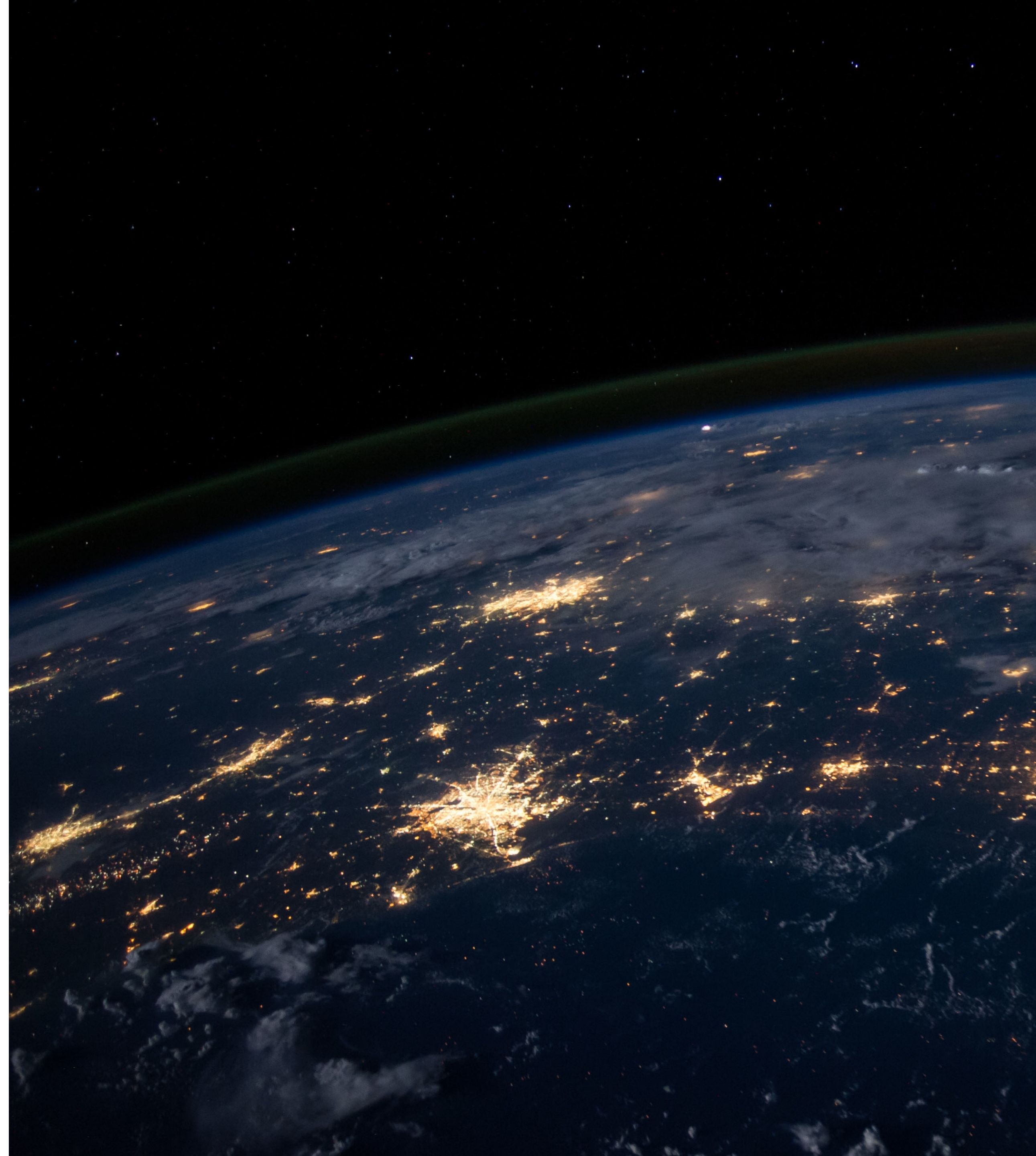# ECHELON INSIGHTS

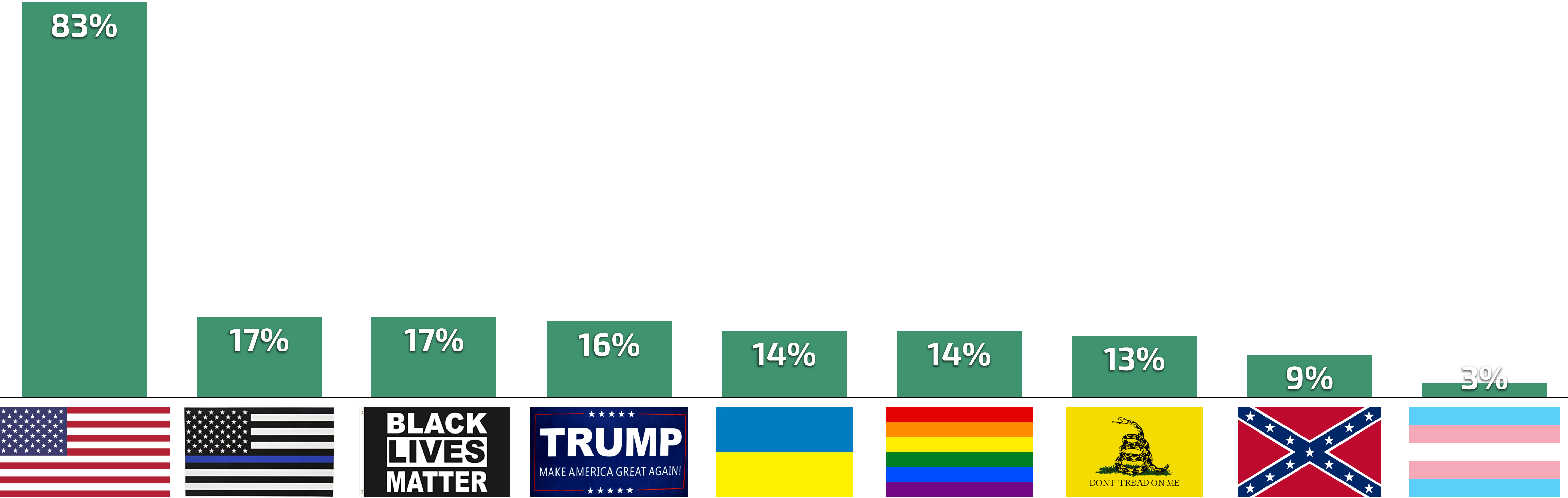# Flags Of The United States

Verified Voter Omnibus Survey

N = 1,030 Voters in the Likely Electorate (LV), Nationwide
Field Dates: June 17-20, 2022

Vast Majority Would Be Comfortable Flying American Flag

Q. Which of the following flags would you feel comfortable with flying, putting on your car, or otherwise outwardly displaying? Select all that apply.

83%	17%	17%	16%	14%	14%	13%	9%	3%

ECHELON INSIGHTS

N = 1,030 Voters in Likely Electorate nationwide, fielded June 17-20, 2022

Note: None of these not shown

MAGA #2 Flag Among GOP; Black Lives Matter #2 Among Dems

Q. Which of the following flags would you feel comfortable with flying, putting on your car, or otherwise outwardly displaying? Select all that apply.

■ **Dem + Lean**   ■ **GOP + Lean**

Flag	Dem + Lean	GOP + Lean
US Flag	74%	93%
Thin Blue Line	8%	29%
Black Lives Matter	31%	4%
Trump MAGA	3%	34%
Ukraine	20%	10%
Pride	24%	4%
Gadsden (Don't Tread On Me)	4%	24%
Confederate	2%	17%
Trans	6%	1%

ECHELON INSIGHTS

N = 1,030 Voters in Likely Electorate nationwide, fielded June 17-20, 2022

Note: None of these not shown
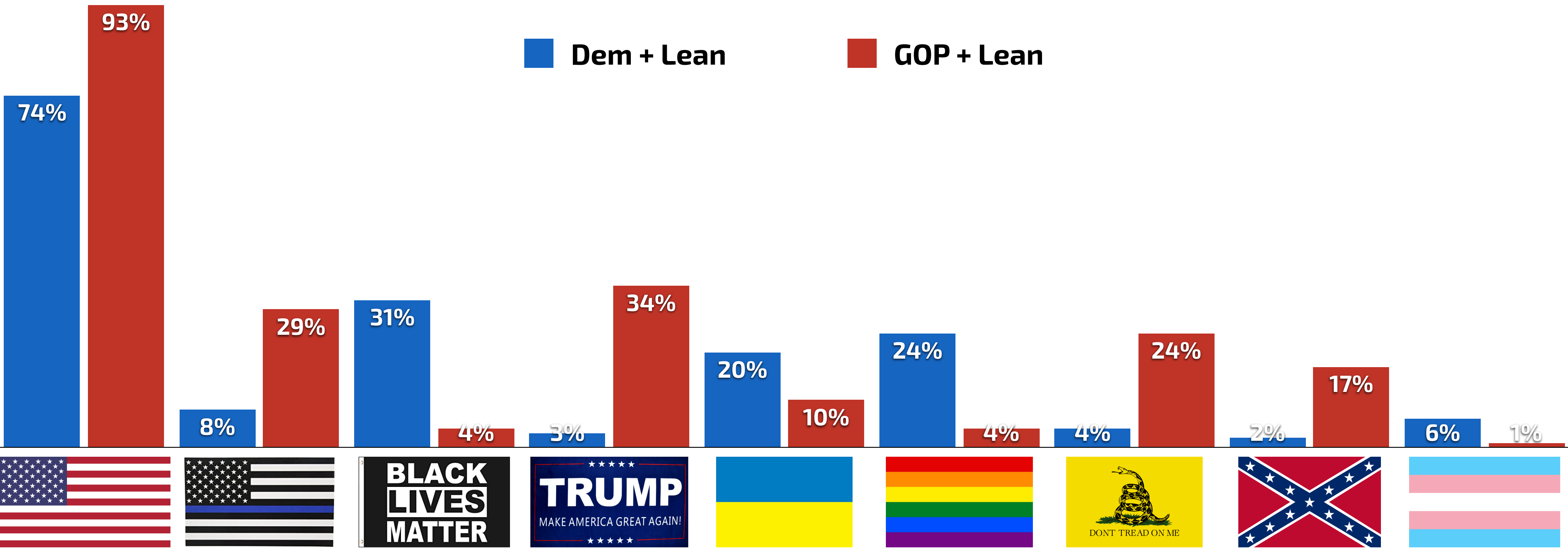
Half Of Black Voters Comfortable With Displaying Black Lives Matter Flag In Public

Q. Which of the following flags would you feel comfortable with flying, putting on your car, or otherwise outwardly displaying? Select all that apply.
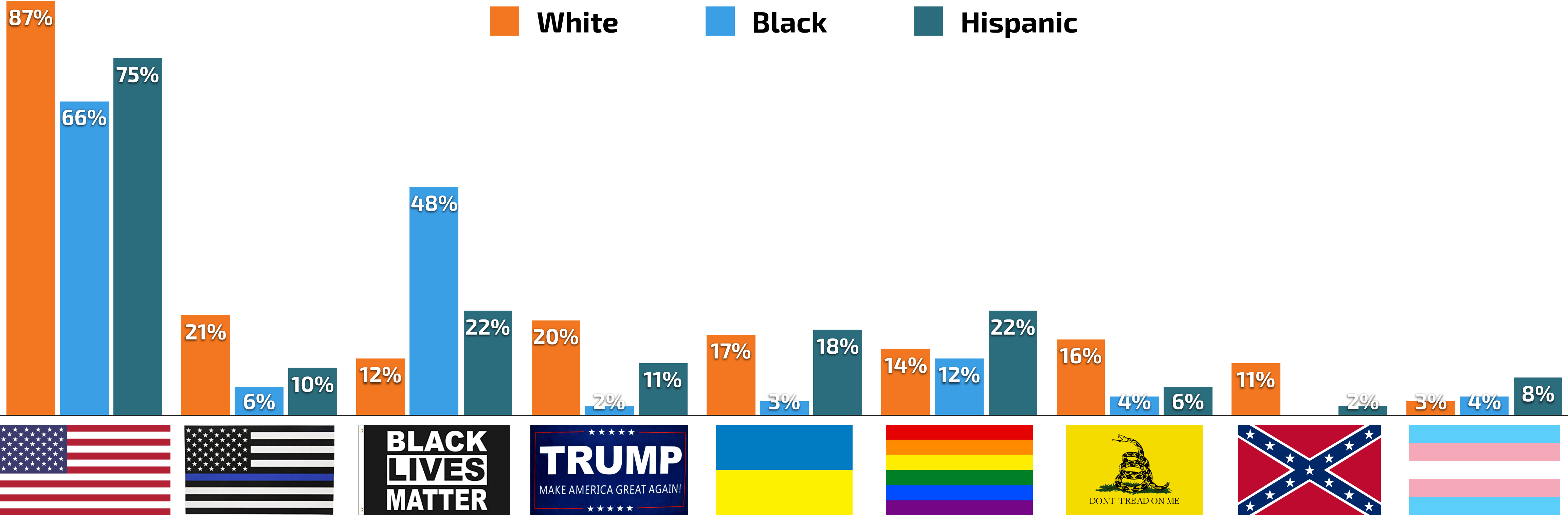
Legend: White | Black | Hispanic

Flag	White	Black	Hispanic
US Flag	87%	66%	75%
Thin Blue Line	21%	6%	10%
Black Lives Matter	12%	48%	22%
Trump MAGA	20%	2%	11%
Ukraine	17%	3%	18%
Pride	14%	12%	22%
Gadsden (Don't Tread On Me)	16%	4%	6%
Confederate	11%		2%
Transgender	3%	4%	8%

ECHELON INSIGHTS

N = 1,030 Voters in Likely Electorate nationwide, fielded June 17-20, 2022

Note: None of these not shown

Younger Voters More Comfortable With Flying Black Lives Matter, Ukraine, Pride Flags

Q. Which of the following flags would you feel comfortable with flying, putting on your car, or otherwise outwardly displaying? Select all that apply.
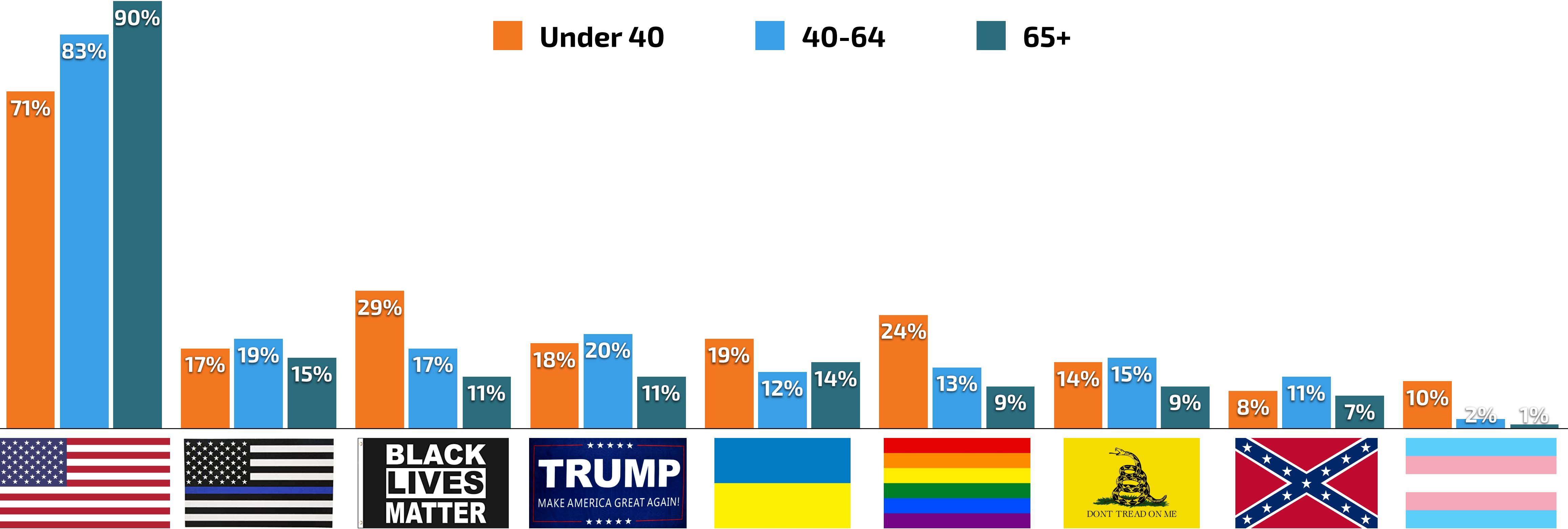
Legend: Under 40 | 40-64 | 65+

Flag	Under 40	40-64	65+
American flag	71%	83%	90%
Thin Blue Line flag	17%	19%	15%
Black Lives Matter	29%	17%	11%
Trump Make America Great Again!	18%	20%	11%
Ukraine	19%	12%	14%
Pride	24%	13%	9%
Gadsden (Dont Tread On Me)	14%	15%	9%
Confederate	8%	11%	7%
Transgender	10%	2%	1%

ECHELON INSIGHTS

N = 1,030 Voters in Likely Electorate nationwide, fielded June 17-20, 2022

Note: None of these not shown

Similar Percentages In Trump, Biden Counties Would Be Comfortable Flying Ukraine, Pride Flags

Q. Which of the following flags would you feel comfortable with flying, putting on your car, or otherwise outwardly displaying? Select all that apply.
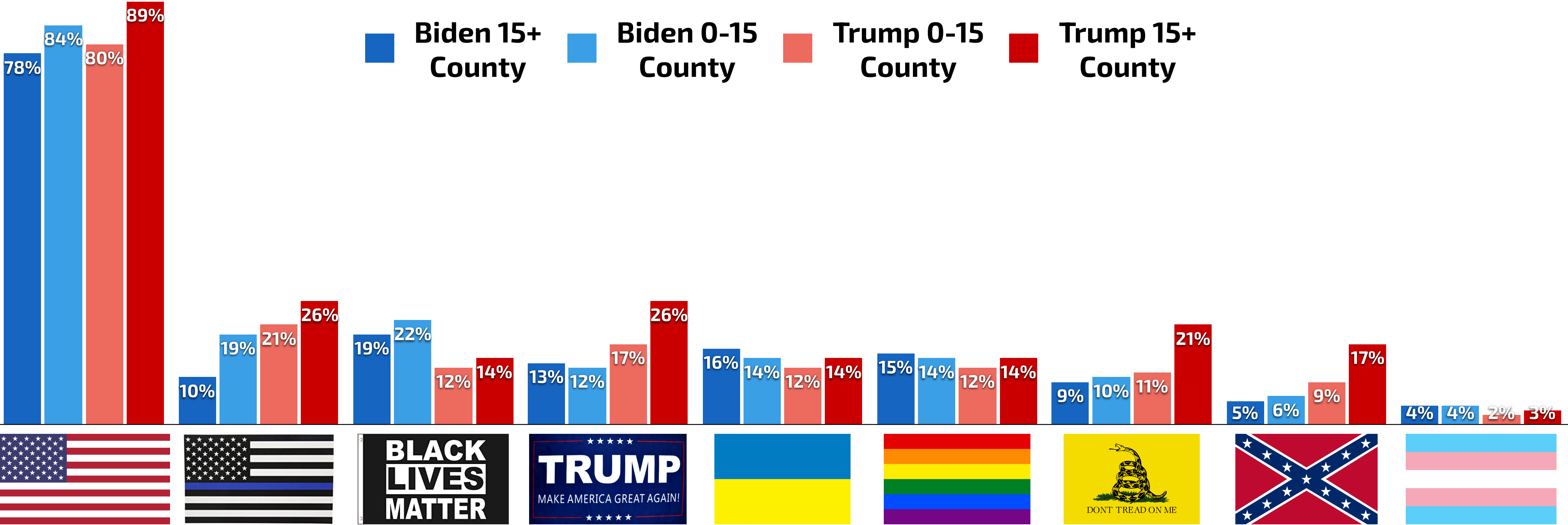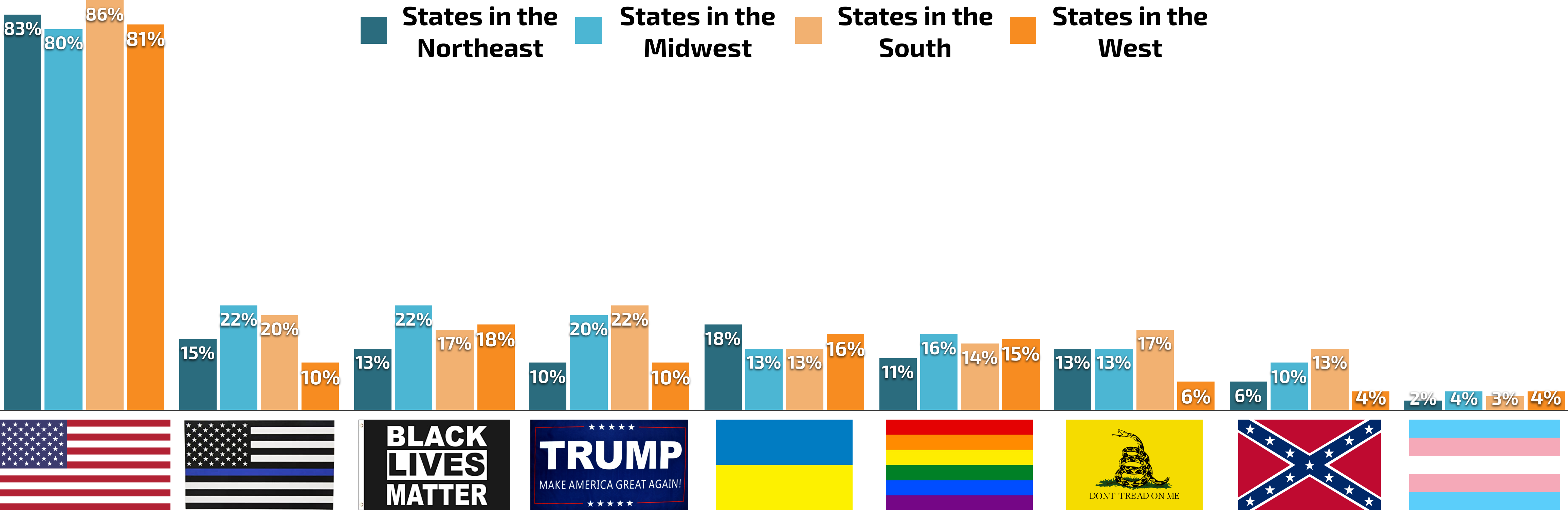
- **Biden 15+ County**
- **Biden 0-15 County**
- **Trump 0-15 County**
- **Trump 15+ County**

Flag	Biden 15+	Biden 0-15	Trump 0-15	Trump 15+
American flag	78%	84%	80%	89%
Thin Blue Line flag	10%	19%	21%	26%
Black Lives Matter	19%	22%	12%	14%
Trump MAGA	13%	12%	17%	26%
Ukraine	16%	14%	12%	14%
Pride	15%	14%	12%	14%
Gadsden (Dont Tread On Me)	9%	10%	11%	21%
Confederate	5%	6%	9%	17%
Transgender	4%	4%	2%	3%

ECHELON INSIGHTS

N = 1,030 Voters in Likely Electorate nationwide, fielded June 17-20, 2022

Note: None of these not shown

Midwest, South More Comfortable Flying Thin Blue Line, MAGA Flags; Few Westerners Comfortable With Gadsden Flag

Q. Which of the following flags would you feel comfortable with flying, putting on your car, or otherwise outwardly displaying? Select all that apply.
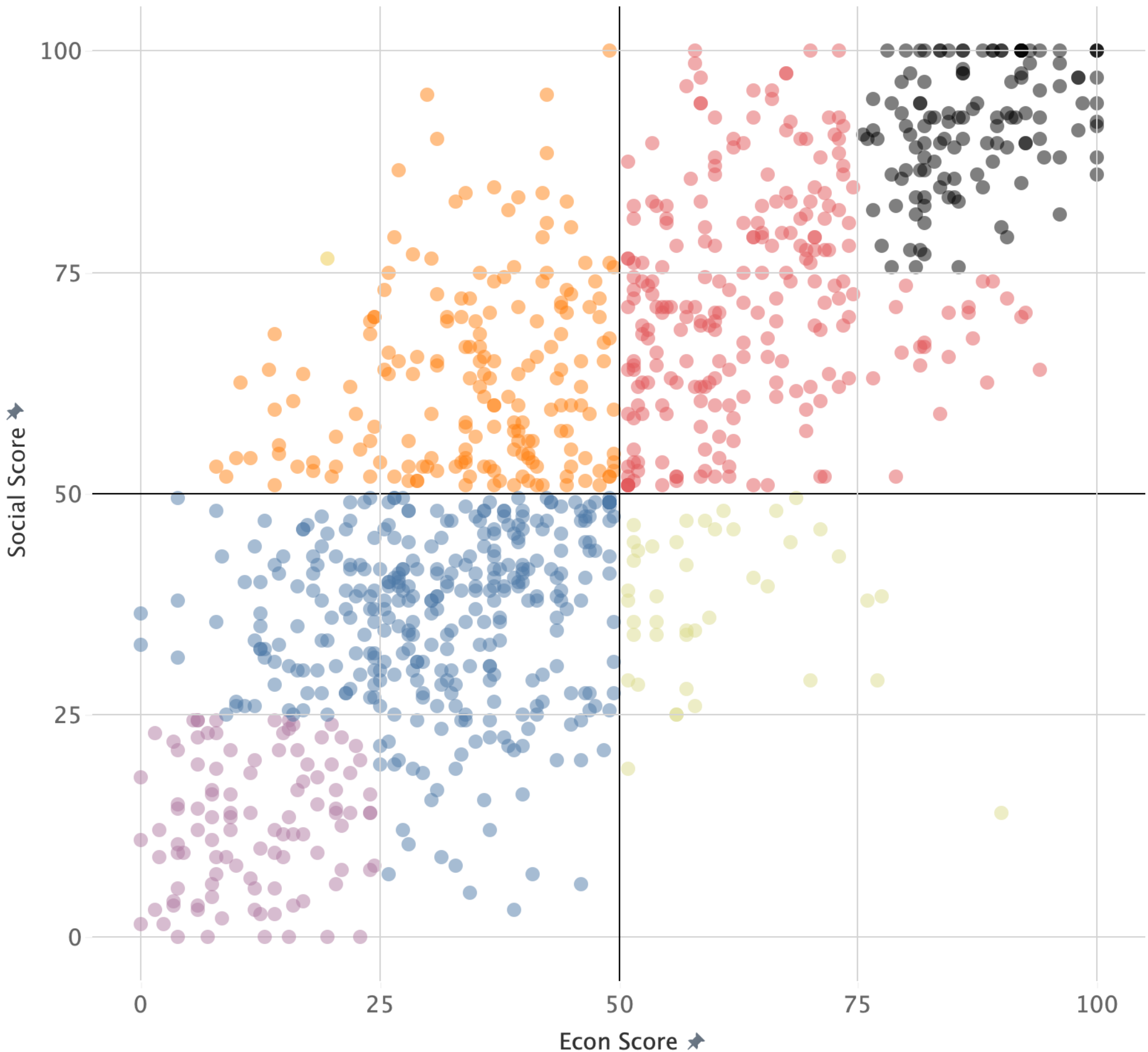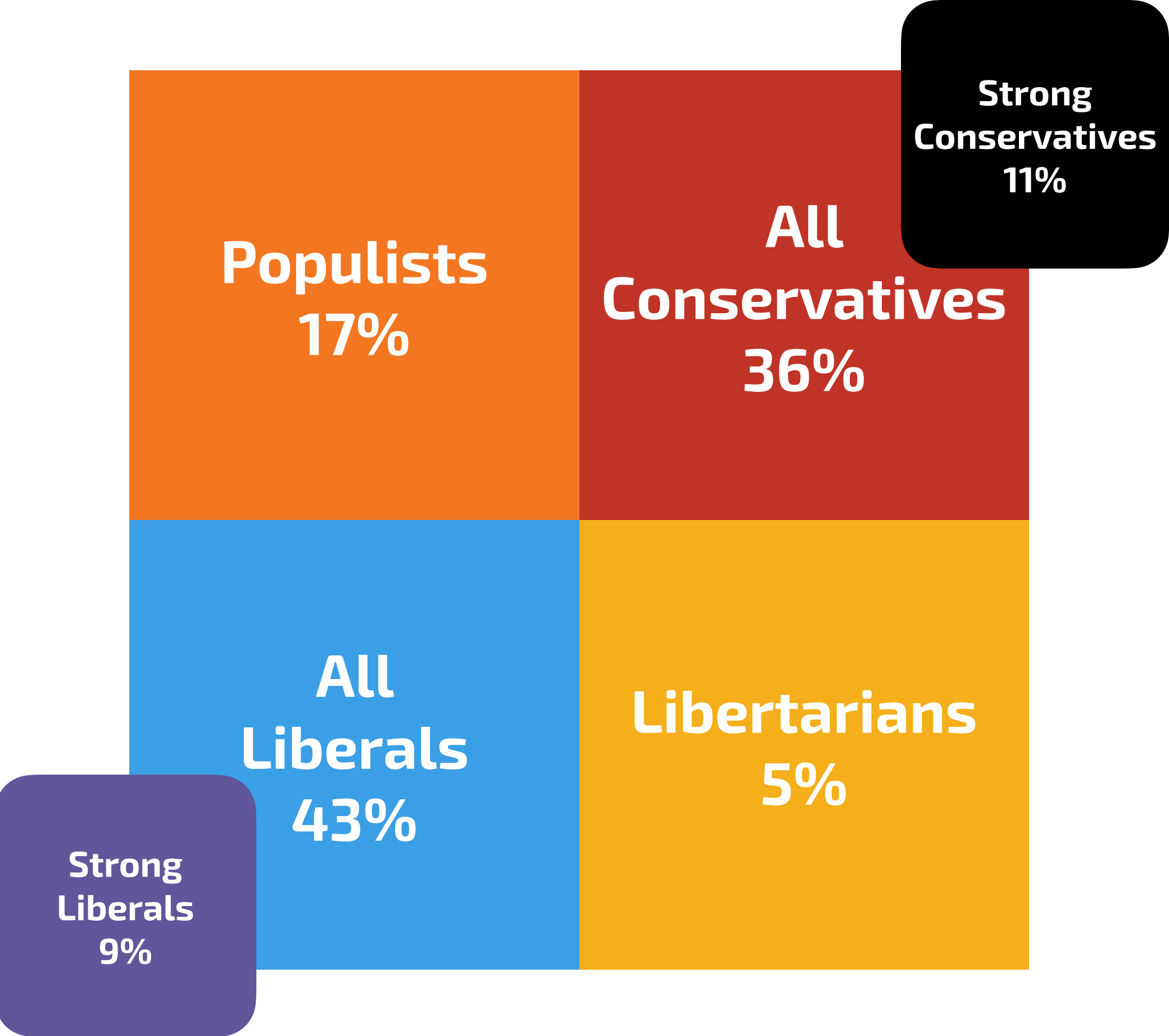
Legend:
- States in the Northeast
- States in the Midwest
- States in the South
- States in the West

Flag	Northeast	Midwest	South	West
US Flag	83%	80%	86%	81%
Thin Blue Line	15%	22%	20%	10%
Black Lives Matter	13%	22%	17%	18%
Trump MAGA	10%	20%	22%	10%
Ukraine	18%	13%	13%	16%
Pride	11%	16%	14%	15%
Gadsden (Dont Tread On Me)	13%	13%	17%	6%
Confederate	6%	10%	13%	4%
Transgender	2%	4%	3%	4%

N = 1,030 Voters in Likely Electorate nationwide, fielded June 17-20, 2022

Note: None of these not shown

ECHELON INSIGHTS

Defining The Four Quadrants

Voters were grouped into four quadrants based on how they answered the 10 cultural and 10 economic questions in the June 2022 Echelon Insights Verified Voter Omnibus.

Conservatives (36% of Voters)	Populists (17% of Voters)	Liberals (43% of Voters)	Libertarians (5% of Voters)
Culturally Conservative (Cultural Score 51-100)	**Culturally Conservative** (Cultural Score 51-100)	**Culturally Liberal** (Cultural Score 0-49)	**Culturally Liberal** (Cultural Score 0-49)
Economically Conservative (Economic Score 51-100)	**Economically Liberal** (Economic Score 0-49)	**Economically Liberal** (Economic Score 0-49)	**Economically Conservative** (Economic Score 51-100)

ECHELON INSIGHTS

Strong Conservatives, Strong Liberals Each Around 10% Of Electorate

Populists 17%	**All Conservatives** 36%
All Liberals 43%	**Libertarians** 5%

Strong Conservatives 11%

Strong Liberals 9%

ECHELON INSIGHTS

N = 1,030 Registered Voters, fielded June 17-20, 2022

Note: numbers may not add up to 100 due to rounding
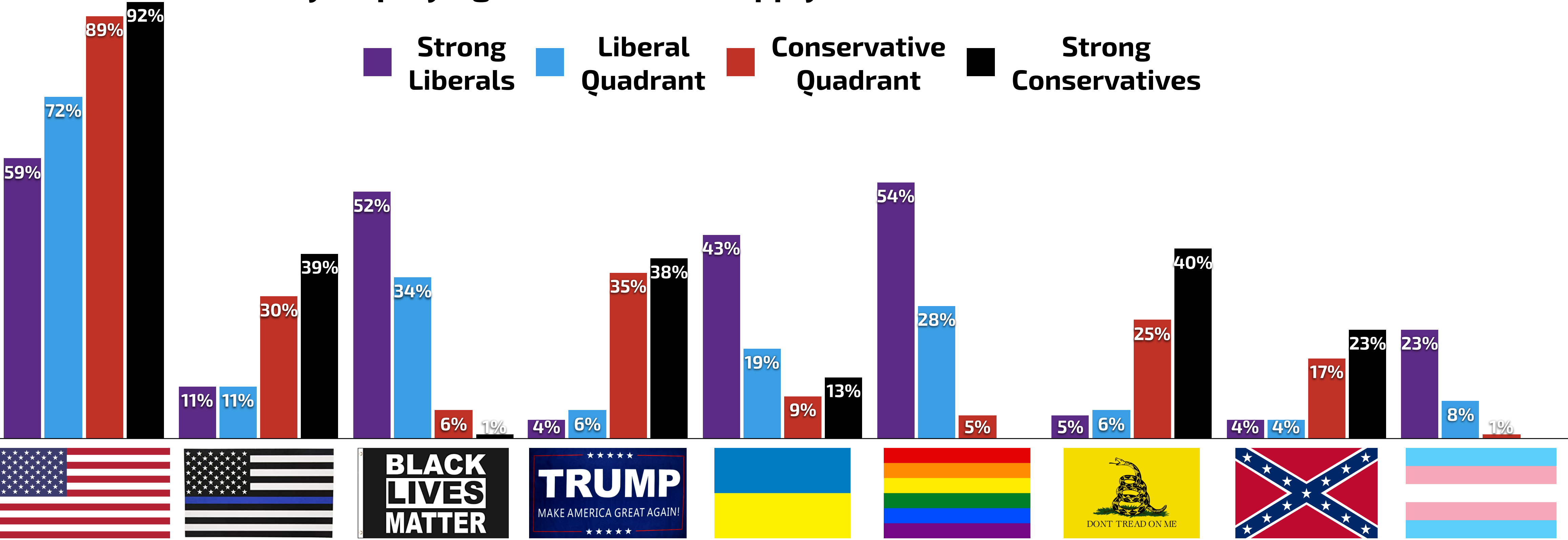
Social Score ★

Econ Score ★

9 In 10 Populists, Conservatives Comfortable With Flying American Flag

Q. Which of the following flags would you feel comfortable with flying, putting on your car, or otherwise outwardly displaying? Select all that apply.

■ Liberal Quadrant ■ Populist Quadrant ■ Libertarian Quadrant ■ Conservative Quadrant

Flag	Liberal	Populist	Libertarian	Conservative
American Flag	72%	91%	80%	89%
Thin Blue Line	11%	13%	22%	30%
Black Lives Matter	34%	8%	16%	6%
Trump MAGA	6%	16%	8%	35%
Ukraine	19%	9%	7%	9%
Pride	28%	6%	6%	5%
Gadsden (Dont Tread On Me)	6%	8%	13%	25%
Confederate	4%	11%	10%	17%
Transgender	8%			1%

ECHELON INSIGHTS

N = 1,030 Registered Voters, fielded June 17-20, 2022
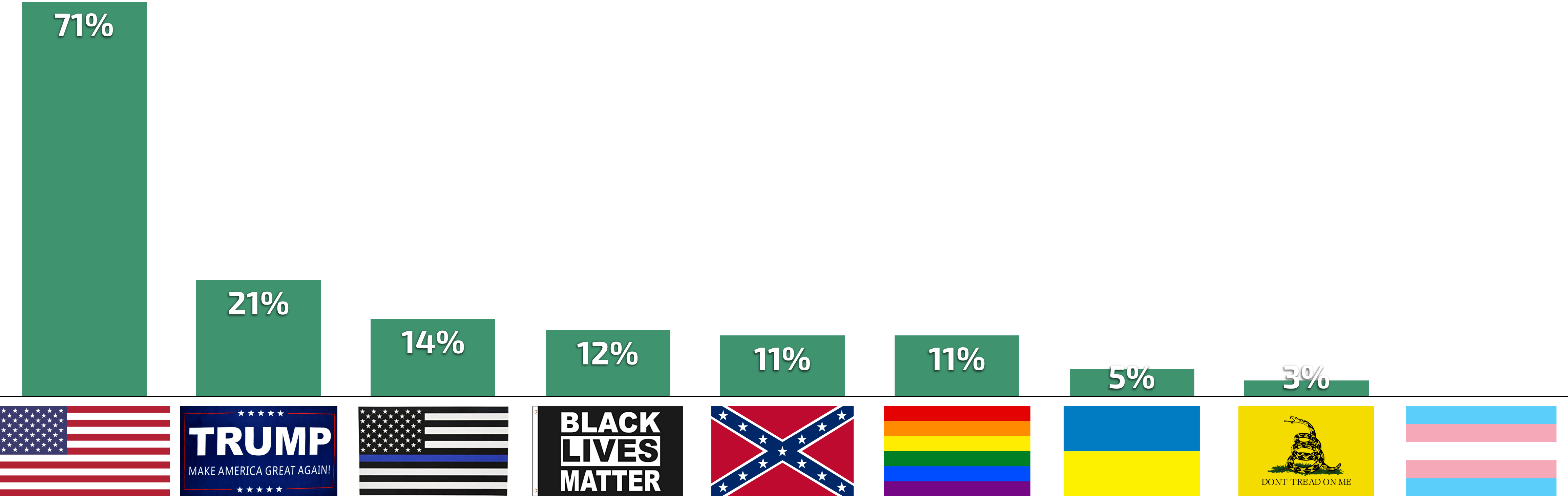
Note: None of these not shown
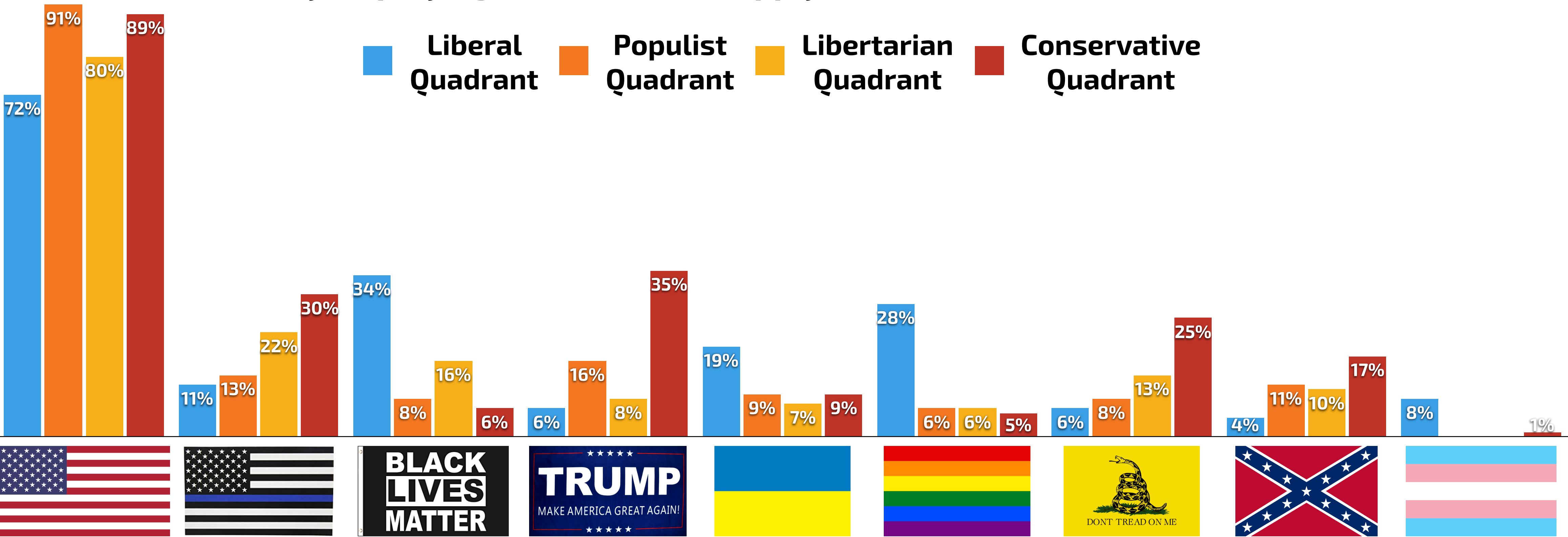
About Same Amount Of Strong Liberals Are Comfortable Flying Pride, Black Lives Matter Flags As American Flag

Q. Which of the following flags would you feel comfortable with flying, putting on your car, or otherwise outwardly displaying? Select all that apply.
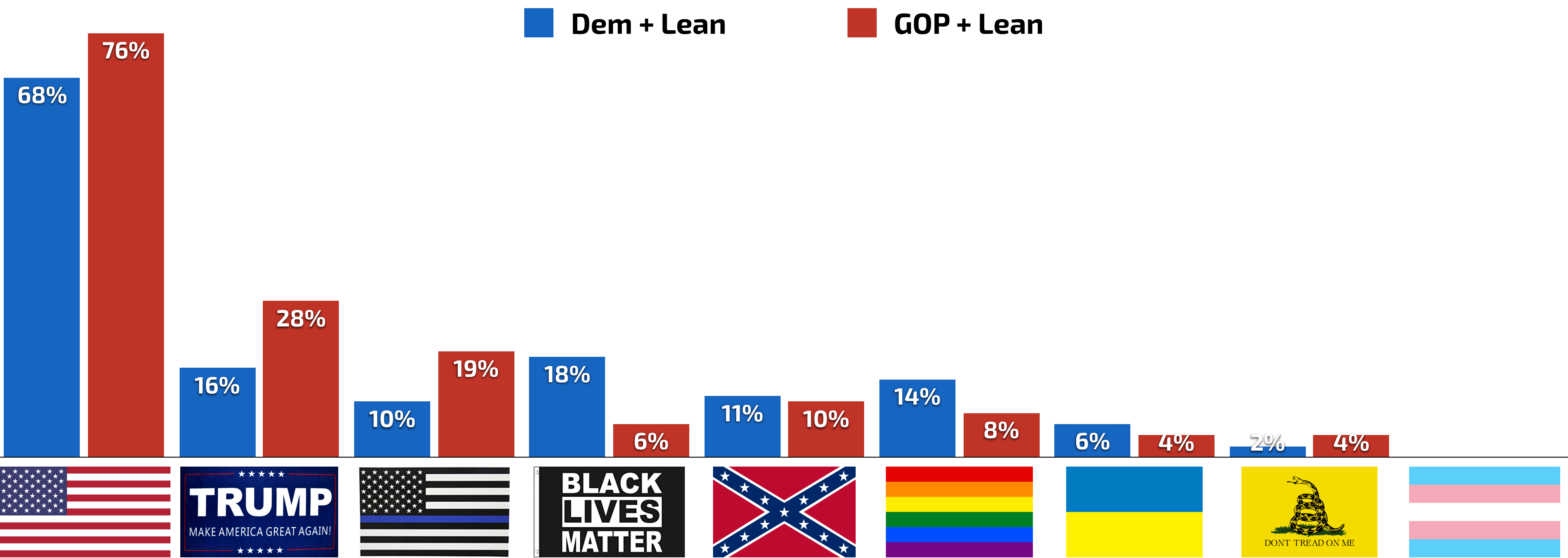
Legend:
- Strong Liberals (purple)
- Liberal Quadrant (blue)
- Conservative Quadrant (red)
- Strong Conservatives (black)

American Flag:
- Strong Liberals: 59%
- Liberal Quadrant: 72%
- Conservative Quadrant: 89%
- Strong Conservatives: 92%

Thin Blue Line Flag:
- Strong Liberals: 11%
- Liberal Quadrant: 11%
- Conservative Quadrant: 30%
- Strong Conservatives: 39%

Black Lives Matter:
- Strong Liberals: 52%
- Liberal Quadrant: 34%
- Conservative Quadrant: 6%
- Strong Conservatives: 1%

Trump Make America Great Again:
- Strong Liberals: 4%
- Liberal Quadrant: 6%
- Conservative Quadrant: 35%
- Strong Conservatives: 38%

Ukraine Flag:
- Strong Liberals: 43%
- Liberal Quadrant: 19%
- Conservative Quadrant: 9%
- Strong Conservatives: 13%

Pride Flag:
- Strong Liberals: 54%
- Liberal Quadrant: 28%
- Conservative Quadrant: 5%

Gadsden Don't Tread On Me:
- Strong Liberals: 5%
- Liberal Quadrant: 6%
- Conservative Quadrant: 25%
- Strong Conservatives: 40%

Confederate Flag:
- Strong Liberals: 4%
- Liberal Quadrant: 4%
- Conservative Quadrant: 17%
- Strong Conservatives: 23%

Transgender Flag:
- Strong Liberals: 23%
- Liberal Quadrant: 8%
- Conservative Quadrant: 1%

ECHELON INSIGHTS

N = 1,030 Registered Voters, fielded June 17-20, 2022

Note: None of these not shown

7 In 10 See American Flag Most Often In Their Area

Q. Which one or two of these flags do you see most often in your area?

71%

21%

14%

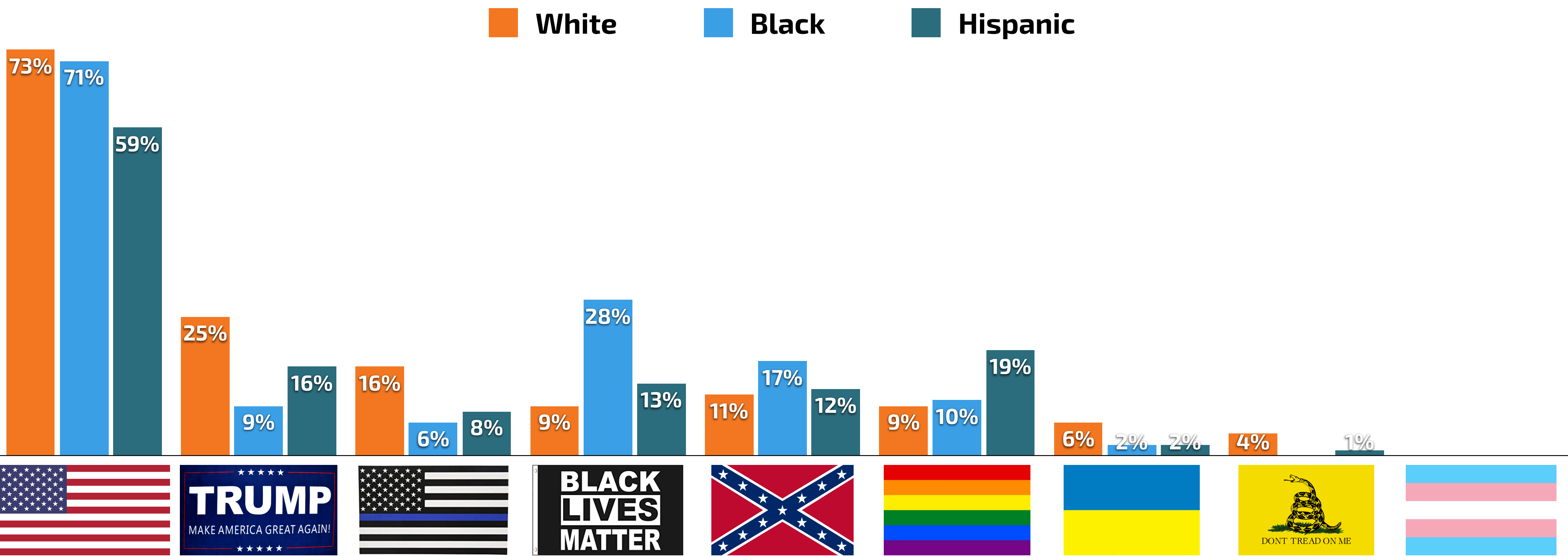12%

11%

11%

5%

3%

N = 1,030 Voters in Likely Electorate nationwide, fielded June 17-20, 2022

Note: None of these not shown

ECHELON INSIGHTS

Republicans See More American Flags Than Democrats

Q. Which one or two of these flags do you see most often in your area?

■ **Dem + Lean**   ■ **GOP + Lean**

N = 1,030 Voters in Likely Electorate nationwide, fielded June 17-20, 2022
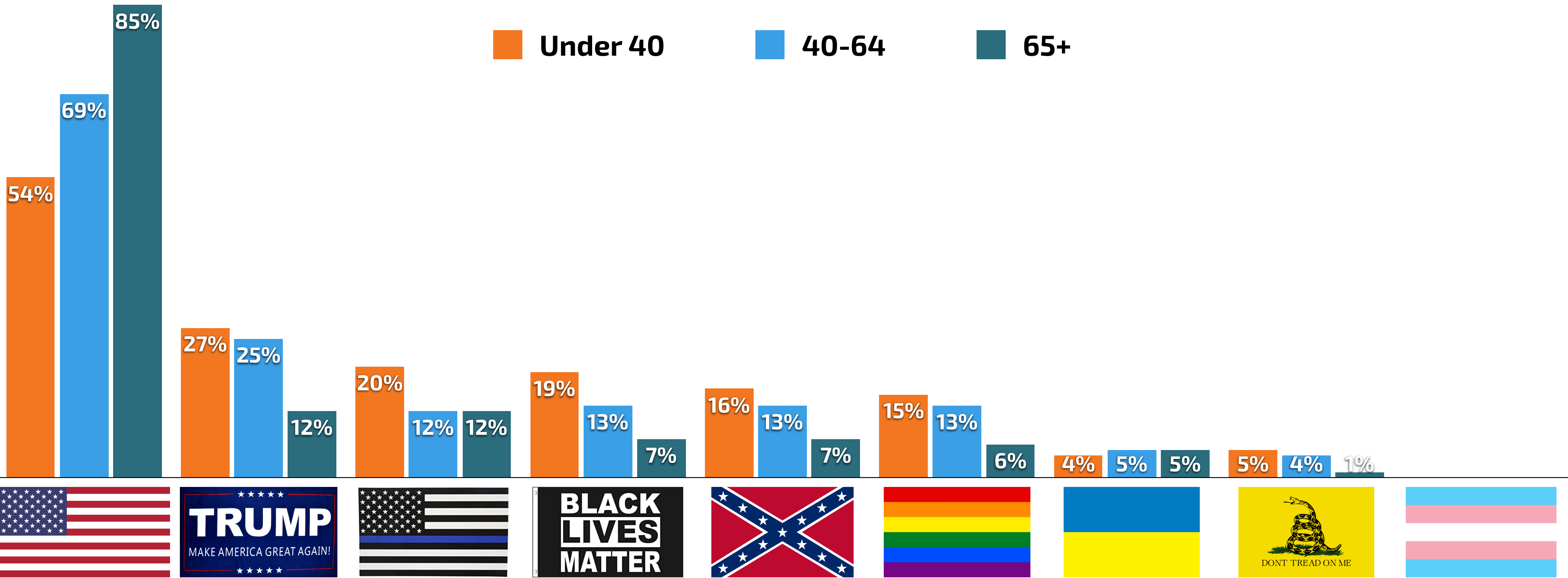
Note: None of these not shown

Black Voters Most Likely To See Confederate Flags In Their Area

Q. Which one or two of these flags do you see most often in your area?

White   **Black**   **Hispanic**

Flag	White	Black	Hispanic
US Flag	73%	71%	59%
TRUMP MAKE AMERICA GREAT AGAIN!	25%	9%	16%
Thin Blue Line	16%	6%	8%
BLACK LIVES MATTER	9%	28%	13%
Confederate	11%	17%	12%
Pride	9%	10%	19%
Ukraine	6%	2%	2%
Gadsden (DONT TREAD ON ME)	4%		1%
Trans			

ECHELON INSIGHTS

N = 1,030 Voters in Likely Electorate nationwide, fielded June 17-20, 2022
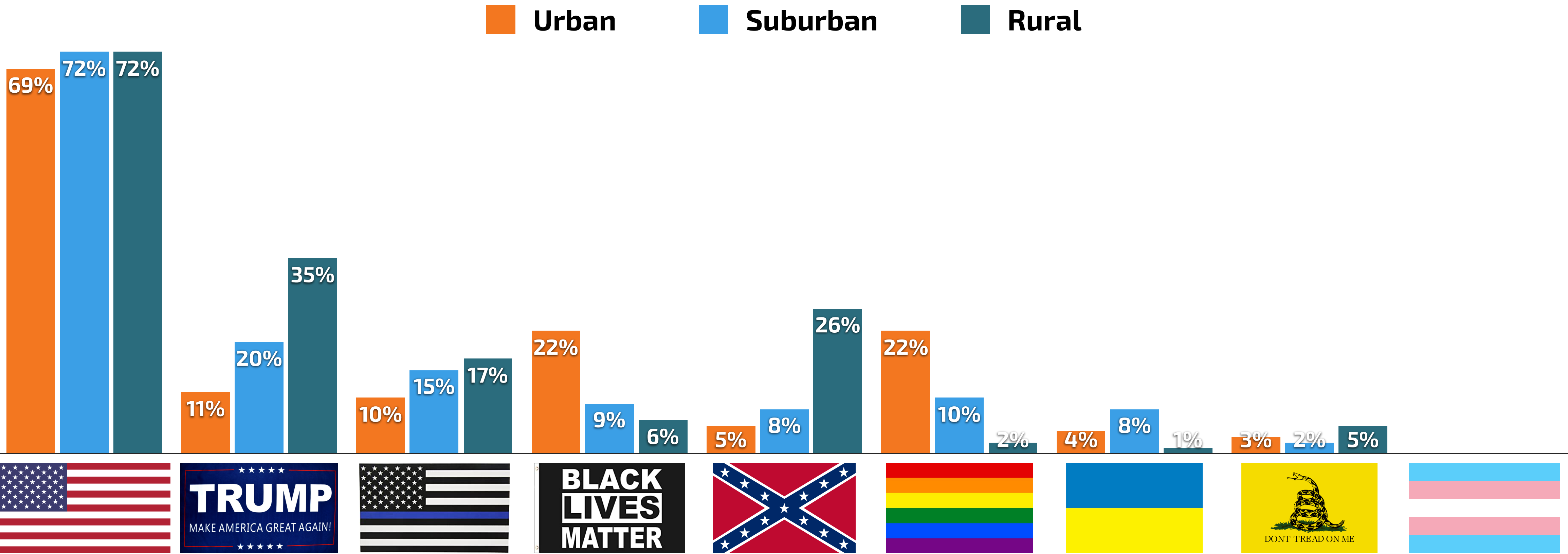
Note: None of these not shown

Younger Voters Least Likely To See American Flag In Their Area

Q. Which one or two of these flags do you see most often in your area?

Legend: ■ Under 40 ■ 40-64 ■ 65+

Flag	Under 40	40-64	65+
American Flag	54%	69%	85%
TRUMP MAKE AMERICA GREAT AGAIN!	27%	25%	12%
Thin Blue Line	20%	12%	12%
BLACK LIVES MATTER	19%	13%	7%
Confederate	16%	13%	7%
Pride	15%	13%	6%
Ukraine	4%	5%	5%
DONT TREAD ON ME	5%	4%	1%
Trans			

ECHELON INSIGHTS

N = 1,030 Voters in Likely Electorate nationwide, fielded June 17-20, 2022
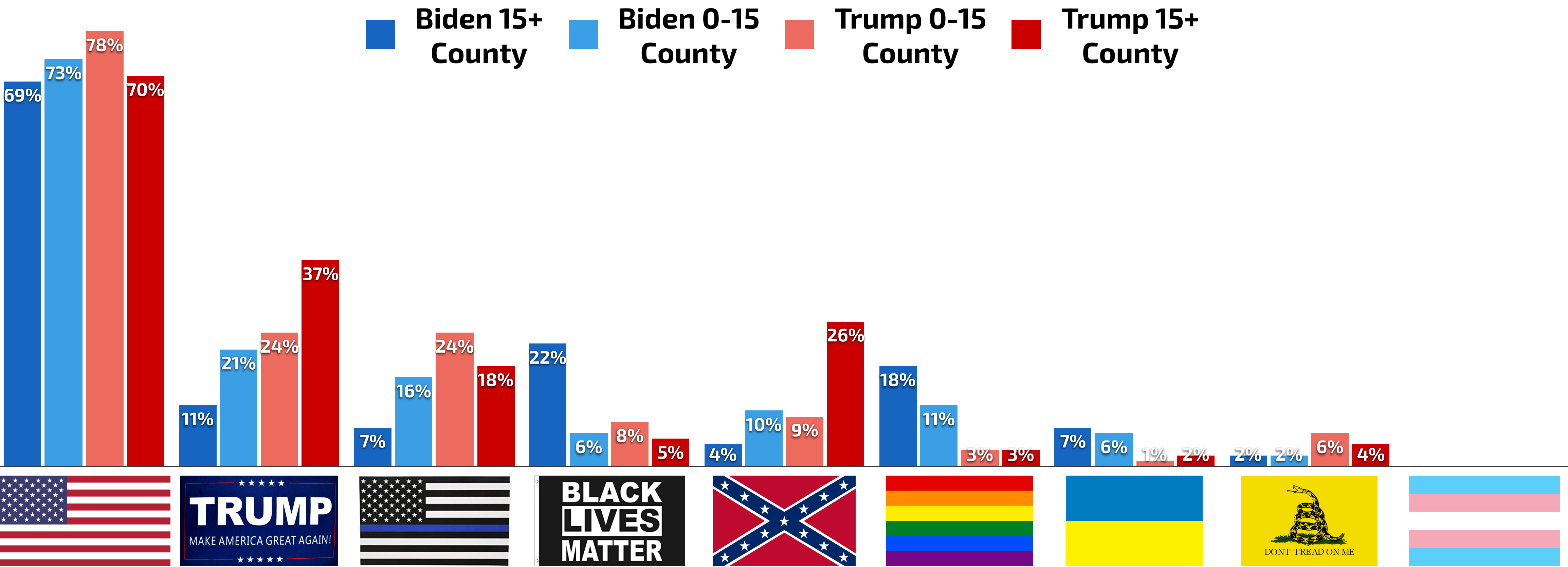
Note: None of these not shown

Rural Voters See More MAGA, Confederate Flags; Urban Voters See More Black Lives Matter, LGBT Flags

Q. Which one or two of these flags do you see most often in your area?
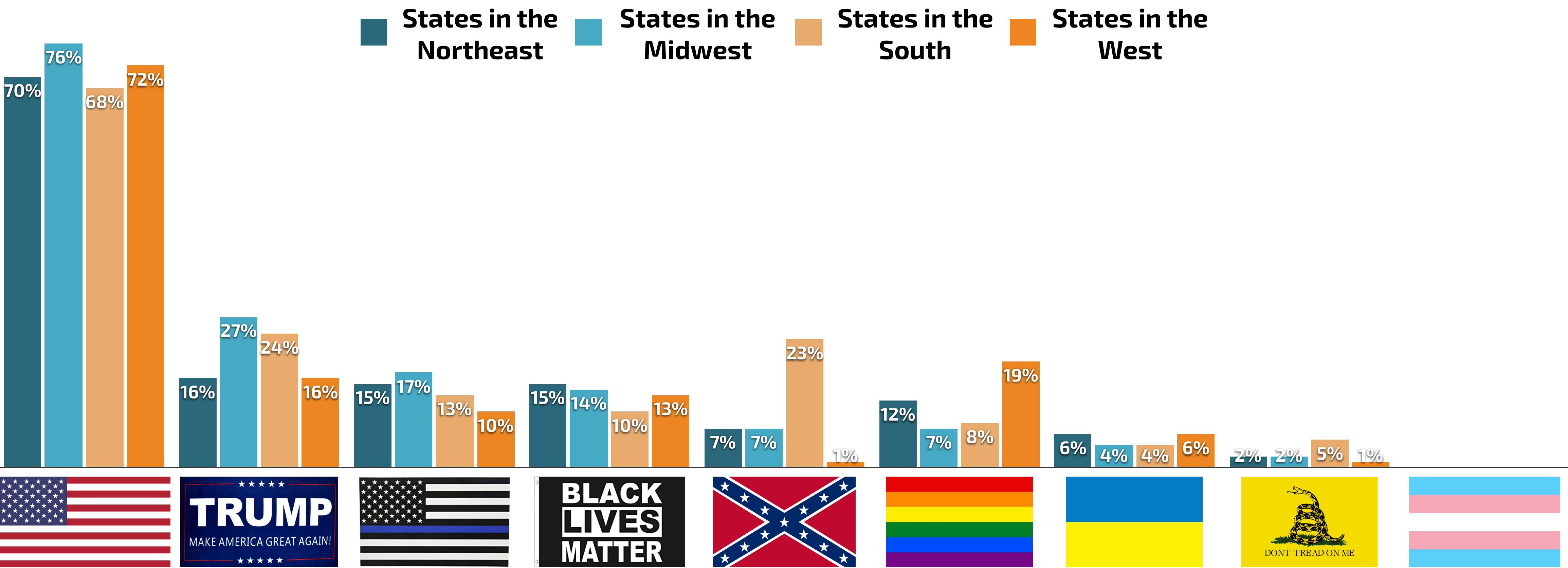
Urban　　**Suburban**　　**Rural**

Flag	Urban	Suburban	Rural
American	69%	72%	72%
TRUMP MAKE AMERICA GREAT AGAIN!	11%	20%	35%
Thin Blue Line	10%	15%	17%
BLACK LIVES MATTER	22%	9%	6%
Confederate	5%	8%	26%
LGBT Rainbow	22%	10%	2%
Ukraine	4%	8%	1%
Gadsden (DONT TREAD ON ME)	3%	2%	5%
Transgender			

ECHELON INSIGHTS

N = 1,030 Voters in Likely Electorate nationwide, fielded June 17-20, 2022

Note: None of these not shown

MAGA, Confederate Flags Seen More Often In Trump Counties; Black Lives Matter, Pride Flags More Common In Biden Counties

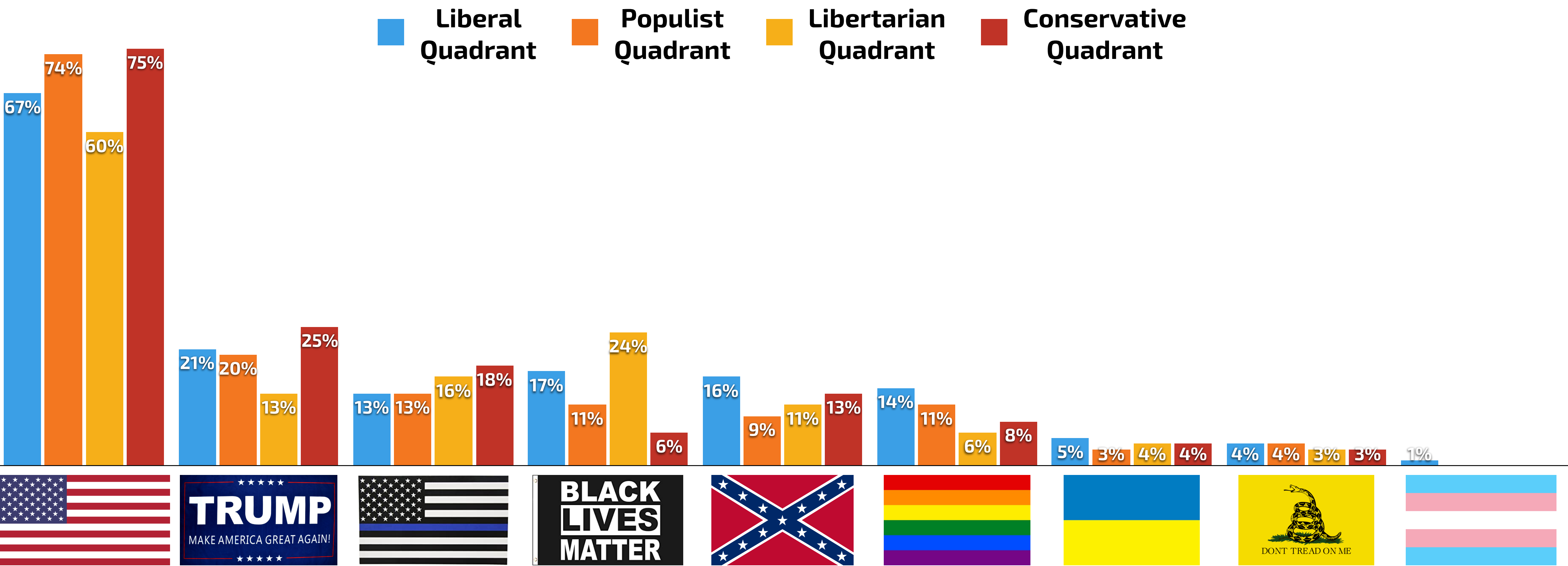## Q. Which one or two of these flags do you see most often in your area?

Biden 15+ County | **Biden 0-15 County** | **Trump 0-15 County** | **Trump 15+ County**

Flag	Biden 15+	Biden 0-15	Trump 0-15	Trump 15+
American Flag	69%	73%	78%	70%
TRUMP MAGA	11%	21%	24%	37%
Thin Blue Line	7%	16%	24%	18%
Black Lives Matter	22%	6%	8%	5%
Confederate	4%	10%	9%	26%
Pride	18%	11%	3%	3%
Ukraine	7%	6%	1%	2%
Gadsden (Dont Tread On Me)	2%	2%	6%	4%
Trans				

N = 1,030 Voters in Likely Electorate nationwide, fielded June 17-20, 2022

Note: None of these not shown

ECHELON INSIGHTS

Confederate Flag Seen Primarily In The South; Pride Flag Seen Primarily Out West

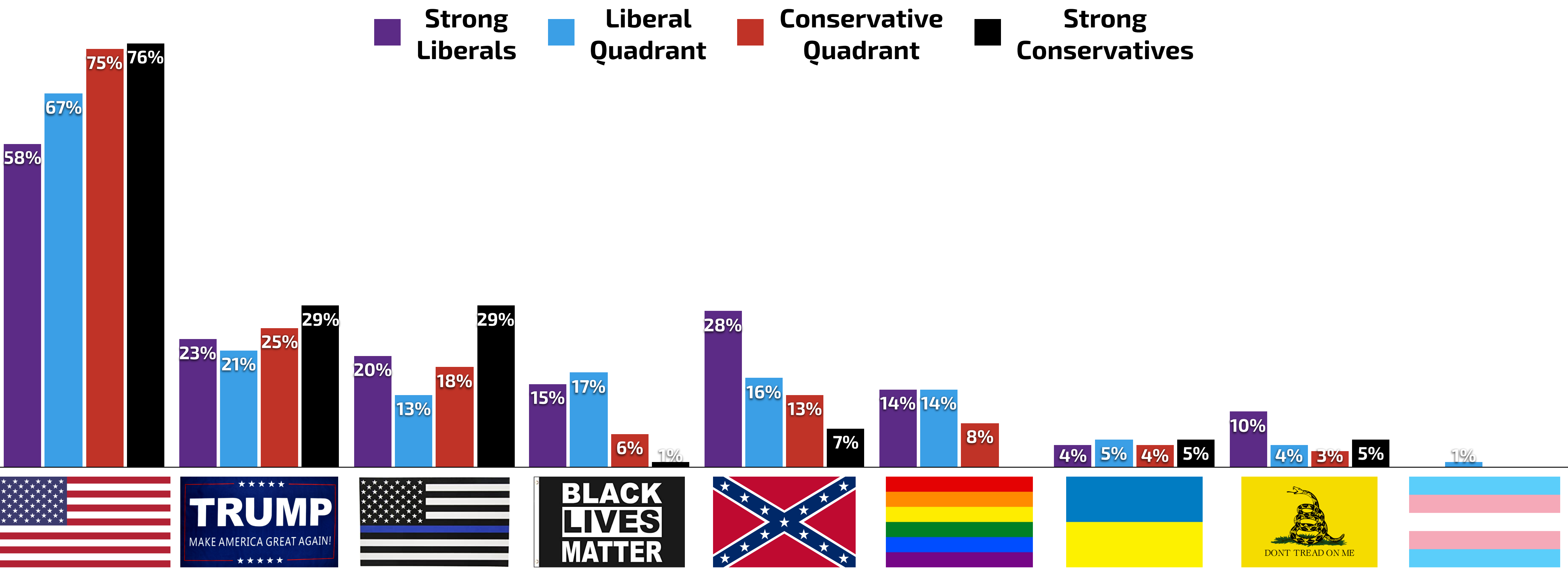## Q. Which one or two of these flags do you see most often in your area?

- States in the Northeast
- States in the Midwest
- States in the South
- States in the West

Flag	Northeast	Midwest	South	West
American Flag	70%	76%	68%	72%
Trump (MAGA)	16%	27%	24%	16%
Thin Blue Line	15%	17%	13%	10%
Black Lives Matter	15%	14%	10%	13%
Confederate	7%	7%	23%	1%
Pride	12%	7%	8%	19%
Ukraine	6%	4%	4%	6%
Gadsden (Dont Tread On Me)	2%	2%	5%	1%
Transgender				

ECHELON INSIGHTS

Confederate Flag Seen More Often By Liberals Than Conservatives

Q. Which one or two of these flags do you see most often in your area?

■ Liberal Quadrant   ■ Populist Quadrant   ■ Libertarian Quadrant   ■ Conservative Quadrant

Flag	Liberal	Populist	Libertarian	Conservative
American Flag	67%	74%	60%	75%
TRUMP MAKE AMERICA GREAT AGAIN!	21%	20%	13%	25%
Thin Blue Line	13%	13%	16%	18%
BLACK LIVES MATTER	17%	11%	24%	6%
Confederate	16%	9%	11%	13%
Pride	14%	11%	6%	8%
Ukraine	5%	3%	4%	4%
Gadsden (DONT TREAD ON ME)	4%	4%	3%	3%
Trans	1%			

N = 1,030 Registered Voters, fielded June 17-20, 2022

Note: None of these not shown

ECHELON INSIGHTS

Under 6 In 10 Strong Liberals See American Flag Most Often In Their Area; Strong Conservatives Least Likely To See Confederate Flag Most Often

Q. Which one or two of these flags do you see most often in your area?

Legend:
- **Strong Liberals** (purple)
- **Liberal Quadrant** (blue)
- **Conservative Quadrant** (red)
- **Strong Conservatives** (black)

Flag	Strong Liberals	Liberal Quadrant	Conservative Quadrant	Strong Conservatives
American Flag	58%	67%	75%	76%
Trump MAGA	23%	21%	25%	29%
Thin Blue Line	20%	13%	18%	29%
Black Lives Matter	15%	17%	6%	1%
Confederate	28%	16%	13%	7%
Pride	14%	14%	8%	
Ukraine	4%	5%	4%	5%
Don't Tread On Me	10%	4%	3%	5%
Transgender	1%			

ECHELON INSIGHTS

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 June 2022 Echelon Insights Verified Voter Omnibus was fielded online from June 17–20, 2022 in English among a sample of N=1,030 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.

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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** for more information.