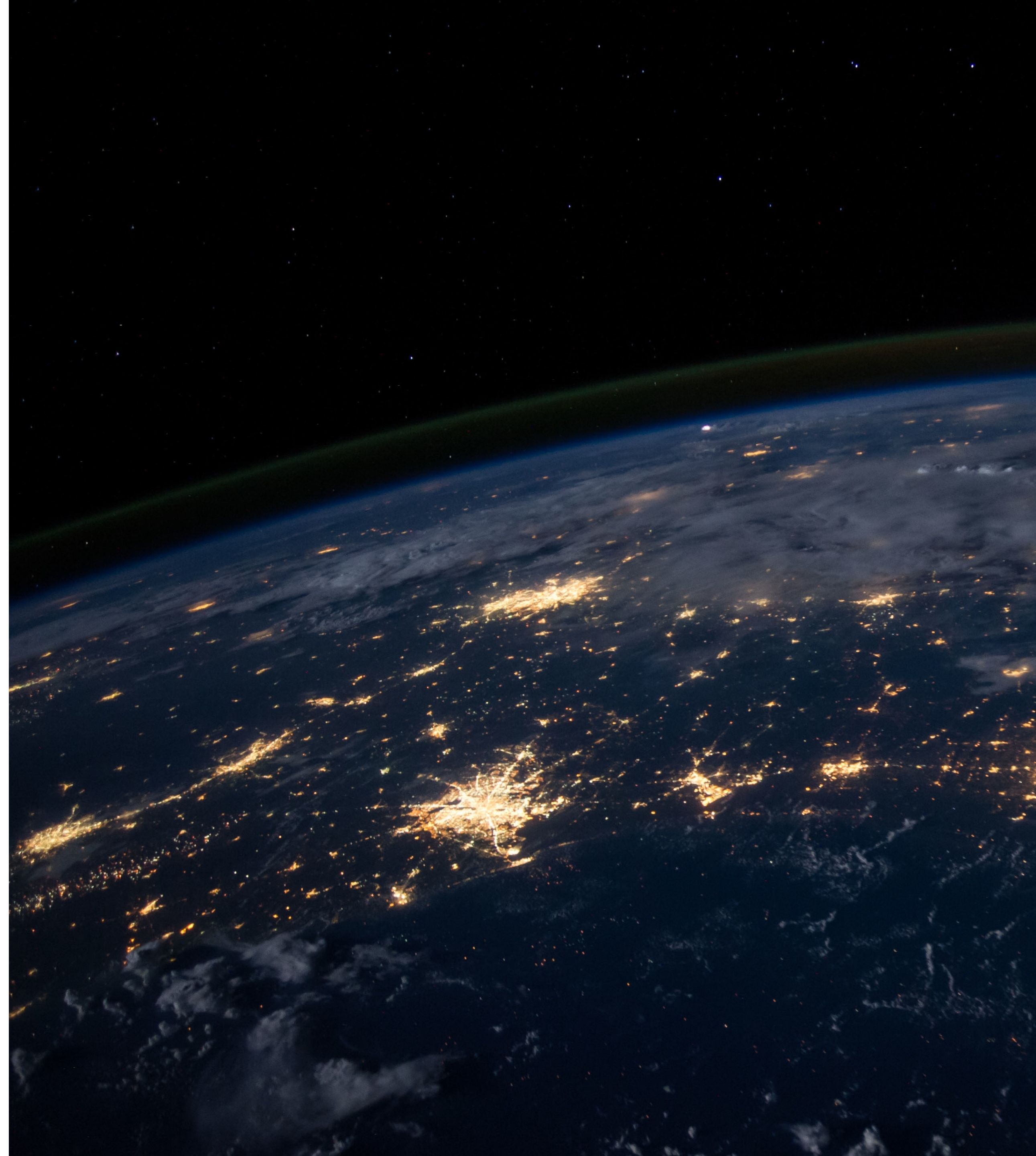




# Politics And Social Connection

## Verified Voter Omnibus Survey

N = 1,001 Voters in the Likely Electorate (LV), Nationwide  
Field Dates: April 18-20, 2022



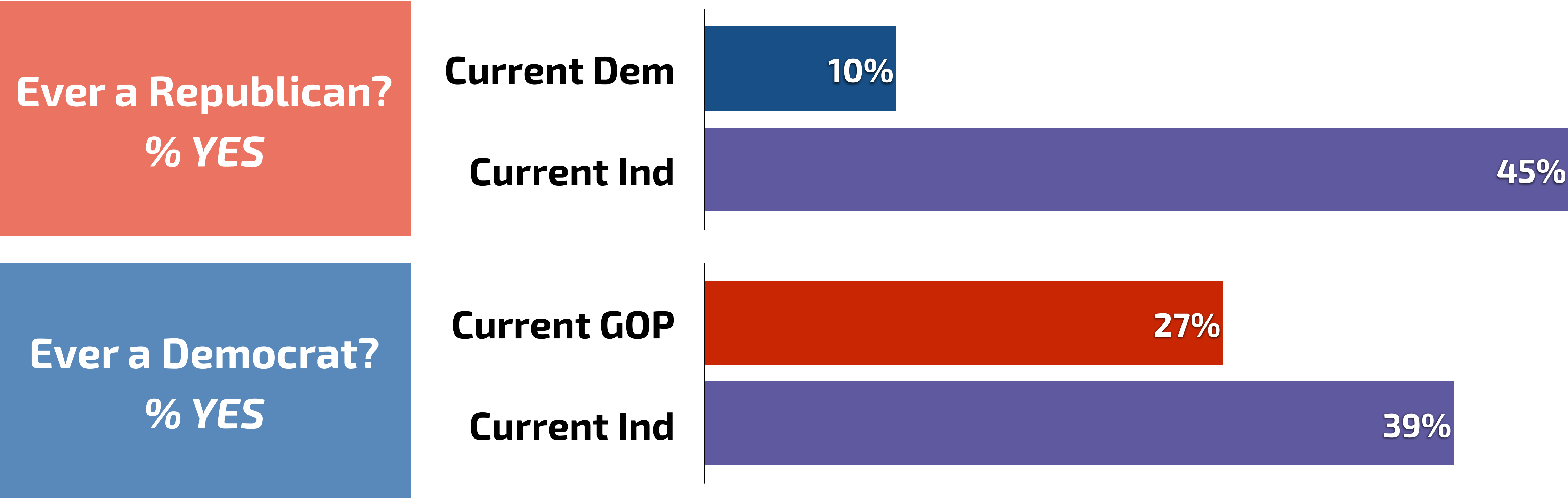


# Party Attachment And Belonging



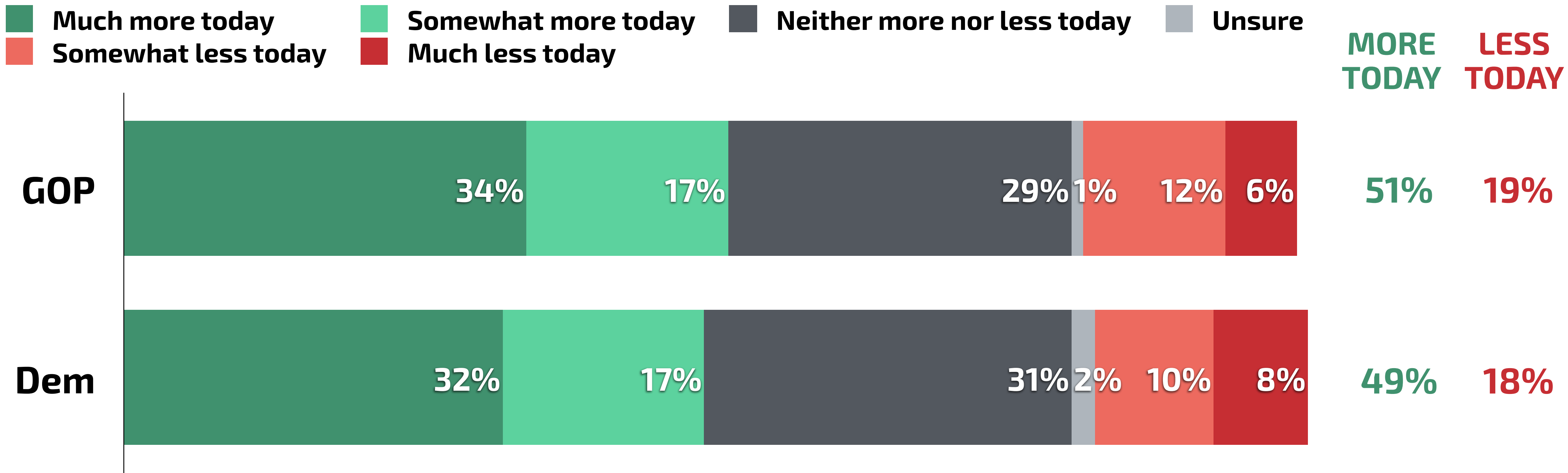
# Most Partisan Voters Have Never Identified With Opposite Party, But GOP Voters Are More Likely Than Dems To Have Switched

Q. [IF NOT REPUBLICAN] At any point in your adult life, have you ever considered yourself a Republican?  
Q. [IF NOT DEMOCRAT] At any point in your adult life, have you ever considered yourself a Democrat?



# Most GOP And Dem Voters Feel They Belong In Their Party As Much Or More Today As When They First Identified With Their Party

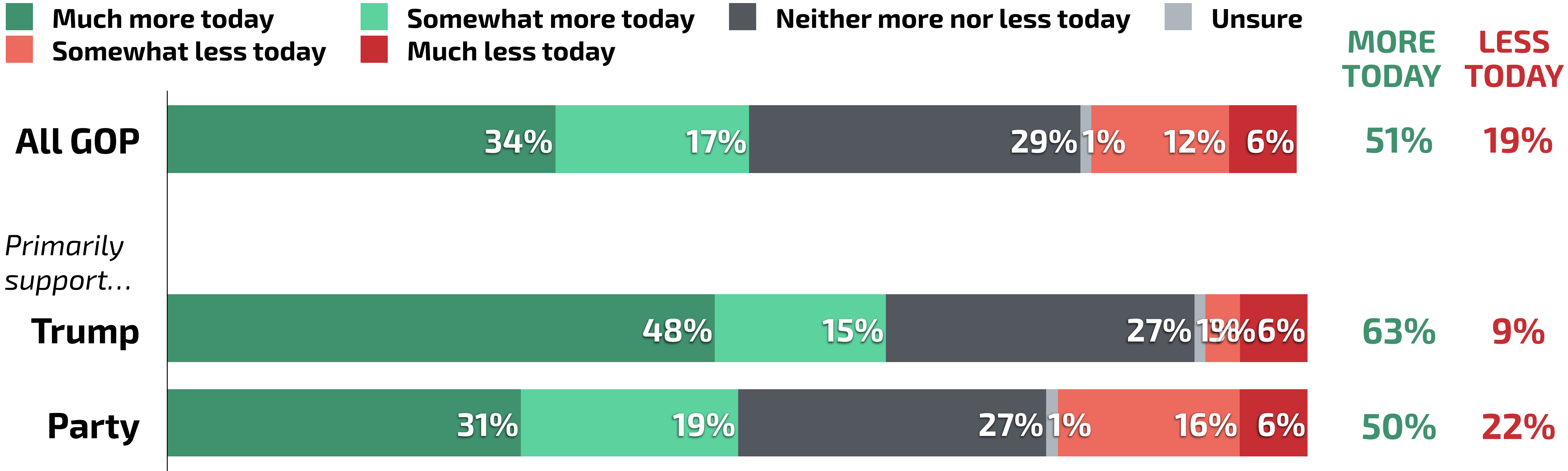
Q. Compared to how you felt when you first identified with the [IF GOP: Republican/IF DEM: Democratic] Party, do you feel like you belong in that party more today or less today than you did then?



Note: Question developed by Kristen Soltis Anderson's Spring 2022 Georgetown University Institute of Politics and Public Service students  
N = 1,001 Voters in Likely Electorate nationwide, fielded April 18-20, 2022

# GOP Voters Who Support Trump Over The Republican Party Are More Likely To Feel A Greater Sense Of Belonging In The Party Now

Q. Compared to how you felt when you first identified with the Republican Party, do you feel like you belong in that party more today or less today than you did then?



Note: Question developed by Kristen Soltis Anderson's Spring 2022 Georgetown University Institute of Politics and Public Service students  
N = 1,001 Voters in Likely Electorate nationwide, fielded April 18-20, 2022

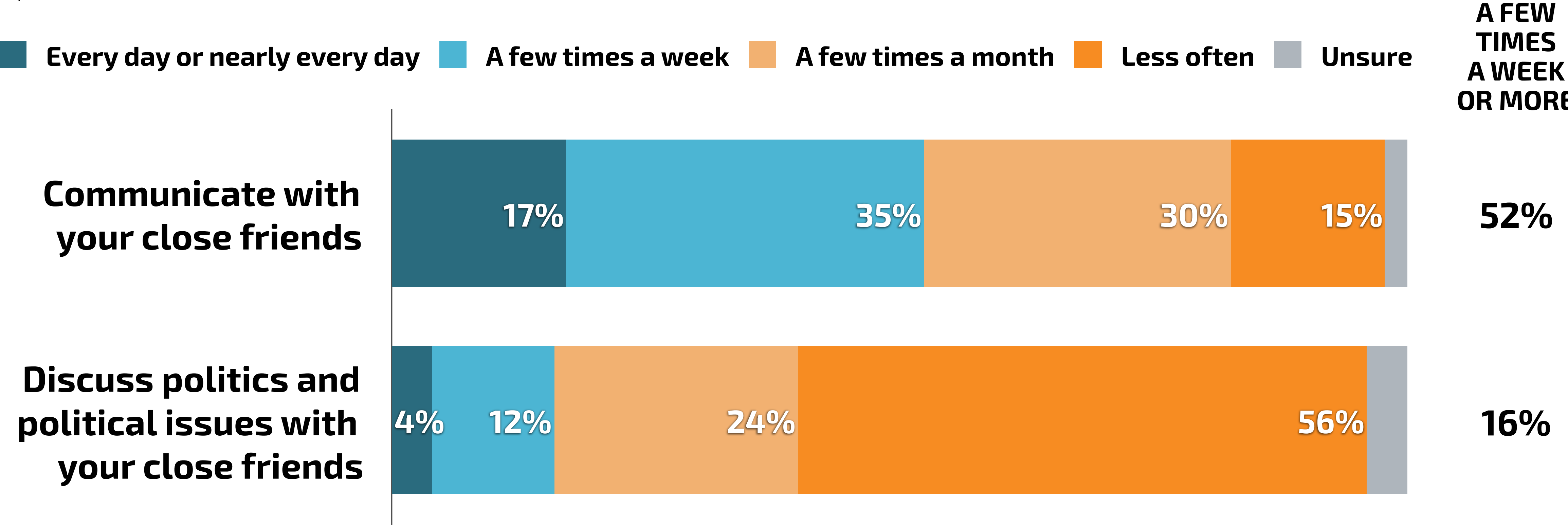
# Friends And Politics



# Most Voters Don't Frequently Talk Politics With Close Friends

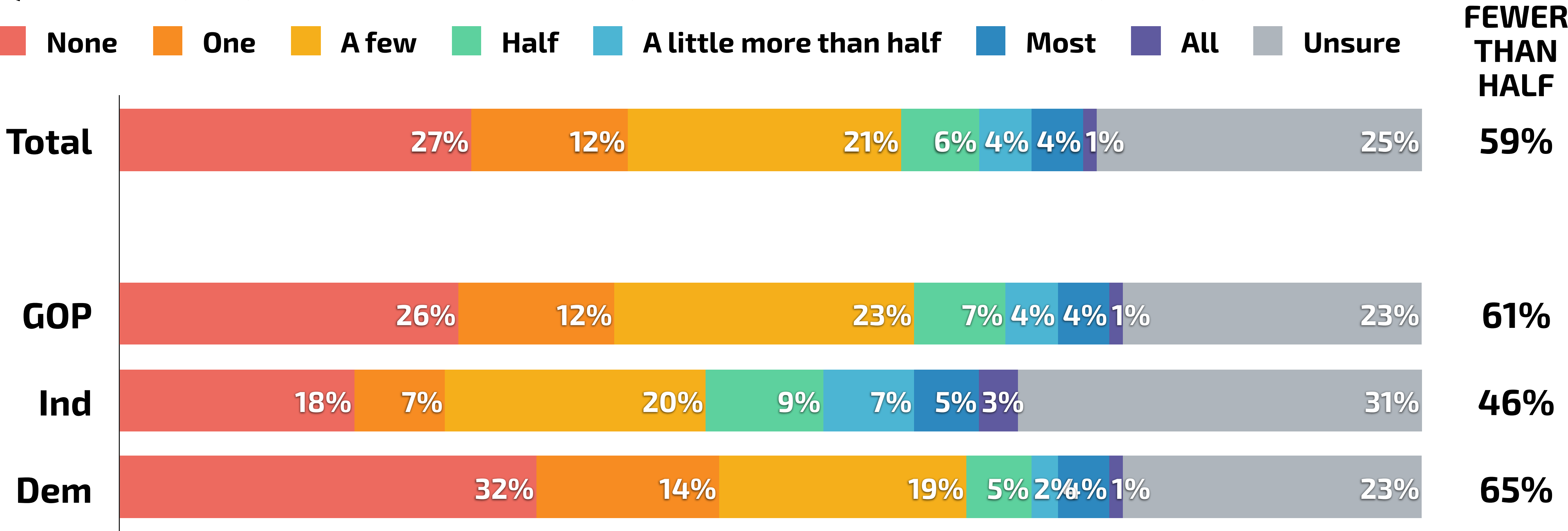
Q. How often do you communicate with your close friends?

Q. How often do you discuss politics and political issues with your close friends?



# Most Partisans Have Few Close Friends In Different Party, But More Than 1 In 5 Unsure Of Friends' Party ID

Q. How many of your close friends identify with a different political party than you do?

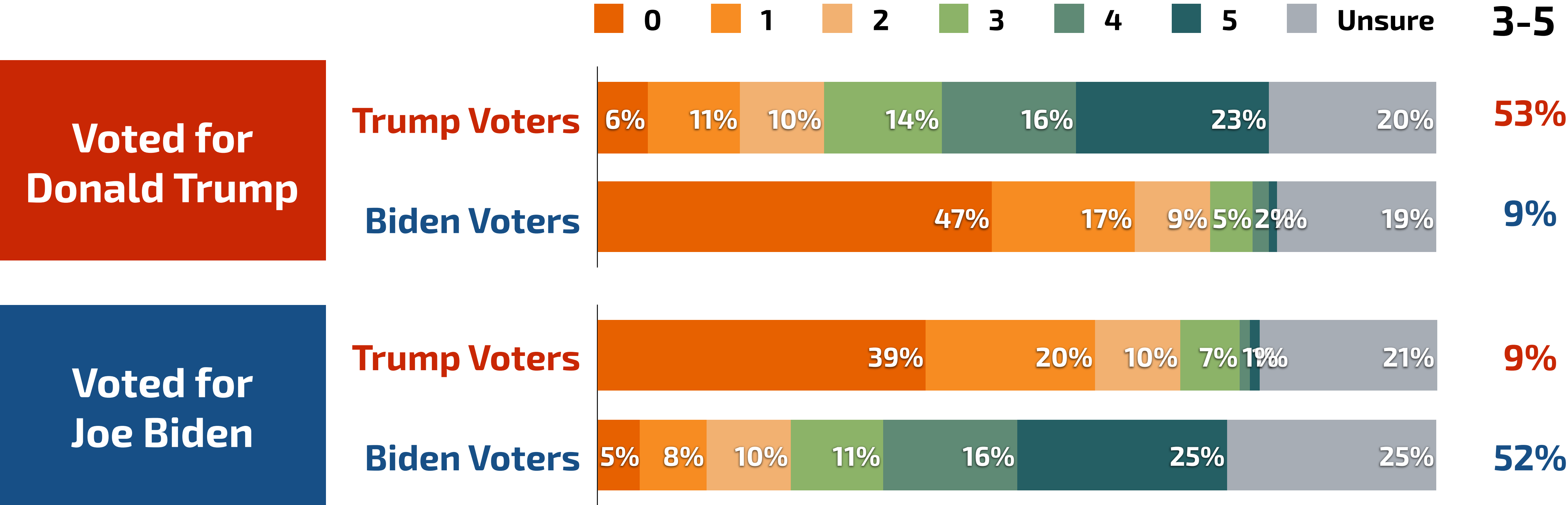


Note: Question developed by Kristen Soltis Anderson's Spring 2022 Georgetown University Institute of Politics and Public Service students  
N = 1,001 Voters in Likely Electorate nationwide, fielded April 18-20, 2022



# Over Half Of Trump And Biden Voters Say At Least 3 Of 5 Closest Friends Voted The Same Way They Did In 2020

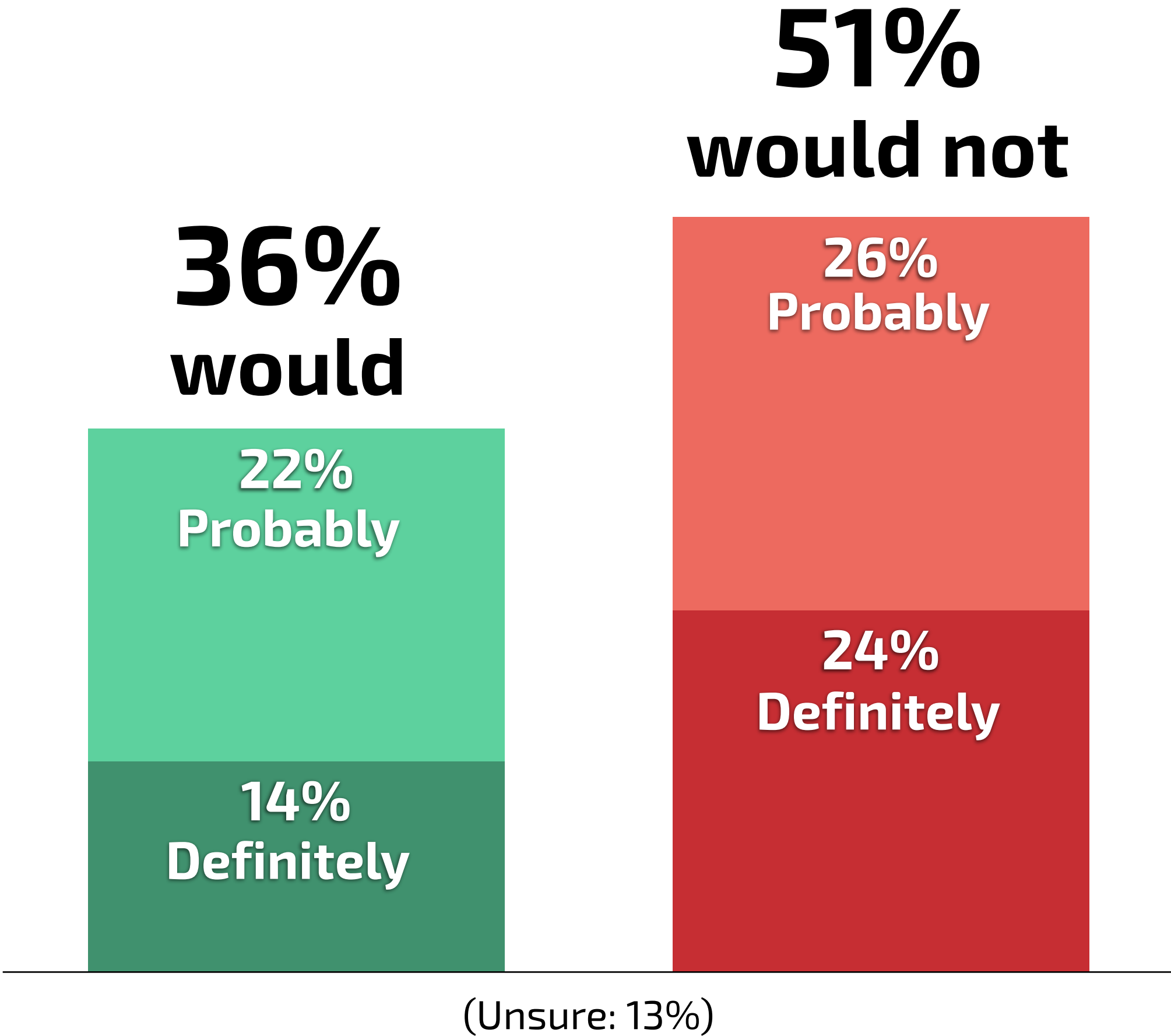
Q. Now, think about your 5 closest friends. If you had to guess, about how many of your 5 closest friends . . . ?



N = 1,001 Voters in Likely Electorate nationwide, fielded April 18-20, 2022

# Fewer Than 4 In 10 Voters Willing To Do Relational Organizing

**Q. If a political campaign asked you to discuss politics with your friends and try to convince them to vote for a candidate you supported, would you be willing to do that?**

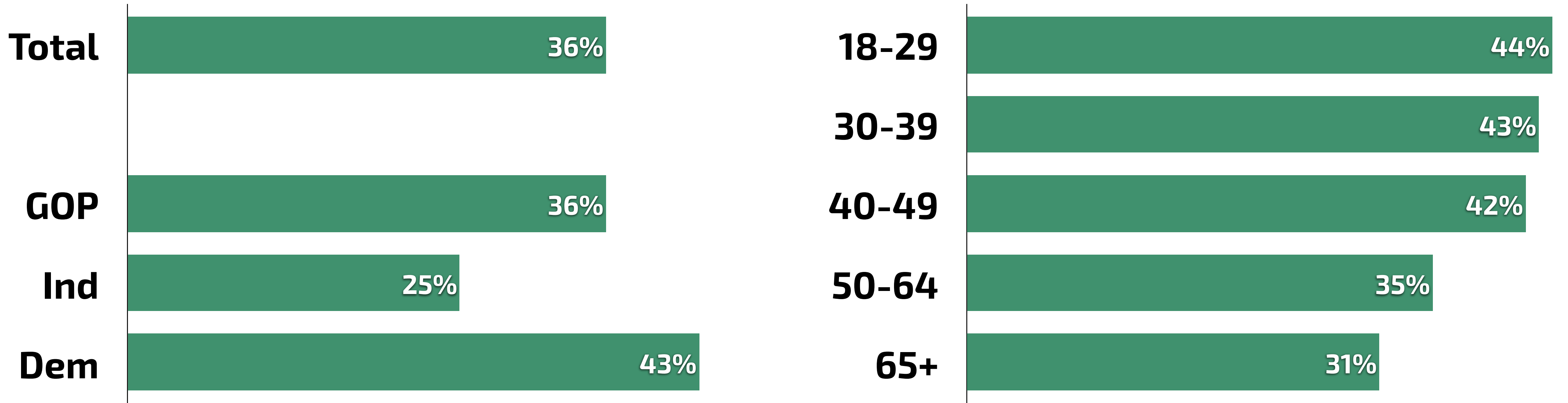


N = 1,001 Voters in Likely Electorate nationwide, fielded April 18-20, 2022

# Democrats And Younger Voters More Likely To Agree To Engage In Relational Organizing For Campaign

Q. If a political campaign asked you to discuss politics with your friends and try to convince them to vote for a candidate you supported, would you be willing to do that?

*% DEFINITELY/PROBABLY WOULD*



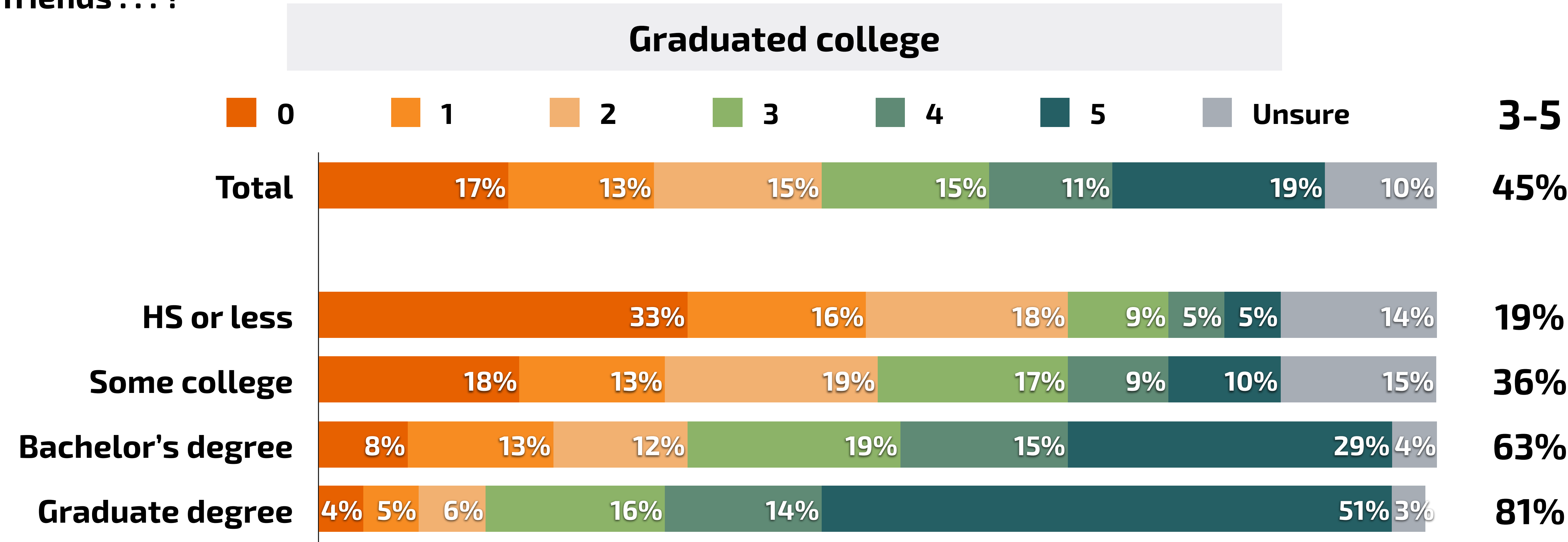


# Other Findings On Friendship



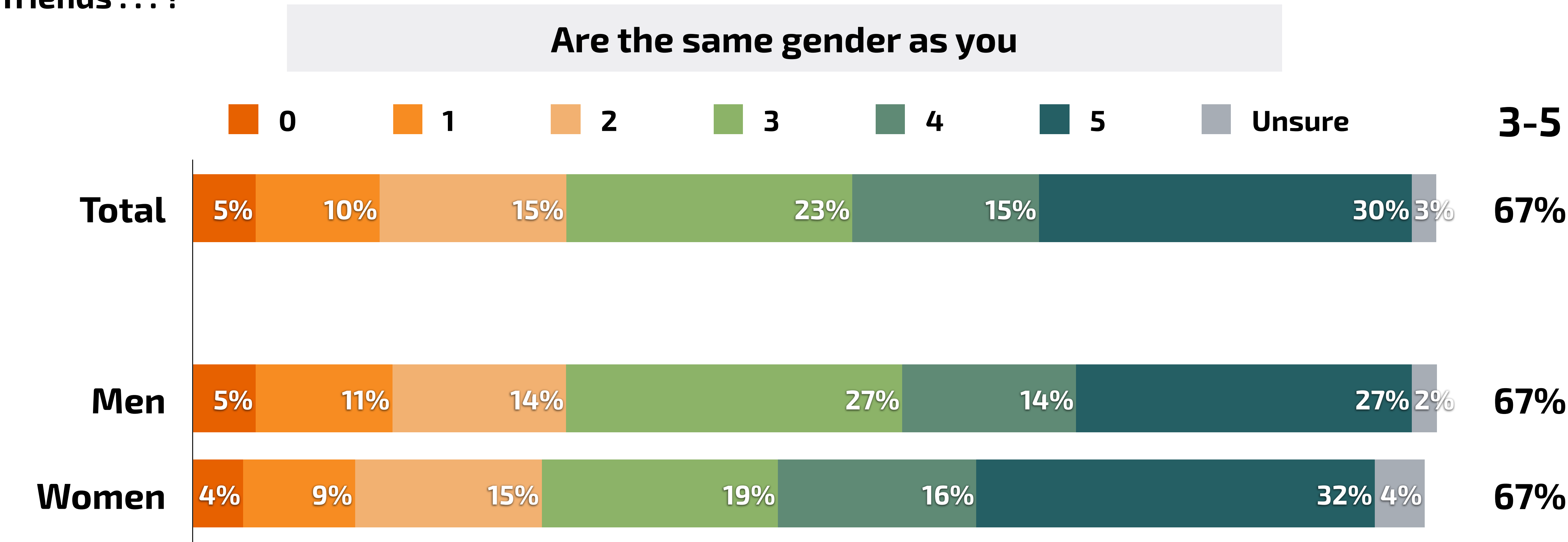
# Most Voters' Closest Friends Have Similar Level Of Education

Q. Now, think about your 5 closest friends. If you had to guess, about how many of your 5 closest friends ... ?



# Two-Thirds Say Most Close Friends Are Of Same Gender

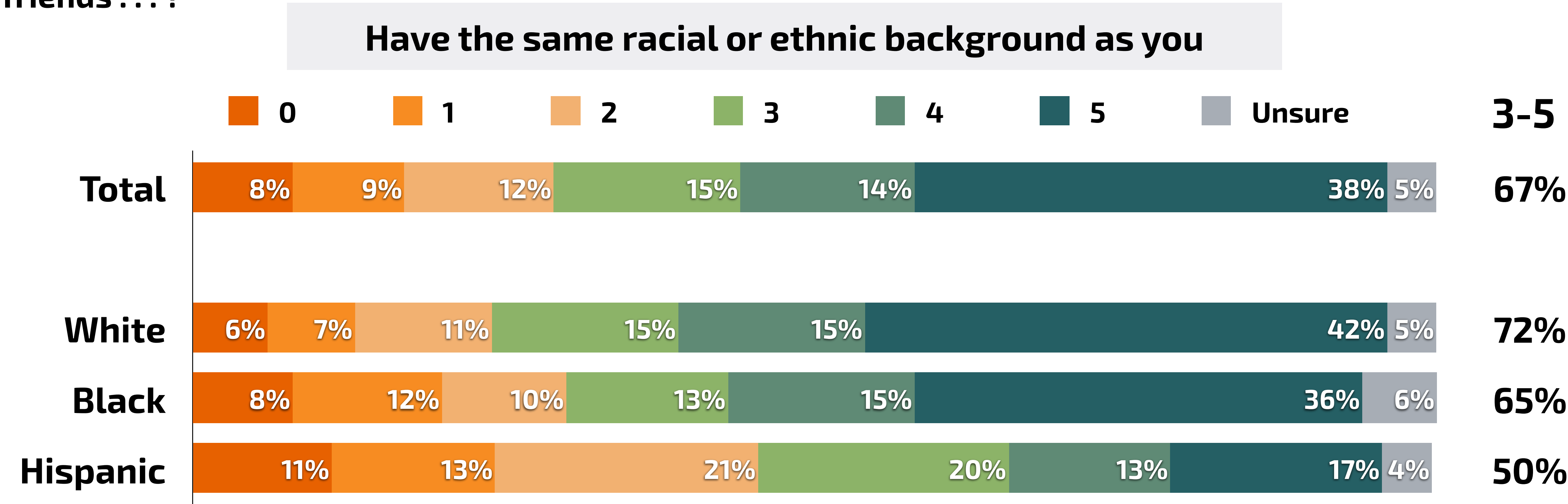
Q. Now, think about your 5 closest friends. If you had to guess, about how many of your 5 closest friends ... ?





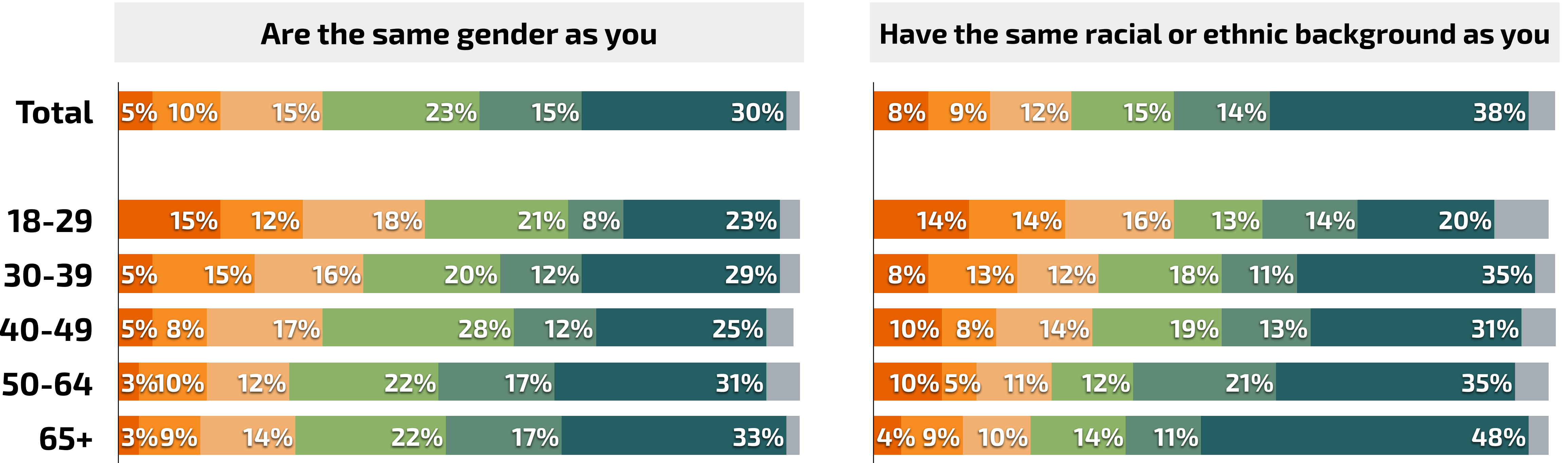
# Hispanic Voters More Likely Than White Or Black Voters To Have Close Friends With Different Racial Or Ethnic Background

Q. Now, think about your 5 closest friends. If you had to guess, about how many of your 5 closest friends . . . ?



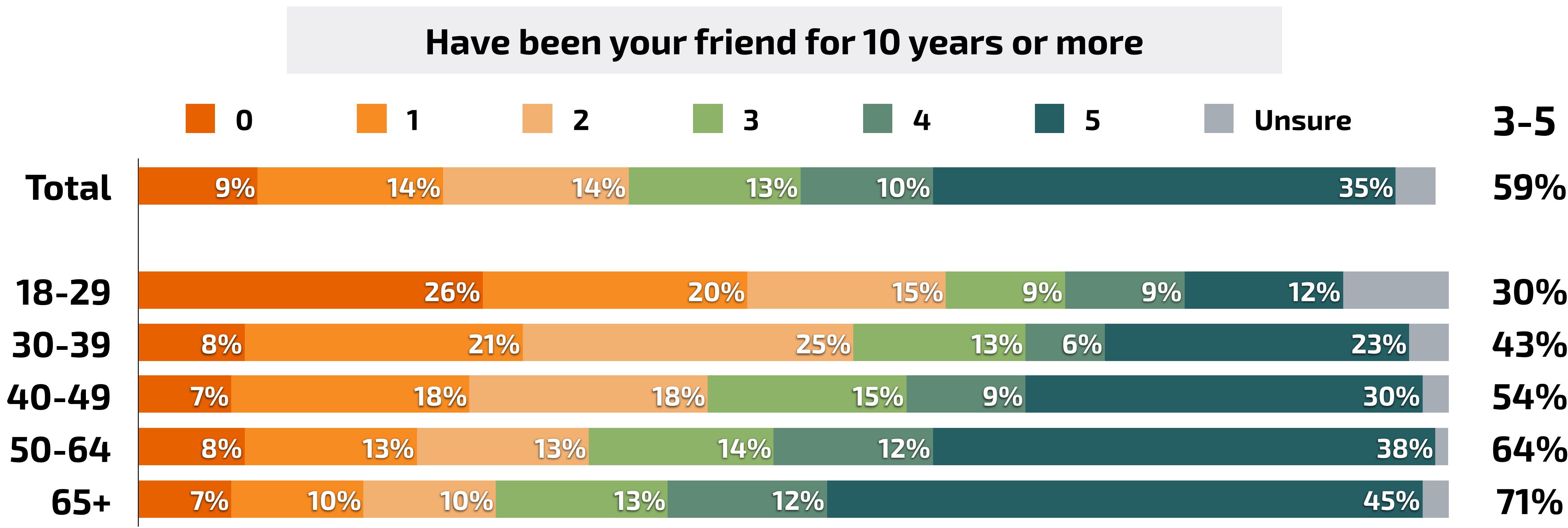
# Younger Voters More Likely To Have Close Friends Of Different Genders, Racial Or Ethnic Backgrounds

Q. Now, think about your 5 closest friends. If you had to guess, about how many of your 5 closest friends ... ?



# Older Voters Less Likely To Have New Friends

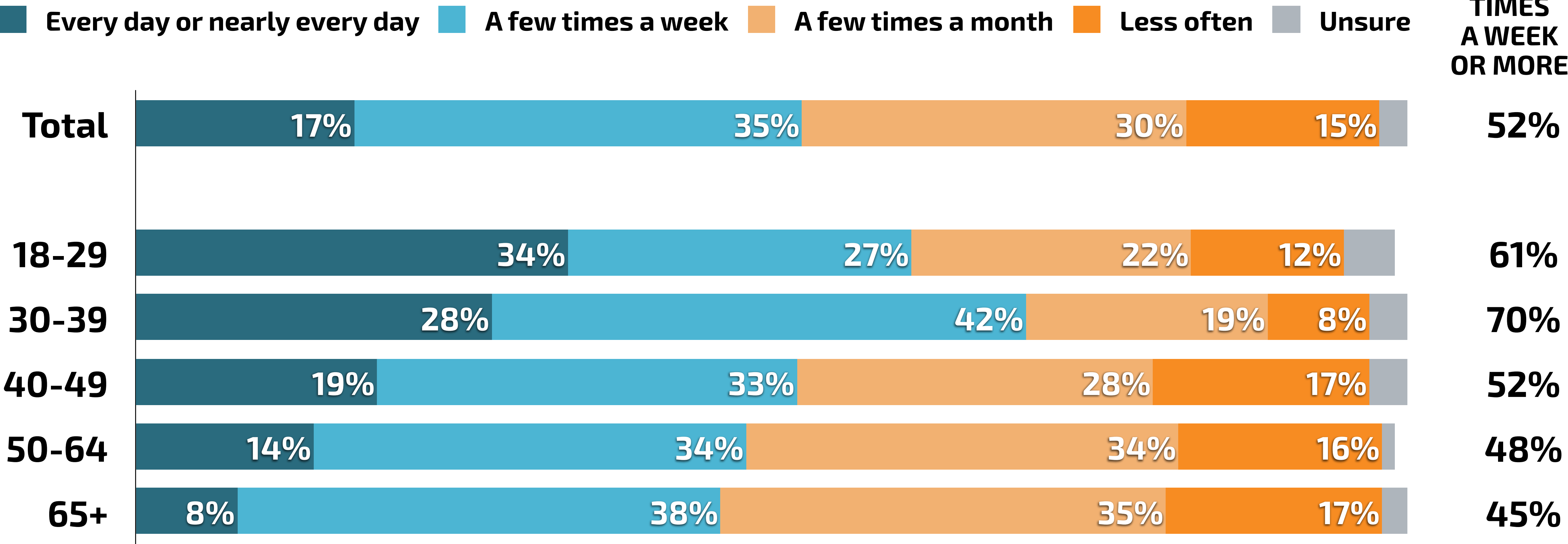
Q. Now, think about your 5 closest friends. If you had to guess, about how many of your 5 closest friends ... ?





# Voters <40 Tend To Communicate With Friends More Often

Q. How often do you communicate with your close friends?



N = 1,001 Voters in Likely Electorate nationwide, fielded April 18-20, 2022

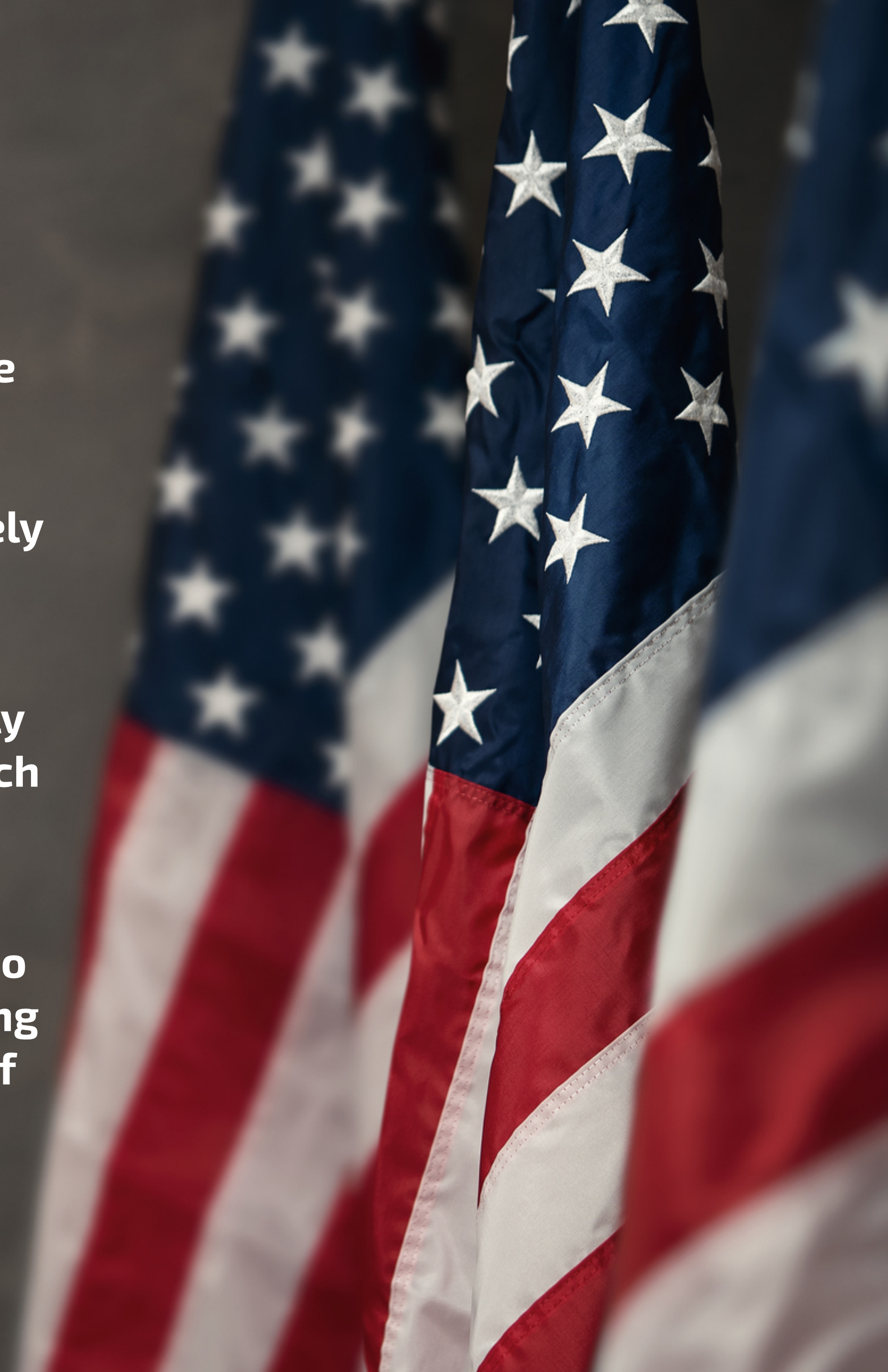


# Meet the Likely Electorate

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

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

Our Verified Voter Omnibus samples are matched to the L2 voter file to confirm registration status and incorporate data related to past voting history. The sample for this survey was weighted to characteristics of the 2022 "Likely Electorate" population, a frame which takes into account demographic and turnout characteristics of the 2022 electorate.





# Methodology

The April 2022 Echelon Insights Verified Voter Omnibus was fielded online from April 18-20, 2022 in English among a sample of N=1,001 voters in the Likely Electorate (LV) nationwide using non-probability sampling. The sample was drawn from the Lucid sample exchange and matched to the L2 voter file.

The sample was weighted to population benchmarks for registered voters and the 2022 Likely Electorate on gender, age, race/ethnicity, education, region, party, and 2020 presidential vote adjusted for 2022 turnout probability. All benchmarks for the 2022 Likely Electorate were adjusted for turnout estimates based on a probabilistic model of the likely 2022 midterm electorate derived from the L2 voter file. Estimates for gender, age, and party were derived from the L2 voter file. Estimates for race/ethnicity and education were derived from the US Census Bureau's American Community Survey demographic data adjusted to match voter registration estimates from the November 2020 Current Population Survey Voting and Registration Supplement.

Data quality measures included the use of a trap question to check for attentiveness and measures to prevent and remove duplicate responses based on IP address and voter file matches.

Calculated the way it would be for a random sample and adjusted to incorporate the effect of weighting, the margin of sampling error is +/- 3.7 percentage points.







**Verified Voter  
Omnibus**

*Your questions answered by real voters*

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

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

- **Hands-on assistance with drafting your questions**
- **Full topline and crosstabs with key political trends questions included**
- **A customized slide deck with your results**

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







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