump

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

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	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	421	203	119	232	111	78	126	62	64	87	189	144
	42%	41%	39%	48%	36%	36%	45%	46%	43%	34%	40%	52%
VERY/SOMEWHAT UNFAVORABLE	563	280	184	240	187	136	145	67	78	161	273	130
	56%	56%	61%	50%	61%	63%	51%	50%	52%	63%	58%	46%
Very favorable	292	133	80	158	77	57	83	39	44	59	123	110
	29%	27%	26%	33%	25%	26%	29%	29%	30%	23%	26%	39%
Somewhat favorable	129	69	38	74	33	21	43	23	20	28	66	34
	13%	14%	13%	15%	11%	10%	15%	17%	14%	11%	14%	12%
Heard of, no opinion	21	15	1	11	8	3	12	5	7	9	6	6
	2%	3%	*%	2%	3%	1%	4%	4%	5%	4%	1%	2%
Somewhat unfavorable	97	54	22	43	32	22	36	23	14	25	44	28
	10%	11%	7%	9%	11%	10%	13%	17%	9%	10%	9%	10%
Very unfavorable	466	226	163	198	155	114	109	44	64	136	229	101
	46%	45%	54%	41%	51%	53%	38%	33%	43%	53%	49%	36%
Never heard of	-	-	-	-	-	-	-	-	-	-	-	-

Table QFav\_Trump

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 September Omnibus 2024  
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-Donald Trump

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	421	327	78	15	281	105	19	394	22	351	24	388	22	229	137
	42%	85%	34%	4%	77%	32%	7%	87%	4%	84%	5%	85%	4%	95%	72%
VERY/SOMEWHAT UNFAVORABLE	563	52	142	370	77	215	261	52	491	62	430	60	474	9	49
	56%	13%	61%	95%	21%	66%	92%	11%	94%	15%	94%	13%	94%	4%	26%
Very favorable	292	248	36	7	204	62	13	286	5	258	11	281	8	191	85
	29%	65%	16%	2%	56%	19%	5%	63%	1%	61%	2%	62%	2%	79%	45%
Somewhat favorable	129	78	42	8	77	43	6	108	17	93	12	107	14	38	52
	13%	20%	18%	2%	21%	13%	2%	24%	3%	22%	3%	23%	3%	16%	27%
Heard of, no opinion	21	6	11	4	8	4	4	8	9	7	6	9	8	3	3
	2%	2%	5%	1%	2%	1%	2%	2%	2%	2%	1%	2%	1%	1%	2%
Somewhat unfavorable	97	25	41	32	27	50	14	34	54	32	43	34	52	6	28
	10%	6%	18%	8%	7%	15%	5%	8%	10%	8%	9%	7%	10%	3%	15%
Very unfavorable	466	27	101	338	50	165	246	18	437	30	387	26	422	3	22
	46%	7%	44%	87%	14%	51%	87%	4%	84%	7%	84%	6%	84%	1%	11%
Never heard of	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Table QFav\_Vance

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	349	185	164	50	83	112	104	133	215	286	19	30	14
	35%	40%	31%	23%	38%	41%	35%	30%	38%	40%	17%	27%	20%
VERY/SOMEWHAT UNFAVORABLE	439	201	237	86	82	109	161	168	271	301	52	47	39
	44%	43%	44%	39%	37%	40%	55%	38%	48%	42%	45%	42%	56%
Very favorable	169	85	84	20	35	60	53	55	113	137	10	19	2
	17%	18%	16%	9%	16%	22%	18%	13%	20%	19%	9%	17%	4%
Somewhat favorable	180	100	80	30	48	52	50	78	102	148	9	11	12
	18%	21%	15%	14%	22%	19%	17%	18%	18%	21%	8%	10%	17%
Heard of, no opinion	156	64	92	51	37	44	25	87	69	94	27	22	14
	16%	14%	17%	23%	17%	16%	9%	20%	12%	13%	23%	20%	20%
Somewhat unfavorable	94	46	49	22	29	19	25	51	44	61	11	12	10
	9%	10%	9%	10%	13%	7%	8%	12%	8%	9%	10%	10%	15%
Very unfavorable	344	155	188	64	53	91	136	117	227	240	41	35	29
	34%	33%	35%	29%	24%	33%	46%	27%	40%	34%	35%	31%	42%
Never heard of	61	16	45	32	19	6	5	50	11	29	17	13	2
	6%	3%	8%	15%	8%	2%	2%	11%	2%	4%	15%	12%	3%

Table QFav\_Vance

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	
		HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	349	109	102	83	55	212	137	65	80	61	47	96	144	204
	35%	37%	34%	33%	36%	35%	34%	30%	40%	34%	32%	38%	35%	35%
VERY/SOMEWHAT UNFAVORABLE	439	88	139	138	73	227	211	89	65	80	70	133	154	283
	44%	30%	46%	54%	48%	38%	52%	41%	32%	45%	47%	52%	37%	49%
Very favorable	169	57	55	33	24	112	57	35	37	33	17	46	72	96
	17%	19%	18%	13%	16%	19%	14%	16%	18%	19%	12%	18%	17%	17%
Somewhat favorable	180	53	47	50	31	100	80	30	43	27	30	50	73	107
	18%	18%	16%	20%	20%	17%	20%	14%	21%	15%	20%	19%	17%	18%
Heard of, no opinion	156	70	45	26	15	115	41	45	38	31	14	22	83	68
	16%	24%	15%	10%	10%	19%	10%	21%	19%	17%	10%	9%	20%	12%
Somewhat unfavorable	94	25	25	27	18	50	45	16	21	17	12	26	37	56
	9%	8%	8%	11%	12%	8%	11%	8%	11%	10%	8%	10%	9%	10%
Very unfavorable	344	64	114	111	56	177	167	73	44	63	57	107	117	227
	34%	22%	38%	44%	36%	30%	41%	34%	22%	35%	39%	42%	28%	39%
Never heard of	61	27	17	7	10	44	17	17	17	7	16	4	34	27
	6%	9%	5%	3%	7%	7%	4%	8%	9%	4%	11%	2%	8%	5%

Table QFav\_Vance

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	349	170	108	216	76	57	100	51	49	71	160	118
	35%	34%	36%	45%	25%	26%	35%	38%	33%	28%	34%	42%
VERY/SOMEWHAT UNFAVORABLE	439	208	161	196	142	101	96	46	50	120	218	101
	44%	42%	53%	41%	46%	47%	34%	34%	34%	47%	46%	36%
Very favorable	169	69	62	104	32	33	44	18	26	30	70	68
	17%	14%	20%	22%	10%	15%	16%	13%	18%	12%	15%	24%
Somewhat favorable	180	101	46	111	44	24	56	33	23	41	90	49
	18%	20%	15%	23%	15%	11%	20%	25%	15%	16%	19%	18%
Heard of, no opinion	156	83	29	55	59	42	56	31	25	44	67	45
	16%	17%	10%	11%	19%	19%	20%	23%	17%	17%	14%	16%
Somewhat unfavorable	94	54	23	38	32	24	36	21	15	27	43	24
	9%	11%	8%	8%	10%	11%	13%	16%	10%	11%	9%	9%
Very unfavorable	344	154	139	158	110	76	60	25	35	93	174	77
	34%	31%	46%	33%	36%	35%	21%	18%	24%	36%	37%	28%
Never heard of	61	37	5	16	28	17	31	6	25	21	24	16
	6%	7%	2%	3%	9%	8%	11%	4%	17%	8%	5%	6%

Table QFav\_Vance

Echelon Insights  
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	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	349	262	57	30	245	80	19	310	37	290	33	308	40	177	119
	35%	68%	25%	8%	67%	25%	7%	68%	7%	69%	7%	68%	8%	73%	63%
VERY/SOMEWHAT UNFAVORABLE	439	44	101	293	46	158	232	41	384	52	350	52	369	13	37
	44%	12%	44%	75%	13%	49%	82%	9%	74%	12%	76%	11%	73%	5%	19%
Very favorable	169	136	21	11	137	27	5	156	13	150	12	155	14	105	46
	17%	35%	9%	3%	37%	8%	2%	34%	2%	36%	3%	34%	3%	44%	24%
Somewhat favorable	180	126	36	19	109	54	14	154	24	140	21	153	26	72	73
	18%	33%	16%	5%	30%	16%	5%	34%	5%	33%	5%	34%	5%	30%	39%
Heard of, no opinion	156	58	51	47	56	64	18	75	69	62	52	75	61	39	25
	16%	15%	22%	12%	15%	20%	6%	17%	13%	15%	11%	16%	12%	16%	13%
Somewhat unfavorable	94	26	28	41	17	41	35	30	58	32	53	32	53	9	19
	9%	7%	12%	11%	5%	13%	12%	7%	11%	8%	11%	7%	10%	4%	10%
Very unfavorable	344	18	74	252	28	117	197	12	326	21	297	20	316	4	18
	34%	5%	32%	65%	8%	36%	69%	3%	62%	5%	65%	4%	63%	2%	9%
Never heard of	61	20	22	19	19	23	16	27	32	16	25	21	33	12	8
	6%	5%	10%	5%	5%	7%	6%	6%	6%	4%	5%	5%	7%	5%	4%

Table QFav\_Walz

Echelon Insights  
 September Omnibus 2024  
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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	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	416	184	231	73	90	110	144	163	253	282	54	46	34
	41%	40%	43%	33%	41%	40%	49%	37%	45%	40%	47%	42%	50%
VERY/SOMEWHAT UNFAVORABLE	336	191	145	41	64	116	116	104	232	280	20	28	9
	33%	41%	27%	19%	29%	43%	39%	24%	41%	39%	17%	25%	14%
Very favorable	247	105	142	39	45	66	97	84	163	174	32	29	13
	25%	23%	26%	18%	20%	24%	33%	19%	29%	24%	28%	26%	19%
Somewhat favorable	169	79	89	34	45	44	46	79	90	108	22	17	21
	17%	17%	17%	15%	21%	16%	16%	18%	16%	15%	19%	16%	31%
Heard of, no opinion	162	61	100	66	39	28	29	105	57	97	24	24	17
	16%	13%	19%	30%	18%	10%	10%	24%	10%	14%	21%	21%	25%
Somewhat unfavorable	80	45	35	15	15	24	27	30	50	69	9	2	1
	8%	10%	7%	7%	7%	9%	9%	7%	9%	10%	8%	2%	1%
Very unfavorable	256	146	110	25	49	92	90	74	182	211	10	26	9
	25%	31%	20%	12%	22%	34%	30%	17%	32%	30%	9%	23%	13%
Never heard of	90	29	61	40	27	18	6	66	24	51	17	13	8
	9%	6%	11%	18%	12%	7%	2%	15%	4%	7%	15%	12%	12%

Table QFav\_Walz

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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	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	416	83	132	122	80	215	202	87	54	80	64	131	142	274
	41%	28%	44%	48%	52%	36%	50%	41%	27%	44%	43%	51%	34%	47%
VERY/SOMEWHAT UNFAVORABLE	336	103	103	82	49	205	131	51	88	57	46	93	139	196
	33%	35%	34%	32%	32%	34%	32%	24%	44%	32%	31%	36%	34%	34%
Very favorable	247	53	77	82	36	129	118	62	33	49	35	69	95	152
	25%	18%	25%	32%	23%	22%	29%	29%	16%	27%	24%	27%	23%	26%
Somewhat favorable	169	30	55	40	44	85	84	25	22	31	29	63	47	122
	17%	10%	18%	16%	29%	14%	21%	12%	11%	17%	20%	25%	11%	21%
Heard of, no opinion	162	68	45	38	11	113	49	47	38	27	24	21	85	73
	16%	23%	15%	15%	7%	19%	12%	22%	19%	15%	16%	8%	20%	13%
Somewhat unfavorable	80	32	23	13	11	56	25	10	25	16	13	16	35	44
	8%	11%	8%	5%	7%	9%	6%	5%	12%	9%	9%	6%	8%	8%
Very unfavorable	256	70	79	68	38	150	107	41	63	41	34	76	105	151
	25%	24%	26%	27%	25%	25%	26%	19%	32%	23%	23%	30%	25%	26%
Never heard of	90	42	23	12	13	65	25	30	20	16	13	10	50	39
	9%	14%	8%	5%	9%	11%	6%	14%	10%	9%	9%	4%	12%	7%

Table QFav\_Walz

Echelon Insights  
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	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	416	208	149	181	134	102	96	48	48	113	212	91
	41%	42%	49%	37%	44%	47%	34%	36%	32%	44%	45%	33%
VERY/SOMEWHAT UNFAVORABLE	336	148	119	213	67	57	84	50	34	68	142	127
	33%	30%	39%	44%	22%	26%	30%	37%	23%	26%	30%	45%
Very favorable	247	111	100	113	81	54	39	14	25	67	115	65
	25%	22%	33%	23%	26%	25%	14%	11%	17%	26%	25%	23%
Somewhat favorable	169	96	48	68	53	49	57	34	23	45	97	27
	17%	19%	16%	14%	17%	22%	20%	26%	15%	18%	21%	10%
Heard of, no opinion	162	88	24	58	69	35	59	23	35	50	73	39
	16%	18%	8%	12%	23%	16%	21%	17%	24%	19%	16%	14%
Somewhat unfavorable	80	41	23	45	22	14	26	18	8	22	34	24
	8%	8%	7%	9%	7%	6%	9%	13%	6%	8%	7%	9%
Very unfavorable	256	107	97	168	45	43	58	32	25	46	107	103
	25%	22%	32%	35%	15%	20%	20%	24%	17%	18%	23%	37%
Never heard of	90	54	12	32	36	23	44	13	32	26	41	23
	9%	11%	4%	7%	12%	10%	16%	9%	21%	10%	9%	8%

Table QFav\_Walz

Echelon Insights  
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 -Tim Walz

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	416	41	74	302	48	137	229	31	383	43	349	37	370	13	33
	41%	11%	32%	78%	13%	42%	80%	7%	73%	10%	76%	8%	73%	5%	17%
VERY/SOMEWHAT UNFAVORABLE	336	244	78	14	229	85	17	303	28	283	22	303	28	166	117
	33%	64%	34%	4%	63%	26%	6%	67%	5%	67%	5%	66%	6%	69%	62%
Very favorable	247	9	39	199	20	61	165	2	245	14	218	4	242	1	7
	25%	2%	17%	51%	5%	19%	58%	1%	47%	3%	48%	1%	48%	*%	4%
Somewhat favorable	169	32	34	103	28	76	64	28	138	29	131	33	128	12	26
	17%	8%	15%	26%	8%	23%	22%	6%	27%	7%	29%	7%	25%	5%	14%
Heard of, no opinion	162	62	47	53	63	59	24	73	77	62	59	73	71	44	24
	16%	16%	20%	14%	17%	18%	8%	16%	15%	15%	13%	16%	14%	18%	13%
Somewhat unfavorable	80	50	24	5	41	26	9	65	14	62	9	67	10	28	31
	8%	13%	11%	1%	11%	8%	3%	14%	3%	15%	2%	15%	2%	11%	16%
Very unfavorable	256	194	53	9	188	58	8	239	13	220	13	236	18	139	86
	25%	50%	23%	2%	51%	18%	3%	53%	3%	52%	3%	52%	4%	57%	45%
Never heard of	90	37	33	20	25	44	15	46	35	33	29	43	34	19	16
	9%	10%	14%	5%	7%	14%	5%	10%	7%	8%	6%	9%	7%	8%	8%

Table QFav\_GOP

Echelon Insights  
 September Omnibus 2024  
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[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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	415	201	214	88	82	140	105	170	245	330	25	39	21
	41%	43%	40%	40%	37%	51%	36%	39%	43%	46%	22%	35%	30%
VERY/SOMEWHAT UNFAVORABLE	536	244	291	112	119	124	182	230	306	352	84	62	38
	53%	52%	54%	51%	54%	46%	62%	52%	54%	50%	73%	56%	55%
Very favorable	202	91	111	45	49	64	44	94	109	157	14	25	6
	20%	20%	21%	21%	22%	24%	15%	21%	19%	22%	12%	23%	8%
Somewhat favorable	212	110	102	43	33	75	61	76	136	172	11	14	15
	21%	24%	19%	20%	15%	28%	21%	17%	24%	24%	10%	13%	22%
Heard of, no opinion	54	21	32	19	20	8	8	38	15	28	6	10	10
	5%	5%	6%	9%	9%	3%	3%	9%	3%	4%	5%	9%	15%
Somewhat unfavorable	202	100	102	44	53	40	66	97	106	136	33	20	13
	20%	21%	19%	20%	24%	15%	22%	22%	19%	19%	28%	18%	19%
Very unfavorable	334	144	189	68	65	85	116	133	200	215	52	42	25
	33%	31%	35%	31%	30%	31%	39%	30%	35%	30%	45%	38%	36%
Never heard of	1	-	1	1	-	-	-	1	-	1	-	-	-
	*%		*%	*%				*%		*%			

Table QFav\_GOP

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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	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	415	148	135	83	49	283	132	83	111	71	55	91	194	217
	41%	50%	45%	33%	32%	47%	32%	39%	55%	40%	37%	36%	47%	37%
VERY/SOMEWHAT UNFAVORABLE	536	122	159	160	95	282	254	115	83	99	88	152	198	339
	53%	41%	53%	63%	62%	47%	62%	53%	41%	55%	60%	60%	48%	58%
Very favorable	202	83	63	39	18	146	57	53	49	33	27	39	101	99
	20%	28%	21%	15%	12%	24%	14%	24%	24%	18%	18%	15%	24%	17%
Somewhat favorable	212	65	72	44	31	137	75	31	62	38	28	52	93	118
	21%	22%	24%	17%	20%	23%	18%	14%	31%	21%	19%	20%	22%	20%
Heard of, no opinion	54	25	8	11	10	33	21	17	7	10	5	12	24	26
	5%	8%	3%	4%	6%	5%	5%	8%	4%	5%	3%	5%	6%	5%
Somewhat unfavorable	202	52	54	59	38	106	96	25	38	45	38	57	63	140
	20%	18%	18%	23%	24%	18%	24%	11%	19%	25%	26%	22%	15%	24%
Very unfavorable	334	70	106	101	57	176	158	90	45	53	50	95	135	199
	33%	24%	35%	40%	37%	29%	39%	42%	22%	30%	34%	37%	32%	34%
Never heard of	1	1	-	-	-	1	-	1	-	-	-	-	1	-
	*%	*%				*%		*%					*%	

Table QFav\_GOP

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Total	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	415	196	118	222	116	77	123	60	63	90	181	143
	41%	39%	39%	46%	38%	35%	43%	45%	42%	35%	39%	51%
VERY/SOMEWHAT UNFAVORABLE	536	269	179	242	163	131	140	63	77	147	268	122
	53%	54%	59%	50%	53%	60%	49%	47%	52%	57%	57%	43%
Very favorable	202	107	51	110	52	40	65	31	34	38	84	81
	20%	22%	17%	23%	17%	18%	23%	23%	23%	15%	18%	29%
Somewhat favorable	212	89	67	112	64	37	58	29	29	52	98	63
	21%	18%	22%	23%	21%	17%	21%	22%	20%	20%	21%	22%
Heard of, no opinion	54	33	6	18	26	9	20	11	8	20	18	15
	5%	7%	2%	4%	9%	4%	7%	9%	5%	8%	4%	5%
Somewhat unfavorable	202	111	63	107	47	48	72	40	31	50	108	45
	20%	22%	21%	22%	15%	22%	25%	30%	21%	19%	23%	16%
Very unfavorable	334	157	117	135	116	83	68	22	45	97	160	77
	33%	32%	38%	28%	38%	38%	24%	17%	31%	38%	34%	28%
Never heard of	1	1	-	-	1	-	1	-	1	-	1	-
	*%	*%			*%		*%		*%		*%	

Table QFav\_GOP

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	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	415	332	68	15	275	106	19	374	37	340	29	378	29	211	154
	41%	86%	29%	4%	75%	33%	7%	82%	7%	81%	6%	83%	6%	87%	81%
VERY/SOMEWHAT UNFAVORABLE	536	46	135	355	74	195	260	70	455	75	410	71	449	27	34
	53%	12%	58%	91%	20%	60%	92%	15%	87%	18%	89%	16%	89%	11%	18%
Very favorable	202	188	11	3	147	41	7	192	8	177	10	195	8	123	71
	20%	49%	5%	1%	40%	13%	3%	42%	2%	42%	2%	43%	2%	51%	37%
Somewhat favorable	212	144	57	12	129	65	11	182	29	163	20	184	21	88	83
	21%	37%	25%	3%	35%	20%	4%	40%	6%	39%	4%	40%	4%	36%	44%
Heard of, no opinion	54	7	28	19	16	24	5	10	30	5	20	8	26	4	2
	5%	2%	12%	5%	4%	7%	2%	2%	6%	1%	4%	2%	5%	2%	1%
Somewhat unfavorable	202	37	66	99	46	86	68	57	135	58	119	61	131	24	30
	20%	10%	29%	25%	13%	26%	24%	13%	26%	14%	26%	13%	26%	10%	16%
Very unfavorable	334	9	69	256	28	109	192	12	320	17	291	10	318	3	3
	33%	2%	30%	66%	8%	33%	67%	3%	61%	4%	63%	2%	63%	1%	2%
Never heard of	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-
	*%		*%												

Table QFav\_Dem

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

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

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	481	206	274	113	116	107	146	228	252	299	88	59	35
	48%	44%	51%	51%	53%	39%	49%	52%	45%	42%	77%	53%	51%
VERY/SOMEWHAT UNFAVORABLE	470	243	227	90	87	151	142	177	292	386	18	45	21
	47%	52%	42%	41%	40%	55%	48%	40%	52%	54%	15%	40%	30%
Very favorable	250	111	139	47	69	61	73	116	135	150	55	31	15
	25%	24%	26%	21%	31%	23%	25%	26%	24%	21%	48%	28%	21%
Somewhat favorable	231	95	135	66	47	45	72	113	118	148	34	28	21
	23%	20%	25%	30%	21%	17%	25%	26%	21%	21%	29%	25%	30%
Heard of, no opinion	51	16	35	14	15	14	7	29	21	21	9	8	13
	5%	3%	7%	7%	7%	5%	2%	7%	4%	3%	8%	7%	19%
Somewhat unfavorable	149	79	70	41	31	41	37	72	77	112	12	13	12
	15%	17%	13%	19%	14%	15%	12%	16%	14%	16%	10%	12%	18%
Very unfavorable	321	164	157	49	57	110	105	106	215	275	6	32	9
	32%	35%	29%	22%	26%	40%	36%	24%	38%	39%	5%	29%	12%
Never heard of	4	1	3	2	1	-	-	4	-	4	-	-	-
	*%	*%	*%	1%	1%			1%		1%			

Table QFav\_Dem

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

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

-The Democratic Party

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	481	126	141	128	86	267	214	121	67	90	75	128	188	293
	48%	43%	47%	50%	56%	45%	53%	56%	34%	50%	51%	50%	45%	50%
VERY/SOMEWHAT UNFAVORABLE	470	149	149	114	57	298	171	82	125	81	67	111	207	259
	47%	51%	49%	45%	37%	50%	42%	38%	63%	45%	45%	44%	50%	45%
Very favorable	250	63	69	65	54	131	119	70	33	39	33	75	103	147
	25%	21%	23%	26%	35%	22%	29%	33%	16%	22%	22%	30%	25%	25%
Somewhat favorable	231	63	73	63	32	136	95	51	34	51	42	52	85	146
	23%	21%	24%	25%	21%	23%	23%	24%	17%	29%	28%	21%	20%	25%
Heard of, no opinion	51	19	10	11	10	29	21	10	8	8	5	16	18	29
	5%	6%	3%	4%	7%	5%	5%	5%	4%	4%	4%	6%	4%	5%
Somewhat unfavorable	149	43	51	42	13	94	55	21	40	24	28	34	62	86
	15%	15%	17%	17%	8%	16%	13%	10%	20%	14%	19%	13%	15%	15%
Very unfavorable	321	106	98	72	45	204	117	60	85	57	38	78	145	173
	32%	36%	32%	28%	29%	34%	29%	28%	42%	32%	26%	30%	35%	30%
Never heard of	4	1	1	1	-	3	1	3	-	0	1	-	3	1
	*%	1%	*%	*%		*%	*%	1%		*%	1%		1%	*%

Table QFav\_Dem

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

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

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	481	247	147	190	177	114	134	65	69	151	227	103
	48%	50%	48%	39%	58%	53%	47%	48%	46%	59%	49%	37%
VERY/SOMEWHAT UNFAVORABLE	470	220	149	272	106	92	124	61	63	93	214	163
	47%	44%	49%	56%	35%	42%	44%	45%	43%	36%	46%	58%
Very favorable	250	127	81	114	84	52	66	36	30	84	110	55
	25%	26%	27%	24%	28%	24%	23%	27%	20%	33%	24%	20%
Somewhat favorable	231	119	66	76	93	62	68	29	39	66	117	47
	23%	24%	22%	16%	30%	29%	24%	22%	26%	26%	25%	17%
Heard of, no opinion	51	29	8	20	20	10	22	8	14	12	25	14
	5%	6%	3%	4%	7%	5%	8%	6%	9%	5%	5%	5%
Somewhat unfavorable	149	73	41	78	44	27	45	24	21	36	80	34
	15%	15%	13%	16%	14%	12%	16%	18%	14%	14%	17%	12%
Very unfavorable	321	147	108	194	62	65	79	37	42	57	134	129
	32%	29%	36%	40%	20%	30%	28%	27%	28%	22%	29%	46%
Never heard of	4	3	-	1	1	1	4	1	3	2	2	-
	*%	1%		*%	*%	1%	1%	1%	2%	1%	*%	

Table QFav\_Dem

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	481	24	89	368	53	166	255	22	458	38	402	25	448	7	16
	48%	6%	39%	95%	15%	51%	90%	5%	88%	9%	87%	5%	89%	3%	8%
VERY/SOMEWHAT UNFAVORABLE	470	341	117	12	296	130	26	410	42	369	39	412	39	226	164
	47%	89%	51%	3%	81%	40%	9%	91%	8%	88%	8%	90%	8%	94%	87%
Very favorable	250	2	24	225	30	64	152	2	248	5	224	1	248	1	-
	25%	*%	10%	58%	8%	20%	53%	*%	48%	1%	49%	*%	49%	*%	-
Somewhat favorable	231	22	65	143	23	102	103	20	210	34	178	24	199	7	16
	23%	6%	28%	37%	6%	31%	36%	4%	40%	8%	39%	5%	40%	3%	8%
Heard of, no opinion	51	18	24	9	15	28	4	18	22	11	18	18	17	8	7
	5%	5%	10%	2%	4%	8%	1%	4%	4%	3%	4%	4%	3%	3%	4%
Somewhat unfavorable	149	93	46	11	67	58	17	109	29	87	32	112	23	57	52
	15%	24%	20%	3%	18%	18%	6%	24%	6%	21%	7%	25%	5%	24%	27%
Very unfavorable	321	248	71	1	228	71	9	302	12	282	7	300	15	169	113
	32%	64%	31%	*%	62%	22%	3%	67%	2%	67%	2%	66%	3%	70%	59%
Never heard of	4	2	1	0	2	1	-	3	-	2	1	2	0	-	2
	*%	1%	1%	*%	1%	*%	-	1%	-	*%	*%	*%	*%	-	1%

Table QPuckFav\_Lo

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

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

-Laura Loomer

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	84	56	27	20	31	19	14	51	32	53	15	12	3
	8%	12%	5%	9%	14%	7%	5%	12%	6%	8%	13%	11%	5%
VERY/SOMEWHAT UNFAVORABLE	225	120	104	43	44	63	74	88	137	161	23	24	17
	22%	26%	19%	20%	20%	23%	25%	20%	24%	23%	20%	22%	25%
Very favorable	26	20	7	9	9	5	3	18	8	15	7	5	-
	3%	4%	1%	4%	4%	2%	1%	4%	1%	2%	6%	5%	-
Somewhat favorable	57	37	20	12	22	13	11	33	24	39	8	7	3
	6%	8%	4%	5%	10%	5%	4%	8%	4%	5%	7%	7%	5%
Heard of, no opinion	230	110	120	64	65	62	38	130	100	143	37	36	14
	23%	24%	22%	29%	30%	23%	13%	30%	18%	20%	32%	32%	20%
Somewhat unfavorable	43	30	12	17	9	12	5	26	16	24	10	5	4
	4%	6%	2%	8%	4%	4%	2%	6%	3%	3%	9%	4%	5%
Very unfavorable	182	90	92	27	35	52	69	61	121	137	12	20	13
	18%	19%	17%	12%	16%	19%	23%	14%	21%	19%	11%	18%	20%
Never heard of	467	179	287	91	79	128	169	170	296	353	41	39	34
	46%	38%	53%	42%	36%	47%	57%	39%	52%	50%	35%	35%	50%

Table QPuckFav\_Lo

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

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

-Laura Loomer

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	84	30	23	17	14	52	31	17	16	14	13	24	33	51
	8%	10%	7%	7%	9%	9%	8%	8%	8%	8%	9%	9%	8%	9%
VERY/SOMEWHAT UNFAVORABLE	225	46	69	72	38	115	110	48	32	42	34	69	80	145
	22%	16%	23%	28%	24%	19%	27%	22%	16%	24%	23%	27%	19%	25%
Very favorable	26	14	3	6	3	17	9	9	5	4	2	7	13	13
	3%	5%	1%	2%	2%	3%	2%	4%	2%	2%	1%	3%	3%	2%
Somewhat favorable	57	15	20	11	11	35	22	9	11	9	11	17	20	37
	6%	5%	7%	4%	7%	6%	5%	4%	6%	5%	8%	7%	5%	6%
Heard of, no opinion	230	84	68	44	34	152	78	50	53	30	40	55	103	124
	23%	28%	23%	17%	22%	25%	19%	23%	27%	16%	27%	21%	25%	21%
Somewhat unfavorable	43	11	17	14	1	28	14	15	6	8	5	8	21	22
	4%	4%	6%	5%	1%	5%	4%	7%	3%	5%	3%	3%	5%	4%
Very unfavorable	182	35	52	59	37	87	95	33	26	34	28	61	59	123
	18%	12%	17%	23%	24%	14%	23%	15%	13%	19%	19%	24%	14%	21%
Never heard of	467	136	143	121	67	279	188	101	99	94	61	108	200	262
	46%	46%	47%	48%	44%	47%	46%	47%	49%	52%	41%	42%	48%	45%

Table QPuckFav\_Lo

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QPuckFav\_Loomer] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?  
 -Laura Loomer

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	84	57	12	44	29	12	47	33	14	32	35	17
	8%	11%	4%	9%	9%	5%	16%	25%	9%	12%	7%	6%
VERY/SOMEWHAT UNFAVORABLE	225	101	87	107	73	45	51	30	21	65	98	61
	22%	20%	29%	22%	24%	21%	18%	22%	14%	25%	21%	22%
Very favorable	26	17	4	12	11	4	12	10	2	12	8	6
	3%	3%	1%	2%	4%	2%	4%	8%	1%	5%	2%	2%
Somewhat favorable	57	40	8	32	18	8	35	23	12	19	27	11
	6%	8%	3%	7%	6%	3%	12%	17%	8%	8%	6%	4%
Heard of, no opinion	230	132	45	115	80	35	73	34	39	55	101	74
	23%	27%	15%	24%	26%	16%	26%	26%	26%	21%	22%	26%
Somewhat unfavorable	43	28	8	18	18	6	15	12	4	15	20	8
	4%	6%	3%	4%	6%	3%	5%	9%	3%	6%	4%	3%
Very unfavorable	182	73	79	89	54	38	36	18	18	50	79	53
	18%	15%	26%	18%	18%	18%	13%	14%	12%	20%	17%	19%
Never heard of	467	208	160	217	124	126	112	37	75	106	234	127
	46%	42%	53%	45%	41%	58%	40%	28%	50%	41%	50%	45%

Table QPuckFav\_Lo

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QPuckFav\_Loomer] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?  
 -Laura Loomer

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	84	37	14	33	43	22	17	47	35	50	26	46	38	27	15
	8%	10%	6%	8%	12%	7%	6%	10%	7%	12%	6%	10%	7%	11%	8%
VERY/SOMEWHAT UNFAVORABLE	225	33	45	146	37	59	128	41	181	37	171	40	182	26	17
	22%	9%	19%	38%	10%	18%	45%	9%	35%	9%	37%	9%	36%	11%	9%
Very favorable	26	13	2	11	14	6	6	13	12	13	9	11	15	7	3
	3%	3%	1%	3%	4%	2%	2%	3%	2%	3%	2%	2%	3%	3%	2%
Somewhat favorable	57	24	12	21	29	17	11	34	23	38	17	34	22	20	12
	6%	6%	5%	5%	8%	5%	4%	7%	4%	9%	4%	8%	4%	8%	6%
Heard of, no opinion	230	113	42	74	93	79	47	122	100	116	79	128	91	76	48
	23%	29%	18%	19%	25%	24%	16%	27%	19%	28%	17%	28%	18%	31%	26%
Somewhat unfavorable	43	14	7	21	16	10	17	17	26	14	26	18	24	11	5
	4%	4%	3%	5%	4%	3%	6%	4%	5%	3%	6%	4%	5%	5%	2%
Very unfavorable	182	19	38	125	21	50	111	24	156	22	145	22	158	15	13
	18%	5%	16%	32%	6%	15%	39%	5%	30%	5%	32%	5%	31%	6%	7%
Never heard of	467	201	130	136	193	164	93	243	205	218	183	242	193	113	109
	46%	52%	56%	35%	53%	50%	33%	54%	39%	52%	40%	53%	38%	47%	57%

Table QFav\_TSwift

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

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

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	501	217	283	109	108	120	164	217	284	345	59	59	38
	50%	47%	53%	50%	49%	44%	56%	49%	50%	49%	51%	53%	55%
VERY/SOMEWHAT UNFAVORABLE	310	162	148	73	66	93	79	138	172	239	21	31	19
	31%	35%	27%	33%	30%	34%	27%	31%	30%	34%	18%	28%	28%
Very favorable	250	109	140	46	50	68	87	95	155	173	33	26	19
	25%	23%	26%	21%	23%	25%	30%	22%	27%	24%	28%	23%	27%
Somewhat favorable	251	108	143	63	58	52	77	122	129	172	26	33	19
	25%	23%	27%	29%	27%	19%	26%	28%	23%	24%	23%	30%	28%
Heard of, no opinion	184	80	103	34	45	53	51	80	104	120	31	21	12
	18%	17%	19%	16%	21%	20%	17%	18%	18%	17%	27%	19%	17%
Somewhat unfavorable	153	85	68	45	31	47	31	76	77	109	15	12	17
	15%	18%	13%	21%	14%	17%	10%	17%	14%	15%	13%	11%	24%
Very unfavorable	156	77	80	27	35	46	48	62	94	130	6	18	2
	16%	16%	15%	13%	16%	17%	16%	14%	17%	18%	5%	16%	3%
Never heard of	10	7	4	4	0	6	1	4	6	6	4	0	-
	1%	1%	1%	2%	*%	2%	*%	1%	1%	1%	4%	*%	

Table QFav\_TSwift

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

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

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	501	127	146	140	88	273	228	116	75	85	76	149	191	310
	50%	43%	48%	55%	58%	46%	56%	54%	37%	48%	51%	58%	46%	53%
VERY/SOMEWHAT UNFAVORABLE	310	106	102	68	34	208	102	63	84	51	36	71	147	158
	31%	36%	34%	27%	22%	35%	25%	29%	42%	28%	24%	28%	35%	27%
Very favorable	250	58	77	78	37	135	115	56	36	48	37	74	91	159
	25%	20%	25%	31%	24%	23%	28%	26%	18%	27%	25%	29%	22%	27%
Somewhat favorable	251	69	69	61	51	138	113	61	39	37	39	75	100	151
	25%	23%	23%	24%	33%	23%	28%	28%	20%	21%	27%	29%	24%	26%
Heard of, no opinion	184	62	49	42	31	111	73	33	41	41	35	32	74	107
	18%	21%	16%	17%	20%	18%	18%	16%	20%	23%	24%	12%	18%	18%
Somewhat unfavorable	153	51	46	39	18	96	57	25	42	23	17	43	67	83
	15%	17%	15%	15%	12%	16%	14%	12%	21%	13%	12%	17%	16%	14%
Very unfavorable	156	55	56	29	16	112	45	38	42	28	19	28	80	74
	16%	19%	19%	12%	10%	19%	11%	18%	21%	16%	13%	11%	19%	13%
Never heard of	10	1	6	4	-	7	4	3	1	2	1	4	3	7
	1%	*%	2%	2%		1%	1%	1%	*%	1%	1%	1%	1%	1%

Table QFav\_TSwift

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

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	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	501	248	167	231	151	119	138	69	68	133	249	118
	50%	50%	55%	48%	49%	55%	49%	52%	46%	52%	53%	42%
VERY/SOMEWHAT UNFAVORABLE	310	149	87	172	96	42	91	39	52	74	123	113
	31%	30%	29%	36%	31%	19%	32%	29%	35%	29%	26%	40%
Very favorable	250	116	92	112	81	57	53	27	26	84	109	57
	25%	23%	30%	23%	26%	26%	19%	20%	17%	33%	23%	20%
Somewhat favorable	251	131	75	119	70	62	85	42	43	50	139	61
	25%	26%	25%	25%	23%	29%	30%	32%	29%	19%	30%	22%
Heard of, no opinion	184	94	49	73	55	55	50	21	29	47	93	44
	18%	19%	16%	15%	18%	25%	18%	16%	19%	18%	20%	16%
Somewhat unfavorable	153	77	40	84	52	18	49	22	27	33	69	52
	15%	15%	13%	17%	17%	8%	17%	16%	18%	13%	15%	18%
Very unfavorable	156	71	47	88	45	24	42	17	24	41	54	61
	16%	14%	15%	18%	15%	11%	15%	13%	16%	16%	12%	22%
Never heard of	10	8	1	7	3	1	4	4	-	3	3	5
	1%	2%	*%	1%	1%	*%	1%	3%		1%	1%	2%

Table QFav\_TSwift

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

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

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	501	112	101	288	107	172	214	118	373	122	335	120	362	48	72
	50%	29%	44%	74%	29%	53%	75%	26%	71%	29%	73%	26%	72%	20%	38%
VERY/SOMEWHAT UNFAVORABLE	310	194	79	37	189	76	31	247	54	221	50	247	53	150	79
	31%	50%	34%	10%	52%	23%	11%	55%	10%	53%	11%	54%	10%	62%	42%
Very favorable	250	29	43	178	44	76	128	28	221	37	198	29	219	12	18
	25%	8%	19%	46%	12%	23%	45%	6%	42%	9%	43%	6%	44%	5%	10%
Somewhat favorable	251	83	58	110	64	96	86	90	151	84	137	91	143	36	54
	25%	21%	25%	28%	17%	30%	30%	20%	29%	20%	30%	20%	28%	15%	28%
Heard of, no opinion	184	73	50	60	66	72	37	83	91	77	69	85	84	43	39
	18%	19%	22%	15%	18%	22%	13%	18%	17%	18%	15%	19%	17%	18%	21%
Somewhat unfavorable	153	89	44	21	86	42	18	118	32	104	33	118	30	74	38
	15%	23%	19%	5%	23%	13%	6%	26%	6%	25%	7%	26%	6%	31%	20%
Very unfavorable	156	106	35	16	103	33	13	129	22	116	18	129	23	76	41
	16%	27%	15%	4%	28%	10%	5%	28%	4%	28%	4%	28%	5%	31%	22%
Never heard of	10	5	1	5	3	5	2	6	5	1	5	5	5	2	-
	1%	1%	*%	1%	1%	2%	1%	1%	1%	*%	1%	1%	1%	1%	-

Table QFav\_Rogan

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

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

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	304	194	110	89	85	69	61	174	130	217	35	36	16
	30%	42%	20%	41%	39%	25%	21%	40%	23%	31%	31%	32%	23%
VERY/SOMEWHAT UNFAVORABLE	224	112	112	47	58	63	56	105	119	162	18	23	21
	22%	24%	21%	21%	26%	23%	19%	24%	21%	23%	16%	21%	30%
Very favorable	111	82	29	40	34	19	19	74	37	83	13	9	6
	11%	18%	5%	18%	15%	7%	6%	17%	7%	12%	11%	8%	9%
Somewhat favorable	193	112	82	49	51	51	42	100	93	134	22	27	10
	19%	24%	15%	22%	23%	19%	14%	23%	16%	19%	19%	24%	14%
Heard of, no opinion	281	107	174	61	52	76	92	113	168	202	32	33	15
	28%	23%	32%	28%	24%	28%	31%	26%	30%	28%	27%	29%	21%
Somewhat unfavorable	85	45	39	17	22	28	18	39	46	63	5	7	11
	8%	10%	7%	8%	10%	10%	6%	9%	8%	9%	4%	6%	16%
Very unfavorable	139	67	72	30	36	35	38	66	73	100	14	16	10
	14%	14%	13%	14%	17%	13%	13%	15%	13%	14%	12%	15%	14%
Never heard of	195	53	142	22	25	63	85	47	148	128	30	19	18
	19%	11%	26%	10%	11%	23%	29%	11%	26%	18%	26%	18%	26%

Table QFav\_Rogan

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

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

-Joe Rogan

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	304	110	87	67	40	197	107	57	63	62	48	75	119	185
	30%	37%	29%	26%	26%	33%	26%	26%	31%	35%	32%	29%	29%	32%
VERY/SOMEWHAT UNFAVORABLE	224	53	68	70	34	121	104	56	33	36	43	57	89	135
	22%	18%	22%	28%	22%	20%	25%	26%	16%	20%	29%	22%	21%	23%
Very favorable	111	39	35	22	14	75	36	20	24	24	21	22	44	67
	11%	13%	12%	9%	9%	13%	9%	9%	12%	13%	14%	9%	11%	11%
Somewhat favorable	193	70	52	45	26	122	71	36	39	38	27	53	75	118
	19%	24%	17%	18%	17%	20%	17%	17%	19%	21%	18%	21%	18%	20%
Heard of, no opinion	281	82	89	66	44	171	110	52	67	44	35	77	119	156
	28%	28%	29%	26%	29%	29%	27%	24%	34%	25%	24%	30%	29%	27%
Somewhat unfavorable	85	15	29	27	14	44	41	18	15	11	16	25	33	52
	8%	5%	10%	11%	9%	7%	10%	8%	7%	6%	11%	10%	8%	9%
Very unfavorable	139	38	39	43	20	76	63	38	18	25	26	31	57	83
	14%	13%	13%	17%	13%	13%	15%	18%	9%	14%	18%	12%	14%	14%
Never heard of	195	51	58	50	36	109	86	51	38	37	22	46	88	106
	19%	17%	19%	20%	23%	18%	21%	24%	19%	21%	15%	18%	21%	18%

Table QFav\_Rogan

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

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	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	304	187	64	140	109	55	112	74	38	92	129	84
	30%	37%	21%	29%	36%	26%	39%	55%	25%	36%	28%	30%
VERY/SOMEWHAT UNFAVORABLE	224	109	67	106	78	40	59	26	33	67	100	57
	22%	22%	22%	22%	25%	19%	21%	19%	22%	26%	21%	20%
Very favorable	111	69	22	46	45	20	45	35	10	31	46	34
	11%	14%	7%	10%	15%	9%	16%	26%	7%	12%	10%	12%
Somewhat favorable	193	117	42	94	64	35	67	39	28	61	82	49
	19%	24%	14%	19%	21%	16%	24%	29%	19%	24%	18%	18%
Heard of, no opinion	281	129	93	151	69	62	71	23	48	49	141	92
	28%	26%	31%	31%	23%	28%	25%	17%	33%	19%	30%	33%
Somewhat unfavorable	85	44	20	45	22	19	28	15	13	24	39	22
	8%	9%	7%	9%	7%	9%	10%	11%	8%	9%	8%	8%
Very unfavorable	139	65	47	62	56	22	31	11	20	43	61	35
	14%	13%	15%	13%	18%	10%	11%	8%	14%	17%	13%	13%
Never heard of	195	73	80	86	50	59	41	11	30	50	98	47
	19%	15%	26%	18%	16%	27%	15%	9%	20%	19%	21%	17%

Table QFav\_Rogan

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 September Omnibus 2024  
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-Joe Rogan

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	304	156	69	79	155	93	46	201	95	178	86	196	98	121	70
	30%	41%	30%	20%	42%	29%	16%	44%	18%	42%	19%	43%	20%	50%	37%
VERY/SOMEWHAT UNFAVORABLE	224	36	50	139	39	69	117	45	175	43	165	46	172	22	15
	22%	9%	22%	36%	11%	21%	41%	10%	34%	10%	36%	10%	34%	9%	8%
Very favorable	111	70	16	25	68	21	18	77	29	71	23	77	31	47	28
	11%	18%	7%	7%	19%	6%	6%	17%	6%	17%	5%	17%	6%	19%	15%
Somewhat favorable	193	86	53	54	87	72	29	124	66	107	63	119	68	74	42
	19%	22%	23%	14%	24%	22%	10%	27%	13%	26%	14%	26%	13%	31%	22%
Heard of, no opinion	281	120	63	98	106	90	70	131	141	128	115	138	127	71	56
	28%	31%	27%	25%	29%	28%	25%	29%	27%	30%	25%	30%	25%	29%	30%
Somewhat unfavorable	85	15	31	39	17	33	36	20	60	22	55	23	57	9	8
	8%	4%	13%	10%	5%	10%	13%	4%	12%	5%	12%	5%	11%	4%	4%
Very unfavorable	139	21	19	99	22	36	82	25	115	21	109	22	116	13	7
	14%	5%	8%	26%	6%	11%	29%	5%	22%	5%	24%	5%	23%	5%	4%
Never heard of	195	72	50	73	67	73	51	77	111	71	94	77	106	28	49
	19%	19%	21%	19%	18%	23%	18%	17%	21%	17%	20%	17%	21%	12%	26%

Table QApproval

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	429	193	234	93	96	101	139	189	240	268	79	49	33
	43%	41%	44%	42%	44%	37%	47%	43%	42%	38%	68%	44%	48%
STRONGLY/SOMEWHAT DISAPPROVE	554	267	288	115	120	165	155	234	320	434	27	58	35
	55%	57%	54%	52%	55%	61%	53%	53%	57%	61%	23%	52%	51%
Strongly approve	209	93	116	39	54	48	68	94	115	130	44	23	12
	21%	20%	22%	18%	25%	18%	23%	21%	20%	18%	38%	21%	18%
Somewhat approve	220	100	118	54	41	53	71	95	125	139	35	26	21
	22%	21%	22%	24%	19%	20%	24%	22%	22%	20%	30%	23%	30%
Somewhat disapprove	124	46	78	27	40	26	32	67	57	77	16	17	15
	12%	10%	15%	12%	18%	9%	11%	15%	10%	11%	14%	15%	21%
Strongly disapprove	430	221	210	87	80	139	123	167	263	357	11	41	20
	43%	47%	39%	40%	36%	51%	42%	38%	46%	50%	10%	37%	29%
Unsure	22	6	16	12	4	5	0	16	6	7	10	4	1
	2%	1%	3%	5%	2%	2%	*%	4%	1%	1%	8%	4%	1%

Table QApproval

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	429	98	127	118	86	225	204	104	56	74	64	130	160	269
	43%	33%	42%	47%	56%	38%	50%	48%	28%	41%	43%	51%	38%	46%
STRONGLY/SOMEWHAT DISAPPROVE	554	187	169	132	67	356	199	101	142	105	81	120	242	305
	55%	63%	56%	52%	43%	60%	49%	47%	71%	58%	55%	47%	58%	52%
Strongly approve	209	43	55	58	53	98	111	43	28	34	34	70	71	138
	21%	15%	18%	23%	35%	16%	27%	20%	14%	19%	23%	28%	17%	24%
Somewhat approve	220	55	72	61	32	127	93	61	28	40	30	60	89	131
	22%	19%	24%	24%	21%	21%	23%	28%	14%	22%	20%	24%	21%	22%
Somewhat disapprove	124	37	39	35	13	76	48	23	30	29	14	27	53	70
	12%	13%	13%	14%	9%	13%	12%	11%	15%	16%	9%	11%	13%	12%
Strongly disapprove	430	150	130	97	54	280	150	78	111	76	67	92	189	235
	43%	51%	43%	38%	35%	47%	37%	36%	56%	42%	45%	36%	46%	40%
Unsure	22	10	7	3	1	17	5	11	3	0	3	5	14	8
	2%	3%	2%	1%	1%	3%	1%	5%	1%	0%	2%	2%	3%	1%

Table QApproval

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	429 43%	215 43%	144 47%	178 37%	152 50%	99 46%	106 38%	53 39%	53 36%	128 50%	209 45%	92 33%
STRONGLY/SOMEWHAT DISAPPROVE	554 55%	270 54%	160 53%	295 61%	145 47%	114 53%	167 59%	77 57%	90 61%	122 48%	249 53%	183 65%
Strongly approve	209 21%	110 22%	71 23%	106 22%	60 20%	44 20%	50 18%	32 24%	18 12%	65 25%	94 20%	50 18%
Somewhat approve	220 22%	105 21%	73 24%	72 15%	92 30%	55 26%	56 20%	21 16%	35 23%	63 24%	115 24%	42 15%
Somewhat disapprove	124 12%	60 12%	32 10%	46 9%	48 16%	31 14%	48 17%	19 14%	29 20%	39 15%	61 13%	25 9%
Strongly disapprove	430 43%	210 42%	128 42%	249 52%	97 32%	84 39%	119 42%	58 43%	61 41%	84 33%	188 40%	158 57%
Unsure	22 2%	13 3%	-	10 2%	8 3%	4 2%	10 3%	4 3%	5 3%	7 3%	10 2%	4 2%

Table QApproval

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	429	18	76	335	44	143	239	10	419	25	375	15	407	4	16
	43%	5%	33%	86%	12%	44%	84%	2%	80%	6%	82%	3%	81%	2%	8%
STRONGLY/SOMEWHAT DISAPPROVE	554	362	143	49	320	171	43	437	92	392	76	436	86	237	174
	55%	94%	62%	13%	87%	53%	15%	96%	18%	93%	17%	95%	17%	98%	92%
Strongly approve	209	3	26	181	24	55	130	4	205	6	191	3	206	1	2
	21%	1%	11%	46%	7%	17%	46%	1%	39%	1%	42%	1%	41%	*%	1%
Somewhat approve	220	15	50	155	20	89	109	6	213	19	184	13	201	3	14
	22%	4%	22%	40%	6%	27%	38%	1%	41%	5%	40%	3%	40%	1%	7%
Somewhat disapprove	124	38	49	37	43	49	28	49	61	37	54	47	57	16	29
	12%	10%	21%	9%	12%	15%	10%	11%	12%	9%	12%	10%	11%	7%	15%
Strongly disapprove	430	324	94	12	277	122	14	388	31	355	22	389	30	221	144
	43%	84%	41%	3%	76%	37%	5%	86%	6%	84%	5%	85%	6%	91%	76%
Unsure	22	5	12	5	2	10	3	6	11	4	8	6	11	1	-
	2%	1%	5%	1%	1%	3%	1%	1%	2%	1%	2%	1%	2%	*%	-

Table QVPAapproval

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	492	217	274	112	120	112	149	232	260	304	89	66	34
	49%	47%	51%	51%	55%	41%	50%	53%	46%	43%	77%	60%	49%
STRONGLY/SOMEWHAT DISAPPROVE	473	233	239	93	93	150	137	186	287	393	13	42	25
	47%	50%	44%	43%	42%	55%	47%	42%	51%	55%	11%	37%	36%
Strongly approve	294	124	170	58	76	72	89	133	160	181	60	34	19
	29%	27%	32%	26%	34%	26%	30%	30%	28%	26%	52%	30%	27%
Somewhat approve	198	93	105	54	44	40	60	98	100	123	28	32	15
	20%	20%	19%	25%	20%	15%	20%	22%	18%	17%	25%	29%	22%
Somewhat disapprove	75	34	41	22	16	26	11	38	37	50	5	9	11
	7%	7%	8%	10%	7%	10%	4%	9%	7%	7%	5%	8%	16%
Strongly disapprove	398	199	198	71	77	124	126	148	249	344	8	33	14
	40%	43%	37%	32%	35%	46%	43%	34%	44%	48%	7%	29%	20%
Unsure	40	15	24	14	7	10	9	21	19	13	14	3	11
	4%	3%	5%	6%	3%	4%	3%	5%	3%	2%	12%	3%	15%

Table QVPAapproval

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	492	129	138	132	94	267	226	124	76	81	71	138	200	290
	49%	44%	46%	52%	61%	45%	55%	57%	38%	45%	48%	54%	48%	50%
STRONGLY/SOMEWHAT DISAPPROVE	473	153	152	110	58	305	168	82	118	89	72	107	200	268
	47%	52%	50%	43%	37%	51%	41%	38%	59%	49%	49%	42%	48%	46%
Strongly approve	294	75	80	75	63	156	138	76	47	44	42	84	124	170
	29%	26%	27%	29%	41%	26%	34%	35%	24%	25%	28%	33%	30%	29%
Somewhat approve	198	53	57	57	31	111	88	48	29	36	29	54	76	120
	20%	18%	19%	22%	20%	19%	22%	22%	14%	20%	20%	21%	18%	21%
Somewhat disapprove	75	26	28	14	7	54	21	8	18	14	21	13	26	48
	7%	9%	9%	5%	5%	9%	5%	4%	9%	8%	14%	5%	6%	8%
Strongly disapprove	398	127	124	96	50	251	147	74	100	75	51	93	174	220
	40%	43%	41%	38%	33%	42%	36%	35%	50%	42%	35%	37%	42%	38%
Unsure	40	13	13	12	2	26	14	10	6	10	4	10	16	24
	4%	5%	4%	5%	1%	4%	3%	5%	3%	5%	3%	4%	4%	4%

Table QVPAapproval

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[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	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	492	245	157	203	172	118	136	63	73	158	229	105
	49%	49%	52%	42%	56%	54%	48%	47%	49%	61%	49%	38%
STRONGLY/SOMEWHAT DISAPPROVE	473	228	139	270	111	92	131	61	70	93	215	165
	47%	46%	46%	56%	36%	42%	46%	45%	47%	36%	46%	59%
Strongly approve	294	151	97	134	99	60	80	40	40	89	140	65
	29%	30%	32%	28%	33%	28%	28%	30%	27%	35%	30%	23%
Somewhat approve	198	94	60	69	72	57	56	24	33	69	89	40
	20%	19%	20%	14%	24%	26%	20%	18%	22%	27%	19%	14%
Somewhat disapprove	75	40	14	28	28	19	31	15	16	16	41	19
	7%	8%	5%	6%	9%	9%	11%	12%	11%	6%	9%	7%
Strongly disapprove	398	187	124	242	84	72	99	45	54	77	174	146
	40%	38%	41%	50%	27%	33%	35%	34%	36%	30%	37%	52%
Unsure	40	25	8	11	22	7	16	10	6	6	24	10
	4%	5%	3%	2%	7%	3%	6%	7%	4%	2%	5%	4%

Table QVPAapproval

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	492	32	99	361	56	171	255	21	470	44	401	30	448	9	23
	49%	8%	43%	93%	15%	53%	90%	5%	90%	10%	87%	7%	89%	4%	12%
STRONGLY/SOMEWHAT DISAPPROVE	473	346	109	18	300	132	24	423	31	374	38	417	35	233	160
	47%	90%	47%	5%	82%	41%	8%	93%	6%	89%	8%	91%	7%	96%	85%
Strongly approve	294	7	42	246	35	85	169	4	290	14	255	4	288	2	4
	29%	2%	18%	63%	10%	26%	60%	1%	56%	3%	56%	1%	57%	1%	2%
Somewhat approve	198	25	58	115	21	86	86	17	179	30	146	26	159	7	19
	20%	7%	25%	30%	6%	26%	30%	4%	34%	7%	32%	6%	32%	3%	10%
Somewhat disapprove	75	34	26	15	32	30	10	45	25	43	16	45	20	24	16
	7%	9%	11%	4%	9%	9%	3%	10%	5%	10%	4%	10%	4%	10%	8%
Strongly disapprove	398	312	83	3	268	101	14	379	6	331	22	372	14	209	145
	40%	81%	36%	1%	73%	31%	5%	83%	1%	79%	5%	82%	3%	86%	76%
Unsure	40	7	23	11	9	22	6	9	21	2	20	9	22	-	6
	4%	2%	10%	3%	3%	7%	2%	2%	4%	1%	4%	2%	4%	-	3%

Table QTrumpAppro

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	475	240	235	99	100	152	124	199	276	379	29	43	25
	47%	51%	44%	45%	45%	56%	42%	45%	49%	53%	25%	39%	36%
STRONGLY/SOMEWHAT DISAPPROVE	514	223	290	112	117	118	167	229	285	325	82	67	41
	51%	48%	54%	51%	53%	43%	57%	52%	50%	46%	71%	60%	60%
Strongly approve	309	143	166	60	66	98	86	125	184	263	12	24	9
	31%	31%	31%	27%	30%	36%	29%	29%	32%	37%	10%	22%	14%
Somewhat approve	166	96	69	39	34	54	38	73	92	115	17	18	15
	16%	21%	13%	18%	16%	20%	13%	17%	16%	16%	14%	17%	22%
Somewhat disapprove	90	43	47	25	26	14	25	51	40	59	15	8	8
	9%	9%	9%	11%	12%	5%	9%	12%	7%	8%	13%	7%	12%
Strongly disapprove	424	180	243	88	91	104	142	178	246	265	67	59	33
	42%	39%	45%	40%	41%	38%	48%	41%	43%	37%	58%	53%	48%
Unsure	16	3	13	8	3	2	3	11	5	7	5	2	3
	2%	1%	2%	4%	1%	1%	1%	3%	1%	1%	4%	1%	4%

Table QTrumpAppro

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	475	174	148	97	56	322	153	95	121	88	65	102	215	256
	47%	59%	49%	38%	36%	54%	38%	44%	60%	49%	44%	40%	52%	44%
STRONGLY/SOMEWHAT DISAPPROVE	514	112	151	155	96	263	251	112	78	91	81	148	190	321
	51%	38%	50%	61%	63%	44%	62%	52%	39%	51%	55%	58%	46%	55%
Strongly approve	309	116	90	63	40	206	103	71	77	55	38	67	148	159
	31%	39%	30%	25%	26%	35%	25%	33%	38%	31%	25%	26%	36%	27%
Somewhat approve	166	58	58	35	16	115	50	24	44	33	28	36	67	97
	16%	20%	19%	14%	10%	19%	12%	11%	22%	18%	19%	14%	16%	17%
Somewhat disapprove	90	14	20	37	20	34	56	9	19	24	14	24	28	62
	9%	5%	7%	14%	13%	6%	14%	4%	9%	13%	10%	9%	7%	11%
Strongly disapprove	424	97	132	119	77	229	195	103	59	68	67	124	162	259
	42%	33%	43%	47%	50%	38%	48%	48%	29%	38%	45%	49%	39%	44%
Unsure	16	10	3	1	1	13	3	8	2	-	1	4	10	5
	2%	3%	1%	1%	1%	2%	1%	4%	1%		1%	2%	2%	1%

Table QTrumpAppro

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[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	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	475	229	135	256	130	89	145	68	77	97	210	167
	47%	46%	44%	53%	42%	41%	51%	51%	52%	38%	45%	60%
STRONGLY/SOMEWHAT DISAPPROVE	514	260	166	223	167	124	134	65	69	155	251	108
	51%	52%	55%	46%	55%	57%	47%	49%	46%	60%	54%	39%
Strongly approve	309	137	90	175	76	58	84	34	50	61	130	117
	31%	27%	30%	36%	25%	27%	30%	25%	33%	24%	28%	42%
Somewhat approve	166	93	45	81	54	31	61	34	27	36	80	50
	16%	19%	15%	17%	18%	14%	22%	26%	18%	14%	17%	18%
Somewhat disapprove	90	58	22	46	26	19	34	21	13	30	39	22
	9%	12%	7%	9%	9%	9%	12%	16%	9%	12%	8%	8%
Strongly disapprove	424	202	144	178	141	106	100	44	56	124	213	87
	42%	41%	47%	37%	46%	49%	35%	33%	37%	48%	45%	31%
Unsure	16	8	3	3	9	3	4	1	3	5	7	4
	2%	2%	1%	1%	3%	2%	1%	1%	2%	2%	1%	1%

Table QTrumpAppro

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[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...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	475	348	103	24	302	135	23	426	43	385	29	423	42	238	158
	47%	91%	45%	6%	83%	42%	8%	94%	8%	92%	6%	93%	8%	99%	84%
STRONGLY/SOMEWHAT DISAPPROVE	514	35	117	362	61	182	259	25	472	36	422	32	457	4	31
	51%	9%	51%	93%	17%	56%	91%	6%	90%	8%	92%	7%	91%	1%	16%
Strongly approve	309	264	41	4	222	63	10	300	7	274	7	300	7	191	101
	31%	69%	18%	1%	61%	20%	4%	66%	1%	65%	2%	66%	1%	79%	54%
Somewhat approve	166	84	62	20	80	72	13	126	36	110	22	123	35	47	57
	16%	22%	27%	5%	22%	22%	5%	28%	7%	26%	5%	27%	7%	20%	30%
Somewhat disapprove	90	18	36	36	28	35	22	20	60	21	54	22	56	4	18
	9%	5%	16%	9%	8%	11%	8%	4%	12%	5%	12%	5%	11%	1%	9%
Strongly disapprove	424	18	81	326	33	146	237	5	412	14	369	10	401	-	13
	42%	5%	35%	84%	9%	45%	83%	1%	79%	3%	80%	2%	80%	-	7%
Unsure	16	1	11	3	3	8	2	2	7	-	8	2	4	-	-
	2%	*%	5%	1%	1%	2%	1%	*%	1%	-	2%	*%	1%	-	-

Table QMotivation

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
EXTREMELY/VERY MOTIVATED	870	414	456	175	196	239	261	370	500	627	98	97	48
	87%	89%	85%	80%	89%	88%	89%	84%	88%	88%	85%	88%	70%
NOT VERY/NOT AT ALL MOTIVATED	47	18	28	11	12	11	13	23	24	31	2	6	8
	5%	4%	5%	5%	5%	4%	5%	5%	4%	4%	2%	5%	12%
Extremely motivated	717	337	380	134	161	197	226	295	423	522	79	77	40
	71%	72%	71%	61%	73%	73%	77%	67%	75%	74%	68%	69%	58%
Very motivated	153	77	76	41	35	42	35	75	78	105	19	21	8
	15%	17%	14%	19%	16%	16%	12%	17%	14%	15%	17%	19%	12%
Somewhat motivated	79	31	48	31	11	19	18	42	37	46	15	7	11
	8%	7%	9%	14%	5%	7%	6%	10%	7%	6%	13%	7%	17%
Not very motivated	27	7	19	6	5	8	8	11	16	16	0	3	7
	3%	2%	4%	3%	2%	3%	3%	3%	3%	2%	0%	3%	10%
Not at all motivated	20	11	9	5	7	3	6	11	9	15	2	2	1
	2%	2%	2%	2%	3%	1%	2%	3%	2%	2%	1%	2%	2%
Unsure	9	2	6	2	2	3	2	4	5	7	1	1	1
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

Table QMotivation

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[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	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
EXTREMELY/VERY MOTIVATED	870	238	267	222	144	504	366	177	171	158	129	233	348	519
	87%	80%	88%	88%	94%	84%	90%	82%	85%	88%	87%	91%	84%	89%
NOT VERY/NOT AT ALL MOTIVATED	47	21	10	15	2	30	16	12	5	12	6	9	18	26
	5%	7%	3%	6%	1%	5%	4%	6%	3%	7%	4%	4%	4%	5%
Extremely motivated	717	175	223	197	123	398	320	141	134	124	113	203	276	440
	71%	59%	74%	78%	80%	67%	78%	65%	67%	69%	76%	80%	66%	76%
Very motivated	153	63	44	26	21	106	47	36	36	34	16	30	72	80
	15%	21%	15%	10%	14%	18%	11%	17%	18%	19%	11%	12%	17%	14%
Somewhat motivated	79	32	25	16	7	57	22	24	22	9	11	11	46	31
	8%	11%	8%	6%	5%	9%	6%	11%	11%	5%	8%	4%	11%	5%
Not very motivated	27	12	5	8	1	17	9	6	2	11	2	3	8	16
	3%	4%	2%	3%	1%	3%	2%	3%	1%	6%	1%	1%	2%	3%
Not at all motivated	20	8	5	7	1	13	7	7	3	1	4	6	10	10
	2%	3%	2%	3%	1%	2%	2%	3%	2%	1%	2%	2%	2%	2%
Unsure	9	5	1	1	1	7	2	2	2	1	2	2	4	5
	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

Table QMotivation

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[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	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
EXTREMELY/VERY MOTIVATED	870	426	270	444	245	181	239	120	118	219	405	246
	87%	86%	89%	92%	80%	83%	84%	90%	79%	85%	87%	88%
NOT VERY/NOT AT ALL MOTIVATED	47	23	15	15	18	14	8	4	5	8	21	17
	5%	5%	5%	3%	6%	6%	3%	3%	3%	3%	5%	6%
Extremely motivated	717	356	230	369	199	150	192	96	96	181	340	196
	71%	71%	76%	76%	65%	69%	68%	72%	64%	71%	73%	70%
Very motivated	153	70	40	76	47	30	46	24	22	38	65	50
	15%	14%	13%	16%	15%	14%	16%	18%	15%	15%	14%	18%
Somewhat motivated	79	43	18	21	38	20	33	8	24	28	36	14
	8%	9%	6%	4%	13%	9%	11%	6%	16%	11%	8%	5%
Not very motivated	27	14	9	5	13	8	2	1	2	7	11	9
	3%	3%	3%	1%	4%	4%	1%	*%	1%	3%	2%	3%
Not at all motivated	20	9	5	10	5	5	6	3	3	1	10	8
	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	3%
Unsure	9	6	1	3	4	2	3	2	2	1	6	2
	1%	1%	*%	1%	1%	1%	1%	1%	1%	*%	1%	1%

Table QMotivation

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QMotivation2024] How motivated are you to vote in the November 2024 election for President?

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
EXTREMELY/VERY MOTIVATED	870	348	169	353	330	258	265	404	455	385	408	406	446	228	164
	87%	90%	73%	91%	90%	80%	93%	89%	87%	92%	89%	89%	89%	94%	87%
NOT VERY/NOT AT ALL MOTIVATED	47	9	29	9	16	23	6	16	22	14	16	16	16	1	8
	5%	2%	13%	2%	4%	7%	2%	4%	4%	3%	3%	4%	3%	1%	4%
Extremely motivated	717	284	137	297	279	204	223	331	381	321	345	333	374	191	130
	71%	74%	59%	76%	76%	63%	79%	73%	73%	76%	75%	73%	74%	79%	68%
Very motivated	153	64	32	57	51	54	42	73	74	64	62	73	73	37	34
	15%	17%	14%	15%	14%	17%	15%	16%	14%	15%	14%	16%	14%	15%	18%
Somewhat motivated	79	26	27	27	19	40	13	29	45	20	36	32	42	11	17
	8%	7%	11%	7%	5%	12%	4%	6%	9%	5%	8%	7%	8%	5%	9%
Not very motivated	27	5	16	6	10	14	3	7	15	6	12	6	12	1	3
	3%	1%	7%	2%	3%	4%	1%	1%	3%	1%	3%	1%	2%	1%	1%
Not at all motivated	20	4	13	3	6	9	4	10	7	8	4	10	4	-	6
	2%	1%	6%	1%	2%	3%	1%	2%	1%	2%	1%	2%	1%	-	3%
Unsure	9	2	7	-	2	4	1	4	-	1	-	3	-	2	-
	1%	1%	3%		*%	1%	*%	1%		*%		1%		1%	

Table QGenericCon

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QGenericCongressional] If the election for Congress 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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY/LEAN THE REPUBLICAN CANDIDATE	457	230	226	88	86	154	129	174	283	367	23	43	23
	45%	49%	42%	40%	39%	57%	44%	40%	50%	52%	20%	39%	34%
DEFINITELY/PROBABLY/LEAN THE DEMOCRATIC CANDIDATE	504	221	281	121	124	107	152	245	259	316	88	60	40
	50%	47%	52%	55%	56%	39%	52%	56%	46%	45%	76%	54%	59%
Definitely the Republican candidate	346	165	181	60	61	119	106	121	225	290	13	31	12
	34%	35%	34%	27%	28%	44%	36%	27%	40%	41%	11%	28%	18%
Probably the Republican candidate	102	60	42	27	25	30	20	52	50	72	7	12	11
	10%	13%	8%	12%	11%	11%	7%	12%	9%	10%	6%	11%	16%
Lean, the Republican candidate	9	6	3	1	-	5	3	1	8	5	4	-	-
	1%	1%	1%	1%		2%	1%	*%	1%	1%	3%		
Lean, the Democratic candidate	14	2	11	4	-	2	7	4	9	5	2	2	4
	1%	1%	2%	2%		1%	3%	1%	2%	1%	2%	2%	6%
Probably the Democratic candidate	71	38	32	25	15	15	16	40	30	44	9	12	6
	7%	8%	6%	11%	7%	5%	5%	9%	5%	6%	8%	10%	9%
Definitely the Democratic candidate	420	181	238	92	108	90	129	200	220	267	76	46	30
	42%	39%	44%	42%	49%	33%	44%	46%	39%	38%	66%	42%	43%
Unsure	44	14	30	10	10	11	13	20	24	27	4	8	5
	4%	3%	6%	5%	5%	4%	5%	5%	4%	4%	4%	7%	8%

Table QGenericCon

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QGenericCongressional] If the election for Congress were held today and you had to make a choice, for whom would you vote?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY/LEAN THE REPUBLICAN CANDIDATE	457	151	148	104	54	299	158	83	115	85	66	104	198	255
	45%	51%	49%	41%	35%	50%	39%	38%	58%	47%	44%	41%	48%	44%
DEFINITELY/PROBABLY/LEAN THE DEMOCRATIC CANDIDATE	504	124	147	137	95	272	232	121	75	89	77	141	196	307
	50%	42%	49%	54%	62%	45%	57%	56%	37%	49%	52%	55%	47%	53%
Definitely the Republican candidate	346	118	117	69	43	234	112	71	86	62	44	80	157	186
	34%	40%	39%	27%	28%	39%	27%	33%	43%	35%	30%	32%	38%	32%
Probably the Republican candidate	102	32	24	35	10	57	45	11	29	21	20	20	40	61
	10%	11%	8%	14%	7%	9%	11%	5%	14%	12%	13%	8%	10%	10%
Lean, the Republican candidate	9	1	7	-	1	8	1	-	0	3	2	4	0	9
	1%	0%	2%	0%	1%	1%	0%	0%	0%	1%	1%	2%	0%	1%
Lean, the Democratic candidate	14	4	5	5	-	8	5	0	4	5	2	2	5	9
	1%	1%	2%	2%	0%	1%	1%	0%	2%	3%	1%	1%	1%	2%
Probably the Democratic candidate	71	21	21	16	12	42	29	15	12	14	10	18	27	42
	7%	7%	7%	6%	8%	7%	7%	7%	6%	8%	7%	7%	7%	7%
Definitely the Democratic candidate	420	99	122	116	82	221	198	106	58	70	66	120	164	255
	42%	34%	40%	46%	54%	37%	49%	49%	29%	39%	44%	47%	39%	44%
Unsure	44	20	7	12	5	27	17	12	10	5	5	10	22	20
	4%	7%	2%	5%	3%	5%	4%	6%	5%	3%	3%	4%	5%	3%

Table QGenericCon

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QGenericCongressional] If the election for Congress were held today and you had to make a choice, for whom would you vote?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY/LEAN THE REPUBLICAN CANDIDATE	457	220	136	262	107	87	129	63	66	86	210	161
	45%	44%	45%	54%	35%	40%	46%	47%	45%	33%	45%	58%
DEFINITELY/PROBABLY/LEAN THE DEMOCRATIC CANDIDATE	504	256	157	204	185	116	141	65	75	160	238	106
	50%	51%	52%	42%	60%	53%	50%	49%	50%	62%	51%	38%
Definitely the Republican candidate	346	156	112	206	77	63	89	38	51	64	155	127
	34%	31%	37%	43%	25%	29%	31%	28%	34%	25%	33%	45%
Probably the Republican candidate	102	57	22	50	29	23	36	21	15	22	51	29
	10%	12%	7%	10%	9%	11%	13%	16%	10%	9%	11%	10%
Lean, the Republican candidate	9	7	2	6	1	1	4	4	0	0	4	4
	1%	1%	1%	1%	*%	1%	1%	3%	*%	*%	1%	2%
Lean, the Democratic candidate	14	2	8	1	9	3	3	-	3	4	8	1
	1%	*%	3%	*%	3%	1%	1%		2%	2%	2%	*%
Probably the Democratic candidate	71	38	20	24	26	21	29	12	17	20	35	16
	7%	8%	6%	5%	8%	10%	10%	9%	11%	8%	7%	6%
Definitely the Democratic candidate	420	215	129	179	150	91	108	53	55	136	195	88
	42%	43%	42%	37%	49%	42%	38%	40%	37%	53%	42%	32%
Unsure	44	22	11	17	14	14	13	6	7	11	20	13
	4%	4%	4%	4%	4%	6%	5%	4%	5%	4%	4%	5%

Table QGenericCon

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QGenericCongressional] If the election for Congress 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...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY/LEAN THE REPUBLICAN CANDIDATE	457	365	89	3	308	122	12	432	17	382	22	457	-	236	173
	45%	95%	39%	1%	84%	37%	4%	95%	3%	91%	5%	100%		98%	91%
DEFINITELY/PROBABLY/LEAN THE DEMOCRATIC CANDIDATE	504	14	109	381	53	175	267	14	488	33	424	-	504	3	12
	50%	4%	47%	98%	14%	54%	94%	3%	94%	8%	92%		100%	1%	6%
Definitely the Republican candidate	346	296	49	1	252	72	10	338	4	312	9	346	-	207	124
	34%	77%	21%	*%	69%	22%	4%	75%	1%	74%	2%	76%		86%	65%
Probably the Republican candidate	102	61	39	2	54	44	2	86	14	66	13	102	-	28	47
	10%	16%	17%	*%	15%	14%	1%	19%	3%	16%	3%	22%		11%	25%
Lean, the Republican candidate	9	8	1	-	2	6	-	7	-	3	-	9	-	1	2
	1%	2%	*%		1%	2%		2%		1%		2%		*%	1%
Lean, the Democratic candidate	14	-	12	1	4	6	1	1	12	-	10	-	14	-	-
	1%		5%	*%	1%	2%	1%	*%	2%		2%		3%		
Probably the Democratic candidate	71	8	36	26	8	40	21	11	58	11	46	-	71	2	9
	7%	2%	16%	7%	2%	12%	8%	2%	11%	3%	10%		14%	1%	5%
Definitely the Democratic candidate	420	6	60	353	41	129	244	2	418	22	368	-	420	1	2
	42%	2%	26%	91%	11%	40%	86%	*%	80%	5%	80%		83%	*%	1%
Unsure	44	6	33	6	5	28	6	8	16	6	14	-	-	2	5
	4%	2%	14%	1%	1%	9%	2%	2%	3%	1%	3%			1%	3%

Table QTrumpElect

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
MEAN	4.59	4.82	4.41	4.33	4.30	5.33	4.33	4.32	4.81	5.04	2.80	4.25	3.55
0	434 43%	180 39%	252 47%	90 41%	92 42%	105 39%	147 50%	182 41%	252 45%	285 40%	69 60%	51 46%	28 41%
1	31 3%	15 3%	16 3%	7 3%	11 5%	6 2%	7 2%	18 4%	13 2%	12 2%	3 3%	4 4%	11 16%
2	21 2%	13 3%	8 1%	8 4%	9 4%	3 1%	1 *	17 4%	4 1%	18 3%	-	1 1%	1 2%
3	11 1%	5 1%	6 1%	4 2%	4 2%	0 *	2 1%	9 2%	2 *	5 1%	4 3%	1 1%	1 1%
4	16 2%	8 2%	8 1%	5 2%	2 1%	5 2%	3 1%	8 2%	8 1%	8 1%	2 2%	4 4%	1 1%
5	29 3%	17 4%	12 2%	11 5%	7 3%	6 2%	5 2%	18 4%	11 2%	20 3%	4 3%	3 2%	3 4%
6	9 1%	6 1%	3 1%	5 2%	2 1%	1 *	1 *	7 2%	2 *	6 1%	2 1%	1 1%	-
7	35 4%	26 6%	9 2%	11 5%	8 4%	8 3%	8 3%	20 4%	16 3%	22 3%	10 8%	3 2%	1 2%
8	42 4%	25 5%	17 3%	10 5%	11 5%	10 4%	11 4%	21 5%	21 4%	27 4%	3 3%	4 3%	8 12%
9	110 11%	58 12%	52 10%	27 12%	28 13%	23 9%	31 11%	55 13%	54 10%	88 12%	7 6%	11 10%	4 6%
10	268 27%	114 24%	154 29%	40 18%	45 20%	103 38%	80 27%	85 19%	182 32%	218 31%	12 10%	28 25%	10 14%

Table QTrumpElect

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MEAN	4.59	5.03	4.80	3.89	4.51	4.91	4.12	4.35	5.68	4.28	4.42	4.25	4.99	4.30
0	434 43%	113 38%	128 42%	130 51%	63 41%	241 40%	193 47%	101 47%	66 33%	81 45%	66 45%	116 45%	168 40%	263 45%
1	31 3%	7 2%	6 2%	9 3%	9 6%	13 2%	18 4%	6 3%	4 2%	5 3%	3 2%	12 5%	10 2%	21 4%
2	21 2%	2 1%	7 2%	5 2%	6 4%	10 2%	11 3%	3 2%	1 *	5 3%	3 2%	8 3%	4 1%	17 3%
3	11 1%	3 1%	4 1%	3 1%	2 1%	7 1%	4 1%	2 1%	4 2%	3 2%	0 *	2 1%	6 1%	5 1%
4	16 2%	6 2%	4 1%	6 2%	-	10 2%	6 1%	3 1%	5 2%	4 2%	3 2%	1 *	8 2%	8 1%
5	29 3%	15 5%	8 2%	2 1%	5 3%	23 4%	6 2%	10 5%	4 2%	4 2%	5 3%	6 2%	14 3%	15 3%
6	9 1%	4 1%	1 *	2 1%	2 1%	5 1%	4 1%	1 *	2 1%	1 *	4 3%	2 1%	2 1%	7 1%
7	35 4%	11 4%	12 4%	10 4%	3 2%	23 4%	13 3%	3 1%	5 3%	8 5%	8 6%	10 4%	8 2%	27 5%
8	42 4%	18 6%	12 4%	8 3%	5 3%	29 5%	13 3%	5 2%	14 7%	7 4%	7 5%	9 3%	19 5%	23 4%
9	110 11%	40 14%	30 10%	22 9%	18 11%	70 12%	40 10%	24 11%	29 14%	19 11%	15 10%	22 9%	53 13%	57 10%
10	268 27%	77 26%	91 30%	58 23%	42 27%	168 28%	100 25%	57 27%	66 33%	42 23%	34 23%	65 26%	123 30%	141 24%

Table QTrumpElect

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
MEAN	4.59	4.61	4.33	5.15	3.98	4.22	4.63	4.82	4.48	3.68	4.45	5.68
0	434 43%	200 40%	150 49%	179 37%	146 48%	109 50%	102 36%	37 28%	65 43%	129 50%	209 45%	97 35%
1	31 3%	18 4%	9 3%	16 3%	11 4%	4 2%	16 6%	10 7%	6 4%	8 3%	19 4%	3 1%
2	21 2%	16 3%	3 1%	12 3%	5 2%	4 2%	11 4%	7 5%	3 2%	9 4%	9 2%	3 1%
3	11 1%	7 1%	2 1%	4 1%	6 2%	1 *	5 2%	4 3%	1 1%	5 2%	3 1%	3 1%
4	16 2%	9 2%	2 1%	7 2%	7 2%	2 1%	6 2%	2 2%	4 3%	5 2%	8 2%	2 1%
5	29 3%	18 4%	6 2%	13 3%	12 4%	4 2%	11 4%	6 4%	5 3%	8 3%	12 2%	9 3%
6	9 1%	7 1%	0 *	4 1%	4 1%	1 *	5 2%	4 3%	0 *	3 1%	4 1%	3 1%
7	35 4%	24 5%	5 2%	20 4%	10 3%	6 3%	18 6%	15 12%	3 2%	6 2%	16 3%	14 5%
8	42 4%	21 4%	10 3%	20 4%	15 5%	6 3%	17 6%	9 7%	7 5%	17 7%	15 3%	10 4%
9	110 11%	58 12%	27 9%	54 11%	27 9%	28 13%	37 13%	18 14%	19 13%	23 9%	50 11%	37 13%
10	268 27%	120 24%	89 29%	152 32%	63 21%	53 24%	56 20%	20 15%	36 25%	44 17%	125 27%	99 35%

Table QTrumpElect

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MEAN	4.59	8.17	4.11	1.34	7.65	3.70	1.59	8.48	1.30	8.10	1.49	8.25	1.41	8.85	7.37
0	434	37	97	300	50	159	216	27	398	42	341	36	378	14	26
	43%	10%	42%	77%	14%	49%	76%	6%	76%	10%	74%	8%	75%	6%	14%
1	31	2	11	17	8	12	11	2	27	4	25	4	24	1	1
	3%	1%	5%	4%	2%	4%	4%	0%	5%	1%	5%	1%	5%	1%	1%
2	21	3	5	13	6	7	8	4	17	5	14	4	16	1	2
	2%	1%	2%	3%	2%	2%	3%	1%	3%	1%	3%	1%	3%	1%	1%
3	11	1	3	7	2	4	5	2	9	3	7	2	9	-	2
	1%	0%	1%	2%	0%	1%	2%	0%	2%	1%	2%	0%	2%	-	1%
4	16	7	7	2	7	7	1	4	5	4	3	5	4	-	7
	2%	2%	3%	1%	2%	2%	0%	1%	1%	1%	1%	1%	1%	-	3%
5	29	10	18	1	6	19	1	16	5	10	8	14	8	3	10
	3%	3%	8%	0%	2%	6%	0%	3%	1%	2%	2%	3%	2%	1%	5%
6	9	2	6	1	2	5	1	4	3	4	2	3	4	1	1
	1%	1%	2%	0%	1%	2%	0%	1%	1%	1%	0%	1%	1%	1%	0%
7	35	21	12	3	13	19	3	29	6	16	6	29	6	10	11
	4%	5%	5%	1%	4%	6%	1%	6%	1%	4%	1%	6%	1%	4%	6%
8	42	21	16	5	24	16	2	35	6	28	5	36	6	10	18
	4%	5%	7%	1%	7%	5%	1%	8%	1%	7%	1%	8%	1%	4%	10%
9	110	72	17	20	64	24	20	88	21	80	23	84	24	48	31
	11%	19%	7%	5%	17%	7%	7%	20%	4%	19%	5%	18%	5%	20%	17%

Table QTrumpElect

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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...		
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
268	208	41	19		184	54	19	244	24	223	25	240	25	154	80
27%	54%	18%	5%		50%	17%	7%	54%	5%	53%	5%	52%	5%	64%	42%

Table QHarrisElec

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
MEAN	4.92	4.86	4.95	5.24	5.48	3.96	5.14	5.36	4.57	4.40	6.62	5.33	6.74
0	407 41%	189 41%	218 41%	64 29%	76 35%	142 52%	125 43%	140 32%	267 47%	341 48%	17 15%	39 35%	10 14%
1	19 2%	9 2%	10 2%	7 3%	4 2%	4 2%	5 2%	10 2%	9 2%	12 2%	3 2%	1 1%	4 6%
2	23 2%	13 3%	10 2%	9 4%	6 3%	4 1%	3 1%	16 4%	7 1%	11 2%	4 4%	3 2%	5 7%
3	18 2%	9 2%	9 2%	9 4%	2 1%	6 2%	2 1%	11 2%	7 1%	10 1%	4 3%	3 3%	1 2%
4	13 1%	6 1%	8 1%	4 2%	4 2%	5 2%	1 *%	7 2%	6 1%	5 1%	6 5%	2 2%	-
5	33 3%	12 3%	21 4%	15 7%	9 4%	4 1%	5 2%	24 6%	9 2%	16 2%	9 8%	4 3%	4 6%
6	12 1%	5 1%	7 1%	5 2%	2 1%	2 1%	3 1%	7 2%	5 1%	6 1%	1 1%	4 4%	1 1%
7	29 3%	17 4%	12 2%	13 6%	7 3%	6 2%	3 1%	20 5%	9 2%	20 3%	6 5%	2 2%	1 2%
8	29 3%	14 3%	15 3%	10 4%	6 3%	5 2%	8 3%	16 4%	13 2%	17 2%	5 4%	3 3%	4 5%
9	116 12%	54 12%	62 11%	30 14%	29 13%	22 8%	34 12%	59 13%	57 10%	65 9%	25 22%	14 13%	12 17%
10	305 30%	137 29%	167 31%	54 24%	75 34%	71 26%	105 36%	129 29%	176 31%	206 29%	36 31%	36 32%	28 41%

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MEAN	4.92	4.03	4.76	5.68	5.67	4.40	5.68	5.11	3.90	4.84	5.27	5.50	4.53	5.24
0	407	141	125	84	58	266	142	84	101	77	53	89	185	219
	41%	48%	41%	33%	37%	44%	35%	39%	50%	43%	36%	35%	44%	38%
1	19	6	7	7	-	12	7	3	6	2	3	6	8	11
	2%	2%	2%	3%		2%	2%	1%	3%	1%	2%	2%	2%	2%
2	23	5	10	5	2	16	7	4	4	2	5	8	8	15
	2%	2%	3%	2%	1%	3%	2%	2%	2%	1%	3%	3%	2%	3%
3	18	11	3	4	0	14	4	5	3	2	3	2	8	6
	2%	4%	1%	1%	0%	2%	1%	2%	2%	1%	2%	1%	2%	1%
4	13	4	6	2	1	10	3	3	2	1	1	6	5	8
	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	0%	2%	1%	1%
5	33	14	5	7	6	19	13	9	8	5	3	7	18	15
	3%	5%	2%	3%	4%	3%	3%	4%	4%	3%	2%	3%	4%	3%
6	12	4	4	3	-	9	3	2	3	7	1	0	4	8
	1%	1%	1%	1%		1%	1%	1%	1%	4%	0%	0%	1%	1%
7	29	10	8	8	4	18	11	6	6	5	4	7	12	17
	3%	3%	3%	3%	2%	3%	3%	3%	3%	3%	3%	3%	3%	3%
8	29	6	13	5	5	19	10	8	1	3	8	9	9	20
	3%	2%	4%	2%	3%	3%	2%	4%	1%	2%	5%	3%	2%	3%
9	116	35	38	31	12	73	43	21	22	26	28	18	44	72
	12%	12%	13%	12%	8%	12%	11%	10%	11%	15%	19%	7%	10%	12%
10	305	60	82	98	66	142	163	71	44	49	39	103	115	191
	30%	20%	27%	38%	43%	24%	40%	33%	22%	27%	27%	40%	28%	33%

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
MEAN	4.92	5.08	5.04	4.41	5.51	5.23	5.06	5.08	5.03	5.89	5.11	3.70
0	407 41%	184 37%	133 44%	230 48%	93 30%	84 39%	95 34%	44 33%	51 34%	77 30%	178 38%	152 54%
1	19 2%	9 2%	4 1%	11 2%	6 2%	3 1%	7 3%	1 1%	6 4%	5 2%	12 3%	2 1%
2	23 2%	17 3%	3 1%	10 2%	11 4%	2 1%	11 4%	10 7%	1 1%	5 2%	12 2%	6 2%
3	18 2%	11 2%	2 1%	6 1%	7 2%	5 2%	8 3%	4 3%	4 2%	4 2%	5 1%	9 3%
4	13 1%	8 2%	1 *%	6 1%	6 2%	1 1%	8 3%	4 3%	5 3%	4 1%	5 1%	5 2%
5	33 3%	18 4%	4 1%	7 1%	19 6%	7 3%	18 6%	8 6%	10 7%	11 4%	18 4%	4 1%
6	12 1%	6 1%	3 1%	6 1%	5 2%	2 1%	5 2%	1 *%	4 3%	4 2%	5 1%	4 1%
7	29 3%	19 4%	6 2%	7 1%	13 4%	9 4%	9 3%	4 3%	6 4%	10 4%	16 3%	4 1%
8	29 3%	13 3%	8 3%	14 3%	12 4%	4 2%	10 3%	4 3%	5 4%	8 3%	10 2%	11 4%
9	116 12%	61 12%	33 11%	42 9%	40 13%	34 16%	30 11%	15 11%	15 10%	29 11%	63 13%	23 8%
10	305 30%	150 30%	107 35%	145 30%	94 31%	66 31%	82 29%	39 29%	42 28%	100 39%	144 31%	61 22%

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MEAN	4.92	1.56	4.73	8.35	2.30	5.29	8.04	1.23	8.21	1.70	8.05	1.40	8.17	1.09	1.81
0	407	287	86	34	253	102	37	356	41	314	47	350	47	195	135
	41%	75%	37%	9%	69%	32%	13%	78%	8%	75%	10%	77%	9%	81%	71%
1	19	9	8	2	8	8	3	12	6	11	7	10	8	5	6
	2%	2%	3%	1%	2%	2%	1%	3%	1%	3%	2%	2%	2%	2%	3%
2	23	13	5	5	9	10	3	17	6	12	7	15	6	11	4
	2%	3%	2%	1%	2%	3%	1%	4%	1%	3%	2%	3%	1%	5%	2%
3	18	9	4	5	6	8	1	7	7	7	2	9	4	5	3
	2%	2%	2%	1%	2%	3%	1%	2%	1%	2%	1%	2%	1%	2%	2%
4	13	7	4	3	3	7	3	6	6	4	2	8	3	2	1
	1%	2%	2%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%
5	33	5	21	6	3	20	7	7	15	2	18	8	13	2	8
	3%	1%	9%	2%	1%	6%	2%	2%	3%	1%	4%	2%	3%	1%	4%
6	12	4	6	3	2	5	6	2	10	2	7	5	6	1	4
	1%	1%	3%	1%	1%	2%	2%	1%	2%	1%	2%	1%	1%	1%	2%
7	29	7	8	15	6	18	5	5	24	9	15	8	21	1	6
	3%	2%	3%	4%	2%	5%	2%	1%	5%	2%	3%	2%	4%	1%	3%
8	29	5	9	15	6	19	4	3	25	9	15	6	19	1	3
	3%	1%	4%	4%	2%	6%	1%	1%	5%	2%	3%	1%	4%	1%	1%
9	116	20	30	65	32	45	36	20	95	27	75	19	93	8	11
	12%	5%	13%	17%	9%	14%	13%	4%	18%	6%	16%	4%	19%	3%	6%

Table QHarrisElec

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

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

10

Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump
305	20	51	235	38	83	180	18	287	25	263	20	284	11	9
30%	5%	22%	60%	10%	26%	63%	4%	55%	6%	57%	4%	56%	4%	5%

Table QTrumpHarri

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
DONALD TRUMP, DEFINITELY/ PROBABLY/LEAN	453 45%	224 48%	229 43%	92 42%	92 42%	150 55%	120 41%	184 42%	270 48%	369 52%	22 19%	42 38%	20 29%
KAMALA HARRIS, DEFINITELY/ PROBABLY/LEAN	522 52%	229 49%	292 54%	120 55%	123 56%	114 42%	165 56%	242 55%	280 49%	322 45%	91 79%	66 59%	43 62%
Donald Trump, definitely	375 37%	184 39%	191 36%	65 30%	73 33%	129 47%	108 37%	139 32%	236 42%	314 44%	12 11%	37 33%	12 17%
Donald Trump, probably	73 7%	37 8%	36 7%	26 12%	18 8%	19 7%	10 3%	44 10%	29 5%	51 7%	10 8%	5 5%	8 11%
Donald Trump, lean	5 1%	4 1%	1 *%	1 *%	0 *%	2 1%	2 1%	1 *%	4 1%	5 1%	-	-	0 1%
Kamala Harris, lean	8 1%	7 1%	2 *%	-	2 1%	2 1%	4 1%	2 *%	6 1%	4 1%	1 1%	-	3 5%
Kamala Harris, probably	62 6%	23 5%	39 7%	25 11%	10 5%	11 4%	17 6%	35 8%	28 5%	35 5%	13 11%	9 8%	7 10%
Kamala Harris, definitely	451 45%	199 43%	251 47%	95 43%	110 50%	102 37%	144 49%	205 47%	246 43%	284 40%	77 67%	57 51%	33 48%
Unsure	30 3%	13 3%	17 3%	8 4%	5 2%	7 3%	9 3%	13 3%	17 3%	18 3%	3 2%	3 3%	6 8%

Table QTrumpHarri

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DONALD TRUMP, DEFINITELY/ PROBABLY/LEAN	453 45%	157 53%	140 46%	99 39%	57 37%	297 50%	156 38%	82 38%	119 59%	82 46%	62 42%	105 41%	200 48%	249 43%
KAMALA HARRIS, DEFINITELY/ PROBABLY/LEAN	522 52%	129 44%	155 51%	144 57%	94 61%	284 48%	238 58%	127 59%	75 38%	95 53%	78 53%	145 57%	202 49%	318 55%
Donald Trump, definitely	375 37%	126 43%	118 39%	82 32%	49 32%	244 41%	131 32%	75 35%	102 51%	63 35%	46 31%	86 34%	177 43%	194 33%
Donald Trump, probably	73 7%	28 9%	20 7%	16 6%	9 6%	48 8%	25 6%	5 3%	17 8%	16 9%	16 11%	19 8%	22 5%	51 9%
Donald Trump, lean	5 1%	3 1%	2 1%	-	-	5 1%	-	1 1%	-	4 2%	-	-	1 *	4 1%
Kamala Harris, lean	8 1%	4 1%	1 *	3 1%	1 *	4 1%	4 1%	2 1%	2 1%	-	-	4 2%	4 1%	4 1%
Kamala Harris, probably	62 6%	17 6%	20 6%	16 6%	9 6%	37 6%	26 6%	13 6%	11 6%	18 10%	8 5%	10 4%	24 6%	36 6%
Kamala Harris, definitely	451 45%	108 37%	135 45%	125 49%	84 55%	243 41%	208 51%	111 52%	62 31%	77 43%	70 47%	131 51%	173 42%	278 48%
Unsure	30 3%	9 3%	8 3%	11 4%	2 1%	17 3%	13 3%	7 3%	6 3%	3 1%	8 5%	5 2%	13 3%	15 3%

Table QTrumpHarri

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
DONALD TRUMP, DEFINITELY/ PROBABLY/LEAN	453 45%	221 44%	128 42%	260 54%	108 35%	85 39%	139 49%	67 50%	72 48%	92 36%	198 42%	163 58%
KAMALA HARRIS, DEFINITELY/ PROBABLY/LEAN	522 52%	259 52%	170 56%	208 43%	188 62%	126 58%	137 48%	63 47%	73 49%	160 62%	252 54%	111 40%
Donald Trump, definitely	375 37%	173 35%	117 39%	218 45%	84 27%	74 34%	101 36%	45 34%	56 38%	71 28%	163 35%	141 50%
Donald Trump, probably	73 7%	47 10%	7 2%	38 8%	24 8%	11 5%	37 13%	22 17%	14 10%	20 8%	33 7%	20 7%
Donald Trump, lean	5 1%	0 *	4 1%	4 1%	1 *	0 *	1 *	-	1 1%	1 *	2 *	2 1%
Kamala Harris, lean	8 1%	1 *	6 2%	4 1%	1 *	3 1%	1 1%	1 1%	1 *	1 1%	7 1%	-
Kamala Harris, probably	62 6%	29 6%	17 5%	15 3%	33 11%	15 7%	21 7%	7 6%	14 9%	20 8%	26 5%	17 6%
Kamala Harris, definitely	451 45%	230 46%	147 48%	189 39%	154 50%	108 50%	114 40%	55 41%	58 39%	139 54%	219 47%	93 33%
Unsure	30 3%	18 4%	6 2%	16 3%	9 3%	5 2%	8 3%	3 3%	4 3%	5 2%	18 4%	6 2%

Table QTrumpHarri

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DONALD TRUMP, DEFINITELY/ PROBABLY/LEAN	453	354	94	6	302	119	17	453	-	376	22	432	14	239	165
	45%	92%	41%	1%	82%	37%	6%	100%		90%	5%	94%	3%	99%	87%
KAMALA HARRIS, DEFINITELY/ PROBABLY/LEAN	522	22	119	382	58	191	264	-	522	40	430	17	488	3	15
	52%	6%	51%	98%	16%	59%	93%		100%	9%	93%	4%	97%	1%	8%
Donald Trump, definitely	375	307	65	3	263	86	13	375	-	334	12	363	8	224	125
	37%	80%	28%	1%	72%	27%	5%	83%		79%	3%	79%	2%	93%	66%
Donald Trump, probably	73	45	25	2	36	30	4	73	-	39	9	64	6	15	38
	7%	12%	11%	1%	10%	9%	1%	16%		9%	2%	14%	1%	6%	20%
Donald Trump, lean	5	2	3	-	3	2	-	5	-	4	1	4	-	0	2
	1%	*%	1%		1%	1%		1%		1%	*%	1%		*%	1%
Kamala Harris, lean	8	1	7	-	1	7	-	-	8	3	3	1	5	-	-
	1%	*%	3%		*%	2%			2%	1%	1%	*%	1%		
Kamala Harris, probably	62	7	28	28	9	39	12	-	62	11	37	9	44	1	7
	6%	2%	12%	7%	3%	12%	4%		12%	3%	8%	2%	9%	1%	4%
Kamala Harris, definitely	451	14	83	354	48	144	252	-	451	26	390	8	439	1	8
	45%	4%	36%	91%	13%	44%	89%		86%	6%	85%	2%	87%	1%	4%
Unsure	30	9	19	2	6	16	3	-	-	4	7	8	2	-	9
	3%	2%	8%	1%	2%	5%	1%			1%	2%	2%	*%		5%

Table QTrumpHarri

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Donald Trump, the Republican candidate	440	220	220	84	89	148	119	173	267	358	23	40	19
	44%	47%	41%	38%	40%	55%	40%	39%	47%	50%	20%	36%	27%
Kamala Harris, the Democratic candidate	497	214	281	109	117	112	159	226	271	313	88	56	39
	49%	46%	52%	50%	53%	41%	54%	51%	48%	44%	77%	50%	57%
Robert F. Kennedy, Jr., independent candidate	20	11	9	12	4	0	4	16	5	8	1	6	5
	2%	2%	2%	5%	2%	*%	1%	4%	1%	1%	1%	5%	8%
Jill Stein, Green Party candidate	4	2	3	2	3	-	-	4	-	2	-	2	-
	*%	*%	*%	1%	1%			1%		*%		2%	
Cornel West, independent candidate	3	1	2	2	1	-	0	3	0	3	-	-	-
	*%	*%	*%	1%	*%		*%	1%	*%	*%			
Chase Oliver, the Libertarian candidate	10	7	2	3	1	2	4	4	5	8	-	1	-
	1%	2%	*%	1%	1%	1%	1%	1%	1%	1%		1%	
Unsure	31	11	21	8	5	9	9	13	18	17	3	6	6
	3%	2%	4%	4%	2%	3%	3%	3%	3%	2%	2%	5%	8%

Table QTrumpHarri

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Donald Trump, the Republican candidate	440 44%	153 52%	134 44%	95 37%	57 37%	287 48%	152 37%	81 37%	117 59%	78 43%	58 39%	102 40%	198 48%	238 41%
Kamala Harris, the Democratic candidate	497 49%	115 39%	150 50%	140 55%	91 60%	265 44%	231 57%	118 55%	74 37%	91 51%	74 50%	139 54%	192 46%	304 52%
Robert F. Kennedy, Jr., independent candidate	20 2%	10 4%	4 1%	7 3%	-	14 2%	7 2%	6 3%	1 *%	3 2%	4 3%	6 2%	7 2%	13 2%
Jill Stein, Green Party candidate	4 *%	2 1%	2 1%	-	-	4 1%	-	3 1%	-	1 1%	-	0 *%	3 1%	2 *%
Cornel West, independent candidate	3 *%	-	2 1%	0 *%	1 *%	2 *%	1 *%	-	-	0 *%	2 1%	1 *%	-	3 *%
Chase Oliver, the Libertarian candidate	10 1%	3 1%	3 1%	3 1%	1 1%	5 1%	5 1%	-	2 1%	3 2%	2 1%	3 1%	2 *%	8 1%
Unsure	31 3%	12 4%	8 3%	9 4%	3 2%	19 3%	12 3%	8 4%	6 3%	2 1%	8 5%	3 1%	14 3%	13 2%

Table QTrumpHarri

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
Donald Trump, the Republican candidate	440 44%	212 42%	125 41%	251 52%	103 34%	85 39%	132 47%	65 48%	68 46%	91 35%	194 41%	155 56%
Kamala Harris, the Democratic candidate	497 49%	248 50%	164 54%	197 41%	178 58%	122 56%	130 46%	59 44%	71 48%	153 59%	237 51%	107 38%
Robert F. Kennedy, Jr., independent candidate	20 2%	9 2%	4 1%	11 2%	8 3%	1 1%	8 3%	4 3%	4 3%	2 1%	13 3%	5 2%
Jill Stein, Green Party candidate	4 *%	3 1%	-	2 *%	3 1%	-	2 1%	1 1%	0 *%	2 1%	1 *%	2 1%
Cornel West, independent candidate	3 *%	3 1%	0 *%	3 1%	-	0 *%	3 1%	1 1%	2 1%	2 1%	1 *%	-
Chase Oliver, the Libertarian candidate	10 1%	4 1%	5 2%	7 1%	3 1%	-	1 *%	1 1%	0 *%	2 1%	5 1%	3 1%
Unsure	31 3%	20 4%	5 2%	13 3%	9 3%	9 4%	7 3%	3 3%	4 3%	5 2%	18 4%	8 3%

Table QTrumpHarri

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Donald Trump, the Republican candidate	440	349	87	3	298	113	12	435	5	373	14	421	11	237	159
	44%	91%	38%	1%	81%	35%	4%	96%	1%	89%	3%	92%	2%	98%	84%
Kamala Harris, the Democratic candidate	497	21	98	378	58	175	260	2	495	34	422	15	472	1	15
	49%	5%	42%	97%	16%	54%	91%	*%	95%	8%	92%	3%	94%	*%	8%
Robert F. Kennedy, Jr., independent candidate	20	2	17	2	3	10	4	8	12	5	9	4	14	3	1
	2%	*%	7%	1%	1%	3%	1%	2%	2%	1%	2%	1%	3%	1%	1%
Jill Stein, Green Party candidate	4	2	2	-	-	4	1	4	1	0	3	4	1	1	2
	*%	1%	1%			1%	*%	1%	*%	*%	1%	1%	*%	*%	1%
Cornel West, independent candidate	3	-	3	-	-	1	2	2	1	-	2	-	2	-	-
	*%		1%			*%	1%	*%	*%		*%		*%		
Chase Oliver, the Libertarian candidate	10	4	5	1	3	5	2	3	5	3	2	7	3	1	5
	1%	1%	2%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	3%
Unsure	31	7	19	5	4	19	3	-	4	3	7	6	1	-	7
	3%	2%	8%	1%	1%	6%	1%		1%	1%	2%	1%	*%		4%

Table Q2024Expect

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Donald Trump	397	199	198	83	87	125	102	170	227	314	19	35	28
	40%	43%	37%	38%	40%	46%	35%	39%	40%	44%	17%	32%	41%
Kamala Harris	466	210	255	114	109	96	147	223	243	294	84	60	29
	46%	45%	47%	52%	50%	35%	50%	51%	43%	41%	73%	54%	41%
Unsure	141	57	85	23	23	50	45	46	96	102	12	16	12
	14%	12%	16%	10%	11%	19%	15%	10%	17%	14%	10%	14%	18%

Table Q2024Expect

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Donald Trump	397	129	137	79	52	266	132	79	97	72	51	97	176	219
	40%	44%	45%	31%	34%	44%	32%	37%	48%	40%	34%	38%	42%	38%
Kamala Harris	466	131	132	122	82	262	204	113	72	81	73	127	186	281
	46%	44%	43%	48%	53%	44%	50%	52%	36%	45%	49%	50%	45%	48%
Unsure	141	36	34	52	19	70	72	23	31	27	24	31	55	82
	14%	12%	11%	21%	13%	12%	18%	11%	16%	15%	16%	12%	13%	14%

Table Q2024Expect

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
Donald Trump	397	198	105	215	104	77	120	56	64	86	172	139
	40%	40%	35%	45%	34%	36%	42%	42%	43%	33%	37%	50%
Kamala Harris	466	237	147	200	166	100	125	63	61	138	222	107
	46%	48%	49%	41%	54%	46%	44%	47%	41%	54%	47%	38%
Unsure	141	64	51	67	35	39	38	15	24	33	75	34
	14%	13%	17%	14%	12%	18%	14%	11%	16%	13%	16%	12%

Table Q2024Expect

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Donald Trump	397	304	72	21	256	102	24	372	22	314	38	359	29	206	132
	40%	79%	31%	5%	70%	32%	8%	82%	4%	75%	8%	79%	6%	85%	70%
Kamala Harris	466	29	106	332	67	172	218	33	430	57	363	44	410	14	24
	46%	8%	46%	85%	18%	53%	77%	7%	82%	14%	79%	10%	81%	6%	13%
Unsure	141	51	53	37	43	51	43	49	70	48	59	54	65	22	33
	14%	13%	23%	9%	12%	16%	15%	11%	13%	12%	13%	12%	13%	9%	18%

Table QTrumpInfoF

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
MUCH/A LITTLE MORE POSITIVE	319 32%	163 35%	156 29%	71 33%	76 35%	104 38%	67 23%	148 34%	171 30%	244 34%	18 15%	37 33%	21 30%
MUCH/A LITTLE MORE NEGATIVE	471 47%	204 44%	267 50%	101 46%	105 48%	109 40%	156 53%	206 47%	265 47%	299 42%	81 70%	58 52%	34 50%
Much more positive	226 23%	113 24%	113 21%	45 21%	55 25%	81 30%	46 16%	100 23%	126 22%	179 25%	12 11%	28 25%	7 10%
A little more positive	92 9%	50 11%	43 8%	26 12%	21 10%	23 9%	22 7%	48 11%	45 8%	65 9%	5 4%	8 8%	14 20%
A little more negative	93 9%	47 10%	47 9%	27 12%	25 11%	22 8%	19 7%	53 12%	41 7%	63 9%	14 12%	11 10%	5 8%
Much more negative	378 38%	157 34%	220 41%	73 33%	80 36%	88 32%	136 46%	153 35%	224 40%	236 33%	66 58%	47 42%	29 42%
No different	205 20%	97 21%	107 20%	44 20%	35 16%	55 20%	71 24%	79 18%	126 22%	162 23%	15 13%	15 14%	13 19%
Unsure	10 1%	2 *	8 1%	3 1%	3 1%	3 1%	1 *	6 1%	4 1%	6 1%	2 2%	1 1%	1 1%

Table QTrumpInfoF

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MUCH/A LITTLE MORE POSITIVE	319 32%	112 38%	108 36%	61 24%	38 24%	220 37%	99 24%	69 32%	76 38%	53 30%	50 34%	69 27%	145 35%	172 29%
MUCH/A LITTLE MORE NEGATIVE	471 47%	114 38%	139 46%	138 54%	81 53%	253 42%	218 54%	107 50%	74 37%	81 45%	73 50%	132 52%	181 44%	287 49%
Much more positive	226 23%	79 27%	71 23%	45 18%	31 20%	150 25%	76 19%	52 24%	56 28%	39 22%	29 20%	47 19%	109 26%	115 20%
A little more positive	92 9%	33 11%	37 12%	16 6%	6 4%	70 12%	22 5%	16 8%	20 10%	15 8%	20 14%	21 8%	36 9%	56 10%
A little more negative	93 9%	30 10%	24 8%	23 9%	16 11%	54 9%	39 10%	19 9%	23 12%	16 9%	13 9%	22 8%	43 10%	51 9%
Much more negative	378 38%	84 28%	115 38%	115 45%	64 42%	198 33%	179 44%	88 41%	51 25%	65 36%	60 41%	111 43%	138 33%	236 41%
No different	205 20%	65 22%	52 17%	55 22%	34 22%	117 20%	89 22%	37 17%	49 25%	44 25%	21 14%	52 21%	86 21%	118 20%
Unsure	10 1%	5 2%	4 1%	-	1 1%	9 1%	1 *	3 1%	1 1%	1 *	4 2%	1 1%	4 1%	6 1%

Table QTrumpInfoF

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
MUCH/A LITTLE MORE POSITIVE	319 32%	165 33%	85 28%	177 37%	87 29%	55 25%	111 39%	59 44%	52 35%	78 30%	132 28%	108 39%
MUCH/A LITTLE MORE NEGATIVE	471 47%	231 46%	161 53%	199 41%	160 53%	112 52%	118 42%	53 39%	65 44%	134 52%	235 50%	101 36%
Much more positive	226 23%	115 23%	58 19%	133 28%	59 19%	34 16%	77 27%	40 30%	36 24%	52 20%	87 19%	87 31%
A little more positive	92 9%	50 10%	27 9%	44 9%	28 9%	21 10%	35 12%	18 14%	16 11%	25 10%	46 10%	21 8%
A little more negative	93 9%	50 10%	23 8%	44 9%	31 10%	19 9%	34 12%	19 14%	15 10%	30 12%	41 9%	23 8%
Much more negative	378 38%	181 36%	138 46%	155 32%	129 42%	94 43%	84 30%	34 25%	51 34%	105 41%	195 42%	78 28%
No different	205 20%	97 20%	56 19%	102 21%	54 18%	49 23%	50 18%	22 16%	28 19%	45 17%	95 20%	65 23%
Unsure	10 1%	5 1%	1 *	6 1%	3 1%	1 *	4 1%	1 1%	3 2%	0 *	5 1%	5 2%

Table QTrumpInfoF

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MUCH/A LITTLE MORE POSITIVE	319 32%	242 63%	55 24%	21 5%	210 57%	79 24%	18 6%	290 64%	25 5%	260 62%	31 7%	284 62%	28 5%	186 77%	87 46%
MUCH/A LITTLE MORE NEGATIVE	471 47%	44 11%	104 45%	323 83%	64 17%	170 52%	232 82%	41 9%	418 80%	50 12%	366 80%	56 12%	397 79%	6 2%	47 25%
Much more positive	226 23%	186 48%	28 12%	12 3%	163 45%	44 13%	9 3%	213 47%	13 2%	194 46%	16 3%	212 46%	14 3%	146 61%	60 32%
A little more positive	92 9%	56 15%	27 12%	9 2%	46 13%	36 11%	9 3%	76 17%	12 2%	65 16%	15 3%	72 16%	14 3%	40 16%	26 14%
A little more negative	93 9%	26 7%	35 15%	32 8%	26 7%	42 13%	23 8%	34 8%	53 10%	33 8%	42 9%	40 9%	50 10%	3 1%	34 18%
Much more negative	378 38%	18 5%	69 30%	291 75%	38 10%	128 40%	209 73%	6 1%	365 70%	17 4%	324 71%	16 3%	348 69%	3 1%	13 7%
No different	205 20%	95 25%	66 29%	44 11%	89 24%	74 23%	34 12%	120 26%	77 15%	109 26%	62 13%	113 25%	78 15%	50 21%	53 28%
Unsure	10 1%	4 1%	5 2%	1 *	3 1%	1 *	1 *	3 1%	1 *	2 *	1 *	4 1%	1 *	-	2 1%

Table QHarrisInfo

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
MUCH/A LITTLE MORE POSITIVE	465	206	258	112	115	95	144	227	238	292	87	51	35
	46%	44%	48%	51%	52%	35%	49%	52%	42%	41%	76%	46%	50%
MUCH/A LITTLE MORE NEGATIVE	351	179	172	67	65	118	101	132	219	280	13	37	22
	35%	38%	32%	30%	29%	44%	34%	30%	39%	39%	11%	33%	31%
Much more positive	317	136	179	61	80	71	105	140	176	199	62	36	20
	32%	29%	33%	28%	36%	26%	36%	32%	31%	28%	54%	33%	29%
A little more positive	149	69	79	51	36	24	38	87	62	94	26	15	14
	15%	15%	15%	23%	16%	9%	13%	20%	11%	13%	22%	13%	21%
A little more negative	69	42	28	20	13	27	9	33	37	36	4	12	17
	7%	9%	5%	9%	6%	10%	3%	7%	6%	5%	4%	11%	25%
Much more negative	282	137	145	47	52	91	92	99	183	244	8	25	5
	28%	29%	27%	22%	24%	34%	31%	23%	32%	34%	7%	23%	7%
No different	175	78	97	36	34	55	50	70	105	132	12	19	12
	17%	17%	18%	17%	15%	20%	17%	16%	18%	19%	10%	17%	17%
Unsure	14	3	11	4	6	4	-	10	4	6	3	4	1
	1%	1%	2%	2%	3%	1%		2%	1%	1%	3%	3%	1%

Table QHarrisInfo

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MUCH/A LITTLE MORE POSITIVE	465	120	135	131	80	255	211	119	61	78	73	135	180	286
	46%	40%	45%	52%	52%	43%	52%	55%	30%	44%	49%	53%	43%	49%
MUCH/A LITTLE MORE NEGATIVE	351	112	109	84	45	222	130	61	89	67	56	77	150	199
	35%	38%	36%	33%	29%	37%	32%	28%	45%	37%	38%	30%	36%	34%
Much more positive	317	77	91	90	59	167	149	78	41	57	45	96	119	198
	32%	26%	30%	36%	38%	28%	37%	36%	20%	32%	31%	38%	28%	34%
A little more positive	149	43	45	40	21	87	61	41	20	22	28	38	61	88
	15%	14%	15%	16%	14%	15%	15%	19%	10%	12%	19%	15%	15%	15%
A little more negative	69	21	20	20	8	41	28	9	19	14	13	14	28	41
	7%	7%	7%	8%	5%	7%	7%	4%	10%	8%	9%	5%	7%	7%
Much more negative	282	91	89	65	37	180	101	52	70	53	42	63	122	158
	28%	31%	30%	25%	24%	30%	25%	24%	35%	29%	29%	25%	29%	27%
No different	175	56	53	39	27	109	66	33	47	35	17	42	80	94
	17%	19%	18%	15%	18%	18%	16%	15%	23%	19%	11%	17%	19%	16%
Unsure	14	8	5	-	1	12	1	4	3	-	2	1	7	4
	1%	3%	1%		1%	2%	*%	2%	2%		2%	1%	2%	1%

Table QHarrisInfo

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
MUCH/A LITTLE MORE POSITIVE	465	240	139	193	166	106	130	65	65	143	231	91
	46%	48%	46%	40%	54%	49%	46%	48%	44%	56%	49%	33%
MUCH/A LITTLE MORE NEGATIVE	351	175	103	206	81	64	97	44	53	71	158	122
	35%	35%	34%	43%	26%	30%	34%	33%	36%	28%	34%	44%
Much more positive	317	162	105	137	110	70	80	37	42	109	144	64
	32%	33%	35%	28%	36%	32%	28%	28%	28%	42%	31%	23%
A little more positive	149	78	34	56	56	36	51	27	23	34	88	27
	15%	16%	11%	12%	18%	17%	18%	21%	16%	13%	19%	10%
A little more negative	69	45	11	31	25	13	27	18	9	18	40	11
	7%	9%	4%	6%	8%	6%	9%	13%	6%	7%	9%	4%
Much more negative	282	130	92	175	56	51	70	26	44	54	117	111
	28%	26%	30%	36%	18%	23%	25%	19%	30%	21%	25%	40%
No different	175	75	61	79	53	43	50	25	25	40	74	60
	17%	15%	20%	16%	17%	20%	18%	19%	17%	16%	16%	22%
Unsure	14	8	1	4	5	4	6	1	5	2	5	6
	1%	2%	*%	1%	2%	2%	2%	1%	3%	1%	1%	2%

Table QHarrisInfo

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MUCH/A LITTLE MORE POSITIVE	465	37	97	331	63	161	232	31	427	49	370	42	406	12	30
	46%	10%	42%	85%	17%	50%	82%	7%	82%	12%	81%	9%	81%	5%	16%
MUCH/A LITTLE MORE NEGATIVE	351	270	71	11	235	88	17	327	15	292	24	327	17	192	114
	35%	70%	31%	3%	64%	27%	6%	72%	3%	69%	5%	72%	3%	79%	60%
Much more positive	317	11	52	254	35	103	175	8	309	21	273	11	303	3	9
	32%	3%	22%	65%	9%	32%	62%	2%	59%	5%	59%	2%	60%	1%	5%
A little more positive	149	25	45	78	28	58	57	24	118	28	98	31	103	9	20
	15%	7%	20%	20%	8%	18%	20%	5%	23%	7%	21%	7%	20%	4%	11%
A little more negative	69	45	17	7	31	29	6	52	13	49	10	53	13	33	16
	7%	12%	7%	2%	9%	9%	2%	12%	2%	12%	2%	12%	3%	14%	9%
Much more negative	282	225	53	3	203	59	11	275	2	243	14	274	4	158	97
	28%	59%	23%	1%	56%	18%	4%	61%	0%	58%	3%	60%	1%	65%	51%
No different	175	75	56	43	65	70	34	94	75	80	64	85	77	38	45
	17%	20%	24%	11%	18%	22%	12%	21%	14%	19%	14%	19%	15%	16%	24%
Unsure	14	3	7	4	3	6	2	1	5	-	2	3	4	-	1
	1%	1%	3%	1%	1%	2%	1%	0%	1%	0%	0%	1%	1%	0%	1%

Table QTrumpHarri

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	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	750 75%	347 74%	401 75%	154 70%	150 68%	211 78%	235 80%	304 69%	446 79%	557 79%	77 67%	77 69%	38 55%
Whether Trump or Harris wins really would not make a difference to me personally	145 14%	80 17%	65 12%	44 20%	38 17%	24 9%	39 13%	83 19%	63 11%	86 12%	24 20%	16 14%	20 29%
Unsure	110 11%	39 8%	71 13%	21 10%	31 14%	37 14%	21 7%	52 12%	57 10%	66 9%	15 13%	18 17%	11 16%

Table QTrumpHarri

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	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	750	205	240	187	118	444	305	154	153	139	119	183	307	441
	75%	69%	79%	74%	77%	74%	75%	71%	76%	78%	80%	72%	74%	76%
Whether Trump or Harris wins really would not make a difference to me personally	145	46	37	37	25	83	62	33	29	25	12	44	63	82
	14%	16%	12%	15%	16%	14%	15%	16%	15%	14%	8%	17%	15%	14%
Unsure	110	44	26	29	10	70	40	28	18	15	17	28	46	60
	11%	15%	9%	12%	7%	12%	10%	13%	9%	8%	12%	11%	11%	10%

Table QTrumpHarri

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	498	304	483	305	217	283	134	149	257	468	280
	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	750 75%	371 74%	235 77%	364 75%	219 72%	167 77%	196 69%	92 69%	104 70%	188 73%	349 75%	213 76%
Whether Trump or Harris wins really would not make a difference to me personally	145 14%	78 16%	42 14%	63 13%	57 19%	26 12%	50 18%	31 23%	19 13%	40 15%	71 15%	35 12%
Unsure	110 11%	49 10%	26 9%	56 12%	30 10%	24 11%	37 13%	11 8%	26 17%	30 11%	48 10%	32 11%

Table QTrumpHarri

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	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	750	300	139	310	296	196	243	352	390	324	358	351	386	197	143
	75%	78%	60%	80%	81%	60%	85%	78%	75%	77%	78%	77%	77%	82%	75%
Whether Trump or Harris wins really would not make a difference to me personally	145	50	56	39	38	81	22	62	78	55	60	67	66	30	27
	14%	13%	24%	10%	10%	25%	8%	14%	15%	13%	13%	15%	13%	12%	14%
Unsure	110	34	35	40	32	47	20	40	53	42	42	39	53	15	19
	11%	9%	15%	10%	9%	15%	7%	9%	10%	10%	9%	8%	10%	6%	10%

Table QEconImprov

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
IMPROVING A LOT/LITTLE	298	149	149	49	67	75	108	116	183	201	42	32	24
	30%	32%	28%	22%	30%	28%	37%	26%	32%	28%	36%	29%	34%
GETTING A LOT/LITTLE WORSE	523	238	284	135	112	156	120	247	277	385	45	60	33
	52%	51%	53%	61%	51%	58%	41%	56%	49%	54%	39%	54%	48%
Improving a lot	87	50	37	17	18	21	30	35	51	69	11	6	0
	9%	11%	7%	8%	8%	8%	10%	8%	9%	10%	10%	6%	1%
Improving a little	212	99	112	32	49	54	78	80	132	132	31	26	23
	21%	21%	21%	14%	22%	20%	27%	18%	23%	19%	27%	23%	34%
Staying the same	164	70	94	30	36	34	64	65	99	115	24	18	7
	16%	15%	17%	14%	16%	13%	22%	15%	17%	16%	21%	16%	10%
Getting a little worse	236	113	122	75	56	53	53	131	106	155	27	29	26
	24%	24%	23%	34%	25%	20%	18%	30%	19%	22%	23%	26%	37%
Getting a lot worse	287	125	162	60	56	103	68	116	171	230	18	31	8
	29%	27%	30%	27%	26%	38%	23%	26%	30%	32%	16%	28%	11%
Unsure	19	8	11	6	5	6	2	11	8	9	4	1	5
	2%	2%	2%	3%	2%	2%	1%	3%	1%	1%	3%	1%	7%

Table QEconImprov

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
IMPROVING A LOT/LITTLE	298	63	77	95	63	140	158	57	36	52	43	109	94	205
	30%	21%	25%	38%	41%	23%	39%	27%	18%	29%	29%	43%	23%	35%
GETTING A LOT/LITTLE WORSE	523	169	170	115	69	339	184	120	124	96	81	96	244	273
	52%	57%	56%	45%	45%	57%	45%	55%	62%	53%	55%	38%	59%	47%
Improving a lot	87	21	22	26	17	44	43	19	11	11	9	37	29	57
	9%	7%	7%	10%	11%	7%	11%	9%	5%	6%	6%	14%	7%	10%
Improving a little	212	42	54	69	46	97	115	39	26	41	34	72	64	147
	21%	14%	18%	27%	30%	16%	28%	18%	13%	23%	23%	28%	15%	25%
Staying the same	164	53	50	40	20	103	61	34	35	31	16	48	68	96
	16%	18%	17%	16%	13%	17%	15%	16%	17%	17%	11%	19%	16%	16%
Getting a little worse	236	69	73	61	33	142	95	52	61	40	41	40	113	121
	24%	23%	24%	24%	22%	24%	23%	24%	30%	22%	28%	16%	27%	21%
Getting a lot worse	287	100	97	54	36	197	90	68	63	56	40	56	131	152
	29%	34%	32%	21%	23%	33%	22%	31%	31%	31%	27%	22%	31%	26%
Unsure	19	10	5	3	1	15	4	5	5	-	7	2	10	9
	2%	3%	2%	1%	1%	3%	1%	2%	3%		5%	1%	2%	2%

Table QEconImprov

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
IMPROVING A LOT/LITTLE	298	144	115	144	85	70	72	46	26	89	148	62
	30%	29%	38%	30%	28%	32%	25%	34%	17%	34%	32%	22%
GETTING A LOT/LITTLE WORSE	523	269	128	254	167	102	165	69	96	125	227	172
	52%	54%	42%	53%	55%	47%	58%	52%	65%	48%	48%	61%
Improving a lot	87	50	32	45	27	14	24	18	6	27	37	22
	9%	10%	11%	9%	9%	6%	8%	13%	4%	10%	8%	8%
Improving a little	212	95	83	98	57	56	48	28	20	62	110	40
	21%	19%	27%	20%	19%	26%	17%	21%	13%	24%	24%	14%
Staying the same	164	73	61	80	42	42	40	18	22	38	84	42
	16%	15%	20%	16%	14%	20%	14%	13%	15%	15%	18%	15%
Getting a little worse	236	127	57	90	93	53	80	41	39	57	121	59
	24%	26%	19%	19%	30%	24%	28%	31%	26%	22%	26%	21%
Getting a lot worse	287	142	71	164	74	49	85	28	57	68	106	113
	29%	29%	23%	34%	24%	23%	30%	21%	38%	26%	23%	40%
Unsure	19	11	-	6	12	2	6	2	4	6	10	3
	2%	2%		1%	4%	1%	2%	1%	3%	2%	2%	1%

Table QEconImprov

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
IMPROVING A LOT/LITTLE	298	18	62	218	36	94	166	23	275	24	251	25	270	9	17
	30%	5%	27%	56%	10%	29%	59%	5%	53%	6%	55%	6%	54%	4%	9%
GETTING A LOT/LITTLE WORSE	523	298	121	104	270	162	72	358	149	325	128	359	141	201	134
	52%	77%	53%	27%	74%	50%	25%	79%	29%	77%	28%	79%	28%	83%	71%
Improving a lot	87	2	17	67	10	32	44	6	80	7	76	5	81	3	3
	9%	1%	8%	17%	3%	10%	15%	1%	15%	2%	16%	1%	16%	1%	1%
Improving a little	212	16	45	151	26	63	123	17	194	18	176	21	189	6	14
	21%	4%	20%	39%	7%	19%	43%	4%	37%	4%	38%	5%	38%	3%	7%
Staying the same	164	67	37	60	57	58	44	68	90	68	73	68	85	32	38
	16%	17%	16%	15%	16%	18%	15%	15%	17%	16%	16%	15%	17%	13%	20%
Getting a little worse	236	94	65	77	88	90	51	116	111	107	93	118	105	59	52
	24%	25%	28%	20%	24%	28%	18%	26%	21%	26%	20%	26%	21%	24%	28%
Getting a lot worse	287	203	56	27	182	72	21	242	38	218	35	241	36	142	82
	29%	53%	24%	7%	50%	22%	7%	53%	7%	52%	8%	53%	7%	59%	43%
Unsure	19	2	10	7	3	11	2	4	8	2	7	4	8	-	1
	2%	1%	4%	2%	1%	3%	1%	1%	2%	1%	2%	1%	2%	-	1%

Table QDebateWate

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QDebateWatch] Did you watch the presidential debate on September 10th?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	742	342	400	150	175	196	221	325	417	515	91	88	47
	74%	73%	74%	69%	79%	72%	75%	74%	74%	73%	79%	80%	68%
No	247	113	133	61	42	73	71	103	143	189	22	18	17
	25%	24%	25%	28%	19%	27%	24%	24%	25%	27%	19%	17%	24%
Unsure	16	10	6	7	3	2	3	11	5	5	2	4	5
	2%	2%	1%	3%	1%	1%	1%	2%	1%	1%	1%	4%	7%

Table QDebateWate

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QDebateWatch] Did you watch the presidential debate on September 10th?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	742	198	235	183	126	433	309	140	142	134	120	206	282	460
	74%	67%	78%	72%	82%	72%	76%	65%	71%	75%	81%	81%	68%	79%
No	247	93	63	67	23	157	90	70	56	44	26	44	126	114
	25%	32%	21%	27%	15%	26%	22%	32%	28%	25%	18%	17%	30%	20%
Unsure	16	4	4	3	5	8	8	6	3	1	1	6	8	8
	2%	1%	1%	1%	3%	1%	2%	3%	1%	1%	1%	2%	2%	1%

Table QDebateWate

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QDebateWatch] Did you watch the presidential debate on September 10th?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
Yes	742	376	234	363	223	156	203	101	102	199	341	202
	74%	75%	77%	75%	73%	72%	72%	76%	68%	77%	73%	72%
No	247	112	67	113	75	59	76	30	45	55	116	76
	25%	22%	22%	23%	25%	27%	27%	22%	31%	21%	25%	27%
Unsure	16	10	3	6	7	2	4	3	1	4	11	1
	2%	2%	1%	1%	2%	1%	2%	2%	1%	2%	2%	*%

Table QDebateWate

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QDebateWatch] Did you watch the presidential debate on September 10th?

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	742	290	140	312	264	236	223	327	401	313	361	335	388	177	144
	74%	75%	61%	80%	72%	73%	78%	72%	77%	74%	79%	73%	77%	73%	76%
No	247	89	89	69	98	84	54	122	110	105	90	116	106	60	45
	25%	23%	38%	18%	27%	26%	19%	27%	21%	25%	20%	25%	21%	25%	24%
Unsure	16	6	2	7	4	5	7	5	10	2	8	6	10	5	1
	2%	2%	1%	2%	1%	1%	3%	1%	2%	1%	2%	1%	2%	2%	1%

Table QDebateWin

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QDebateWin] Which candidate do you believe performed better in the debate?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	742	342	400	150	175	196	221	325	417	515	91	88	47
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	732	348	383	151	164	196	221	315	417	528	89	81	34
Donald Trump	243	116	127	55	59	75	54	114	129	195	14	20	15
	33%	34%	32%	37%	34%	38%	25%	35%	31%	38%	15%	22%	32%
Kamala Harris	450	202	247	86	109	104	151	195	255	287	71	63	29
	61%	59%	62%	57%	62%	53%	68%	60%	61%	56%	77%	72%	61%
Unsure	49	24	25	9	7	18	15	16	33	34	7	5	3
	7%	7%	6%	6%	4%	9%	7%	5%	8%	7%	8%	6%	7%

Table QDebateWin

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QDebateWin] Which candidate do you believe performed better in the debate?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	742	198	235	183	126	433	309	140	142	134	120	206	282	460
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	732	169	261	185	117	430	302	146	151	137	109	189	297	435
Donald Trump	243	84	81	45	34	165	78	44	65	50	35	49	109	134
	33%	43%	34%	24%	27%	38%	25%	31%	46%	37%	29%	24%	39%	29%
Kamala Harris	450	98	135	129	87	234	216	88	66	71	77	147	155	295
	61%	50%	57%	70%	70%	54%	70%	63%	47%	53%	65%	71%	55%	64%
Unsure	49	15	19	10	5	35	15	8	10	13	7	10	19	31
	7%	8%	8%	5%	4%	8%	5%	6%	7%	10%	6%	5%	7%	7%

Table QDebateWin

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QDebateWin] Which candidate do you believe performed better in the debate?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	742	376	234	363	223	156	203	101	102	199	341	202
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	732	375	231	335	231	166	202	94	108	202	337	193
Donald Trump	243	131	62	128	71	45	75	36	39	51	108	85
	33%	35%	27%	35%	32%	29%	37%	35%	39%	26%	32%	42%
Kamala Harris	450	229	154	207	143	100	117	59	58	140	205	105
	61%	61%	66%	57%	64%	64%	58%	58%	57%	71%	60%	52%
Unsure	49	15	18	28	9	11	11	6	4	7	29	13
	7%	4%	8%	8%	4%	7%	5%	6%	4%	4%	8%	6%

Table QDebateWin

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QDebateWin] Which candidate do you believe performed better in the debate?

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	742	290	140	312	264	236	223	327	401	313	361	335	388	177	144
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	732	244	150	338	231	242	242	288	430	272	385	293	417	155	119
Donald Trump	243	204	34	6	170	54	8	236	3	215	8	231	9	155	66
	33%	70%	24%	2%	64%	23%	4%	72%	1%	69%	2%	69%	2%	88%	46%
Kamala Harris	450	53	91	306	72	161	214	49	394	64	349	64	375	6	60
	61%	18%	65%	98%	27%	68%	96%	15%	98%	20%	97%	19%	97%	3%	42%
Unsure	49	34	15	1	22	20	1	41	4	34	4	40	5	16	18
	7%	12%	11%	*%	8%	9%	*%	13%	1%	11%	1%	12%	1%	9%	13%

Table QSecondDeba

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QSecondDebate] Do you want Donald Trump and Kamala Harris to participate in another presidential debate prior to 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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	588	293	295	161	139	149	139	300	288	397	69	74	48
	59%	63%	55%	73%	63%	55%	47%	68%	51%	56%	60%	66%	69%
No	271	124	146	34	54	71	112	88	183	210	29	21	12
	27%	27%	27%	15%	25%	26%	38%	20%	32%	30%	25%	19%	17%
Unsure	146	49	97	25	26	51	44	51	95	103	17	16	9
	14%	10%	18%	11%	12%	19%	15%	12%	17%	15%	15%	14%	13%

Table QSecondDeba

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QSecondDebate] Do you want Donald Trump and Kamala Harris to participate in another presidential debate prior to 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	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	588	169	172	158	89	341	247	135	108	99	96	149	242	344
	59%	57%	57%	62%	58%	57%	61%	62%	54%	55%	65%	59%	58%	59%
No	271	72	93	59	47	165	106	46	63	53	37	70	109	160
	27%	24%	31%	23%	31%	28%	26%	21%	31%	30%	25%	27%	26%	28%
Unsure	146	54	37	37	18	91	54	35	30	28	14	36	64	78
	14%	18%	12%	14%	11%	15%	13%	16%	15%	15%	10%	14%	16%	13%

Table QSecondDeba

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QSecondDebate] Do you want Donald Trump and Kamala Harris to participate in another presidential debate prior to 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	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
Yes	588	313	157	275	201	112	190	97	94	186	267	135
	59%	63%	52%	57%	66%	52%	67%	72%	63%	72%	57%	48%
No	271	126	99	148	55	68	59	27	32	49	130	92
	27%	25%	33%	31%	18%	31%	21%	20%	21%	19%	28%	33%
Unsure	146	59	48	60	50	36	34	11	23	23	71	53
	14%	12%	16%	12%	16%	17%	12%	8%	15%	9%	15%	19%

Table QSecondDeba

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QSecondDebate] Do you want Donald Trump and Kamala Harris to participate in another presidential debate prior to the election?

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
<b>Total</b>	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
<b>Yes</b>	588	171	133	284	165	201	208	211	366	196	330	213	355	105	89
	59%	44%	57%	73%	45%	62%	73%	47%	70%	47%	72%	47%	70%	43%	47%
<b>No</b>	271	153	56	62	144	74	46	170	90	166	75	175	87	101	73
	27%	40%	24%	16%	39%	23%	16%	37%	17%	39%	16%	38%	17%	42%	39%
<b>Unsure</b>	146	61	42	43	57	50	30	72	66	58	54	69	61	35	27
	14%	16%	18%	11%	16%	15%	11%	16%	13%	14%	12%	15%	12%	15%	14%

Table QVotePlan

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
I plan to vote by mail or absentee ballot	306	114	192	52	44	73	137	96	210	206	27	41	32
	30%	24%	36%	24%	20%	27%	46%	22%	37%	29%	23%	37%	47%
I plan to vote early in person	230	127	103	43	57	64	67	100	131	156	36	30	9
	23%	27%	19%	20%	26%	23%	23%	23%	23%	22%	31%	27%	13%
I plan to vote on Election Day, in person at a polling place	440	216	223	115	114	124	87	228	212	329	49	36	27
	44%	46%	41%	52%	52%	46%	30%	52%	37%	46%	42%	32%	39%
I don't plan to vote	10	1	8	3	3	2	1	6	4	8	1	1	0
	1%	*%	2%	2%	1%	1%	*%	1%	1%	1%	1%	1%	1%
Unsure	19	8	11	6	3	8	2	9	10	12	3	4	1
	2%	2%	2%	3%	1%	3%	1%	2%	2%	2%	2%	3%	1%

Table QVotePlan

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
I plan to vote by mail or absentee ballot	306	69	95	87	56	164	143	66	49	59	47	83	114	189
	30%	23%	31%	34%	36%	27%	35%	30%	24%	33%	32%	33%	28%	33%
I plan to vote early in person	230	72	60	60	38	132	98	55	49	34	23	69	103	127
	23%	24%	20%	24%	25%	22%	24%	25%	24%	19%	16%	27%	25%	22%
I plan to vote on Election Day, in person at a polling place	440	138	140	102	60	278	162	83	98	82	73	101	182	256
	44%	47%	46%	40%	39%	46%	40%	39%	49%	46%	49%	39%	44%	44%
I don't plan to vote	10	7	2	1	-	9	1	7	1	1	1	2	7	3
	1%	2%	1%	*%		2%	*%	3%	*%	*%	*%	1%	2%	*%
Unsure	19	10	6	4	-	15	4	5	4	3	4	1	9	7
	2%	3%	2%	1%		3%	1%	2%	2%	1%	3%	*%	2%	1%

Table QVotePlan

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
I plan to vote by mail or absentee ballot	306	116	138	136	87	83	53	20	32	77	161	68
	30%	23%	45%	28%	28%	39%	19%	15%	22%	30%	34%	24%
I plan to vote early in person	230	123	66	113	71	46	65	42	24	57	113	60
	23%	25%	22%	23%	23%	21%	23%	31%	16%	22%	24%	21%
I plan to vote on Election Day, in person at a polling place	440	245	95	227	136	77	157	70	86	113	186	141
	44%	49%	31%	47%	44%	36%	55%	52%	58%	44%	40%	50%
I don't plan to vote	10	3	2	1	4	5	3	-	3	3	5	3
	1%	1%	1%	*%	1%	2%	1%		2%	1%	1%	1%
Unsure	19	11	3	6	8	5	5	2	4	7	4	8
	2%	2%	1%	1%	3%	2%	2%	1%	2%	3%	1%	3%

Table QVotePlan

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
I plan to vote by mail or absentee ballot	306	77	86	143	90	90	122	89	205	93	186	94	198	39	52
	30%	20%	37%	37%	25%	28%	43%	20%	39%	22%	40%	21%	39%	16%	27%
I plan to vote early in person	230	92	39	99	83	65	79	109	118	97	113	108	120	61	39
	23%	24%	17%	25%	23%	20%	28%	24%	23%	23%	25%	24%	24%	25%	20%
I plan to vote on Election Day, in person at a polling place	440	207	90	142	186	155	79	245	189	228	157	247	181	140	94
	44%	54%	39%	37%	51%	48%	28%	54%	36%	54%	34%	54%	36%	58%	50%
I don't plan to vote	10	2	7	0	1	5	2	4	4	1	1	3	2	1	2
	1%	1%	3%	*%	*%	2%	1%	1%	1%	*%	*%	1%	*%	*%	1%
Unsure	19	6	9	4	5	10	2	6	6	1	3	5	4	1	3
	2%	1%	4%	1%	1%	3%	1%	1%	1%	*%	1%	1%	1%	1%	2%

Table QVoteMethod

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QVoteMethod] What method do you believe your neighbors are using to vote in the 2024 presidential election?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Voting on Election Day, in person at a polling place	409 41%	189 41%	220 41%	92 42%	121 55%	109 40%	88 30%	213 48%	196 35%	300 42%	46 40%	46 41%	17 24%
Voting early in person	152 15%	87 19%	64 12%	43 19%	41 19%	30 11%	38 13%	84 19%	68 12%	93 13%	33 29%	18 17%	8 11%
Voting by mail or absentee ballot	169 17%	66 14%	102 19%	47 22%	27 12%	37 14%	57 19%	74 17%	95 17%	99 14%	23 20%	18 16%	29 42%
I don't think they will be voting	16 2%	10 2%	6 1%	6 3%	4 2%	5 2%	1 *%	10 2%	6 1%	11 1%	-	5 4%	1 1%
Unsure	259 26%	113 24%	145 27%	32 14%	27 12%	90 33%	110 37%	58 13%	200 35%	207 29%	13 11%	24 22%	14 21%

Table QVoteMethod

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QVoteMethod] What method do you believe your neighbors are using to vote in the 2024 presidential election?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Voting on Election Day, in person at a polling place	409	115	127	101	66	243	167	91	86	59	63	110	178	232
	41%	39%	42%	40%	43%	41%	41%	42%	43%	33%	43%	43%	43%	40%
Voting early in person	152	52	41	37	21	93	59	40	29	25	21	38	68	83
	15%	18%	14%	15%	14%	16%	14%	18%	14%	14%	14%	15%	16%	14%
Voting by mail or absentee ballot	169	39	52	52	26	91	78	35	20	40	35	38	55	114
	17%	13%	17%	21%	17%	15%	19%	16%	10%	22%	24%	15%	13%	20%
I don't think they will be voting	16	10	1	5	-	12	5	4	10	-	2	0	14	2
	2%	4%	*%	2%		2%	1%	2%	5%		1%	*%	3%	*%
Unsure	259	79	81	58	41	159	99	46	55	55	26	70	101	151
	26%	27%	27%	23%	27%	27%	24%	21%	28%	31%	18%	27%	24%	26%

Table QVoteMethod

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QVoteMethod] What method do you believe your neighbors are using to vote in the 2024 presidential election?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
Voting on Election Day, in person at a polling place	409	231	91	212	121	77	143	63	80	104	163	142
	41%	46%	30%	44%	40%	35%	50%	47%	54%	40%	35%	51%
Voting early in person	152	88	40	66	54	32	59	37	22	52	68	32
	15%	18%	13%	14%	18%	15%	21%	27%	15%	20%	15%	11%
Voting by mail or absentee ballot	169	78	58	62	72	34	33	14	19	37	106	26
	17%	16%	19%	13%	24%	16%	12%	11%	13%	14%	23%	9%
I don't think they will be voting	16	9	2	3	9	4	7	6	2	7	5	4
	2%	2%	1%	1%	3%	2%	3%	4%	1%	3%	1%	2%
Unsure	259	93	112	140	50	69	41	15	26	57	126	76
	26%	19%	37%	29%	16%	32%	14%	11%	18%	22%	27%	27%

Table QVoteMethod

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QVoteMethod] What method do you believe your neighbors are using to vote in the 2024 presidential election?

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Voting on Election Day, in person at a polling place	409	170	83	156	163	136	97	208	195	193	171	209	193	112	81
	41%	44%	36%	40%	45%	42%	34%	46%	37%	46%	37%	46%	38%	46%	43%
Voting early in person	152	57	27	68	46	56	49	67	81	60	78	67	81	39	26
	15%	15%	12%	17%	13%	17%	17%	15%	16%	14%	17%	15%	16%	16%	13%
Voting by mail or absentee ballot	169	37	54	78	47	47	68	43	119	43	109	44	115	23	18
	17%	10%	23%	20%	13%	15%	24%	9%	23%	10%	24%	10%	23%	10%	10%
I don't think they will be voting	16	5	10	1	3	10	0	14	1	11	1	13	1	4	6
	2%	1%	4%	0%	1%	3%	0%	3%	0%	3%	0%	3%	0%	2%	3%
Unsure	259	115	57	87	106	76	70	123	126	112	102	124	114	63	58
	26%	30%	25%	22%	29%	23%	24%	27%	24%	27%	22%	27%	23%	26%	31%

Table QMailParty

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QMailParty] Which party do you more strongly associate with early and mail-in voting?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
The Republican Party	252	113	139	63	54	79	57	117	136	195	14	31	12
	25%	24%	26%	29%	24%	29%	19%	27%	24%	28%	12%	28%	17%
The Democratic Party	575	281	293	126	148	126	174	274	301	393	88	62	33
	57%	60%	54%	58%	67%	46%	59%	62%	53%	55%	76%	56%	47%
Unsure	178	72	106	30	18	66	63	48	130	122	14	18	25
	18%	15%	20%	14%	8%	24%	22%	11%	23%	17%	12%	16%	36%

Table QMailParty

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QMailParty] Which party do you more strongly associate with early and mail-in voting?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
The Republican Party	252	96	75	56	26	171	82	56	68	43	36	47	125	126
	25%	32%	25%	22%	17%	29%	20%	26%	34%	24%	24%	18%	30%	22%
The Democratic Party	575	141	170	159	105	311	264	126	98	104	89	158	224	351
	57%	48%	56%	63%	68%	52%	65%	59%	49%	58%	60%	62%	54%	60%
Unsure	178	59	57	39	23	116	62	33	34	32	23	50	67	105
	18%	20%	19%	15%	15%	19%	15%	15%	17%	18%	15%	20%	16%	18%

Table QMailParty

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QMailParty] Which party do you more strongly associate with early and mail-in voting?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
The Republican Party	252	131	63	140	67	46	87	36	50	48	117	88
	25%	26%	21%	29%	22%	21%	31%	27%	34%	19%	25%	31%
The Democratic Party	575	290	181	269	187	119	154	80	73	172	256	146
	57%	58%	60%	56%	61%	55%	54%	60%	49%	67%	55%	52%
Unsure	178	76	59	74	52	51	43	17	25	36	96	46
	18%	15%	20%	15%	17%	24%	15%	13%	17%	14%	20%	16%

Table QMailParty

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QMailParty] Which party do you more strongly associate with early and mail-in voting?

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
The Republican Party	252	200	47	5	154	66	19	224	20	197	23	226	21	129	95
	25%	52%	20%	1%	42%	20%	7%	49%	4%	47%	5%	49%	4%	53%	50%
The Democratic Party	575	128	107	340	162	179	226	156	415	155	369	154	412	72	72
	57%	33%	46%	87%	44%	55%	80%	34%	79%	37%	80%	34%	82%	30%	38%
Unsure	178	57	77	44	51	79	39	74	87	68	68	77	72	41	23
	18%	15%	33%	11%	14%	24%	14%	16%	17%	16%	15%	17%	14%	17%	12%

Table QMailOpinio

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QMailOpinion] Should mail-in voting – as opposed to in-person voting – become more or less common?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
MUCH/A LITTLE MORE COMMON	347	164	182	78	80	72	117	158	189	230	40	49	28
	35%	35%	34%	35%	37%	26%	40%	36%	33%	32%	35%	44%	41%
MUCH/A LITTLE LESS COMMON	318	167	151	64	65	99	91	129	189	253	25	28	12
	32%	36%	28%	29%	30%	36%	31%	29%	33%	36%	22%	25%	18%
Much more common	216	107	109	47	42	46	82	89	128	152	27	25	13
	22%	23%	20%	21%	19%	17%	28%	20%	23%	21%	23%	22%	18%
A little more common	131	58	73	31	39	26	35	69	61	78	13	24	15
	13%	12%	14%	14%	18%	10%	12%	16%	11%	11%	11%	22%	22%
It is currently at the right level	274	112	161	65	61	78	71	125	149	187	40	27	21
	27%	24%	30%	29%	28%	29%	24%	29%	26%	26%	34%	24%	30%
A little less common	101	49	52	26	16	28	31	43	59	63	20	11	6
	10%	11%	10%	12%	7%	10%	10%	10%	10%	9%	17%	10%	9%
Much less common	217	118	99	37	49	71	60	86	131	190	5	16	6
	22%	25%	18%	17%	22%	26%	20%	20%	23%	27%	5%	15%	8%
Unsure	66	22	43	13	13	23	16	27	39	40	10	7	8
	7%	5%	8%	6%	6%	8%	6%	6%	7%	6%	9%	6%	11%

Table QMailOpinio

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QMailOpinion] Should mail-in voting – as opposed to in-person voting – become more or less common?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MUCH/A LITTLE MORE COMMON	347 35%	93 31%	97 32%	94 37%	63 41%	190 32%	157 38%	78 36%	51 25%	77 43%	49 33%	91 36%	129 31%	217 37%
MUCH/A LITTLE LESS COMMON	318 32%	112 38%	97 32%	75 29%	35 23%	209 35%	109 27%	55 26%	87 44%	57 32%	48 32%	69 27%	142 34%	173 30%
Much more common	216 22%	52 18%	57 19%	63 25%	45 29%	109 18%	107 26%	47 22%	28 14%	56 31%	27 19%	57 22%	75 18%	141 24%
A little more common	131 13%	41 14%	40 13%	31 12%	18 12%	82 14%	49 12%	31 14%	23 11%	21 12%	22 15%	33 13%	53 13%	76 13%
It is currently at the right level	274 27%	70 24%	88 29%	69 27%	47 31%	158 26%	116 29%	70 32%	49 25%	34 19%	45 30%	73 29%	119 29%	152 26%
A little less common	101 10%	33 11%	33 11%	25 10%	10 6%	66 11%	35 9%	23 11%	31 16%	13 7%	18 12%	17 7%	54 13%	48 8%
Much less common	217 22%	79 27%	64 21%	49 19%	25 16%	143 24%	74 18%	33 15%	56 28%	44 24%	30 20%	52 20%	89 21%	126 22%
Unsure	66 7%	21 7%	19 6%	17 7%	8 6%	40 7%	25 6%	13 6%	13 7%	12 7%	6 4%	22 9%	26 6%	40 7%

Table QMailOpinio

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QMailOpinion] Should mail-in voting – as opposed to in-person voting – become more or less common?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
MUCH/A LITTLE MORE COMMON	347 35%	174 35%	119 39%	155 32%	108 36%	83 39%	98 35%	51 38%	46 31%	95 37%	175 37%	77 28%
MUCH/A LITTLE LESS COMMON	318 32%	157 32%	94 31%	183 38%	82 27%	53 25%	91 32%	46 34%	46 31%	67 26%	135 29%	116 41%
Much more common	216 22%	106 21%	84 28%	97 20%	68 22%	52 24%	55 20%	32 24%	24 16%	60 23%	103 22%	54 19%
A little more common	131 13%	67 14%	34 11%	58 12%	41 13%	32 15%	42 15%	19 15%	23 15%	35 14%	72 15%	23 8%
It is currently at the right level	274 27%	137 28%	75 25%	116 24%	93 30%	65 30%	73 26%	31 23%	42 28%	80 31%	129 28%	65 23%
A little less common	101 10%	44 9%	33 11%	50 10%	34 11%	17 8%	33 12%	19 14%	14 10%	26 10%	44 9%	31 11%
Much less common	217 22%	113 23%	61 20%	133 27%	48 16%	36 17%	58 21%	27 20%	31 21%	42 16%	91 19%	85 30%
Unsure	66 7%	31 6%	16 5%	29 6%	22 7%	15 7%	20 7%	6 4%	15 10%	14 6%	29 6%	22 8%

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QMailOpinion] Should mail-in voting – as opposed to in-person voting – become more or less common?

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MUCH/A LITTLE MORE COMMON	347	62	82	203	73	97	167	73	268	72	244	71	264	33	33
	35%	16%	36%	52%	20%	30%	59%	16%	51%	17%	53%	15%	52%	14%	18%
MUCH/A LITTLE LESS COMMON	318	230	60	29	205	84	19	273	40	249	31	276	37	152	107
	32%	60%	26%	7%	56%	26%	7%	60%	8%	59%	7%	60%	7%	63%	57%
Much more common	216	24	51	141	37	62	112	36	178	33	167	32	179	12	18
	22%	6%	22%	36%	10%	19%	39%	8%	34%	8%	36%	7%	35%	5%	9%
A little more common	131	38	31	61	36	34	55	36	90	39	78	39	86	21	15
	13%	10%	14%	16%	10%	11%	19%	8%	17%	9%	17%	8%	17%	9%	8%
It is currently at the right level	274	76	61	138	71	114	83	83	182	84	154	88	171	50	40
	27%	20%	26%	35%	19%	35%	29%	18%	35%	20%	34%	19%	34%	21%	21%
A little less common	101	62	20	20	55	30	10	75	23	60	17	77	24	33	39
	10%	16%	9%	5%	15%	9%	4%	17%	4%	14%	4%	17%	5%	13%	20%
Much less common	217	168	40	9	150	54	9	198	16	189	13	199	13	119	69
	22%	44%	17%	2%	41%	17%	3%	44%	3%	45%	3%	44%	3%	49%	36%
Unsure	66	18	28	20	17	30	15	24	32	15	30	23	32	7	9
	7%	5%	12%	5%	5%	9%	5%	5%	6%	4%	7%	5%	6%	3%	5%

Table QTrumpHarri

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
TRUMP WINS, DEFINITELY/ PROBABLY	429 43%	213 46%	216 40%	90 41%	88 40%	138 51%	113 38%	178 40%	251 44%	347 49%	22 19%	42 38%	18 26%
HARRIS WINS, DEFINITELY/ PROBABLY	486 48%	224 48%	261 49%	106 48%	111 51%	113 42%	156 53%	218 50%	269 47%	310 44%	79 69%	58 52%	39 56%
Trump wins, definitely	316 31%	150 32%	166 31%	66 30%	56 25%	112 41%	83 28%	121 28%	195 34%	260 37%	11 9%	30 27%	15 22%
Trump wins, probably	112 11%	62 13%	50 9%	24 11%	32 15%	26 9%	30 10%	56 13%	56 10%	87 12%	11 10%	12 10%	3 4%
Harris wins, probably	118 12%	64 14%	53 10%	34 15%	33 15%	19 7%	31 11%	67 15%	50 9%	74 10%	13 11%	13 12%	17 25%
Harris wins, definitely	369 37%	160 34%	208 39%	72 33%	78 36%	94 35%	124 42%	150 34%	219 39%	237 33%	66 57%	45 40%	21 31%
Unsure	90 9%	29 6%	61 11%	23 11%	20 9%	21 8%	26 9%	44 10%	46 8%	53 7%	14 12%	11 10%	12 18%

Table QTrumpHarri

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
TRUMP WINS, DEFINITELY/ PROBABLY	429 43%	147 50%	134 44%	95 37%	53 34%	281 47%	148 36%	80 37%	111 55%	76 42%	60 41%	99 39%	191 46%	235 40%
HARRIS WINS, DEFINITELY/ PROBABLY	486 48%	119 40%	148 49%	132 52%	88 57%	267 45%	220 54%	117 54%	70 35%	87 48%	72 49%	140 55%	187 45%	299 51%
Trump wins, definitely	316 31%	114 39%	104 34%	62 24%	36 24%	218 36%	98 24%	67 31%	80 40%	56 31%	46 31%	64 25%	147 35%	167 29%
Trump wins, probably	112 11%	33 11%	30 10%	33 13%	17 11%	63 11%	49 12%	13 6%	31 16%	19 11%	14 10%	35 14%	44 11%	68 12%
Harris wins, probably	118 12%	25 9%	37 12%	33 13%	21 14%	63 10%	55 13%	26 12%	16 8%	27 15%	18 12%	30 12%	42 10%	76 13%
Harris wins, definitely	369 37%	93 32%	111 37%	98 39%	67 43%	204 34%	165 40%	92 42%	54 27%	60 33%	53 36%	110 43%	145 35%	224 38%
Unsure	90 9%	29 10%	21 7%	27 11%	13 8%	50 8%	40 10%	18 8%	19 10%	17 9%	16 11%	15 6%	37 9%	48 8%

Table QTrumpHarri

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
TRUMP WINS, DEFINITELY/ PROBABLY	429 43%	216 43%	118 39%	245 51%	106 35%	78 36%	133 47%	65 49%	68 46%	85 33%	190 41%	154 55%
HARRIS WINS, DEFINITELY/ PROBABLY	486 48%	246 49%	161 53%	197 41%	176 57%	114 53%	127 45%	64 48%	63 42%	146 57%	237 51%	103 37%
Trump wins, definitely	316 31%	152 31%	88 29%	180 37%	76 25%	61 28%	95 34%	41 30%	54 37%	59 23%	139 30%	118 42%
Trump wins, probably	112 11%	63 13%	30 10%	65 13%	31 10%	17 8%	38 13%	25 18%	13 9%	26 10%	51 11%	36 13%
Harris wins, probably	118 12%	61 12%	34 11%	38 8%	52 17%	27 13%	42 15%	22 16%	20 13%	30 12%	63 13%	24 9%
Harris wins, definitely	369 37%	184 37%	127 42%	159 33%	123 40%	87 40%	85 30%	42 32%	43 29%	116 45%	174 37%	79 28%
Unsure	90 9%	37 7%	25 8%	41 9%	23 8%	25 12%	23 8%	5 4%	18 12%	26 10%	41 9%	23 8%

Table QTrumpHarri

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
TRUMP WINS, DEFINITELY/ PROBABLY	429	334	89	5	287	111	15	422	3	358	19	408	11	238	149
	43%	87%	39%	1%	78%	34%	5%	93%	1%	85%	4%	89%	2%	98%	79%
HARRIS WINS, DEFINITELY/ PROBABLY	486	21	104	361	54	170	256	5	480	39	406	19	457	1	18
	48%	5%	45%	93%	15%	52%	90%	1%	92%	9%	88%	4%	91%	*%	10%
Trump wins, definitely	316	267	47	2	229	63	11	315	1	283	7	311	2	208	92
	31%	70%	20%	1%	63%	20%	4%	70%	*%	67%	1%	68%	*%	86%	49%
Trump wins, probably	112	67	42	3	58	48	4	106	2	75	12	97	8	30	57
	11%	17%	18%	1%	16%	15%	1%	23%	*%	18%	3%	21%	2%	12%	30%
Harris wins, probably	118	12	41	64	12	57	47	4	112	25	81	12	100	1	11
	12%	3%	18%	17%	3%	17%	16%	1%	22%	6%	18%	3%	20%	*%	6%
Harris wins, definitely	369	9	63	297	42	113	210	1	368	14	325	7	357	-	7
	37%	2%	27%	76%	12%	35%	74%	*%	70%	3%	71%	2%	71%		4%
Unsure	90	29	38	23	25	44	13	27	39	23	34	29	36	3	22
	9%	8%	16%	6%	7%	14%	5%	6%	7%	6%	7%	6%	7%	1%	12%

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Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	469	231	238	97	93	148	132	189	280	380	24	43	23
	47%	50%	44%	44%	42%	55%	45%	43%	49%	54%	21%	39%	33%
DEFINITELY/PROBABLY KAMALA HARRIS	478	206	271	109	109	110	150	218	260	297	80	64	37
	48%	44%	50%	50%	50%	41%	51%	50%	46%	42%	69%	58%	54%
Definitely Donald Trump	371	186	186	68	70	117	116	139	232	315	14	32	10
	37%	40%	35%	31%	32%	43%	39%	32%	41%	44%	12%	29%	14%
Probably Donald Trump	98	46	53	28	23	32	16	51	48	65	10	11	13
	10%	10%	10%	13%	10%	12%	5%	12%	8%	9%	8%	10%	19%
No difference	45	22	23	10	15	10	10	25	20	25	9	3	8
	4%	5%	4%	5%	7%	4%	4%	6%	4%	4%	8%	3%	12%
Probably Kamala Harris	127	51	75	39	20	28	39	59	67	72	21	21	13
	13%	11%	14%	18%	9%	10%	13%	14%	12%	10%	18%	19%	18%
Definitely Kamala Harris	351	155	196	69	89	82	111	158	193	225	59	43	25
	35%	33%	36%	32%	41%	30%	38%	36%	34%	32%	51%	39%	36%
Unsure	12	7	6	4	3	3	2	7	5	8	2	1	1
	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	2%	1%	1%

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Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	469	161	147	103	59	308	162	89	117	86	69	106	206	261
	47%	55%	48%	40%	38%	51%	40%	41%	58%	48%	47%	42%	49%	45%
DEFINITELY/PROBABLY KAMALA HARRIS	478	118	143	131	87	260	218	117	69	89	66	133	187	289
	48%	40%	47%	52%	56%	44%	53%	54%	35%	50%	45%	52%	45%	50%
Definitely Donald Trump	371	132	115	82	41	248	123	64	95	71	53	85	159	210
	37%	45%	38%	32%	27%	41%	30%	30%	48%	40%	36%	33%	38%	36%
Probably Donald Trump	98	29	31	21	18	60	38	25	22	14	17	21	47	52
	10%	10%	10%	8%	12%	10%	9%	11%	11%	8%	11%	8%	11%	9%
No difference	45	14	12	13	7	25	20	7	10	3	10	13	18	26
	4%	5%	4%	5%	4%	4%	5%	3%	5%	2%	7%	5%	4%	5%
Probably Kamala Harris	127	27	35	42	23	62	65	26	18	31	19	31	43	81
	13%	9%	11%	17%	15%	10%	16%	12%	9%	17%	13%	12%	10%	14%
Definitely Kamala Harris	351	90	108	89	64	198	153	92	51	58	48	102	143	208
	35%	31%	36%	35%	42%	33%	38%	43%	26%	33%	32%	40%	34%	36%
Unsure	12	3	2	7	1	4	8	2	4	1	1	2	6	5
	1%	1%	1%	3%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%

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Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	469	228	139	266	117	86	142	69	73	95	211	163
	47%	46%	46%	55%	38%	40%	50%	52%	49%	37%	45%	58%
DEFINITELY/PROBABLY KAMALA HARRIS	478	240	154	188	171	119	125	57	68	144	233	101
	48%	48%	51%	39%	56%	55%	44%	42%	45%	56%	50%	36%
Definitely Donald Trump	371	172	113	220	78	73	101	46	55	67	166	138
	37%	35%	37%	46%	26%	34%	36%	34%	37%	26%	35%	49%
Probably Donald Trump	98	55	26	46	39	13	41	23	18	28	45	25
	10%	11%	8%	10%	13%	6%	15%	17%	12%	11%	10%	9%
No difference	45	24	9	22	13	10	10	5	6	15	19	12
	4%	5%	3%	5%	4%	5%	4%	4%	4%	6%	4%	4%
Probably Kamala Harris	127	60	41	37	50	40	34	12	22	39	71	17
	13%	12%	13%	8%	16%	18%	12%	9%	14%	15%	15%	6%
Definitely Kamala Harris	351	180	113	151	121	79	91	45	46	105	162	84
	35%	36%	37%	31%	40%	36%	32%	33%	31%	41%	35%	30%
Unsure	12	6	2	6	4	2	6	3	2	3	5	4
	1%	1%	1%	1%	1%	1%	2%	3%	2%	1%	1%	2%

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 September Omnibus 2024  
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[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...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	469	348	106	15	301	135	20	434	28	374	40	429	28	238	159
	47%	90%	46%	4%	82%	41%	7%	96%	5%	89%	9%	94%	6%	98%	84%
DEFINITELY/PROBABLY KAMALA HARRIS	478	23	95	360	53	160	255	7	471	36	399	14	453	2	18
	48%	6%	41%	93%	15%	49%	90%	2%	90%	9%	87%	3%	90%	1%	9%
Definitely Donald Trump	371	296	68	7	261	88	11	358	9	323	15	361	9	207	135
	37%	77%	29%	2%	71%	27%	4%	79%	2%	77%	3%	79%	2%	86%	71%
Probably Donald Trump	98	52	38	8	40	47	9	75	18	51	24	69	19	31	25
	10%	14%	17%	2%	11%	14%	3%	17%	4%	12%	5%	15%	4%	13%	13%
No difference	45	12	21	13	10	25	8	12	23	9	18	12	22	2	9
	4%	3%	9%	3%	3%	8%	3%	3%	4%	2%	4%	3%	4%	1%	5%
Probably Kamala Harris	127	18	38	71	18	57	46	5	122	21	90	12	108	2	13
	13%	5%	16%	18%	5%	17%	16%	1%	23%	5%	20%	3%	21%	1%	7%
Definitely Kamala Harris	351	6	57	289	36	103	209	2	349	15	309	2	345	1	5
	35%	1%	25%	74%	10%	32%	73%	*%	67%	4%	67%	1%	69%	*%	2%
Unsure	12	2	9	1	1	5	2	1	1	1	3	2	1	-	3
	1%	1%	4%	*%	*%	2%	1%	*%	*%	*%	1%	*%	*%		2%

Table QLeadAttrib

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	399	204	195	71	81	133	114	152	247	341	12	34	13
	40%	44%	36%	33%	37%	49%	39%	35%	44%	48%	10%	30%	19%
DEFINITELY/PROBABLY KAMALA HARRIS	525	228	296	125	124	115	160	250	276	322	92	69	42
	52%	49%	55%	57%	57%	42%	54%	57%	49%	45%	80%	62%	60%
Definitely Donald Trump	323	162	161	55	60	106	102	114	209	279	7	27	9
	32%	35%	30%	25%	27%	39%	35%	26%	37%	39%	6%	25%	14%
Probably Donald Trump	76	42	34	17	21	27	11	38	39	61	5	6	4
	8%	9%	6%	8%	9%	10%	4%	9%	7%	9%	4%	6%	5%
No difference	63	25	38	16	12	19	16	28	35	40	10	8	5
	6%	5%	7%	7%	5%	7%	5%	6%	6%	6%	9%	7%	7%
Probably Kamala Harris	99	37	62	38	27	15	19	65	34	52	20	18	9
	10%	8%	12%	17%	12%	6%	6%	15%	6%	7%	17%	17%	14%
Definitely Kamala Harris	426	191	234	87	97	100	141	184	241	271	72	51	32
	42%	41%	43%	40%	44%	37%	48%	42%	43%	38%	63%	46%	47%
Unsure	18	10	9	6	3	4	5	9	9	7	1	-	10
	2%	2%	2%	3%	1%	1%	2%	2%	2%	1%	1%	-	14%

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Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	399	139	123	85	51	263	136	80	106	74	50	87	186	211
	40%	47%	41%	34%	33%	44%	34%	37%	53%	41%	34%	34%	45%	36%
DEFINITELY/PROBABLY KAMALA HARRIS	525	134	153	144	94	287	238	131	69	92	81	150	200	323
	52%	45%	50%	57%	61%	48%	59%	61%	34%	51%	55%	59%	48%	55%
Definitely Donald Trump	323	103	106	71	43	209	114	65	78	63	41	73	143	177
	32%	35%	35%	28%	28%	35%	28%	30%	39%	35%	28%	29%	34%	30%
Probably Donald Trump	76	36	18	14	8	54	22	15	28	10	9	14	42	34
	8%	12%	6%	6%	5%	9%	6%	7%	14%	6%	6%	6%	10%	6%
No difference	63	20	20	16	6	40	22	5	23	8	10	15	28	34
	6%	7%	7%	6%	4%	7%	6%	2%	12%	5%	7%	6%	7%	6%
Probably Kamala Harris	99	29	25	28	17	54	45	26	11	13	20	27	37	60
	10%	10%	8%	11%	11%	9%	11%	12%	6%	7%	14%	11%	9%	10%
Definitely Kamala Harris	426	105	128	116	77	232	193	105	58	79	61	122	163	263
	42%	35%	42%	46%	50%	39%	48%	49%	29%	44%	41%	48%	39%	45%
Unsure	18	2	6	8	2	8	10	-	2	6	6	3	2	15
	2%	1%	2%	3%	1%	1%	2%		1%	3%	4%	1%	1%	3%

Table QLeadAttrib

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	399	188	118	224	95	80	104	48	57	82	174	143
	40%	38%	39%	46%	31%	37%	37%	36%	38%	32%	37%	51%
DEFINITELY/PROBABLY KAMALA HARRIS	525	273	164	219	184	122	148	69	78	157	256	113
	52%	55%	54%	45%	60%	57%	52%	52%	52%	61%	55%	40%
Definitely Donald Trump	323	153	96	196	65	62	81	41	40	60	146	117
	32%	31%	32%	41%	21%	29%	29%	31%	27%	23%	31%	42%
Probably Donald Trump	76	35	22	28	30	18	23	7	16	22	28	26
	8%	7%	7%	6%	10%	8%	8%	5%	11%	9%	6%	9%
No difference	63	28	17	33	16	14	19	10	10	17	27	19
	6%	6%	5%	7%	5%	6%	7%	7%	7%	7%	6%	7%
Probably Kamala Harris	99	60	19	34	37	28	41	19	22	32	50	18
	10%	12%	6%	7%	12%	13%	15%	14%	15%	12%	11%	6%
Definitely Kamala Harris	426	212	144	185	147	95	106	50	56	125	206	95
	42%	43%	48%	38%	48%	44%	38%	38%	38%	49%	44%	34%
Unsure	18	10	5	8	11	-	11	7	4	1	12	5
	2%	2%	2%	2%	4%		4%	5%	3%	1%	3%	2%

Table QLeadAttrib

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	399	316	80	3	275	97	13	386	8	344	12	380	10	220	141
	40%	82%	35%	1%	75%	30%	5%	85%	2%	82%	3%	83%	2%	91%	74%
DEFINITELY/PROBABLY KAMALA HARRIS	525	37	112	376	60	189	265	25	494	46	427	36	472	7	29
	52%	10%	49%	97%	16%	58%	93%	6%	95%	11%	93%	8%	94%	3%	15%
Definitely Donald Trump	323	272	49	2	233	70	8	319	1	286	7	315	4	193	115
	32%	71%	21%	1%	64%	21%	3%	70%	*%	68%	1%	69%	1%	80%	60%
Probably Donald Trump	76	44	31	1	42	28	5	67	7	59	5	65	6	27	26
	8%	11%	14%	*%	11%	8%	2%	15%	1%	14%	1%	14%	1%	11%	14%
No difference	63	28	26	8	19	34	6	35	16	23	15	34	15	7	19
	6%	7%	11%	2%	5%	11%	2%	8%	3%	5%	3%	8%	3%	3%	10%
Probably Kamala Harris	99	18	34	47	13	59	22	17	79	25	60	20	70	5	15
	10%	5%	15%	12%	3%	18%	8%	4%	15%	6%	13%	4%	14%	2%	8%
Definitely Kamala Harris	426	18	78	330	48	130	244	8	415	22	367	16	402	3	14
	42%	5%	34%	85%	13%	40%	86%	2%	80%	5%	80%	4%	80%	1%	7%
Unsure	18	5	13	1	12	4	-	7	4	7	6	6	6	7	1
	2%	1%	5%	*%	3%	1%		1%	1%	2%	1%	1%	1%	3%	1%

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Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	424	216	208	86	77	143	118	163	261	350	18	38	18
	42%	46%	39%	39%	35%	53%	40%	37%	46%	49%	15%	34%	26%
DEFINITELY/PROBABLY KAMALA HARRIS	504	216	286	115	116	115	158	231	273	312	87	64	41
	50%	46%	53%	53%	53%	42%	54%	53%	48%	44%	76%	58%	59%
Definitely Donald Trump	334	162	171	65	65	107	97	130	204	284	9	27	13
	33%	35%	32%	30%	30%	39%	33%	30%	36%	40%	8%	24%	19%
Probably Donald Trump	91	54	37	21	12	36	21	33	58	66	8	11	5
	9%	12%	7%	10%	5%	13%	7%	8%	10%	9%	7%	10%	7%
No difference	60	24	36	16	21	9	14	37	23	34	9	8	9
	6%	5%	7%	7%	9%	3%	5%	8%	4%	5%	8%	7%	13%
Probably Kamala Harris	99	42	57	34	21	15	29	55	43	48	19	14	17
	10%	9%	11%	16%	10%	5%	10%	13%	8%	7%	17%	13%	24%
Definitely Kamala Harris	405	175	229	81	95	100	130	175	230	264	68	50	24
	40%	38%	43%	37%	43%	37%	44%	40%	41%	37%	59%	45%	35%
Unsure	17	10	7	2	6	5	4	9	9	13	1	1	1
	2%	2%	1%	1%	3%	2%	1%	2%	2%	2%	1%	1%	2%

Table QLeadAttrib

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	424	146	134	91	54	280	145	77	109	78	61	97	186	236
	42%	49%	44%	36%	35%	47%	36%	36%	54%	44%	41%	38%	45%	41%
DEFINITELY/PROBABLY KAMALA HARRIS	504	119	152	139	93	271	233	121	69	90	80	142	189	312
	50%	40%	50%	55%	61%	45%	57%	56%	34%	50%	54%	56%	46%	54%
Definitely Donald Trump	334	107	109	78	40	216	118	64	83	61	47	76	147	184
	33%	36%	36%	31%	26%	36%	29%	30%	41%	34%	32%	30%	35%	32%
Probably Donald Trump	91	38	25	13	14	64	27	13	26	17	14	21	39	52
	9%	13%	8%	5%	9%	11%	7%	6%	13%	9%	9%	8%	9%	9%
No difference	60	26	14	15	5	40	20	16	17	9	5	12	33	26
	6%	9%	5%	6%	3%	7%	5%	8%	8%	5%	3%	5%	8%	4%
Probably Kamala Harris	99	26	29	27	17	55	44	20	11	23	21	22	31	66
	10%	9%	10%	11%	11%	9%	11%	9%	5%	13%	14%	9%	7%	11%
Definitely Kamala Harris	405	93	123	113	76	216	189	101	58	67	59	120	159	247
	40%	32%	41%	44%	50%	36%	46%	47%	29%	37%	40%	47%	38%	42%
Unsure	17	5	2	8	1	7	10	2	6	2	2	4	8	8
	2%	2%	1%	3%	1%	1%	2%	1%	3%	1%	1%	2%	2%	1%

Table QLeadAttrib

Echelon Insights  
 September Omnibus 2024  
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[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  
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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	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	424	208	123	243	102	80	126	63	63	79	195	150
	42%	42%	40%	50%	33%	37%	44%	47%	42%	31%	42%	54%
DEFINITELY/PROBABLY KAMALA HARRIS	504	258	161	206	178	119	135	64	70	150	245	109
	50%	52%	53%	43%	58%	55%	48%	48%	47%	58%	52%	39%
Definitely Donald Trump	334	153	101	194	78	62	89	42	48	59	153	122
	33%	31%	33%	40%	25%	29%	32%	31%	32%	23%	33%	44%
Probably Donald Trump	91	55	21	49	24	17	36	21	15	21	41	29
	9%	11%	7%	10%	8%	8%	13%	16%	10%	8%	9%	10%
No difference	60	26	16	26	21	13	16	4	12	23	21	16
	6%	5%	5%	5%	7%	6%	6%	3%	8%	9%	5%	6%
Probably Kamala Harris	99	48	29	36	38	25	38	20	18	32	50	17
	10%	10%	9%	7%	12%	12%	13%	15%	12%	12%	11%	6%
Definitely Kamala Harris	405	210	132	171	140	94	97	45	52	118	195	92
	40%	42%	44%	35%	46%	43%	34%	33%	35%	46%	42%	33%
Unsure	17	6	4	8	4	5	7	3	4	5	7	5
	2%	1%	1%	2%	1%	2%	2%	2%	3%	2%	2%	2%

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 September Omnibus 2024  
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[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  
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	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	424	338	82	4	289	107	14	414	8	361	18	405	12	235	152
	42%	88%	35%	1%	79%	33%	5%	91%	1%	86%	4%	89%	2%	97%	80%
DEFINITELY/PROBABLY KAMALA HARRIS	504	25	104	374	58	174	263	8	493	35	422	21	471	2	22
	50%	7%	45%	96%	16%	54%	92%	2%	95%	8%	92%	5%	94%	1%	12%
Definitely Donald Trump	334	283	49	2	242	70	11	332	1	299	11	328	2	205	115
	33%	73%	21%	0%	66%	21%	4%	73%	0%	71%	2%	72%	0%	85%	61%
Probably Donald Trump	91	56	33	2	47	37	4	82	6	63	8	77	10	30	37
	9%	15%	14%	1%	13%	11%	1%	18%	1%	15%	2%	17%	2%	12%	19%
No difference	60	16	35	9	17	34	4	27	19	18	16	27	17	4	11
	6%	4%	15%	2%	5%	10%	2%	6%	4%	4%	4%	6%	3%	2%	6%
Probably Kamala Harris	99	16	33	49	17	48	29	3	94	18	62	11	81	2	12
	10%	4%	14%	13%	5%	15%	10%	1%	18%	4%	14%	2%	16%	1%	7%
Definitely Kamala Harris	405	9	71	325	41	127	233	5	400	17	359	11	391	-	10
	40%	2%	31%	83%	11%	39%	82%	1%	77%	4%	78%	2%	78%	-	5%
Unsure	17	5	10	2	3	9	3	4	1	5	3	4	4	-	5
	2%	1%	4%	1%	1%	3%	1%	1%	0%	1%	1%	1%	1%	-	2%

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Echelon Insights  
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[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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	465	234	231	94	92	149	130	187	278	370	21	45	30
	46%	50%	43%	43%	42%	55%	44%	42%	49%	52%	18%	40%	43%
DEFINITELY/PROBABLY KAMALA HARRIS	461	205	255	101	111	106	144	211	250	291	80	60	31
	46%	44%	47%	46%	50%	39%	49%	48%	44%	41%	69%	54%	45%
Definitely Donald Trump	378	191	187	75	75	117	111	150	228	317	13	34	14
	38%	41%	35%	34%	34%	43%	38%	34%	40%	45%	12%	30%	20%
Probably Donald Trump	87	42	44	19	17	32	19	36	50	53	7	11	16
	9%	9%	8%	9%	8%	12%	6%	8%	9%	7%	6%	10%	23%
No difference	59	20	38	23	8	9	19	30	28	32	13	6	8
	6%	4%	7%	10%	4%	3%	6%	7%	5%	5%	11%	5%	11%
Probably Kamala Harris	113	53	59	31	31	21	29	62	51	67	12	22	12
	11%	11%	11%	14%	14%	8%	10%	14%	9%	9%	10%	20%	17%
Definitely Kamala Harris	349	152	196	69	80	85	115	149	199	224	68	38	19
	35%	33%	36%	32%	36%	31%	39%	34%	35%	32%	59%	34%	27%
Unsure	20	7	14	2	9	7	2	11	9	17	2	1	1
	2%	1%	3%	1%	4%	3%	1%	3%	2%	2%	2%	1%	1%

Table QLeadAttrib

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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	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	465	157	145	109	54	302	163	83	117	89	67	106	201	262
	46%	53%	48%	43%	35%	50%	40%	39%	59%	50%	45%	42%	48%	45%
DEFINITELY/PROBABLY KAMALA HARRIS	461	110	135	125	92	245	217	110	65	79	72	133	176	283
	46%	37%	45%	49%	60%	41%	53%	51%	33%	44%	49%	52%	42%	49%
Definitely Donald Trump	378	124	119	90	45	243	135	74	90	66	54	92	164	212
	38%	42%	39%	36%	29%	41%	33%	34%	45%	37%	36%	36%	39%	36%
Probably Donald Trump	87	34	26	19	9	59	28	9	28	22	13	14	37	50
	9%	11%	8%	7%	6%	10%	7%	4%	14%	13%	9%	6%	9%	9%
No difference	59	25	16	13	5	41	18	21	12	8	6	11	33	25
	6%	9%	5%	5%	3%	7%	4%	10%	6%	5%	4%	4%	8%	4%
Probably Kamala Harris	113	27	28	33	25	55	58	27	13	25	10	35	40	70
	11%	9%	9%	13%	16%	9%	14%	13%	6%	14%	7%	14%	10%	12%
Definitely Kamala Harris	349	83	107	92	67	190	159	83	53	54	62	98	136	213
	35%	28%	35%	36%	44%	32%	39%	38%	26%	30%	42%	38%	33%	37%
Unsure	20	3	8	7	3	11	10	1	6	3	3	5	7	11
	2%	1%	3%	3%	2%	2%	2%	1%	3%	2%	2%	2%	2%	2%

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Echelon Insights  
 September 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	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	465	230	135	262	116	87	138	67	71	92	213	160
	46%	46%	45%	54%	38%	40%	49%	50%	48%	36%	45%	57%
DEFINITELY/PROBABLY KAMALA HARRIS	461	240	145	189	161	111	125	62	63	145	220	97
	46%	48%	48%	39%	53%	51%	44%	47%	42%	56%	47%	35%
Definitely Donald Trump	378	185	112	219	86	73	105	55	50	68	173	137
	38%	37%	37%	45%	28%	34%	37%	41%	34%	27%	37%	49%
Probably Donald Trump	87	45	23	42	31	14	33	12	21	23	40	23
	9%	9%	8%	9%	10%	6%	12%	9%	14%	9%	9%	8%
No difference	59	21	19	20	24	15	13	2	11	16	30	13
	6%	4%	6%	4%	8%	7%	4%	1%	7%	6%	6%	4%
Probably Kamala Harris	113	65	30	40	39	34	41	24	17	39	56	17
	11%	13%	10%	8%	13%	16%	14%	18%	11%	15%	12%	6%
Definitely Kamala Harris	349	175	115	149	122	77	85	39	45	106	163	79
	35%	35%	38%	31%	40%	36%	30%	29%	31%	41%	35%	28%
Unsure	20	7	4	12	4	4	7	3	4	5	5	10
	2%	1%	1%	2%	1%	2%	2%	2%	3%	2%	1%	4%

Table QLeadAttrib

Echelon Insights  
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[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...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	465	351	106	8	303	129	18	430	25	372	35	424	28	235	165
	46%	91%	46%	2%	83%	40%	6%	95%	5%	89%	8%	93%	6%	97%	87%
DEFINITELY/PROBABLY KAMALA HARRIS	461	18	81	362	48	154	255	3	458	25	394	9	443	2	13
	46%	5%	35%	93%	13%	47%	90%	1%	88%	6%	86%	2%	88%	1%	7%
Definitely Donald Trump	378	303	72	3	267	91	9	368	5	328	15	367	6	219	135
	38%	79%	31%	1%	73%	28%	3%	81%	1%	78%	3%	80%	1%	91%	71%
Probably Donald Trump	87	48	34	5	36	37	9	62	21	44	20	57	21	16	29
	9%	12%	15%	1%	10%	12%	3%	14%	4%	10%	4%	13%	4%	7%	16%
No difference	59	13	35	11	11	30	10	15	32	17	23	18	26	5	8
	6%	4%	15%	3%	3%	9%	4%	3%	6%	4%	5%	4%	5%	2%	4%
Probably Kamala Harris	113	9	27	77	12	50	50	-	112	11	86	7	101	-	7
	11%	2%	12%	20%	3%	15%	18%		22%	3%	19%	1%	20%		4%
Definitely Kamala Harris	349	9	54	286	36	104	205	3	346	14	308	2	342	2	6
	35%	2%	24%	73%	10%	32%	72%	1%	66%	3%	67%	1%	68%	1%	3%
Unsure	20	3	9	8	4	12	2	5	7	6	7	5	7	-	4
	2%	1%	4%	2%	1%	4%	1%	1%	1%	1%	2%	1%	1%		2%

Table QCharacter\_

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	457	236	221	93	88	149	127	181	276	370	23	40	24
	45%	51%	41%	42%	40%	55%	43%	41%	49%	52%	20%	36%	34%
DEFINITELY/PROBABLY KAMALA HARRIS	464	196	267	101	106	110	147	208	256	294	78	59	34
	46%	42%	50%	46%	48%	40%	50%	47%	45%	41%	67%	53%	49%
Definitely Donald Trump	375	198	177	69	71	119	116	140	235	317	12	32	14
	37%	42%	33%	31%	32%	44%	39%	32%	41%	45%	10%	29%	20%
Probably Donald Trump	82	38	44	24	17	30	11	41	41	53	11	8	10
	8%	8%	8%	11%	8%	11%	4%	9%	7%	8%	10%	7%	14%
No difference	68	27	41	23	21	8	17	43	25	35	12	10	11
	7%	6%	8%	10%	9%	3%	6%	10%	4%	5%	11%	9%	15%
Probably Kamala Harris	104	49	55	31	27	19	27	58	46	59	11	16	18
	10%	10%	10%	14%	12%	7%	9%	13%	8%	8%	9%	14%	27%
Definitely Kamala Harris	361	147	213	70	80	91	120	150	211	235	67	43	15
	36%	32%	40%	32%	36%	33%	41%	34%	37%	33%	58%	39%	22%
Unsure	16	7	9	3	5	5	4	7	9	11	2	2	1
	2%	1%	2%	1%	2%	2%	1%	2%	2%	1%	2%	2%	1%

Table QCharacter\_

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	457	156	142	103	56	298	159	86	115	84	65	105	201	253
	45%	53%	47%	41%	36%	50%	39%	40%	57%	47%	44%	41%	48%	44%
DEFINITELY/PROBABLY KAMALA HARRIS	464	110	139	127	88	249	215	111	67	83	71	130	178	284
	46%	37%	46%	50%	57%	42%	53%	52%	33%	46%	48%	51%	43%	49%
Definitely Donald Trump	375	124	120	85	45	245	130	67	98	71	53	84	164	208
	37%	42%	40%	34%	29%	41%	32%	31%	49%	40%	36%	33%	39%	36%
Probably Donald Trump	82	32	21	18	11	53	29	20	17	12	12	21	37	45
	8%	11%	7%	7%	7%	9%	7%	9%	9%	7%	8%	8%	9%	8%
No difference	68	24	20	17	8	43	24	16	14	9	10	16	30	35
	7%	8%	7%	7%	5%	7%	6%	8%	7%	5%	7%	6%	7%	6%
Probably Kamala Harris	104	21	29	31	23	50	54	20	14	19	20	29	34	67
	10%	7%	10%	12%	15%	8%	13%	9%	7%	11%	13%	11%	8%	12%
Definitely Kamala Harris	361	89	110	96	66	199	161	92	52	64	52	101	144	217
	36%	30%	36%	38%	43%	33%	40%	42%	26%	36%	35%	40%	35%	37%
Unsure	16	5	2	7	2	8	8	2	5	4	2	4	7	10
	2%	2%	1%	3%	1%	1%	2%	1%	2%	2%	1%	2%	2%	2%

Table QCharacter\_

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	457	223	135	257	116	84	124	67	57	85	209	163
	45%	45%	44%	53%	38%	39%	44%	50%	38%	33%	45%	58%
DEFINITELY/PROBABLY KAMALA HARRIS	464	234	150	189	161	114	121	56	64	139	227	99
	46%	47%	49%	39%	53%	53%	43%	42%	43%	54%	48%	35%
Definitely Donald Trump	375	173	115	221	84	70	97	49	48	67	168	140
	37%	35%	38%	46%	27%	32%	34%	37%	32%	26%	36%	50%
Probably Donald Trump	82	50	20	36	32	14	27	18	9	18	41	23
	8%	10%	7%	7%	11%	6%	10%	13%	6%	7%	9%	8%
No difference	68	32	16	28	25	15	28	8	20	30	27	11
	7%	6%	5%	6%	8%	7%	10%	6%	14%	12%	6%	4%
Probably Kamala Harris	104	60	27	37	41	26	36	23	14	33	57	14
	10%	12%	9%	8%	13%	12%	13%	17%	9%	13%	12%	5%
Definitely Kamala Harris	361	174	123	152	121	88	84	34	50	106	170	85
	36%	35%	41%	31%	39%	41%	30%	25%	34%	41%	36%	31%
Unsure	16	9	3	9	3	4	10	3	7	3	6	7
	2%	2%	1%	2%	1%	2%	3%	2%	5%	1%	1%	2%

Table QCharacter\_

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	457	349	98	10	301	130	13	427	18	372	29	425	19	232	166
	45%	91%	42%	3%	82%	40%	5%	94%	4%	89%	6%	93%	4%	96%	88%
DEFINITELY/PROBABLY KAMALA HARRIS	464	20	88	357	48	154	253	4	459	34	392	12	444	2	15
	46%	5%	38%	92%	13%	47%	89%	1%	88%	8%	85%	3%	88%	1%	8%
Definitely Donald Trump	375	304	67	4	272	81	9	367	5	330	12	363	8	213	132
	37%	79%	29%	1%	74%	25%	3%	81%	1%	78%	3%	80%	2%	88%	69%
Probably Donald Trump	82	45	31	6	28	48	4	61	14	43	17	62	11	20	35
	8%	12%	13%	2%	8%	15%	1%	13%	3%	10%	4%	13%	2%	8%	18%
No difference	68	11	36	21	14	34	14	18	39	11	33	18	37	5	4
	7%	3%	15%	6%	4%	11%	5%	4%	8%	3%	7%	4%	7%	2%	2%
Probably Kamala Harris	104	12	30	61	15	44	40	3	100	19	74	7	93	2	8
	10%	3%	13%	16%	4%	14%	14%	1%	19%	5%	16%	1%	19%	1%	4%
Definitely Kamala Harris	361	7	57	296	33	110	213	1	360	14	318	6	350	-	6
	36%	2%	25%	76%	9%	34%	75%	*%	69%	3%	69%	1%	70%		3%
Unsure	16	5	10	1	3	7	4	3	5	3	5	2	4	3	4
	2%	1%	4%	*%	1%	2%	2%	1%	1%	1%	1%	*%	1%	1%	2%

Table QCharacter\_

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	345	171	173	68	70	115	92	138	207	285	13	31	16
	34%	37%	32%	31%	32%	42%	31%	31%	37%	40%	11%	28%	23%
DEFINITELY/PROBABLY KAMALA HARRIS	496	215	280	112	111	115	159	223	274	308	85	61	42
	49%	46%	52%	51%	50%	42%	54%	51%	48%	43%	74%	55%	61%
Definitely Donald Trump	240	108	132	47	49	83	61	96	144	203	8	21	7
	24%	23%	24%	21%	22%	30%	21%	22%	25%	29%	7%	19%	11%
Probably Donald Trump	105	63	42	21	21	33	30	42	63	82	5	9	9
	10%	14%	8%	10%	10%	12%	10%	10%	11%	12%	4%	8%	13%
No difference	137	70	66	31	34	36	36	65	72	100	14	18	5
	14%	15%	12%	14%	15%	13%	12%	15%	13%	14%	12%	16%	8%
Probably Kamala Harris	90	40	50	38	17	19	16	55	34	44	18	15	12
	9%	8%	9%	17%	8%	7%	5%	13%	6%	6%	15%	14%	18%
Definitely Kamala Harris	407	176	230	74	94	96	143	168	239	264	68	46	30
	40%	38%	43%	34%	43%	35%	49%	38%	42%	37%	59%	41%	43%
Unsure	27	9	18	8	5	6	8	13	14	16	3	2	6
	3%	2%	3%	4%	2%	2%	3%	3%	2%	2%	3%	1%	8%

Table QCharacter\_

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	345	125	106	70	44	231	114	69	88	66	43	76	157	185
	34%	42%	35%	27%	29%	39%	28%	32%	44%	37%	29%	30%	38%	32%
DEFINITELY/PROBABLY KAMALA HARRIS	496	124	150	134	89	274	222	121	73	85	74	141	194	300
	49%	42%	49%	53%	58%	46%	55%	56%	37%	47%	50%	55%	47%	51%
Definitely Donald Trump	240	90	79	44	27	169	71	48	60	52	27	50	109	129
	24%	31%	26%	17%	18%	28%	17%	22%	30%	29%	18%	20%	26%	22%
Probably Donald Trump	105	34	28	26	17	62	43	21	28	14	16	26	49	56
	10%	12%	9%	10%	11%	10%	11%	10%	14%	8%	11%	10%	12%	10%
No difference	137	38	44	37	18	82	55	18	33	20	29	34	51	83
	14%	13%	14%	15%	12%	14%	14%	8%	17%	11%	19%	13%	12%	14%
Probably Kamala Harris	90	23	27	30	9	50	39	21	17	15	12	22	37	50
	9%	8%	9%	12%	6%	8%	10%	10%	8%	8%	8%	9%	9%	9%
Definitely Kamala Harris	407	101	122	103	80	224	183	100	57	70	62	119	157	250
	40%	34%	40%	41%	52%	37%	45%	47%	28%	39%	42%	46%	38%	43%
Unsure	27	8	3	13	2	11	16	8	5	9	2	4	13	14
	3%	3%	1%	5%	2%	2%	4%	4%	3%	5%	1%	1%	3%	2%

Table QCharacter\_

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	345	166	96	189	92	64	100	49	51	66	155	123
	34%	33%	32%	39%	30%	29%	35%	37%	34%	26%	33%	44%
DEFINITELY/PROBABLY KAMALA HARRIS	496	253	162	197	176	124	129	57	72	155	234	108
	49%	51%	53%	41%	58%	57%	46%	42%	48%	60%	50%	38%
Definitely Donald Trump	240	111	64	135	60	45	65	28	37	45	96	99
	24%	22%	21%	28%	20%	21%	23%	21%	25%	18%	21%	35%
Probably Donald Trump	105	55	33	54	32	19	35	21	14	21	59	25
	10%	11%	11%	11%	11%	9%	12%	16%	9%	8%	13%	9%
No difference	137	69	39	88	25	23	46	26	20	28	66	42
	14%	14%	13%	18%	8%	11%	16%	19%	13%	11%	14%	15%
Probably Kamala Harris	90	51	16	22	43	24	32	15	17	34	37	18
	9%	10%	5%	5%	14%	11%	11%	11%	11%	13%	8%	6%
Definitely Kamala Harris	407	202	146	174	132	100	97	42	55	121	197	90
	40%	40%	48%	36%	43%	46%	34%	31%	37%	47%	42%	32%
Unsure	27	11	7	9	12	6	9	3	6	8	13	6
	3%	2%	2%	2%	4%	3%	3%	2%	4%	3%	3%	2%

Table QCharacter\_

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	345	284	57	3	248	72	13	343	2	305	11	337	3	212	112
	34%	74%	25%	1%	68%	22%	5%	76%	*%	73%	2%	74%	1%	88%	59%
DEFINITELY/PROBABLY KAMALA HARRIS	496	30	96	370	56	176	258	11	482	36	415	23	460	4	22
	49%	8%	42%	95%	15%	54%	91%	3%	92%	9%	90%	5%	91%	2%	12%
Definitely Donald Trump	240	210	28	2	175	48	9	240	-	217	6	238	0	155	73
	24%	55%	12%	*%	48%	15%	3%	53%		52%	1%	52%	*%	64%	38%
Probably Donald Trump	105	74	29	2	73	24	4	103	2	89	5	98	3	57	39
	10%	19%	13%	*%	20%	7%	2%	23%	*%	21%	1%	22%	1%	23%	21%
No difference	137	60	64	13	52	67	10	90	29	72	24	91	31	23	48
	14%	16%	27%	3%	14%	21%	3%	20%	6%	17%	5%	20%	6%	10%	26%
Probably Kamala Harris	90	12	27	51	9	49	29	6	81	10	68	9	72	3	8
	9%	3%	11%	13%	3%	15%	10%	1%	15%	2%	15%	2%	14%	1%	4%
Definitely Kamala Harris	407	18	70	319	47	127	229	6	401	26	347	13	387	1	14
	40%	5%	30%	82%	13%	39%	81%	1%	77%	6%	76%	3%	77%	*%	7%
Unsure	27	11	14	2	10	10	3	9	10	7	10	7	9	3	7
	3%	3%	6%	1%	3%	3%	1%	2%	2%	2%	2%	1%	2%	1%	3%

Table QCharacter\_

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	367 37%	179 38%	188 35%	66 30%	70 32%	122 45%	109 37%	136 31%	231 41%	306 43%	12 10%	34 31%	14 21%
DEFINITELY/PROBABLY KAMALA HARRIS	512 51%	225 48%	286 53%	124 57%	116 53%	115 43%	156 53%	240 55%	272 48%	320 45%	85 73%	68 61%	40 57%
Definitely Donald Trump	286 28%	140 30%	147 27%	56 26%	52 24%	99 36%	79 27%	108 25%	178 31%	238 33%	11 10%	28 25%	10 14%
Probably Donald Trump	81 8%	39 8%	42 8%	10 4%	19 8%	23 9%	29 10%	28 6%	53 9%	69 10%	1 1%	6 6%	5 7%
No difference	104 10%	57 12%	48 9%	26 12%	28 13%	29 11%	22 7%	54 12%	51 9%	71 10%	17 15%	7 6%	10 14%
Probably Kamala Harris	97 10%	49 11%	48 9%	41 19%	23 11%	16 6%	16 6%	64 15%	33 6%	51 7%	10 8%	17 15%	20 29%
Definitely Kamala Harris	415 41%	176 38%	238 44%	83 38%	93 42%	99 36%	140 47%	176 40%	239 42%	269 38%	75 65%	51 46%	20 29%
Unsure	22 2%	6 1%	16 3%	4 2%	5 2%	5 2%	8 3%	9 2%	13 2%	12 2%	2 2%	2 2%	5 8%

Table QCharacter\_

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	367	128	114	75	50	242	125	69	102	66	47	81	171	194
	37%	43%	38%	30%	33%	40%	31%	32%	51%	37%	32%	32%	41%	33%
DEFINITELY/PROBABLY KAMALA HARRIS	512	129	153	137	93	282	230	127	75	88	81	138	202	307
	51%	44%	51%	54%	60%	47%	56%	59%	38%	49%	55%	54%	49%	53%
Definitely Donald Trump	286	101	91	61	33	192	94	56	74	54	35	65	130	154
	28%	34%	30%	24%	22%	32%	23%	26%	37%	30%	24%	25%	31%	26%
Probably Donald Trump	81	27	23	14	17	50	31	14	27	11	12	16	41	40
	8%	9%	7%	5%	11%	8%	8%	6%	14%	6%	8%	6%	10%	7%
No difference	104	36	31	30	7	68	37	17	20	17	17	32	37	66
	10%	12%	10%	12%	4%	11%	9%	8%	10%	9%	12%	12%	9%	11%
Probably Kamala Harris	97	23	30	23	21	53	44	20	17	12	24	21	37	57
	10%	8%	10%	9%	14%	9%	11%	9%	9%	7%	16%	8%	9%	10%
Definitely Kamala Harris	415	106	123	114	72	229	186	107	58	76	57	117	165	250
	41%	36%	41%	45%	47%	38%	46%	49%	29%	42%	39%	46%	40%	43%
Unsure	22	2	4	12	4	6	16	2	3	9	2	4	5	15
	2%	1%	1%	5%	2%	1%	4%	1%	2%	5%	1%	2%	1%	3%

Table QCharacter\_

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	367 37%	173 35%	113 37%	212 44%	83 27%	71 33%	92 33%	41 31%	51 34%	74 29%	156 33%	137 49%
DEFINITELY/PROBABLY KAMALA HARRIS	512 51%	262 53%	160 53%	205 42%	182 59%	126 58%	140 49%	66 49%	73 49%	155 60%	248 53%	110 39%
Definitely Donald Trump	286 28%	138 28%	84 28%	169 35%	61 20%	56 26%	75 27%	35 26%	40 27%	54 21%	119 25%	114 41%
Probably Donald Trump	81 8%	35 7%	29 10%	43 9%	23 7%	15 7%	17 6%	6 5%	11 7%	20 8%	37 8%	24 8%
No difference	104 10%	55 11%	23 8%	56 12%	32 10%	17 8%	44 16%	24 18%	20 13%	24 9%	55 12%	26 9%
Probably Kamala Harris	97 10%	56 11%	18 6%	29 6%	46 15%	22 10%	40 14%	25 18%	16 10%	25 10%	57 12%	16 6%
Definitely Kamala Harris	415 41%	206 41%	142 47%	175 36%	135 44%	104 48%	100 35%	42 31%	58 39%	130 51%	191 41%	94 34%
Unsure	22 2%	9 2%	8 3%	10 2%	9 3%	3 1%	6 2%	2 2%	4 3%	4 2%	10 2%	7 3%

Table QCharacter\_

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	367	301	61	4	265	81	9	361	4	320	11	356	5	213	126
	37%	78%	27%	1%	72%	25%	3%	80%	1%	76%	2%	78%	1%	88%	67%
DEFINITELY/PROBABLY KAMALA HARRIS	512	38	101	373	65	171	266	22	487	47	417	32	464	9	27
	51%	10%	44%	96%	18%	53%	93%	5%	93%	11%	91%	7%	92%	4%	14%
Definitely Donald Trump	286	247	37	3	216	52	9	285	2	255	7	282	3	182	90
	28%	64%	16%	1%	59%	16%	3%	63%	*%	61%	1%	62%	1%	75%	47%
Probably Donald Trump	81	54	25	2	49	29	1	76	2	65	4	74	3	30	37
	8%	14%	11%	*%	14%	9%	*%	17%	*%	15%	1%	16%	1%	13%	19%
No difference	104	39	55	10	26	64	8	66	22	49	24	64	27	20	30
	10%	10%	24%	3%	7%	20%	3%	15%	4%	12%	5%	14%	5%	8%	16%
Probably Kamala Harris	97	23	24	50	20	42	31	15	79	25	57	17	70	8	14
	10%	6%	10%	13%	5%	13%	11%	3%	15%	6%	12%	4%	14%	3%	7%
Definitely Kamala Harris	415	15	77	323	45	130	235	7	408	21	359	15	394	1	13
	41%	4%	33%	83%	12%	40%	83%	1%	78%	5%	78%	3%	78%	*%	7%
Unsure	22	6	14	2	10	9	1	5	9	5	8	4	8	1	6
	2%	2%	6%	*%	3%	3%	*%	1%	2%	1%	2%	1%	2%	*%	3%

Table QCharacter\_

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	326	162	164	61	68	108	90	129	197	270	9	31	16
	32%	35%	30%	28%	31%	40%	30%	29%	35%	38%	8%	28%	23%
DEFINITELY/PROBABLY KAMALA HARRIS	517	227	289	114	119	122	163	233	285	322	86	66	44
	51%	49%	54%	52%	54%	45%	55%	53%	50%	45%	74%	59%	63%
Definitely Donald Trump	234	109	125	43	47	84	60	89	145	198	8	22	7
	23%	23%	23%	20%	21%	31%	20%	20%	26%	28%	7%	19%	10%
Probably Donald Trump	92	54	39	18	21	23	30	40	53	72	1	10	9
	9%	12%	7%	8%	10%	9%	10%	9%	9%	10%	1%	9%	13%
No difference	139	64	74	40	29	36	33	69	70	99	19	13	8
	14%	14%	14%	18%	13%	13%	11%	16%	12%	14%	16%	11%	12%
Probably Kamala Harris	96	48	48	31	30	19	16	60	35	54	15	11	15
	10%	10%	9%	14%	14%	7%	6%	14%	6%	8%	13%	10%	22%
Definitely Kamala Harris	422	179	242	84	89	103	147	173	249	268	70	55	29
	42%	38%	45%	38%	40%	38%	50%	39%	44%	38%	61%	49%	42%
Unsure	23	12	11	4	5	6	8	8	14	19	1	1	1
	2%	2%	2%	2%	2%	2%	3%	2%	3%	3%	1%	1%	1%

Table QCharacter\_

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	326	115	99	71	42	214	113	68	80	61	42	74	147	177
	32%	39%	33%	28%	27%	36%	28%	31%	40%	34%	28%	29%	35%	30%
DEFINITELY/PROBABLY KAMALA HARRIS	517	127	151	145	94	279	239	121	77	93	77	147	198	317
	51%	43%	50%	57%	61%	47%	59%	56%	38%	52%	52%	58%	48%	54%
Definitely Donald Trump	234	88	70	48	28	158	76	49	57	45	25	55	106	126
	23%	30%	23%	19%	19%	26%	19%	23%	28%	25%	17%	22%	25%	22%
Probably Donald Trump	92	27	29	23	13	56	37	18	23	16	16	19	41	51
	9%	9%	9%	9%	9%	9%	9%	9%	11%	9%	11%	7%	10%	9%
No difference	139	48	47	30	14	94	45	24	36	21	25	30	60	76
	14%	16%	15%	12%	9%	16%	11%	11%	18%	12%	17%	12%	15%	13%
Probably Kamala Harris	96	28	23	25	20	51	45	19	17	18	15	25	35	58
	10%	10%	7%	10%	13%	9%	11%	9%	8%	10%	10%	10%	9%	10%
Definitely Kamala Harris	422	99	129	120	74	228	194	103	60	75	62	122	163	259
	42%	34%	43%	47%	48%	38%	48%	48%	30%	42%	42%	48%	39%	44%
Unsure	23	5	6	8	3	11	11	2	8	4	4	5	10	13
	2%	2%	2%	3%	2%	2%	3%	1%	4%	2%	3%	2%	2%	2%

Table QCharacter\_

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	326	156	93	189	81	57	87	40	47	66	147	114
	32%	31%	30%	39%	26%	26%	31%	30%	31%	26%	31%	41%
DEFINITELY/PROBABLY KAMALA HARRIS	517	258	169	215	180	122	135	64	72	150	249	118
	51%	52%	56%	45%	59%	56%	48%	48%	48%	58%	53%	42%
Definitely Donald Trump	234	110	61	140	54	41	59	26	34	47	98	88
	23%	22%	20%	29%	18%	19%	21%	19%	23%	18%	21%	31%
Probably Donald Trump	92	46	32	49	27	16	28	15	13	18	48	26
	9%	9%	11%	10%	9%	7%	10%	11%	9%	7%	10%	9%
No difference	139	75	36	67	39	33	54	28	26	34	63	42
	14%	15%	12%	14%	13%	15%	19%	21%	18%	13%	13%	15%
Probably Kamala Harris	96	56	20	41	39	15	42	24	18	29	47	20
	10%	11%	6%	8%	13%	7%	15%	18%	12%	11%	10%	7%
Definitely Kamala Harris	422	202	150	174	140	107	94	40	54	121	202	99
	42%	41%	49%	36%	46%	49%	33%	30%	36%	47%	43%	35%
Unsure	23	10	6	12	6	5	7	2	4	7	10	5
	2%	2%	2%	2%	2%	2%	2%	2%	3%	3%	2%	2%

Table QCharacter\_

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	326	277	45	4	241	65	11	319	3	287	11	314	6	211	99
	32%	72%	20%	1%	66%	20%	4%	70%	1%	68%	2%	69%	1%	87%	52%
DEFINITELY/PROBABLY KAMALA HARRIS	517	29	117	371	63	185	260	20	496	45	419	29	473	3	28
	51%	7%	51%	95%	17%	57%	92%	4%	95%	11%	91%	6%	94%	1%	15%
Definitely Donald Trump	234	210	22	2	175	43	8	233	1	211	5	229	2	158	68
	23%	55%	10%	*%	48%	13%	3%	51%	*%	50%	1%	50%	*%	65%	36%
Probably Donald Trump	92	67	23	2	67	22	3	86	3	76	6	85	4	53	31
	9%	18%	10%	*%	18%	7%	1%	19%	*%	18%	1%	19%	1%	22%	16%
No difference	139	70	56	13	55	65	9	102	20	77	25	102	23	24	54
	14%	18%	24%	3%	15%	20%	3%	22%	4%	18%	5%	22%	5%	10%	29%
Probably Kamala Harris	96	12	43	41	20	52	19	16	79	25	54	18	71	3	14
	10%	3%	19%	10%	6%	16%	7%	4%	15%	6%	12%	4%	14%	1%	8%
Definitely Kamala Harris	422	17	74	331	43	134	241	4	417	21	365	12	402	-	14
	42%	4%	32%	85%	12%	41%	85%	1%	80%	5%	80%	3%	80%		7%
Unsure	23	9	13	1	7	9	4	12	3	11	4	12	2	3	8
	2%	2%	6%	*%	2%	3%	1%	3%	*%	3%	1%	3%	*%	1%	4%

Table QCharacter\_

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	449	228	221	94	89	143	122	183	265	357	26	43	22
	45%	49%	41%	43%	41%	53%	42%	42%	47%	50%	23%	38%	32%
DEFINITELY/PROBABLY KAMALA HARRIS	465	202	262	103	108	111	144	211	254	294	77	60	34
	46%	43%	49%	47%	49%	41%	49%	48%	45%	41%	67%	54%	49%
Definitely Donald Trump	365	184	181	74	65	118	108	139	225	304	15	36	10
	36%	39%	34%	34%	30%	43%	37%	32%	40%	43%	13%	32%	15%
Probably Donald Trump	84	44	40	21	24	25	15	44	40	54	11	7	12
	8%	10%	7%	9%	11%	9%	5%	10%	7%	8%	10%	6%	17%
No difference	65	27	38	17	14	11	23	31	34	39	9	5	12
	6%	6%	7%	8%	6%	4%	8%	7%	6%	5%	8%	4%	17%
Probably Kamala Harris	117	58	58	36	26	24	30	62	54	69	19	17	12
	12%	13%	11%	16%	12%	9%	10%	14%	10%	10%	16%	15%	18%
Definitely Kamala Harris	349	144	204	67	82	86	114	149	200	225	58	44	22
	35%	31%	38%	31%	37%	32%	39%	34%	35%	32%	50%	39%	31%
Unsure	26	9	18	5	9	7	5	14	12	20	3	3	1
	3%	2%	3%	2%	4%	3%	2%	3%	2%	3%	3%	3%	1%

Table QCharacter\_

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	449	156	138	99	57	294	155	89	114	77	65	103	202	244
	45%	53%	46%	39%	37%	49%	38%	41%	57%	43%	44%	40%	49%	42%
DEFINITELY/PROBABLY KAMALA HARRIS	465	113	138	127	87	251	214	109	67	84	68	134	176	287
	46%	38%	46%	50%	57%	42%	53%	51%	33%	47%	46%	53%	42%	49%
Definitely Donald Trump	365	126	114	82	42	240	124	71	94	66	49	82	165	197
	36%	43%	38%	32%	28%	40%	30%	33%	47%	37%	33%	32%	40%	34%
Probably Donald Trump	84	29	24	17	14	53	31	18	19	11	16	20	37	47
	8%	10%	8%	7%	9%	9%	8%	8%	10%	6%	11%	8%	9%	8%
No difference	65	21	20	17	6	42	23	15	10	13	10	14	26	38
	6%	7%	7%	7%	4%	7%	6%	7%	5%	7%	7%	6%	6%	6%
Probably Kamala Harris	117	32	32	30	22	65	52	27	14	27	19	28	40	74
	12%	11%	11%	12%	14%	11%	13%	12%	7%	15%	13%	11%	10%	13%
Definitely Kamala Harris	349	80	106	97	66	186	162	82	53	57	49	107	135	213
	35%	27%	35%	38%	43%	31%	40%	38%	27%	32%	34%	42%	33%	37%
Unsure	26	6	6	11	4	12	15	3	9	5	4	4	12	13
	3%	2%	2%	4%	2%	2%	4%	1%	5%	3%	3%	2%	3%	2%

Table QCharacter\_

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	449 45%	226 45%	126 41%	252 52%	111 36%	86 40%	135 48%	68 51%	66 45%	89 35%	201 43%	158 57%
DEFINITELY/PROBABLY KAMALA HARRIS	465 46%	239 48%	147 48%	191 40%	165 54%	109 50%	119 42%	54 41%	64 43%	142 55%	225 48%	98 35%
Definitely Donald Trump	365 36%	173 35%	108 35%	212 44%	81 27%	71 33%	96 34%	45 34%	51 34%	65 25%	163 35%	136 49%
Probably Donald Trump	84 8%	53 11%	18 6%	40 8%	30 10%	15 7%	39 14%	23 18%	16 11%	24 9%	38 8%	22 8%
No difference	65 6%	23 5%	25 8%	26 5%	23 8%	16 7%	20 7%	8 6%	11 8%	18 7%	32 7%	14 5%
Probably Kamala Harris	117 12%	61 12%	32 11%	33 7%	52 17%	32 15%	36 13%	17 13%	19 13%	36 14%	64 14%	16 6%
Definitely Kamala Harris	349 35%	178 36%	115 38%	158 33%	113 37%	77 36%	83 29%	37 28%	45 30%	106 41%	161 34%	81 29%
Unsure	26 3%	10 2%	6 2%	14 3%	6 2%	6 3%	10 3%	3 2%	7 5%	8 3%	9 2%	10 3%

Table QCharacter\_

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	449	346	90	14	299	117	15	426	15	365	22	417	23	233	162
	45%	90%	39%	3%	82%	36%	5%	94%	3%	87%	5%	91%	5%	96%	86%
DEFINITELY/PROBABLY KAMALA HARRIS	465	23	89	353	48	156	254	6	458	34	392	18	436	3	16
	46%	6%	39%	91%	13%	48%	89%	1%	88%	8%	85%	4%	87%	1%	9%
Definitely Donald Trump	365	301	57	7	258	84	12	355	6	314	14	352	12	208	131
	36%	78%	25%	2%	71%	26%	4%	78%	1%	75%	3%	77%	2%	86%	69%
Probably Donald Trump	84	45	33	7	41	34	3	71	9	51	8	65	12	25	31
	8%	12%	14%	2%	11%	10%	1%	16%	2%	12%	2%	14%	2%	10%	16%
No difference	65	10	37	17	15	35	12	15	39	14	36	15	37	6	4
	6%	3%	16%	4%	4%	11%	4%	3%	7%	3%	8%	3%	7%	2%	2%
Probably Kamala Harris	117	15	32	70	16	54	43	4	112	21	82	15	94	2	10
	12%	4%	14%	18%	4%	17%	15%	1%	21%	5%	18%	3%	19%	1%	5%
Definitely Kamala Harris	349	8	57	284	32	102	211	2	347	12	310	3	343	1	7
	35%	2%	25%	73%	9%	31%	74%	*%	66%	3%	67%	1%	68%	1%	4%
Unsure	26	6	15	5	4	17	4	6	9	8	10	7	7	-	7
	3%	2%	7%	1%	1%	5%	1%	1%	2%	2%	2%	2%	1%	-	4%

Table QCharacter\_

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	463	239	224	93	91	151	128	184	279	375	23	40	25
	46%	51%	42%	42%	41%	56%	43%	42%	49%	53%	20%	36%	37%
DEFINITELY/PROBABLY KAMALA HARRIS	468	200	267	100	114	109	145	214	254	286	83	66	33
	47%	43%	50%	46%	52%	40%	49%	49%	45%	40%	72%	59%	47%
Definitely Donald Trump	375	196	180	70	70	123	112	140	235	316	13	36	10
	37%	42%	33%	32%	32%	45%	38%	32%	42%	44%	11%	33%	15%
Probably Donald Trump	88	44	44	23	21	28	16	44	44	59	10	4	15
	9%	9%	8%	10%	10%	10%	5%	10%	8%	8%	9%	4%	22%
No difference	59	21	38	23	10	8	18	34	25	37	7	5	10
	6%	5%	7%	11%	5%	3%	6%	8%	4%	5%	6%	4%	15%
Probably Kamala Harris	109	46	63	33	23	21	32	56	54	63	15	21	11
	11%	10%	12%	15%	10%	8%	11%	13%	9%	9%	13%	19%	15%
Definitely Kamala Harris	359	154	203	67	91	88	112	158	200	223	68	45	22
	36%	33%	38%	31%	41%	32%	38%	36%	35%	31%	59%	41%	32%
Unsure	15	5	9	3	5	3	4	7	8	12	2	0	1
	1%	1%	2%	1%	2%	1%	1%	2%	1%	2%	2%	*%	1%

Table QCharacter\_

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	463	157	141	104	61	298	165	89	117	80	65	109	206	254
	46%	53%	47%	41%	40%	50%	40%	41%	58%	44%	44%	43%	49%	44%
DEFINITELY/PROBABLY KAMALA HARRIS	468	117	140	126	85	257	211	114	66	84	72	129	180	285
	47%	40%	46%	50%	56%	43%	52%	53%	33%	47%	49%	51%	43%	49%
Definitely Donald Trump	375	132	115	82	46	247	128	73	99	69	49	83	172	201
	37%	45%	38%	32%	30%	41%	31%	34%	50%	38%	33%	33%	41%	35%
Probably Donald Trump	88	25	26	22	14	51	37	16	18	11	16	26	34	53
	9%	8%	9%	9%	9%	9%	9%	8%	9%	6%	11%	10%	8%	9%
No difference	59	19	19	17	4	38	21	11	14	13	8	11	25	33
	6%	6%	6%	7%	2%	6%	5%	5%	7%	7%	5%	4%	6%	6%
Probably Kamala Harris	109	33	31	31	15	63	46	25	13	29	13	26	38	69
	11%	11%	10%	12%	10%	11%	11%	12%	6%	16%	9%	10%	9%	12%
Definitely Kamala Harris	359	84	109	95	71	193	165	89	53	55	59	103	142	217
	36%	28%	36%	37%	46%	32%	41%	41%	26%	31%	40%	40%	34%	37%
Unsure	15	2	3	7	3	5	10	2	3	2	3	5	5	10
	1%	1%	1%	3%	2%	1%	2%	1%	2%	1%	2%	2%	1%	2%

Table QCharacter\_

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	463	226	136	262	112	89	132	69	63	89	210	164
	46%	45%	45%	54%	37%	41%	47%	51%	42%	35%	45%	59%
DEFINITELY/PROBABLY KAMALA HARRIS	468	236	147	189	165	113	128	58	69	152	218	98
	47%	47%	48%	39%	54%	52%	45%	44%	46%	59%	47%	35%
Definitely Donald Trump	375	177	110	219	85	71	96	49	48	74	166	135
	37%	36%	36%	45%	28%	33%	34%	36%	32%	29%	36%	48%
Probably Donald Trump	88	49	26	43	28	17	35	20	15	14	44	30
	9%	10%	9%	9%	9%	8%	13%	15%	10%	6%	9%	11%
No difference	59	28	18	23	26	11	18	4	14	14	35	10
	6%	6%	6%	5%	8%	5%	6%	3%	9%	5%	8%	4%
Probably Kamala Harris	109	53	32	38	46	25	35	16	19	39	51	19
	11%	11%	11%	8%	15%	12%	12%	12%	13%	15%	11%	7%
Definitely Kamala Harris	359	183	115	151	120	88	93	43	50	113	167	79
	36%	37%	38%	31%	39%	41%	33%	32%	34%	44%	36%	28%
Unsure	15	8	4	9	2	4	6	3	3	3	5	7
	1%	2%	1%	2%	1%	2%	2%	2%	2%	1%	1%	3%

Table QCharacter\_

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	463	351	102	10	302	135	12	430	25	377	27	424	28	235	163
	46%	91%	44%	3%	82%	41%	4%	95%	5%	90%	6%	93%	6%	97%	86%
DEFINITELY/PROBABLY KAMALA HARRIS	468	20	87	361	48	155	256	7	461	31	396	15	443	1	16
	47%	5%	38%	93%	13%	48%	90%	2%	88%	7%	86%	3%	88%	1%	9%
Definitely Donald Trump	375	302	68	5	260	92	10	366	7	330	13	363	11	212	135
	37%	79%	29%	1%	71%	28%	3%	81%	1%	79%	3%	79%	2%	88%	72%
Probably Donald Trump	88	49	34	5	42	43	2	64	18	47	14	61	17	23	27
	9%	13%	15%	1%	11%	13%	1%	14%	3%	11%	3%	13%	3%	10%	15%
No difference	59	12	33	14	14	26	15	15	28	10	32	17	29	5	9
	6%	3%	14%	4%	4%	8%	5%	3%	5%	2%	7%	4%	6%	2%	5%
Probably Kamala Harris	109	14	36	60	12	48	44	5	105	19	76	13	90	1	10
	11%	4%	16%	15%	3%	15%	15%	1%	20%	4%	17%	3%	18%	1%	5%
Definitely Kamala Harris	359	6	52	301	36	107	212	2	357	13	320	2	353	-	6
	36%	2%	22%	77%	10%	33%	74%	*%	68%	3%	70%	1%	70%		3%
Unsure	15	2	9	4	1	9	2	1	7	2	5	1	4	1	1
	1%	*%	4%	1%	*%	3%	1%	*%	1%	*%	1%	*%	1%	*%	1%

Table QCharacter\_

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	420	209	211	85	81	144	111	165	254	338	21	41	20
	42%	45%	39%	39%	37%	53%	38%	38%	45%	48%	19%	36%	29%
DEFINITELY/PROBABLY KAMALA HARRIS	486	214	270	110	110	109	156	220	266	302	84	62	38
	48%	46%	50%	50%	50%	40%	53%	50%	47%	43%	73%	56%	55%
Definitely Donald Trump	339	169	170	68	63	111	98	130	209	282	11	33	14
	34%	36%	32%	31%	28%	41%	33%	30%	37%	40%	9%	29%	20%
Probably Donald Trump	81	39	41	17	18	33	13	35	46	56	11	8	6
	8%	8%	8%	8%	8%	12%	4%	8%	8%	8%	9%	7%	9%
No difference	75	28	47	21	22	11	21	43	32	49	8	8	10
	7%	6%	9%	10%	10%	4%	7%	10%	6%	7%	7%	7%	14%
Probably Kamala Harris	106	54	51	34	24	14	34	58	48	59	14	14	21
	11%	12%	10%	15%	11%	5%	12%	13%	8%	8%	12%	12%	30%
Definitely Kamala Harris	380	160	219	76	86	96	122	162	218	243	71	48	17
	38%	34%	41%	35%	39%	35%	42%	37%	38%	34%	61%	44%	25%
Unsure	24	15	10	3	7	8	6	11	13	21	1	1	1
	2%	3%	2%	2%	3%	3%	2%	2%	2%	3%	1%	1%	1%

Table QCharacter\_

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	420	146	130	91	53	275	145	77	109	79	57	96	186	231
	42%	49%	43%	36%	35%	46%	36%	36%	55%	44%	38%	38%	45%	40%
DEFINITELY/PROBABLY KAMALA HARRIS	486	117	146	133	90	263	223	117	69	84	74	140	186	298
	48%	40%	48%	52%	59%	44%	55%	54%	34%	47%	50%	55%	45%	51%
Definitely Donald Trump	339	116	107	75	42	222	117	60	85	65	50	77	145	192
	34%	39%	35%	30%	27%	37%	29%	28%	42%	36%	34%	30%	35%	33%
Probably Donald Trump	81	30	23	16	11	53	28	17	24	14	7	19	41	39
	8%	10%	8%	6%	7%	9%	7%	8%	12%	8%	5%	7%	10%	7%
No difference	75	25	22	21	7	46	29	19	17	10	13	16	36	38
	7%	8%	7%	8%	5%	8%	7%	9%	9%	5%	9%	6%	9%	7%
Probably Kamala Harris	106	19	31	34	22	50	56	21	14	19	14	37	34	70
	11%	7%	10%	13%	15%	8%	14%	10%	7%	10%	9%	15%	8%	12%
Definitely Kamala Harris	380	98	115	99	68	213	167	97	55	66	60	102	152	228
	38%	33%	38%	39%	44%	36%	41%	45%	27%	37%	41%	40%	37%	39%
Unsure	24	8	5	8	3	13	11	3	5	7	4	4	8	15
	2%	3%	2%	3%	2%	2%	3%	1%	2%	4%	3%	2%	2%	3%

Table QCharacter\_

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	420	212	115	236	106	79	119	58	61	86	187	146
	42%	42%	38%	49%	35%	36%	42%	44%	41%	34%	40%	52%
DEFINITELY/PROBABLY KAMALA HARRIS	486	245	158	197	172	117	130	60	70	148	235	104
	48%	49%	52%	41%	56%	54%	46%	44%	47%	57%	50%	37%
Definitely Donald Trump	339	164	93	202	73	64	90	43	46	63	155	122
	34%	33%	31%	42%	24%	30%	32%	32%	31%	24%	33%	43%
Probably Donald Trump	81	47	22	33	33	15	30	15	15	23	32	25
	8%	9%	7%	7%	11%	7%	10%	11%	10%	9%	7%	9%
No difference	75	33	22	38	22	15	27	13	14	17	35	22
	7%	7%	7%	8%	7%	7%	9%	10%	9%	7%	8%	8%
Probably Kamala Harris	106	54	31	39	42	25	35	19	16	32	55	19
	11%	11%	10%	8%	14%	12%	12%	14%	11%	12%	12%	7%
Definitely Kamala Harris	380	191	127	158	130	92	95	41	54	116	179	84
	38%	38%	42%	33%	43%	42%	33%	31%	36%	45%	38%	30%
Unsure	24	9	9	13	6	6	7	3	4	5	11	7
	2%	2%	3%	3%	2%	3%	2%	2%	3%	2%	2%	3%

Table QCharacter\_

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	420	333	79	8	289	104	13	406	10	354	20	399	13	230	143
	42%	87%	34%	2%	79%	32%	5%	89%	2%	84%	4%	87%	3%	95%	75%
DEFINITELY/PROBABLY KAMALA HARRIS	486	25	93	368	53	167	259	9	477	36	406	22	453	1	21
	48%	7%	40%	94%	14%	52%	91%	2%	91%	9%	88%	5%	90%	*%	11%
Definitely Donald Trump	339	294	42	3	246	72	10	335	2	301	12	332	6	207	116
	34%	76%	18%	1%	67%	22%	4%	74%	*%	72%	3%	73%	1%	86%	61%
Probably Donald Trump	81	39	37	4	42	32	3	71	7	53	8	67	8	24	26
	8%	10%	16%	1%	12%	10%	1%	16%	1%	13%	2%	15%	2%	10%	14%
No difference	75	19	46	11	20	40	8	30	29	21	27	27	31	10	17
	7%	5%	20%	3%	5%	12%	3%	7%	6%	5%	6%	6%	6%	4%	9%
Probably Kamala Harris	106	13	32	61	12	46	46	4	102	15	76	14	85	1	11
	11%	4%	14%	16%	3%	14%	16%	1%	19%	4%	17%	3%	17%	*%	6%
Definitely Kamala Harris	380	12	61	307	41	122	213	5	375	21	330	7	369	-	10
	38%	3%	26%	79%	11%	37%	75%	1%	72%	5%	72%	2%	73%	-	6%
Unsure	24	8	13	3	5	13	4	9	6	9	6	9	6	-	8
	2%	2%	6%	1%	1%	4%	1%	2%	1%	2%	1%	2%	1%	-	4%

Table QCharacter\_

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	343	173	171	66	68	111	99	134	209	283	17	30	13
	34%	37%	32%	30%	31%	41%	33%	31%	37%	40%	15%	27%	20%
DEFINITELY/PROBABLY KAMALA HARRIS	538	233	304	119	124	125	170	243	295	345	86	65	42
	54%	50%	57%	54%	57%	46%	58%	55%	52%	49%	75%	59%	61%
Definitely Donald Trump	249	127	122	46	49	85	68	96	153	204	13	23	9
	25%	27%	23%	21%	23%	31%	23%	22%	27%	29%	11%	21%	14%
Probably Donald Trump	94	45	49	20	18	26	30	38	56	79	5	7	4
	9%	10%	9%	9%	8%	10%	10%	9%	10%	11%	4%	6%	6%
No difference	100	50	51	26	23	28	23	49	51	66	8	14	12
	10%	11%	9%	12%	11%	10%	8%	11%	9%	9%	7%	12%	18%
Probably Kamala Harris	102	48	54	29	25	22	26	54	48	62	15	11	13
	10%	10%	10%	13%	11%	8%	9%	12%	8%	9%	13%	10%	19%
Definitely Kamala Harris	437	185	250	90	99	104	144	189	248	283	71	54	29
	43%	40%	46%	41%	45%	38%	49%	43%	44%	40%	62%	48%	42%
Unsure	23	10	13	8	5	8	3	12	11	16	4	2	1
	2%	2%	2%	4%	2%	3%	1%	3%	2%	2%	3%	2%	2%

Table QCharacter\_

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	343	127	108	65	44	235	108	69	98	64	39	72	166	175
	34%	43%	36%	25%	29%	39%	27%	32%	49%	36%	26%	28%	40%	30%
DEFINITELY/PROBABLY KAMALA HARRIS	538	126	161	155	96	287	252	123	79	98	90	148	203	336
	54%	43%	53%	61%	63%	48%	62%	57%	40%	55%	61%	58%	49%	58%
Definitely Donald Trump	249	94	77	52	26	171	78	48	79	45	22	53	127	120
	25%	32%	25%	21%	17%	29%	19%	22%	39%	25%	15%	21%	31%	21%
Probably Donald Trump	94	33	31	12	18	64	30	20	19	19	16	19	39	55
	9%	11%	10%	5%	12%	11%	7%	9%	9%	11%	11%	8%	9%	9%
No difference	100	36	29	26	10	65	36	19	20	15	17	27	38	59
	10%	12%	9%	10%	7%	11%	9%	9%	10%	8%	11%	11%	9%	10%
Probably Kamala Harris	102	23	33	30	16	56	45	15	22	22	18	25	37	65
	10%	8%	11%	12%	10%	9%	11%	7%	11%	12%	12%	10%	9%	11%
Definitely Kamala Harris	437	103	128	125	81	231	206	108	57	76	72	123	166	271
	43%	35%	42%	49%	53%	39%	51%	50%	29%	42%	48%	48%	40%	47%
Unsure	23	6	5	8	3	11	11	5	4	3	3	8	9	13
	2%	2%	2%	3%	2%	2%	3%	2%	2%	2%	2%	3%	2%	2%

Table QCharacter\_

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	343	159	97	193	89	62	87	34	53	72	154	118
	34%	32%	32%	40%	29%	29%	31%	26%	35%	28%	33%	42%
DEFINITELY/PROBABLY KAMALA HARRIS	538	271	173	225	184	130	148	69	79	161	261	116
	54%	54%	57%	47%	60%	60%	52%	52%	53%	63%	56%	41%
Definitely Donald Trump	249	123	62	146	61	42	62	28	34	49	102	98
	25%	25%	21%	30%	20%	20%	22%	21%	23%	19%	22%	35%
Probably Donald Trump	94	36	35	47	28	19	25	6	19	23	51	20
	9%	7%	11%	10%	9%	9%	9%	4%	13%	9%	11%	7%
No difference	100	54	28	53	26	21	38	27	11	16	44	41
	10%	11%	9%	11%	8%	10%	13%	20%	7%	6%	9%	15%
Probably Kamala Harris	102	55	26	41	34	27	42	24	18	30	51	21
	10%	11%	9%	8%	11%	12%	15%	18%	12%	12%	11%	7%
Definitely Kamala Harris	437	217	147	184	150	103	106	45	61	131	210	95
	43%	44%	48%	38%	49%	48%	38%	34%	41%	51%	45%	34%
Unsure	23	14	6	12	7	4	10	3	6	8	10	5
	2%	3%	2%	2%	2%	2%	3%	2%	4%	3%	2%	2%

Table QCharacter\_

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	343	285	54	4	248	75	8	335	5	300	11	329	7	206	107
	34%	74%	24%	1%	68%	23%	3%	74%	1%	71%	2%	72%	1%	85%	57%
DEFINITELY/PROBABLY KAMALA HARRIS	538	45	123	370	69	192	272	36	495	54	428	49	472	10	41
	54%	12%	53%	95%	19%	59%	96%	8%	95%	13%	93%	11%	94%	4%	21%
Definitely Donald Trump	249	214	31	4	182	52	5	247	2	222	8	241	5	163	73
	25%	56%	13%	1%	50%	16%	2%	54%	*%	53%	2%	53%	1%	67%	38%
Probably Donald Trump	94	70	24	0	65	22	3	88	3	77	3	88	2	44	35
	9%	18%	10%	*%	18%	7%	1%	19%	1%	18%	1%	19%	*%	18%	18%
No difference	100	46	43	12	39	50	4	71	18	57	16	67	21	21	36
	10%	12%	18%	3%	11%	15%	1%	16%	3%	14%	3%	15%	4%	9%	19%
Probably Kamala Harris	102	27	38	37	20	55	24	26	68	29	50	33	56	8	27
	10%	7%	16%	9%	5%	17%	9%	6%	13%	7%	11%	7%	11%	3%	14%
Definitely Kamala Harris	437	18	86	333	49	137	247	10	427	24	378	16	416	2	14
	43%	5%	37%	86%	13%	42%	87%	2%	82%	6%	82%	3%	83%	1%	7%
Unsure	23	9	11	3	10	9	1	12	4	10	4	12	4	4	5
	2%	2%	5%	1%	3%	3%	*%	3%	1%	2%	1%	3%	1%	2%	3%

Table QIssueTrust

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	455	224	232	92	93	147	123	185	270	377	21	40	17
	45%	48%	43%	42%	42%	54%	42%	42%	48%	53%	18%	36%	25%
DEFINITELY/PROBABLY KAMALA HARRIS	482	212	269	113	110	112	146	223	259	298	84	64	37
	48%	45%	50%	51%	50%	41%	50%	51%	46%	42%	73%	57%	53%
Definitely Donald Trump	365	182	183	64	73	120	108	137	227	312	11	33	10
	36%	39%	34%	29%	33%	44%	37%	31%	40%	44%	9%	29%	14%
Probably Donald Trump	91	42	49	28	20	28	16	48	43	65	11	8	8
	9%	9%	9%	13%	9%	10%	5%	11%	8%	9%	9%	7%	11%
No difference	46	19	27	5	10	11	20	15	31	22	9	6	10
	5%	4%	5%	2%	4%	4%	7%	3%	5%	3%	7%	5%	14%
Probably Kamala Harris	122	51	71	42	24	23	33	67	56	68	19	22	14
	12%	11%	13%	19%	11%	8%	11%	15%	10%	10%	16%	19%	20%
Definitely Kamala Harris	359	161	198	71	86	89	114	156	203	229	65	42	23
	36%	35%	37%	32%	39%	33%	39%	36%	36%	32%	56%	38%	33%
Unsure	22	12	10	10	7	1	5	16	6	13	2	2	6
	2%	3%	2%	4%	3%	*%	2%	4%	1%	2%	2%	1%	8%

Table QIssueTrust

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	455	152	140	102	61	292	163	85	114	81	61	111	199	254
	45%	52%	46%	40%	40%	49%	40%	40%	57%	45%	42%	44%	48%	44%
DEFINITELY/PROBABLY KAMALA HARRIS	482	126	142	127	86	268	213	122	72	84	73	130	194	287
	48%	43%	47%	50%	56%	45%	52%	57%	36%	47%	50%	51%	47%	49%
Definitely Donald Trump	365	125	113	81	45	238	127	69	89	72	47	85	158	204
	36%	42%	37%	32%	30%	40%	31%	32%	44%	40%	32%	33%	38%	35%
Probably Donald Trump	91	27	27	20	16	54	36	16	25	9	14	27	41	50
	9%	9%	9%	8%	10%	9%	9%	8%	12%	5%	9%	10%	10%	9%
No difference	46	13	13	16	4	25	21	5	10	10	7	9	15	26
	5%	4%	4%	6%	3%	4%	5%	2%	5%	6%	5%	4%	4%	5%
Probably Kamala Harris	122	28	36	36	23	64	59	28	20	20	24	30	48	74
	12%	10%	12%	14%	15%	11%	14%	13%	10%	11%	17%	12%	12%	13%
Definitely Kamala Harris	359	98	107	91	63	204	155	94	52	64	49	100	146	213
	36%	33%	35%	36%	41%	34%	38%	44%	26%	36%	33%	39%	35%	37%
Unsure	22	4	8	9	1	12	10	3	5	4	6	5	7	15
	2%	2%	3%	3%	1%	2%	2%	1%	2%	2%	4%	2%	2%	3%

Table QIssueTrust

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	455	224	129	267	105	84	139	65	73	92	199	164
	45%	45%	42%	55%	34%	39%	49%	49%	49%	36%	43%	59%
DEFINITELY/PROBABLY KAMALA HARRIS	482	245	150	188	177	116	123	55	67	148	237	96
	48%	49%	49%	39%	58%	53%	44%	41%	45%	58%	51%	34%
Definitely Donald Trump	365	172	106	218	74	73	102	49	53	66	160	138
	36%	34%	35%	45%	24%	34%	36%	36%	36%	26%	34%	49%
Probably Donald Trump	91	52	23	49	31	10	37	17	20	25	39	27
	9%	10%	8%	10%	10%	5%	13%	12%	14%	10%	8%	10%
No difference	46	17	20	20	13	13	10	5	6	13	21	12
	5%	3%	7%	4%	4%	6%	4%	4%	4%	5%	4%	4%
Probably Kamala Harris	122	62	31	32	56	35	36	14	22	41	66	15
	12%	12%	10%	7%	18%	16%	13%	11%	15%	16%	14%	5%
Definitely Kamala Harris	359	183	119	157	122	81	87	41	46	107	171	81
	36%	37%	39%	32%	40%	37%	31%	31%	31%	42%	37%	29%
Unsure	22	13	5	8	10	4	10	8	3	5	11	7
	2%	3%	2%	2%	3%	2%	4%	6%	2%	2%	2%	2%

Table QIssueTrust

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	455	336	107	12	292	131	19	426	20	367	33	416	27	232	155
	45%	87%	46%	3%	80%	40%	7%	94%	4%	87%	7%	91%	5%	96%	82%
DEFINITELY/PROBABLY KAMALA HARRIS	482	31	91	360	52	163	255	11	468	39	398	22	450	4	23
	48%	8%	39%	92%	14%	50%	90%	2%	90%	9%	87%	5%	89%	1%	12%
Definitely Donald Trump	365	295	68	2	259	85	10	358	3	322	11	355	8	211	130
	36%	77%	29%	1%	71%	26%	3%	79%	1%	77%	2%	78%	2%	87%	69%
Probably Donald Trump	91	42	39	10	33	46	10	67	17	45	22	61	19	22	24
	9%	11%	17%	3%	9%	14%	3%	15%	3%	11%	5%	13%	4%	9%	13%
No difference	46	9	25	12	15	23	5	11	27	8	20	12	22	1	8
	5%	2%	11%	3%	4%	7%	2%	3%	5%	2%	4%	3%	4%	1%	4%
Probably Kamala Harris	122	22	34	66	16	52	48	8	112	22	86	13	103	4	17
	12%	6%	15%	17%	4%	16%	17%	2%	21%	5%	19%	3%	21%	1%	9%
Definitely Kamala Harris	359	8	57	294	36	111	208	3	356	18	312	9	347	-	6
	36%	2%	25%	76%	10%	34%	73%	1%	68%	4%	68%	2%	69%	-	3%
Unsure	22	9	9	5	7	8	4	6	7	5	10	7	5	5	3
	2%	2%	4%	1%	2%	3%	2%	1%	1%	1%	2%	2%	1%	2%	2%

Table QIssueTrust

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	510	263	247	105	99	159	148	204	307	399	28	44	39
	51%	57%	46%	48%	45%	58%	50%	46%	54%	56%	25%	39%	57%
DEFINITELY/PROBABLY KAMALA HARRIS	407	167	239	90	99	92	126	189	218	259	73	60	16
	41%	36%	44%	41%	45%	34%	43%	43%	38%	36%	63%	54%	23%
Definitely Donald Trump	410	216	194	79	80	133	119	159	251	342	16	38	14
	41%	46%	36%	36%	36%	49%	40%	36%	44%	48%	14%	35%	20%
Probably Donald Trump	101	47	53	27	18	26	29	45	55	57	12	6	25
	10%	10%	10%	12%	8%	10%	10%	10%	10%	8%	11%	5%	37%
No difference	57	22	35	19	15	13	10	34	23	34	10	6	7
	6%	5%	7%	9%	7%	5%	3%	8%	4%	5%	9%	6%	10%
Probably Kamala Harris	93	39	53	30	22	18	24	52	41	54	18	18	3
	9%	8%	10%	14%	10%	6%	8%	12%	7%	8%	15%	16%	4%
Definitely Kamala Harris	314	128	185	60	77	74	102	138	177	204	55	42	13
	31%	28%	34%	28%	35%	27%	35%	31%	31%	29%	48%	37%	19%
Unsure	30	14	17	5	7	8	11	12	19	19	4	1	7
	3%	3%	3%	2%	3%	3%	4%	3%	3%	3%	3%	1%	10%

Table QIssueTrust

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	510	173	158	110	69	331	179	92	127	101	71	118	218	290
	51%	59%	52%	43%	45%	55%	44%	42%	63%	56%	48%	46%	53%	50%
DEFINITELY/PROBABLY KAMALA HARRIS	407	101	119	112	75	220	188	106	53	69	63	115	159	248
	41%	34%	39%	44%	49%	37%	46%	49%	27%	39%	43%	45%	38%	43%
Definitely Donald Trump	410	141	131	90	49	271	139	74	109	76	58	91	183	225
	41%	48%	43%	35%	32%	45%	34%	34%	54%	42%	39%	36%	44%	39%
Probably Donald Trump	101	32	28	20	20	60	40	18	18	24	13	27	36	65
	10%	11%	9%	8%	13%	10%	10%	8%	9%	14%	9%	11%	9%	11%
No difference	57	16	16	18	6	32	25	14	14	4	6	14	28	24
	6%	6%	5%	7%	4%	5%	6%	7%	7%	2%	4%	5%	7%	4%
Probably Kamala Harris	93	19	28	30	17	46	46	23	8	11	15	36	31	62
	9%	6%	9%	12%	11%	8%	11%	11%	4%	6%	10%	14%	7%	11%
Definitely Kamala Harris	314	82	91	83	58	173	141	83	46	58	48	80	129	186
	31%	28%	30%	33%	38%	29%	35%	38%	23%	32%	32%	31%	31%	32%
Unsure	30	5	9	13	2	15	16	4	6	5	8	8	10	20
	3%	2%	3%	5%	2%	2%	4%	2%	3%	3%	5%	3%	2%	4%

Table QIssueTrust

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	510	247	153	283	127	100	150	77	73	100	237	174
	51%	50%	50%	59%	42%	46%	53%	57%	49%	39%	51%	62%
DEFINITELY/PROBABLY KAMALA HARRIS	407	211	126	167	143	97	104	47	57	125	197	85
	41%	42%	41%	35%	47%	45%	37%	35%	38%	49%	42%	30%
Definitely Donald Trump	410	196	121	240	92	77	111	58	53	83	176	151
	41%	39%	40%	50%	30%	36%	39%	44%	36%	32%	37%	54%
Probably Donald Trump	101	51	31	42	35	23	39	18	20	17	61	23
	10%	10%	10%	9%	12%	11%	14%	14%	14%	6%	13%	8%
No difference	57	26	14	20	25	12	17	7	11	24	19	14
	6%	5%	4%	4%	8%	5%	6%	5%	7%	9%	4%	5%
Probably Kamala Harris	93	52	22	35	34	23	26	16	11	34	44	15
	9%	10%	7%	7%	11%	11%	9%	12%	7%	13%	9%	6%
Definitely Kamala Harris	314	158	104	132	109	74	78	31	47	91	153	70
	31%	32%	34%	27%	36%	34%	28%	23%	31%	35%	33%	25%
Unsure	30	14	11	12	11	7	11	3	8	8	15	7
	3%	3%	4%	3%	3%	3%	4%	2%	5%	3%	3%	3%

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	510	353	121	36	313	148	31	433	64	379	66	427	66	237	163
	51%	92%	52%	9%	86%	46%	11%	96%	12%	90%	14%	94%	13%	98%	86%
DEFINITELY/PROBABLY KAMALA HARRIS	407	17	75	315	42	133	223	6	401	26	343	13	388	3	12
	41%	4%	33%	81%	12%	41%	79%	1%	77%	6%	75%	3%	77%	1%	7%
Definitely Donald Trump	410	320	80	10	285	101	11	392	13	351	22	388	18	228	139
	41%	83%	35%	3%	78%	31%	4%	87%	2%	84%	5%	85%	4%	94%	74%
Probably Donald Trump	101	34	41	26	28	47	21	41	52	28	44	40	49	9	24
	10%	9%	18%	7%	8%	14%	7%	9%	10%	7%	10%	9%	10%	4%	13%
No difference	57	7	22	28	5	28	22	13	39	11	34	11	37	2	7
	6%	2%	10%	7%	1%	9%	8%	3%	8%	3%	7%	2%	7%	1%	4%
Probably Kamala Harris	93	10	26	57	11	41	36	4	89	15	68	9	81	2	7
	9%	3%	11%	15%	3%	13%	13%	1%	17%	4%	15%	2%	16%	1%	4%
Definitely Kamala Harris	314	7	50	258	31	92	187	2	312	11	275	4	307	1	5
	31%	2%	22%	66%	9%	28%	66%	*%	60%	3%	60%	1%	61%	*%	3%
Unsure	30	7	13	11	5	16	8	2	18	4	17	5	13	-	6
	3%	2%	5%	3%	1%	5%	3%	*%	3%	1%	4%	1%	3%	-	3%

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	456	232	224	90	96	147	124	186	270	381	14	39	22
	45%	50%	42%	41%	44%	54%	42%	42%	48%	54%	13%	35%	32%
DEFINITELY/PROBABLY KAMALA HARRIS	476	205	270	107	108	110	151	215	261	296	81	66	33
	47%	44%	50%	49%	49%	41%	51%	49%	46%	42%	70%	59%	48%
Definitely Donald Trump	368	193	175	72	72	119	105	144	224	311	12	35	10
	37%	41%	32%	33%	33%	44%	36%	33%	40%	44%	10%	31%	15%
Probably Donald Trump	88	39	50	18	24	28	18	42	46	70	3	4	12
	9%	8%	9%	8%	11%	10%	6%	10%	8%	10%	2%	4%	17%
No difference	61	25	36	18	11	14	18	29	32	24	17	7	14
	6%	5%	7%	8%	5%	5%	6%	7%	6%	3%	15%	6%	20%
Probably Kamala Harris	114	47	66	39	26	19	30	65	49	60	20	19	15
	11%	10%	12%	18%	12%	7%	10%	15%	9%	8%	17%	17%	22%
Definitely Kamala Harris	362	158	204	68	82	91	121	150	212	236	61	47	18
	36%	34%	38%	31%	37%	33%	41%	34%	37%	33%	53%	42%	26%
Unsure	12	5	7	5	4	1	2	9	3	9	3	-	-
	1%	1%	1%	2%	2%	*%	1%	2%	1%	1%	3%		

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	456	153	139	104	59	293	164	79	117	83	67	108	196	258
	45%	52%	46%	41%	39%	49%	40%	36%	59%	46%	45%	42%	47%	44%
DEFINITELY/PROBABLY KAMALA HARRIS	476	115	146	127	89	261	215	119	67	82	72	133	186	287
	47%	39%	48%	50%	58%	44%	53%	55%	34%	46%	49%	52%	45%	49%
Definitely Donald Trump	368	125	112	81	49	238	130	65	93	71	50	87	157	208
	37%	42%	37%	32%	32%	40%	32%	30%	46%	40%	34%	34%	38%	36%
Probably Donald Trump	88	28	27	23	11	55	34	14	25	12	17	21	39	50
	9%	10%	9%	9%	7%	9%	8%	6%	12%	6%	12%	8%	9%	9%
No difference	61	24	15	17	4	39	22	15	14	12	7	10	29	29
	6%	8%	5%	7%	3%	7%	5%	7%	7%	7%	5%	4%	7%	5%
Probably Kamala Harris	114	23	35	31	26	58	56	27	14	20	17	34	40	71
	11%	8%	12%	12%	17%	10%	14%	12%	7%	11%	12%	13%	10%	12%
Definitely Kamala Harris	362	92	111	96	63	203	159	92	54	61	55	99	146	216
	36%	31%	37%	38%	41%	34%	39%	43%	27%	34%	37%	39%	35%	37%
Unsure	12	4	2	5	1	5	7	2	2	2	2	4	4	8
	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%

Table QIssueTrust

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	456	223	131	262	107	88	135	66	69	90	206	161
	45%	45%	43%	54%	35%	41%	48%	49%	47%	35%	44%	57%
DEFINITELY/PROBABLY KAMALA HARRIS	476	241	152	193	165	118	120	57	62	148	226	102
	47%	48%	50%	40%	54%	54%	42%	42%	42%	57%	48%	37%
Definitely Donald Trump	368	177	110	221	77	69	97	48	49	67	167	133
	37%	36%	36%	46%	25%	32%	34%	36%	33%	26%	36%	48%
Probably Donald Trump	88	46	21	41	29	19	38	18	20	23	39	27
	9%	9%	7%	8%	10%	9%	13%	13%	13%	9%	8%	10%
No difference	61	27	18	22	29	9	24	11	13	17	31	13
	6%	5%	6%	5%	10%	4%	8%	8%	9%	6%	7%	5%
Probably Kamala Harris	114	59	27	31	46	37	37	17	19	40	56	18
	11%	12%	9%	6%	15%	17%	13%	13%	13%	15%	12%	6%
Definitely Kamala Harris	362	183	125	162	119	81	83	39	44	108	170	84
	36%	37%	41%	34%	39%	37%	29%	29%	29%	42%	36%	30%
Unsure	12	7	2	6	5	2	5	1	4	3	5	4
	1%	1%	1%	1%	2%	1%	2%	1%	3%	1%	1%	1%

Table QIssueTrust

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	456	341	102	13	299	127	17	426	21	374	28	418	26	232	162
	45%	89%	44%	3%	82%	39%	6%	94%	4%	89%	6%	91%	5%	96%	86%
DEFINITELY/PROBABLY KAMALA HARRIS	476	25	92	359	52	158	255	9	467	37	393	19	446	4	18
	47%	6%	40%	92%	14%	49%	90%	2%	89%	9%	86%	4%	89%	2%	9%
Definitely Donald Trump	368	297	65	6	264	85	7	359	5	327	9	356	10	205	132
	37%	77%	28%	1%	72%	26%	2%	79%	1%	78%	2%	78%	2%	85%	70%
Probably Donald Trump	88	44	37	8	35	41	10	67	16	47	19	62	15	28	30
	9%	11%	16%	2%	10%	13%	4%	15%	3%	11%	4%	14%	3%	11%	16%
No difference	61	17	31	12	12	33	12	18	29	8	33	18	29	5	9
	6%	4%	14%	3%	3%	10%	4%	4%	6%	2%	7%	4%	6%	2%	5%
Probably Kamala Harris	114	14	32	68	11	42	56	5	108	18	82	11	96	3	9
	11%	4%	14%	18%	3%	13%	20%	1%	21%	4%	18%	2%	19%	1%	5%
Definitely Kamala Harris	362	11	60	291	41	117	199	3	358	19	312	7	350	1	8
	36%	3%	26%	75%	11%	36%	70%	1%	69%	5%	68%	2%	69%	*%	4%
Unsure	12	2	6	4	3	7	1	-	6	1	5	2	3	-	1
	1%	1%	3%	1%	1%	2%	*%		1%	*%	1%	*%	1%		1%

Table QIssueTrust

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	448	231	217	91	90	146	121	181	267	368	17	42	21
	45%	50%	40%	41%	41%	54%	41%	41%	47%	52%	14%	38%	30%
DEFINITELY/PROBABLY KAMALA HARRIS	454	190	263	106	99	102	146	205	249	292	75	60	27
	45%	41%	49%	48%	45%	38%	50%	47%	44%	41%	65%	54%	38%
Definitely Donald Trump	370	193	178	69	69	121	111	139	232	311	10	36	14
	37%	41%	33%	32%	32%	45%	38%	32%	41%	44%	8%	32%	20%
Probably Donald Trump	78	39	39	22	21	25	10	43	35	57	7	7	7
	8%	8%	7%	10%	10%	9%	3%	10%	6%	8%	6%	6%	10%
No difference	91	40	50	19	26	20	25	45	45	41	22	7	21
	9%	9%	9%	9%	12%	7%	9%	10%	8%	6%	19%	6%	30%
Probably Kamala Harris	103	47	55	36	28	14	25	64	39	63	13	17	10
	10%	10%	10%	16%	13%	5%	8%	15%	7%	9%	11%	16%	14%
Definitely Kamala Harris	350	143	207	70	71	88	121	141	210	229	62	42	17
	35%	31%	39%	32%	32%	33%	41%	32%	37%	32%	54%	38%	25%
Unsure	13	5	8	4	4	3	2	8	5	9	1	2	1
	1%	1%	2%	2%	2%	1%	1%	2%	1%	1%	1%	2%	1%

Table QIssueTrust

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	448	155	135	102	56	291	157	80	114	82	66	103	194	252
	45%	53%	45%	40%	36%	49%	39%	37%	57%	46%	45%	41%	47%	43%
DEFINITELY/PROBABLY KAMALA HARRIS	454	106	142	123	83	248	205	112	64	83	70	125	176	278
	45%	36%	47%	48%	54%	42%	50%	52%	32%	46%	47%	49%	42%	48%
Definitely Donald Trump	370	120	119	84	48	238	132	64	94	72	54	84	158	210
	37%	41%	39%	33%	31%	40%	32%	30%	47%	40%	37%	33%	38%	36%
Probably Donald Trump	78	36	17	18	7	52	25	16	19	11	12	19	35	42
	8%	12%	5%	7%	5%	9%	6%	7%	10%	6%	8%	8%	8%	7%
No difference	91	30	23	24	13	53	37	22	21	11	10	22	43	43
	9%	10%	8%	9%	9%	9%	9%	10%	11%	6%	7%	9%	10%	7%
Probably Kamala Harris	103	16	35	33	19	51	52	23	11	20	17	32	34	69
	10%	5%	12%	13%	13%	9%	13%	11%	6%	11%	12%	12%	8%	12%
Definitely Kamala Harris	350	90	107	90	63	197	153	89	53	63	53	93	142	209
	35%	30%	36%	35%	41%	33%	38%	41%	26%	35%	36%	37%	34%	36%
Unsure	13	3	2	6	2	5	7	2	1	3	2	5	3	10
	1%	1%	1%	2%	1%	1%	2%	1%	1%	2%	1%	2%	1%	2%

Table QIssueTrust

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	448	219	128	252	112	85	126	63	63	88	203	157
	45%	44%	42%	52%	37%	39%	45%	47%	43%	34%	43%	56%
DEFINITELY/PROBABLY KAMALA HARRIS	454	227	147	183	161	109	119	52	67	139	220	95
	45%	46%	48%	38%	53%	50%	42%	39%	45%	54%	47%	34%
Definitely Donald Trump	370	168	119	220	79	71	94	47	46	71	164	136
	37%	34%	39%	46%	26%	33%	33%	35%	31%	28%	35%	48%
Probably Donald Trump	78	51	9	32	33	13	32	15	17	17	39	22
	8%	10%	3%	7%	11%	6%	11%	12%	11%	7%	8%	8%
No difference	91	43	27	41	29	20	33	18	14	26	40	25
	9%	9%	9%	9%	10%	9%	12%	14%	10%	10%	9%	9%
Probably Kamala Harris	103	52	25	34	45	24	38	21	16	42	49	13
	10%	10%	8%	7%	15%	11%	13%	16%	11%	16%	10%	5%
Definitely Kamala Harris	350	175	123	150	116	85	81	31	50	98	171	82
	35%	35%	40%	31%	38%	39%	29%	23%	34%	38%	37%	29%
Unsure	13	9	2	7	4	2	6	1	5	4	6	3
	1%	2%	1%	1%	1%	1%	2%	1%	3%	1%	1%	1%

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	448	341	96	11	295	121	16	420	20	369	28	411	24	233	157
	45%	89%	42%	3%	81%	37%	6%	93%	4%	88%	6%	90%	5%	97%	83%
DEFINITELY/PROBABLY KAMALA HARRIS	454	17	90	346	47	150	247	6	447	33	383	13	433	0	16
	45%	4%	39%	89%	13%	46%	87%	1%	86%	8%	83%	3%	86%	*%	8%
Definitely Donald Trump	370	301	66	3	262	88	10	362	4	325	11	359	7	210	132
	37%	78%	29%	1%	72%	27%	3%	80%	1%	77%	2%	78%	1%	87%	69%
Probably Donald Trump	78	40	30	8	32	33	6	58	16	44	16	53	17	24	26
	8%	10%	13%	2%	9%	10%	2%	13%	3%	10%	4%	12%	3%	10%	14%
No difference	91	25	35	31	22	47	19	27	51	17	46	31	43	8	15
	9%	6%	15%	8%	6%	14%	7%	6%	10%	4%	10%	7%	8%	3%	8%
Probably Kamala Harris	103	10	35	59	15	37	46	5	98	16	78	11	89	-	8
	10%	3%	15%	15%	4%	11%	16%	1%	19%	4%	17%	2%	18%	-	4%
Definitely Kamala Harris	350	8	56	287	32	113	201	1	349	17	305	3	344	0	7
	35%	2%	24%	74%	9%	35%	71%	*%	67%	4%	66%	1%	68%	*%	4%
Unsure	13	2	10	1	2	7	2	0	4	1	3	1	4	1	1
	1%	1%	4%	*%	1%	2%	1%	*%	1%	*%	1%	*%	1%	*%	1%

Table QIssueTrust

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	298	140	158	60	59	104	75	119	180	248	8	32	11
	30%	30%	29%	27%	27%	38%	26%	27%	32%	35%	7%	29%	15%
DEFINITELY/PROBABLY KAMALA HARRIS	578	255	322	138	134	119	188	272	307	364	95	68	51
	58%	55%	60%	63%	61%	44%	64%	62%	54%	51%	82%	61%	74%
Definitely Donald Trump	234	108	126	47	50	81	57	97	138	196	7	29	3
	23%	23%	23%	21%	23%	30%	19%	22%	24%	28%	6%	26%	4%
Probably Donald Trump	64	32	32	13	9	23	18	22	42	52	0	4	8
	6%	7%	6%	6%	4%	9%	6%	5%	7%	7%	*%	3%	11%
No difference	96	50	46	14	23	34	25	37	59	76	8	7	6
	10%	11%	9%	7%	10%	13%	8%	8%	10%	11%	7%	6%	8%
Probably Kamala Harris	128	55	73	45	32	13	38	77	51	75	17	16	20
	13%	12%	14%	21%	15%	5%	13%	18%	9%	11%	15%	15%	28%
Definitely Kamala Harris	451	200	249	92	102	106	150	194	256	290	77	52	31
	45%	43%	46%	42%	46%	39%	51%	44%	45%	41%	67%	47%	46%
Unsure	32	21	12	8	4	14	7	12	21	22	5	4	2
	3%	4%	2%	4%	2%	5%	2%	3%	4%	3%	4%	3%	2%

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	298	99	93	72	34	192	107	63	76	59	36	62	139	157
	30%	34%	31%	29%	22%	32%	26%	29%	38%	33%	24%	24%	33%	27%
DEFINITELY/PROBABLY KAMALA HARRIS	578	149	171	159	99	320	258	134	87	100	93	164	221	357
	58%	50%	57%	62%	65%	54%	63%	62%	44%	56%	63%	64%	53%	61%
Definitely Donald Trump	234	80	76	53	25	156	79	53	58	49	26	46	111	121
	23%	27%	25%	21%	17%	26%	19%	25%	29%	27%	18%	18%	27%	21%
Probably Donald Trump	64	19	17	19	9	36	28	10	18	10	10	16	28	36
	6%	6%	6%	8%	6%	6%	7%	5%	9%	6%	7%	6%	7%	6%
No difference	96	36	29	17	14	65	31	15	29	13	15	19	44	47
	10%	12%	10%	7%	9%	11%	8%	7%	15%	7%	10%	8%	11%	8%
Probably Kamala Harris	128	42	36	32	18	77	50	30	23	20	24	32	52	75
	13%	14%	12%	13%	12%	13%	12%	14%	11%	11%	16%	13%	13%	13%
Definitely Kamala Harris	451	107	136	126	82	243	208	104	65	80	69	132	169	282
	45%	36%	45%	50%	53%	41%	51%	48%	32%	45%	47%	52%	41%	48%
Unsure	32	11	9	6	6	20	12	4	8	7	4	10	12	21
	3%	4%	3%	2%	4%	3%	3%	2%	4%	4%	3%	4%	3%	4%

Table QIssueTrust

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	298 30%	147 29%	85 28%	169 35%	73 24%	56 26%	85 30%	38 28%	47 32%	56 22%	121 26%	121 43%
DEFINITELY/PROBABLY KAMALA HARRIS	578 58%	288 58%	186 61%	239 49%	207 68%	133 61%	167 59%	80 59%	87 59%	170 66%	284 61%	124 44%
Definitely Donald Trump	234 23%	122 25%	62 20%	135 28%	57 19%	43 20%	66 23%	30 23%	36 24%	47 18%	86 18%	101 36%
Probably Donald Trump	64 6%	25 5%	23 8%	34 7%	17 5%	14 6%	19 7%	7 5%	12 8%	9 4%	35 7%	20 7%
No difference	96 10%	41 8%	27 9%	49 10%	20 7%	27 12%	22 8%	11 8%	12 8%	22 8%	51 11%	24 8%
Probably Kamala Harris	128 13%	65 13%	34 11%	47 10%	55 18%	25 12%	53 19%	28 21%	24 16%	42 16%	61 13%	25 9%
Definitely Kamala Harris	451 45%	224 45%	153 50%	192 40%	152 50%	107 49%	114 40%	51 38%	63 42%	128 50%	224 48%	99 35%
Unsure	32 3%	22 4%	6 2%	26 5%	5 2%	1 1%	8 3%	6 4%	3 2%	9 3%	12 3%	11 4%

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	298	241	54	3	216	63	11	291	4	254	13	283	9	182	94
	30%	63%	23%	1%	59%	19%	4%	64%	1%	61%	3%	62%	2%	75%	50%
DEFINITELY/PROBABLY KAMALA HARRIS	578	71	134	374	93	207	267	69	502	83	436	77	483	28	48
	58%	18%	58%	96%	25%	64%	94%	15%	96%	20%	95%	17%	96%	11%	26%
Definitely Donald Trump	234	195	38	2	176	46	8	231	3	204	9	228	6	146	73
	23%	51%	16%	0%	48%	14%	3%	51%	0%	49%	2%	50%	1%	60%	39%
Probably Donald Trump	64	46	16	2	40	17	4	60	1	50	4	56	3	36	21
	6%	12%	7%	0%	11%	5%	1%	13%	0%	12%	1%	12%	1%	15%	11%
No difference	96	56	29	11	49	34	6	73	13	66	9	76	11	26	42
	10%	15%	13%	3%	13%	11%	2%	16%	2%	16%	2%	17%	2%	11%	22%
Probably Kamala Harris	128	41	47	39	38	55	27	48	74	50	60	47	70	20	28
	13%	11%	20%	10%	10%	17%	9%	11%	14%	12%	13%	10%	14%	8%	15%
Definitely Kamala Harris	451	29	86	335	55	151	240	22	428	33	375	30	412	8	21
	45%	8%	37%	86%	15%	47%	84%	5%	82%	8%	82%	7%	82%	3%	11%
Unsure	32	17	14	1	9	21	0	20	3	17	2	21	2	6	5
	3%	4%	6%	0%	2%	6%	0%	4%	1%	4%	1%	5%	0%	3%	3%

Table QIssueTrust

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	376	186	190	74	66	121	114	140	235	307	12	36	20
	37%	40%	35%	34%	30%	45%	39%	32%	42%	43%	10%	33%	30%
DEFINITELY/PROBABLY KAMALA HARRIS	511	232	277	114	120	121	157	234	277	327	85	60	39
	51%	50%	52%	52%	55%	44%	53%	53%	49%	46%	74%	54%	57%
Definitely Donald Trump	295	142	153	54	55	98	88	109	186	252	9	24	9
	29%	30%	28%	25%	25%	36%	30%	25%	33%	35%	8%	22%	14%
Probably Donald Trump	81	44	37	20	11	23	27	31	50	56	2	12	11
	8%	9%	7%	9%	5%	9%	9%	7%	9%	8%	2%	11%	16%
No difference	91	38	53	23	24	25	19	47	44	54	15	14	8
	9%	8%	10%	10%	11%	9%	6%	11%	8%	8%	13%	13%	11%
Probably Kamala Harris	103	53	49	34	29	20	19	64	39	60	18	11	14
	10%	11%	9%	16%	13%	7%	6%	14%	7%	8%	15%	10%	21%
Definitely Kamala Harris	408	179	228	80	90	100	137	170	238	267	67	49	25
	41%	38%	42%	36%	41%	37%	47%	39%	42%	38%	58%	44%	36%
Unsure	28	10	18	9	10	5	5	18	10	22	3	1	2
	3%	2%	3%	4%	4%	2%	2%	4%	2%	3%	3%	1%	2%

Table QIssueTrust

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	376	128	121	82	46	248	128	76	95	69	54	79	170	203
	37%	43%	40%	32%	30%	42%	31%	35%	47%	39%	37%	31%	41%	35%
DEFINITELY/PROBABLY KAMALA HARRIS	511	120	157	139	95	277	234	120	69	89	82	152	189	322
	51%	41%	52%	55%	62%	46%	57%	56%	34%	50%	55%	59%	45%	55%
Definitely Donald Trump	295	100	92	67	36	192	103	64	67	56	38	69	131	162
	29%	34%	31%	26%	23%	32%	25%	30%	34%	31%	26%	27%	32%	28%
Probably Donald Trump	81	28	28	15	10	56	25	12	27	14	16	11	39	41
	8%	9%	9%	6%	6%	9%	6%	6%	14%	8%	11%	4%	9%	7%
No difference	91	35	22	24	9	58	33	16	21	18	12	20	38	49
	9%	12%	7%	9%	6%	10%	8%	8%	11%	10%	8%	8%	9%	8%
Probably Kamala Harris	103	24	34	26	18	59	44	20	16	14	18	35	35	68
	10%	8%	11%	10%	12%	10%	11%	9%	8%	8%	12%	14%	8%	12%
Definitely Kamala Harris	408	96	123	112	77	219	189	100	53	75	63	117	153	254
	41%	32%	41%	44%	50%	37%	46%	46%	27%	42%	43%	46%	37%	44%
Unsure	28	12	3	9	4	15	13	4	15	3	0	4	19	8
	3%	4%	1%	4%	3%	3%	3%	2%	8%	2%	*%	2%	5%	1%

Table QIssueTrust

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	376	185	113	211	92	73	104	48	56	68	172	136
	37%	37%	37%	44%	30%	33%	37%	36%	38%	26%	37%	49%
DEFINITELY/PROBABLY KAMALA HARRIS	511	264	160	211	180	120	140	71	68	151	246	113
	51%	53%	53%	44%	59%	56%	49%	53%	46%	59%	53%	40%
Definitely Donald Trump	295	144	88	169	70	56	73	31	42	54	128	112
	29%	29%	29%	35%	23%	26%	26%	23%	28%	21%	27%	40%
Probably Donald Trump	81	41	24	42	22	17	31	16	14	14	44	23
	8%	8%	8%	9%	7%	8%	11%	12%	10%	5%	9%	8%
No difference	91	36	24	46	27	18	28	12	16	31	38	22
	9%	7%	8%	10%	9%	8%	10%	9%	11%	12%	8%	8%
Probably Kamala Harris	103	63	21	42	38	22	43	29	15	27	53	22
	10%	13%	7%	9%	13%	10%	15%	22%	10%	11%	11%	8%
Definitely Kamala Harris	408	202	140	169	141	98	96	42	53	124	193	91
	41%	41%	46%	35%	46%	45%	34%	32%	36%	48%	41%	33%
Unsure	28	12	6	15	7	6	11	3	9	8	12	9
	3%	2%	2%	3%	2%	3%	4%	2%	6%	3%	3%	3%

Table QIssueTrust

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	376	311	61	4	274	79	12	365	4	323	17	363	6	216	133
	37%	81%	26%	1%	75%	24%	4%	80%	1%	77%	4%	80%	1%	89%	70%
DEFINITELY/PROBABLY KAMALA HARRIS	511	36	108	367	58	183	263	26	481	49	413	38	458	10	23
	51%	9%	47%	94%	16%	56%	93%	6%	92%	12%	90%	8%	91%	4%	12%
Definitely Donald Trump	295	251	41	3	219	59	6	290	3	264	9	288	4	183	96
	29%	65%	18%	1%	60%	18%	2%	64%	1%	63%	2%	63%	1%	76%	51%
Probably Donald Trump	81	60	21	0	54	20	5	75	1	59	8	75	1	34	37
	8%	16%	9%	0%	15%	6%	2%	17%	0%	14%	2%	16%	0%	14%	19%
No difference	91	25	49	16	26	49	5	48	31	36	22	42	36	10	25
	9%	7%	21%	4%	7%	15%	2%	11%	6%	8%	5%	9%	7%	4%	13%
Probably Kamala Harris	103	24	36	43	19	53	30	24	75	30	59	31	62	8	15
	10%	6%	16%	11%	5%	16%	10%	5%	14%	7%	13%	7%	12%	3%	8%
Definitely Kamala Harris	408	11	72	324	40	130	234	3	405	19	354	7	396	2	8
	41%	3%	31%	83%	11%	40%	82%	1%	78%	4%	77%	1%	79%	1%	4%
Unsure	28	13	12	2	8	14	4	14	6	13	7	14	4	6	8
	3%	3%	5%	1%	2%	4%	1%	3%	1%	3%	2%	3%	1%	3%	4%

Table QIssueTrust

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	452	226	227	94	94	138	125	189	264	367	22	44	20
	45%	48%	42%	43%	43%	51%	43%	43%	47%	52%	19%	39%	29%
DEFINITELY/PROBABLY KAMALA HARRIS	457	205	251	100	99	110	148	200	258	290	75	55	38
	46%	44%	47%	46%	45%	40%	50%	45%	46%	41%	65%	49%	55%
Definitely Donald Trump	365	185	180	67	74	112	112	141	224	306	11	35	14
	36%	40%	33%	30%	34%	41%	38%	32%	40%	43%	9%	31%	20%
Probably Donald Trump	88	41	47	27	20	26	13	48	40	61	11	9	6
	9%	9%	9%	13%	9%	10%	5%	11%	7%	9%	10%	8%	9%
No difference	71	26	45	20	19	18	15	38	32	36	14	10	11
	7%	5%	8%	9%	8%	6%	5%	9%	6%	5%	12%	9%	15%
Probably Kamala Harris	116	59	56	38	24	24	30	61	54	73	12	15	15
	12%	13%	10%	17%	11%	9%	10%	14%	10%	10%	10%	14%	22%
Definitely Kamala Harris	342	146	195	62	76	86	118	138	204	217	63	39	22
	34%	31%	36%	28%	34%	32%	40%	31%	36%	31%	55%	35%	32%
Unsure	25	9	16	5	8	6	6	13	12	17	5	2	1
	2%	2%	3%	2%	3%	2%	2%	3%	2%	2%	4%	2%	1%

Table QIssueTrust

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	452	158	139	101	54	297	155	83	116	82	62	106	199	251
	45%	54%	46%	40%	35%	50%	38%	39%	58%	46%	42%	42%	48%	43%
DEFINITELY/PROBABLY KAMALA HARRIS	457	103	137	130	87	240	217	109	66	77	74	132	175	283
	46%	35%	45%	51%	57%	40%	53%	50%	33%	43%	50%	52%	42%	49%
Definitely Donald Trump	365	120	116	84	45	235	130	66	89	68	51	88	156	207
	36%	40%	38%	33%	30%	39%	32%	31%	44%	38%	35%	34%	37%	36%
Probably Donald Trump	88	39	23	17	9	62	26	17	27	14	11	19	44	44
	9%	13%	8%	7%	6%	10%	6%	8%	13%	8%	7%	7%	11%	8%
No difference	71	27	20	13	11	47	23	18	12	15	9	12	30	36
	7%	9%	7%	5%	7%	8%	6%	9%	6%	8%	6%	5%	7%	6%
Probably Kamala Harris	116	26	32	32	26	58	57	24	16	21	17	38	40	76
	12%	9%	11%	13%	17%	10%	14%	11%	8%	12%	11%	15%	10%	13%
Definitely Kamala Harris	342	77	105	99	61	182	160	85	50	56	57	94	135	207
	34%	26%	35%	39%	40%	30%	39%	40%	25%	31%	38%	37%	32%	36%
Unsure	25	7	7	9	1	14	11	5	7	6	3	5	12	13
	2%	2%	2%	4%	1%	2%	3%	2%	3%	3%	2%	2%	3%	2%

Table QIssueTrust

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	452	226	127	254	116	83	138	66	72	87	204	161
	45%	45%	42%	53%	38%	38%	49%	49%	48%	34%	44%	57%
DEFINITELY/PROBABLY KAMALA HARRIS	457	228	152	194	153	110	111	53	57	143	217	97
	46%	46%	50%	40%	50%	51%	39%	40%	39%	56%	46%	35%
Definitely Donald Trump	365	174	111	215	78	71	104	52	52	63	164	137
	36%	35%	36%	45%	26%	33%	37%	39%	35%	25%	35%	49%
Probably Donald Trump	88	52	16	39	38	11	34	14	19	24	40	23
	9%	10%	5%	8%	12%	5%	12%	11%	13%	9%	9%	8%
No difference	71	33	18	23	30	17	25	12	13	21	35	14
	7%	7%	6%	5%	10%	8%	9%	9%	9%	8%	7%	5%
Probably Kamala Harris	116	57	33	47	38	30	34	20	14	48	49	19
	12%	11%	11%	10%	13%	14%	12%	15%	10%	19%	10%	7%
Definitely Kamala Harris	342	171	119	147	114	80	77	33	43	95	169	77
	34%	34%	39%	30%	37%	37%	27%	25%	29%	37%	36%	28%
Unsure	25	10	7	12	7	6	9	3	6	5	12	8
	2%	2%	2%	2%	2%	3%	3%	2%	4%	2%	3%	3%

Table QIssueTrust

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	452	340	97	16	299	119	18	418	25	367	34	414	25	234	158
	45%	88%	42%	4%	82%	37%	6%	92%	5%	87%	7%	91%	5%	97%	84%
DEFINITELY/PROBABLY KAMALA HARRIS	457	15	94	348	47	151	252	7	450	32	384	16	436	1	14
	46%	4%	41%	90%	13%	46%	89%	2%	86%	8%	84%	3%	87%	1%	7%
Definitely Donald Trump	365	290	70	5	263	83	9	355	6	317	14	349	10	209	127
	36%	75%	30%	1%	72%	25%	3%	78%	1%	75%	3%	76%	2%	86%	67%
Probably Donald Trump	88	50	27	11	36	37	10	63	19	50	19	65	15	25	31
	9%	13%	12%	3%	10%	11%	3%	14%	4%	12%	4%	14%	3%	10%	16%
No difference	71	22	29	20	18	39	10	23	37	13	34	21	35	6	8
	7%	6%	13%	5%	5%	12%	4%	5%	7%	3%	7%	5%	7%	2%	4%
Probably Kamala Harris	116	7	43	65	13	50	49	6	109	20	79	12	102	1	8
	12%	2%	19%	17%	4%	15%	17%	1%	21%	5%	17%	3%	20%	1%	4%
Definitely Kamala Harris	342	7	51	283	33	101	203	1	341	12	305	4	334	-	6
	34%	2%	22%	73%	9%	31%	71%	*%	65%	3%	66%	1%	66%		3%
Unsure	25	8	11	6	3	16	4	5	10	8	8	5	8	1	9
	2%	2%	5%	1%	1%	5%	1%	1%	2%	2%	2%	1%	2%	*%	5%

Table QIssueTrust

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	379	187	192	79	74	121	105	152	226	318	10	36	14
	38%	40%	36%	36%	34%	45%	36%	35%	40%	45%	9%	33%	20%
DEFINITELY/PROBABLY KAMALA HARRIS	532	245	286	122	127	123	161	249	284	326	92	67	48
	53%	53%	53%	55%	58%	45%	55%	57%	50%	46%	80%	60%	69%
Definitely Donald Trump	278	132	146	56	50	92	81	106	172	235	7	27	9
	28%	28%	27%	25%	23%	34%	27%	24%	30%	33%	6%	24%	14%
Probably Donald Trump	101	55	46	23	24	29	25	47	54	83	4	10	5
	10%	12%	9%	10%	11%	11%	8%	11%	10%	12%	3%	9%	7%
No difference	76	23	53	15	15	21	24	30	45	52	10	7	7
	8%	5%	10%	7%	7%	8%	8%	7%	8%	7%	9%	6%	11%
Probably Kamala Harris	99	51	48	29	32	20	19	61	38	55	19	11	14
	10%	11%	9%	13%	14%	7%	6%	14%	7%	8%	16%	10%	21%
Definitely Kamala Harris	433	195	237	92	95	103	143	188	245	271	74	55	33
	43%	42%	44%	42%	43%	38%	48%	43%	43%	38%	64%	50%	48%
Unsure	18	11	8	4	4	6	4	7	11	14	3	2	-
	2%	2%	1%	2%	2%	2%	1%	2%	2%	2%	3%	1%	-

Table QIssueTrust

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	379	128	114	87	51	242	137	69	100	69	51	87	169	207
	38%	43%	38%	34%	33%	40%	34%	32%	50%	38%	35%	34%	41%	36%
DEFINITELY/PROBABLY KAMALA HARRIS	532	132	165	143	92	297	235	127	81	87	86	152	208	325
	53%	45%	55%	56%	60%	50%	58%	59%	40%	49%	58%	59%	50%	56%
Definitely Donald Trump	278	92	88	64	34	180	98	55	68	52	40	61	123	153
	28%	31%	29%	25%	22%	30%	24%	26%	34%	29%	27%	24%	30%	26%
Probably Donald Trump	101	36	26	22	17	62	39	14	32	17	12	25	46	54
	10%	12%	9%	9%	11%	10%	10%	7%	16%	9%	8%	10%	11%	9%
No difference	76	31	18	21	7	48	27	17	17	17	8	11	34	37
	8%	10%	6%	8%	4%	8%	7%	8%	8%	10%	5%	4%	8%	6%
Probably Kamala Harris	99	27	27	29	16	54	45	19	20	13	17	30	39	60
	10%	9%	9%	11%	11%	9%	11%	9%	10%	7%	11%	12%	9%	10%
Definitely Kamala Harris	433	105	139	114	76	243	190	107	61	75	69	121	168	265
	43%	36%	46%	45%	50%	41%	47%	50%	30%	42%	47%	48%	40%	46%
Unsure	18	5	5	4	4	10	8	2	2	6	3	5	4	14
	2%	2%	2%	1%	3%	2%	2%	1%	1%	3%	2%	2%	1%	2%

Table QIssueTrust

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	379 38%	194 39%	105 35%	217 45%	90 29%	73 34%	111 39%	51 38%	60 40%	75 29%	167 36%	138 49%
DEFINITELY/PROBABLY KAMALA HARRIS	532 53%	269 54%	169 56%	223 46%	184 60%	125 58%	148 52%	73 54%	75 50%	163 63%	257 55%	113 40%
Definitely Donald Trump	278 28%	136 27%	83 27%	167 35%	57 19%	54 25%	73 26%	33 24%	40 27%	50 20%	125 27%	103 37%
Probably Donald Trump	101 10%	58 12%	22 7%	50 10%	33 11%	18 8%	38 14%	19 14%	20 13%	24 9%	42 9%	35 12%
No difference	76 8%	28 6%	23 8%	31 6%	28 9%	16 8%	18 6%	9 7%	9 6%	15 6%	37 8%	23 8%
Probably Kamala Harris	99 10%	56 11%	23 8%	41 9%	38 13%	19 9%	42 15%	22 17%	19 13%	32 12%	47 10%	20 7%
Definitely Kamala Harris	433 43%	213 43%	146 48%	182 38%	145 48%	106 49%	106 37%	50 37%	55 37%	131 51%	209 45%	93 33%
Unsure	18 2%	8 2%	7 2%	12 2%	4 1%	2 1%	6 2%	1 1%	5 4%	4 2%	7 2%	7 2%

Table QIssueTrust

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	379	303	71	4	264	90	13	368	7	330	15	359	12	217	125
	38%	79%	31%	1%	72%	28%	4%	81%	1%	78%	3%	79%	2%	90%	66%
DEFINITELY/PROBABLY KAMALA HARRIS	532	45	120	368	66	191	264	38	488	53	418	50	468	11	35
	53%	12%	52%	94%	18%	59%	93%	8%	93%	13%	91%	11%	93%	5%	18%
Definitely Donald Trump	278	243	34	2	207	55	7	275	1	254	4	274	3	179	86
	28%	63%	15%	*%	57%	17%	2%	61%	*%	60%	1%	60%	1%	74%	46%
Probably Donald Trump	101	60	38	3	57	35	6	93	6	76	11	85	9	37	39
	10%	16%	16%	1%	16%	11%	2%	21%	1%	18%	2%	19%	2%	15%	21%
No difference	76	30	29	16	33	32	6	38	25	28	23	39	22	12	23
	8%	8%	13%	4%	9%	10%	2%	8%	5%	7%	5%	9%	4%	5%	12%
Probably Kamala Harris	99	27	41	31	15	56	26	25	67	24	50	33	59	7	22
	10%	7%	18%	8%	4%	17%	9%	6%	13%	6%	11%	7%	12%	3%	11%
Definitely Kamala Harris	433	18	79	337	51	136	238	12	421	30	367	18	409	5	13
	43%	5%	34%	86%	14%	42%	84%	3%	81%	7%	80%	4%	81%	2%	7%
Unsure	18	6	10	1	3	12	1	9	3	9	3	8	2	1	7
	2%	2%	4%	*%	1%	4%	*%	2%	1%	2%	1%	2%	*%	1%	4%

Table QIssueTrust

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	365	176	189	73	65	120	108	138	227	306	9	35	15
	36%	38%	35%	33%	29%	44%	37%	31%	40%	43%	8%	31%	22%
DEFINITELY/PROBABLY KAMALA HARRIS	557	258	298	135	131	128	163	266	291	344	95	71	48
	55%	55%	55%	61%	60%	47%	55%	61%	51%	48%	82%	64%	69%
Definitely Donald Trump	276	131	145	53	52	89	81	106	170	239	3	23	10
	27%	28%	27%	24%	24%	33%	27%	24%	30%	34%	3%	21%	15%
Probably Donald Trump	89	45	45	19	13	30	27	32	57	67	6	12	5
	9%	10%	8%	9%	6%	11%	9%	7%	10%	9%	5%	11%	7%
No difference	64	26	38	8	18	19	20	26	39	45	8	4	6
	6%	6%	7%	3%	8%	7%	7%	6%	7%	6%	7%	4%	9%
Probably Kamala Harris	134	72	62	52	36	22	23	89	46	72	21	19	21
	13%	15%	12%	24%	16%	8%	8%	20%	8%	10%	18%	17%	31%
Definitely Kamala Harris	423	186	236	82	95	106	140	178	246	272	74	51	27
	42%	40%	44%	38%	43%	39%	47%	40%	43%	38%	64%	46%	38%
Unsure	18	6	13	4	6	5	4	10	9	14	3	2	-
	2%	1%	2%	2%	3%	2%	1%	2%	2%	2%	2%	1%	

Table QIssueTrust

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+-3.7 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	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	365	131	111	80	42	242	123	73	101	62	48	79	174	189
	36%	44%	37%	32%	28%	41%	30%	34%	51%	35%	32%	31%	42%	32%
DEFINITELY/PROBABLY KAMALA HARRIS	557	138	171	150	99	309	249	129	78	96	93	160	207	348
	55%	47%	56%	59%	65%	52%	61%	60%	39%	53%	63%	63%	50%	60%
Definitely Donald Trump	276	102	81	66	27	183	93	59	69	51	30	64	129	145
	27%	34%	27%	26%	18%	31%	23%	28%	35%	29%	21%	25%	31%	25%
Probably Donald Trump	89	29	30	15	15	59	30	14	32	11	17	16	46	44
	9%	10%	10%	6%	10%	10%	7%	6%	16%	6%	12%	6%	11%	8%
No difference	64	21	18	17	8	39	25	9	16	18	6	12	25	36
	6%	7%	6%	7%	5%	7%	6%	4%	8%	10%	4%	5%	6%	6%
Probably Kamala Harris	134	32	42	39	21	75	59	30	16	19	29	38	46	86
	13%	11%	14%	15%	14%	12%	15%	14%	8%	10%	19%	15%	11%	15%
Definitely Kamala Harris	423	106	128	111	78	234	189	98	62	77	64	121	161	263
	42%	36%	42%	44%	51%	39%	46%	46%	31%	43%	44%	48%	39%	45%
Unsure	18	5	3	7	4	8	11	5	5	3	1	4	10	9
	2%	2%	1%	3%	2%	1%	3%	2%	2%	2%	1%	2%	2%	1%

Table QIssueTrust

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	365	177	109	212	87	66	101	42	59	70	162	133
	36%	35%	36%	44%	29%	30%	36%	31%	40%	27%	35%	48%
DEFINITELY/PROBABLY KAMALA HARRIS	557	290	170	235	192	130	160	83	77	170	263	124
	55%	58%	56%	49%	63%	60%	57%	62%	52%	66%	56%	44%
Definitely Donald Trump	276	130	81	165	57	53	70	30	40	52	116	108
	27%	26%	27%	34%	19%	24%	25%	22%	27%	20%	25%	39%
Probably Donald Trump	89	46	28	47	30	13	31	12	19	18	46	25
	9%	9%	9%	10%	10%	6%	11%	9%	13%	7%	10%	9%
No difference	64	26	20	28	20	16	17	8	9	11	39	14
	6%	5%	7%	6%	7%	7%	6%	6%	6%	4%	8%	5%
Probably Kamala Harris	134	86	23	53	56	25	55	34	21	37	68	29
	13%	17%	8%	11%	18%	12%	19%	25%	14%	14%	14%	10%
Definitely Kamala Harris	423	204	147	182	136	105	105	49	56	133	196	94
	42%	41%	48%	38%	45%	49%	37%	37%	37%	52%	42%	34%
Unsure	18	6	4	8	6	4	5	1	4	5	4	9
	2%	1%	1%	2%	2%	2%	2%	1%	3%	2%	1%	3%

Table QIssueTrust

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	365 36%	294 76%	67 29%	4 1%	259 71%	80 25%	12 4%	354 78%	8 2%	320 76%	10 2%	348 76%	11 2%	210 87%	120 63%
DEFINITELY/PROBABLY KAMALA HARRIS	557 55%	50 13%	131 57%	377 97%	72 20%	209 64%	267 94%	53 12%	496 95%	64 15%	430 94%	62 14%	479 95%	14 6%	42 22%
Definitely Donald Trump	276 27%	233 60%	40 17%	3 1%	203 55%	55 17%	8 3%	273 60%	3 1%	250 59%	5 1%	269 59%	5 1%	178 73%	79 42%
Probably Donald Trump	89 9%	61 16%	27 12%	1 *%	57 15%	25 8%	4 2%	81 18%	6 1%	70 17%	6 1%	79 17%	6 1%	33 14%	41 22%
No difference	64 6%	34 9%	23 10%	7 2%	30 8%	26 8%	4 1%	40 9%	13 2%	28 7%	16 3%	40 9%	11 2%	13 5%	25 13%
Probably Kamala Harris	134 13%	36 9%	54 23%	44 11%	27 7%	72 22%	31 11%	40 9%	86 17%	38 9%	67 14%	46 10%	80 16%	13 6%	28 15%
Definitely Kamala Harris	423 42%	14 4%	77 33%	332 85%	45 12%	137 42%	236 83%	13 3%	410 79%	25 6%	364 79%	16 4%	399 79%	1 *%	13 7%
Unsure	18 2%	6 2%	10 4%	2 *%	4 1%	10 3%	2 1%	7 2%	5 1%	9 2%	3 1%	6 1%	3 1%	5 2%	3 2%

Table QHarris\_Fra

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QHarris\_Fracking] To the best of your knowledge, does Kamala Harris support or oppose the following policy positions?  
 -Banning fracking

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Support	337	177	160	71	79	85	102	150	187	235	43	33	25
	34%	38%	30%	32%	36%	31%	35%	34%	33%	33%	37%	30%	37%
Oppose	324	164	160	53	64	90	116	118	206	252	23	32	16
	32%	35%	30%	24%	29%	33%	40%	27%	36%	36%	20%	29%	23%
Unsure	344	125	218	95	76	96	76	172	173	222	49	46	28
	34%	27%	41%	44%	35%	35%	26%	39%	30%	31%	42%	41%	41%

Table QHarris\_Fra

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QHarris\_Fracking] To the best of your knowledge, does Kamala Harris support or oppose the following policy positions?  
 -Banning fracking

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Support	337	83	105	89	59	189	148	57	73	58	59	91	129	207
	34%	28%	35%	35%	39%	32%	36%	26%	36%	32%	40%	36%	31%	36%
Oppose	324	96	87	86	54	183	141	62	61	63	42	95	123	200
	32%	33%	29%	34%	35%	31%	35%	29%	30%	35%	28%	37%	30%	34%
Unsure	344	116	110	79	40	226	119	96	67	58	47	69	163	174
	34%	39%	36%	31%	26%	38%	29%	45%	33%	32%	32%	27%	39%	30%

Table QHarris\_Fra

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QHarris\_Fracking] To the best of your knowledge, does Kamala Harris support or oppose the following policy positions?

-Banning fracking

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
Support	337	181	93	175	101	60	107	58	50	102	147	88
	34%	36%	31%	36%	33%	28%	38%	43%	34%	40%	31%	31%
Oppose	324	153	114	175	82	67	72	39	33	71	150	103
	32%	31%	37%	36%	27%	31%	25%	29%	22%	28%	32%	37%
Unsure	344	163	97	133	122	90	104	38	66	84	171	89
	34%	33%	32%	27%	40%	42%	37%	28%	44%	33%	37%	32%

Table QHarris\_Fra

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QHarris\_Fracking] To the best of your knowledge, does Kamala Harris support or oppose the following policy positions?

-Banning fracking

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Support	337	132	65	140	149	104	81	165	169	149	155	159	171	84	65
	34%	34%	28%	36%	41%	32%	29%	36%	32%	36%	34%	35%	34%	35%	34%
Oppose	324	144	74	106	128	98	95	167	149	165	136	172	145	100	72
	32%	37%	32%	27%	35%	30%	33%	37%	29%	39%	29%	38%	29%	41%	38%
Unsure	344	109	92	143	89	123	108	122	203	106	169	125	188	58	52
	34%	28%	40%	37%	24%	38%	38%	27%	39%	25%	37%	27%	37%	24%	28%

Table QHarris\_Buy

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QHarris\_Buyback] To the best of your knowledge, does Kamala Harris support or oppose the following policy positions?

-Mandatory buyback for assault weapons

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Support	466	220	245	76	85	133	172	161	305	348	45	45	27
	46%	47%	46%	34%	39%	49%	58%	37%	54%	49%	39%	41%	40%
Oppose	197	116	81	44	68	47	38	112	85	138	24	24	10
	20%	25%	15%	20%	31%	17%	13%	26%	15%	19%	21%	22%	15%
Unsure	343	130	212	100	67	91	85	167	176	224	46	42	31
	34%	28%	39%	46%	30%	34%	29%	38%	31%	32%	40%	37%	45%

Table QHarris\_Buy

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QHarris\_Buyback] To the best of your knowledge, does Kamala Harris support or oppose the following policy positions?

-Mandatory buyback for assault weapons

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Support	466	107	154	118	87	260	205	80	95	87	68	136	175	290
	46%	36%	51%	47%	57%	44%	50%	37%	48%	48%	46%	53%	42%	50%
Oppose	197	64	54	49	29	118	78	44	37	35	29	50	82	114
	20%	22%	18%	19%	19%	20%	19%	20%	19%	19%	20%	20%	20%	20%
Unsure	343	125	94	86	38	219	124	92	68	58	50	69	159	177
	34%	42%	31%	34%	24%	37%	30%	42%	34%	32%	34%	27%	38%	30%

Table QHarris\_Buy

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QHarris\_Buyback] To the best of your knowledge, does Kamala Harris support or oppose the following policy positions?

-Mandatory buyback for assault weapons

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
Support	466	229	172	235	130	100	121	63	59	119	220	127
	46%	46%	56%	49%	43%	46%	43%	47%	39%	46%	47%	45%
Oppose	197	113	40	108	61	27	68	38	30	53	80	63
	20%	23%	13%	22%	20%	13%	24%	28%	20%	21%	17%	23%
Unsure	343	156	93	140	114	89	94	33	60	84	169	90
	34%	31%	31%	29%	37%	41%	33%	25%	40%	33%	36%	32%

Table QHarris\_Buy

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QHarris\_Buyback] To the best of your knowledge, does Kamala Harris support or oppose the following policy positions?

-Mandatory buyback for assault weapons

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Support	466	169	103	194	172	148	142	193	265	197	234	194	261	101	84
	46%	44%	44%	50%	47%	45%	50%	43%	51%	47%	51%	42%	52%	42%	44%
Oppose	197	106	46	45	111	52	28	136	57	119	55	140	54	77	54
	20%	28%	20%	11%	30%	16%	10%	30%	11%	28%	12%	31%	11%	32%	29%
Unsure	343	109	83	151	84	125	115	125	200	104	170	123	189	63	51
	34%	28%	36%	39%	23%	39%	40%	28%	38%	25%	37%	27%	38%	26%	27%

Table QHarris\_Wal

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QHarris\_Wall] To the best of your knowledge, does Kamala Harris support or oppose the following policy positions?

-Building a wall at the southern border

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Support	307	164	143	71	77	80	79	148	159	221	39	25	22
	31%	35%	27%	33%	35%	30%	27%	34%	28%	31%	34%	23%	32%
Oppose	474	213	260	98	94	128	154	192	282	342	39	63	29
	47%	46%	48%	45%	43%	47%	52%	44%	50%	48%	34%	57%	42%
Unsure	224	89	135	50	49	63	62	99	125	147	37	22	18
	22%	19%	25%	23%	22%	23%	21%	23%	22%	21%	32%	20%	26%

Table QHarris\_Wal

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QHarris\_Wal] To the best of your knowledge, does Kamala Harris support or oppose the following policy positions?

-Building a wall at the southern border

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Support	307	85	95	67	60	180	127	45	57	55	55	94	102	204
	31%	29%	31%	26%	39%	30%	31%	21%	28%	31%	37%	37%	25%	35%
Oppose	474	143	136	133	62	279	195	116	104	84	59	109	220	252
	47%	49%	45%	52%	41%	47%	48%	54%	52%	47%	40%	43%	53%	43%
Unsure	224	67	72	54	31	138	85	54	40	41	34	51	94	126
	22%	23%	24%	21%	21%	23%	21%	25%	20%	23%	23%	20%	23%	22%

Table QHarris\_Wal

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QHarris\_Wal] To the best of your knowledge, does Kamala Harris support or oppose the following policy positions?

-Building a wall at the southern border

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
Support	307	168	93	172	87	48	107	65	42	85	138	83
	31%	34%	31%	36%	29%	22%	38%	49%	28%	33%	30%	30%
Oppose	474	222	146	222	139	113	123	53	71	106	229	139
	47%	45%	48%	46%	45%	52%	44%	39%	48%	41%	49%	50%
Unsure	224	108	64	89	80	56	52	16	36	66	101	58
	22%	22%	21%	18%	26%	26%	18%	12%	24%	26%	21%	21%

Table QHarris\_Wal

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QHarris\_Wall] To the best of your knowledge, does Kamala Harris support or oppose the following policy positions?

-Building a wall at the southern border

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Support	307	145	73	89	143	102	55	174	129	173	101	178	123	98	75
	31%	38%	32%	23%	39%	31%	19%	38%	25%	41%	22%	39%	24%	41%	39%
Oppose	474	189	101	185	179	131	152	223	238	198	230	221	238	121	91
	47%	49%	44%	47%	49%	40%	53%	49%	46%	47%	50%	48%	47%	50%	48%
Unsure	224	51	57	116	44	92	77	57	155	49	128	58	143	22	24
	22%	13%	25%	30%	12%	28%	27%	12%	30%	12%	28%	13%	28%	9%	12%

Table QHarris\_Med

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QHarris\_Medicare] To the best of your knowledge, does Kamala Harris support or oppose the following policy positions?  
 -Medicare for All

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Support	679	335	343	158	153	175	193	311	368	444	97	80	58
	68%	72%	64%	72%	70%	64%	66%	71%	65%	63%	84%	72%	84%
Oppose	144	74	70	22	32	37	53	54	90	113	8	19	4
	14%	16%	13%	10%	15%	14%	18%	12%	16%	16%	7%	17%	5%
Unsure	182	57	125	39	35	60	48	74	108	152	10	12	7
	18%	12%	23%	18%	16%	22%	16%	17%	19%	21%	9%	11%	11%

Table QHarris\_Med

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QHarris\_Medicare] To the best of your knowledge, does Kamala Harris support or oppose the following policy positions?  
-Medicare for All

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Support	679	194	207	164	115	401	278	150	128	127	114	159	278	400
	68%	66%	68%	65%	75%	67%	68%	69%	64%	71%	77%	62%	67%	69%
Oppose	144	45	43	32	24	88	56	29	26	24	12	51	55	87
	14%	15%	14%	13%	15%	15%	14%	13%	13%	13%	8%	20%	13%	15%
Unsure	182	56	53	58	15	109	73	37	46	29	21	45	83	95
	18%	19%	18%	23%	10%	18%	18%	17%	23%	16%	15%	18%	20%	16%

Table QHarris\_Med

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QHarris\_Medicare] To the best of your knowledge, does Kamala Harris support or oppose the following policy positions?  
 -Medicare for All

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
Support	679	364	184	318	226	134	206	105	101	198	319	162
	68%	73%	60%	66%	74%	62%	73%	78%	68%	77%	68%	58%
Oppose	144	58	54	84	29	31	35	17	18	26	58	61
	14%	12%	18%	17%	10%	14%	12%	13%	12%	10%	12%	22%
Unsure	182	76	66	81	50	51	42	12	30	33	91	57
	18%	15%	22%	17%	16%	24%	15%	9%	20%	13%	20%	20%

Table QHarris\_Med

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QHarris\_Medicare] To the best of your knowledge, does Kamala Harris support or oppose the following policy positions?  
 -Medicare for All

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Support	679	211	148	320	213	224	225	244	419	234	369	248	410	121	110
	68%	55%	64%	82%	58%	69%	79%	54%	80%	56%	80%	54%	81%	50%	58%
Oppose	144	96	36	12	88	41	12	119	25	108	22	119	21	70	44
	14%	25%	16%	3%	24%	13%	4%	26%	5%	26%	5%	26%	4%	29%	23%
Unsure	182	78	47	57	65	59	48	90	78	79	68	90	72	51	35
	18%	20%	20%	15%	18%	18%	17%	20%	15%	19%	15%	20%	14%	21%	18%

Table QTrump\_TikT

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QTrump\_TikTok] To the best of your knowledge, does Donald Trump support or oppose the following policy positions?  
 -Banning 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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Support	353	195	158	66	80	89	119	145	208	243	41	42	27
	35%	42%	29%	30%	36%	33%	40%	33%	37%	34%	35%	38%	39%
Oppose	293	139	154	95	82	62	55	177	117	194	38	33	29
	29%	30%	29%	43%	37%	23%	19%	40%	21%	27%	33%	30%	42%
Unsure	359	132	226	59	58	121	121	117	242	273	36	36	13
	36%	28%	42%	27%	27%	45%	41%	27%	43%	38%	32%	33%	19%

Table QTrump\_TikT

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QTrump\_TikTok] To the best of your knowledge, does Donald Trump support or oppose the following policy positions?

-Banning 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	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Support	353	92	103	91	67	195	158	70	67	64	42	108	137	213
	35%	31%	34%	36%	44%	33%	39%	33%	34%	35%	28%	42%	33%	37%
Oppose	293	89	83	80	41	172	121	68	58	47	45	75	126	168
	29%	30%	27%	31%	27%	29%	30%	31%	29%	26%	31%	30%	30%	29%
Unsure	359	114	116	83	45	231	128	78	75	69	60	72	153	201
	36%	39%	38%	33%	30%	39%	31%	36%	37%	39%	41%	28%	37%	35%

Table QTrump\_TikT

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QTrump\_TikTok] To the best of your knowledge, does Donald Trump support or oppose the following policy positions?

-Banning 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	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
Support	353	164	124	185	99	69	101	56	45	95	169	89
	35%	33%	41%	38%	32%	32%	36%	42%	30%	37%	36%	32%
Oppose	293	175	57	123	121	50	103	50	53	89	141	63
	29%	35%	19%	25%	39%	23%	36%	37%	36%	35%	30%	23%
Unsure	359	158	123	176	86	97	79	28	51	73	158	127
	36%	32%	40%	36%	28%	45%	28%	21%	34%	29%	34%	45%

Table QTrump\_TikT

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QTrump\_TikTok] To the best of your knowledge, does Donald Trump support or oppose the following policy positions?

-Banning TikTok

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Support	353	128	92	133	129	103	108	164	181	147	161	163	182	82	69
	35%	33%	40%	34%	35%	32%	38%	36%	35%	35%	35%	36%	36%	34%	37%
Oppose	293	114	60	119	97	107	85	129	156	116	142	133	148	77	52
	29%	30%	26%	31%	26%	33%	30%	28%	30%	28%	31%	29%	29%	32%	27%
Unsure	359	142	80	137	140	116	91	160	184	157	156	161	173	83	69
	36%	37%	34%	35%	38%	36%	32%	35%	35%	37%	34%	35%	34%	34%	36%

Table QTrump\_Immi

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QTrump\_Immigration] To the best of your knowledge, does Donald Trump support or oppose the following policy positions?  
 -Increasing skilled immigration

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Support	344	185	159	72	86	85	101	158	186	241	37	40	26
	34%	40%	30%	33%	39%	31%	34%	36%	33%	34%	32%	36%	38%
Oppose	367	144	222	71	73	105	118	144	223	260	46	40	21
	37%	31%	41%	32%	33%	39%	40%	33%	39%	37%	40%	36%	31%
Unsure	294	137	157	76	61	81	75	137	157	209	32	31	21
	29%	29%	29%	35%	28%	30%	26%	31%	28%	30%	28%	28%	31%

Table QTrump\_Immi

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QTrump\_Immigration] To the best of your knowledge, does Donald Trump support or oppose the following policy positions?  
 -Increasing skilled immigration

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Support	344	93	108	80	64	201	143	68	64	62	58	91	132	211
	34%	32%	36%	31%	41%	34%	35%	32%	32%	34%	40%	36%	32%	36%
Oppose	367	97	117	98	54	215	152	73	70	65	55	104	143	224
	37%	33%	39%	39%	35%	36%	37%	34%	35%	36%	37%	41%	34%	38%
Unsure	294	104	77	76	36	182	112	74	67	53	35	60	141	147
	29%	35%	26%	30%	24%	30%	27%	34%	33%	30%	23%	23%	34%	25%

Table QTrump\_Immi

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QTrump\_Immigration] To the best of your knowledge, does Donald Trump support or oppose the following policy positions?

-Increasing skilled immigration

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
Support	344	170	104	167	107	70	104	55	49	86	161	97
	34%	34%	34%	35%	35%	32%	37%	41%	33%	34%	34%	35%
Oppose	367	187	119	171	105	92	99	46	52	103	171	93
	37%	38%	39%	35%	34%	42%	35%	35%	35%	40%	36%	33%
Unsure	294	141	81	145	94	55	80	32	48	68	136	90
	29%	28%	27%	30%	31%	25%	28%	24%	32%	26%	29%	32%

Table QTrump\_Immi

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QTrump\_Immigration] To the best of your knowledge, does Donald Trump support or oppose the following policy positions?  
 -Increasing skilled immigration

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Support	344	152	76	116	155	102	81	191	152	173	136	188	149	102	75
	34%	39%	33%	30%	42%	31%	29%	42%	29%	41%	30%	41%	30%	42%	39%
Oppose	367	123	75	168	106	116	138	128	230	121	215	132	224	76	57
	37%	32%	33%	43%	29%	36%	49%	28%	44%	29%	47%	29%	44%	32%	30%
Unsure	294	110	79	105	105	107	65	135	140	126	108	137	130	63	58
	29%	29%	34%	27%	29%	33%	23%	30%	27%	30%	24%	30%	26%	26%	31%

Table QTrump\_Abor

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QTrump\_Abortion] To the best of your knowledge, does Donald Trump support or oppose the following policy positions?  
 -Passing a national abortion ban

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Support	415	194	221	87	92	97	140	179	236	292	40	48	36
	41%	42%	41%	40%	42%	36%	47%	41%	42%	41%	34%	44%	52%
Oppose	428	200	227	100	95	115	117	196	232	312	50	43	24
	43%	43%	42%	46%	43%	43%	40%	45%	41%	44%	44%	38%	34%
Unsure	162	72	90	31	33	60	38	64	98	106	25	20	10
	16%	15%	17%	14%	15%	22%	13%	15%	17%	15%	22%	18%	14%

Table QTrump\_Abor

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QTrump\_Abortion] To the best of your knowledge, does Donald Trump support or oppose the following policy positions?

-Passing a national abortion ban

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Support	415	121	120	112	63	241	175	91	79	68	56	122	170	245
	41%	41%	39%	44%	41%	40%	43%	42%	39%	38%	38%	48%	41%	42%
Oppose	428	110	133	112	74	243	185	95	80	70	77	104	176	251
	43%	37%	44%	44%	48%	41%	46%	44%	40%	39%	52%	41%	42%	43%
Unsure	162	65	50	30	17	114	47	29	41	41	15	29	70	86
	16%	22%	16%	12%	11%	19%	12%	14%	20%	23%	10%	11%	17%	15%

Table QTrump\_Abor

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QTrump\_Abortion] To the best of your knowledge, does Donald Trump support or oppose the following policy positions?

-Passing a national abortion ban

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
Support	415	199	137	190	117	108	114	58	56	101	191	123
	41%	40%	45%	39%	38%	50%	40%	44%	37%	39%	41%	44%
Oppose	428	223	126	206	139	83	124	52	72	112	212	104
	43%	45%	41%	43%	45%	38%	44%	39%	48%	44%	45%	37%
Unsure	162	76	41	87	50	25	45	24	21	44	65	53
	16%	15%	14%	18%	16%	12%	16%	18%	14%	17%	14%	19%

Table QTrump\_Abor

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QTrump\_Abortion] To the best of your knowledge, does Donald Trump support or oppose the following policy positions?

-Passing a national abortion ban

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Support	415	126	96	192	129	112	164	137	267	128	243	138	261	78	59
	41%	33%	42%	49%	35%	34%	58%	30%	51%	30%	53%	30%	52%	32%	31%
Oppose	428	179	92	157	168	150	103	220	202	212	176	220	196	115	95
	43%	47%	40%	40%	46%	46%	36%	49%	39%	50%	38%	48%	39%	48%	50%
Unsure	162	79	43	40	69	63	18	96	52	81	41	98	48	48	36
	16%	21%	18%	10%	19%	19%	6%	21%	10%	19%	9%	21%	9%	20%	19%

Table QTrump\_IIIe

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QTrump\_Illegal] To the best of your knowledge, does Donald Trump support or oppose the following policy positions?  
-Mass deportation of illegal immigrants

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Support	665	328	337	112	123	201	228	236	430	498	50	65	53
	66%	70%	63%	51%	56%	74%	78%	54%	76%	70%	43%	58%	77%
Oppose	227	92	134	67	67	41	51	134	93	148	37	32	10
	23%	20%	25%	31%	31%	15%	17%	31%	16%	21%	32%	29%	14%
Unsure	113	46	67	40	29	29	15	69	44	64	28	14	6
	11%	10%	12%	18%	13%	11%	5%	16%	8%	9%	25%	13%	9%

Table QTrump\_IIIe

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QTrump\_Illegal] To the best of your knowledge, does Donald Trump support or oppose the following policy positions?  
-Mass deportation of illegal immigrants

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Support	665	188	209	166	102	397	268	124	135	131	98	176	259	406
	66%	64%	69%	65%	67%	66%	66%	58%	67%	73%	66%	69%	62%	70%
Oppose	227	64	67	56	40	131	96	57	40	38	30	60	97	128
	23%	22%	22%	22%	26%	22%	24%	26%	20%	21%	20%	24%	23%	22%
Unsure	113	44	26	31	11	70	43	34	25	10	20	18	60	48
	11%	15%	9%	12%	7%	12%	11%	16%	13%	6%	13%	7%	14%	8%

Table QTrump\_IIIe

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QTrump\_Illegal] To the best of your knowledge, does Donald Trump support or oppose the following policy positions?

-Mass deportation of illegal immigrants

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
Support	665	307	233	344	167	154	173	90	83	152	312	201
	66%	62%	77%	71%	55%	71%	61%	67%	56%	59%	67%	72%
Oppose	227	124	52	97	86	44	75	28	47	71	104	52
	23%	25%	17%	20%	28%	20%	27%	21%	32%	28%	22%	19%
Unsure	113	67	19	41	52	20	34	16	18	34	52	27
	11%	13%	6%	9%	17%	9%	12%	12%	12%	13%	11%	9%

Table QTrump\_Ille

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QTrump\_Illegal] To the best of your knowledge, does Donald Trump support or oppose the following policy positions?  
 -Mass deportation of illegal immigrants

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Support	665	301	149	215	286	190	173	356	294	337	266	358	287	200	145
	66%	78%	65%	55%	78%	58%	61%	78%	56%	80%	58%	78%	57%	83%	76%
Oppose	227	50	49	128	49	85	89	59	164	52	150	57	161	29	26
	23%	13%	21%	33%	13%	26%	31%	13%	32%	12%	33%	12%	32%	12%	14%
Unsure	113	33	33	47	31	50	23	39	63	31	43	42	56	13	19
	11%	9%	14%	12%	8%	15%	8%	9%	12%	7%	9%	9%	11%	6%	10%

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QHarrisChange] Since 2020, Kamala Harris has changed her position on a number of issues. Do you believe these changes are sincere?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY SINCERE	467	212	254	103	112	105	148	214	252	295	82	55	35
	46%	45%	47%	47%	51%	39%	50%	49%	45%	42%	71%	49%	51%
DEFINITELY/PROBABLY NOT SINCERE	453	223	230	96	95	132	129	191	262	357	24	50	22
	45%	48%	43%	44%	43%	49%	44%	44%	46%	50%	21%	45%	32%
Definitely sincere	236	97	139	44	52	63	77	96	140	160	42	28	6
	24%	21%	26%	20%	24%	23%	26%	22%	25%	23%	37%	25%	9%
Probably sincere	231	115	115	58	60	41	71	118	113	136	39	27	29
	23%	25%	21%	27%	27%	15%	24%	27%	20%	19%	34%	24%	42%
Probably not sincere	145	73	72	50	37	32	26	87	58	90	12	25	17
	14%	16%	13%	23%	17%	12%	9%	20%	10%	13%	11%	23%	25%
Definitely not sincere	308	150	158	47	58	100	104	105	204	267	12	25	5
	31%	32%	29%	21%	26%	37%	35%	24%	36%	38%	10%	22%	7%
Unsure	85	31	54	20	13	35	17	33	52	57	10	7	12
	8%	7%	10%	9%	6%	13%	6%	8%	9%	8%	8%	6%	17%

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QHarrisChange] Since 2020, Kamala Harris has changed her position on a number of issues. Do you believe these changes are sincere?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY SINCERE	467	113	137	128	88	251	216	104	65	91	67	141	169	298
	46%	38%	45%	51%	57%	42%	53%	48%	32%	50%	45%	55%	41%	51%
DEFINITELY/PROBABLY NOT SINCERE	453	148	142	109	55	290	163	90	115	73	72	100	205	245
	45%	50%	47%	43%	36%	48%	40%	42%	57%	41%	49%	39%	49%	42%
Definitely sincere	236	58	75	57	46	133	103	60	33	39	35	69	94	142
	24%	20%	25%	22%	30%	22%	25%	28%	17%	22%	24%	27%	23%	24%
Probably sincere	231	55	63	71	42	118	113	43	32	52	32	72	75	156
	23%	19%	21%	28%	27%	20%	28%	20%	16%	29%	21%	28%	18%	27%
Probably not sincere	145	44	47	43	11	91	54	31	43	22	26	21	74	69
	14%	15%	15%	17%	7%	15%	13%	14%	22%	12%	18%	8%	18%	12%
Definitely not sincere	308	104	95	66	44	199	109	59	72	51	46	79	130	176
	31%	35%	31%	26%	28%	33%	27%	27%	36%	29%	31%	31%	31%	30%
Unsure	85	34	23	17	11	57	28	22	21	16	9	14	43	39
	8%	11%	8%	7%	7%	10%	7%	10%	10%	9%	6%	6%	10%	7%

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Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QHarrisChange] Since 2020, Kamala Harris has changed her position on a number of issues. Do you believe these changes are sincere?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY SINCERE	467	241	152	195	157	115	137	68	69	140	233	94
	46%	48%	50%	40%	51%	53%	48%	51%	47%	55%	50%	33%
DEFINITELY/PROBABLY NOT SINCERE	453	218	127	259	117	77	128	63	64	95	198	159
	45%	44%	42%	54%	38%	36%	45%	47%	43%	37%	42%	57%
Definitely sincere	236	121	80	108	73	55	62	30	31	78	111	48
	24%	24%	26%	22%	24%	25%	22%	23%	21%	30%	24%	17%
Probably sincere	231	120	71	86	84	60	76	38	38	63	122	46
	23%	24%	24%	18%	28%	28%	27%	28%	25%	24%	26%	16%
Probably not sincere	145	77	27	67	55	22	50	31	19	38	69	38
	14%	15%	9%	14%	18%	10%	18%	23%	13%	15%	15%	14%
Definitely not sincere	308	142	100	192	61	55	78	33	45	58	129	121
	31%	28%	33%	40%	20%	25%	27%	24%	30%	22%	28%	43%
Unsure	85	39	25	29	31	25	18	3	15	21	37	27
	8%	8%	8%	6%	10%	11%	6%	2%	10%	8%	8%	10%

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QHarrisChange] Since 2020, Kamala Harris has changed her position on a number of issues. Do you believe these changes are sincere?

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY SINCERE	467	40	88	339	54	163	241	27	439	43	379	34	423	9	25
	46%	10%	38%	87%	15%	50%	85%	6%	84%	10%	82%	7%	84%	4%	13%
DEFINITELY/PROBABLY NOT SINCERE	453	318	108	27	284	125	26	396	40	346	48	392	44	217	155
	45%	83%	47%	7%	78%	39%	9%	87%	8%	82%	10%	86%	9%	90%	82%
Definitely sincere	236	6	32	198	26	74	132	5	231	11	206	3	230	2	5
	24%	2%	14%	51%	7%	23%	46%	1%	44%	3%	45%	1%	46%	1%	2%
Probably sincere	231	33	56	141	28	89	109	22	207	32	173	31	193	7	20
	23%	9%	24%	36%	8%	27%	38%	5%	40%	8%	38%	7%	38%	3%	11%
Probably not sincere	145	68	52	24	65	59	16	98	36	81	39	96	38	40	51
	14%	18%	23%	6%	18%	18%	6%	22%	7%	19%	8%	21%	8%	17%	27%
Definitely not sincere	308	250	56	3	219	67	10	299	3	265	9	296	6	177	105
	31%	65%	24%	1%	60%	20%	4%	66%	1%	63%	2%	65%	1%	73%	55%
Unsure	85	27	35	23	28	36	17	30	43	32	33	31	37	15	9
	8%	7%	15%	6%	8%	11%	6%	7%	8%	8%	7%	7%	7%	6%	5%

Table QPrices\_Sti

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QPrices\_Stim] How much do you think each of the following have contributed to rising prices?

-Stimulus payments

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
A GREAT DEAL/A LOT	406	209	197	96	101	98	111	197	209	285	46	37	38
	40%	45%	37%	44%	46%	36%	38%	45%	37%	40%	40%	33%	56%
A LITTLE/NOT AT ALL	507	233	273	101	108	141	158	209	298	358	57	64	29
	50%	50%	51%	46%	49%	52%	54%	48%	53%	50%	50%	58%	41%
A great deal	233	123	110	59	67	56	52	126	107	162	29	24	18
	23%	26%	20%	27%	30%	20%	18%	29%	19%	23%	25%	22%	26%
A lot	173	86	87	37	34	43	59	72	102	123	17	12	21
	17%	18%	16%	17%	16%	16%	20%	16%	18%	17%	15%	11%	30%
A little	254	105	149	62	63	61	68	124	129	188	22	30	13
	25%	22%	28%	28%	29%	23%	23%	28%	23%	27%	19%	27%	19%
Not at all	254	129	125	40	45	79	90	85	169	169	35	34	15
	25%	28%	23%	18%	20%	29%	30%	19%	30%	24%	30%	31%	22%
Unsure	91	24	68	21	11	33	26	33	59	67	12	10	2
	9%	5%	13%	10%	5%	12%	9%	7%	10%	9%	10%	9%	3%

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QPrices\_Stim] How much do you think each of the following have contributed to rising prices?

-Stimulus payments

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A GREAT DEAL/A LOT	406	138	104	98	67	241	165	86	73	78	66	103	159	247
	40%	47%	34%	39%	44%	40%	41%	40%	36%	43%	45%	40%	38%	42%
A LITTLE/NOT AT ALL	507	120	177	137	73	297	210	107	112	78	72	133	219	283
	50%	41%	59%	54%	48%	50%	52%	49%	56%	44%	49%	52%	53%	49%
A great deal	233	81	53	55	44	134	99	54	47	33	41	57	102	131
	23%	27%	17%	22%	29%	22%	24%	25%	24%	18%	28%	22%	24%	23%
A lot	173	57	51	43	23	107	66	32	25	45	24	46	57	115
	17%	19%	17%	17%	15%	18%	16%	15%	13%	25%	17%	18%	14%	20%
A little	254	74	69	69	41	143	111	49	60	33	36	70	109	139
	25%	25%	23%	27%	27%	24%	27%	23%	30%	19%	24%	27%	26%	24%
Not at all	254	46	108	67	32	154	99	57	52	45	36	63	110	144
	25%	16%	36%	26%	21%	26%	24%	27%	26%	25%	24%	25%	26%	25%
Unsure	91	37	22	19	13	59	32	23	15	23	10	19	38	52
	9%	13%	7%	8%	8%	10%	8%	11%	8%	13%	7%	7%	9%	9%

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QPrices\_Stim] How much do you think each of the following have contributed to rising prices?

-Stimulus payments

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
A GREAT DEAL/A LOT	406	212	118	214	129	63	126	68	58	105	195	107
	40%	43%	39%	44%	42%	29%	45%	51%	39%	41%	42%	38%
A LITTLE/NOT AT ALL	507	251	157	227	151	129	140	66	74	125	231	151
	50%	50%	52%	47%	49%	60%	50%	49%	50%	49%	49%	54%
A great deal	233	141	56	123	82	28	80	43	37	64	106	63
	23%	28%	18%	26%	27%	13%	28%	32%	25%	25%	23%	22%
A lot	173	71	62	91	47	35	46	24	21	41	88	44
	17%	14%	20%	19%	16%	16%	16%	18%	14%	16%	19%	16%
A little	254	133	67	111	86	56	84	37	47	61	113	80
	25%	27%	22%	23%	28%	26%	30%	28%	32%	24%	24%	28%
Not at all	254	118	89	116	65	73	56	29	27	64	119	72
	25%	24%	29%	24%	21%	34%	20%	22%	18%	25%	25%	26%
Unsure	91	35	29	42	25	24	17	-	17	27	42	22
	9%	7%	10%	9%	8%	11%	6%		11%	11%	9%	8%

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QPrices\_Stim] How much do you think each of the following have contributed to rising prices?

-Stimulus payments

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A GREAT DEAL/A LOT	406	195	87	124	205	116	70	231	165	224	139	240	158	123	97
	40%	51%	37%	32%	56%	36%	25%	51%	32%	53%	30%	53%	31%	51%	51%
A LITTLE/NOT AT ALL	507	160	121	227	139	175	185	194	301	172	272	191	292	109	77
	50%	41%	52%	58%	38%	54%	65%	43%	58%	41%	59%	42%	58%	45%	41%
A great deal	233	109	44	80	130	54	41	127	100	125	86	134	97	78	42
	23%	28%	19%	21%	36%	17%	14%	28%	19%	30%	19%	29%	19%	32%	22%
A lot	173	86	42	44	74	61	29	103	65	99	53	106	61	45	55
	17%	22%	18%	11%	20%	19%	10%	23%	13%	23%	12%	23%	12%	19%	29%
A little	254	87	61	106	75	86	86	108	137	99	123	103	134	53	45
	25%	23%	26%	27%	21%	26%	30%	24%	26%	24%	27%	22%	27%	22%	24%
Not at all	254	73	60	121	64	89	99	86	164	74	149	88	158	55	32
	25%	19%	26%	31%	18%	27%	35%	19%	31%	18%	32%	19%	31%	23%	17%
Unsure	91	30	24	38	22	34	30	29	56	24	48	26	54	10	15
	9%	8%	10%	10%	6%	11%	10%	6%	11%	6%	11%	6%	11%	4%	8%

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Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QPrices\_Spending] How much do you think each of the following have contributed to rising prices?

-Increased government spending

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
A GREAT DEAL/A LOT	633	302	330	130	149	170	184	279	354	457	72	61	43
	63%	65%	61%	59%	68%	63%	63%	64%	63%	64%	62%	55%	63%
A LITTLE/NOT AT ALL	306	144	162	69	60	76	101	129	177	217	31	37	22
	30%	31%	30%	31%	28%	28%	34%	29%	31%	31%	27%	33%	31%
A great deal	404	203	201	82	98	105	118	180	224	311	43	36	15
	40%	44%	37%	37%	45%	39%	40%	41%	40%	44%	37%	32%	22%
A lot	229	99	129	47	51	65	66	99	130	147	29	26	28
	23%	21%	24%	22%	23%	24%	22%	22%	23%	21%	25%	23%	41%
A little	216	95	120	54	42	54	66	96	120	150	20	29	17
	21%	20%	22%	25%	19%	20%	23%	22%	21%	21%	17%	26%	24%
Not at all	90	48	42	15	18	22	35	33	57	66	11	8	5
	9%	10%	8%	7%	8%	8%	12%	8%	10%	9%	9%	7%	7%
Unsure	66	20	46	21	10	26	9	31	35	36	13	13	4
	7%	4%	9%	10%	5%	9%	3%	7%	6%	5%	11%	12%	6%

Table QPrices\_Spe

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QPrices\_Spending] How much do you think each of the following have contributed to rising prices?  
-Increased government spending

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A GREAT DEAL/A LOT	633	200	186	150	97	386	247	123	134	119	95	156	257	370
	63%	68%	61%	59%	63%	65%	61%	57%	67%	67%	64%	61%	62%	64%
A LITTLE/NOT AT ALL	306	72	95	90	48	167	139	71	53	51	45	84	124	181
	30%	25%	31%	36%	31%	28%	34%	33%	26%	29%	31%	33%	30%	31%
A great deal	404	136	119	85	64	255	149	74	90	68	71	99	165	237
	40%	46%	39%	34%	41%	43%	37%	34%	45%	38%	48%	39%	40%	41%
A lot	229	64	67	65	34	131	99	49	43	52	24	57	93	133
	23%	22%	22%	26%	22%	22%	24%	23%	22%	29%	16%	22%	22%	23%
A little	216	53	64	66	33	117	99	52	41	27	34	61	93	121
	21%	18%	21%	26%	21%	20%	24%	24%	21%	15%	23%	24%	22%	21%
Not at all	90	20	31	24	15	50	40	19	12	25	11	24	31	59
	9%	7%	10%	10%	10%	8%	10%	9%	6%	14%	8%	9%	7%	10%
Unsure	66	23	22	13	8	45	21	21	13	9	7	15	35	31
	7%	8%	7%	5%	5%	7%	5%	10%	7%	5%	5%	6%	8%	5%

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QPrices\_Spending] How much do you think each of the following have contributed to rising prices?  
-Increased government spending

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
A GREAT DEAL/A LOT	633	318	191	337	179	116	189	91	98	159	294	180
	63%	64%	63%	70%	59%	54%	67%	68%	66%	62%	63%	65%
A LITTLE/NOT AT ALL	306	149	99	124	100	82	80	38	41	77	150	79
	30%	30%	33%	26%	33%	38%	28%	29%	28%	30%	32%	28%
A great deal	404	217	117	223	106	75	128	60	68	89	190	125
	40%	44%	39%	46%	35%	35%	45%	45%	46%	35%	41%	45%
A lot	229	100	74	115	73	41	61	31	30	70	104	55
	23%	20%	24%	24%	24%	19%	22%	23%	20%	27%	22%	20%
A little	216	102	70	88	70	58	68	31	36	62	102	52
	21%	20%	23%	18%	23%	27%	24%	23%	24%	24%	22%	18%
Not at all	90	47	28	36	29	24	12	7	5	16	47	27
	9%	9%	9%	8%	10%	11%	4%	5%	4%	6%	10%	10%
Unsure	66	32	14	22	26	18	14	4	9	21	25	21
	7%	6%	5%	4%	9%	8%	5%	3%	6%	8%	5%	7%

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QPrices\_Spending] How much do you think each of the following have contributed to rising prices?

-Increased government spending

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A GREAT DEAL/A LOT	633	300	130	202	296	200	120	351	267	328	233	357	253	191	147
	63%	78%	56%	52%	81%	62%	42%	77%	51%	78%	51%	78%	50%	79%	78%
A LITTLE/NOT AT ALL	306	66	83	157	60	98	141	84	216	79	191	82	212	42	37
	30%	17%	36%	40%	16%	30%	50%	18%	41%	19%	42%	18%	42%	17%	19%
A great deal	404	214	77	113	215	109	69	252	146	237	126	254	145	138	102
	40%	56%	33%	29%	59%	34%	24%	56%	28%	56%	28%	56%	29%	57%	54%
A lot	229	86	53	89	81	91	51	99	121	91	106	103	109	53	45
	23%	22%	23%	23%	22%	28%	18%	22%	23%	22%	23%	23%	22%	22%	24%
A little	216	45	66	104	46	75	90	64	147	56	130	60	145	27	32
	21%	12%	29%	27%	13%	23%	32%	14%	28%	13%	28%	13%	29%	11%	17%
Not at all	90	21	17	52	14	23	51	20	69	23	61	22	67	15	5
	9%	5%	7%	13%	4%	7%	18%	4%	13%	5%	13%	5%	13%	6%	3%
Unsure	66	19	17	30	10	27	24	19	38	13	36	17	39	9	5
	7%	5%	8%	8%	3%	8%	8%	4%	7%	3%	8%	4%	8%	4%	3%

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QPrices\_Profit] How much do you think each of the following have contributed to rising prices?

-Corporate profits

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
A GREAT DEAL/A LOT	630	285	344	141	132	176	182	273	358	442	80	69	39
	63%	61%	64%	64%	60%	65%	62%	62%	63%	62%	69%	62%	57%
A LITTLE/NOT AT ALL	290	150	139	52	71	73	93	124	166	216	23	28	24
	29%	32%	26%	24%	32%	27%	31%	28%	29%	30%	20%	25%	34%
A great deal	400	187	212	88	82	114	116	170	230	286	50	53	12
	40%	40%	39%	40%	37%	42%	39%	39%	41%	40%	43%	47%	17%
A lot	230	98	132	53	50	62	65	103	127	157	30	16	28
	23%	21%	25%	24%	23%	23%	22%	23%	22%	22%	26%	15%	40%
A little	223	113	109	44	60	52	67	104	119	164	15	21	23
	22%	24%	20%	20%	27%	19%	23%	24%	21%	23%	13%	19%	34%
Not at all	67	37	30	8	12	21	26	20	47	52	8	7	0
	7%	8%	6%	4%	5%	8%	9%	5%	8%	7%	7%	6%	*%
Unsure	85	30	55	26	16	22	20	43	43	52	13	15	6
	8%	6%	10%	12%	7%	8%	7%	10%	8%	7%	11%	13%	9%

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QPrices\_Profit] How much do you think each of the following have contributed to rising prices?

-Corporate profits

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A GREAT DEAL/A LOT	630	193	188	152	97	381	249	124	129	118	95	157	253	371
	63%	65%	62%	60%	63%	64%	61%	57%	64%	66%	65%	62%	61%	64%
A LITTLE/NOT AT ALL	290	71	88	83	48	159	131	67	56	45	38	83	122	167
	29%	24%	29%	33%	31%	27%	32%	31%	28%	25%	26%	33%	29%	29%
A great deal	400	124	121	92	64	244	156	84	80	81	60	92	164	233
	40%	42%	40%	36%	41%	41%	38%	39%	40%	45%	40%	36%	40%	40%
A lot	230	70	67	60	33	137	93	39	49	37	36	66	88	138
	23%	24%	22%	24%	22%	23%	23%	18%	24%	21%	24%	26%	21%	24%
A little	223	53	65	68	36	119	104	52	43	38	26	63	95	128
	22%	18%	22%	27%	23%	20%	26%	24%	21%	21%	18%	25%	23%	22%
Not at all	67	18	22	14	12	40	27	14	13	7	12	20	28	39
	7%	6%	7%	6%	8%	7%	7%	7%	7%	4%	8%	8%	7%	7%
Unsure	85	31	27	19	9	58	27	25	16	16	14	14	41	44
	8%	10%	9%	7%	6%	10%	7%	12%	8%	9%	9%	6%	10%	8%

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QPrices\_Profit] How much do you think each of the following have contributed to rising prices?

-Corporate profits

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
A GREAT DEAL/A LOT	630	320	197	297	192	142	176	78	98	170	289	172
	63%	64%	65%	61%	63%	65%	62%	58%	66%	66%	62%	61%
A LITTLE/NOT AT ALL	290	137	89	148	83	59	83	47	36	69	143	78
	29%	27%	29%	31%	27%	27%	29%	35%	25%	27%	31%	28%
A great deal	400	205	124	196	121	83	108	52	55	110	169	121
	40%	41%	41%	41%	40%	38%	38%	39%	37%	43%	36%	43%
A lot	230	115	74	100	71	59	68	26	43	60	120	50
	23%	23%	24%	21%	23%	27%	24%	19%	29%	23%	26%	18%
A little	223	112	62	110	68	45	67	38	29	55	112	55
	22%	22%	20%	23%	22%	21%	24%	28%	19%	21%	24%	20%
Not at all	67	25	27	38	15	14	16	9	8	14	31	22
	7%	5%	9%	8%	5%	6%	6%	6%	5%	5%	7%	8%
Unsure	85	41	18	38	31	16	23	9	14	18	36	30
	8%	8%	6%	8%	10%	7%	8%	7%	9%	7%	8%	11%

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QPrices\_Profit] How much do you think each of the following have contributed to rising prices?

-Corporate profits

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A GREAT DEAL/A LOT	630	187	140	304	184	210	224	214	401	203	362	220	386	109	98
	63%	49%	61%	78%	50%	65%	79%	47%	77%	48%	79%	48%	77%	45%	52%
A LITTLE/NOT AT ALL	290	165	66	59	154	86	43	205	79	183	70	204	76	115	81
	29%	43%	28%	15%	42%	26%	15%	45%	15%	44%	15%	45%	15%	48%	43%
A great deal	400	103	92	206	110	117	165	130	266	118	243	128	264	68	49
	40%	27%	40%	53%	30%	36%	58%	29%	51%	28%	53%	28%	52%	28%	26%
A lot	230	84	48	98	74	93	59	85	134	85	118	92	122	41	49
	23%	22%	21%	25%	20%	29%	21%	19%	26%	20%	26%	20%	24%	17%	26%
A little	223	114	56	52	112	71	36	150	69	133	59	149	66	83	58
	22%	30%	24%	13%	31%	22%	13%	33%	13%	32%	13%	33%	13%	34%	31%
Not at all	67	51	9	6	42	15	7	55	11	51	10	55	10	32	23
	7%	13%	4%	2%	12%	5%	2%	12%	2%	12%	2%	12%	2%	13%	12%
Unsure	85	33	25	27	28	28	17	34	42	34	28	33	42	18	11
	8%	9%	11%	7%	8%	9%	6%	7%	8%	8%	6%	7%	8%	7%	6%

Table QPrices\_Dem

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QPrices\_Demand] How much do you think each of the following have contributed to rising prices?

-Rising consumer demand for products

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
A GREAT DEAL/A LOT	441	207	233	107	108	111	114	215	226	296	64	51	29
	44%	44%	43%	49%	49%	41%	39%	49%	40%	42%	56%	46%	43%
A LITTLE/NOT AT ALL	481	227	254	88	98	130	165	186	295	362	36	46	37
	48%	49%	47%	40%	45%	48%	56%	42%	52%	51%	31%	42%	54%
A great deal	180	87	93	52	48	52	29	100	80	111	35	24	10
	18%	19%	17%	24%	22%	19%	10%	23%	14%	16%	30%	21%	14%
A lot	261	120	140	55	60	60	86	115	146	185	29	28	19
	26%	26%	26%	25%	27%	22%	29%	26%	26%	26%	25%	25%	28%
A little	342	154	187	67	58	92	124	126	216	250	25	35	32
	34%	33%	35%	31%	27%	34%	42%	29%	38%	35%	22%	31%	46%
Not at all	140	73	67	21	40	38	41	60	79	112	11	12	5
	14%	16%	12%	9%	18%	14%	14%	14%	14%	16%	10%	10%	8%
Unsure	83	32	51	24	14	30	15	38	45	52	15	13	2
	8%	7%	9%	11%	7%	11%	5%	9%	8%	7%	13%	12%	3%

Table QPrices\_Dem

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QPrices\_Demand] How much do you think each of the following have contributed to rising prices?

-Rising consumer demand for products

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A GREAT DEAL/A LOT	441	140	129	105	67	269	172	100	80	95	64	99	180	258
	44%	47%	43%	41%	44%	45%	42%	46%	40%	53%	43%	39%	43%	44%
A LITTLE/NOT AT ALL	481	119	147	137	79	266	215	91	102	71	73	141	193	285
	48%	40%	48%	54%	51%	44%	53%	42%	51%	40%	49%	55%	46%	49%
A great deal	180	66	49	34	31	115	65	49	36	30	23	41	85	93
	18%	22%	16%	14%	20%	19%	16%	23%	18%	16%	15%	16%	20%	16%
A lot	261	74	80	70	36	154	107	51	44	66	41	58	95	165
	26%	25%	26%	28%	24%	26%	26%	24%	22%	37%	28%	23%	23%	28%
A little	342	86	105	99	52	191	151	64	66	56	53	99	130	208
	34%	29%	35%	39%	34%	32%	37%	30%	33%	31%	36%	39%	31%	36%
Not at all	140	33	42	37	27	75	64	26	36	15	20	41	63	77
	14%	11%	14%	15%	18%	13%	16%	12%	18%	8%	14%	16%	15%	13%
Unsure	83	36	27	12	8	63	20	25	18	13	11	15	43	39
	8%	12%	9%	5%	5%	11%	5%	12%	9%	7%	7%	6%	10%	7%

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QPrices\_Demand] How much do you think each of the following have contributed to rising prices?

-Rising consumer demand for products

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
A GREAT DEAL/A LOT	441	232	131	203	150	88	140	68	72	135	197	109
	44%	46%	43%	42%	49%	41%	49%	51%	48%	52%	42%	39%
A LITTLE/NOT AT ALL	481	230	151	240	125	116	120	55	65	97	243	142
	48%	46%	50%	50%	41%	53%	43%	41%	44%	38%	52%	51%
A great deal	180	111	32	85	69	27	63	34	29	62	72	46
	18%	22%	11%	18%	22%	12%	22%	25%	19%	24%	15%	16%
A lot	261	121	99	118	81	61	77	34	43	73	124	64
	26%	24%	32%	24%	27%	28%	27%	25%	29%	28%	27%	23%
A little	342	161	107	170	89	83	80	37	43	64	190	88
	34%	32%	35%	35%	29%	38%	28%	27%	29%	25%	40%	32%
Not at all	140	69	44	70	37	33	40	18	22	33	53	53
	14%	14%	15%	15%	12%	15%	14%	14%	15%	13%	11%	19%
Unsure	83	37	21	40	30	13	23	11	12	26	29	29
	8%	7%	7%	8%	10%	6%	8%	8%	8%	10%	6%	10%

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QPrices\_Demand] How much do you think each of the following have contributed to rising prices?

-Rising consumer demand for products

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A GREAT DEAL/A LOT	441	164	89	187	151	156	125	185	251	175	223	188	243	105	75
	44%	43%	39%	48%	41%	48%	44%	41%	48%	42%	49%	41%	48%	43%	39%
A LITTLE/NOT AT ALL	481	195	121	166	191	141	138	239	229	217	206	239	219	128	103
	48%	51%	52%	43%	52%	43%	49%	53%	44%	52%	45%	52%	43%	53%	54%
A great deal	180	67	28	85	64	57	54	76	102	67	92	78	101	42	30
	18%	17%	12%	22%	18%	17%	19%	17%	20%	16%	20%	17%	20%	18%	16%
A lot	261	97	61	103	86	99	72	108	149	109	131	110	142	63	44
	26%	25%	26%	26%	24%	31%	25%	24%	28%	26%	28%	24%	28%	26%	23%
A little	342	129	86	126	122	109	101	148	182	137	160	150	172	77	75
	34%	34%	37%	32%	33%	33%	36%	33%	35%	32%	35%	33%	34%	32%	39%
Not at all	140	66	34	40	69	32	37	91	47	80	46	89	47	51	28
	14%	17%	15%	10%	19%	10%	13%	20%	9%	19%	10%	20%	9%	21%	15%
Unsure	83	26	21	36	25	28	21	30	42	28	30	30	42	9	12
	8%	7%	9%	9%	7%	9%	7%	7%	8%	7%	6%	7%	8%	4%	6%

Table QPrices\_Wag

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QPrices\_Wages] How much do you think each of the following have contributed to rising prices?

-Rising wages

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
A GREAT DEAL/A LOT	423	202	221	102	104	96	119	207	216	285	61	45	32
	42%	43%	41%	47%	48%	36%	41%	47%	38%	40%	53%	40%	46%
A LITTLE/NOT AT ALL	515	239	274	97	101	152	165	198	317	377	42	60	36
	51%	51%	51%	44%	46%	56%	56%	45%	56%	53%	37%	54%	52%
A great deal	197	94	104	56	56	42	43	112	85	131	36	15	16
	20%	20%	19%	26%	25%	16%	15%	25%	15%	18%	31%	13%	23%
A lot	225	108	117	46	49	54	76	95	130	154	25	30	16
	22%	23%	22%	21%	22%	20%	26%	22%	23%	22%	22%	27%	23%
A little	304	139	164	51	54	94	105	105	199	223	22	38	20
	30%	30%	30%	23%	24%	35%	36%	24%	35%	31%	19%	34%	30%
Not at all	211	101	110	46	47	58	60	93	118	154	20	22	15
	21%	22%	20%	21%	21%	21%	20%	21%	21%	22%	17%	20%	22%
Unsure	68	24	43	20	15	23	10	35	33	48	12	7	1
	7%	5%	8%	9%	7%	9%	3%	8%	6%	7%	11%	6%	2%

Table QPrices\_Wag

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QPrices\_Wages] How much do you think each of the following have contributed to rising prices?  
-Rising wages

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A GREAT DEAL/A LOT	423	140	119	96	67	259	163	95	86	79	65	95	181	239
	42%	47%	39%	38%	44%	43%	40%	44%	43%	44%	44%	37%	43%	41%
A LITTLE/NOT AT ALL	515	127	164	146	77	291	223	98	98	94	77	145	196	315
	51%	43%	54%	58%	50%	49%	55%	45%	49%	52%	52%	57%	47%	54%
A great deal	197	74	48	41	33	123	74	52	44	26	34	38	97	98
	20%	25%	16%	16%	21%	21%	18%	24%	22%	15%	23%	15%	23%	17%
A lot	225	65	71	55	34	136	89	43	41	53	31	57	84	141
	22%	22%	24%	22%	22%	23%	22%	20%	21%	30%	21%	22%	20%	24%
A little	304	83	90	90	41	173	131	60	58	38	45	98	118	182
	30%	28%	30%	35%	27%	29%	32%	28%	29%	21%	31%	39%	28%	31%
Not at all	211	45	74	56	36	119	93	38	40	55	31	47	78	134
	21%	15%	24%	22%	24%	20%	23%	17%	20%	31%	21%	18%	19%	23%
Unsure	68	28	19	11	9	47	20	22	17	6	6	15	39	27
	7%	10%	6%	4%	6%	8%	5%	10%	8%	4%	4%	6%	9%	5%

Table QPrices\_Wag

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QPrices\_Wages] How much do you think each of the following have contributed to rising prices?  
-Rising wages

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
A GREAT DEAL/A LOT	423	214	133	199	132	91	132	67	65	134	193	95
	42%	43%	44%	41%	43%	42%	47%	50%	44%	52%	41%	34%
A LITTLE/NOT AT ALL	515	252	161	252	147	116	134	62	71	106	246	162
	51%	51%	53%	52%	48%	54%	47%	46%	48%	41%	53%	58%
A great deal	197	109	50	95	70	32	71	38	34	67	91	39
	20%	22%	16%	20%	23%	15%	25%	28%	23%	26%	20%	14%
A lot	225	105	83	104	62	59	61	29	31	67	102	56
	22%	21%	27%	22%	20%	27%	22%	22%	21%	26%	22%	20%
A little	304	139	102	147	87	69	77	32	44	65	150	88
	30%	28%	34%	31%	28%	32%	27%	24%	30%	25%	32%	32%
Not at all	211	113	59	105	60	47	57	30	27	41	97	74
	21%	23%	19%	22%	19%	22%	20%	22%	18%	16%	21%	26%
Unsure	68	32	10	31	27	10	17	5	13	17	28	22
	7%	6%	3%	6%	9%	5%	6%	3%	8%	7%	6%	8%

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QPrices\_Wages] How much do you think each of the following have contributed to rising prices?  
-Rising wages

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A GREAT DEAL/A LOT	423	170	91	162	167	141	105	195	216	181	190	204	205	109	88
	42%	44%	39%	42%	46%	43%	37%	43%	41%	43%	41%	45%	41%	45%	46%
A LITTLE/NOT AT ALL	515	195	120	200	184	157	163	236	269	222	238	233	260	123	98
	51%	51%	52%	51%	50%	48%	57%	52%	52%	53%	52%	51%	52%	51%	52%
A great deal	197	82	41	74	91	60	40	100	94	92	82	100	93	56	41
	20%	21%	18%	19%	25%	19%	14%	22%	18%	22%	18%	22%	18%	23%	22%
A lot	225	88	50	88	76	81	65	96	122	89	107	104	112	53	46
	22%	23%	21%	23%	21%	25%	23%	21%	23%	21%	23%	23%	22%	22%	24%
A little	304	113	83	108	106	110	83	143	152	131	134	139	148	69	69
	30%	29%	36%	28%	29%	34%	29%	31%	29%	31%	29%	30%	29%	29%	36%
Not at all	211	82	37	92	78	46	80	93	116	92	105	95	112	54	29
	21%	21%	16%	24%	21%	14%	28%	21%	22%	22%	23%	21%	22%	22%	15%
Unsure	68	20	20	27	15	27	17	22	37	17	32	19	39	10	4
	7%	5%	9%	7%	4%	8%	6%	5%	7%	4%	7%	4%	8%	4%	2%

Table QPrices\_For

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QPrices\_Foreign] How much do you think each of the following have contributed to rising prices?

-Reliance on foreign-made goods

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
A GREAT DEAL/A LOT	500	230	269	112	115	126	147	227	273	370	61	47	22
	50%	49%	50%	51%	52%	47%	50%	52%	48%	52%	53%	42%	31%
A LITTLE/NOT AT ALL	408	205	203	78	91	107	132	169	239	277	37	49	45
	41%	44%	38%	36%	41%	39%	45%	39%	42%	39%	32%	44%	66%
A great deal	250	109	140	56	66	63	65	121	128	180	34	28	8
	25%	23%	26%	25%	30%	23%	22%	28%	23%	25%	29%	25%	12%
A lot	250	121	129	57	49	63	81	106	145	190	27	19	14
	25%	26%	24%	26%	22%	23%	28%	24%	26%	27%	24%	17%	20%
A little	303	145	158	52	69	92	90	121	182	204	25	41	33
	30%	31%	29%	24%	32%	34%	31%	28%	32%	29%	22%	37%	47%
Not at all	105	60	44	26	22	15	42	48	56	73	12	8	13
	10%	13%	8%	12%	10%	5%	14%	11%	10%	10%	10%	7%	18%
Unsure	97	31	66	29	14	39	16	43	54	63	17	15	2
	10%	7%	12%	13%	6%	14%	5%	10%	10%	9%	15%	14%	3%

Table QPrices\_For

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QPrices\_Foreign] How much do you think each of the following have contributed to rising prices?

-Reliance on foreign-made goods

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A GREAT DEAL/A LOT	500	146	146	123	84	292	208	95	104	94	73	131	199	298
	50%	49%	48%	49%	55%	49%	51%	44%	52%	53%	49%	52%	48%	51%
A LITTLE/NOT AT ALL	408	104	130	114	59	234	174	86	81	66	68	105	166	239
	41%	35%	43%	45%	39%	39%	43%	40%	40%	37%	46%	41%	40%	41%
A great deal	250	79	69	61	41	147	102	55	54	44	39	55	109	138
	25%	27%	23%	24%	27%	25%	25%	26%	27%	24%	26%	22%	26%	24%
A lot	250	67	78	62	43	145	105	40	50	51	34	76	90	160
	25%	23%	26%	25%	28%	24%	26%	19%	25%	28%	23%	30%	22%	28%
A little	303	81	101	81	41	182	121	63	62	46	58	72	125	176
	30%	27%	33%	32%	26%	30%	30%	29%	31%	26%	39%	28%	30%	30%
Not at all	105	24	28	34	19	52	52	23	19	20	11	33	41	63
	10%	8%	9%	13%	12%	9%	13%	10%	9%	11%	7%	13%	10%	11%
Unsure	97	45	26	16	10	71	26	35	15	19	7	19	50	45
	10%	15%	9%	6%	6%	12%	6%	16%	8%	11%	4%	7%	12%	8%

Table QPrices\_For

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QPrices\_Foreign] How much do you think each of the following have contributed to rising prices?

-Reliance on foreign-made goods

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
A GREAT DEAL/A LOT	500	259	147	256	145	99	140	70	71	137	229	134
	50%	52%	48%	53%	47%	46%	50%	52%	47%	53%	49%	48%
A LITTLE/NOT AT ALL	408	200	130	177	129	101	113	52	60	90	205	114
	41%	40%	43%	37%	42%	47%	40%	39%	40%	35%	44%	41%
A great deal	250	140	64	134	76	39	78	37	41	80	102	67
	25%	28%	21%	28%	25%	18%	28%	28%	27%	31%	22%	24%
A lot	250	119	83	122	68	60	63	33	30	57	126	66
	25%	24%	27%	25%	22%	28%	22%	24%	20%	22%	27%	24%
A little	303	153	92	130	97	77	83	36	47	54	157	91
	30%	31%	30%	27%	32%	36%	29%	27%	32%	21%	34%	33%
Not at all	105	47	38	48	33	24	30	17	13	35	47	22
	10%	9%	12%	10%	11%	11%	11%	12%	9%	14%	10%	8%
Unsure	97	39	27	50	32	16	30	12	18	30	35	32
	10%	8%	9%	10%	10%	7%	11%	9%	12%	12%	7%	12%

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QPrices\_Foreign] How much do you think each of the following have contributed to rising prices?

-Reliance on foreign-made goods

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A GREAT DEAL/A LOT	500	223	108	168	229	149	110	263	226	248	204	266	216	145	107
	50%	58%	47%	43%	62%	46%	39%	58%	43%	59%	44%	58%	43%	60%	56%
A LITTLE/NOT AT ALL	408	130	95	182	119	141	144	158	241	144	215	158	234	85	70
	41%	34%	41%	47%	33%	43%	51%	35%	46%	34%	47%	35%	47%	35%	37%
A great deal	250	115	56	79	138	59	45	137	107	132	93	141	101	81	49
	25%	30%	24%	20%	38%	18%	16%	30%	21%	31%	20%	31%	20%	34%	26%
A lot	250	109	52	90	91	91	65	126	119	116	111	125	115	64	57
	25%	28%	22%	23%	25%	28%	23%	28%	23%	28%	24%	27%	23%	26%	30%
A little	303	99	68	136	91	112	98	118	177	105	160	121	169	61	57
	30%	26%	30%	35%	25%	35%	34%	26%	34%	25%	35%	27%	34%	25%	30%
Not at all	105	31	27	46	28	29	46	39	64	40	55	37	65	23	13
	10%	8%	12%	12%	8%	9%	16%	9%	12%	9%	12%	8%	13%	10%	7%
Unsure	97	31	27	39	18	34	30	32	55	28	41	32	53	12	13
	10%	8%	12%	10%	5%	11%	11%	7%	10%	7%	9%	7%	11%	5%	7%

Table QBillsHate

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QBillsHate] Which of your bills do you least enjoy paying?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Gas	75	45	31	24	17	13	22	40	35	58	7	8	2
	8%	10%	6%	11%	8%	5%	7%	9%	6%	8%	6%	7%	4%
Groceries	186	76	110	28	49	45	64	77	109	150	11	14	12
	19%	16%	20%	13%	22%	17%	22%	17%	19%	21%	9%	13%	17%
Mortgage or rent	251	118	133	68	66	69	48	134	117	149	52	37	13
	25%	25%	25%	31%	30%	25%	16%	31%	21%	21%	45%	34%	19%
Insurance	196	101	94	31	25	63	76	56	140	140	10	15	30
	19%	22%	18%	14%	11%	23%	26%	13%	25%	20%	9%	14%	43%
Utilities	177	80	98	40	40	47	49	80	97	135	11	25	7
	18%	17%	18%	18%	18%	17%	17%	18%	17%	19%	10%	22%	10%
Cell phone	57	22	34	16	14	12	15	30	27	32	15	6	4
	6%	5%	6%	7%	6%	4%	5%	7%	5%	4%	13%	6%	6%
Something else (please specify)	31	10	21	3	7	11	10	10	21	26	2	1	1
	3%	2%	4%	1%	3%	4%	3%	2%	4%	4%	2%	1%	2%
Unsure	32	14	17	8	4	9	10	12	19	20	7	4	-
	3%	3%	3%	4%	2%	3%	3%	3%	3%	3%	6%	4%	

Table QBillsHate

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QBillsHate] Which of your bills do you least enjoy paying?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Gas	75	26	21	21	8	47	29	14	18	14	13	15	33	43
	8%	9%	7%	8%	5%	8%	7%	7%	9%	8%	9%	6%	8%	7%
Groceries	186	49	57	51	29	106	80	34	34	45	19	51	69	115
	19%	17%	19%	20%	19%	18%	20%	16%	17%	25%	13%	20%	16%	20%
Mortgage or rent	251	70	92	54	36	162	89	52	63	36	44	57	115	136
	25%	24%	30%	21%	23%	27%	22%	24%	32%	20%	30%	22%	28%	23%
Insurance	196	37	60	59	40	97	99	26	25	37	39	66	51	143
	19%	12%	20%	23%	26%	16%	24%	12%	12%	21%	27%	26%	12%	24%
Utilities	177	74	44	37	22	118	59	58	38	30	15	34	96	79
	18%	25%	15%	15%	14%	20%	15%	27%	19%	17%	10%	13%	23%	14%
Cell phone	57	20	13	15	9	33	24	19	10	7	9	12	29	28
	6%	7%	4%	6%	6%	5%	6%	9%	5%	4%	6%	5%	7%	5%
Something else (please specify)	31	4	9	11	6	14	17	3	6	3	4	14	8	21
	3%	1%	3%	4%	4%	2%	4%	1%	3%	2%	3%	5%	2%	4%
Unsure	32	15	7	5	5	22	10	9	6	7	4	5	15	16
	3%	5%	2%	2%	3%	4%	2%	4%	3%	4%	3%	2%	4%	3%

Table QBillsHate

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QBillsHate] Which of your bills do you least enjoy paying?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
Gas	75	46	26	37	24	14	17	8	9	18	38	20
	8%	9%	8%	8%	8%	6%	6%	6%	6%	7%	8%	7%
Groceries	186	78	60	103	39	43	54	23	30	29	88	69
	19%	16%	20%	21%	13%	20%	19%	17%	20%	11%	19%	25%
Mortgage or rent	251	144	60	97	102	53	92	44	48	90	104	58
	25%	29%	20%	20%	33%	24%	32%	33%	32%	35%	22%	21%
Insurance	196	92	77	107	42	47	41	26	15	27	126	42
	19%	18%	25%	22%	14%	22%	14%	20%	10%	11%	27%	15%
Utilities	177	79	49	74	61	42	49	20	29	58	62	57
	18%	16%	16%	15%	20%	19%	17%	15%	19%	23%	13%	20%
Cell phone	57	30	14	25	23	9	13	5	7	24	21	11
	6%	6%	5%	5%	8%	4%	4%	4%	5%	10%	5%	4%
Something else (please specify)	31	18	11	20	5	7	8	2	6	4	15	12
	3%	4%	4%	4%	2%	3%	3%	2%	4%	2%	3%	4%
Unsure	32	11	8	20	9	3	9	4	6	6	14	11
	3%	2%	3%	4%	3%	1%	3%	3%	4%	2%	3%	4%

Table QBillsHate

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QBillsHate] Which of your bills do you least enjoy paying?

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Gas	75	36	20	20	36	21	16	48	27	45	26	48	27	24	17
	8%	9%	8%	5%	10%	7%	6%	11%	5%	11%	6%	10%	5%	10%	9%
Groceries	186	93	43	50	85	58	36	101	80	98	65	100	77	55	49
	19%	24%	19%	13%	23%	18%	13%	22%	15%	23%	14%	22%	15%	23%	26%
Mortgage or rent	251	80	53	119	75	88	82	95	151	81	136	95	147	59	29
	25%	21%	23%	31%	20%	27%	29%	21%	29%	19%	30%	21%	29%	24%	16%
Insurance	196	71	40	84	59	69	67	76	111	81	98	82	104	45	37
	19%	18%	17%	22%	16%	21%	24%	17%	21%	19%	21%	18%	21%	19%	20%
Utilities	177	72	38	67	73	48	44	90	85	82	72	91	79	40	41
	18%	19%	16%	17%	20%	15%	16%	20%	16%	20%	16%	20%	16%	16%	22%
Cell phone	57	15	15	27	15	23	18	18	35	13	34	15	36	8	3
	6%	4%	7%	7%	4%	7%	6%	4%	7%	3%	7%	3%	7%	3%	2%
Something else (please specify)	31	9	10	11	14	10	7	14	15	12	14	14	16	7	6
	3%	2%	5%	3%	4%	3%	2%	3%	3%	3%	3%	3%	3%	3%	3%
Unsure	32	9	12	11	9	8	13	11	17	8	14	12	17	3	5
	3%	2%	5%	3%	2%	3%	5%	2%	3%	2%	3%	3%	3%	1%	3%

Table QBest\_fanta

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QBest\_fantasyfootball] Between Kamala Harris and Donald Trump, who do you think would perform better in terms of...  
-Managing a fantasy football team

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Kamala Harris	289	131	157	74	74	73	69	147	142	184	49	39	17
	29%	28%	29%	34%	33%	27%	23%	34%	25%	26%	42%	36%	24%
Donald Trump	442	218	223	106	99	123	115	205	237	341	29	45	27
	44%	47%	42%	48%	45%	45%	39%	47%	42%	48%	25%	40%	39%
Unsure	274	117	157	40	47	75	111	87	187	185	37	27	25
	27%	25%	29%	18%	21%	28%	38%	20%	33%	26%	32%	24%	36%

Table QBest\_fanta

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QBest\_fantasyfootball] Between Kamala Harris and Donald Trump, who do you think would perform better in terms of...  
-Managing a fantasy football team

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Kamala Harris	289	71	84	82	52	155	134	72	41	47	37	92	114	175
	29%	24%	28%	32%	34%	26%	33%	34%	21%	26%	25%	36%	27%	30%
Donald Trump	442	153	127	109	54	279	163	83	108	80	66	103	191	249
	44%	52%	42%	43%	35%	47%	40%	39%	54%	44%	45%	41%	46%	43%
Unsure	274	71	92	63	48	163	111	60	52	53	45	60	112	158
	27%	24%	30%	25%	31%	27%	27%	28%	26%	30%	30%	23%	27%	27%

Table QBest\_fanta

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QBest\_fantasyfootball] Between Kamala Harris and Donald Trump, who do you think would perform better in terms of...  
-Managing a fantasy football team

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
Kamala Harris	289	162	76	126	108	55	81	45	36	98	122	69
	29%	33%	25%	26%	36%	25%	29%	33%	24%	38%	26%	25%
Donald Trump	442	225	121	235	123	84	140	70	70	99	205	138
	44%	45%	40%	49%	40%	39%	50%	53%	47%	39%	44%	49%
Unsure	274	111	107	122	74	77	62	19	43	60	141	72
	27%	22%	35%	25%	24%	36%	22%	14%	29%	23%	30%	26%

Table QBest\_fanta

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QBest\_fantasyfootball] Between Kamala Harris and Donald Trump, who do you think would perform better in terms of...  
-Managing a fantasy football team

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Kamala Harris	289	19	41	229	31	93	161	18	268	15	248	17	268	8	11
	29%	5%	18%	59%	9%	29%	57%	4%	51%	3%	54%	4%	53%	3%	6%
Donald Trump	442	283	106	52	250	135	42	339	93	315	71	341	88	191	135
	44%	74%	46%	13%	68%	41%	15%	75%	18%	75%	16%	75%	17%	79%	71%
Unsure	274	82	84	108	85	98	81	96	160	91	140	99	148	43	44
	27%	21%	36%	28%	23%	30%	29%	21%	31%	22%	31%	22%	29%	18%	23%

Table QBest\_house

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QBest\_housesitting] Between Kamala Harris and Donald Trump, who do you think would perform better in terms of...  
-House sitting for you over a long weekend

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Kamala Harris	552	242	309	126	122	134	170	248	304	367	76	63	46
	55%	52%	57%	58%	55%	49%	58%	56%	54%	52%	66%	57%	66%
Donald Trump	273	138	135	62	64	83	65	125	148	215	11	34	14
	27%	30%	25%	28%	29%	31%	22%	29%	26%	30%	9%	30%	20%
Unsure	180	86	93	31	34	55	59	66	114	128	28	14	9
	18%	19%	17%	14%	16%	20%	20%	15%	20%	18%	25%	13%	14%

Table QBest\_house

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QBest\_housesitting] Between Kamala Harris and Donald Trump, who do you think would perform better in terms of...  
-House sitting for you over a long weekend

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Kamala Harris	552	138	160	159	96	298	254	126	86	103	82	154	213	339
	55%	47%	53%	62%	62%	50%	62%	59%	43%	58%	55%	60%	51%	58%
Donald Trump	273	99	90	52	33	189	84	58	76	44	41	53	134	137
	27%	33%	30%	20%	21%	32%	21%	27%	38%	25%	27%	21%	32%	24%
Unsure	180	59	52	43	25	111	69	31	38	32	25	49	69	106
	18%	20%	17%	17%	16%	19%	17%	14%	19%	18%	17%	19%	17%	18%

Table QBest\_house

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QBest\_housesitting] Between Kamala Harris and Donald Trump, who do you think would perform better in terms of...  
-House sitting for you over a long weekend

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
Kamala Harris	552	279	175	239	185	127	139	63	75	162	269	121
	55%	56%	58%	50%	61%	59%	49%	47%	51%	63%	57%	43%
Donald Trump	273	142	72	147	77	49	95	49	46	60	117	96
	27%	28%	24%	30%	25%	23%	34%	37%	31%	23%	25%	34%
Unsure	180	78	56	97	43	40	49	21	27	35	82	62
	18%	16%	19%	20%	14%	19%	17%	16%	18%	14%	18%	22%

Table QBest\_house

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QBest\_housesitting] Between Kamala Harris and Donald Trump, who do you think would perform better in terms of...  
-House sitting for you over a long weekend

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Kamala Harris	552	79	128	344	95	190	256	79	460	98	406	90	443	27	60
	55%	21%	55%	88%	26%	59%	90%	17%	88%	23%	88%	20%	88%	11%	32%
Donald Trump	273	216	47	10	195	60	10	261	11	229	12	251	16	169	78
	27%	56%	20%	3%	53%	18%	3%	58%	2%	55%	3%	55%	3%	70%	41%
Unsure	180	90	56	34	76	75	19	113	51	93	41	116	46	46	51
	18%	23%	24%	9%	21%	23%	7%	25%	10%	22%	9%	25%	9%	19%	27%

Table QBest\_monop

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QBest\_monopoly] Between Kamala Harris and Donald Trump, who do you think would perform better in terms of...  
-The board game 'Monopoly'

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Kamala Harris	334	144	189	81	80	73	100	161	173	200	61	44	29
	33%	31%	35%	37%	36%	27%	34%	37%	31%	28%	53%	40%	42%
Donald Trump	517	250	267	115	116	155	131	231	286	405	29	55	28
	51%	54%	50%	52%	53%	57%	45%	53%	51%	57%	25%	49%	40%
Unsure	154	72	81	23	24	44	63	47	107	104	25	12	13
	15%	15%	15%	11%	11%	16%	21%	11%	19%	15%	22%	11%	18%

Table QBest\_monop

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QBest\_monopoly] Between Kamala Harris and Donald Trump, who do you think would perform better in terms of...  
-The board game 'Monopoly'

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Kamala Harris	334	88	101	90	56	189	145	91	41	56	47	99	131	202
	33%	30%	33%	35%	36%	32%	36%	42%	20%	31%	32%	39%	32%	35%
Donald Trump	517	171	155	123	68	326	191	106	131	83	79	115	237	278
	51%	58%	51%	48%	44%	55%	47%	49%	66%	46%	54%	45%	57%	48%
Unsure	154	36	47	41	30	83	71	19	28	40	21	41	48	102
	15%	12%	16%	16%	19%	14%	17%	9%	14%	22%	14%	16%	11%	17%

Table QBest\_monop

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QBest\_monopoly] Between Kamala Harris and Donald Trump, who do you think would perform better in terms of...  
-The board game 'Monopoly'

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
Kamala Harris	334	166	109	138	131	65	94	45	49	118	154	62
	33%	33%	36%	29%	43%	30%	33%	33%	33%	46%	33%	22%
Donald Trump	517	259	141	267	139	110	155	75	79	109	240	167
	51%	52%	46%	55%	46%	51%	55%	56%	53%	43%	51%	60%
Unsure	154	73	54	78	35	41	34	14	20	29	74	50
	15%	15%	18%	16%	11%	19%	12%	10%	13%	11%	16%	18%

Table QBest\_monop

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QBest\_monopoly] Between Kamala Harris and Donald Trump, who do you think would perform better in terms of...  
-The board game 'Monopoly'

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Kamala Harris	334	23	55	256	33	116	180	10	321	24	280	16	310	1	20
	33%	6%	24%	66%	9%	36%	63%	2%	61%	6%	61%	4%	62%	1%	10%
Donald Trump	517	314	132	70	281	161	56	397	105	357	95	389	108	218	152
	51%	82%	57%	18%	77%	49%	20%	88%	20%	85%	21%	85%	21%	90%	80%
Unsure	154	47	44	63	52	49	49	47	96	39	84	52	86	22	18
	15%	12%	19%	16%	14%	15%	17%	10%	18%	9%	18%	11%	17%	9%	9%

Table QBest\_famil

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QBest\_familyfeud] Between Kamala Harris and Donald Trump, who do you think would perform better in terms of...  
-The TV show 'Family Feud'

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Kamala Harris	446	189	257	107	100	108	131	208	239	286	73	59	28
	44%	41%	48%	49%	46%	40%	44%	47%	42%	40%	63%	54%	40%
Donald Trump	378	191	186	81	90	110	96	171	206	290	20	38	30
	38%	41%	35%	37%	41%	41%	33%	39%	36%	41%	17%	35%	43%
Unsure	181	86	95	31	29	53	68	60	121	134	23	13	11
	18%	18%	18%	14%	13%	20%	23%	14%	21%	19%	20%	12%	17%

Table QBest\_famil

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QBest\_familyfeud] Between Kamala Harris and Donald Trump, who do you think would perform better in terms of...  
-The TV show 'Family Feud'

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Kamala Harris	446	115	129	129	73	244	202	109	76	84	64	113	185	261
	44%	39%	43%	51%	48%	41%	50%	51%	38%	47%	43%	44%	45%	45%
Donald Trump	378	134	110	86	47	244	134	69	90	61	58	97	159	217
	38%	45%	36%	34%	31%	41%	33%	32%	45%	34%	39%	38%	38%	37%
Unsure	181	46	63	39	33	110	71	37	35	34	26	45	72	105
	18%	16%	21%	15%	21%	18%	18%	17%	17%	19%	17%	18%	17%	18%

Table QBest\_famil

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QBest\_familyfeud] Between Kamala Harris and Donald Trump, who do you think would perform better in terms of...  
-The TV show 'Family Feud'

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
Kamala Harris	446	226	139	181	160	105	123	55	68	146	198	102
	44%	45%	46%	37%	52%	49%	43%	41%	46%	57%	42%	36%
Donald Trump	378	188	109	211	102	65	115	59	56	82	177	119
	38%	38%	36%	44%	33%	30%	41%	44%	37%	32%	38%	43%
Unsure	181	83	55	91	43	47	45	20	25	29	93	59
	18%	17%	18%	19%	14%	21%	16%	15%	17%	11%	20%	21%

Table QBest\_famil

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QBest\_familyfeud] Between Kamala Harris and Donald Trump, who do you think would perform better in terms of...  
-The TV show 'Family Feud'

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Kamala Harris	446	50	96	300	74	151	217	52	388	58	352	54	377	24	33
	44%	13%	42%	77%	20%	46%	76%	11%	74%	14%	77%	12%	75%	10%	17%
Donald Trump	378	254	86	38	228	104	30	310	63	281	45	309	62	180	112
	38%	66%	37%	10%	62%	32%	11%	68%	12%	67%	10%	68%	12%	74%	59%
Unsure	181	81	48	51	64	70	37	92	72	81	62	94	65	38	45
	18%	21%	21%	13%	18%	22%	13%	20%	14%	19%	14%	21%	13%	16%	24%

Table QBest\_ikea

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QBest\_ikea] Between Kamala Harris and Donald Trump, who do you think would perform better in terms of...

-Building Ikea furniture

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Kamala Harris	423	187	234	110	101	102	110	211	212	272	57	68	26
	42%	40%	44%	50%	46%	38%	37%	48%	38%	38%	50%	61%	37%
Donald Trump	298	146	152	73	64	83	79	137	162	235	16	26	21
	30%	31%	28%	33%	29%	30%	27%	31%	29%	33%	14%	23%	30%
Unsure	284	132	151	37	55	86	106	92	192	202	42	17	23
	28%	28%	28%	17%	25%	32%	36%	21%	34%	28%	36%	16%	33%

Table QBest\_ikea

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QBest\_ikea] Between Kamala Harris and Donald Trump, who do you think would perform better in terms of...

-Building Ikea furniture

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Kamala Harris	423	111	121	123	67	232	191	109	61	79	54	120	169	254
	42%	38%	40%	49%	44%	39%	47%	51%	30%	44%	36%	47%	41%	44%
Donald Trump	298	114	89	61	34	203	95	56	86	54	44	56	142	154
	30%	39%	30%	24%	22%	34%	23%	26%	43%	30%	30%	22%	34%	27%
Unsure	284	70	92	69	52	162	122	51	53	46	49	79	104	174
	28%	24%	30%	27%	34%	27%	30%	24%	27%	26%	33%	31%	25%	30%

Table QBest\_ikea

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QBest\_ikea] Between Kamala Harris and Donald Trump, who do you think would perform better in terms of...

-Building Ikea furniture

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
Kamala Harris	423	209	125	183	150	90	119	56	63	140	189	94
	42%	42%	41%	38%	49%	41%	42%	42%	42%	54%	40%	34%
Donald Trump	298	159	79	154	90	54	93	43	49	64	128	106
	30%	32%	26%	32%	30%	25%	33%	32%	33%	25%	27%	38%
Unsure	284	131	99	146	65	73	71	34	37	53	152	79
	28%	26%	33%	30%	21%	34%	25%	26%	25%	21%	32%	28%

Table QBest\_ikea

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QBest\_ikea] Between Kamala Harris and Donald Trump, who do you think would perform better in terms of...

-Building Ikea furniture

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Kamala Harris	423	52	101	270	56	139	215	56	363	67	318	57	357	19	37
	42%	13%	44%	69%	15%	43%	76%	12%	70%	16%	69%	12%	71%	8%	19%
Donald Trump	298	220	60	18	209	68	15	266	29	234	25	266	27	162	89
	30%	57%	26%	5%	57%	21%	5%	59%	6%	56%	5%	58%	5%	67%	47%
Unsure	284	113	70	101	102	118	54	132	129	119	117	134	120	61	64
	28%	29%	30%	26%	28%	36%	19%	29%	25%	28%	25%	29%	24%	25%	34%

Table QBest\_karao

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QBest\_karaoke] Between Kamala Harris and Donald Trump, who do you think would perform better in terms of...

-Karaoke

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Kamala Harris	522	241	279	129	122	128	143	250	271	338	77	72	35
	52%	52%	52%	59%	55%	47%	48%	57%	48%	48%	67%	65%	51%
Donald Trump	189	83	106	46	50	58	35	96	93	153	7	19	10
	19%	18%	20%	21%	23%	21%	12%	22%	16%	22%	6%	17%	14%
Unsure	294	142	152	44	48	85	117	92	202	219	31	20	24
	29%	30%	28%	20%	22%	31%	40%	21%	36%	31%	27%	18%	35%

Table QBest\_karao

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QBest\_karaoke] Between Kamala Harris and Donald Trump, who do you think would perform better in terms of...

-Karaoke

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Kamala Harris	522	148	157	142	74	305	217	126	93	88	78	138	218	303
	52%	50%	52%	56%	48%	51%	53%	58%	46%	49%	53%	54%	52%	52%
Donald Trump	189	67	53	38	31	120	69	41	37	32	28	49	78	109
	19%	23%	18%	15%	21%	20%	17%	19%	19%	18%	19%	19%	19%	19%
Unsure	294	81	93	74	48	173	121	49	70	59	42	69	119	170
	29%	27%	31%	29%	31%	29%	30%	23%	35%	33%	29%	27%	29%	29%

Table QBest\_karao

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QBest\_karaoke] Between Kamala Harris and Donald Trump, who do you think would perform better in terms of...  
-Karaoke

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
Kamala Harris	522	272	151	221	184	117	161	78	83	149	243	130
	52%	55%	50%	46%	60%	54%	57%	58%	56%	58%	52%	46%
Donald Trump	189	99	49	112	47	29	62	28	34	43	77	69
	19%	20%	16%	23%	16%	13%	22%	21%	23%	17%	16%	25%
Unsure	294	127	104	150	74	71	60	28	31	66	148	81
	29%	26%	34%	31%	24%	33%	21%	21%	21%	26%	32%	29%

Table QBest\_karao

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QBest\_karaoke] Between Kamala Harris and Donald Trump, who do you think would perform better in terms of...  
-Karaoke

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Kamala Harris	522	109	123	290	111	186	212	133	378	136	334	135	372	60	72
	52%	28%	53%	74%	30%	57%	74%	29%	72%	32%	73%	30%	74%	25%	38%
Donald Trump	189	133	35	21	119	41	21	156	29	141	25	154	29	97	50
	19%	34%	15%	5%	33%	13%	7%	34%	6%	34%	5%	34%	6%	40%	26%
Unsure	294	143	73	79	136	98	52	164	115	143	101	168	103	85	67
	29%	37%	32%	20%	37%	30%	18%	36%	22%	34%	22%	37%	20%	35%	35%

Table QBest\_cpr

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QBest\_cpr] Between Kamala Harris and Donald Trump, who do you think would perform better in terms of...  
 -CPR

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Kamala Harris	520	224	295	123	121	121	156	244	276	328	84	64	44
	52%	48%	55%	56%	55%	44%	53%	56%	49%	46%	73%	58%	64%
Donald Trump	242	114	128	48	52	71	72	99	142	204	10	22	5
	24%	24%	24%	22%	23%	26%	24%	23%	25%	29%	9%	20%	8%
Unsure	243	128	115	49	47	80	67	96	147	178	21	25	20
	24%	28%	21%	22%	22%	30%	23%	22%	26%	25%	18%	22%	29%

Table QBest\_cpr

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QBest\_cpr] Between Kamala Harris and Donald Trump, who do you think would perform better in terms of...  
-CPR

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Kamala Harris	520	134	154	144	88	288	232	124	84	89	81	143	207	313
	52%	45%	51%	57%	57%	48%	57%	57%	42%	49%	55%	56%	50%	54%
Donald Trump	242	96	66	48	32	162	80	54	61	44	29	51	115	124
	24%	32%	22%	19%	21%	27%	20%	25%	31%	25%	20%	20%	28%	21%
Unsure	243	65	83	62	34	148	95	38	55	47	37	61	93	145
	24%	22%	27%	24%	22%	25%	23%	18%	28%	26%	25%	24%	22%	25%

Table QBest\_cpr

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QBest\_cpr] Between Kamala Harris and Donald Trump, who do you think would perform better in terms of...

-CPR

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
Kamala Harris	520	260	165	213	188	119	143	66	77	157	249	114
	52%	52%	54%	44%	62%	55%	51%	50%	52%	61%	53%	41%
Donald Trump	242	124	68	137	59	45	67	30	36	54	100	87
	24%	25%	23%	28%	19%	21%	24%	23%	25%	21%	21%	31%
Unsure	243	115	70	132	59	52	73	37	36	46	119	78
	24%	23%	23%	27%	19%	24%	26%	28%	24%	18%	25%	28%

Table QBest\_cpr

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QBest\_cpr] Between Kamala Harris and Donald Trump, who do you think would perform better in terms of...

-CPR

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Kamala Harris	520	50	125	346	77	182	249	56	458	66	398	62	440	14	48
	52%	13%	54%	89%	21%	56%	88%	12%	88%	16%	87%	14%	87%	6%	26%
Donald Trump	242	198	38	6	176	43	11	235	6	210	10	227	8	146	75
	24%	51%	17%	1%	48%	13%	4%	52%	1%	50%	2%	50%	1%	60%	40%
Unsure	243	137	68	38	113	99	25	163	58	144	51	168	56	82	66
	24%	36%	29%	10%	31%	31%	9%	36%	11%	34%	11%	37%	11%	34%	35%

Table QBest\_poker

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QBest\_pokerface] Between Kamala Harris and Donald Trump, who do you think would perform better in terms of...  
-Having a poker face

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Kamala Harris	344	146	197	88	84	79	93	172	171	232	45	55	13
	34%	31%	37%	40%	38%	29%	32%	39%	30%	33%	39%	49%	19%
Donald Trump	501	252	249	105	107	138	151	212	289	377	45	39	41
	50%	54%	46%	48%	49%	51%	51%	48%	51%	53%	39%	35%	60%
Unsure	160	68	92	26	29	55	51	54	106	102	26	18	15
	16%	15%	17%	12%	13%	20%	17%	12%	19%	14%	22%	16%	22%

Table QBest\_poker

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QBest\_pokerface] Between Kamala Harris and Donald Trump, who do you think would perform better in terms of...  
-Having a poker face

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Kamala Harris	344	77	106	99	62	183	160	83	52	64	48	96	135	208
	34%	26%	35%	39%	40%	31%	39%	38%	26%	36%	32%	38%	33%	36%
Donald Trump	501	173	145	119	64	318	183	103	119	91	71	116	222	278
	50%	59%	48%	47%	42%	53%	45%	48%	59%	51%	48%	46%	53%	48%
Unsure	160	45	51	36	28	96	64	30	29	25	29	43	59	97
	16%	15%	17%	14%	18%	16%	16%	14%	15%	14%	20%	17%	14%	17%

Table QBest\_poker

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QBest\_pokerface] Between Kamala Harris and Donald Trump, who do you think would perform better in terms of...  
-Having a poker face

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
Kamala Harris	344	180	102	151	119	74	97	41	57	118	150	76
	34%	36%	33%	31%	39%	34%	34%	31%	38%	46%	32%	27%
Donald Trump	501	246	150	256	140	105	150	77	73	107	235	159
	50%	49%	49%	53%	46%	49%	53%	57%	49%	42%	50%	57%
Unsure	160	72	52	76	47	37	35	16	19	32	83	45
	16%	15%	17%	16%	15%	17%	12%	12%	13%	13%	18%	16%

Table QBest\_poker

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QBest\_pokerface] Between Kamala Harris and Donald Trump, who do you think would perform better in terms of...  
 -Having a poker face

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Kamala Harris	344	48	74	222	51	115	168	45	293	47	261	52	281	22	27
	34%	12%	32%	57%	14%	35%	59%	10%	56%	11%	57%	11%	56%	9%	14%
Donald Trump	501	291	121	89	269	148	70	354	136	329	116	350	132	197	142
	50%	76%	52%	23%	73%	46%	25%	78%	26%	78%	25%	77%	26%	82%	75%
Unsure	160	46	36	78	46	62	47	55	94	45	83	55	90	23	21
	16%	12%	16%	20%	13%	19%	16%	12%	18%	11%	18%	12%	18%	9%	11%

Table QBest\_playl

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QBest\_playlist] Between Kamala Harris and Donald Trump, who do you think would perform better in terms of...  
-Creating a road trip playlist

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Kamala Harris	510	214	294	120	115	125	149	235	274	334	77	65	33
	51%	46%	55%	55%	52%	46%	51%	54%	48%	47%	67%	59%	48%
Donald Trump	269	131	137	65	60	84	59	125	144	216	9	26	18
	27%	28%	26%	30%	27%	31%	20%	29%	25%	30%	7%	24%	26%
Unsure	226	120	106	34	44	62	86	78	148	160	30	20	17
	23%	26%	20%	16%	20%	23%	29%	18%	26%	23%	26%	18%	25%

Table QBest\_playl

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QBest\_playlist] Between Kamala Harris and Donald Trump, who do you think would perform better in terms of...

-Creating a road trip playlist

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Kamala Harris	510	135	144	152	78	279	230	134	73	91	74	137	207	302
	51%	46%	48%	60%	51%	47%	57%	62%	37%	50%	50%	54%	50%	52%
Donald Trump	269	91	85	58	35	176	93	49	75	47	34	61	124	142
	27%	31%	28%	23%	23%	29%	23%	23%	37%	26%	23%	24%	30%	24%
Unsure	226	69	73	44	40	142	84	33	52	42	39	56	85	137
	23%	23%	24%	17%	26%	24%	21%	15%	26%	23%	26%	22%	20%	24%

Table QBest\_playI

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QBest\_playlist] Between Kamala Harris and Donald Trump, who do you think would perform better in terms of...

-Creating a road trip playlist

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
Kamala Harris	510	256	159	218	183	109	143	64	79	152	242	115
	51%	51%	52%	45%	60%	50%	50%	48%	53%	59%	52%	41%
Donald Trump	269	138	70	142	79	47	84	39	44	56	120	93
	27%	28%	23%	29%	26%	22%	30%	29%	30%	22%	26%	33%
Unsure	226	105	75	123	43	60	57	30	26	49	106	72
	23%	21%	25%	25%	14%	28%	20%	23%	17%	19%	23%	26%

Table QBest\_playl

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QBest\_playlist] Between Kamala Harris and Donald Trump, who do you think would perform better in terms of...

-Creating a road trip playlist

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Kamala Harris	510	83	123	304	100	175	224	94	407	97	360	99	396	37	63
	51%	22%	53%	78%	27%	54%	79%	21%	78%	23%	78%	22%	79%	15%	33%
Donald Trump	269	202	49	18	174	64	17	240	28	219	25	234	28	148	76
	27%	52%	21%	5%	48%	20%	6%	53%	5%	52%	6%	51%	5%	61%	40%
Unsure	226	100	59	67	92	86	43	119	87	104	75	124	80	57	50
	23%	26%	26%	17%	25%	26%	15%	26%	17%	25%	16%	27%	16%	23%	27%

Table QBest\_escap

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QBest\_escaperoom] Between Kamala Harris and Donald Trump, who do you think would perform better in terms of..

-Solving an escape room

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Kamala Harris	468	201	266	118	112	111	128	230	239	294	77	61	35
	47%	43%	50%	54%	51%	41%	43%	52%	42%	41%	67%	55%	51%
Donald Trump	360	172	188	69	79	113	99	148	212	290	14	34	22
	36%	37%	35%	31%	36%	42%	34%	34%	37%	41%	12%	31%	32%
Unsure	177	93	83	32	29	47	68	61	115	125	24	15	12
	18%	20%	16%	15%	13%	17%	23%	14%	20%	18%	21%	14%	17%

Table QBest\_escap

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QBest\_escaperoom] Between Kamala Harris and Donald Trump, who do you think would perform better in terms of..

-Solving an escape room

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Kamala Harris	468	114	133	135	86	247	221	122	67	72	72	136	188	280
	47%	39%	44%	53%	56%	41%	54%	56%	33%	40%	49%	53%	45%	48%
Donald Trump	360	126	115	74	45	241	119	65	100	69	53	72	165	193
	36%	43%	38%	29%	29%	40%	29%	30%	50%	38%	36%	28%	40%	33%
Unsure	177	55	54	44	23	110	67	29	33	39	22	47	63	109
	18%	19%	18%	17%	15%	18%	16%	14%	17%	22%	15%	19%	15%	19%

Table QBest\_escap

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QBest\_escaperoom] Between Kamala Harris and Donald Trump, who do you think would perform better in terms of..

-Solving an escape room

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
Kamala Harris	468	241	138	200	166	103	133	62	70	150	222	95
	47%	48%	46%	41%	54%	47%	47%	46%	47%	59%	47%	34%
Donald Trump	360	173	106	194	91	75	100	47	53	77	160	123
	36%	35%	35%	40%	30%	35%	35%	35%	36%	30%	34%	44%
Unsure	177	84	60	89	49	39	50	25	25	30	86	62
	18%	17%	20%	18%	16%	18%	18%	19%	17%	12%	18%	22%

Table QBest\_escap

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QBest\_escaperoom] Between Kamala Harris and Donald Trump, who do you think would perform better in terms of...

-Solving an escape room

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Kamala Harris	468	44	102	322	56	167	237	41	420	58	367	49	409	12	39
	47%	12%	44%	83%	15%	51%	83%	9%	80%	14%	80%	11%	81%	5%	20%
Donald Trump	360	269	73	18	236	90	19	323	30	286	26	314	32	192	112
	36%	70%	32%	5%	64%	28%	7%	71%	6%	68%	6%	69%	6%	79%	59%
Unsure	177	72	55	50	75	68	29	88	72	76	66	93	63	38	38
	18%	19%	24%	13%	20%	21%	10%	20%	14%	18%	14%	20%	12%	16%	20%

Table QPoViolenc

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QPoViolencePartisan] Do you believe political violence is a bigger problem on the political right or the political left?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
The political right	309	161	147	66	61	72	109	127	182	217	33	35	24
	31%	35%	27%	30%	28%	27%	37%	29%	32%	31%	29%	32%	34%
The political left	251	133	118	42	49	86	74	91	161	202	17	19	13
	25%	29%	22%	19%	22%	32%	25%	21%	28%	28%	15%	17%	20%
It's an equal problem for both sides	354	143	211	89	91	85	89	180	174	236	41	52	24
	35%	31%	39%	40%	42%	31%	30%	41%	31%	33%	36%	47%	35%
Unsure	91	29	63	22	19	27	23	41	50	55	24	5	8
	9%	6%	12%	10%	9%	10%	8%	9%	9%	8%	20%	5%	11%

Table QPoIViolenc

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QPoIViolencePartisan] Do you believe political violence is a bigger problem on the political right or the political left?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
The political right	309	63	93	95	58	155	153	61	51	58	40	98	113	196
	31%	21%	31%	37%	38%	26%	38%	28%	26%	32%	27%	39%	27%	34%
The political left	251	66	89	57	39	155	96	35	64	44	45	62	99	152
	25%	22%	29%	22%	25%	26%	24%	16%	32%	24%	31%	24%	24%	26%
It's an equal problem for both sides	354	123	99	83	48	223	131	93	69	61	53	75	162	188
	35%	42%	33%	33%	31%	37%	32%	43%	34%	34%	36%	29%	39%	32%
Unsure	91	43	22	18	9	64	27	26	16	17	9	20	42	46
	9%	14%	7%	7%	6%	11%	7%	12%	8%	10%	6%	8%	10%	8%

Table QPoIViolenc

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

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	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
The political right	309	149	115	131	106	72	71	41	30	98	142	69
	31%	30%	38%	27%	35%	33%	25%	30%	20%	38%	30%	25%
The political left	251	134	71	147	56	48	69	35	35	42	125	84
	25%	27%	23%	30%	18%	22%	25%	26%	23%	16%	27%	30%
It's an equal problem for both sides	354	175	96	166	108	80	110	51	59	92	160	102
	35%	35%	31%	34%	35%	37%	39%	38%	40%	36%	34%	36%
Unsure	91	40	22	39	35	17	33	7	25	25	42	25
	9%	8%	7%	8%	12%	8%	11%	6%	17%	10%	9%	9%

Table QPoIViolenc

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

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	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
The political right	309	45	60	204	48	79	180	41	267	46	240	44	263	23	25
	31%	12%	26%	52%	13%	24%	63%	9%	51%	11%	52%	10%	52%	9%	13%
The political left	251	180	46	25	189	43	18	217	31	205	29	217	31	127	80
	25%	47%	20%	6%	52%	13%	6%	48%	6%	49%	6%	48%	6%	52%	42%
It's an equal problem for both sides	354	128	96	129	103	165	70	155	180	143	152	161	167	72	75
	35%	33%	42%	33%	28%	51%	25%	34%	34%	34%	33%	35%	33%	30%	40%
Unsure	91	32	28	31	26	38	16	40	44	26	39	34	43	20	9
	9%	8%	12%	8%	7%	12%	6%	9%	8%	6%	8%	8%	9%	8%	5%

Table QPuck\_Assas

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QPuck\_AssassinationHeard] Have you seen, read, or heard anything about a second assassination attempt against 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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	850	402	446	166	165	235	283	331	519	626	77	91	55
	85%	86%	83%	76%	75%	87%	96%	75%	92%	88%	67%	82%	79%
No	127	55	73	44	44	32	7	88	39	69	27	17	14
	13%	12%	14%	20%	20%	12%	2%	20%	7%	10%	24%	15%	20%
Unsure	28	9	19	9	11	4	4	20	8	14	11	2	1
	3%	2%	4%	4%	5%	1%	1%	5%	1%	2%	9%	2%	1%

Table QPuck\_Assas

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QPuck\_AssassinationHeard] Have you seen, read, or heard anything about a second assassination attempt against 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	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	850	233	264	227	126	497	353	171	165	158	122	229	335	510
	85%	79%	87%	89%	82%	83%	87%	79%	82%	88%	83%	90%	81%	88%
No	127	50	32	20	26	82	45	37	28	18	19	22	66	59
	13%	17%	10%	8%	17%	14%	11%	17%	14%	10%	13%	9%	16%	10%
Unsure	28	13	7	7	2	19	9	7	7	3	7	4	15	13
	3%	4%	2%	3%	1%	3%	2%	3%	4%	2%	5%	1%	4%	2%

Table QPuck\_Assas

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QPuck\_AssassinationHeard] Have you seen, read, or heard anything about a second assassination attempt against 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	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
Yes	850	403	288	421	244	185	215	105	109	205	405	240
	85%	81%	95%	87%	80%	86%	76%	79%	74%	80%	86%	86%
No	127	82	11	52	50	26	61	28	33	45	53	29
	13%	16%	4%	11%	16%	12%	21%	21%	22%	17%	11%	10%
Unsure	28	13	4	11	12	5	7	1	6	7	10	10
	3%	3%	1%	2%	4%	2%	2%	*%	4%	3%	2%	4%

Table QPuck\_Assas

Echelon Insights  
 September Omnibus 2024  
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[QPuck\_AssassinationHeard] Have you seen, read, or heard anything about a second assassination attempt against Donald Trump?

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
<b>Total</b>	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
<b>Yes</b>	850	348	191	311	324	265	238	402	427	377	387	410	412	222	167
	85%	90%	83%	80%	89%	82%	84%	89%	82%	90%	84%	90%	82%	92%	88%
<b>No</b>	127	28	31	69	33	54	36	42	83	37	63	38	81	17	17
	13%	7%	13%	18%	9%	16%	13%	9%	16%	9%	14%	8%	16%	7%	9%
<b>Unsure</b>	28	9	9	10	8	6	10	9	12	6	9	9	10	3	5
	3%	2%	4%	2%	2%	2%	4%	2%	2%	1%	2%	2%	2%	1%	3%

Table QPuck\_Assas

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QPuck\_AssassinationMore] Have you seen, read, or heard more or less about the second assassination attempt than the first one?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	850	402	446	166	165	235	283	331	519	626	77	91	55
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	840	401	436	157	168	243	272	325	515	649	77	77	37
A LOT/LITTLE MORE	139	63	76	31	30	43	35	60	78	87	23	27	1
	16%	16%	17%	19%	18%	18%	12%	18%	15%	14%	30%	30%	2%
A LOT/LITTLE LESS	424	208	215	79	83	119	144	162	262	345	28	29	23
	50%	52%	48%	48%	50%	50%	51%	49%	51%	55%	36%	31%	43%
A lot more	61	34	27	14	14	21	12	28	33	31	19	10	0
	7%	8%	6%	8%	9%	9%	4%	8%	6%	5%	25%	11%	1%
A little more	78	29	49	17	15	22	23	32	46	56	4	18	1
	9%	7%	11%	10%	9%	10%	8%	10%	9%	9%	5%	19%	2%
The same amount	270	127	142	54	49	69	98	103	167	186	22	35	26
	32%	32%	32%	32%	30%	29%	35%	31%	32%	30%	29%	39%	47%
A little less	223	103	119	31	47	58	88	77	146	183	15	15	9
	26%	26%	27%	18%	28%	25%	31%	23%	28%	29%	19%	17%	17%
A lot less	202	105	97	49	36	61	56	85	117	162	12	13	14
	24%	26%	22%	29%	22%	26%	20%	26%	23%	26%	16%	15%	26%
Unsure	17	5	12	2	4	5	6	6	11	8	5	-	4
	2%	1%	3%	1%	2%	2%	2%	2%	2%	1%	6%	-	8%

Table QPuck\_Assas

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QPuck\_AssassinationMore] Have you seen, read, or heard more or less about the second assassination attempt than the first one?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	850	233	264	227	126	497	353	171	165	158	122	229	335	510
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	840	195	297	224	124	492	348	176	170	160	115	215	346	490
A LOT/LITTLE MORE	139	43	47	19	29	90	48	42	26	27	14	29	68	71
	16%	19%	18%	9%	23%	18%	14%	25%	16%	17%	12%	13%	20%	14%
A LOT/LITTLE LESS	424	101	125	135	63	226	199	62	85	72	64	139	147	275
	50%	43%	47%	60%	50%	45%	56%	36%	52%	46%	52%	61%	44%	54%
A lot more	61	18	23	6	14	41	20	21	8	15	4	13	29	32
	7%	8%	9%	3%	11%	8%	6%	12%	5%	9%	3%	6%	9%	6%
A little more	78	25	24	14	15	50	28	21	18	13	10	16	39	39
	9%	11%	9%	6%	12%	10%	8%	12%	11%	8%	8%	7%	12%	8%
The same amount	270	87	86	64	32	173	97	66	51	53	41	56	117	150
	32%	37%	33%	28%	26%	35%	27%	39%	31%	34%	33%	25%	35%	29%
A little less	223	51	72	63	38	122	100	33	44	37	36	73	77	146
	26%	22%	27%	28%	30%	25%	28%	19%	27%	23%	30%	32%	23%	29%
A lot less	202	50	54	73	26	103	98	29	41	35	28	66	70	129
	24%	21%	20%	32%	20%	21%	28%	17%	25%	22%	23%	29%	21%	25%
Unsure	17	2	6	8	1	8	9	1	3	5	3	5	3	14
	2%	1%	2%	4%	1%	2%	3%	1%	2%	3%	3%	2%	1%	3%

Table QPuck\_Assas

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QPuck\_AssassinationMore] Have you seen, read, or heard more or less about the second assassination attempt than the first one?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	850	403	288	421	244	185	215	105	109	205	405	240
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	840	403	280	380	251	209	221	101	119	223	391	226
A LOT/LITTLE MORE	139	69	41	61	45	33	36	24	12	47	59	33
	16%	17%	14%	14%	18%	18%	17%	23%	11%	23%	15%	14%
A LOT/LITTLE LESS	424	207	144	226	104	95	111	53	58	82	206	136
	50%	51%	50%	54%	43%	51%	52%	50%	53%	40%	51%	57%
A lot more	61	29	20	31	22	8	20	14	6	18	28	14
	7%	7%	7%	7%	9%	4%	9%	14%	5%	9%	7%	6%
A little more	78	39	21	29	23	25	16	10	6	28	31	19
	9%	10%	7%	7%	10%	14%	7%	9%	6%	14%	8%	8%
The same amount	270	121	97	126	88	56	60	24	35	73	131	66
	32%	30%	34%	30%	36%	30%	28%	23%	32%	36%	32%	28%
A little less	223	106	83	122	46	55	49	19	29	38	122	63
	26%	26%	29%	29%	19%	30%	23%	18%	27%	18%	30%	26%
A lot less	202	101	61	104	58	40	63	34	29	45	84	73
	24%	25%	21%	25%	24%	22%	29%	32%	26%	22%	21%	30%
Unsure	17	6	6	8	7	1	8	4	4	3	9	5
	2%	2%	2%	2%	3%	1%	4%	4%	4%	1%	2%	2%

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QPuck\_AssassinationMore] Have you seen, read, or heard more or less about the second assassination attempt than the first one?

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...	
	Total	GO P	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GO P	Dem	Trump	The Party
Total	850	348	191	311	324	265	238	402	427	377	387	410	412	222	167
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	840	294	197	349	274	282	264	350	470	323	409	355	452	188	144
A LOT/LITTLE MORE	139	52	28	59	58	38	37	65	73	55	70	60	77	40	22
	16%	15%	14%	19%	18%	14%	16%	16%	17%	15%	18%	15%	19%	18%	13%
A LOT/LITTLE LESS	424	175	101	148	166	123	124	207	205	201	185	220	196	123	84
	50%	50%	53%	48%	51%	47%	52%	51%	48%	53%	48%	54%	48%	56%	50%
A lot more	61	26	10	24	30	14	16	34	27	25	29	31	30	21	10
	7%	8%	5%	8%	9%	5%	7%	8%	6%	7%	7%	8%	7%	10%	6%
A little more	78	26	17	35	28	23	21	30	47	30	41	29	47	19	12
	9%	7%	9%	11%	9%	9%	9%	8%	11%	8%	11%	7%	11%	8%	7%
The same amount	270	113	54	102	92	97	76	121	143	115	127	122	134	56	59
	32%	32%	28%	33%	28%	36%	32%	30%	33%	31%	33%	30%	33%	25%	35%
A little less	223	94	47	81	90	61	67	101	115	99	103	109	108	57	48
	26%	27%	25%	26%	28%	23%	28%	25%	27%	26%	27%	26%	26%	26%	29%
A lot less	202	80	54	67	77	63	57	105	91	101	82	111	88	66	36
	24%	23%	28%	22%	24%	24%	24%	26%	21%	27%	21%	27%	21%	30%	21%
Unsure	17	8	8	1	8	8	0	10	6	6	4	9	5	2	3
	2%	2%	4%	*%	2%	3%	*%	2%	1%	2%	1%	2%	1%	1%	2%

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Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QPuckkHarrisPlanOE] Name one of Kamala Harris's specific policy proposals. If you do not know of any, just say so.

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Abortion rights	210	79	130	33	50	63	64	83	127	141	27	28	13
	21%	17%	24%	15%	23%	23%	22%	19%	22%	20%	24%	25%	19%
Homebuyer credit	86	45	41	10	8	23	45	18	68	65	6	9	6
	9%	10%	8%	5%	4%	8%	15%	4%	12%	9%	6%	8%	8%
Help the middle class	26	15	11	5	8	5	9	13	13	22	2	2	-
	3%	3%	2%	2%	3%	2%	3%	3%	2%	3%	2%	2%	-
Tax credit for small businesses	22	12	10	-	4	14	4	4	18	15	3	4	1
	2%	3%	2%	-	2%	5%	1%	1%	3%	2%	2%	3%	1%
Child tax credit and childcare assistance	24	8	16	2	8	5	8	11	14	19	4	1	1
	2%	2%	3%	1%	4%	2%	3%	2%	2%	3%	3%	*%	1%
Medicare for all	26	9	17	6	6	6	9	11	14	23	1	-	1
	3%	2%	3%	3%	3%	2%	3%	3%	3%	3%	1%	-	2%
Affordable housing	20	10	10	6	4	4	6	10	10	12	2	3	3
	2%	2%	2%	3%	2%	1%	2%	2%	2%	2%	2%	3%	4%
Other	229	133	96	53	60	52	64	113	116	163	28	26	12
	23%	28%	18%	24%	27%	19%	22%	26%	20%	23%	24%	23%	18%
Don't know	368	155	212	104	75	102	87	179	189	255	42	39	32
	37%	33%	39%	48%	34%	37%	30%	41%	33%	36%	36%	35%	47%

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Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QPuckkHarrisPlanOE] Name one of Kamala Harris's specific policy proposals. If you do not know of any, just say so.

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Abortion rights	210	51	68	55	36	119	91	48	33	30	37	63	81	129
	21%	17%	22%	22%	23%	20%	22%	22%	16%	17%	25%	25%	19%	22%
Homebuyer credit	86	20	26	26	14	47	39	14	12	25	11	24	26	60
	9%	7%	9%	10%	9%	8%	10%	7%	6%	14%	7%	9%	6%	10%
Help the middle class	26	4	9	7	5	14	12	4	3	6	3	10	7	19
	3%	1%	3%	3%	3%	2%	3%	2%	2%	3%	2%	4%	2%	3%
Tax credit for small businesses	22	1	7	9	4	8	14	7	4	3	3	5	10	11
	2%	*%	2%	4%	3%	1%	3%	3%	2%	1%	2%	2%	2%	2%
Child tax credit and childcare assistance	24	2	8	10	4	10	15	3	3	7	5	6	6	18
	2%	1%	3%	4%	3%	2%	4%	1%	2%	4%	3%	2%	2%	3%
Medicare for all	26	9	5	9	2	14	12	3	6	3	10	5	9	17
	3%	3%	2%	4%	1%	2%	3%	1%	3%	1%	6%	2%	2%	3%
Affordable housing	20	3	5	8	4	8	12	3	6	4	3	4	8	12
	2%	1%	2%	3%	3%	1%	3%	1%	3%	2%	2%	2%	2%	2%
Other	229	69	67	54	39	136	92	45	47	41	26	67	92	135
	23%	23%	22%	21%	25%	23%	23%	21%	23%	23%	18%	26%	22%	23%
Don't know	368	135	108	79	46	243	125	91	89	62	49	71	180	182
	37%	46%	36%	31%	30%	41%	31%	42%	45%	35%	33%	28%	43%	31%

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Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QPuckkHarrisPlanOE] Name one of Kamala Harris 's specific policy proposals. If you do not know of any, just say so.

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
Abortion rights	210	99	67	104	59	47	65	33	32	60	106	43
	21%	20%	22%	22%	19%	22%	23%	24%	22%	23%	23%	15%
Homebuyer credit	86	30	39	39	23	24	12	6	5	24	45	17
	9%	6%	13%	8%	7%	11%	4%	5%	4%	9%	10%	6%
Help the middle class	26	14	7	14	5	7	4	2	2	9	11	7
	3%	3%	2%	3%	2%	3%	2%	1%	2%	3%	2%	2%
Tax credit for small businesses	22	10	11	12	5	5	3	1	2	8	8	6
	2%	2%	4%	2%	2%	2%	1%	1%	1%	3%	2%	2%
Child tax credit and childcare assistance	24	12	11	14	7	4	7	5	2	5	10	10
	2%	2%	3%	3%	2%	2%	2%	3%	1%	2%	2%	3%
Medicare for all	26	11	9	16	8	1	7	1	6	4	14	7
	3%	2%	3%	3%	3%	*%	3%	1%	4%	2%	3%	3%
Affordable housing	20	14	5	8	6	6	4	2	3	5	13	2
	2%	3%	2%	2%	2%	3%	2%	1%	2%	2%	3%	1%
Other	229	117	66	111	70	47	64	37	26	53	98	78
	23%	24%	22%	23%	23%	22%	22%	28%	18%	21%	21%	28%
Don't know	368	195	91	167	125	76	119	47	72	90	166	112
	37%	39%	30%	35%	41%	35%	42%	35%	49%	35%	35%	40%

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Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QPuckHarrisPlanOE] Name one of Kamala Harris's specific policy proposals. If you do not know of any, just say so.

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Abortion rights	210	52	53	105	63	71	74	70	138	67	125	73	129	34	32
	21%	14%	23%	27%	17%	22%	26%	15%	26%	16%	27%	16%	26%	14%	17%
Homebuyer credit	86	21	11	54	21	25	39	21	64	23	59	19	65	9	12
	9%	5%	5%	14%	6%	8%	14%	5%	12%	5%	13%	4%	13%	4%	6%
Help the middle class	26	7	2	18	10	10	5	5	20	7	18	8	18	2	5
	3%	2%	1%	5%	3%	3%	2%	1%	4%	2%	4%	2%	4%	1%	2%
Tax credit for small businesses	22	3	5	14	4	5	12	5	17	4	17	5	16	1	2
	2%	1%	2%	4%	1%	2%	4%	1%	3%	1%	4%	1%	3%	1%	1%
Child tax credit and childcare assistance	24	1	6	18	1	11	13	4	20	2	20	3	20	1	3
	2%	*%	2%	5%	*%	3%	5%	1%	4%	*%	4%	1%	4%	*%	1%
Medicare for all	26	14	6	5	13	7	5	14	11	15	11	15	10	8	5
	3%	4%	3%	1%	4%	2%	2%	3%	2%	4%	2%	3%	2%	3%	3%
Affordable housing	20	5	5	11	1	10	8	3	16	1	16	5	16	1	3
	2%	1%	2%	3%	*%	3%	3%	1%	3%	*%	4%	1%	3%	1%	2%
Other	229	94	49	85	82	69	74	114	110	104	97	114	108	62	48
	23%	24%	21%	22%	23%	21%	26%	25%	21%	25%	21%	25%	21%	26%	26%
Don't know	368	189	95	84	171	117	57	219	132	198	102	215	127	122	80
	37%	49%	41%	22%	47%	36%	20%	48%	25%	47%	22%	47%	25%	50%	42%

Table QPuckTru

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QPuckTrumpPlanOE] Name one of Donald Trump’s specific policy proposals. If you do not know of any, just say so.

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Deportations	161	85	76	24	28	42	67	52	109	132	5	19	4
	16%	18%	14%	11%	13%	15%	23%	12%	19%	19%	4%	17%	6%
Build a wall/Secure border	146	72	73	31	31	44	40	62	84	109	9	17	10
	15%	15%	14%	14%	14%	16%	14%	14%	15%	15%	8%	16%	14%
Abortion Ban	74	23	52	25	15	18	16	40	34	47	9	13	5
	7%	5%	10%	11%	7%	7%	5%	9%	6%	7%	8%	12%	7%
General immigration	68	29	38	12	15	21	20	27	41	52	6	8	2
	7%	6%	7%	5%	7%	8%	7%	6%	7%	7%	5%	7%	3%
No tax on tips, overtime, social security	63	25	37	6	9	27	21	15	48	49	5	6	3
	6%	5%	7%	3%	4%	10%	7%	3%	8%	7%	4%	5%	4%
Tax cuts	36	24	13	4	9	9	15	13	24	25	6	3	2
	4%	5%	2%	2%	4%	3%	5%	3%	4%	4%	5%	3%	3%
Project 2025	39	18	21	17	8	9	5	25	14	21	6	5	7
	4%	4%	4%	8%	4%	3%	2%	6%	3%	3%	6%	5%	10%
Tariff	34	22	13	5	6	6	18	11	23	26	1	1	6
	3%	5%	2%	2%	3%	2%	6%	3%	4%	4%	1%	1%	8%
Drilling/energy independence	23	19	4	3	2	6	13	4	19	21	-	1	1
	2%	4%	1%	1%	1%	2%	5%	1%	3%	3%		1%	1%
Other	111	52	59	18	32	32	30	49	62	85	13	10	4
	11%	11%	11%	8%	14%	12%	10%	11%	11%	12%	11%	9%	6%
Don't know	266	101	165	78	72	61	55	150	116	157	55	29	25
	26%	22%	31%	36%	33%	23%	19%	34%	21%	22%	47%	26%	36%

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QPuckTrumpPlanOE] Name one of Donald Trump’s specific policy proposals. If you do not know of any, just say so.

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Deportations	161	40	43	47	32	82	79	27	30	26	24	54	57	104
	16%	13%	14%	18%	21%	14%	19%	13%	15%	14%	16%	21%	14%	18%
Build a wall/Secure border	146	39	45	38	24	84	62	31	41	22	21	29	72	72
	15%	13%	15%	15%	16%	14%	15%	15%	20%	12%	14%	12%	17%	12%
Abortion Ban	74	28	18	21	8	46	29	24	14	15	9	13	38	37
	7%	9%	6%	8%	5%	8%	7%	11%	7%	8%	6%	5%	9%	6%
General immigration	68	25	21	16	6	46	22	13	20	9	14	12	33	35
	7%	8%	7%	6%	4%	8%	5%	6%	10%	5%	9%	5%	8%	6%
No tax on tips, overtime, social security	63	12	25	16	9	38	25	6	10	17	8	22	16	47
	6%	4%	8%	6%	6%	6%	6%	3%	5%	10%	6%	8%	4%	8%
Tax cuts	36	1	11	13	12	12	25	5	3	6	2	20	8	28
	4%	*%	4%	5%	8%	2%	6%	2%	2%	3%	2%	8%	2%	5%
Project 2025	39	7	23	8	1	30	9	2	9	11	8	8	11	28
	4%	2%	8%	3%	1%	5%	2%	1%	5%	6%	6%	3%	3%	5%
Tariff	34	6	9	15	6	14	20	2	3	17	4	8	5	29
	3%	2%	3%	6%	4%	2%	5%	1%	2%	10%	2%	3%	1%	5%
Drilling/energy independence	23	5	10	6	2	15	9	5	6	5	4	4	11	13
	2%	2%	3%	2%	1%	2%	2%	2%	3%	3%	2%	2%	3%	2%
Other	111	37	28	27	19	66	46	25	17	18	13	37	43	69
	11%	13%	9%	11%	12%	11%	11%	12%	9%	10%	9%	15%	10%	12%
Don't know	266	97	76	54	40	172	94	80	48	41	42	50	128	133
	26%	33%	25%	21%	26%	29%	23%	37%	24%	23%	28%	20%	31%	23%

Table QPuckTru

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QPuckTrumpPlanOE] Name one of Donald Trump’s specific policy proposals. If you do not know of any, just say so.

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
Deportations	161	68	64	82	49	30	24	15	9	32	88	40
	16%	14%	21%	17%	16%	14%	9%	11%	6%	13%	19%	14%
Build a wall/Secure border	146	64	48	78	35	33	50	26	23	43	50	52
	15%	13%	16%	16%	12%	15%	18%	19%	16%	17%	11%	19%
Abortion Ban	74	45	16	22	34	19	21	8	14	23	36	15
	7%	9%	5%	5%	11%	9%	8%	6%	9%	9%	8%	6%
General immigration	68	34	15	34	19	14	14	8	6	14	37	16
	7%	7%	5%	7%	6%	7%	5%	6%	4%	5%	8%	6%
No tax on tips, overtime, social security	63	26	22	41	11	11	15	6	8	11	20	32
	6%	5%	7%	8%	4%	5%	5%	5%	6%	4%	4%	11%
Tax cuts	36	17	15	23	7	6	9	7	2	12	18	7
	4%	3%	5%	5%	2%	3%	3%	5%	1%	5%	4%	3%
Project 2025	39	29	7	15	17	6	14	8	7	8	21	11
	4%	6%	2%	3%	6%	3%	5%	6%	4%	3%	4%	4%
Tariff	34	11	17	22	7	6	8	5	3	7	24	4
	3%	2%	6%	4%	2%	3%	3%	4%	2%	3%	5%	1%
Drilling/energy independence	23	11	9	15	1	7	4	1	3	3	11	9
	2%	2%	3%	3%	*%	3%	1%	1%	2%	1%	2%	3%
Other	111	59	35	53	30	28	32	18	14	23	49	39
	11%	12%	11%	11%	10%	13%	11%	14%	9%	9%	10%	14%
Don't know	266	141	59	104	100	63	96	31	65	84	122	60
	26%	28%	19%	21%	33%	29%	34%	23%	44%	33%	26%	21%

Table QPuckTru

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QPuckTrumpPlanOE] Name one of Donald Trump's specific policy proposals. If you do not know of any, just say so.

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Deportations	161	57	32	72	56	49	56	67	94	59	86	66	93	30	36
	16%	15%	14%	18%	15%	15%	20%	15%	18%	14%	19%	14%	18%	13%	19%
Build a wall/Secure border	146	81	33	32	71	48	24	100	41	88	42	95	42	65	27
	15%	21%	14%	8%	19%	15%	8%	22%	8%	21%	9%	21%	8%	27%	14%
Abortion Ban	74	11	17	46	10	27	37	9	62	9	62	10	59	4	4
	7%	3%	7%	12%	3%	8%	13%	2%	12%	2%	14%	2%	12%	2%	2%
General immigration	68	38	14	15	32	21	10	44	19	41	18	46	19	23	21
	7%	10%	6%	4%	9%	6%	4%	10%	4%	10%	4%	10%	4%	10%	11%
No tax on tips, overtime, social security	63	46	14	3	43	17	3	56	6	50	6	57	6	27	27
	6%	12%	6%	1%	12%	5%	1%	12%	1%	12%	1%	12%	1%	11%	14%
Tax cuts	36	12	7	17	17	10	10	13	23	15	20	15	21	4	9
	4%	3%	3%	4%	5%	3%	4%	3%	4%	4%	4%	3%	4%	2%	5%
Project 2025	39	5	5	29	7	10	21	5	34	7	29	6	33	5	1
	4%	1%	2%	7%	2%	3%	8%	1%	6%	2%	6%	1%	6%	2%	*%
Tariff	34	11	11	13	9	8	16	12	22	12	21	14	21	6	6
	3%	3%	5%	3%	3%	3%	5%	3%	4%	3%	5%	3%	4%	3%	3%
Drilling/energy independence	23	14	9	1	17	5	1	23	1	22	0	23	1	15	6
	2%	4%	4%	*%	5%	2%	*%	5%	*%	5%	*%	5%	*%	6%	3%
Other	111	43	26	43	42	35	31	56	55	47	49	55	52	28	18
	11%	11%	11%	11%	12%	11%	11%	12%	11%	11%	11%	12%	10%	11%	10%
Don't know	266	73	69	124	70	101	79	79	171	78	131	83	162	44	35
	26%	19%	30%	32%	19%	31%	28%	17%	33%	19%	29%	18%	32%	18%	18%

Table QPuckEatDog

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QPuckEatDogsHeard] Have you heard about the claim that Haitian immigrants in Springfield, Ohio are stealing dogs and other pets and eating them?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	795	381	413	155	151	224	266	305	490	602	59	81	53
	79%	82%	77%	71%	69%	82%	90%	70%	87%	85%	51%	73%	77%
No	170	69	101	55	55	38	22	110	60	91	44	24	11
	17%	15%	19%	25%	25%	14%	8%	25%	11%	13%	38%	22%	16%
Unsure	40	16	23	9	14	10	6	23	16	16	12	7	5
	4%	4%	4%	4%	7%	4%	2%	5%	3%	2%	10%	6%	7%

Table QPuckEatDog

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QPuckEatDogsHeard] Have you heard about the claim that Haitian immigrants in Springfield, Ohio are stealing dogs and other pets and eating them?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	795	206	248	223	118	454	341	152	160	155	118	208	311	480
	79%	70%	82%	88%	77%	76%	84%	70%	80%	86%	80%	82%	75%	83%
No	170	77	44	21	29	120	50	57	37	19	22	32	94	73
	17%	26%	14%	8%	19%	20%	12%	26%	18%	10%	15%	13%	23%	13%
Unsure	40	12	11	10	6	24	16	7	3	6	8	15	11	29
	4%	4%	4%	4%	4%	4%	4%	3%	2%	3%	6%	6%	3%	5%

Table QPuckEatDog

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QPuckEatDogsHeard] Have you heard about the claim that Haitian immigrants in Springfield, Ohio are stealing dogs and other pets and eating them?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
Yes	795	373	272	395	225	175	199	93	105	189	375	231
	79%	75%	89%	82%	74%	81%	70%	70%	71%	74%	80%	82%
No	170	97	28	62	70	38	65	33	33	57	73	40
	17%	19%	9%	13%	23%	18%	23%	24%	22%	22%	16%	14%
Unsure	40	28	4	26	10	4	18	8	11	11	21	9
	4%	6%	1%	5%	3%	2%	7%	6%	7%	4%	4%	3%

Table QPuckEatDog

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QPuckEatDogsHeard] Have you heard about the claim that Haitian immigrants in Springfield, Ohio are stealing dogs and other pets and eating them?

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
<b>Total</b>	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
<b>Yes</b>	795	316	188	292	302	241	236	374	403	346	365	379	390	207	153
	79%	82%	81%	75%	83%	74%	83%	82%	77%	82%	79%	83%	77%	86%	81%
<b>No</b>	170	53	34	83	48	67	44	62	101	62	78	60	97	30	31
	17%	14%	15%	21%	13%	21%	16%	14%	19%	15%	17%	13%	19%	12%	16%
<b>Unsure</b>	40	16	10	14	16	17	4	17	18	13	16	18	17	5	6
	4%	4%	4%	4%	4%	5%	1%	4%	3%	3%	4%	4%	3%	2%	3%

Table QPuckEatDog

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QPuckEatDogsBelieve] Do you think the claim that Haitian immigrants in Springfield, Ohio are stealing dogs and other pets and eating them is true?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	795	381	413	155	151	224	266	305	490	602	59	81	53
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	790	380	407	149	149	235	257	298	492	623	62	69	36
DEFINITELY/PROBABLY YES	232	123	109	65	50	67	49	116	116	182	11	24	15
	29%	32%	26%	42%	33%	30%	19%	38%	24%	30%	19%	29%	29%
DEFINITELY/PROBABLY NO	469	211	257	70	89	127	184	159	310	339	43	51	35
	59%	55%	62%	45%	59%	57%	69%	52%	63%	56%	73%	64%	67%
Definitely yes	89	53	36	22	24	30	13	46	43	65	4	13	6
	11%	14%	9%	14%	16%	13%	5%	15%	9%	11%	8%	16%	12%
Probably yes	143	70	73	43	27	37	36	70	74	117	7	11	9
	18%	18%	18%	28%	18%	17%	14%	23%	15%	19%	11%	13%	17%
Probably no	93	54	39	13	35	21	23	48	45	74	8	9	2
	12%	14%	9%	8%	23%	10%	9%	16%	9%	12%	14%	11%	4%
Definitely no	376	157	218	57	54	105	160	110	266	265	35	42	33
	47%	41%	53%	37%	36%	47%	60%	36%	54%	44%	59%	52%	63%
Unsure	94	47	47	20	11	30	33	31	63	82	5	5	2
	12%	12%	11%	13%	8%	14%	12%	10%	13%	14%	8%	7%	4%

Table QPuckEatDog

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QPuckEatDogsBelieve] Do you think the claim that Haitian immigrants in Springfield, Ohio are stealing dogs and other pets and eating them is true?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	795	206	248	223	118	454	341	152	160	155	118	208	311	480
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	790	177	275	218	120	452	338	164	161	151	110	201	325	462
DEFINITELY/PROBABLY YES	232	77	77	45	34	153	78	52	55	42	30	51	107	123
	29%	37%	31%	20%	29%	34%	23%	34%	35%	27%	26%	24%	34%	26%
DEFINITELY/PROBABLY NO	469	90	144	163	72	234	235	88	78	91	74	137	166	302
	59%	44%	58%	73%	61%	52%	69%	58%	49%	59%	63%	66%	53%	63%
Definitely yes	89	36	23	18	12	59	30	30	19	12	8	19	49	40
	11%	17%	9%	8%	10%	13%	9%	20%	12%	8%	7%	9%	16%	8%
Probably yes	143	41	54	27	21	95	48	22	36	30	22	31	58	83
	18%	20%	22%	12%	18%	21%	14%	14%	23%	19%	19%	15%	19%	17%
Probably no	93	21	23	33	16	44	49	13	19	20	15	27	32	61
	12%	10%	9%	15%	13%	10%	14%	8%	12%	13%	13%	13%	10%	13%
Definitely no	376	69	121	130	56	190	186	75	58	72	59	110	134	241
	47%	33%	49%	58%	48%	42%	54%	50%	36%	46%	50%	53%	43%	50%
Unsure	94	40	27	16	13	66	28	12	27	21	14	20	39	55
	12%	19%	11%	7%	11%	15%	8%	8%	17%	14%	12%	10%	12%	11%

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QPuckEatDogsBelieve] Do you think the claim that Haitian immigrants in Springfield, Ohio are stealing dogs and other pets and eating them is true?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	795	373	272	395	225	175	199	93	105	189	375	231
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	790	376	262	362	231	197	203	88	114	205	369	216
DEFINITELY/PROBABLY YES	232 29%	125 33%	55 20%	121 31%	76 34%	35 20%	84 42%	39 42%	45 43%	55 29%	92 24%	85 37%
DEFINITELY/PROBABLY NO	469 59%	209 56%	185 68%	217 55%	132 59%	120 69%	99 50%	48 51%	51 48%	114 60%	240 64%	115 50%
Definitely yes	89 11%	51 14%	18 7%	40 10%	35 16%	13 8%	32 16%	16 18%	16 15%	23 12%	31 8%	35 15%
Probably yes	143 18%	74 20%	37 14%	81 21%	40 18%	22 12%	52 26%	23 25%	29 28%	32 17%	61 16%	50 22%
Probably no	93 12%	47 13%	26 9%	51 13%	21 9%	21 12%	31 15%	22 23%	8 8%	14 8%	44 12%	35 15%
Definitely no	376 47%	162 43%	160 59%	166 42%	111 49%	99 57%	68 34%	26 28%	42 40%	99 52%	197 52%	80 35%
Unsure	94 12%	39 11%	31 12%	57 14%	18 8%	20 11%	16 8%	6 7%	10 9%	21 11%	43 11%	31 13%

Table QPuckEatDog

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QPuckEatDogsBelieve] Do you think the claim that Haitian immigrants in Springfield, Ohio are stealing dogs and other pets and eating them is true?

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	795	316	188	292	302	241	236	374	403	346	365	379	390	207	153
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	790	266	195	329	255	254	263	325	446	291	392	328	430	176	128
DEFINITELY/PROBABLY YES	232	166	51	15	163	52	9	207	24	182	23	206	22	137	55
	29%	52%	27%	5%	54%	22%	4%	55%	6%	53%	6%	54%	6%	66%	36%
DEFINITELY/PROBABLY NO	469	87	114	268	81	156	226	89	368	91	331	93	356	33	64
	59%	28%	61%	92%	27%	65%	96%	24%	91%	26%	91%	25%	91%	16%	42%
Definitely yes	89	67	12	10	66	19	3	79	10	71	11	79	10	55	19
	11%	21%	7%	3%	22%	8%	1%	21%	2%	20%	3%	21%	3%	27%	12%
Probably yes	143	99	39	5	97	34	5	128	14	112	12	127	12	82	36
	18%	31%	21%	2%	32%	14%	2%	34%	3%	32%	3%	34%	3%	40%	24%
Probably no	93	46	29	18	40	34	15	60	30	50	26	58	29	26	33
	12%	15%	15%	6%	13%	14%	7%	16%	7%	14%	7%	15%	7%	13%	21%
Definitely no	376	41	85	250	41	123	211	28	339	41	305	35	327	7	31
	47%	13%	46%	86%	14%	51%	89%	8%	84%	12%	84%	9%	84%	3%	20%
Unsure	94	63	22	9	58	32	1	78	11	72	11	80	12	36	34
	12%	20%	12%	3%	19%	13%	1%	21%	3%	21%	3%	21%	3%	18%	22%

Table QSwiftEndor

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QSwiftEndorsementHeard] Have you seen, read, or heard anything about Taylor Swift's endorsement of 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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	738	340	397	132	146	203	257	278	460	544	68	72	55
	73%	73%	74%	60%	67%	75%	87%	63%	81%	77%	59%	65%	79%
No	234	108	125	79	63	58	34	142	92	147	40	35	12
	23%	23%	23%	36%	29%	21%	12%	32%	16%	21%	34%	32%	17%
Unsure	33	17	16	8	10	10	4	18	14	19	8	3	2
	3%	4%	3%	4%	5%	4%	1%	4%	3%	3%	7%	3%	4%

Table QSwiftEndor

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QSwiftEndorsementHeard] Have you seen, read, or heard anything about Taylor Swift's endorsement of 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	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	738	173	223	218	123	397	341	141	132	138	112	212	273	462
	73%	59%	74%	86%	80%	66%	84%	65%	66%	77%	76%	83%	66%	79%
No	234	109	69	28	28	178	56	69	59	36	30	37	128	103
	23%	37%	23%	11%	18%	30%	14%	32%	29%	20%	20%	14%	31%	18%
Unsure	33	13	10	8	2	23	10	6	10	5	6	6	16	17
	3%	4%	3%	3%	1%	4%	2%	3%	5%	3%	4%	2%	4%	3%

Table QSwiftEndor

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QSwiftEndorsementHeard] Have you seen, read, or heard anything about Taylor Swift's endorsement of 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	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
Yes	738	342	266	371	207	161	174	87	86	176	363	199
	73%	69%	88%	77%	68%	74%	61%	65%	58%	68%	78%	71%
No	234	138	35	97	89	49	99	43	56	71	91	72
	23%	28%	11%	20%	29%	23%	35%	32%	38%	28%	19%	26%
Unsure	33	18	3	16	10	7	10	3	7	10	14	8
	3%	4%	1%	3%	3%	3%	4%	3%	5%	4%	3%	3%

Table QSwiftEndor

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QSwiftEndorsementHeard] Have you seen, read, or heard anything about Taylor Swift's endorsement of Kamala Harris?

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
<b>Total</b>	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
<b>Yes</b>	738	276	151	311	266	228	231	316	409	298	378	324	397	179	137
	73%	72%	65%	80%	73%	70%	81%	70%	78%	71%	82%	71%	79%	74%	72%
<b>No</b>	234	98	71	65	89	85	48	126	97	115	65	123	92	56	48
	23%	26%	31%	17%	24%	26%	17%	28%	18%	27%	14%	27%	18%	23%	25%
<b>Unsure</b>	33	10	9	13	11	12	5	11	16	7	16	10	15	6	5
	3%	3%	4%	3%	3%	4%	2%	3%	3%	2%	4%	2%	3%	2%	3%

Table QHeardTrump

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QHeardTrump] Have you heard from Donald Trump or JD Vance on any of the following platforms? Select all that apply

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
TV interviews	458	232	225	74	101	134	148	175	282	343	39	52	23
	46%	50%	42%	34%	46%	50%	50%	40%	50%	48%	34%	47%	34%
Podcast interviews	126	62	64	38	37	35	16	75	51	85	15	19	7
	13%	13%	12%	17%	17%	13%	5%	17%	9%	12%	13%	17%	11%
TV or online coverage of a rally	471	232	238	74	93	148	156	167	304	357	40	45	29
	47%	50%	44%	34%	42%	55%	53%	38%	54%	50%	34%	41%	42%
Emails from the campaign	157	85	72	17	32	54	53	49	108	125	8	18	6
	16%	18%	13%	8%	14%	20%	18%	11%	19%	18%	7%	16%	9%
Texts from the campaign	149	69	79	22	26	49	52	48	101	117	12	10	10
	15%	15%	15%	10%	12%	18%	18%	11%	18%	16%	10%	9%	15%
TV ads from the campaign	463	235	228	67	110	141	145	177	286	346	45	48	24
	46%	50%	42%	30%	50%	52%	49%	40%	51%	49%	39%	43%	34%
Online ads from the campaign	283	144	138	71	60	76	77	130	152	217	25	31	10
	28%	31%	26%	32%	27%	28%	26%	30%	27%	31%	22%	28%	14%
None of these	215	77	138	60	46	53	56	106	109	134	31	24	25
	21%	16%	26%	27%	21%	20%	19%	24%	19%	19%	27%	22%	36%

Table QHeardTrump

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QHeardTrump] Have you heard from Donald Trump or JD Vance on any of the following platforms? Select all that apply

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
TV interviews	458	117	135	121	84	252	206	81	96	74	67	140	177	281
	46%	39%	45%	48%	55%	42%	51%	37%	48%	41%	45%	55%	43%	48%
Podcast interviews	126	33	37	42	14	69	57	19	24	23	20	40	43	83
	13%	11%	12%	17%	9%	12%	14%	9%	12%	13%	13%	16%	10%	14%
TV or online coverage of a rally	471	113	150	124	83	263	208	86	88	87	69	138	174	294
	47%	38%	50%	49%	54%	44%	51%	40%	44%	49%	47%	54%	42%	51%
Emails from the campaign	157	40	46	43	28	86	71	15	31	29	28	54	46	111
	16%	14%	15%	17%	18%	14%	17%	7%	16%	16%	19%	21%	11%	19%
Texts from the campaign	149	44	43	41	21	87	62	17	33	17	27	55	50	99
	15%	15%	14%	16%	14%	15%	15%	8%	16%	9%	19%	22%	12%	17%
TV ads from the campaign	463	114	156	120	72	270	192	84	86	83	77	132	170	292
	46%	39%	52%	47%	47%	45%	47%	39%	43%	46%	52%	52%	41%	50%
Online ads from the campaign	283	78	89	72	43	168	115	53	55	60	38	76	108	174
	28%	26%	30%	28%	28%	28%	28%	25%	27%	33%	26%	30%	26%	30%
None of these	215	78	66	46	25	145	70	62	41	34	36	39	103	109
	21%	26%	22%	18%	16%	24%	17%	29%	21%	19%	24%	15%	25%	19%

Table QHeardTrump

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QHeardTrump] Have you heard from Donald Trump or JD Vance on any of the following platforms? Select all that apply

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
TV interviews	458	226	147	244	115	98	121	63	57	102	218	138
	46%	45%	48%	51%	38%	45%	43%	47%	39%	40%	47%	49%
Podcast interviews	126	72	26	62	45	19	42	22	20	38	46	41
	13%	14%	8%	13%	15%	9%	15%	16%	13%	15%	10%	15%
TV or online coverage of a rally	471	210	174	249	118	103	118	60	57	102	220	148
	47%	42%	57%	52%	39%	48%	42%	45%	38%	40%	47%	53%
Emails from the campaign	157	81	47	104	25	28	51	31	20	36	68	53
	16%	16%	15%	22%	8%	13%	18%	23%	14%	14%	15%	19%
Texts from the campaign	149	76	48	88	27	34	47	23	24	25	79	45
	15%	15%	16%	18%	9%	15%	17%	17%	16%	10%	17%	16%
TV ads from the campaign	463	224	150	251	112	100	121	71	50	103	219	141
	46%	45%	49%	52%	37%	46%	43%	53%	34%	40%	47%	50%
Online ads from the campaign	283	145	83	141	86	56	78	38	40	73	116	93
	28%	29%	27%	29%	28%	26%	27%	28%	27%	28%	25%	33%
None of these	215	105	56	84	77	54	67	21	46	62	102	52
	21%	21%	19%	17%	25%	25%	24%	16%	31%	24%	22%	18%

Table QHeardTrump

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QHeardTrump] Have you heard from Donald Trump or JD Vance on any of the following platforms? Select all that apply

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
TV interviews	458	213	100	146	210	125	115	245	203	233	190	254	195	146	99
	46%	55%	43%	37%	57%	38%	40%	54%	39%	55%	41%	56%	39%	60%	52%
Podcast interviews	126	70	15	41	68	32	24	81	45	78	41	78	48	46	30
	13%	18%	7%	10%	19%	10%	9%	18%	9%	19%	9%	17%	9%	19%	16%
TV or online coverage of a rally	471	213	98	160	193	136	134	247	218	230	200	249	211	147	103
	47%	55%	42%	41%	53%	42%	47%	55%	42%	55%	43%	55%	42%	61%	54%
Emails from the campaign	157	93	30	34	89	41	25	108	45	107	40	111	44	78	29
	16%	24%	13%	9%	24%	13%	9%	24%	9%	25%	9%	24%	9%	32%	15%
Texts from the campaign	149	82	35	32	87	40	23	103	43	97	40	105	40	64	37
	15%	21%	15%	8%	24%	12%	8%	23%	8%	23%	9%	23%	8%	27%	20%
TV ads from the campaign	463	196	99	168	214	143	99	230	223	224	197	233	218	130	94
	46%	51%	43%	43%	58%	44%	35%	51%	43%	53%	43%	51%	43%	54%	50%
Online ads from the campaign	283	123	63	96	128	89	64	152	126	146	108	153	126	87	62
	28%	32%	27%	25%	35%	27%	23%	34%	24%	35%	23%	33%	25%	36%	33%
None of these	215	61	62	92	43	83	77	72	129	62	105	71	122	23	38
	21%	16%	27%	24%	12%	25%	27%	16%	25%	15%	23%	15%	24%	10%	20%

Table QHeardHarri

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QHeardHarris] Have you heard from Kamala Harris or Tim Walz on any of the following platforms? Select all that apply

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
TV interviews	368	190	177	65	90	99	113	155	212	266	40	41	20
	37%	41%	33%	30%	41%	37%	38%	35%	37%	37%	35%	37%	29%
Podcast interviews	78	33	44	28	21	18	11	49	29	48	12	11	7
	8%	7%	8%	13%	10%	6%	4%	11%	5%	7%	11%	10%	10%
TV or online coverage of a rally	380	179	199	63	79	116	122	142	238	278	37	43	22
	38%	38%	37%	29%	36%	43%	41%	32%	42%	39%	32%	39%	32%
Emails from the campaign	159	75	84	20	35	42	62	55	103	110	15	24	9
	16%	16%	16%	9%	16%	15%	21%	13%	18%	16%	13%	22%	12%
Texts from the campaign	169	86	82	32	32	44	61	64	105	124	18	22	4
	17%	19%	15%	15%	15%	16%	21%	15%	19%	18%	15%	20%	6%
TV ads from the campaign	516	254	262	91	112	144	169	203	313	369	60	57	30
	51%	55%	49%	42%	51%	53%	57%	46%	55%	52%	52%	51%	43%
Online ads from the campaign	332	158	174	75	71	89	98	146	186	256	30	29	17
	33%	34%	32%	34%	32%	33%	33%	33%	33%	36%	26%	26%	25%
None of these	236	91	144	63	48	73	52	111	126	159	31	26	20
	24%	20%	27%	29%	22%	27%	18%	25%	22%	22%	27%	24%	29%

Table QHeardHarri

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QHeardHarris] Have you heard from Kamala Harris or Tim Walz on any of the following platforms? Select all that apply

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
TV interviews	368	90	101	97	79	192	176	73	61	58	56	120	134	234
	37%	31%	34%	38%	51%	32%	43%	34%	31%	32%	38%	47%	32%	40%
Podcast interviews	78	15	24	26	13	39	39	15	9	12	17	25	24	54
	8%	5%	8%	10%	9%	6%	10%	7%	4%	7%	12%	10%	6%	9%
TV or online coverage of a rally	380	85	120	110	65	205	175	71	72	73	56	108	143	237
	38%	29%	40%	43%	42%	34%	43%	33%	36%	41%	38%	42%	34%	41%
Emails from the campaign	159	32	43	52	32	74	84	33	29	22	27	48	62	97
	16%	11%	14%	20%	21%	12%	21%	15%	14%	12%	18%	19%	15%	17%
Texts from the campaign	169	46	44	45	33	90	78	29	26	27	30	56	55	114
	17%	16%	15%	18%	22%	15%	19%	14%	13%	15%	21%	22%	13%	20%
TV ads from the campaign	516	127	174	140	75	301	215	91	106	99	79	140	197	317
	51%	43%	58%	55%	49%	50%	53%	42%	53%	55%	53%	55%	47%	55%
Online ads from the campaign	332	85	105	95	47	190	142	65	65	54	54	94	130	202
	33%	29%	35%	38%	30%	32%	35%	30%	32%	30%	37%	37%	31%	35%
None of these	236	90	71	44	31	161	75	64	51	35	33	48	115	116
	24%	30%	24%	17%	20%	27%	18%	30%	25%	20%	22%	19%	28%	20%

Table QHeardHarri

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QHeardHarris] Have you heard from Kamala Harris or Tim Walz on any of the following platforms? Select all that apply

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
TV interviews	368	184	118	178	103	87	112	65	47	93	186	89
	37%	37%	39%	37%	34%	40%	40%	49%	32%	36%	40%	32%
Podcast interviews	78	51	12	29	37	12	31	15	16	29	34	14
	8%	10%	4%	6%	12%	6%	11%	11%	11%	11%	7%	5%
TV or online coverage of a rally	380	166	137	185	103	92	101	48	52	99	181	99
	38%	33%	45%	38%	34%	43%	36%	36%	35%	39%	39%	36%
Emails from the campaign	159	76	62	78	43	38	38	15	22	43	68	48
	16%	15%	20%	16%	14%	17%	13%	11%	15%	17%	15%	17%
Texts from the campaign	169	95	55	89	46	34	44	25	19	40	83	46
	17%	19%	18%	19%	15%	16%	16%	19%	13%	16%	18%	16%
TV ads from the campaign	516	244	178	258	141	117	144	75	69	130	243	143
	51%	49%	59%	53%	46%	54%	51%	56%	46%	51%	52%	51%
Online ads from the campaign	332	170	95	151	102	80	85	40	45	79	161	92
	33%	34%	31%	31%	33%	37%	30%	30%	30%	31%	34%	33%
None of these	236	125	53	106	81	50	76	23	53	58	96	82
	24%	25%	17%	22%	26%	23%	27%	17%	36%	22%	21%	29%

Table QHeardHarri

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QHeardHarris] Have you heard from Kamala Harris or Tim Walz on any of the following platforms? Select all that apply

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
TV interviews	368	92	80	195	112	113	135	115	246	113	226	117	244	64	50
	37%	24%	35%	50%	31%	35%	48%	25%	47%	27%	49%	26%	48%	26%	27%
Podcast interviews	78	18	10	51	20	31	26	20	57	21	52	21	56	9	10
	8%	5%	4%	13%	5%	10%	9%	4%	11%	5%	11%	5%	11%	4%	5%
TV or online coverage of a rally	380	115	88	177	106	131	139	130	242	124	226	133	239	65	67
	38%	30%	38%	45%	29%	40%	49%	29%	46%	29%	49%	29%	47%	27%	35%
Emails from the campaign	159	26	33	100	31	42	86	38	118	34	114	39	117	22	15
	16%	7%	14%	26%	8%	13%	30%	8%	23%	8%	25%	9%	23%	9%	8%
Texts from the campaign	169	29	37	103	34	54	78	41	126	38	118	40	124	20	21
	17%	8%	16%	26%	9%	17%	27%	9%	24%	9%	26%	9%	25%	8%	11%
TV ads from the campaign	516	162	116	238	183	150	174	199	312	203	273	198	304	102	88
	51%	42%	50%	61%	50%	46%	61%	44%	60%	48%	59%	43%	60%	42%	46%
Online ads from the campaign	332	102	68	162	100	100	130	115	211	115	185	115	210	62	55
	33%	27%	30%	42%	27%	31%	46%	25%	40%	27%	40%	25%	42%	25%	29%
None of these	236	125	62	49	100	80	41	144	78	122	58	142	71	80	49
	24%	32%	27%	13%	27%	25%	15%	32%	15%	29%	13%	31%	14%	33%	26%

Table QFan\_Taylor

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QFan\_Taylor] To what extent would you say you're a fan of  
 -Taylor Swift

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
A huge fan	122	44	78	40	28	26	28	67	54	77	23	10	13
	12%	9%	14%	18%	13%	10%	10%	15%	10%	11%	20%	9%	19%
A fan	158	73	84	17	45	41	54	62	96	111	11	19	17
	16%	16%	16%	8%	20%	15%	18%	14%	17%	16%	10%	17%	24%
Somewhat of a fan	248	102	146	62	60	64	62	122	126	176	33	27	12
	25%	22%	27%	28%	27%	24%	21%	28%	22%	25%	29%	24%	18%
Not a fan	463	235	227	94	86	135	148	180	283	340	41	54	27
	46%	50%	42%	43%	39%	50%	50%	41%	50%	48%	36%	49%	39%
Never heard of	15	11	4	7	1	4	2	8	7	6	7	2	-
	1%	2%	1%	3%	1%	2%	1%	2%	1%	1%	6%	2%	

Table QFan\_Taylor

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QFan\_Taylor] To what extent would you say you're a fan of  
-Taylor Swift

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A huge fan	122	39	29	34	19	68	53	28	18	21	26	29	46	76
	12%	13%	10%	13%	12%	11%	13%	13%	9%	12%	18%	11%	11%	13%
A fan	158	34	40	46	37	74	84	25	25	28	20	59	50	108
	16%	11%	13%	18%	24%	12%	21%	12%	12%	16%	14%	23%	12%	19%
Somewhat of a fan	248	65	78	64	41	144	104	61	35	47	48	55	96	149
	25%	22%	26%	25%	26%	24%	26%	28%	17%	26%	32%	21%	23%	26%
Not a fan	463	149	149	108	56	298	165	95	120	83	53	107	215	243
	46%	51%	49%	43%	37%	50%	40%	44%	60%	46%	36%	42%	52%	42%
Never heard of	15	8	5	1	-	14	1	6	3	-	1	5	9	6
	1%	3%	2%	*%		2%	*%	3%	1%		1%	2%	2%	1%

Table QFan\_Taylor

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QFan\_Taylor] To what extent would you say you're a fan of  
-Taylor Swift

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
A huge fan	122	70	29	48	50	23	37	15	22	44	58	20
	12%	14%	10%	10%	17%	11%	13%	11%	15%	17%	12%	7%
A fan	158	79	56	84	35	40	49	27	21	41	83	34
	16%	16%	18%	17%	11%	18%	17%	20%	14%	16%	18%	12%
Somewhat of a fan	248	125	62	117	78	52	66	24	43	53	125	70
	25%	25%	20%	24%	26%	24%	23%	18%	29%	21%	27%	25%
Not a fan	463	211	157	229	135	99	122	60	61	116	196	150
	46%	42%	52%	47%	44%	46%	43%	45%	41%	45%	42%	54%
Never heard of	15	12	1	5	7	3	9	7	2	3	6	5
	1%	2%	*%	1%	2%	1%	3%	6%	1%	1%	1%	2%

Table QFan\_Taylor

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QFan\_Taylor] To what extent would you say you're a fan of  
 -Taylor Swift

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A huge fan	122	14	19	90	26	38	56	16	104	18	91	16	103	6	9
	12%	4%	8%	23%	7%	12%	20%	3%	20%	4%	20%	4%	21%	3%	5%
A fan	158	39	40	79	35	55	65	43	112	40	101	45	107	19	24
	16%	10%	17%	20%	10%	17%	23%	10%	21%	10%	22%	10%	21%	8%	12%
Somewhat of a fan	248	80	55	113	66	87	84	92	149	92	137	92	144	45	42
	25%	21%	24%	29%	18%	27%	29%	20%	29%	22%	30%	20%	29%	19%	22%
Not a fan	463	245	115	103	236	136	79	295	150	266	129	296	143	169	113
	46%	64%	50%	26%	64%	42%	28%	65%	29%	63%	28%	65%	28%	70%	60%
Never heard of	15	8	2	5	3	8	1	7	7	4	1	8	6	2	2
	1%	2%	1%	1%	1%	3%	*%	2%	1%	1%	*%	2%	1%	1%	1%

Table QFan\_Trump

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QFan\_Trump] To what extent would you say you're a fan of  
-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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
A huge fan	227	100	126	45	51	71	61	96	131	193	5	21	8
	23%	22%	24%	20%	23%	26%	21%	22%	23%	27%	4%	19%	12%
A fan	133	78	54	31	26	44	31	57	75	108	10	12	2
	13%	17%	10%	14%	12%	16%	11%	13%	13%	15%	9%	11%	3%
Somewhat of a fan	102	49	53	26	23	30	22	49	52	62	14	13	13
	10%	11%	10%	12%	11%	11%	8%	11%	9%	9%	12%	12%	18%
Not a fan	533	233	299	110	119	125	180	229	304	344	81	63	45
	53%	50%	56%	50%	54%	46%	61%	52%	54%	48%	70%	57%	65%
Never heard of	11	6	5	7	1	2	1	8	3	3	6	1	0
	1%	1%	1%	3%	*%	1%	*%	2%	1%	*%	5%	1%	1%

Table QFan\_Trump

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QFan\_Trump] To what extent would you say you're a fan of  
-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	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A huge fan	227	83	80	35	29	162	64	53	58	45	27	41	111	114
	23%	28%	26%	14%	19%	27%	16%	25%	29%	25%	19%	16%	27%	20%
A fan	133	46	33	39	14	79	53	19	36	24	21	32	55	77
	13%	16%	11%	15%	9%	13%	13%	9%	18%	13%	14%	13%	13%	13%
Somewhat of a fan	102	37	26	21	18	62	39	20	26	10	17	29	45	55
	10%	12%	9%	8%	12%	10%	10%	9%	13%	5%	11%	11%	11%	10%
Not a fan	533	125	163	156	89	288	246	119	80	99	82	150	199	331
	53%	42%	54%	62%	58%	48%	60%	55%	40%	55%	55%	59%	48%	57%
Never heard of	11	5	1	3	2	6	5	6	0	2	1	2	6	5
	1%	2%	*%	1%	1%	1%	1%	3%	*%	1%	1%	1%	1%	1%

Table QFan\_Trump

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QFan\_Trump] To what extent would you say you're a fan of  
-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	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
A huge fan	227	108	63	130	54	43	71	29	42	37	101	89
	23%	22%	21%	27%	18%	20%	25%	22%	28%	14%	22%	32%
A fan	133	64	35	74	37	21	35	21	14	38	56	39
	13%	13%	12%	15%	12%	10%	13%	16%	9%	15%	12%	14%
Somewhat of a fan	102	60	23	47	34	21	38	21	17	25	45	32
	10%	12%	7%	10%	11%	10%	13%	16%	11%	10%	10%	11%
Not a fan	533	259	183	230	175	128	136	61	75	154	260	119
	53%	52%	60%	48%	57%	59%	48%	45%	51%	60%	55%	43%
Never heard of	11	7	-	2	5	3	2	2	1	3	6	1
	1%	1%		*%	2%	2%	1%	1%	1%	1%	1%	*%

Table QFan\_Trump

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QFan\_Trump] To what extent would you say you're a fan of  
-Donald Trump

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A huge fan	227	205	20	2	167	41	10	225	1	208	2	223	2	155	65
	23%	53%	9%	1%	46%	13%	4%	50%	1%	50%	1%	49%	1%	64%	34%
A fan	133	96	31	5	84	39	4	125	8	108	8	122	9	62	56
	13%	25%	14%	1%	23%	12%	1%	27%	2%	26%	2%	27%	2%	26%	29%
Somewhat of a fan	102	44	48	10	42	52	5	71	20	52	20	66	22	19	32
	10%	11%	21%	3%	11%	16%	2%	16%	4%	12%	4%	15%	4%	8%	17%
Not a fan	533	39	125	368	72	187	263	32	484	50	424	45	464	5	36
	53%	10%	54%	95%	20%	58%	92%	7%	93%	12%	92%	10%	92%	2%	19%
Never heard of	11	0	7	4	1	7	2	1	9	2	5	0	8	0	-
	1%	1%	3%	1%	1%	2%	1%	1%	2%	1%	1%	1%	2%	1%	0%

Table QFan\_Harris

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QFan\_Harris] To what extent would you say you're a fan of  
-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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
A huge fan	255	109	146	43	62	67	82	105	150	162	50	26	17
	25%	23%	27%	20%	28%	25%	28%	24%	26%	23%	43%	24%	24%
A fan	152	74	77	33	40	27	51	74	79	93	21	22	16
	15%	16%	14%	15%	18%	10%	17%	17%	14%	13%	19%	20%	23%
Somewhat of a fan	128	50	78	54	29	22	23	83	45	77	26	17	8
	13%	11%	14%	25%	13%	8%	8%	19%	8%	11%	23%	15%	12%
Not a fan	467	232	234	87	87	155	138	174	293	377	17	45	28
	46%	50%	44%	40%	40%	57%	47%	40%	52%	53%	15%	40%	41%
Never heard of	3	1	2	2	1	0	-	3	0	1	1	1	-
	*%	*%	*%	1%	*%	*%		1%	*%	*%	1%	1%	

Table QFan\_Harris

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QFan\_Harris] To what extent would you say you're a fan of  
-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	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A huge fan	255	63	74	62	55	138	117	62	35	38	35	85	97	158
	25%	21%	25%	24%	36%	23%	29%	29%	18%	21%	24%	33%	23%	27%
A fan	152	33	50	47	22	83	69	35	22	34	26	35	57	95
	15%	11%	16%	19%	14%	14%	17%	16%	11%	19%	18%	14%	14%	16%
Somewhat of a fan	128	45	34	32	17	79	49	38	25	20	20	24	63	64
	13%	15%	11%	13%	11%	13%	12%	18%	13%	11%	14%	9%	15%	11%
Not a fan	467	151	145	112	59	296	171	77	118	87	66	112	195	264
	46%	51%	48%	44%	38%	49%	42%	36%	59%	49%	44%	44%	47%	45%
Never heard of	3	3	-	0	-	3	0	3	-	0	-	-	3	0
	*%	1%		*%		1%	*%	1%		*%			1%	*%

Table QFan\_Harris

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QFan\_Harris] To what extent would you say you're a fan of  
-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	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
A huge fan	255	135	86	119	82	54	62	34	28	79	124	52
	25%	27%	28%	25%	27%	25%	22%	25%	19%	31%	27%	19%
A fan	152	76	44	56	58	38	46	18	28	49	68	35
	15%	15%	15%	12%	19%	18%	16%	14%	19%	19%	15%	13%
Somewhat of a fan	128	65	30	41	55	32	45	19	26	35	65	28
	13%	13%	10%	8%	18%	15%	16%	14%	18%	14%	14%	10%
Not a fan	467	220	144	266	109	91	126	61	65	93	211	163
	46%	44%	47%	55%	36%	42%	45%	46%	44%	36%	45%	58%
Never heard of	3	2	-	1	2	0	3	1	2	2	0	1
	*%	*%		*%	1%	*%	1%	1%	1%	1%	*%	1%

Table QFan\_Harris

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QFan\_Harris] To what extent would you say you're a fan of  
 -Kamala Harris

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A huge fan	255	5	30	220	29	76	145	1	254	11	226	4	250	1	3
	25%	1%	13%	56%	8%	23%	51%	*%	49%	3%	49%	1%	50%	*%	2%
A fan	152	13	34	105	18	48	85	11	141	17	123	14	132	3	9
	15%	3%	15%	27%	5%	15%	30%	2%	27%	4%	27%	3%	26%	1%	5%
Somewhat of a fan	128	26	54	48	15	70	36	23	96	28	69	30	84	7	21
	13%	7%	23%	12%	4%	21%	13%	5%	18%	7%	15%	7%	17%	3%	11%
Not a fan	467	339	112	16	301	131	18	416	31	362	41	407	37	231	155
	46%	88%	48%	4%	82%	40%	6%	92%	6%	86%	9%	89%	7%	96%	82%
Never heard of	3	2	1	0	3	0	-	2	1	2	1	2	0	-	1
	*%	1%	*%	*%	1%	*%		1%	*%	1%	*%	*%	*%		1%

Table QXBarstool

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QXBarstool] Select all that apply to you from the following interests or descriptions:

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Reads Barstool Sports or follows Dave Portnoy on social media	98 10%	65 14%	33 6%	41 19%	32 15%	18 6%	7 2%	73 17%	25 4%	63 9%	14 12%	14 12%	7 10%
Follows Elon Musk's posts on X (formerly Twitter)	159 16%	100 22%	59 11%	40 18%	49 22%	47 17%	23 8%	90 20%	70 12%	116 16%	16 14%	17 15%	10 15%
Listens to Joe Rogan's podcast	162 16%	100 22%	62 12%	57 26%	62 28%	36 13%	8 3%	119 27%	44 8%	116 16%	18 15%	18 17%	10 14%
Follows or watches UFC or mixed martial arts	163 16%	119 26%	44 8%	53 24%	59 27%	43 16%	8 3%	112 26%	51 9%	94 13%	31 27%	24 21%	15 22%
Buys, sells, owns, or trades cryptocurrency	117 12%	83 18%	34 6%	41 19%	31 14%	28 10%	17 6%	72 16%	45 8%	77 11%	20 17%	8 7%	12 18%
Follows comedians such as Theo Von or Shane Gillis	119 12%	66 14%	53 10%	55 25%	47 22%	13 5%	5 2%	102 23%	17 3%	85 12%	10 9%	13 12%	11 16%
Pro wrestling	110 11%	79 17%	31 6%	31 14%	42 19%	26 9%	10 4%	74 17%	36 6%	64 9%	18 16%	17 16%	10 15%
None of these	575 57%	209 45%	365 68%	96 44%	88 40%	160 59%	232 79%	184 42%	392 69%	429 60%	56 48%	51 46%	39 56%

Table QXBarstool

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QXBarstool] Select all that apply to you from the following interests or descriptions:

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Reads Barstool Sports or follows Dave Portnoy on social media	98	21	27	27	23	48	50	9	18	14	23	34	27	70
	10%	7%	9%	11%	15%	8%	12%	4%	9%	8%	16%	13%	7%	12%
Follows Elon Musk's posts on X (formerly Twitter)	159	45	43	39	32	89	71	20	31	30	29	50	51	108
	16%	15%	14%	15%	21%	15%	17%	9%	16%	16%	19%	20%	12%	19%
Listens to Joe Rogan's podcast	162	53	46	32	31	99	63	27	31	29	28	47	58	104
	16%	18%	15%	13%	20%	17%	15%	13%	15%	16%	19%	18%	14%	18%
Follows or watches UFC or mixed martial arts	163	51	49	38	25	100	63	31	33	31	24	44	63	100
	16%	17%	16%	15%	16%	17%	16%	14%	16%	17%	17%	17%	15%	17%
Buys, sells, owns, or trades cryptocurrency	117	26	47	25	20	73	44	13	24	19	21	41	36	81
	12%	9%	15%	10%	13%	12%	11%	6%	12%	10%	14%	16%	9%	14%
Follows comedians such as Theo Von or Shane Gillis	119	35	35	31	18	71	49	19	30	16	24	30	49	71
	12%	12%	12%	12%	12%	12%	12%	9%	15%	9%	16%	12%	12%	12%
Pro wrestling	110	39	29	28	13	68	42	27	15	27	16	24	42	68
	11%	13%	10%	11%	9%	11%	10%	12%	8%	15%	11%	9%	10%	12%
None of these	575	163	169	152	92	332	243	138	112	94	80	143	250	318
	57%	55%	56%	60%	60%	55%	60%	64%	56%	52%	54%	56%	60%	55%

Table QXBarstool

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QXBarstool] Select all that apply to you from the following interests or descriptions:

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
Reads Barstool Sports or follows Dave Portnoy on social media	98 10%	78 16%	9 3%	49 10%	39 13%	10 5%	55 19%	40 30%	15 10%	28 11%	48 10%	22 8%
Follows Elon Musk's posts on X (formerly Twitter)	159 16%	105 21%	28 9%	99 21%	40 13%	20 9%	74 26%	50 37%	24 16%	44 17%	63 14%	52 19%
Listens to Joe Rogan's podcast	162 16%	116 23%	16 5%	70 14%	68 22%	25 11%	86 30%	58 44%	28 19%	55 22%	61 13%	45 16%
Follows or watches UFC or mixed martial arts	163 16%	116 23%	16 5%	77 16%	59 19%	27 12%	82 29%	59 44%	23 15%	55 21%	57 12%	51 18%
Buys, sells, owns, or trades cryptocurrency	117 12%	86 17%	20 7%	52 11%	43 14%	22 10%	44 15%	32 24%	11 8%	35 13%	48 10%	35 12%
Follows comedians such as Theo Von or Shane Gillis	119 12%	91 18%	7 2%	50 10%	57 19%	12 6%	65 23%	40 30%	25 17%	40 16%	52 11%	27 10%
Pro wrestling	110 11%	70 14%	19 6%	62 13%	34 11%	14 6%	45 16%	26 20%	19 13%	35 14%	39 8%	35 12%
None of these	575 57%	223 45%	229 75%	269 56%	162 53%	143 66%	101 36%	28 21%	73 49%	130 51%	288 61%	157 56%

Table QXBarstool

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QXBarstool] Select all that apply to you from the following interests or descriptions:

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Reads Barstool Sports or follows Dave Portnoy on social media	98	42	29	27	46	31	19	58	40	48	33	54	43	30	29
	10%	11%	12%	7%	13%	10%	7%	13%	8%	12%	7%	12%	8%	12%	15%
Follows Elon Musk's posts on X (formerly Twitter)	159	99	28	32	101	40	18	120	38	113	34	113	45	76	40
	16%	26%	12%	8%	28%	12%	6%	27%	7%	27%	7%	25%	9%	31%	21%
Listens to Joe Rogan's podcast	162	88	32	42	83	52	23	109	51	95	46	104	54	54	52
	16%	23%	14%	11%	23%	16%	8%	24%	10%	23%	10%	23%	11%	22%	27%
Follows or watches UFC or mixed martial arts	163	64	40	60	69	57	32	89	72	73	65	89	69	49	31
	16%	17%	17%	15%	19%	17%	11%	20%	14%	17%	14%	19%	14%	20%	17%
Buys, sells, owns, or trades cryptocurrency	117	57	23	37	52	40	25	60	54	51	49	61	54	29	24
	12%	15%	10%	9%	14%	12%	9%	13%	10%	12%	11%	13%	11%	12%	13%
Follows comedians such as Theo Von or Shane Gillis	119	54	29	36	50	41	25	67	49	54	45	58	56	39	23
	12%	14%	13%	9%	14%	13%	9%	15%	9%	13%	10%	13%	11%	16%	12%
Pro wrestling	110	39	31	40	51	32	23	53	54	46	45	50	56	33	14
	11%	10%	13%	10%	14%	10%	8%	12%	10%	11%	10%	11%	11%	14%	8%
None of these	575	184	126	266	165	185	205	204	351	196	309	212	330	100	98
	57%	48%	54%	68%	45%	57%	72%	45%	67%	47%	67%	46%	66%	41%	52%

Table QPartyID

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Republican	385	175	210	70	67	135	113	138	247	309	18	39	20
	38%	38%	39%	32%	31%	50%	38%	31%	44%	43%	15%	35%	28%
Democrat	389	167	221	85	107	93	104	192	197	241	79	42	27
	39%	36%	41%	39%	48%	34%	35%	44%	35%	34%	68%	38%	39%
Independent	203	109	93	54	39	40	70	93	110	143	17	28	15
	20%	23%	17%	25%	18%	15%	24%	21%	19%	20%	15%	25%	22%
Member of another party	13	11	2	1	3	3	6	4	9	9	-	-	4
	1%	2%	*%	*%	1%	1%	2%	1%	2%	1%			6%
Unsure	15	4	12	8	4	1	2	12	3	8	2	2	3
	2%	1%	2%	4%	2%	*%	1%	3%	1%	1%	2%	2%	5%

Table QPartyID

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[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	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Republican	385	131	123	87	44	254	130	72	97	70	60	85	168	215
	38%	44%	41%	34%	28%	43%	32%	33%	48%	39%	40%	33%	40%	37%
Democrat	389	88	121	99	81	209	180	98	52	65	62	109	150	235
	39%	30%	40%	39%	53%	35%	44%	46%	26%	36%	42%	43%	36%	40%
Independent	203	64	51	61	27	115	88	36	47	38	25	57	83	120
	20%	22%	17%	24%	17%	19%	22%	17%	23%	21%	17%	22%	20%	21%
Member of another party	13	2	5	6	-	7	6	2	3	5	0	3	5	8
	1%	1%	2%	2%		1%	1%	1%	1%	3%	*%	1%	1%	1%
Unsure	15	10	2	1	2	12	3	8	2	1	1	2	10	4
	2%	4%	1%	*%	1%	2%	1%	4%	1%	1%	1%	1%	2%	1%

Table QPartyID

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[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	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
Republican	385	179	122	214	87	84	98	44	54	68	186	130
	38%	36%	40%	44%	28%	39%	35%	33%	36%	26%	40%	47%
Democrat	389	213	104	158	142	89	108	51	57	130	176	83
	39%	43%	34%	33%	47%	41%	38%	38%	38%	51%	38%	30%
Independent	203	93	72	101	63	40	67	36	31	47	95	61
	20%	19%	24%	21%	21%	18%	24%	27%	21%	18%	20%	22%
Member of another party	13	4	6	4	6	2	2	1	1	7	4	1
	1%	1%	2%	1%	2%	1%	1%	1%	*%	3%	1%	1%
Unsure	15	9	1	6	7	3	8	1	7	5	6	4
	2%	2%	*%	1%	2%	1%	3%	1%	4%	2%	1%	2%

Table QPartyID

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

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

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Republican	385	385	-	-	276	83	16	354	22	323	22	365	14	206	160
	38%	100%			76%	26%	6%	78%	4%	77%	5%	80%	3%	85%	84%
Democrat	389	-	-	389	40	127	219	6	382	12	348	3	381	-	-
	39%			100%	11%	39%	77%	1%	73%	3%	76%	1%	76%		
Independent	203	-	203	-	44	103	46	83	109	76	82	79	103	29	28
	20%		88%		12%	32%	16%	18%	21%	18%	18%	17%	21%	12%	15%
Member of another party	13	-	13	-	4	5	3	6	7	6	3	7	3	4	1
	1%		6%		1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%
Unsure	15	-	15	-	2	7	0	5	3	3	5	4	2	3	-
	2%		7%		*%	2%	*%	1%	*%	1%	1%	1%	*%	1%	

Table QPartyGOP

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	385	175	210	70	67	135	113	138	247	309	18	39	20
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	331	153	178	69	64	112	86	133	198	274	15	29	13
Firmly a Republican	277	128	149	45	53	101	78	98	179	233	13	22	9
	72%	73%	71%	64%	79%	75%	69%	71%	72%	76%	72%	57%	46%
Not firmly a Republican	108	47	61	25	14	33	35	39	68	75	5	17	11
	28%	27%	29%	36%	21%	25%	31%	29%	28%	24%	28%	43%	54%

Table QPartyGOP

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[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	385	131	123	87	44	254	130	72	97	70	60	85	168	215
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	331	102	112	81	36	214	117	66	85	61	49	68	151	178
Firmly a Republican	277	94	89	60	34	183	94	55	72	49	38	61	127	148
	72%	72%	72%	69%	79%	72%	72%	77%	74%	70%	64%	72%	75%	69%
Not firmly a Republican	108	37	34	27	9	71	36	17	25	21	22	24	41	66
	28%	28%	28%	31%	21%	28%	28%	23%	26%	30%	36%	28%	25%	31%

Table QPartyGOP

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[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	385	179	122	214	87	84	98	44	54	68	186	130
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	331	164	99	170	89	72	94	37	57	70	153	108
Firmly a Republican	277	132	82	158	63	56	66	29	37	50	124	103
	72%	74%	67%	74%	73%	67%	67%	65%	69%	73%	67%	79%
Not firmly a Republican	108	47	40	57	24	27	32	16	17	18	62	27
	28%	26%	33%	26%	27%	33%	33%	35%	31%	27%	33%	21%

Table QPartyGOP

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

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

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	385	385	-	-	276	83	16	354	22	323	22	365	14	206	160
	100	100			100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	331	331	-	-	232	75	15	306	20	275	16	316	10	177	139
Firmly a Republican	277	277	-	-	224	36	10	268	5	251	5	275	2	166	108
	72%	72%			81%	44%	63%	76%	21%	78%	23%	75%	16%	80%	67%
Not firmly a Republican	108	108	-	-	52	47	6	86	17	73	17	90	12	40	52
	28%	28%			19%	56%	37%	24%	79%	22%	77%	25%	84%	20%	33%

Table QPartyDem

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[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	389	167	221	85	107	93	104	192	197	241	79	42	27
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	428	191	235	80	110	122	116	190	238	289	78	44	17
Firmly a Democrat	316	142	173	70	84	73	88	155	161	195	67	36	18
	81%	85%	78%	82%	79%	78%	84%	81%	82%	81%	85%	86%	66%
Not firmly a Democrat	74	25	48	15	22	20	16	37	36	47	12	6	9
	19%	15%	22%	18%	21%	22%	16%	19%	18%	19%	15%	14%	34%

Table QPartyDem

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[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	389	88	121	99	81	209	180	98	52	65	62	109	150	235
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	428	87	159	102	80	246	182	111	69	76	60	110	180	246
Firmly a Democrat	316	73	97	77	69	170	146	81	38	53	54	89	120	196
	81%	82%	80%	78%	85%	81%	81%	83%	73%	81%	87%	82%	80%	83%
Not firmly a Democrat	74	15	24	22	12	39	34	17	14	12	8	19	31	39
	19%	18%	20%	22%	15%	19%	19%	17%	27%	19%	13%	18%	20%	17%

Table QPartyDem

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[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	389	213	104	158	142	89	108	51	57	130	176	83
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	428	221	120	168	149	111	119	54	64	149	191	88
Firmly a Democrat	316	175	85	131	118	67	84	41	43	112	140	64
	81%	82%	82%	83%	83%	75%	78%	81%	76%	85%	80%	77%
Not firmly a Democrat	74	38	19	27	25	22	24	10	14	19	36	19
	19%	18%	18%	17%	17%	25%	22%	19%	24%	15%	20%	23%

Table QPartyDem

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

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

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	389	-	-	389	40	127	219	6	382	12	348	3	381	-	-
	100			100	100	100	100	100	100	100	100	100	100		
Unweighted Total	428	-	-	428	38	146	242	10	415	16	370	5	418	-	-
Firmly a Democrat	316	-	-	316	33	94	186	1	315	8	288	1	315	-	-
	81%			81%	82%	74%	85%	9%	83%	70%	83%	24%	83%		
Not firmly a Democrat	74	-	-	74	7	33	34	5	66	3	60	2	66	-	-
	19%			19%	18%	26%	15%	91%	17%	30%	17%	76%	17%		

Table QPartyLeanV

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[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	231	123	107	63	46	44	78	109	122	160	19	30	22
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	246	121	124	65	50	49	82	115	131	182	21	27	16
Republicans	82	57	25	17	19	21	26	36	46	72	4	6	0
	35%	46%	24%	26%	41%	48%	33%	33%	38%	45%	21%	20%	2%
Democrats	78	42	35	21	9	11	37	30	48	47	7	13	11
	34%	34%	33%	33%	20%	25%	47%	28%	39%	30%	37%	43%	48%
Both equally often	42	18	24	14	13	8	7	27	15	29	6	4	3
	18%	14%	22%	22%	29%	18%	9%	25%	12%	18%	32%	14%	13%
Unsure	30	7	23	12	5	4	9	17	13	13	2	7	8
	13%	6%	21%	19%	10%	10%	11%	15%	11%	8%	10%	24%	36%

Table QPartyLeanV

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[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	231	76	58	68	29	134	97	46	51	44	26	61	97	132
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	246	72	81	66	27	153	93	57	56	44	28	60	113	132
Republicans	82	22	23	21	16	46	36	10	17	14	12	28	26	54
	35%	30%	39%	31%	55%	34%	38%	21%	32%	32%	44%	46%	27%	41%
Democrats	78	24	20	29	5	44	34	17	16	18	5	23	33	45
	34%	31%	35%	42%	18%	33%	35%	36%	31%	40%	17%	37%	34%	34%
Both equally often	42	14	11	10	6	25	17	6	15	6	7	8	21	21
	18%	19%	18%	15%	22%	19%	17%	14%	29%	13%	26%	13%	22%	16%
Unsure	30	16	4	8	2	20	10	13	4	6	3	3	17	12
	13%	21%	7%	12%	5%	15%	10%	29%	8%	15%	13%	4%	18%	9%

Table QPartyLeanV

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[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	231	106	79	110	76	44	76	39	38	59	106	67
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	246	111	78	104	83	59	77	33	44	63	110	73
Republicans	82	44	27	54	17	11	36	22	14	20	30	32
	35%	42%	35%	49%	22%	25%	46%	56%	37%	34%	28%	48%
Democrats	78	27	38	29	28	22	15	8	7	19	43	16
	34%	25%	49%	26%	36%	49%	19%	20%	18%	32%	41%	23%
Both equally often	42	22	6	17	16	9	21	8	13	12	14	15
	18%	21%	8%	15%	21%	20%	27%	20%	35%	21%	13%	23%
Unsure	30	12	7	11	16	3	5	2	4	7	18	4
	13%	11%	9%	10%	21%	7%	7%	4%	10%	13%	17%	6%

Table QPartyLeanV

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[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...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	231	-	231	-	50	115	49	94	119	85	90	89	109	36	29
	100		100		100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	246	-	246	-	44	128	55	88	132	75	93	83	118	33	24
Republicans	82	-	82	-	34	41	4	76	4	61	7	70	8	36	29
	35%		35%		68%	36%	7%	81%	3%	71%	8%	79%	8%	100%	100%
Democrats	78	-	78	-	5	34	38	0	77	4	60	2	75	-	-
	34%		34%		10%	30%	78%	*%	65%	5%	67%	2%	68%		
Both equally often	42	-	42	-	4	27	6	14	24	15	13	14	18	-	-
	18%		18%		7%	23%	13%	14%	20%	18%	14%	15%	16%		
Unsure	30	-	30	-	7	13	1	4	13	5	10	3	9	-	-
	13%		13%		14%	12%	2%	4%	11%	6%	11%	3%	8%		

Table QPartyCons

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Total Republican+Republican-leaning Independents	467	231	235	87	86	155	138	173	293	380	22	45	20
	46%	50%	44%	40%	39%	57%	47%	39%	52%	54%	19%	40%	29%
Total Democratic+Democratic-leaning Independents	467	210	256	107	116	104	141	222	245	288	86	55	38
	46%	45%	48%	49%	53%	38%	48%	51%	43%	41%	74%	50%	55%
Total Independent	71	25	47	26	18	12	16	44	28	41	8	11	11
	7%	5%	9%	12%	8%	4%	5%	10%	5%	6%	7%	10%	16%

Table QPartyCons

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Total Republican+Republican-leaning Independents	467	154	146	107	59	300	167	81	113	84	71	113	194	269
	46%	52%	48%	42%	39%	50%	41%	38%	57%	47%	48%	44%	47%	46%
Total Democratic+Democratic-leaning Independents	467	112	141	128	86	253	214	115	68	83	66	132	183	280
	46%	38%	47%	50%	56%	42%	53%	53%	34%	46%	45%	52%	44%	48%
Total Independent	71	30	15	18	8	45	26	19	19	12	10	10	38	33
	7%	10%	5%	7%	5%	8%	6%	9%	9%	7%	7%	4%	9%	6%

Table QPartyCons

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
Total Republican+Republican-leaning Independents	467	224	149	268	104	95	134	66	68	88	216	162
	46%	45%	49%	56%	34%	44%	47%	49%	46%	34%	46%	58%
Total Democratic+Democratic-leaning Independents	467	240	142	187	170	110	123	59	64	149	219	98
	46%	48%	47%	39%	56%	51%	43%	44%	43%	58%	47%	35%
Total Independent	71	34	13	28	32	12	26	9	17	20	33	19
	7%	7%	4%	6%	10%	5%	9%	7%	11%	8%	7%	7%

Table QPartyCons

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QPartyConsolidated] QPartyID and QPartyLeanView

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Total Republican+Republican-leaning Independents	467	385	82	-	310	124	20	430	26	384	29	435	22	242	189
	46%	100%	35%		85%	38%	7%	95%	5%	91%	6%	95%	4%	100%	100%
Total Democratic+Democratic-leaning Independents	467	-	78	389	45	161	258	6	459	16	408	5	455	-	-
	46%		34%	100%	12%	49%	91%	1%	88%	4%	89%	1%	90%		
Total Independent	71	-	71	-	11	40	7	18	38	20	22	17	26	-	-
	7%		31%		3%	12%	3%	4%	7%	5%	5%	4%	5%		

Table QTrumpGOP

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	467	231	235	87	86	155	138	173	293	380	22	45	20
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	400	197	203	81	81	129	109	162	238	336	18	32	14
Supporter of Donald Trump	242	119	122	54	49	75	63	103	138	191	12	23	15
	52%	52%	52%	62%	57%	48%	46%	60%	47%	50%	57%	52%	73%
Supporter of the Republican Party	189	89	100	28	32	68	62	60	130	162	5	17	5
	41%	38%	43%	32%	37%	44%	45%	34%	44%	43%	23%	39%	27%
I don't support either one	22	13	9	3	4	6	9	7	15	19	1	2	-
	5%	6%	4%	4%	5%	4%	7%	4%	5%	5%	3%	5%	-
Unsure	13	10	3	2	1	7	4	3	10	8	4	2	-
	3%	4%	1%	3%	1%	4%	3%	2%	4%	2%	17%	4%	-

Table QTrumpGOP

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	467	154	146	107	59	300	167	81	113	84	71	113	194	269
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	400	119	136	97	48	255	145	75	99	75	58	90	174	223
Supporter of Donald Trump	242	87	71	56	28	158	84	49	61	49	35	46	111	129
	52%	56%	49%	52%	47%	53%	51%	61%	54%	58%	49%	41%	57%	48%
Supporter of the Republican Party	189	56	62	47	26	117	72	28	45	28	27	59	73	114
	41%	36%	42%	44%	43%	39%	43%	34%	40%	33%	39%	52%	38%	43%
I don't support either one	22	8	6	4	4	15	7	3	5	3	8	3	8	14
	5%	5%	4%	3%	6%	5%	4%	4%	4%	4%	11%	3%	4%	5%
Unsure	13	3	7	1	2	10	3	1	2	5	1	5	3	11
	3%	2%	5%	1%	4%	3%	2%	1%	2%	6%	2%	4%	1%	4%

Table QTrumpGOP

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	467	224	149	268	104	95	134	66	68	88	216	162
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	400	202	122	211	105	84	121	52	69	88	178	134
Supporter of Donald Trump	242	119	65	136	57	48	81	37	44	45	109	88
	52%	53%	44%	51%	55%	51%	60%	56%	65%	51%	50%	54%
Supporter of the Republican Party	189	86	71	108	40	41	44	25	19	29	97	63
	41%	38%	48%	40%	39%	44%	33%	38%	29%	33%	45%	39%
I don't support either one	22	10	9	13	4	5	3	-	3	8	8	6
	5%	5%	6%	5%	3%	6%	2%		4%	9%	4%	4%
Unsure	13	9	3	11	2	-	6	4	2	6	2	6
	3%	4%	2%	4%	2%		5%	6%	3%	6%	1%	4%

Table QTrumpGOP

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	467	385	82	-	310	124	20	430	26	384	29	435	22	242	189
	100	100	100		100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	400	331	69	-	262	109	18	369	23	324	23	374	16	210	163
Supporter of Donald Trump	242	206	36	-	172	52	8	239	3	217	7	236	3	242	-
	52%	53%	44%		56%	42%	40%	56%	11%	57%	23%	54%	15%	100%	
Supporter of the Republican Party	189	160	29	-	121	58	7	165	15	146	16	173	12	-	189
	41%	42%	36%		39%	47%	37%	38%	60%	38%	54%	40%	52%		100%
I don't support either one	22	8	14	-	11	6	5	15	7	13	7	14	7	-	-
	5%	2%	17%		4%	5%	23%	4%	26%	3%	23%	3%	33%		
Unsure	13	11	3	-	5	8	-	11	1	8	-	12	-	-	-
	3%	3%	3%		2%	7%		3%	3%	2%		3%			

Table Q2020Ballot

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1005	465	537	214	224	283	284	438	567	745	114	100	46
Donald Trump	420	217	203	76	82	139	124	158	262	347	16	38	19
	42%	47%	38%	35%	37%	51%	42%	36%	46%	49%	14%	34%	28%
Joe Biden	459	191	267	96	108	105	150	204	256	286	79	55	39
	46%	41%	50%	44%	49%	39%	51%	46%	45%	40%	68%	50%	57%
Jo Jorgensen	9	8	1	1	1	1	7	2	7	7	0	2	-
	1%	2%	*%	1%	*%	*%	2%	*%	1%	1%	*%	2%	-
Howie Hawkins	0	-	0	-	-	0	-	-	0	0	-	-	-
	*%	-	*%	-	-	*%	-	-	*%	*%	-	-	-
Kanye West	1	1	-	0	0	-	-	1	-	-	-	0	0
	*%	*%	-	*%	*%	-	-	*%	-	-	-	*%	1%
Someone else	6	4	1	0	2	3	1	2	4	3	-	-	3
	1%	1%	*%	*%	1%	1%	*%	*%	1%	*%	-	-	4%
I did not vote	94	38	56	40	24	16	13	65	29	59	15	13	7
	9%	8%	10%	18%	11%	6%	5%	15%	5%	8%	13%	12%	10%
Unsure	15	7	8	4	3	8	-	8	8	7	6	2	-
	2%	2%	2%	2%	1%	3%	-	2%	1%	1%	5%	2%	-

Table Q2020Ballot

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1005	261	352	249	143	613	392	234	210	181	137	238	444	556
Donald Trump	420	137	133	95	56	269	151	67	105	82	65	99	171	245
	42%	46%	44%	38%	36%	45%	37%	31%	52%	46%	44%	39%	41%	42%
Joe Biden	459	96	133	142	88	229	230	111	61	84	67	136	172	287
	46%	33%	44%	56%	58%	38%	57%	51%	31%	47%	46%	53%	41%	49%
Jo Jorgensen	9	3	5	1	0	8	2	2	1	3	2	1	3	7
	1%	1%	2%	*%	*%	1%	*%	1%	1%	2%	2%	*%	1%	1%
Howie Hawkins	0	-	-	0	-	-	0	-	-	-	-	0	-	0
	*%			*%			*%					*%		*%
Kanye West	1	0	0	-	-	1	-	0	-	-	0	-	0	0
	*%	*%	*%			*%		*%			*%		*%	*%
Someone else	6	-	4	1	1	4	2	1	1	-	4	-	2	4
	1%		1%	1%	*%	1%	*%	*%	1%		2%		1%	1%
I did not vote	94	51	22	14	7	73	21	31	30	10	8	14	61	32
	9%	17%	7%	5%	5%	12%	5%	15%	15%	6%	6%	6%	15%	6%
Unsure	15	9	5	-	1	14	1	4	2	-	1	5	6	6
	2%	3%	2%		1%	2%	*%	2%	1%		1%	2%	1%	1%

Table Q2020Ballot

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1005	496	297	442	321	242	290	124	165	282	454	269
Donald Trump	420	201	130	246	94	80	123	61	62	82	197	141
	42%	40%	43%	51%	31%	37%	44%	46%	42%	32%	42%	50%
Joe Biden	459	237	150	191	161	108	116	53	62	141	223	96
	46%	47%	50%	40%	53%	50%	41%	40%	42%	55%	48%	34%
Jo Jorgensen	9	3	7	7	2	1	1	1	0	1	6	3
	1%	1%	2%	1%	1%	*%	*%	*%	*%	*%	1%	1%
Howie Hawkins	0	0	-	0	-	-	-	-	-	-	0	-
	*%	*%		*%							*%	
Kanye West	1	1	-	-	0	0	0	0	-	0	0	-
	*%	*%			*%	*%	*%	*%		*%	*%	
Someone else	6	5	0	4	1	1	2	2	0	2	3	0
	1%	1%	*%	1%	*%	*%	1%	1%	*%	1%	1%	*%
I did not vote	94	39	15	27	43	24	31	10	21	30	33	31
	9%	8%	5%	6%	14%	11%	11%	7%	14%	12%	7%	11%
Unsure	15	12	1	9	4	2	10	6	3	1	6	9
	2%	2%	*%	2%	1%	1%	3%	5%	2%	*%	1%	3%

Table Q2020Ballot

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1005	331	246	428	314	349	312	404	567	366	479	404	546	210	163
Donald Trump	420	323	85	12	284	108	14	376	40	420	-	382	33	217	146
	42%	84%	37%	3%	77%	33%	5%	83%	8%	100%		84%	7%	90%	77%
Joe Biden	459	22	90	348	53	157	249	22	430	-	459	22	424	7	16
	46%	6%	39%	89%	14%	48%	87%	5%	82%		100%	5%	84%	3%	8%
Jo Jorgensen	9	2	8	0	4	5	1	3	6	-	-	5	2	1	2
	1%	*%	3%	*%	1%	1%	*%	1%	1%			1%	*%	*%	1%
Howie Hawkins	0	0	-	-	-	0	-	-	0	-	-	0	-	-	0
	*%	*%				*%			*%			*%			*%
Kanye West	1	-	1	-	-	0	-	0	0	-	-	-	0	-	-
	*%		*%			*%		*%	*%				*%		
Someone else	6	2	3	0	1	4	1	1	2	-	-	3	1	-	3
	1%	1%	1%	*%	*%	1%	*%	*%	*%			1%	*%		2%
I did not vote	94	29	42	22	22	43	19	44	39	-	-	39	39	16	22
	9%	8%	18%	6%	6%	13%	7%	10%	8%			8%	8%	7%	11%
Unsure	15	7	3	6	3	7	1	6	5	-	-	7	4	1	1
	2%	2%	1%	2%	1%	2%	*%	1%	1%			2%	1%	*%	*%

Table QIdeology

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT CONSERVATIVE	366	184	182	68	67	112	120	135	231	291	25	28	21
	36%	40%	34%	31%	30%	41%	41%	31%	41%	41%	22%	26%	31%
VERY/SOMEWHAT LIBERAL	284	123	160	69	65	61	90	134	151	192	33	36	24
	28%	26%	30%	31%	29%	22%	31%	30%	27%	27%	28%	32%	35%
Very conservative	151	82	70	30	38	42	41	68	84	115	15	15	7
	15%	18%	13%	14%	17%	16%	14%	15%	15%	16%	13%	13%	10%
Somewhat conservative	214	102	112	38	29	69	78	67	148	176	10	13	15
	21%	22%	21%	17%	13%	26%	27%	15%	26%	25%	9%	12%	22%
Moderate	325	149	176	64	83	96	82	147	178	209	54	39	23
	32%	32%	33%	29%	38%	35%	28%	34%	31%	29%	47%	36%	33%
Somewhat liberal	164	67	96	28	34	39	63	62	102	113	13	22	16
	16%	14%	18%	13%	15%	14%	22%	14%	18%	16%	11%	20%	23%
Very liberal	121	55	65	41	31	22	27	72	49	79	20	14	8
	12%	12%	12%	19%	14%	8%	9%	16%	9%	11%	17%	12%	11%
Unsure	30	10	20	18	5	3	3	23	6	19	3	7	1
	3%	2%	4%	8%	2%	1%	1%	5%	1%	3%	3%	7%	2%

Table QIdeology

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT CONSERVATIVE	366	112	108	91	55	220	146	64	91	63	58	87	155	208
	36%	38%	36%	36%	36%	37%	36%	29%	45%	35%	39%	34%	37%	36%
VERY/SOMEWHAT LIBERAL	284	65	81	83	55	146	138	66	48	56	38	77	114	170
	28%	22%	27%	33%	36%	24%	34%	31%	24%	31%	26%	30%	27%	29%
Very conservative	151	47	42	33	30	89	63	29	31	29	28	34	59	90
	15%	16%	14%	13%	19%	15%	15%	13%	15%	16%	19%	13%	14%	16%
Somewhat conservative	214	65	66	58	25	131	83	35	60	34	30	53	95	118
	21%	22%	22%	23%	16%	22%	20%	16%	30%	19%	21%	21%	23%	20%
Moderate	325	95	108	80	42	203	122	70	56	58	50	88	126	197
	32%	32%	36%	31%	27%	34%	30%	32%	28%	33%	34%	35%	30%	34%
Somewhat liberal	164	33	53	44	34	85	78	33	26	37	17	50	59	104
	16%	11%	17%	17%	22%	14%	19%	15%	13%	21%	12%	20%	14%	18%
Very liberal	121	32	29	39	21	61	60	33	22	18	21	27	55	66
	12%	11%	9%	15%	14%	10%	15%	15%	11%	10%	14%	11%	13%	11%
Unsure	30	23	5	-	1	28	1	16	6	2	1	3	22	6
	3%	8%	2%		1%	5%	*%	7%	3%	1%	1%	1%	5%	1%

Table QIdeology

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT CONSERVATIVE	366	185	119	205	94	68	95	47	49	70	171	125
	36%	37%	39%	42%	31%	31%	34%	35%	33%	27%	37%	45%
VERY/SOMEWHAT LIBERAL	284	140	85	117	104	64	72	31	40	83	129	72
	28%	28%	28%	24%	34%	29%	26%	23%	27%	32%	28%	26%
Very conservative	151	77	44	81	47	23	45	24	21	34	63	54
	15%	15%	14%	17%	15%	11%	16%	18%	14%	13%	13%	19%
Somewhat conservative	214	108	75	123	47	45	50	23	27	35	108	71
	21%	22%	25%	25%	15%	21%	18%	17%	18%	14%	23%	25%
Moderate	325	162	96	147	97	81	100	50	50	98	154	73
	32%	32%	32%	30%	32%	37%	35%	37%	34%	38%	33%	26%
Somewhat liberal	164	76	62	75	46	43	39	17	21	39	83	41
	16%	15%	20%	16%	15%	20%	14%	13%	14%	15%	18%	15%
Very liberal	121	64	23	42	58	21	34	14	19	44	46	30
	12%	13%	8%	9%	19%	10%	12%	11%	13%	17%	10%	11%
Unsure	30	11	3	14	11	5	15	6	9	6	14	9
	3%	2%	1%	3%	3%	2%	5%	4%	6%	2%	3%	3%

Table QIdeology

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT CONSERVATIVE	366	276	50	40	366	-	-	302	58	284	53	308	53	172	121
	36%	72%	22%	10%	100%			67%	11%	68%	11%	67%	11%	71%	64%
VERY/SOMEWHAT LIBERAL	284	16	49	219	-	-	284	17	264	14	249	12	267	8	7
	28%	4%	21%	56%			100%	4%	51%	3%	54%	3%	53%	3%	4%
Very conservative	151	121	9	21	151	-	-	126	22	123	21	130	21	83	41
	15%	32%	4%	5%	41%			28%	4%	29%	5%	29%	4%	34%	22%
Somewhat conservative	214	155	41	19	214	-	-	175	36	160	32	178	32	89	80
	21%	40%	18%	5%	59%			39%	7%	38%	7%	39%	6%	37%	42%
Moderate	325	83	115	127	-	325	-	119	191	108	157	122	175	52	58
	32%	22%	50%	33%		100%		26%	37%	26%	34%	27%	35%	22%	31%
Somewhat liberal	164	10	39	115	-	-	164	10	151	7	148	7	152	5	4
	16%	3%	17%	29%			58%	2%	29%	2%	32%	1%	30%	2%	2%
Very liberal	121	6	10	105	-	-	121	7	113	6	100	5	114	3	3
	12%	2%	4%	27%			42%	1%	22%	1%	22%	1%	23%	1%	2%
Unsure	30	9	17	3	-	-	-	16	9	15	1	15	9	9	3
	3%	2%	7%	1%				3%	2%	3%	1%	3%	2%	4%	2%

Table QSocial\_Ins

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	493	215	279	159	133	109	92	292	201	322	76	65	31
	49%	46%	52%	73%	61%	40%	31%	67%	36%	45%	66%	58%	45%
No	512	251	259	60	87	162	202	147	365	388	40	46	38
	51%	54%	48%	27%	39%	60%	69%	33%	64%	55%	34%	42%	55%

Table QSocial\_Ins

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	493	150	132	136	75	282	211	98	86	85	90	134	184	308
	49%	51%	44%	54%	49%	47%	52%	45%	43%	47%	61%	52%	44%	53%
No	512	145	171	118	78	316	196	118	114	95	58	121	232	274
	51%	49%	56%	46%	51%	53%	48%	55%	57%	53%	39%	48%	56%	47%

Table QSocial\_Ins

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
Yes	493	279	112	221	186	87	182	83	99	153	229	111
	49%	56%	37%	46%	61%	40%	64%	62%	67%	60%	49%	40%
No	512	219	192	262	119	130	101	51	50	104	239	169
	51%	44%	63%	54%	39%	60%	36%	38%	33%	40%	51%	60%

Table QSocial\_Ins

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	493	168	118	207	162	179	144	205	275	185	250	199	276	119	73
	49%	44%	51%	53%	44%	55%	51%	45%	53%	44%	54%	44%	55%	49%	38%
No	512	217	113	182	204	146	140	249	246	235	210	257	228	122	117
	51%	56%	49%	47%	56%	45%	49%	55%	47%	56%	46%	56%	45%	51%	62%

Table QSocial\_Twi

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	342	186	156	107	104	78	53	211	131	227	52	41	22
	34%	40%	29%	49%	47%	29%	18%	48%	23%	32%	45%	37%	32%
No	663	280	382	112	116	194	241	228	435	483	63	70	47
	66%	60%	71%	51%	53%	71%	82%	52%	77%	68%	55%	63%	68%

Table QSocial\_Twi

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	342	99	82	95	66	181	161	56	62	59	61	104	118	224
	34%	33%	27%	37%	43%	30%	39%	26%	31%	33%	42%	41%	28%	38%
No	663	196	220	159	88	417	247	159	138	121	86	151	298	358
	66%	67%	73%	63%	57%	70%	61%	74%	69%	67%	58%	59%	72%	62%

Table QSocial\_Twi

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
Yes	342	226	52	174	121	47	132	76	56	103	148	91
	34%	45%	17%	36%	40%	22%	47%	57%	38%	40%	32%	32%
No	663	272	252	309	185	170	151	58	93	154	321	189
	66%	55%	83%	64%	60%	78%	53%	43%	62%	60%	68%	68%

Table QSocial\_Twi

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	342	129	73	140	137	110	83	162	170	156	151	156	173	97	59
	34%	34%	32%	36%	37%	34%	29%	36%	33%	37%	33%	34%	34%	40%	31%
No	663	256	158	249	229	215	201	291	352	265	308	301	331	145	130
	66%	66%	68%	64%	63%	66%	71%	64%	67%	63%	67%	66%	66%	60%	69%

Table QSocial\_Fac

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	821	365	456	170	199	219	234	369	453	587	95	94	45
	82%	78%	85%	77%	90%	80%	80%	84%	80%	83%	83%	85%	65%
No	184	101	82	50	21	53	60	71	113	123	20	17	24
	18%	22%	15%	23%	10%	20%	20%	16%	20%	17%	17%	15%	35%

Table QSocial\_Fac

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	821	231	254	210	126	486	336	179	169	151	117	203	348	471
	82%	78%	84%	83%	82%	81%	82%	83%	85%	84%	79%	80%	84%	81%
No	184	64	48	44	28	112	71	37	31	29	30	52	68	111
	18%	22%	16%	17%	18%	19%	18%	17%	15%	16%	21%	20%	16%	19%

Table QSocial\_Fac

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
Yes	821	408	247	402	236	184	246	116	130	216	366	239
	82%	82%	81%	83%	77%	85%	87%	86%	88%	84%	78%	86%
No	184	90	57	81	70	33	37	18	18	41	102	40
	18%	18%	19%	17%	23%	15%	13%	14%	12%	16%	22%	14%

Table QSocial\_Fac

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	821	317	184	321	296	276	226	375	422	338	382	380	409	196	157
	82%	82%	80%	82%	81%	85%	79%	83%	81%	80%	83%	83%	81%	81%	83%
No	184	68	47	69	70	49	59	79	100	82	77	77	95	45	32
	18%	18%	20%	18%	19%	15%	21%	17%	19%	20%	17%	17%	19%	19%	17%

Table QSocial\_Tik

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QSocial\_TikTok] For the following list of sites or apps, please indicate which you have used in the past week  
-TikTok

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	376	145	231	138	113	86	39	251	125	232	64	56	25
	37%	31%	43%	63%	52%	32%	13%	57%	22%	33%	55%	50%	36%
No	629	321	306	81	106	185	256	188	441	477	52	55	44
	63%	69%	57%	37%	48%	68%	87%	43%	78%	67%	45%	50%	64%

Table QSocial\_Tik

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QSocial\_TikTok] For the following list of sites or apps, please indicate which you have used in the past week  
-TikTok

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	376	133	118	75	50	251	125	90	65	62	80	77	155	219
	37%	45%	39%	30%	33%	42%	31%	42%	33%	35%	54%	30%	37%	38%
No	629	162	185	179	104	347	282	126	135	117	68	178	261	363
	63%	55%	61%	70%	67%	58%	69%	58%	67%	65%	46%	70%	63%	62%

Table QSocial\_Tik

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QSocial\_TikTok] For the following list of sites or apps, please indicate which you have used in the past week  
-TikTok

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
Yes	376	238	44	174	148	54	160	66	94	115	154	107
	37%	48%	15%	36%	49%	25%	56%	49%	63%	45%	33%	38%
No	629	260	259	309	157	162	123	68	55	142	314	172
	63%	52%	85%	64%	51%	75%	44%	51%	37%	55%	67%	62%

Table QSocial\_Tik

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QSocial\_TikTok] For the following list of sites or apps, please indicate which you have used in the past week  
-TikTok

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	376	140	68	168	115	138	104	162	208	140	181	157	208	87	62
	37%	36%	30%	43%	31%	42%	37%	36%	40%	33%	39%	34%	41%	36%	33%
No	629	245	163	221	251	187	180	292	314	280	279	300	295	155	127
	63%	64%	70%	57%	69%	58%	63%	64%	60%	67%	61%	66%	59%	64%	67%

Table QSocial\_Lin

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	297	145	152	67	87	70	73	153	143	201	37	36	23
	30%	31%	28%	31%	39%	26%	25%	35%	25%	28%	32%	32%	34%
No	708	321	386	152	133	201	221	286	423	509	78	75	46
	70%	69%	72%	69%	61%	74%	75%	65%	75%	72%	68%	68%	66%

Table QSocial\_Lin

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[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	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	297	48	75	101	74	122	174	42	41	52	49	111	84	212
	30%	16%	25%	40%	48%	20%	43%	20%	21%	29%	33%	44%	20%	36%
No	708	248	228	153	80	476	233	173	159	128	99	144	332	370
	70%	84%	75%	60%	52%	80%	57%	80%	79%	71%	67%	56%	80%	64%

Table QSocial\_Lin

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[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	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
Yes	297	200	63	151	87	58	104	62	43	88	151	57
	30%	40%	21%	31%	29%	27%	37%	46%	29%	34%	32%	21%
No	708	298	241	331	218	159	179	72	106	169	317	222
	70%	60%	79%	69%	71%	73%	63%	54%	71%	66%	68%	79%

Table QSocial\_Lin

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[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...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	297	94	62	141	101	96	89	109	176	107	157	111	176	57	48
	30%	24%	27%	36%	28%	30%	31%	24%	34%	26%	34%	24%	35%	24%	26%
No	708	291	169	249	265	228	195	344	346	313	303	346	327	185	141
	70%	76%	73%	64%	72%	70%	69%	76%	66%	74%	66%	76%	65%	76%	74%

Table QSocial\_Red

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	262	135	126	105	83	52	23	188	74	188	29	29	16
	26%	29%	23%	48%	38%	19%	8%	43%	13%	26%	25%	26%	23%
No	743	331	411	115	137	220	272	251	492	522	86	82	53
	74%	71%	77%	52%	62%	81%	92%	57%	87%	74%	75%	74%	77%

Table QSocial\_Red

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QSocial\_Reddit] For the following list of sites or apps, please indicate which you have used in the past week  
-Reddit

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	262	69	71	77	44	141	121	46	49	45	50	71	95	167
	26%	24%	24%	30%	29%	24%	30%	21%	25%	25%	34%	28%	23%	29%
No	743	226	231	177	109	457	286	170	151	134	97	184	321	415
	74%	76%	76%	70%	71%	76%	70%	79%	75%	75%	66%	72%	77%	71%

Table QSocial\_Red

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QSocial\_Reddit] For the following list of sites or apps, please indicate which you have used in the past week  
-Reddit

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
Yes	262	175	31	112	109	41	109	64	45	71	129	63
	26%	35%	10%	23%	36%	19%	38%	48%	30%	27%	27%	23%
No	743	323	273	371	197	176	174	70	104	186	340	217
	74%	65%	90%	77%	64%	81%	62%	52%	70%	73%	73%	77%

Table QSocial\_Red

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QSocial\_Reddit] For the following list of sites or apps, please indicate which you have used in the past week  
-Reddit

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	262	80	56	126	85	74	95	100	156	96	134	98	155	47	52
	26%	21%	24%	32%	23%	23%	33%	22%	30%	23%	29%	21%	31%	19%	27%
No	743	305	175	264	281	251	189	353	366	324	326	359	349	195	138
	74%	79%	76%	68%	77%	77%	67%	78%	70%	77%	71%	79%	69%	81%	73%

Table QSocialShar

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Often	100	60	39	34	40	14	11	74	25	65	18	11	5
	10%	13%	7%	16%	18%	5%	4%	17%	4%	9%	15%	10%	8%
Sometimes	230	107	123	63	60	64	42	124	106	168	26	25	11
	23%	23%	23%	29%	27%	23%	14%	28%	19%	24%	22%	22%	16%
Rarely	295	140	154	57	53	93	92	110	186	202	34	34	25
	29%	30%	29%	26%	24%	34%	31%	25%	33%	28%	30%	31%	37%
Never	380	159	221	64	67	100	149	131	249	275	37	41	27
	38%	34%	41%	29%	31%	37%	51%	30%	44%	39%	32%	37%	40%

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Often	100	33	26	16	24	59	40	26	19	13	8	33	45	54
	10%	11%	9%	6%	16%	10%	10%	12%	9%	7%	5%	13%	11%	9%
Sometimes	230	73	65	58	34	138	91	52	49	40	33	56	100	129
	23%	25%	22%	23%	22%	23%	22%	24%	24%	22%	22%	22%	24%	22%
Rarely	295	83	104	74	35	186	109	55	56	63	53	66	111	182
	29%	28%	34%	29%	23%	31%	27%	26%	28%	35%	36%	26%	27%	31%
Never	380	106	108	106	61	214	167	83	77	63	53	99	159	216
	38%	36%	36%	42%	40%	36%	41%	38%	38%	35%	36%	39%	38%	37%

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
Often	100	62	18	52	38	9	41	26	16	36	42	22
	10%	13%	6%	11%	13%	4%	15%	19%	10%	14%	9%	8%
Sometimes	230	134	47	100	85	44	76	41	36	66	105	59
	23%	27%	15%	21%	28%	21%	27%	30%	24%	26%	23%	21%
Rarely	295	143	92	148	87	60	87	40	46	75	129	91
	29%	29%	30%	31%	29%	28%	31%	30%	31%	29%	28%	33%
Never	380	158	147	183	95	103	78	27	51	81	192	108
	38%	32%	49%	38%	31%	47%	28%	20%	35%	31%	41%	39%

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Often	100	31	14	55	31	26	40	40	59	38	53	38	61	28	9
	10%	8%	6%	14%	9%	8%	14%	9%	11%	9%	11%	8%	12%	12%	5%
Sometimes	230	90	38	101	92	71	63	110	118	99	110	110	119	65	38
	23%	23%	17%	26%	25%	22%	22%	24%	23%	24%	24%	24%	24%	27%	20%
Rarely	295	118	76	102	102	101	84	143	142	127	122	149	135	87	47
	29%	31%	33%	26%	28%	31%	30%	32%	27%	30%	27%	33%	27%	36%	25%
Never	380	145	103	132	141	127	97	160	203	155	174	160	189	62	95
	38%	38%	45%	34%	38%	39%	34%	35%	39%	37%	38%	35%	37%	26%	50%

Table QNews

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
ABC News	377	173	204	61	69	121	127	130	247	256	48	50	24
	37%	37%	38%	28%	31%	44%	43%	30%	44%	36%	41%	45%	34%
NBC News	351	178	172	53	76	86	136	129	222	248	36	40	27
	35%	38%	32%	24%	35%	32%	46%	29%	39%	35%	31%	36%	39%
CBS News	327	176	151	62	74	85	107	135	192	215	48	39	25
	33%	38%	28%	28%	33%	31%	36%	31%	34%	30%	41%	35%	36%
Fox News	380	198	182	71	97	100	112	168	212	279	48	39	14
	38%	43%	34%	32%	44%	37%	38%	38%	38%	39%	41%	36%	21%
MSNBC	228	118	109	43	51	71	63	94	134	150	30	33	15
	23%	25%	20%	20%	23%	26%	21%	21%	24%	21%	26%	29%	22%
CNN	364	197	166	83	85	92	104	168	196	232	51	49	32
	36%	42%	31%	38%	39%	34%	35%	38%	35%	33%	44%	44%	47%
Newsmax	101	58	43	9	19	28	44	28	73	80	6	12	3
	10%	12%	8%	4%	9%	10%	15%	6%	13%	11%	5%	10%	4%
OAN	25	11	14	3	8	10	4	11	14	20	2	-	2
	2%	2%	3%	1%	4%	4%	1%	2%	3%	3%	2%	-	3%
Local TV news	517	237	280	83	96	150	188	179	338	374	54	49	40
	51%	51%	52%	38%	44%	55%	64%	41%	60%	53%	47%	44%	58%
Traditional national newspapers, online or in print (such as The New York Times, Washington Post, or Wall Street Journal)	187	96	92	44	44	40	59	88	99	140	19	16	11
	19%	21%	17%	20%	20%	15%	20%	20%	18%	20%	17%	15%	16%
Your local paper, online or in print	235	124	112	36	46	61	93	81	154	183	17	14	20
	23%	27%	21%	16%	21%	23%	32%	18%	27%	26%	15%	13%	30%

Table QNews

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	141 14%	71 15%	69 13%	25 11%	30 14%	37 14%	48 16%	55 13%	86 15%	101 14%	11 9%	18 16%	11 16%
Something else (Please specify)	64 6%	31 7%	33 6%	22 10%	13 6%	16 6%	13 5%	35 8%	29 5%	48 7%	5 4%	7 7%	3 5%
None of these	94 9%	36 8%	58 11%	33 15%	21 10%	22 8%	18 6%	54 12%	40 7%	69 10%	7 6%	8 7%	10 15%

Table QNews

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
ABC News	377	93	123	100	61	215	161	84	65	64	60	102	149	227
	37%	31%	41%	40%	40%	36%	40%	39%	32%	36%	41%	40%	36%	39%
NBC News	351	77	103	104	67	180	171	66	62	58	55	108	129	221
	35%	26%	34%	41%	44%	30%	42%	31%	31%	32%	38%	42%	31%	38%
CBS News	327	79	108	72	68	187	140	71	59	53	48	96	129	197
	33%	27%	36%	29%	44%	31%	34%	33%	29%	29%	33%	38%	31%	34%
Fox News	380	115	123	77	66	237	143	71	74	67	71	98	144	236
	38%	39%	41%	30%	43%	40%	35%	33%	37%	37%	48%	38%	35%	41%
MSNBC	228	41	73	62	52	113	114	41	34	38	48	67	75	153
	23%	14%	24%	24%	34%	19%	28%	19%	17%	21%	33%	26%	18%	26%
CNN	364	86	106	100	72	192	172	62	56	62	69	115	118	246
	36%	29%	35%	39%	47%	32%	42%	29%	28%	34%	47%	45%	28%	42%
Newsmax	101	24	32	29	16	56	45	17	22	17	14	31	39	62
	10%	8%	10%	11%	10%	9%	11%	8%	11%	10%	10%	12%	9%	11%
OAN	25	4	8	9	3	12	12	5	2	6	5	6	8	17
	2%	1%	3%	4%	2%	2%	3%	2%	1%	3%	3%	3%	2%	3%
Local TV news	517	135	169	137	75	305	212	93	113	97	80	132	206	308
	51%	46%	56%	54%	49%	51%	52%	43%	56%	54%	54%	52%	49%	53%
Traditional national newspapers, online or in print (such as The New York Times, Washington Post, or Wall Street Journal)	187	30	42	69	46	72	115	21	31	30	25	79	53	135
	19%	10%	14%	27%	30%	12%	28%	10%	16%	17%	17%	31%	13%	23%
Your local paper, online or in print	235	49	74	69	43	123	112	35	46	46	39	69	81	154
	23%	17%	25%	27%	28%	21%	27%	16%	23%	26%	27%	27%	19%	27%

Table QNews

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	141 14%	25 9%	39 13%	50 20%	27 17%	64 11%	76 19%	27 13%	34 17%	22 12%	22 15%	36 14%	61 15%	80 14%
Something else (Please specify)	64 6%	23 8%	15 5%	16 6%	9 6%	38 6%	26 6%	19 9%	15 8%	7 4%	2 1%	18 7%	34 8%	28 5%
None of these	94 9%	39 13%	29 10%	16 6%	10 7%	68 11%	26 6%	30 14%	19 9%	14 8%	12 8%	16 6%	48 12%	42 7%

Table QNews

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September 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
Total	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
ABC News	377	175	132	186	96	95	92	46	46	99	182	96
	37%	35%	43%	39%	31%	44%	32%	34%	31%	39%	39%	34%
NBC News	351	162	132	171	88	92	84	48	36	87	173	91
	35%	33%	43%	35%	29%	43%	30%	36%	25%	34%	37%	33%
CBS News	327	162	106	162	95	70	89	49	39	96	139	92
	33%	33%	35%	34%	31%	32%	31%	37%	26%	37%	30%	33%
Fox News	380	206	101	214	85	82	126	62	64	94	184	102
	38%	41%	33%	44%	28%	38%	44%	46%	43%	37%	39%	37%
MSNBC	228	117	75	108	68	53	60	32	27	66	112	50
	23%	24%	25%	22%	22%	24%	21%	24%	18%	26%	24%	18%
CNN	364	206	106	176	104	83	105	69	35	102	189	73
	36%	41%	35%	37%	34%	39%	37%	52%	24%	40%	40%	26%
Newsmax	101	41	38	65	20	16	25	14	11	18	46	37
	10%	8%	12%	14%	7%	7%	9%	10%	8%	7%	10%	13%
OAN	25	18	2	16	5	4	8	3	5	6	9	9
	2%	4%	1%	3%	1%	2%	3%	2%	3%	2%	2%	3%
Local TV news	517	233	185	245	147	125	128	52	76	127	251	138
	51%	47%	61%	51%	48%	58%	45%	39%	51%	50%	54%	49%
Traditional national newspapers, online or in print (such as The New York Times, Washington Post, or Wall Street Journal)	187	106	58	80	72	35	56	34	22	48	98	41
	19%	21%	19%	17%	24%	16%	20%	26%	15%	19%	21%	15%
Your local paper, online or in print	235	112	83	118	68	50	53	32	21	51	116	69
	23%	22%	27%	24%	22%	23%	19%	24%	14%	20%	25%	25%

Table QNews

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QNews] Which, if any, of the following do you listen to, read, or watch to stay informed about current affairs and political news? Choose all that apply

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Public radio or broadcast news, such as NPR or PBS	141 14%	69 14%	45 15%	61 13%	46 15%	33 15%	38 13%	21 16%	16 11%	31 12%	61 13%	48 17%
Something else (Please specify)	64 6%	39 8%	11 4%	32 7%	22 7%	10 5%	18 6%	9 7%	9 6%	12 5%	32 7%	20 7%
None of these	94 9%	47 10%	21 7%	36 7%	38 12%	20 9%	30 11%	8 6%	22 15%	27 11%	35 7%	32 12%

Table QNews

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September 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...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
ABC News	377	116	74	187	112	129	132	133	233	119	221	131	233	63	72
	37%	30%	32%	48%	31%	40%	46%	29%	45%	28%	48%	29%	46%	26%	38%
NBC News	351	103	70	178	98	124	126	109	235	110	216	105	234	56	60
	35%	27%	30%	46%	27%	38%	44%	24%	45%	26%	47%	23%	47%	23%	32%
CBS News	327	93	66	167	93	112	118	110	210	101	191	108	210	52	53
	33%	24%	29%	43%	25%	34%	41%	24%	40%	24%	42%	24%	42%	21%	28%
Fox News	380	208	84	89	213	118	43	258	114	243	96	259	112	141	105
	38%	54%	36%	23%	58%	36%	15%	57%	22%	58%	21%	57%	22%	58%	56%
MSNBC	228	43	38	147	35	81	111	50	174	42	164	48	177	27	26
	23%	11%	17%	38%	10%	25%	39%	11%	33%	10%	36%	10%	35%	11%	14%
CNN	364	97	68	199	94	128	140	114	244	102	228	115	246	60	51
	36%	25%	29%	51%	26%	39%	49%	25%	47%	24%	50%	25%	49%	25%	27%
Newsmax	101	66	22	13	77	16	7	85	14	84	11	83	15	60	23
	10%	17%	9%	3%	21%	5%	2%	19%	3%	20%	2%	18%	3%	25%	12%
OAN	25	15	4	6	18	3	4	18	7	17	7	18	7	14	4
	2%	4%	2%	2%	5%	1%	1%	4%	1%	4%	1%	4%	1%	6%	2%
Local TV news	517	180	124	213	183	170	159	219	287	210	260	225	276	114	105
	51%	47%	54%	55%	50%	52%	56%	48%	55%	50%	57%	49%	55%	47%	56%
Traditional national newspapers, online or in print (such as The New York Times, Washington Post, or Wall Street Journal)	187	49	42	97	47	59	82	62	119	61	112	65	121	30	35
	19%	13%	18%	25%	13%	18%	29%	14%	23%	14%	24%	14%	24%	12%	18%
Your local paper, online or in print	235	80	67	88	99	62	71	104	123	102	104	107	116	53	49
	23%	21%	29%	23%	27%	19%	25%	23%	24%	24%	23%	23%	23%	22%	26%

Table QNews

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	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Public radio or broadcast news, such as NPR or PBS	141 14%	31 8%	38 16%	72 19%	29 8%	44 13%	68 24%	42 9%	98 19%	39 9%	90 20%	40 9%	95 19%	21 9%	19 10%
Something else (Please specify)	64 6%	17 4%	23 10%	24 6%	19 5%	17 5%	22 8%	26 6%	32 6%	30 7%	28 6%	27 6%	31 6%	17 7%	8 4%
None of these	94 9%	46 12%	27 12%	20 5%	42 11%	26 8%	15 5%	57 13%	31 6%	41 10%	23 5%	53 12%	30 6%	33 14%	12 7%

Table Q Employment

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[Q Employment] What is your current employment status?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Total	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Employed full-time	371	201	170	119	132	101	20	251	120	237	54	48	31
	37%	43%	32%	54%	60%	37%	7%	57%	21%	33%	47%	43%	46%
Employed part-time	83	38	45	24	11	19	29	35	48	58	14	5	6
	8%	8%	8%	11%	5%	7%	10%	8%	9%	8%	12%	5%	8%
Freelance, contract, or temporary work	34	14	20	8	8	13	5	15	19	28	3	1	2
	3%	3%	4%	4%	3%	5%	2%	3%	3%	4%	2%	1%	3%
"Gig economy" work like ride shares, food delivery, or dog walking	10	3	6	7	1	2	-	8	2	9	-	1	-
	1%	1%	1%	3%	*%	1%		2%	*%	1%		1%	
Unemployed and looking for work	81	36	44	34	20	22	5	53	28	52	12	10	7
	8%	8%	8%	15%	9%	8%	2%	12%	5%	7%	11%	9%	10%
Stay-at-home parent or caregiver	61	7	53	12	26	20	3	38	22	37	8	13	2
	6%	2%	10%	5%	12%	7%	1%	9%	4%	5%	7%	12%	3%
Full time student	10	2	8	8	-	2	-	8	2	5	3	1	0
	1%	*%	1%	4%		1%		2%	*%	1%	3%	*%	1%
Retired	304	143	161	3	9	66	226	12	292	241	16	28	19
	30%	31%	30%	1%	4%	24%	77%	3%	52%	34%	14%	25%	28%
Something else	47	17	29	4	12	24	6	16	31	38	4	4	1
	5%	4%	5%	2%	5%	9%	2%	4%	5%	5%	3%	4%	2%
Prefer not to say	5	3	2	1	2	2	-	3	2	4	1	-	-
	*%	1%	*%	*%	1%	1%		1%	*%	1%	*%		

Table Q Employment

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 September 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	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Employed full-time	371	101	93	91	86	194	177	37	60	66	66	140	97	272
	37%	34%	31%	36%	56%	32%	43%	17%	30%	37%	45%	55%	23%	47%
Employed part-time	83	33	30	15	6	63	20	26	17	20	15	5	43	40
	8%	11%	10%	6%	4%	11%	5%	12%	8%	11%	10%	2%	10%	7%
Freelance, contract, or temporary work	34	13	6	11	4	19	15	7	12	2	9	2	19	14
	3%	4%	2%	4%	3%	3%	4%	3%	6%	1%	6%	1%	5%	2%
"Gig economy" work like ride shares, food delivery, or dog walking	10	3	2	4	-	6	4	8	1	-	1	-	9	1
	1%	1%	1%	2%	-	1%	1%	4%	1%	-	1%	-	2%	*%
Unemployed and looking for work	81	36	20	22	3	56	25	30	19	12	8	9	49	29
	8%	12%	7%	9%	2%	9%	6%	14%	9%	7%	6%	4%	12%	5%
Stay-at-home parent or caregiver	61	32	17	11	1	49	12	23	11	18	2	6	34	26
	6%	11%	6%	4%	1%	8%	3%	11%	6%	10%	1%	2%	8%	5%
Full time student	10	1	9	1	-	9	1	2	2	-	3	2	4	5
	1%	*%	3%	*%	-	2%	*%	1%	1%	-	2%	1%	1%	1%
Retired	304	54	106	91	52	160	144	56	68	54	39	84	125	178
	30%	18%	35%	36%	34%	27%	35%	26%	34%	30%	27%	33%	30%	31%
Something else	47	21	18	6	1	39	8	23	9	6	3	6	32	15
	5%	7%	6%	3%	1%	7%	2%	10%	4%	3%	2%	2%	8%	3%
Prefer not to say	5	1	2	2	-	3	2	4	1	-	-	-	5	-
	*%	*%	1%	1%	-	*%	1%	2%	*%	-	-	-	1%	-

Table Q Employment

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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	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
Employed full-time	371	371	-	191	123	57	180	104	76	97	183	90
	37%	75%		39%	40%	26%	64%	78%	51%	38%	39%	32%
Employed part-time	83	83	-	38	28	18	19	5	14	20	42	21
	8%	17%		8%	9%	8%	7%	4%	9%	8%	9%	8%
Freelance, contract, or temporary work	34	34	-	10	18	6	8	3	5	8	16	10
	3%	7%		2%	6%	3%	3%	2%	3%	3%	3%	4%
"Gig economy" work like ride shares, food delivery, or dog walking	10	10	-	2	7	-	3	-	3	1	6	3
	1%	2%		1%	2%		1%		2%	*%	1%	1%
Unemployed and looking for work	81	-	-	18	51	12	24	9	14	31	25	25
	8%			4%	17%	6%	8%	7%	10%	12%	5%	9%
Stay-at-home parent or caregiver	61	-	-	37	14	10	31	2	29	17	20	23
	6%			8%	5%	4%	11%	2%	19%	7%	4%	8%
Full time student	10	-	-	1	9	-	2	-	2	3	3	4
	1%			*%	3%		1%		1%	1%	1%	1%
Retired	304	-	304	169	40	94	13	8	4	63	151	90
	30%		100%	35%	13%	43%	5%	6%	3%	25%	32%	32%
Something else	47	-	-	16	10	20	3	2	1	14	20	13
	5%			3%	3%	9%	1%	1%	1%	5%	4%	5%
Prefer not to say	5	-	-	-	5	-	-	-	-	3	2	-
	*%				2%					1%	*%	

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	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Employed full-time	371	141	80	150	138	132	95	175	185	155	170	173	181	91	70
	37%	37%	35%	39%	38%	41%	33%	39%	35%	37%	37%	38%	36%	38%	37%
Employed part-time	83	26	17	39	33	20	26	32	46	31	42	33	46	16	14
	8%	7%	8%	10%	9%	6%	9%	7%	9%	7%	9%	7%	9%	6%	8%
Freelance, contract, or temporary work	34	10	7	18	10	7	17	10	23	12	19	10	23	9	2
	3%	2%	3%	5%	3%	2%	6%	2%	4%	3%	4%	2%	4%	4%	1%
"Gig economy" work like ride shares, food delivery, or dog walking	10	2	2	6	3	2	4	3	6	3	6	3	6	3	-
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-
Unemployed and looking for work	81	27	17	37	24	22	29	33	44	28	31	31	45	18	12
	8%	7%	7%	10%	7%	7%	10%	7%	8%	7%	7%	7%	9%	7%	6%
Stay-at-home parent or caregiver	61	32	17	12	23	19	11	40	19	34	15	40	16	23	12
	6%	8%	7%	3%	6%	6%	4%	9%	4%	8%	3%	9%	3%	10%	6%
Full time student	10	2	4	4	-	4	6	3	7	2	4	3	7	2	1
	1%	*%	2%	1%		1%	2%	1%	1%	1%	1%	1%	1%	1%	1%
Retired	304	122	79	104	119	96	85	128	170	130	150	136	157	65	71
	30%	32%	34%	27%	32%	30%	30%	28%	33%	31%	33%	30%	31%	27%	38%
Something else	47	22	8	17	14	20	11	26	21	23	20	24	20	14	7
	5%	6%	4%	4%	4%	6%	4%	6%	4%	5%	4%	5%	4%	6%	3%
Prefer not to say	5	2	1	2	2	2	1	2	3	1	2	2	2	1	1
	*%	*%	*%	1%	1%	1%	*%	*%	1%	*%	1%	*%	*%	*%	*%

Table QMilitaryHH

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes, I have	90	77	13	2	9	27	53	11	80	64	10	10	6
	9%	17%	2%	1%	4%	10%	18%	2%	14%	9%	8%	9%	9%
Yes, a member of my household has	133	40	93	28	18	42	45	45	87	99	7	18	9
	13%	9%	17%	13%	8%	16%	15%	10%	15%	14%	6%	16%	13%
No	788	355	432	189	191	203	205	380	408	554	100	81	54
	78%	76%	80%	86%	87%	75%	69%	87%	72%	78%	87%	73%	78%
Unsure	4	1	2	1	3	-	-	4	-	-	1	3	-
	*%	*%	*%	*%	1%			1%			1%	3%	

Table QMilitaryHH

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes, I have	90	16	40	22	13	55	35	14	17	22	19	20	30	60
	9%	5%	13%	9%	8%	9%	9%	6%	8%	12%	13%	8%	7%	10%
Yes, a member of my household has	133	39	46	33	15	85	47	27	29	23	26	27	56	76
	13%	13%	15%	13%	10%	14%	12%	13%	15%	13%	17%	11%	14%	13%
No	788	237	221	201	128	458	329	174	154	136	107	210	328	453
	78%	80%	73%	79%	84%	77%	81%	81%	77%	76%	72%	82%	79%	78%
Unsure	4	3	1	-	-	4	-	3	1	-	-	-	4	-
	*%	1%	*%			1%		1%	*%				1%	

Table QMilitaryHH

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
Yes, I have	90	26	53	59	15	16	15	10	6	19	43	29
	9%	5%	18%	12%	5%	8%	5%	7%	4%	7%	9%	10%
Yes, a member of my household has	133	66	47	72	39	22	27	10	17	36	60	36
	13%	13%	16%	15%	13%	10%	10%	7%	12%	14%	13%	13%
No	788	406	210	359	252	178	242	117	125	201	366	220
	78%	82%	69%	74%	82%	82%	86%	87%	84%	78%	78%	79%
Unsure	4	2	-	-	2	1	1	-	1	2	1	1
	*%	*%			1%	1%	*%		*%	1%	*%	*%

Table QMilitaryHH

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes, I have	90	34	31	25	38	26	23	46	42	42	38	48	37	18	26
	9%	9%	13%	6%	10%	8%	8%	10%	8%	10%	8%	11%	7%	8%	14%
Yes, a member of my household has	133	68	29	36	63	42	26	75	54	66	53	75	51	42	31
	13%	18%	12%	9%	17%	13%	9%	17%	10%	16%	12%	17%	10%	17%	17%
No	788	284	177	327	269	260	235	338	427	317	371	339	416	181	136
	78%	74%	76%	84%	73%	80%	83%	75%	82%	76%	81%	74%	83%	75%	72%
Unsure	4	1	1	2	1	1	1	1	2	1	2	1	2	1	-
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	1%	

Table QUnionHH

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes, I am	62	41	21	9	25	14	15	34	28	39	12	7	4
	6%	9%	4%	4%	11%	5%	5%	8%	5%	6%	10%	6%	6%
Yes, a member of my household is	46	16	30	8	7	16	15	15	31	32	7	3	4
	5%	3%	6%	4%	3%	6%	5%	4%	5%	5%	6%	3%	5%
No	887	408	477	197	186	241	264	383	505	635	96	101	56
	88%	88%	89%	90%	85%	89%	90%	87%	89%	89%	83%	91%	81%
Unsure	13	3	11	6	2	1	4	7	6	6	1	1	5
	1%	1%	2%	3%	1%	1%	2%	2%	1%	1%	1%	*%	7%

Table QUnionHH

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes, I am	62	11	19	12	19	31	31	7	10	5	12	28	17	45
	6%	4%	6%	5%	12%	5%	8%	3%	5%	3%	8%	11%	4%	8%
Yes, a member of my household is	46	11	14	16	4	26	20	3	3	10	5	23	6	38
	5%	4%	5%	6%	3%	4%	5%	2%	1%	6%	3%	9%	2%	7%
No	887	269	270	221	128	539	348	204	185	159	127	205	389	492
	88%	91%	89%	87%	83%	90%	86%	95%	92%	89%	86%	81%	94%	85%
Unsure	13	5	0	6	2	6	8	1	3	6	3	1	4	10
	1%	2%	*%	2%	2%	1%	2%	*%	1%	3%	2%	1%	1%	2%

Table QUnionHH

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
Yes, I am	62	48	12	33	18	11	24	17	7	25	24	13
	6%	10%	4%	7%	6%	5%	8%	12%	5%	10%	5%	5%
Yes, a member of my household is	46	31	14	33	7	6	11	3	8	10	23	13
	5%	6%	5%	7%	2%	3%	4%	2%	6%	4%	5%	5%
No	887	414	276	418	271	199	246	114	131	219	412	255
	88%	83%	91%	87%	89%	92%	87%	85%	88%	85%	88%	91%
Unsure	13	5	5	2	10	2	2	-	2	2	10	1
	1%	1%	2%	*%	3%	1%	1%		2%	1%	2%	*%

Table QUnionHH

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes, I am	62	15	14	33	16	24	20	20	41	15	38	20	40	5	9
	6%	4%	6%	8%	4%	8%	7%	4%	8%	3%	8%	4%	8%	2%	5%
Yes, a member of my household is	46	14	12	20	11	16	19	14	29	14	26	16	29	8	7
	5%	4%	5%	5%	3%	5%	7%	3%	6%	3%	6%	3%	6%	3%	4%
No	887	353	200	334	333	284	244	419	446	391	392	419	428	228	172
	88%	92%	87%	86%	91%	87%	86%	92%	85%	93%	85%	92%	85%	94%	91%
Unsure	13	3	7	4	7	2	3	1	9	0	7	3	10	-	1
	1%	1%	3%	1%	2%	1%	1%	*%	2%	*%	1%	1%	2%		1%

Table QGunOwner

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes, I do	247	166	81	40	61	75	72	101	147	185	25	23	15
	25%	36%	15%	18%	28%	28%	24%	23%	26%	26%	21%	20%	21%
Yes, a member of my household does	155	54	100	38	21	49	47	58	96	114	10	22	9
	15%	12%	19%	17%	10%	18%	16%	13%	17%	16%	9%	19%	13%
No	642	272	368	152	139	160	191	291	351	440	80	71	50
	64%	58%	68%	69%	63%	59%	65%	66%	62%	62%	70%	64%	73%
Unsure	13	6	7	4	5	3	2	9	4	7	4	2	0
	1%	1%	1%	2%	2%	1%	1%	2%	1%	1%	3%	2%	1%

Table QGunOwner

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes, I do	247	66	94	52	35	161	87	34	54	45	47	68	87	159
	25%	22%	31%	21%	23%	27%	21%	16%	27%	25%	32%	27%	21%	27%
Yes, a member of my household does	155	44	55	39	16	100	55	28	28	28	24	46	56	98
	15%	15%	18%	15%	10%	17%	13%	13%	14%	16%	16%	18%	14%	17%
No	642	190	170	172	109	360	281	156	119	117	92	152	275	361
	64%	64%	56%	68%	71%	60%	69%	73%	59%	65%	62%	60%	66%	62%
Unsure	13	4	6	-	3	10	3	2	2	2	1	4	5	7
	1%	1%	2%		2%	2%	1%	1%	1%	1%	1%	1%	1%	1%

Table QGunOwner

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
Yes, I do	247	146	67	146	57	45	81	50	31	46	102	100
	25%	29%	22%	30%	19%	21%	29%	37%	21%	18%	22%	36%
Yes, a member of my household does	155	65	47	98	36	21	43	16	27	23	74	58
	15%	13%	16%	20%	12%	10%	15%	12%	18%	9%	16%	21%
No	642	308	201	269	219	154	176	81	94	195	310	137
	64%	62%	66%	56%	72%	71%	62%	61%	64%	76%	66%	49%
Unsure	13	6	2	7	4	2	5	2	4	2	7	4
	1%	1%	1%	2%	1%	1%	2%	1%	2%	1%	1%	1%

Table QGunOwner

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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...	
	Total	GO P	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GO P	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes, I do	247	130	66	52	140	71	32	160	76	158	67	168	69	91	64
	25%	34%	28%	13%	38%	22%	11%	35%	15%	38%	15%	37%	14%	38%	34%
Yes, a member of my household does	155	86	27	41	82	39	32	93	58	84	53	99	49	49	41
	15%	22%	12%	11%	22%	12%	11%	21%	11%	20%	12%	22%	10%	20%	22%
No	642	193	147	302	173	220	228	230	399	209	351	220	394	119	97
	64%	50%	64%	78%	47%	68%	80%	51%	77%	50%	76%	48%	78%	49%	51%
Unsure	13	6	3	3	7	3	0	6	3	6	2	7	4	3	-
	1%	2%	1%	1%	2%	1%	0%	1%	1%	1%	1%	2%	1%	1%	0%

Table QUrbanRural

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
City	257	114	141	67	81	58	51	148	109	154	50	38	14
	26%	25%	26%	31%	37%	21%	17%	34%	19%	22%	43%	35%	21%
Suburb near a city	468	219	249	108	81	117	163	189	279	331	49	39	50
	47%	47%	46%	49%	37%	43%	55%	43%	49%	47%	42%	35%	72%
Small town not near a city	93	42	51	16	21	32	24	38	55	68	8	15	2
	9%	9%	10%	7%	10%	12%	8%	9%	10%	10%	7%	14%	3%
Rural or country area	187	90	97	28	36	66	57	65	122	157	8	19	3
	19%	19%	18%	13%	16%	24%	19%	15%	22%	22%	7%	17%	4%

Table QUrbanRural

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
City	257	76	72	63	46	148	109	77	55	43	27	54	132	124
	26%	26%	24%	25%	30%	25%	27%	36%	28%	24%	19%	21%	32%	21%
Suburb near a city	468	120	128	139	81	248	220	73	72	90	90	142	145	322
	47%	41%	42%	55%	53%	42%	54%	34%	36%	50%	61%	56%	35%	55%
Small town not near a city	93	29	35	16	12	65	28	24	20	15	11	22	44	47
	9%	10%	12%	6%	8%	11%	7%	11%	10%	8%	8%	9%	11%	8%
Rural or country area	187	69	67	36	14	137	50	42	53	32	19	37	95	88
	19%	23%	22%	14%	9%	23%	12%	19%	26%	18%	13%	15%	23%	15%

Table QUrbanRural

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
City	257	126	63	94	115	47	84	43	40	257	-	-
	26%	25%	21%	20%	38%	22%	30%	32%	27%	100%		
Suburb near a city	468	247	151	224	133	112	119	56	63	-	468	-
	47%	50%	50%	46%	43%	52%	42%	42%	42%		100%	
Small town not near a city	93	45	26	49	26	18	29	12	17	-	-	93
	9%	9%	9%	10%	8%	8%	10%	9%	12%			33%
Rural or country area	187	79	64	115	32	40	51	22	28	-	-	187
	19%	16%	21%	24%	11%	18%	18%	17%	19%			67%

Table QUrbanRural

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
City	257	68	59	130	70	98	83	92	160	82	141	86	160	45	29
	26%	18%	25%	34%	19%	30%	29%	20%	31%	20%	31%	19%	32%	19%	16%
Suburb near a city	468	186	106	176	171	154	129	198	252	197	223	210	238	109	97
	47%	48%	46%	45%	47%	47%	45%	44%	48%	47%	49%	46%	47%	45%	51%
Small town not near a city	93	35	22	35	31	29	31	43	48	41	40	46	45	25	18
	9%	9%	10%	9%	8%	9%	11%	9%	9%	10%	9%	10%	9%	10%	10%
Rural or country area	187	95	44	48	94	44	41	120	63	100	55	115	61	63	45
	19%	25%	19%	12%	26%	13%	14%	27%	12%	24%	12%	25%	12%	26%	24%

Table QResidenceD

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
1 year or less	14	7	6	5	2	4	3	7	8	11	2	2	-
	1%	2%	1%	2%	1%	2%	1%	2%	1%	2%	2%	2%	-
2 years	32	11	21	9	6	10	8	15	17	21	4	5	3
	3%	2%	4%	4%	3%	4%	3%	3%	3%	3%	3%	4%	4%
3 years	36	15	21	10	12	7	6	22	14	22	7	4	2
	4%	3%	4%	4%	6%	3%	2%	5%	2%	3%	6%	4%	3%
4 years	33	18	15	15	8	8	2	23	10	21	7	2	3
	3%	4%	3%	7%	4%	3%	1%	5%	2%	3%	6%	2%	4%
5 years or more	890	415	474	181	192	242	275	373	518	635	96	98	61
	89%	89%	88%	83%	87%	89%	93%	85%	91%	89%	83%	88%	89%

Table QResidenceD

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
1 year or less	14	2	6	5	1	9	6	5	3	2	2	2	8	6
	1%	1%	2%	2%	*%	1%	1%	2%	1%	1%	1%	1%	2%	1%
2 years	32	10	10	8	4	20	12	6	7	5	3	11	13	20
	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	2%	4%	3%	3%
3 years	36	14	13	5	4	27	9	12	7	5	4	7	19	17
	4%	5%	4%	2%	2%	4%	2%	6%	3%	3%	3%	3%	5%	3%
4 years	33	8	5	9	10	14	19	4	5	2	5	17	9	24
	3%	3%	2%	3%	7%	2%	5%	2%	2%	1%	3%	7%	2%	4%
5 years or more	890	261	268	227	134	529	362	188	179	165	133	217	367	516
	89%	88%	89%	90%	88%	88%	89%	87%	89%	92%	90%	85%	88%	89%

Table QResidenceD

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QResidenceDuration] How long have you lived in the state where you currently live?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
1 year or less	14	6	4	3	6	6	2	1	1	4	7	3
	1%	1%	1%	1%	2%	3%	1%	1%	1%	2%	1%	1%
2 years	32	13	11	13	10	9	7	1	6	9	17	7
	3%	3%	4%	3%	3%	4%	2%	1%	4%	3%	4%	2%
3 years	36	20	7	17	10	9	13	3	10	12	15	8
	4%	4%	2%	3%	3%	4%	5%	2%	6%	5%	3%	3%
4 years	33	28	2	18	12	3	14	8	7	7	15	10
	3%	6%	1%	4%	4%	1%	5%	6%	4%	3%	3%	4%
5 years or more	890	431	280	432	267	191	246	121	125	224	413	252
	89%	87%	92%	90%	88%	88%	87%	91%	84%	87%	88%	90%

Table QResidenceD

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
1 year or less	14	4	3	7	5	4	5	5	10	5	8	5	10	4	0
	1%	1%	1%	2%	1%	1%	2%	1%	2%	1%	2%	1%	2%	2%	*%
2 years	32	15	4	13	6	15	10	17	15	16	12	14	17	8	7
	3%	4%	2%	3%	2%	5%	4%	4%	3%	4%	3%	3%	3%	3%	4%
3 years	36	11	9	15	10	7	15	12	20	8	16	13	20	6	7
	4%	3%	4%	4%	3%	2%	5%	3%	4%	2%	4%	3%	4%	2%	3%
4 years	33	8	10	15	6	17	10	12	21	12	16	9	23	5	6
	3%	2%	4%	4%	2%	5%	3%	3%	4%	3%	4%	2%	5%	2%	3%
5 years or more	890	346	204	340	338	282	244	408	456	380	407	416	434	218	170
	89%	90%	88%	87%	92%	87%	86%	90%	87%	90%	89%	91%	86%	90%	90%

Table QNativity

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
In the United States	947	434	512	212	208	254	273	420	527	698	111	93	45
	94%	93%	95%	97%	94%	94%	93%	96%	93%	98%	96%	84%	65%
In a foreign country	56	32	24	7	12	16	21	19	37	12	5	16	24
	6%	7%	4%	3%	6%	6%	7%	4%	7%	2%	4%	14%	35%
Prefer not to say	2	-	2	-	-	2	0	-	2	-	-	2	-
	*%		*%			1%	*%		*%			2%	

Table QNativity

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
In the United States	947	290	291	225	140	581	366	209	193	165	138	234	403	537
	94%	98%	96%	89%	91%	97%	90%	97%	97%	92%	93%	92%	97%	92%
In a foreign country	56	6	11	27	13	16	40	6	7	14	8	21	13	43
	6%	2%	4%	11%	9%	3%	10%	3%	3%	8%	5%	8%	3%	7%
Prefer not to say	2	-	0	2	-	0	2	0	-	-	2	-	0	2
	*%		*%	1%		*%	*%	*%			1%		*%	*%

Table QNativity

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
In the United States	947	475	278	446	289	211	266	122	144	244	434	268
	94%	95%	91%	92%	95%	97%	94%	91%	97%	95%	93%	96%
In a foreign country	56	23	25	35	16	5	17	12	5	13	32	11
	6%	5%	8%	7%	5%	2%	6%	9%	3%	5%	7%	4%
Prefer not to say	2	0	2	2	-	0	-	-	-	-	2	0
	*%	*%	1%	*%		*%					*%	*%

Table QNativity

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QNativity] Where were you born?

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
In the United States	947	366	213	367	353	304	260	434	485	408	427	437	468	236	181
	94%	95%	92%	94%	96%	94%	91%	96%	93%	97%	93%	96%	93%	97%	96%
In a foreign country	56	17	18	22	11	20	24	18	36	10	33	18	36	6	7
	6%	4%	8%	6%	3%	6%	9%	4%	7%	2%	7%	4%	7%	3%	3%
Prefer not to say	2	2	-	0	2	0	-	2	0	2	-	2	0	-	2
	0.2%	0.2%	0%	0%	0.2%	0%	0%	0.2%	0%	0.2%	0%	0.2%	0%	0%	0.2%

Table QMarital

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Single, never married	305	147	159	155	68	54	29	223	83	169	63	34	39
	30%	31%	30%	71%	31%	20%	10%	51%	15%	24%	55%	31%	57%
Married	483	253	230	58	114	147	164	172	311	366	36	56	25
	48%	54%	43%	27%	52%	54%	56%	39%	55%	52%	31%	51%	37%
Separated	21	7	14	1	10	9	1	11	10	17	0	2	2
	2%	1%	3%	1%	5%	3%	*%	3%	2%	2%	*%	1%	3%
Divorced	140	50	89	5	26	51	58	31	109	109	15	15	1
	14%	11%	17%	2%	12%	19%	20%	7%	19%	15%	13%	13%	2%
Widowed	56	10	46	-	2	11	43	2	54	50	1	4	1
	6%	2%	9%	-	1%	4%	15%	*%	10%	7%	1%	4%	2%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-

Table QMarital

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Single, never married	305	126	80	80	19	207	99	112	72	51	41	30	183	122
	30%	43%	27%	32%	12%	35%	24%	52%	36%	28%	28%	12%	44%	21%
Married	483	108	140	132	102	248	235	47	74	87	79	191	121	357
	48%	37%	46%	52%	67%	42%	58%	22%	37%	49%	54%	75%	29%	61%
Separated	21	5	6	6	4	11	10	3	5	5	5	3	8	13
	2%	2%	2%	2%	3%	2%	2%	2%	2%	3%	3%	1%	2%	2%
Divorced	140	47	53	21	18	101	39	38	33	29	18	20	71	67
	14%	16%	18%	8%	12%	17%	10%	17%	16%	16%	12%	8%	17%	11%
Widowed	56	9	22	14	10	31	24	16	17	8	4	12	33	23
	6%	3%	7%	6%	7%	5%	6%	7%	8%	4%	2%	5%	8%	4%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Table QMarital

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
Single, never married	305	176	40	-	305	-	84	36	49	115	133	58
	30%	35%	13%		100%		30%	27%	33%	45%	28%	21%
Married	483	241	169	483	-	-	154	83	71	94	224	165
	48%	48%	56%	100%			54%	62%	48%	37%	48%	59%
Separated	21	15	1	-	-	21	9	3	5	3	12	6
	2%	3%	*%			10%	3%	3%	4%	1%	2%	2%
Divorced	140	56	54	-	-	140	30	10	19	30	73	38
	14%	11%	18%			65%	11%	8%	13%	12%	15%	13%
Widowed	56	10	40	-	-	56	6	1	4	15	28	14
	6%	2%	13%			26%	2%	1%	3%	6%	6%	5%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-

Table QMarital

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QMarital] What is your current marital status?

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Single, never married	305	87	76	142	94	97	104	108	188	94	161	107	185	57	40
	30%	23%	33%	37%	26%	30%	37%	24%	36%	22%	35%	23%	37%	24%	21%
Married	483	214	110	158	205	147	117	260	208	246	191	262	204	136	108
	48%	56%	48%	41%	56%	45%	41%	57%	40%	58%	42%	57%	40%	56%	57%
Separated	21	8	4	9	5	9	7	10	11	6	10	9	11	5	4
	2%	2%	2%	2%	1%	3%	2%	2%	2%	1%	2%	2%	2%	2%	2%
Divorced	140	52	29	59	45	51	39	55	82	54	69	55	78	33	22
	14%	14%	12%	15%	12%	16%	14%	12%	16%	13%	15%	12%	15%	14%	12%
Widowed	56	24	11	21	18	21	18	20	32	20	29	23	27	10	15
	6%	6%	5%	5%	5%	6%	6%	4%	6%	5%	6%	5%	5%	4%	8%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Table QReligionNe

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Protestant (for example, Baptist, Methodist, Non-denominational, Lutheran, Presbyterian, Pentecostal, Episcopalian, etc.)	258	107	151	31	45	80	102	76	183	211	26	10	11
	26%	23%	28%	14%	20%	30%	35%	17%	32%	30%	23%	9%	16%
Roman Catholic	192	91	102	20	39	61	71	60	132	132	3	47	10
	19%	19%	19%	9%	18%	22%	24%	14%	23%	19%	2%	43%	15%
Mormon (Church of Jesus Christ of Latter-day Saints or LDS)	5	4	1	2	1	-	2	3	2	3	3	-	-
	1%	1%	*%	1%	*%		1%	1%	*%	*%	2%		
Orthodox (such as Greek, Russian, or some other Orthodox church)	9	5	3	1	1	3	3	2	7	7	-	2	-
	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%		2%	
Just Christian	189	81	107	75	48	41	25	123	66	121	46	15	7
	19%	17%	20%	34%	22%	15%	9%	28%	12%	17%	40%	14%	10%
Jewish	30	12	19	4	4	4	18	9	22	27	1	2	1
	3%	3%	3%	2%	2%	1%	6%	2%	4%	4%	1%	2%	1%
Muslim	12	11	1	5	7	-	-	12	-	6	-	-	6
	1%	2%	*%	2%	3%			3%		1%			9%
Buddhist	5	2	3	-	-	2	3	-	5	4	-	-	2
	1%	*%	1%			1%	1%		1%	*%			3%
Hindu	8	5	3	-	5	3	-	5	3	-	-	-	8
	1%	1%	*%		2%	1%		1%	*%				12%
Atheist	43	23	20	8	12	13	9	21	22	35	1	3	4
	4%	5%	4%	4%	6%	5%	3%	5%	4%	5%	1%	2%	6%

Table QReligionNe

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QReligionNew] What is your present religion, if any?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/2+ races, non-Hispanic
Agnostic	45 4%	25 5%	20 4%	9 4%	12 6%	7 3%	16 5%	21 5%	23 4%	33 5%	3 2%	2 2%	7 10%
Something else (Please specify)	47 5%	26 6%	21 4%	21 9%	10 4%	9 3%	8 3%	30 7%	16 3%	26 4%	5 4%	16 14%	-
Nothing in particular	162 16%	73 16%	88 16%	42 19%	34 16%	48 18%	37 13%	76 17%	85 15%	105 15%	29 25%	14 13%	14 20%

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	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.)	258	60	81	76	41	141	117	44	52	46	41	72	96	160
	26%	20%	27%	30%	27%	24%	29%	21%	26%	26%	28%	28%	23%	27%
Roman Catholic	192	46	62	54	30	108	84	41	32	40	27	49	73	116
	19%	16%	20%	21%	20%	18%	21%	19%	16%	22%	19%	19%	18%	20%
Mormon (Church of Jesus Christ of Latter-day Saints or LDS)	5	2	1	1	1	4	2	1	-	1	1	2	1	4
	1%	1%	*%	*%	1%	1%	*%	1%		1%	1%	1%	*%	1%
Orthodox (such as Greek, Russian, or some other Orthodox church)	9	1	5	1	3	6	3	1	5	1	1	1	6	3
	1%	*%	2%	*%	2%	1%	1%	*%	3%	1%	*%	*%	1%	*%
Just Christian	189	70	47	44	28	117	72	46	43	27	32	40	89	100
	19%	24%	15%	17%	18%	20%	18%	21%	22%	15%	22%	16%	21%	17%
Jewish	30	5	6	10	9	11	19	2	8	6	5	9	10	20
	3%	2%	2%	4%	6%	2%	5%	1%	4%	4%	3%	3%	2%	3%
Muslim	12	-	5	-	7	5	7	-	1	0	5	6	1	11
	1%		2%		5%	1%	2%		1%	*%	3%	2%	*%	2%
Buddhist	5	-	2	3	-	2	3	-	1	1	1	2	1	4
	1%		1%	1%		*%	1%		*%	1%	1%	1%	*%	1%
Hindu	8	-	-	-	8	-	8	-	-	-	-	8	-	8
	1%				5%		2%					3%		1%
Atheist	43	5	15	16	6	21	22	10	6	9	5	13	16	27
	4%	2%	5%	6%	4%	3%	5%	4%	3%	5%	3%	5%	4%	5%
Agnostic	45	8	7	22	8	15	30	3	8	8	8	18	11	34
	4%	3%	2%	9%	5%	3%	7%	1%	4%	4%	6%	7%	3%	6%

Table QReligionNe

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QReligionNew] What is your present religion, if any?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Something else (Please specify)	47 5%	25 8%	14 5%	7 3%	1 1%	39 6%	8 2%	20 9%	11 5%	8 4%	2 1%	6 3%	30 7%	16 3%
Nothing in particular	162 16%	72 24%	57 19%	21 8%	11 7%	129 22%	32 8%	48 22%	32 16%	31 17%	20 13%	29 11%	80 19%	80 14%

Table QReligionNe

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QReligionNew] What is your present religion, if any?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
Protestant (for example, Baptist, Methodist, Non-denominational, Lutheran, Presbyterian, Pentecostal, Episcopalian, etc.)	258	102	114	147	54	57	53	21	32	53	106	99
	26%	21%	38%	30%	18%	26%	19%	16%	21%	21%	23%	35%
Roman Catholic	192	87	76	98	49	45	46	20	25	46	103	43
	19%	17%	25%	20%	16%	21%	16%	15%	17%	18%	22%	15%
Mormon (Church of Jesus Christ of Latter-day Saints or LDS)	5	3	2	4	1	-	2	1	1	2	3	-
	1%	1%	1%	1%	*%		1%	1%	1%	1%	1%	
Orthodox (such as Greek, Russian, or some other Orthodox church)	9	2	4	3	3	2	1	1	-	4	3	1
	1%	*%	1%	1%	1%	1%	*%	1%		2%	1%	*%
Just Christian	189	122	23	73	74	42	75	35	40	62	80	47
	19%	25%	7%	15%	24%	19%	26%	26%	27%	24%	17%	17%
Jewish	30	13	15	20	2	8	7	5	2	9	17	5
	3%	3%	5%	4%	1%	4%	2%	3%	1%	3%	4%	2%
Muslim	12	11	-	7	5	-	11	9	1	8	5	-
	1%	2%		2%	2%		4%	7%	1%	3%	1%	
Buddhist	5	2	2	2	2	1	1	1	-	1	3	1
	1%	*%	1%	*%	1%	*%	*%	1%		*%	1%	1%
Hindu	8	8	-	8	-	-	8	5	3	-	8	-
	1%	2%		2%			3%	4%	2%		2%	
Atheist	43	20	13	19	16	8	12	7	5	15	17	11
	4%	4%	4%	4%	5%	4%	4%	5%	3%	6%	4%	4%

Table QReligionNe

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QReligionNew] What is your present religion, if any?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Agnostic	45 4%	23 5%	16 5%	21 4%	17 6%	7 3%	7 2%	1 1%	6 4%	8 3%	30 6%	7 3%
Something else (Please specify)	47 5%	25 5%	4 1%	22 5%	18 6%	7 3%	15 5%	9 6%	7 4%	10 4%	20 4%	17 6%
Nothing in particular	162 16%	79 16%	36 12%	59 12%	65 21%	38 18%	46 16%	18 14%	28 19%	39 15%	73 16%	49 17%

Table QReligionNe

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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...	
	Total	GO P	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GO P	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	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.)	258	127	48	83	137	72	48	144	109	144	96	153	98	73	72
	26%	33%	21%	21%	37%	22%	17%	32%	21%	34%	21%	33%	19%	30%	38%
Roman Catholic	192	82	49	60	78	70	43	96	89	94	81	96	85	51	47
	19%	21%	21%	16%	21%	22%	15%	21%	17%	22%	18%	21%	17%	21%	25%
Mormon (Church of Jesus Christ of Latter-day Saints or LDS)	5	1	1	3	-	2	3	1	4	1	3	1	4	1	-
	1%	*%	*%	1%		1%	1%	*%	1%	*%	1%	*%	1%	*%	
Orthodox (such as Greek, Russian, or some other Orthodox church)	9	3	5	1	4	3	1	7	1	6	3	7	1	3	-
	1%	1%	2%	*%	1%	1%	*%	2%	*%	1%	1%	2%	*%	1%	
Just Christian	189	72	42	76	69	75	37	88	96	75	80	85	98	50	34
	19%	19%	18%	19%	19%	23%	13%	19%	18%	18%	17%	19%	19%	21%	18%
Jewish	30	14	5	12	12	7	12	12	18	13	17	12	18	9	3
	3%	4%	2%	3%	3%	2%	4%	3%	3%	3%	4%	3%	4%	4%	2%
Muslim	12	5	1	6	7	2	3	6	6	5	6	6	6	5	-
	1%	1%	1%	2%	2%	*%	1%	1%	1%	1%	1%	1%	1%	2%	
Buddhist	5	-	1	4	-	1	4	-	4	-	4	-	4	-	-
	1%		*%	1%		*%	2%		1%		1%		1%		
Hindu	8	3	-	5	3	-	5	3	5	3	5	3	5	3	-
	1%	1%		1%	1%		2%	1%	1%	1%	1%	1%	1%	1%	
Atheist	43	6	6	31	2	9	31	8	34	7	33	8	35	5	3
	4%	2%	2%	8%	1%	3%	11%	2%	7%	2%	7%	2%	7%	2%	1%

Table QReligionNe

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Agnostic	45 4%	7 2%	14 6%	24 6%	7 2%	15 5%	23 8%	8 2%	33 6%	7 2%	32 7%	8 2%	32 6%	4 2%	5 3%
Something else (Please specify)	47 5%	18 5%	17 7%	12 3%	14 4%	13 4%	16 6%	23 5%	24 5%	16 4%	19 4%	21 5%	23 5%	7 3%	7 4%
Nothing in particular	162 16%	48 12%	43 19%	71 18%	33 9%	56 17%	57 20%	56 12%	98 19%	50 12%	81 18%	57 13%	93 19%	32 13%	19 10%

Table QBornAgain

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	654	289	364	130	134	186	204	264	390	475	77	75	27
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	642	292	348	123	128	194	197	251	391	484	71	65	22
Yes, born-again or evangelical Christian	250 38%	111 38%	138 38%	46 36%	64 47%	78 42%	61 30%	110 42%	140 36%	165 35%	45 59%	28 38%	12 42%
No, not born-again or evangelical Christian	387 59%	175 61%	211 58%	73 57%	65 48%	106 57%	143 70%	138 52%	248 64%	299 63%	29 38%	46 61%	13 48%
Unsure	17 3%	3 1%	14 4%	10 8%	6 4%	2 1%	-	16 6%	2 *%	11 2%	3 4%	1 1%	3 10%

Table QBornAgain

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	654	180	195	176	103	375	278	134	132	115	102	164	266	382
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	642	161	219	167	95	380	262	144	133	115	91	155	277	361
Yes, born-again or evangelical Christian	250	74	71	66	38	146	104	58	56	37	35	58	115	131
	38%	41%	37%	37%	37%	39%	37%	43%	43%	32%	35%	36%	43%	34%
No, not born-again or evangelical Christian	387	99	118	107	63	217	170	70	71	77	63	104	141	244
	59%	55%	60%	61%	61%	58%	61%	52%	53%	67%	62%	63%	53%	64%
Unsure	17	6	6	3	2	12	5	5	5	1	3	2	11	7
	3%	4%	3%	2%	2%	3%	2%	4%	4%	1%	3%	1%	4%	2%

Table QBornAgain

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	654	317	219	325	181	147	177	79	97	167	296	190
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	642	316	212	297	186	159	175	75	99	177	288	177
Yes, born-again or evangelical Christian	250 38%	124 39%	71 33%	126 39%	71 39%	53 36%	77 43%	37 47%	39 40%	74 44%	88 30%	88 46%
No, not born-again or evangelical Christian	387 59%	180 57%	147 67%	196 60%	98 54%	92 62%	92 52%	41 52%	51 53%	86 52%	204 69%	97 51%
Unsure	17 3%	13 4%	1 *	3 1%	12 7%	2 2%	8 4%	1 1%	7 7%	7 4%	5 2%	5 3%

Table QBornAgain

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	654	285	144	224	289	222	133	337	299	320	262	342	287	178	152
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	642	249	145	248	249	231	150	303	320	281	273	305	307	152	133
Yes, born-again or evangelical Christian	250	127	49	74	138	70	39	149	92	138	78	153	85	80	64
	38%	44%	34%	33%	48%	32%	29%	44%	31%	43%	30%	45%	30%	45%	42%
No, not born-again or evangelical Christian	387	153	89	144	145	144	94	181	199	174	179	182	194	95	85
	59%	54%	62%	64%	50%	65%	71%	54%	66%	54%	69%	53%	68%	54%	56%
Unsure	17	6	6	6	5	9	-	8	8	8	4	7	8	2	3
	3%	2%	4%	3%	2%	4%		2%	3%	3%	2%	2%	3%	1%	2%

Table QChurchOld

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
At least once a week	242	119	123	59	61	52	70	119	123	153	39	31	19
	24%	26%	23%	27%	28%	19%	24%	27%	22%	22%	34%	28%	28%
Once or twice a month	87	48	40	27	23	25	13	50	38	60	6	10	12
	9%	10%	7%	12%	10%	9%	4%	11%	7%	8%	5%	9%	17%
A few times a year	134	55	78	17	36	41	39	54	80	94	23	14	2
	13%	12%	15%	8%	16%	15%	13%	12%	14%	13%	20%	12%	3%
Usually just for religious holidays	137	70	67	26	22	51	38	48	89	100	9	22	6
	14%	15%	13%	12%	10%	19%	13%	11%	16%	14%	8%	20%	9%
Never	356	154	202	77	73	92	114	151	206	271	29	32	24
	35%	33%	38%	35%	33%	34%	39%	34%	36%	38%	25%	29%	34%
Prefer not to say	48	21	27	13	5	10	20	18	31	31	9	3	6
	5%	4%	5%	6%	2%	4%	7%	4%	5%	4%	8%	2%	8%

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
At least once a week	242	59	57	83	43	116	126	55	40	44	34	68	96	146
	24%	20%	19%	33%	28%	19%	31%	26%	20%	25%	23%	26%	23%	25%
Once or twice a month	87	23	19	25	20	43	45	14	22	13	17	21	36	51
	9%	8%	6%	10%	13%	7%	11%	6%	11%	7%	12%	8%	9%	9%
A few times a year	134	33	52	28	20	86	48	23	29	31	16	32	52	79
	13%	11%	17%	11%	13%	14%	12%	11%	15%	17%	11%	12%	13%	14%
Usually just for religious holidays	137	41	41	29	26	82	55	22	27	20	24	40	49	85
	14%	14%	14%	11%	17%	14%	14%	10%	13%	11%	16%	16%	12%	15%
Never	356	118	119	80	39	237	119	87	74	64	46	85	161	195
	35%	40%	39%	32%	25%	40%	29%	40%	37%	36%	31%	33%	39%	34%
Prefer not to say	48	21	13	8	6	34	14	14	7	6	10	10	22	26
	5%	7%	4%	3%	4%	6%	3%	7%	4%	3%	7%	4%	5%	4%

Table QChurchOld

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
At least once a week	242	114	83	131	75	36	73	40	33	72	102	68
	24%	23%	27%	27%	25%	17%	26%	30%	22%	28%	22%	24%
Once or twice a month	87	60	14	52	23	13	38	20	18	23	45	20
	9%	12%	5%	11%	7%	6%	13%	15%	12%	9%	10%	7%
A few times a year	134	75	39	59	37	37	44	20	24	35	61	37
	13%	15%	13%	12%	12%	17%	16%	15%	16%	14%	13%	13%
Usually just for religious holidays	137	70	40	65	37	36	35	18	17	32	70	35
	14%	14%	13%	13%	12%	16%	13%	13%	12%	12%	15%	13%
Never	356	157	110	146	121	89	83	34	49	88	159	109
	35%	31%	36%	30%	40%	41%	29%	26%	33%	34%	34%	39%
Prefer not to say	48	22	17	29	13	6	10	1	8	6	31	10
	5%	4%	6%	6%	4%	3%	3%	1%	6%	2%	7%	4%

Table QChurchOld

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
At least once a week	242	117	49	76	137	56	46	135	102	128	90	135	98	73	58
	24%	31%	21%	19%	38%	17%	16%	30%	20%	30%	20%	30%	19%	30%	31%
Once or twice a month	87	44	14	29	41	26	17	47	36	47	27	49	35	27	24
	9%	11%	6%	7%	11%	8%	6%	10%	7%	11%	6%	11%	7%	11%	12%
A few times a year	134	54	31	49	47	62	21	69	63	58	59	69	62	32	28
	13%	14%	13%	13%	13%	19%	7%	15%	12%	14%	13%	15%	12%	13%	15%
Usually just for religious holidays	137	59	26	52	52	47	38	66	66	67	56	68	62	35	29
	14%	15%	11%	13%	14%	14%	13%	15%	13%	16%	12%	15%	12%	15%	15%
Never	356	93	97	167	73	120	148	117	231	108	202	117	221	63	44
	35%	24%	42%	43%	20%	37%	52%	26%	44%	26%	44%	26%	44%	26%	23%
Prefer not to say	48	17	14	17	16	15	14	19	24	14	25	19	26	12	6
	5%	4%	6%	4%	4%	5%	5%	4%	5%	3%	5%	4%	5%	5%	3%

Table QRegVote

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	-	-	-	-	-	-	-	-	-	-	-	-	-
Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-

Table QRegVote

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Table QRegVote

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
Yes	1005	498	304	483	305	217	283	134	149	257	468	280
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	-	-	-	-	-	-	-	-	-	-	-	-
Unsure	-	-	-	-	-	-	-	-	-	-	-	-

Table QRegVote

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Table QIndustry

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Technology	38	23	15	4	12	15	7	16	22	27	0	5	6
	4%	5%	3%	2%	5%	5%	2%	4%	4%	4%	*%	4%	9%
Sales	49	18	30	14	17	10	7	31	18	35	3	9	2
	5%	4%	6%	6%	8%	4%	2%	7%	3%	5%	2%	8%	3%
Healthcare or the pharmaceutical industry	90	35	55	23	19	30	18	42	48	61	10	9	9
	9%	7%	10%	11%	9%	11%	6%	10%	8%	9%	9%	9%	13%
Journalism or the media	-	-	-	-	-	-	-	-	-	-	-	-	-
Food service or the restaurant industry	60	24	36	22	21	14	3	43	17	27	16	13	4
	6%	5%	7%	10%	10%	5%	1%	10%	3%	4%	14%	12%	5%
Market research	-	-	-	-	-	-	-	-	-	-	-	-	-
Public relations	-	-	-	-	-	-	-	-	-	-	-	-	-
None of these	788	374	414	162	160	204	262	322	466	571	88	79	49
	78%	80%	77%	74%	73%	75%	89%	73%	82%	80%	76%	71%	72%

Table QIndustry

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Technology	38	12	4	8	14	16	22	4	1	4	5	24	5	33
	4%	4%	1%	3%	9%	3%	5%	2%	*%	2%	4%	9%	1%	6%
Sales	49	19	12	14	5	30	18	13	6	10	9	10	19	29
	5%	6%	4%	5%	3%	5%	4%	6%	3%	6%	6%	4%	5%	5%
Healthcare or the pharmaceutical industry	90	18	32	25	16	50	40	15	15	12	12	36	30	60
	9%	6%	10%	10%	10%	8%	10%	7%	7%	7%	8%	14%	7%	10%
Journalism or the media	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Food service or the restaurant industry	60	33	17	4	6	50	10	18	12	12	9	8	30	28
	6%	11%	6%	2%	4%	8%	3%	8%	6%	7%	6%	3%	7%	5%
Market research	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Public relations	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None of these	788	222	241	206	118	463	324	170	168	144	116	184	338	444
	78%	75%	80%	81%	77%	78%	80%	79%	84%	80%	78%	72%	81%	76%

Table QIndustry

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
Technology	38	27	7	23	6	9	14	9	5	10	22	6
	4%	6%	2%	5%	2%	4%	5%	7%	3%	4%	5%	2%
Sales	49	31	3	21	17	10	17	5	12	17	19	12
	5%	6%	1%	4%	6%	5%	6%	3%	8%	7%	4%	4%
Healthcare or the pharmaceutical industry	90	56	16	47	28	15	24	6	18	15	45	31
	9%	11%	5%	10%	9%	7%	8%	4%	12%	6%	10%	11%
Journalism or the media	-	-	-	-	-	-	-	-	-	-	-	-
Food service or the restaurant industry	60	43	7	18	25	17	30	8	22	19	22	19
	6%	9%	2%	4%	8%	8%	11%	6%	15%	7%	5%	7%
Market research	-	-	-	-	-	-	-	-	-	-	-	-
Public relations	-	-	-	-	-	-	-	-	-	-	-	-
None of these	788	352	274	384	237	166	209	109	100	200	374	214
	78%	71%	90%	80%	78%	77%	74%	82%	67%	78%	80%	77%

Table QIndustry

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Technology	38	17	5	16	21	7	10	16	17	18	19	17	17	7	10
	4%	5%	2%	4%	6%	2%	3%	3%	3%	4%	4%	4%	3%	3%	5%
Sales	49	17	15	17	14	17	16	21	25	19	22	20	27	12	7
	5%	4%	6%	4%	4%	5%	6%	5%	5%	4%	5%	4%	5%	5%	4%
Healthcare or the pharmaceutical industry	90	36	19	36	32	28	30	45	44	37	36	42	46	24	19
	9%	9%	8%	9%	9%	9%	10%	10%	8%	9%	8%	9%	9%	10%	10%
Journalism or the media	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Food service or the restaurant industry	60	17	19	25	16	27	14	23	34	19	29	24	30	16	6
	6%	4%	8%	6%	4%	8%	5%	5%	6%	5%	6%	5%	6%	6%	3%
Market research	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Public relations	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None of these	788	306	179	302	291	251	222	359	411	336	360	363	393	190	151
	78%	80%	78%	78%	80%	77%	78%	79%	79%	80%	78%	80%	78%	79%	80%

Table QGender

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Man	466	466	-	98	106	117	146	203	262	328	51	50	37
	46%	100%		45%	48%	43%	49%	46%	46%	46%	45%	45%	53%
Woman	538	-	538	121	114	155	149	234	304	380	64	61	32
	54%		100%	55%	52%	57%	51%	53%	54%	54%	55%	55%	47%
In some other way	1	-	-	1	0	-	-	1	-	1	-	-	-
	*%			*%	*%			*%		*%			

Table QGender

Echelon Insights  
September Omnibus 2024

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[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	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Man	466	135	141	113	76	277	189	79	93	89	66	139	172	294
	46%	46%	47%	44%	50%	46%	46%	37%	47%	50%	45%	54%	41%	50%
Woman	538	160	160	141	77	320	218	136	106	91	81	116	242	288
	54%	54%	53%	56%	50%	53%	54%	63%	53%	50%	55%	46%	58%	50%
In some other way	1	-	1	-	-	1	-	1	1	-	-	-	1	-
	*%		*%			*%		*%	*%				*%	

Table QGender

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
Man	466	257	143	253	147	66	134	134	-	114	219	132
	46%	52%	47%	52%	48%	31%	47%	100%		45%	47%	47%
Woman	538	241	161	230	159	149	149	-	149	141	249	148
	54%	48%	53%	48%	52%	69%	53%		100%	55%	53%	53%
In some other way	1	0	-	0	-	1	0	-	-	1	-	-
	*%	*%		*%		*%	*%			1%		

Table QGender

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[Q Gender] 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...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Man	466	175	123	167	184	149	123	224	229	217	191	230	221	119	89
	46%	45%	53%	43%	50%	46%	43%	50%	44%	52%	42%	50%	44%	49%	47%
Woman	538	210	107	221	182	176	160	229	292	203	267	226	281	122	100
	54%	55%	46%	57%	50%	54%	56%	50%	56%	48%	58%	50%	56%	51%	53%
In some other way	1	-	1	1	-	-	1	-	1	-	1	-	1	-	-
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Table QRace

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
White	766	352	412	140	159	214	253	299	467	710	-	43	13
	76%	76%	77%	64%	72%	79%	86%	68%	82%	100%		39%	18%
Black or African American	126	57	69	56	29	24	16	86	40	-	115	4	7
	13%	12%	13%	26%	13%	9%	5%	20%	7%		100%	3%	10%
Hispanic or Latino	111	50	61	29	29	41	12	59	52	-	-	111	-
	11%	11%	11%	13%	13%	15%	4%	13%	9%			100%	
Asian	46	29	17	15	9	9	13	24	22	-	-	4	42
	5%	6%	3%	7%	4%	3%	5%	5%	4%			4%	61%
Native American or Alaska Native	16	8	8	5	2	4	4	7	8	-	-	8	8
	2%	2%	2%	2%	1%	2%	1%	2%	1%			7%	12%
Native Hawaiian or Other Pacific Islander	10	3	7	6	3	1	-	9	1	-	-	1	9
	1%	1%	1%	3%	1%	*%		2%	*%			1%	13%
Other race or ethnicity	8	3	5	2	2	1	3	4	4	-	-	-	8
	1%	1%	1%	1%	1%	*%	1%	1%	1%				12%

Table QRace

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
White	766	218	229	195	123	447	319	151	158	148	99	205	309	451
	76%	74%	76%	77%	80%	75%	78%	70%	79%	83%	67%	80%	74%	78%
Black or African American	126	51	42	21	12	93	33	36	23	15	24	28	59	67
	13%	17%	14%	8%	8%	16%	8%	17%	12%	8%	16%	11%	14%	11%
Hispanic or Latino	111	45	35	25	6	80	31	39	25	20	14	10	64	45
	11%	15%	12%	10%	4%	13%	8%	18%	13%	11%	10%	4%	15%	8%
Asian	46	3	12	19	12	14	32	4	1	9	15	16	5	41
	5%	1%	4%	8%	8%	2%	8%	2%	1%	5%	10%	6%	1%	7%
Native American or Alaska Native	16	4	8	3	-	13	3	2	3	5	3	2	6	10
	2%	1%	3%	1%		2%	1%	1%	2%	3%	2%	1%	1%	2%
Native Hawaiian or Other Pacific Islander	10	3	3	4	-	6	4	3	1	-	3	3	3	6
	1%	1%	1%	2%		1%	1%	1%	1%		2%	1%	1%	1%
Other race or ethnicity	8	2	2	4	-	4	4	1	2	1	2	2	3	5
	1%	1%	1%	2%		1%	1%	1%	1%	1%	1%	1%	1%	1%

Table QRace

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
White	766	363	252	394	189	183	194	93	101	169	356	241
	76%	73%	83%	82%	62%	84%	69%	69%	68%	66%	76%	86%
Black or African American	126	81	16	38	71	16	51	22	30	54	55	16
	13%	16%	5%	8%	23%	8%	18%	16%	20%	21%	12%	6%
Hispanic or Latino	111	56	28	56	34	20	36	18	18	38	39	34
	11%	11%	9%	12%	11%	9%	13%	13%	12%	15%	8%	12%
Asian	46	26	13	19	27	-	17	11	6	9	35	3
	5%	5%	4%	4%	9%		6%	8%	4%	3%	7%	1%
Native American or Alaska Native	16	9	4	7	6	3	5	1	4	2	10	3
	2%	2%	1%	1%	2%	1%	2%	1%	3%	1%	2%	1%
Native Hawaiian or Other Pacific Islander	10	9	-	1	9	-	3	-	3	4	6	-
	1%	2%		*%	3%		1%		2%	2%	1%	
Other race or ethnicity	8	3	4	2	2	4	2	-	2	3	4	2
	1%	1%	1%	1%	1%	2%	1%		1%	1%	1%	1%

Table QRace

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QRace] What is your race or ethnicity?

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
White	766	330	178	258	308	224	209	391	355	373	311	392	344	206	172
	76%	86%	77%	66%	84%	69%	73%	86%	68%	89%	68%	86%	68%	85%	91%
Black or African American	126	23	21	81	30	59	34	29	94	20	83	32	90	16	7
	13%	6%	9%	21%	8%	18%	12%	6%	18%	5%	18%	7%	18%	6%	4%
Hispanic or Latino	111	39	30	42	28	39	36	42	66	38	55	43	60	23	17
	11%	10%	13%	11%	8%	12%	13%	9%	13%	9%	12%	9%	12%	10%	9%
Asian	46	10	14	22	14	11	22	9	34	9	29	13	33	8	2
	5%	3%	6%	6%	4%	3%	8%	2%	6%	2%	6%	3%	6%	3%	1%
Native American or Alaska Native	16	5	7	4	6	8	2	7	9	5	8	8	7	5	1
	2%	1%	3%	1%	2%	2%	1%	2%	2%	1%	2%	2%	1%	2%	*%
Native Hawaiian or Other Pacific Islander	10	5	3	2	4	5	1	4	3	7	3	5	2	4	1
	1%	1%	1%	1%	1%	1%	*%	1%	1%	2%	1%	1%	*%	2%	*%
Other race or ethnicity	8	4	3	1	2	3	2	5	3	3	4	4	3	2	1
	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

Table QEducation

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
High school or less	295	135	160	110	54	77	54	164	131	196	47	45	8
	29%	29%	30%	50%	25%	28%	18%	37%	23%	28%	41%	41%	11%
Some college	194	99	94	30	30	73	60	61	133	133	30	22	9
	19%	21%	17%	14%	14%	27%	20%	14%	23%	19%	26%	20%	14%
Associate degree	109	43	66	16	21	39	34	36	73	77	11	13	8
	11%	9%	12%	7%	9%	14%	11%	8%	13%	11%	10%	12%	12%
Bachelor's degree	254	113	141	53	57	54	89	110	144	182	16	25	31
	25%	24%	26%	24%	26%	20%	30%	25%	25%	26%	14%	22%	45%
Graduate degree	153	76	77	10	58	28	58	68	86	123	12	6	12
	15%	16%	14%	4%	26%	10%	20%	15%	15%	17%	10%	6%	18%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-

Table QEducation

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[Q Education] What is the highest level of education you have completed?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
High school or less	295	295	-	-	-	295	-	109	74	57	22	30	182	109
	29%	100%				49%		50%	37%	32%	15%	12%	44%	19%
Some college	194	-	194	-	-	194	-	47	50	43	28	23	97	95
	19%		64%			32%		22%	25%	24%	19%	9%	23%	16%
Associate degree	109	-	109	-	-	109	-	17	23	15	34	20	40	69
	11%		36%			18%		8%	11%	8%	23%	8%	10%	12%
Bachelor's degree	254	-	-	254	-	-	254	32	43	47	40	91	75	179
	25%			100%			62%	15%	22%	26%	27%	36%	18%	31%
Graduate degree	153	-	-	-	153	-	153	11	11	17	23	90	21	131
	15%				100%		38%	5%	5%	10%	16%	35%	5%	23%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Table QEducation

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[Q Education] What is the highest level of education you have completed?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
High school or less	295	151	54	108	126	61	88	35	54	76	120	99
	29%	30%	18%	22%	41%	28%	31%	26%	36%	30%	26%	35%
Some college	194	77	67	84	56	53	41	19	22	45	77	72
	19%	16%	22%	17%	18%	24%	15%	14%	15%	17%	16%	26%
Associate degree	109	54	39	56	24	29	31	9	23	28	51	30
	11%	11%	13%	12%	8%	13%	11%	6%	15%	11%	11%	11%
Bachelor's degree	254	121	91	132	80	41	59	32	27	63	139	52
	25%	24%	30%	27%	26%	19%	21%	24%	18%	24%	30%	19%
Graduate degree	153	95	52	102	19	32	63	39	24	46	81	26
	15%	19%	17%	21%	6%	15%	22%	29%	16%	18%	17%	9%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-

Table QEducation

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
High school or less	295	131	76	88	112	95	65	157	129	137	96	151	124	87	56
	29%	34%	33%	23%	31%	29%	23%	35%	25%	32%	21%	33%	25%	36%	29%
Some college	194	85	34	75	71	70	48	93	94	85	79	99	90	47	41
	19%	22%	15%	19%	19%	22%	17%	20%	18%	20%	17%	22%	18%	19%	22%
Associate degree	109	38	25	46	37	38	33	47	61	47	54	49	58	24	20
	11%	10%	11%	12%	10%	12%	12%	10%	12%	11%	12%	11%	11%	10%	11%
Bachelor's degree	254	87	68	99	91	80	83	99	144	95	142	104	137	56	47
	25%	23%	29%	25%	25%	25%	29%	22%	28%	23%	31%	23%	27%	23%	25%
Graduate degree	153	44	29	81	55	42	55	57	94	56	88	54	95	28	26
	15%	11%	12%	21%	15%	13%	19%	13%	18%	13%	19%	12%	19%	12%	13%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Table QAge

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
18-34	219	98	121	219	-	-	-	219	-	120	46	29	24
	22%	21%	22%	100%				50%		17%	40%	26%	35%
35-49	220	106	114	-	220	-	-	220	-	148	29	29	13
	22%	23%	21%		100%			50%		21%	26%	26%	19%
50-64	271	117	155	-	-	271	-	-	271	194	24	41	13
	27%	25%	29%			100%			48%	27%	20%	37%	19%
65+	295	146	149	-	-	-	295	-	295	248	16	12	19
	29%	31%	28%				100%		52%	35%	14%	11%	27%

Table QAge

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
18-34	219	110	46	53	10	156	63	67	46	45	37	23	112	105
	22%	37%	15%	21%	6%	26%	15%	31%	23%	25%	25%	9%	27%	18%
35-49	220	54	51	57	58	105	115	48	41	25	33	71	89	129
	22%	18%	17%	22%	38%	18%	28%	22%	20%	14%	22%	28%	21%	22%
50-64	271	77	112	54	28	189	82	55	50	51	34	78	105	163
	27%	26%	37%	21%	18%	32%	20%	26%	25%	28%	23%	30%	25%	28%
65+	295	54	94	89	58	147	147	45	64	58	44	83	109	185
	29%	18%	31%	35%	38%	25%	36%	21%	32%	32%	30%	33%	26%	32%

Table QAge

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
18-34	219	157	3	58	155	6	97	36	61	67	108	45
	22%	32%	1%	12%	51%	3%	34%	27%	41%	26%	23%	16%
35-49	220	151	9	114	68	38	134	68	66	81	81	58
	22%	30%	3%	24%	22%	18%	47%	51%	44%	31%	17%	21%
50-64	271	135	66	147	54	71	41	21	20	58	117	97
	27%	27%	22%	30%	18%	33%	15%	16%	13%	22%	25%	35%
65+	295	54	226	164	29	101	11	8	2	51	163	80
	29%	11%	74%	34%	10%	47%	4%	6%	2%	20%	35%	29%

Table QAge

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QAge] What is your age?

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
18-34	219	70	63	85	68	64	69	92	120	76	96	88	121	54	28
	22%	18%	27%	22%	19%	20%	24%	20%	23%	18%	21%	19%	24%	22%	15%
35-49	220	67	46	107	67	83	65	92	123	82	108	86	124	49	32
	22%	17%	20%	27%	18%	26%	23%	20%	23%	19%	23%	19%	25%	20%	17%
50-64	271	135	44	93	112	96	61	150	114	139	105	154	107	75	68
	27%	35%	19%	24%	31%	30%	21%	33%	22%	33%	23%	34%	21%	31%	36%
65+	295	113	78	104	120	82	90	120	165	124	150	129	152	63	62
	29%	29%	34%	27%	33%	25%	32%	26%	32%	29%	33%	28%	30%	26%	33%

Table QState

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
States in the Northeast	168	73	95	36	32	47	52	69	99	123	13	19	12
	17%	16%	18%	17%	15%	17%	18%	16%	18%	17%	11%	17%	18%
States in the Midwest	219	104	115	43	55	62	58	98	121	168	34	9	8
	22%	22%	21%	20%	25%	23%	20%	22%	21%	24%	30%	8%	11%
States in the South	388	167	221	86	95	100	107	181	206	275	55	42	16
	39%	36%	41%	39%	43%	37%	36%	41%	36%	39%	47%	37%	23%
States in the West	231	122	107	53	38	62	78	91	140	143	13	41	33
	23%	26%	20%	24%	17%	23%	26%	21%	25%	20%	12%	37%	48%

Table QState

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
States in the Northeast	168	44	57	35	33	101	68	38	23	27	28	52	61	107
	17%	15%	19%	14%	21%	17%	17%	18%	12%	15%	19%	20%	15%	18%
States in the Midwest	219	78	54	58	29	132	87	40	45	40	32	60	85	131
	22%	26%	18%	23%	19%	22%	21%	19%	23%	22%	21%	23%	20%	22%
States in the South	388	114	121	103	50	235	153	89	90	67	58	84	179	208
	39%	39%	40%	41%	32%	39%	37%	41%	45%	37%	39%	33%	43%	36%
States in the West	231	60	71	58	42	130	100	49	42	47	30	60	91	136
	23%	20%	23%	23%	27%	22%	25%	23%	21%	26%	20%	23%	22%	23%

Table QState

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
States in the Northeast	168	79	48	79	56	33	41	19	22	45	71	52
	17%	16%	16%	16%	18%	15%	14%	14%	15%	18%	15%	19%
States in the Midwest	219	117	60	115	57	46	72	32	40	52	109	58
	22%	24%	20%	24%	19%	21%	26%	24%	27%	20%	23%	21%
States in the South	388	193	115	183	115	89	121	55	66	86	173	128
	39%	39%	38%	38%	38%	41%	43%	41%	45%	34%	37%	46%
States in the West	231	108	82	105	77	49	48	27	20	73	115	42
	23%	22%	27%	22%	25%	23%	17%	21%	13%	29%	25%	15%

Table QState

Echelon Insights  
 September Omnibus 2024  
 N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QState] In what state do you live?

	Total	Party			Ideology			2024 Vote+Lean		2020 Ballot		2024 Generic Congressional+Lean		GOP Supporter of...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
States in the Northeast	168	68	40	61	57	58	48	80	82	70	82	81	81	49	30
	17%	18%	17%	16%	16%	18%	17%	18%	16%	17%	18%	18%	16%	20%	16%
States in the Midwest	219	70	64	85	74	80	55	101	115	92	89	98	111	43	48
	22%	18%	28%	22%	20%	25%	19%	22%	22%	22%	19%	21%	22%	18%	25%
States in the South	388	187	64	137	173	116	91	200	178	191	153	204	169	108	85
	39%	49%	28%	35%	47%	36%	32%	44%	34%	46%	33%	45%	34%	45%	45%
States in the West	231	60	63	107	62	71	90	73	147	67	135	75	143	41	27
	23%	16%	27%	28%	17%	22%	32%	16%	28%	16%	29%	16%	28%	17%	14%

Table QIncome

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Less than \$30,000 per year	216	79	136	67	48	55	45	115	100	136	34	39	7
	21%	17%	25%	30%	22%	20%	15%	26%	18%	19%	29%	35%	10%
\$30,000 to \$49,999 per year	200	93	106	46	41	50	64	86	114	147	22	25	6
	20%	20%	20%	21%	18%	18%	22%	20%	20%	21%	19%	23%	8%
\$50,000 to \$74,999 per year	179	89	91	45	25	51	58	70	109	134	12	20	13
	18%	19%	17%	21%	11%	19%	20%	16%	19%	19%	11%	18%	19%
\$75,000 to \$99,999 per year	83	39	44	21	20	17	25	41	42	43	19	10	10
	8%	8%	8%	10%	9%	6%	8%	9%	7%	6%	17%	9%	15%
\$100,000 to \$124,999 per year	65	27	38	16	13	17	19	29	36	48	3	4	9
	6%	6%	7%	7%	6%	6%	6%	7%	6%	7%	3%	4%	13%
\$125,000 to \$149,999 per year	109	60	50	15	26	39	30	41	68	80	11	7	11
	11%	13%	9%	7%	12%	14%	10%	9%	12%	11%	10%	7%	16%
\$150,000 to \$199,999 per year	81	45	36	2	28	18	33	30	51	67	8	1	4
	8%	10%	7%	1%	13%	7%	11%	7%	9%	10%	7%	1%	6%
\$200,000 to \$249,999 per year	38	21	17	1	9	12	16	10	28	33	-	2	3
	4%	4%	3%	0%	4%	4%	6%	2%	5%	5%	-	1%	5%
\$250,000 or more per year	27	14	14	5	8	10	4	13	14	17	5	-	5
	3%	3%	3%	2%	4%	4%	1%	3%	2%	2%	4%	-	8%
Prefer not to say	7	-	7	2	2	4	-	3	4	5	-	2	-
	1%	-	1%	1%	1%	1%	-	1%	1%	1%	-	2%	-

Table QIncome

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 Percentage Points

[QIncome] Which range includes your total annual household income from all sources, before taxes?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Less than \$30,000 per year	216	109	65	32	11	173	42	216	-	-	-	-	216	-
	21%	37%	21%	13%	7%	29%	10%	100%					52%	
\$30,000 to \$49,999 per year	200	74	73	43	11	147	54	-	200	-	-	-	200	-
	20%	25%	24%	17%	7%	25%	13%		100%				48%	
\$50,000 to \$74,999 per year	179	57	58	47	17	115	65	-	-	179	-	-	-	179
	18%	19%	19%	19%	11%	19%	16%			100%				31%
\$75,000 to \$99,999 per year	83	10	43	20	10	53	30	-	-	-	83	-	-	83
	8%	3%	14%	8%	7%	9%	7%				56%			14%
\$100,000 to \$124,999 per year	65	13	19	20	13	32	33	-	-	-	65	-	-	65
	6%	4%	6%	8%	8%	5%	8%				44%			11%
\$125,000 to \$149,999 per year	109	12	21	46	30	33	76	-	-	-	-	109	-	109
	11%	4%	7%	18%	20%	6%	19%					43%		19%
\$150,000 to \$199,999 per year	81	8	17	22	33	26	55	-	-	-	-	81	-	81
	8%	3%	6%	9%	21%	4%	14%					32%		14%
\$200,000 to \$249,999 per year	38	6	4	17	10	10	27	-	-	-	-	38	-	38
	4%	2%	1%	7%	7%	2%	7%					15%		6%
\$250,000 or more per year	27	3	0	6	17	4	24	-	-	-	-	27	-	27
	3%	1%	*%	3%	11%	1%	6%					11%		5%
Prefer not to say	7	4	2	-	1	6	1	-	-	-	-	-	-	-
	1%	1%	1%		1%	1%	*%							

Table QIncome

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
Less than \$30,000 per year	216	77	56	47	112	57	53	16	36	77	73	66
	21%	15%	19%	10%	37%	26%	19%	12%	24%	30%	16%	24%
\$30,000 to \$49,999 per year	200	90	68	74	72	54	49	20	29	55	72	73
	20%	18%	22%	15%	23%	25%	17%	15%	20%	21%	15%	26%
\$50,000 to \$74,999 per year	179	89	54	87	51	42	40	19	21	43	90	47
	18%	18%	18%	18%	17%	19%	14%	14%	14%	17%	19%	17%
\$75,000 to \$99,999 per year	83	47	25	41	22	21	29	9	19	14	50	19
	8%	10%	8%	8%	7%	10%	10%	7%	13%	5%	11%	7%
\$100,000 to \$124,999 per year	65	45	15	39	20	6	23	13	10	13	40	12
	6%	9%	5%	8%	6%	3%	8%	9%	7%	5%	9%	4%
\$125,000 to \$149,999 per year	109	63	37	76	18	15	36	26	11	31	57	22
	11%	13%	12%	16%	6%	7%	13%	19%	7%	12%	12%	8%
\$150,000 to \$199,999 per year	81	44	30	63	5	12	28	17	11	15	42	24
	8%	9%	10%	13%	2%	6%	10%	13%	7%	6%	9%	9%
\$200,000 to \$249,999 per year	38	19	14	32	1	4	9	5	4	6	25	6
	4%	4%	5%	7%	*%	2%	3%	4%	3%	2%	5%	2%
\$250,000 or more per year	27	22	4	19	5	3	14	10	4	2	19	6
	3%	4%	1%	4%	2%	1%	5%	7%	3%	1%	4%	2%
Prefer not to say	7	3	1	5	-	2	3	-	3	1	1	5
	1%	1%	*%	1%		1%	1%		2%	*%	*%	2%

Table QIncome

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Less than \$30,000 per year	216	72	46	98	64	70	66	82	127	67	111	83	121	49	28
	21%	19%	20%	25%	17%	22%	23%	18%	24%	16%	24%	18%	24%	20%	15%
\$30,000 to \$49,999 per year	200	97	51	52	91	56	48	119	75	105	61	115	75	61	45
	20%	25%	22%	13%	25%	17%	17%	26%	14%	25%	13%	25%	15%	25%	24%
\$50,000 to \$74,999 per year	179	70	44	65	63	58	56	82	95	82	84	85	89	49	28
	18%	18%	19%	17%	17%	18%	20%	18%	18%	20%	18%	19%	18%	20%	15%
\$75,000 to \$99,999 per year	83	34	13	36	33	29	20	36	43	32	38	38	42	22	15
	8%	9%	5%	9%	9%	9%	7%	8%	8%	8%	8%	8%	8%	9%	8%
\$100,000 to \$124,999 per year	65	25	14	26	26	22	18	26	35	33	30	28	35	13	13
	6%	7%	6%	7%	7%	7%	6%	6%	7%	8%	6%	6%	7%	5%	7%
\$125,000 to \$149,999 per year	109	40	21	48	33	43	31	51	56	45	55	49	59	26	24
	11%	10%	9%	12%	9%	13%	11%	11%	11%	11%	12%	11%	12%	11%	13%
\$150,000 to \$199,999 per year	81	24	23	34	29	25	25	31	49	32	42	31	46	8	23
	8%	6%	10%	9%	8%	8%	9%	7%	9%	8%	9%	7%	9%	3%	12%
\$200,000 to \$249,999 per year	38	16	10	12	17	12	8	18	20	17	19	18	18	8	8
	4%	4%	4%	3%	5%	4%	3%	4%	4%	4%	4%	4%	4%	3%	4%
\$250,000 or more per year	27	5	7	15	7	8	12	6	21	5	20	7	18	4	4
	3%	1%	3%	4%	2%	2%	4%	1%	4%	1%	4%	2%	4%	1%	2%
Prefer not to say	7	2	2	4	3	2	-	4	2	4	-	4	1	2	2
	1%	*%	1%	1%	1%	1%		1%	*%	1%		1%	*%	1%	1%

Table QParent

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	466	538	219	220	271	295	439	566	710	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	283	134	149	97	134	41	11	231	52	174	50	36	23
	28%	29%	28%	44%	61%	15%	4%	53%	9%	25%	43%	32%	34%
No	719	332	387	122	85	229	284	207	512	533	66	75	46
	72%	71%	72%	56%	39%	84%	96%	47%	91%	75%	57%	68%	66%
Prefer not to say	3	0	2	0	1	2	-	1	2	3	-	-	-
	*%	*%	*%	*%	*%	1%		*%	*%	*%			

Table QParent

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	295	303	254	153	598	407	216	200	179	148	255	416	582
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	283	88	72	59	63	161	122	53	49	40	51	87	102	178
	28%	30%	24%	23%	41%	27%	30%	24%	24%	22%	35%	34%	24%	31%
No	719	207	228	194	91	435	285	163	150	138	96	168	313	403
	72%	70%	75%	76%	59%	73%	70%	76%	75%	77%	65%	66%	75%	69%
Prefer not to say	3	-	2	0	-	2	0	-	1	2	-	-	1	2
	*%		1%	*%		*%	*%		*%	1%			*%	*%

Table QParent

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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	1005	498	304	483	305	217	283	134	149	257	468	280
	100	100	100	100	100	100	100	100	100	100	100	100
Yes	283	210	13	154	84	45	283	134	149	84	119	80
	28%	42%	4%	32%	28%	21%	100%	100%	100%	33%	25%	29%
No	719	287	291	327	221	172	-	-	-	172	349	199
	72%	58%	96%	68%	72%	79%	-	-	-	67%	75%	71%
Prefer not to say	3	1	-	2	0	-	-	-	-	2	0	1
	*%	*%		*%	*%					1%	*%	*%

Table QParent

Echelon Insights  
September Omnibus 2024

N=1,005 Registered Voters in the Likely Electorate, Nationally, September 23-25, 2024, Margin of Error=+/-3.7 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...	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Trump	Harris	Voted for Trump	Voted for Biden	GOP	Dem	Trump	The Party
Total	1005	385	231	389	366	325	284	453	522	420	459	457	504	242	189
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	283	98	76	108	95	100	72	139	137	123	116	129	141	81	44
	28%	26%	33%	28%	26%	31%	25%	31%	26%	29%	25%	28%	28%	33%	23%
No	719	285	154	280	270	225	210	313	384	296	343	326	362	161	144
	72%	74%	67%	72%	74%	69%	74%	69%	74%	70%	75%	71%	72%	67%	76%
Prefer not to say	3	1	0	1	-	0	2	2	1	1	1	2	1	-	1
	*%	*%	*%	*%		*%	1%	*%	*%	*%	*%	*%	*%		1%