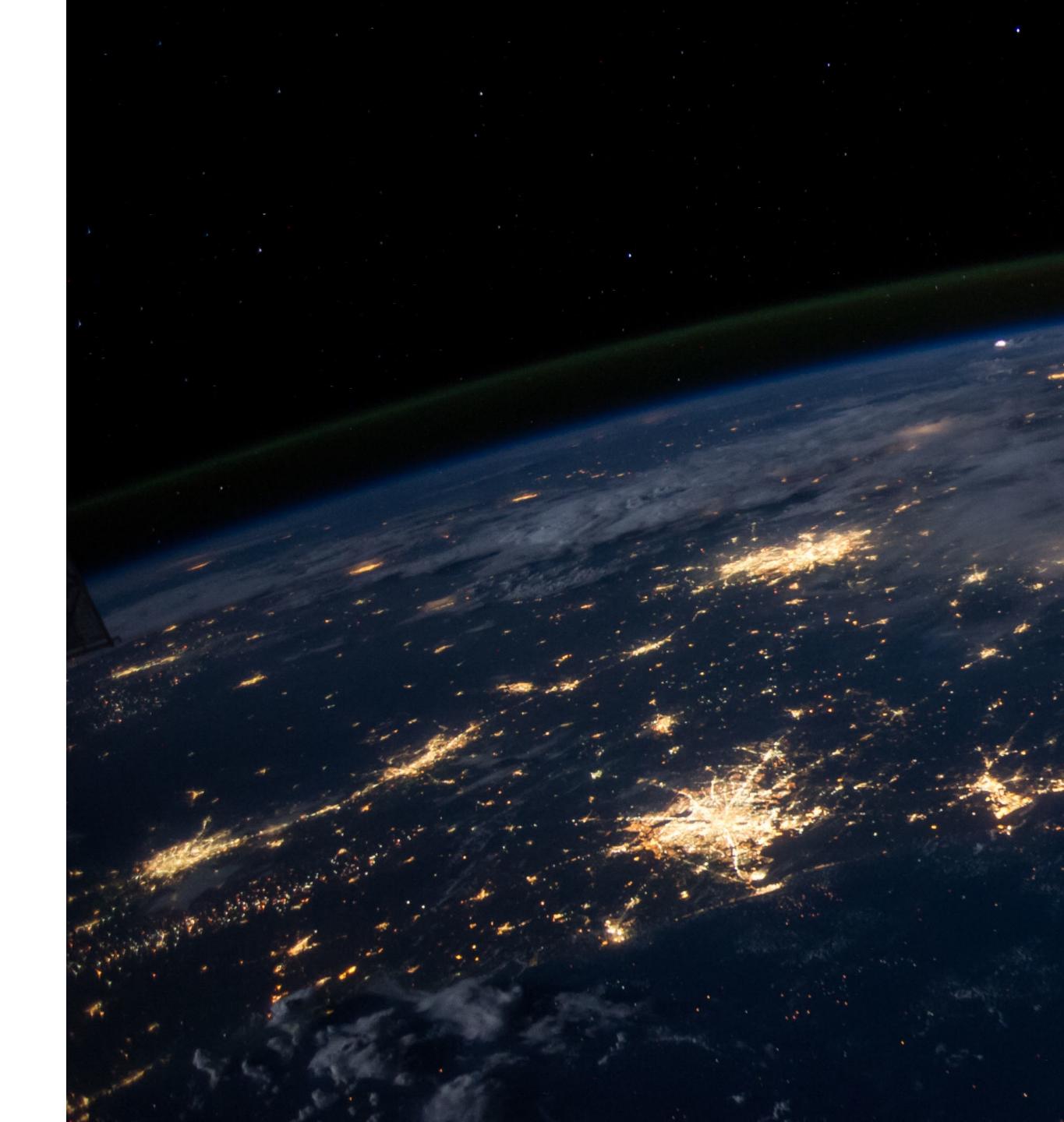ECHELON INSIGHTS

Quadrants 2022

Verified Voter Omnibus Survey
N = 1,030 Registered Voters, Nationwide
Field Dates: June 17–20, 2022

Cultural Issues

Voters were asked if they agreed more with the more liberal or more conservative stance on a variety of cultural issues.

Liberal			Conservative
Abortion should be legal in all or most circumstances	**53%** ⟷ 38%		Abortion should be illegal in all or most circumstances
America is not the greatest country in the world	28% ⟷ **63%**		America is the greatest country in the world
It is more important to control gun ownership	**54%** ⟷ 39%		It is more important to protect the right of Americans to own guns
The government should deal with illegal immigration by making it easier to immigrate to the US legally	35% ⟷ **55%**		The government should deal with illegal immigration by increasing border security and enforcement
Transgender athletes should be able to play on sports teams that match their current gender identity	25% ⟷ **61%**		Transgender athletes should only be allowed to play on sports teams that match their birth gender
The government should prevent people from engaging in hate speech against certain groups in public	44% ⟷ **48%**		People should be allowed to express unpopular opinions in public, even those that are deeply offensive to other people
Racism is built into our society, including into its policies and institutions	36% ⟷ **56%**		Racism comes from individuals who hold racist views, not from our society and institutions
We need to reallocate funding from police departments to social services	32% ⟷ **57%**		We need to fully fund the budget for police departments
There are still significant obstacles that make it harder for women to get ahead than men	**56%** ⟷ 36%		The obstacles that once made it harder for women than men to get ahead are now gone
Gay and lesbian couples should be allowed to marry legally	**58%** ⟷ 33%		Gay and lesbian couples should not be allowed to marry legally

ECHELON INSIGHTS

Economic Issues

Voters were asked if they agreed more with the more liberal or more conservative stance on a variety of economic issues.
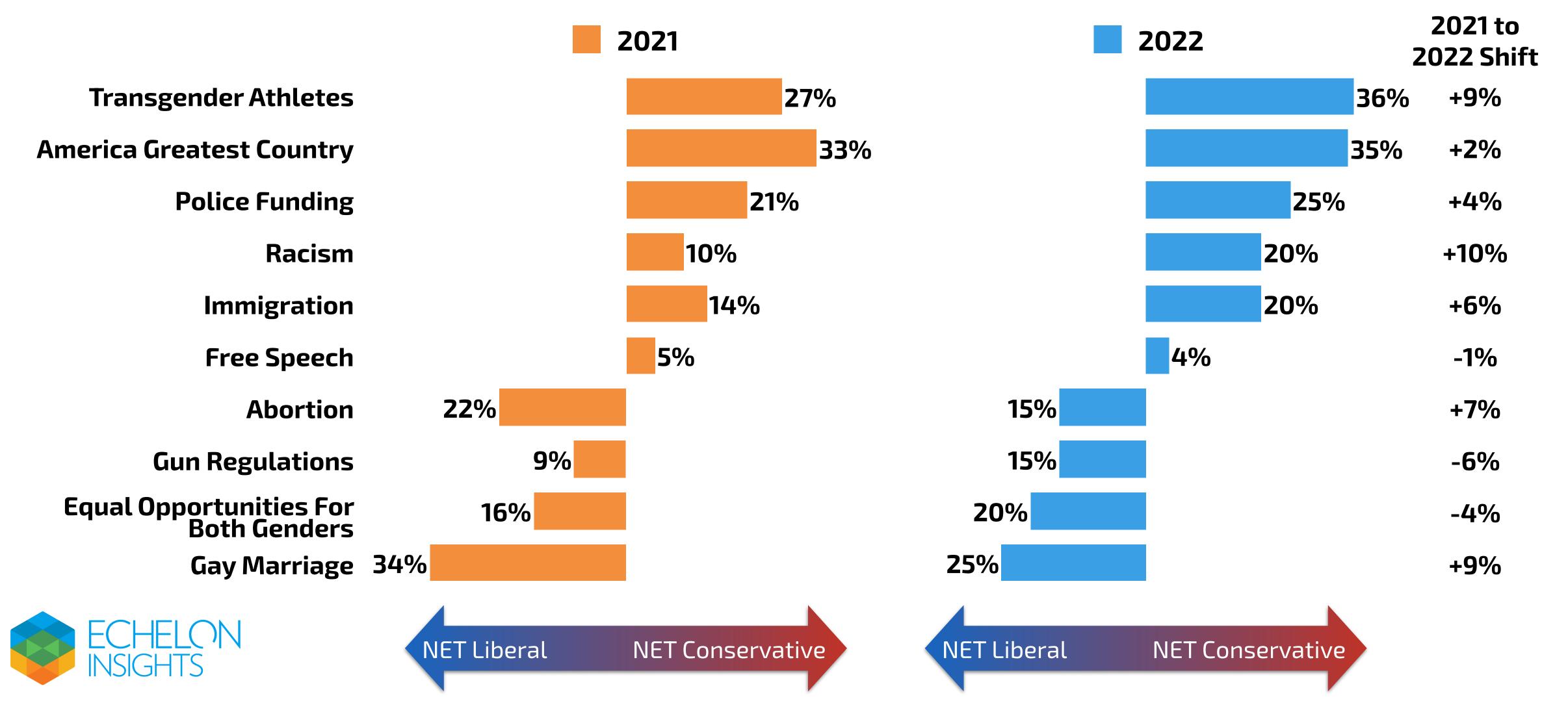
Liberal			Conservative
Hard work and determination are no guarantee of success for most people	41%	**53%**	Most people who want to get ahead can make it if they're willing to work hard
I would rather have a bigger government providing more services	**45%**	41%	I would rather have a smaller government providing fewer services
The fact that some people in the U.S. are rich and others are poor is a problem that needs to be fixed	40%	**50%**	The fact that some people in the U.S. are rich and others are poor is an acceptable part of our economic system
Government regulation of business is necessary to protect the public interest	**45%**	41%	Government regulation of business usually does more harm than good
The federal minimum wage must be increased to $15 an hour	**61%**	32%	The federal minimum wage should not be increased to $15 an hour
Free trade agreements have generally hurt the United States	22%	**50%**	Free trade agreements have generally helped the United States
We should raise taxes in order to ensure Social Security and Medicare's long-term future	**49%**	34%	We should curb benefits in order to ensure Social Security and Medicare's long-term future
It is the responsibility of the federal government to see to it that everyone has health care coverage	**55%**	38%	It is not the responsibility of the federal government to see to it that everyone has health care coverage
Stricter environmental laws and regulations are worth the cost	**48%**	39%	Stricter environmental laws and regulations cost too many jobs and hurt the economy
We should raise taxes on people making more than $200,000 a year	**62%**	26%	We should not raise taxes on people making more than $200,000 a year

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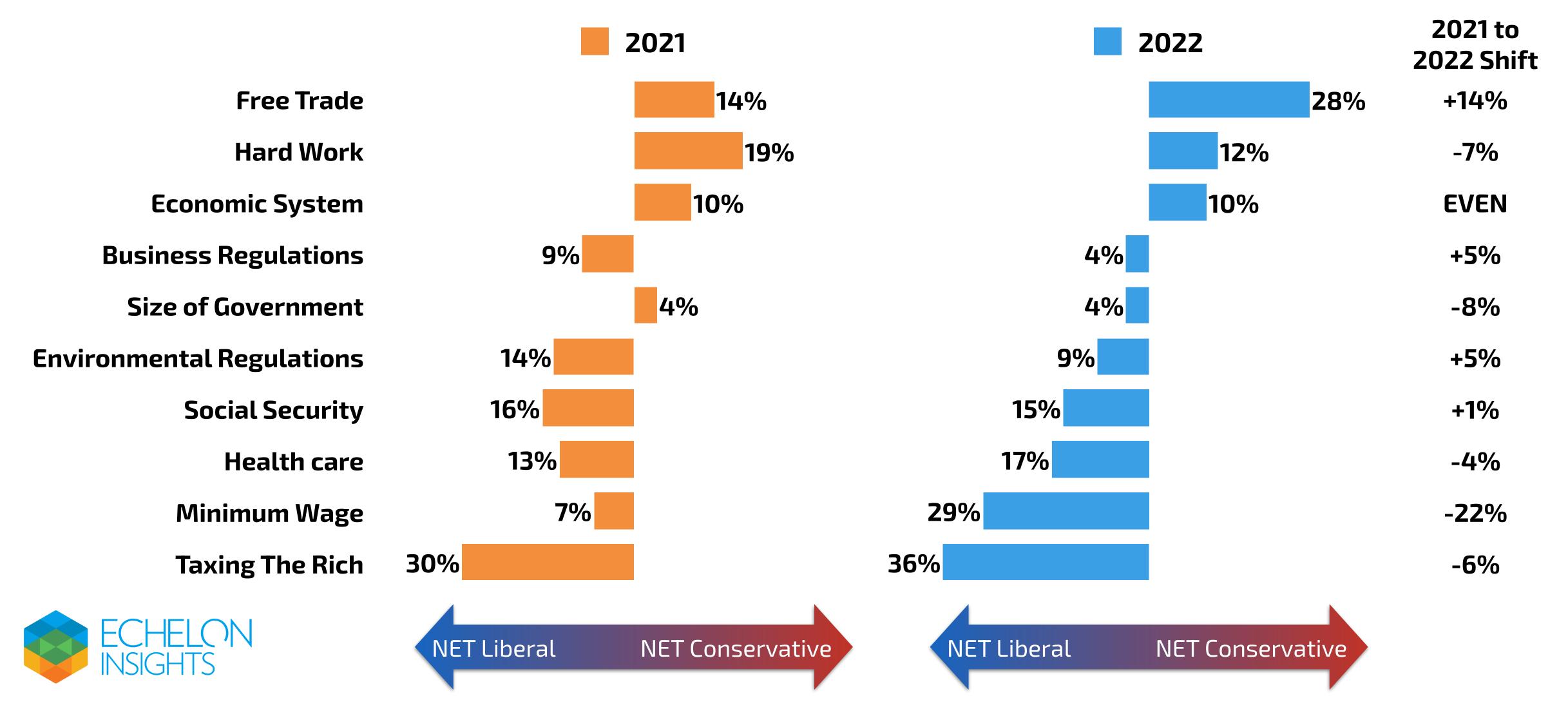
N = 1,030 Registered Voters nationwide, fielded June 17-20, 2022

Note: Unsure not shown
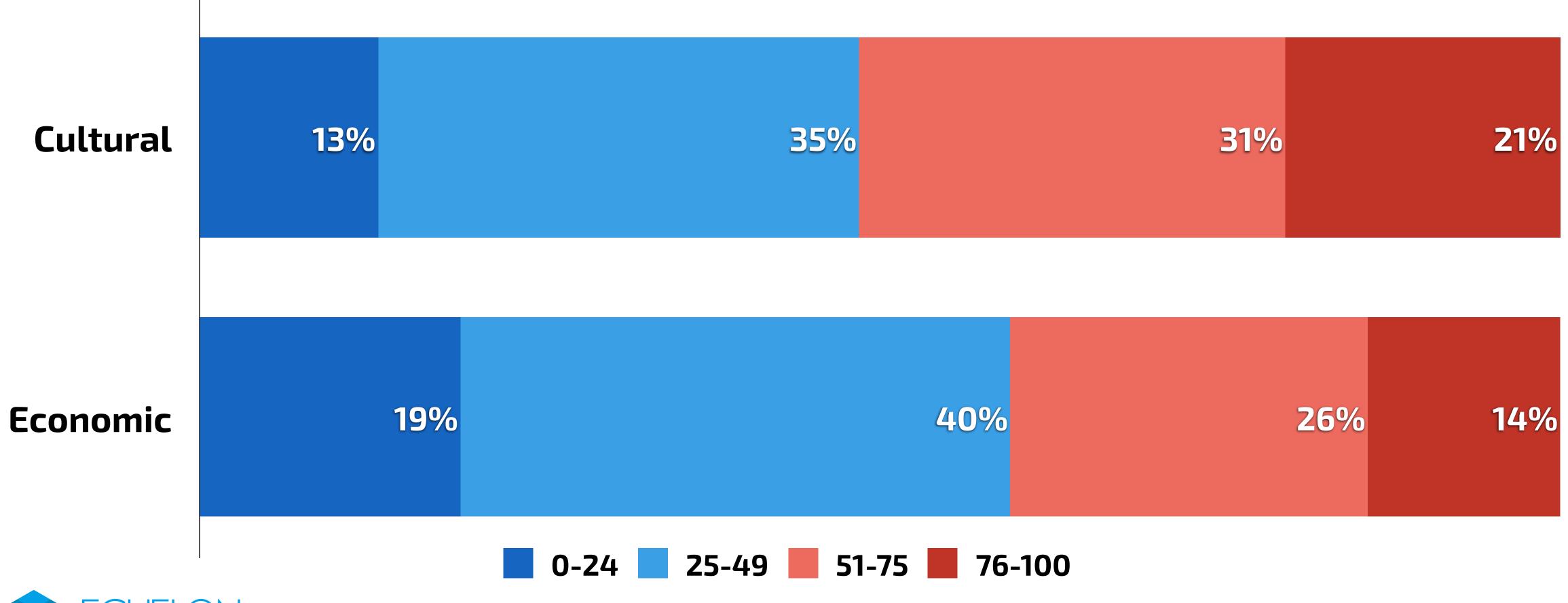
Among Cultural Issues, U.S. Most Conservative On Trans Athletes, U.S. Best Country In The World, Most Liberal On Gay Marriage

2021   **2022**   **2021 to 2022 Shift**

Issue	2021	2022	Shift
Transgender Athletes	27%	36%	+9%
America Greatest Country	33%	35%	+2%
Police Funding	21%	25%	+4%
Racism	10%	20%	+10%
Immigration	14%	20%	+6%
Free Speech	5%	4%	-1%
Abortion	22%	15%	+7%
Gun Regulations	9%	15%	-6%
Equal Opportunities For Both Genders	16%	20%	-4%
Gay Marriage	34%	25%	+9%

NET Liberal ← → NET Conservative

NET Liberal ← → NET Conservative

ECHELON INSIGHTS

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

Electorate Has Moved Left On Most Economic Issues

	2021	2022	2021 to 2022 Shift
Free Trade	14%	28%	+14%
Hard Work	19%	12%	-7%
Economic System	10%	10%	EVEN
Business Regulations	9%	4%	+5%
Size of Government	4%	4%	-8%
Environmental Regulations	14%	9%	+5%
Social Security	16%	15%	+1%
Health care	13%	17%	-4%
Minimum Wage	7%	29%	-22%
Taxing The Rich	30%	36%	-6%

NET Liberal ← → NET Conservative

NET Liberal ← → NET Conservative

ECHELON INSIGHTS

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

Cultural Conservatives Outnumber Cultural Liberals 52-48, Economic Liberals Outnumber Economic Conservatives 60-40

Cultural

| 13% | 35% | 31% | 21% |

Economic

| 19% | 40% | 26% | 14% |

0-24 **25-49** **51-75** **76-100**

ECHELON INSIGHTS

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

Note: Scores under 50 are liberal, scores over 50 are conservative; 50s are divided evenly between liberal and conservative groupings; numbers may not add up to 100 due to rounding

Demographics Of Strong Liberals And Conservatives

	Registered Voters	Strong Cultural Liberals	Strong Fiscal Liberals	Strong Cultural Conservatives	Strong Fiscal Conservatives
Gender	48% male 52% female	46% male **54% female**	43% male **56% female**	**58% male** 42% female	**64% male** 36% female
Age	48% under 50 52% 50+	**56% under 50** 44% 50+	45% under 50 **55% 50+**	37% under 50 **63% 50+**	37% under 50 **63% 50+**
Race	69% White 14% Black 11% Hispanic/Latino	65% White **18% Black** **14% Hispanic/Latino**	59% White **23% Black** **17% Hispanic/Latino**	**84% White** 3% Black 8% Hispanic/Latino	**90% White** 5% Black 4% Hispanic/Latino
Income	50% <$50k/yr 50% >$50k/yr	46% <$50k/yr **54% >$50k/yr**	**60% <$50k/yr** 40% >$50k/yr	46% <$50k/yr **55% >$50k/yr**	32% <$50k/yr **68% >$50k/yr**
Urbanicity	30% City 42% Suburb 29% Small town/rural	**34% City** 42% Suburb 25% Small town/rural	**45% City** 34% Suburb 21% Small town/rural	14% City **47% Suburb** **38% Small town/rural**	17% City **49% Suburb** **35% Small town/rural**
Education	Non-College 64% College 36%	Non-College 53% **College 47%**	Non-College 60% **College 40%**	**Non-College 69%** College 32%	Non-College 58% **College 43%**

ECHELON INSIGHTS

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

Demographics Of Liberals And Conservatives, Cont.

	Registered Voters	More Fiscally Conservative Than Culturally (34% Overall)	More Culturally Conservative Than Fiscally (66% Overall)
Gender	48% male 52% female	46% male **54% female**	48% male 51% female
Age	48% under 50 52% 50+	**61% under 50** 39% 50+	42% under 50 **59% 50+**
Race	69% White 14% Black 11% Hispanic/Latino	66% White **17% Black** 11% Hispanic/Latino	70% White 12% Black 11% Hispanic/Latino
Income	50% <$50k/yr 50% >$50k/yr	42% <$50k/yr **56% >$50k/yr**	**54% <$50k/yr** 45% >$50k/yr
Urbanicity	30% City 42% Suburb 29% Small town/rural	30% City **44% Suburb** 26% Small town/rural	29% City 41% Suburb 30% Small town/rural
Education	Non-College 64% College 36%	Non-College 57% **College 43%**	**Non-College 69%** College 31%

ECHELON INSIGHTS

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

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** (Econmic Score 51-100)
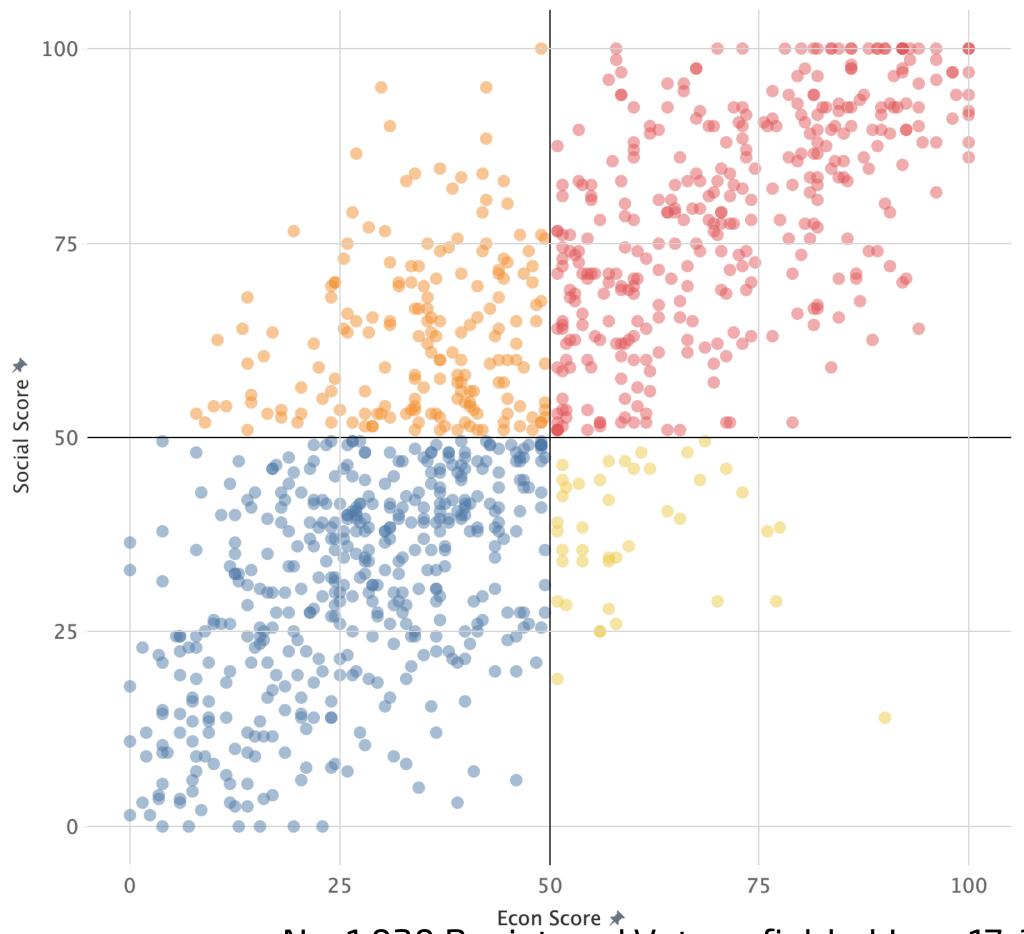
ECHELON INSIGHTS

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

Note: numbers may not add up to 100 due to rounding

17% Of Voters Are Culturally Conservative, Economically Liberal
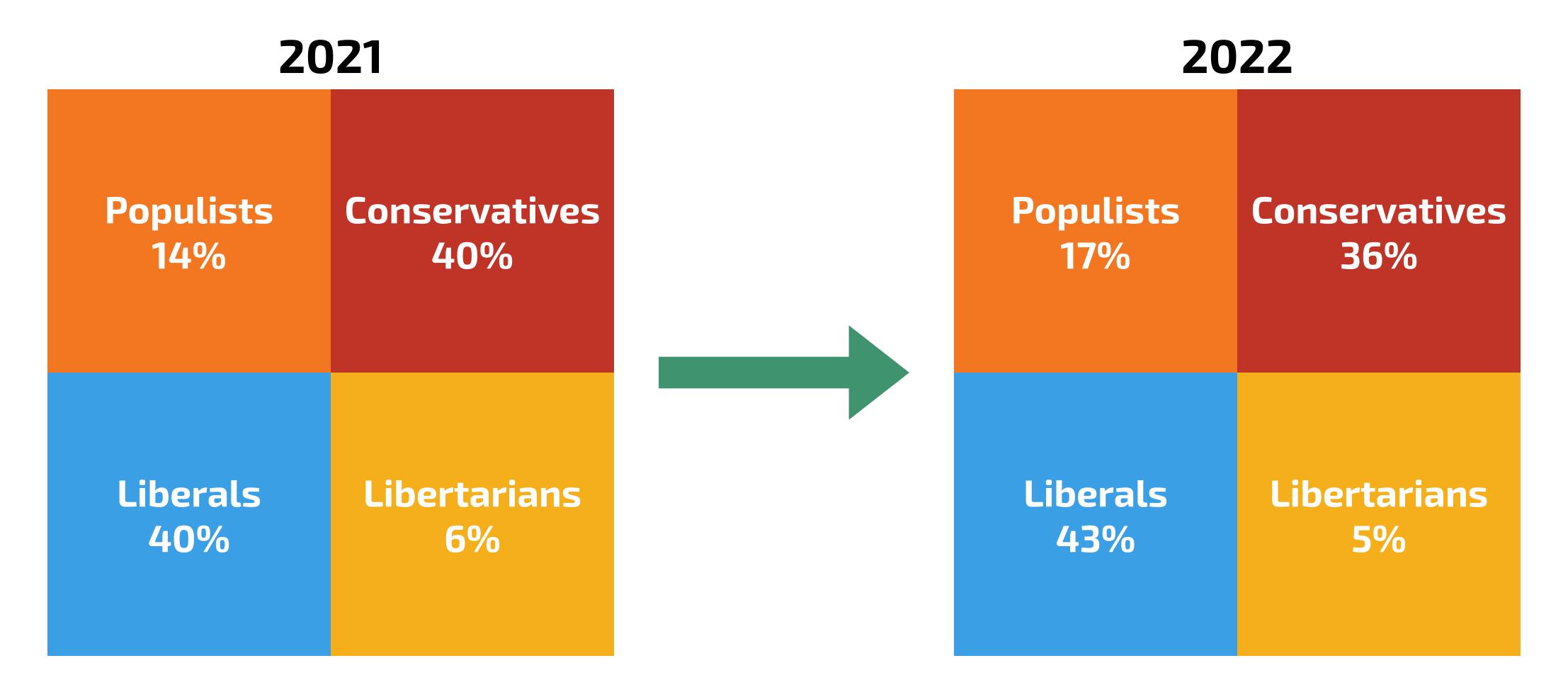
Populists **17%**	**Conservatives** **36%**
Liberals **43%**	**Libertarians** **5%**

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

Note: numbers may not add up to 100 due to rounding

ECHELON INSIGHTS
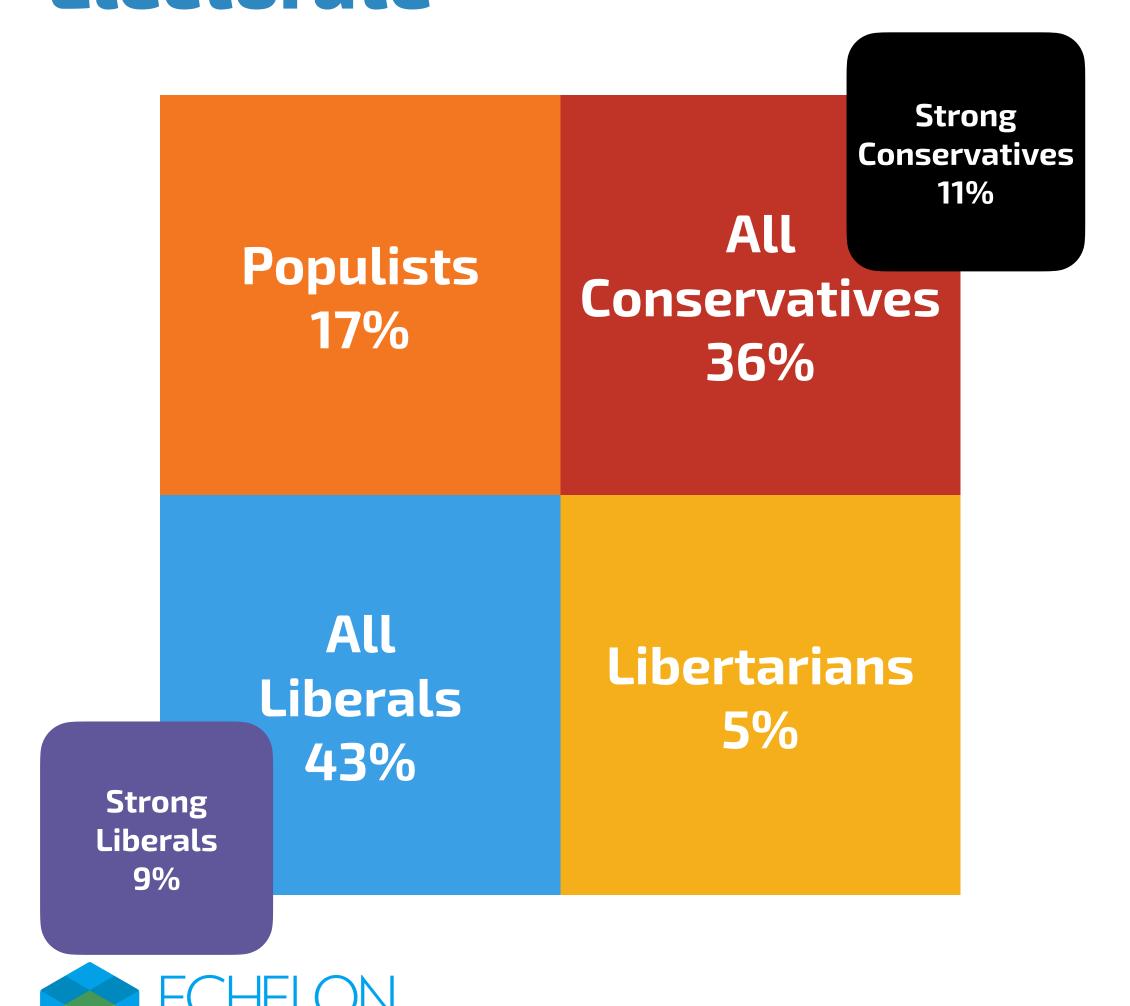
Voters Have Moved To The Left Economically In Past Year
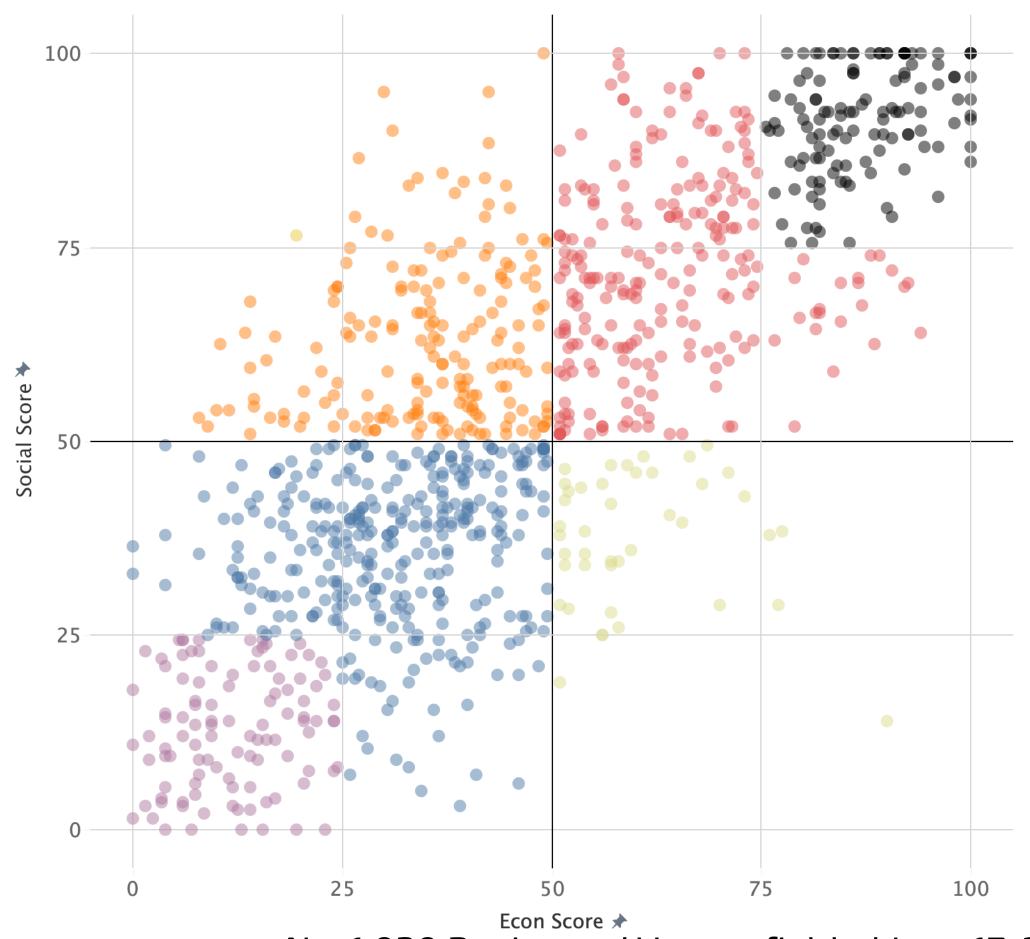
2021

| Populists 14% | Conservatives 40% |
| Liberals 40% | Libertarians 6% |

2022

| Populists 17% | Conservatives 36% |
| Liberals 43% | Libertarians 5% |

ECHELON INSIGHTS

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

Note: 2021 values have been updated to match 2022 methodology where scores under 50 are liberal, scores over 50 are conservative, and 50s are divided evenly between liberal and conservative groupings; numbers may not add up to 100 due to rounding

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%

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

Note: numbers may not add up to 100 due to rounding

ECHELON INSIGHTS
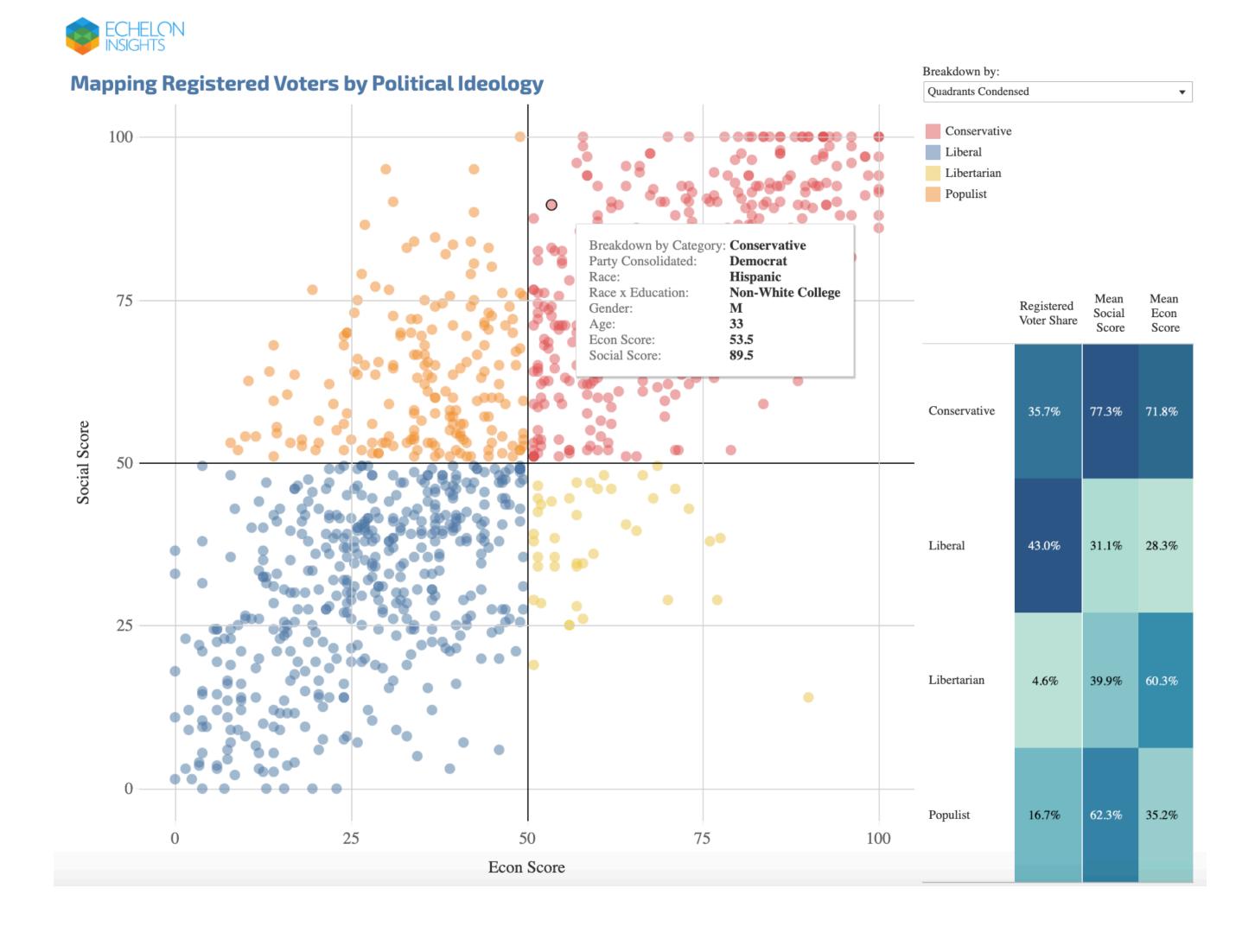
An Interactive Tableau Of The Quadrants With Information On Party, Race, Age, And More Can Be Found Here: https://tinyurl.com/echelon-quadrants
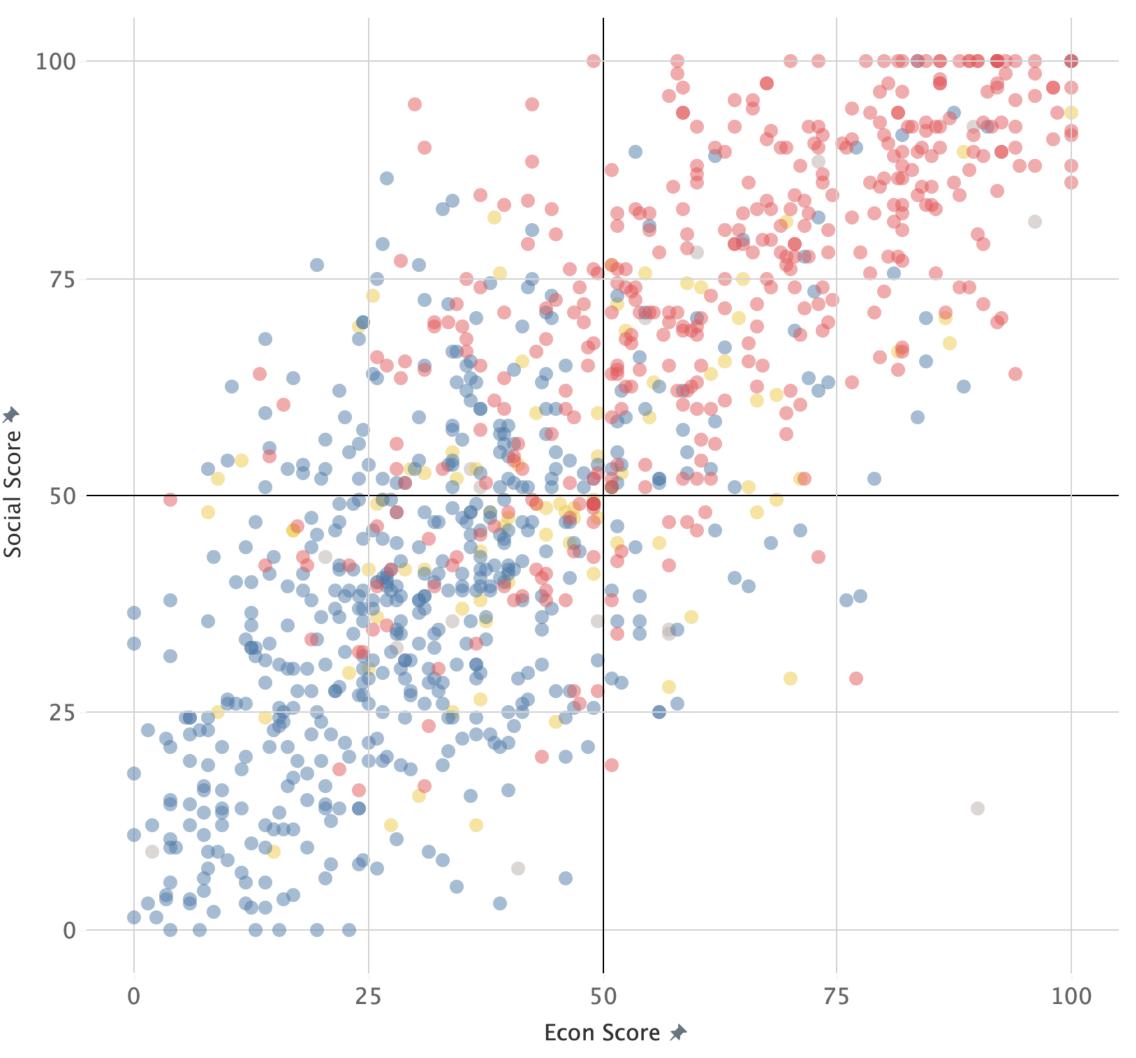
N = 1,030 Registered Voters, fielded June 17-20, 2022

Party Identification
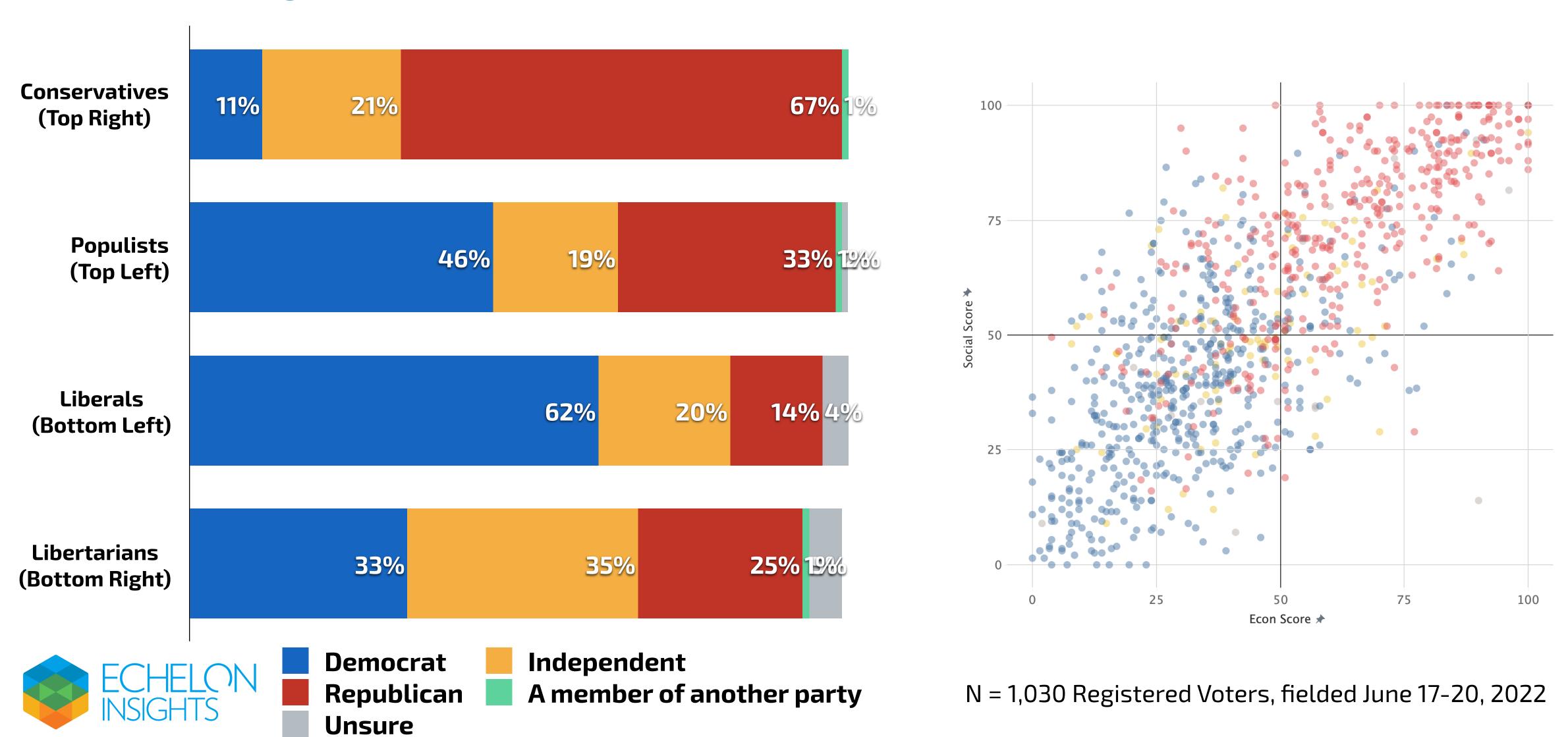
- The Conservative and Liberal quadrants are over 60% populated with their respective partisans, with an additional 20% in each identifying as independents.

- Democrats are more common than Republicans in the Populist quadrant.

N = 1,030 Registered Voters, fielded June 17-20, 2022
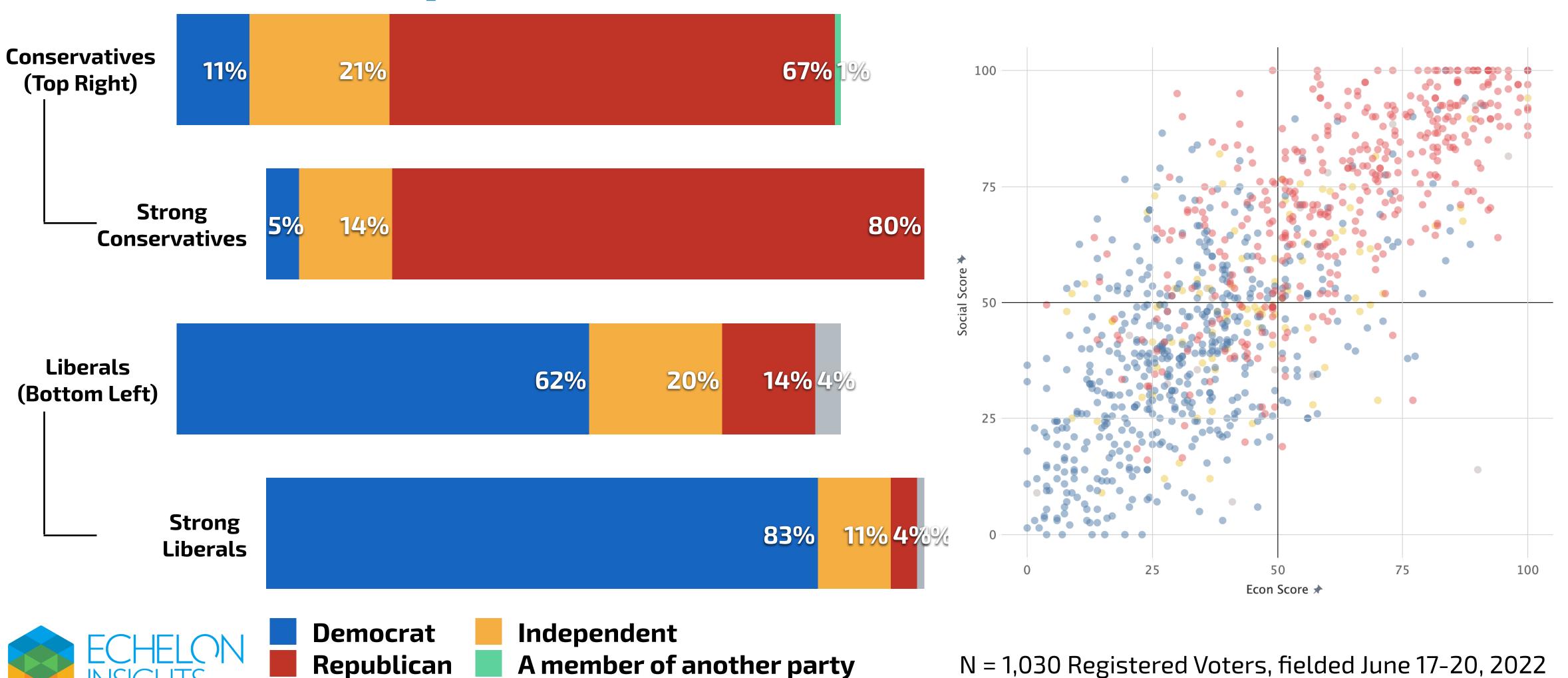
Plurality Of Populists Are Democrats

Conservatives (Top Right)
- 11% Democrat
- 21% Independent
- 67% Republican
- 1% A member of another party

Populists (Top Left)
- 46% Democrat
- 19% Independent
- 33% Republican
- 1% 1%

Liberals (Bottom Left)
- 62% Democrat
- 20% Independent
- 14% Republican
- 4% Unsure

Libertarians (Bottom Right)
- 33% Democrat
- 35% Independent
- 25% Republican
- 1% 1%

Legend:
- Democrat
- Republican
- Unsure
- Independent
- A member of another party

ECHELON INSIGHTS

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

14% Of Strong Conservatives, 11% Of Strong Liberals Consider Themselves Independents

Conservatives (Top Right)
- Democrat: 11%
- Independent: 21%
- Republican: 67%
- A member of another party: 1%

Strong Conservatives
- Democrat: 5%
- Independent: 14%
- Republican: 80%

Liberals (Bottom Left)
- Democrat: 62%
- Independent: 20%
- Republican: 14%
- Unsure: 4%

Strong Liberals
- Democrat: 83%
- Independent: 11%
- Republican: 4%

Legend:
- Democrat
- Independent
- Republican
- A member of another party
- Unsure

Social Score ★ (y-axis: 0, 25, 50, 75, 100)
Econ Score ★ (x-axis: 0, 25, 50, 75, 100)

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

ECHELON INSIGHTS

Political Ideology

- 2 in 3 Conservatives identify as ideologically conservative, while only half of Liberals identify as ideologically liberal.

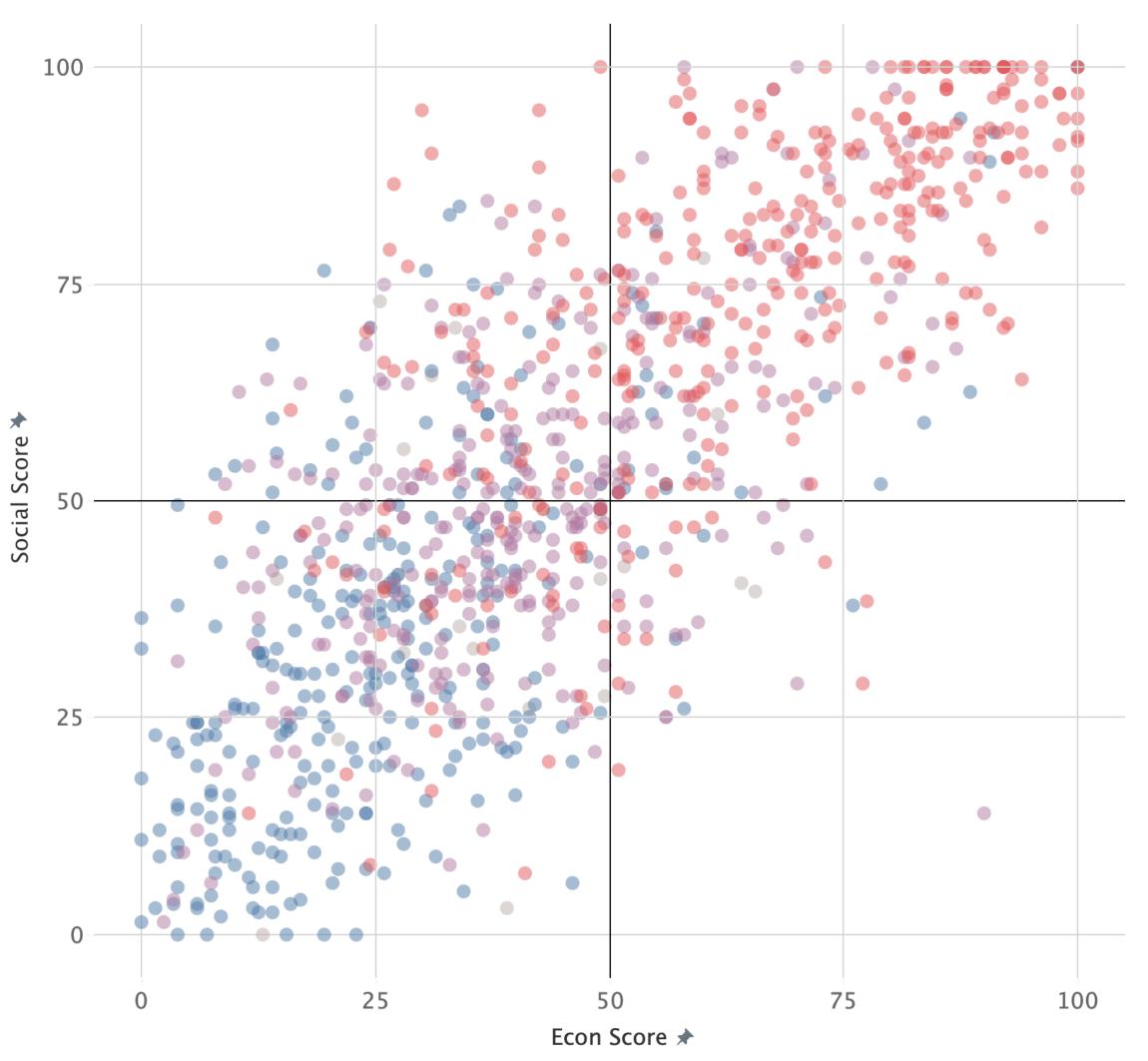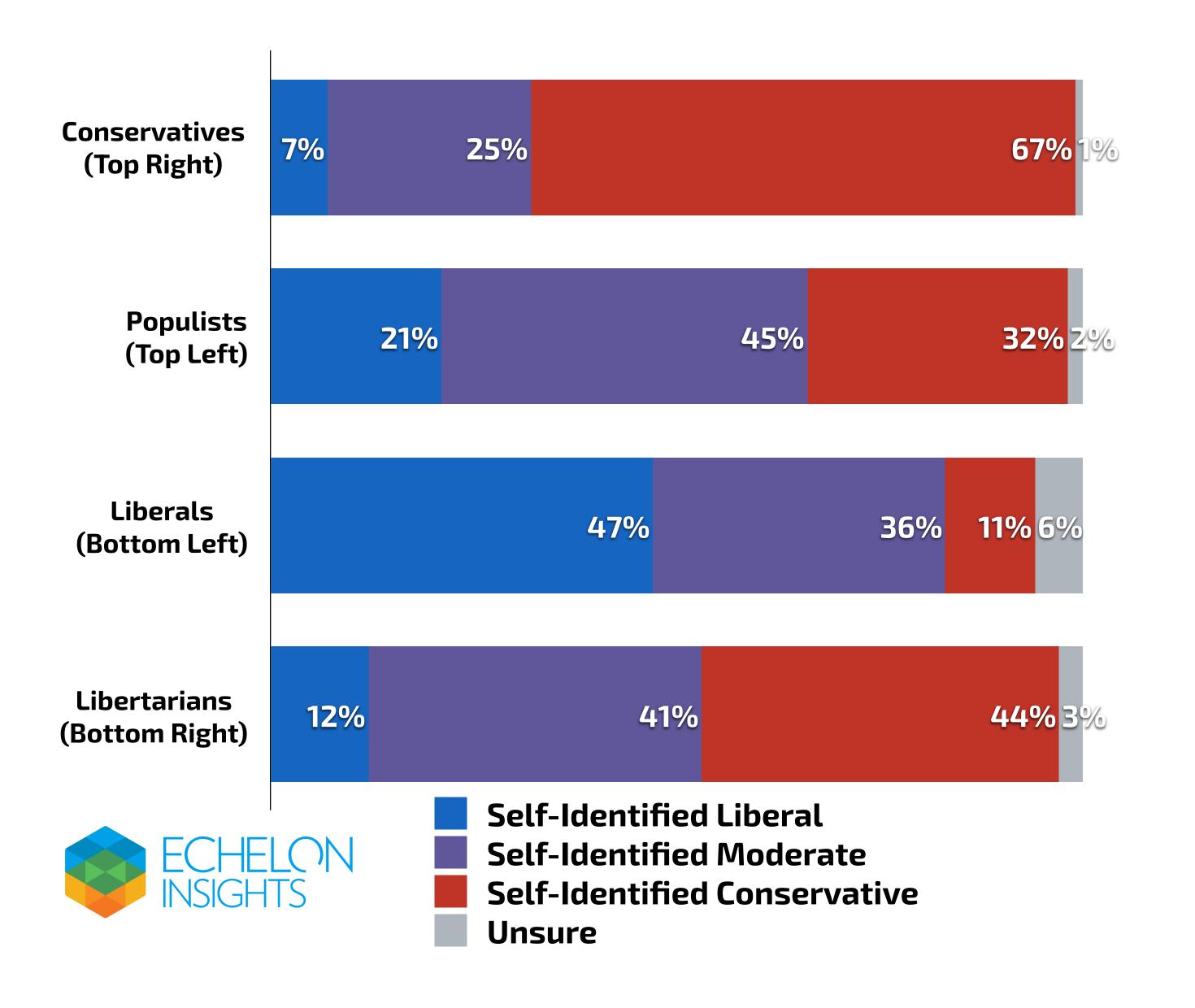- A plurality of populists identify as moderates, as do around 1 in 10 Strong Conservatives and Strong Liberals.

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

Plurality Of Populists Identify As Ideologically Moderate

Conservatives (Top Right)
- 7% Self-Identified Liberal
- 25% Self-Identified Moderate
- 67% Self-Identified Conservative
- 1% Unsure

Populists (Top Left)
- 21% Self-Identified Liberal
- 45% Self-Identified Moderate
- 32% Self-Identified Conservative
- 2% Unsure

Liberals (Bottom Left)
- 47% Self-Identified Liberal
- 36% Self-Identified Moderate
- 11% Self-Identified Conservative
- 6% Unsure

Libertarians (Bottom Right)
- 12% Self-Identified Liberal
- 41% Self-Identified Moderate
- 44% Self-Identified Conservative
- 3% Unsure

Legend:
- Self-Identified Liberal
- Self-Identified Moderate
- Self-Identified Conservative
- Unsure

ECHELON INSIGHTS

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

Social Score ★

Econ Score ★

Around 10% Of Strong Conservatives, Strong Liberals Identify As Ideologically Moderate

Conservatives (Top Right): Self-Identified Liberal 7%, Self-Identified Moderate 25%, Self-Identified Conservative 67%, Unsure 1%

Strong Conservatives: Self-Identified Liberal 4%, Self-Identified Moderate 8%, Self-Identified Conservative 89%

Liberals (Bottom Left): Self-Identified Liberal 47%, Self-Identified Moderate 36%, Self-Identified Conservative 11%, Unsure 6%

Strong Liberals: Self-Identified Liberal 81%, Self-Identified Moderate 10%, Self-Identified Conservative 6%, Unsure 2%

Legend:
- Self-Identified Liberal
- Self-Identified Moderate
- Self-Identified Conservative
- Unsure

ECHELON INSIGHTS

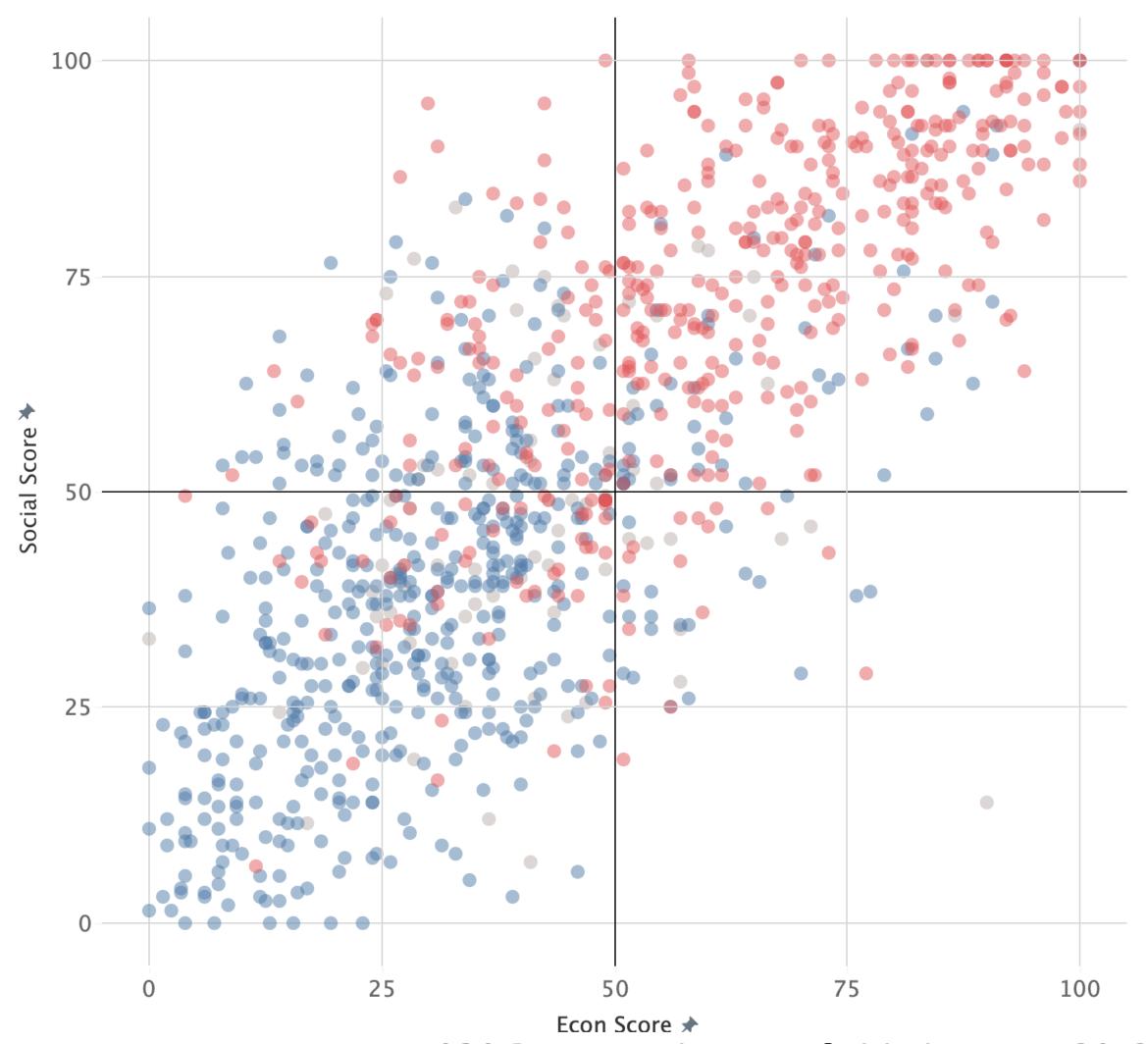N = 1,030 Registered Voters, fielded June 17-20, 2022
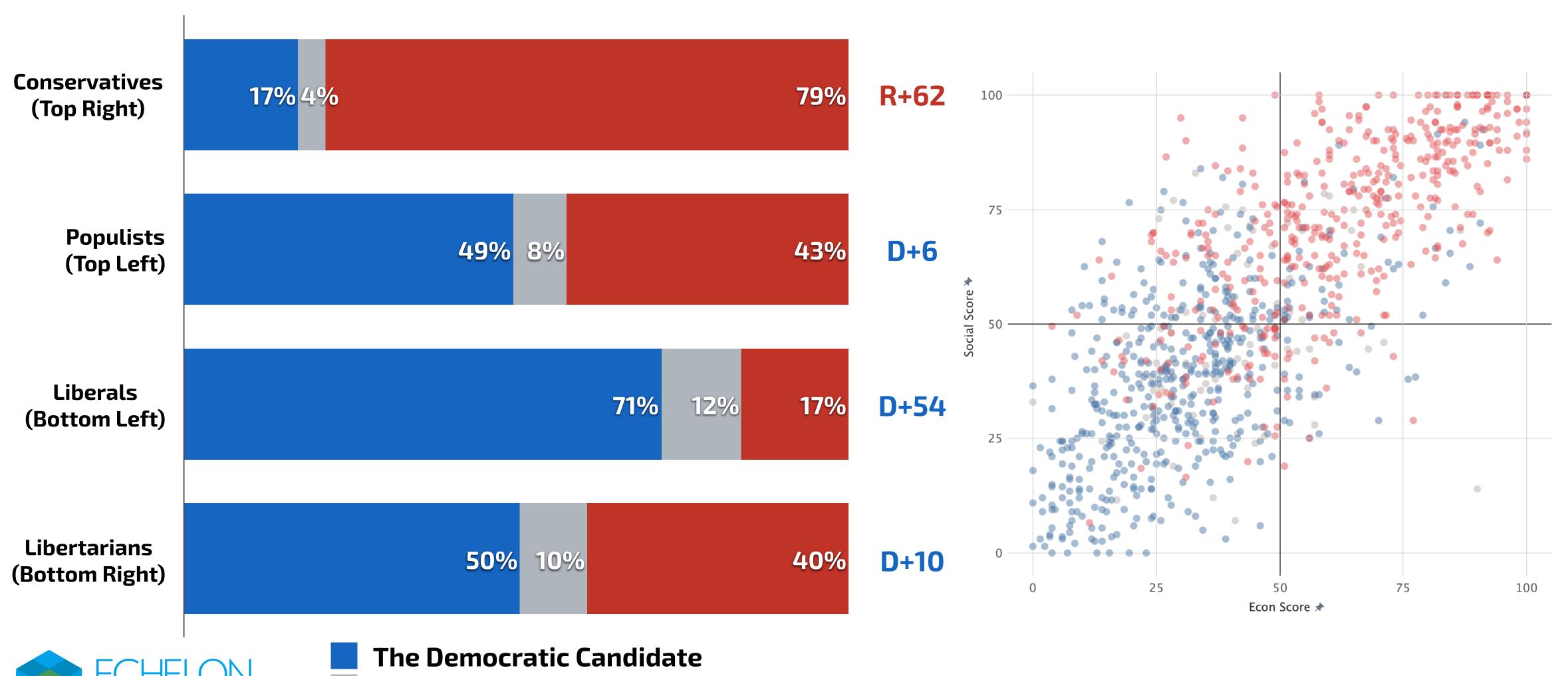
Social Score — Econ Score

2022 Midterms

- On the Generic Congressional Ballot, Democrats emerge victorious among Liberals, Populists, and Libertarians.

- The Populist and Libertarian quadrants are most closely contested with Democrats winning by 6 and 10 points respectively.

ECHELON INSIGHTS

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

Dems Hold Marginal Lead With Populists For 2022

Conservatives (Top Right) — 17% 4% 79% — **R+62**

Populists (Top Left) — 49% 8% 43% — **D+6**

Liberals (Bottom Left) — 71% 12% 17% — **D+54**

Libertarians (Bottom Right) — 50% 10% 40% — **D+10**

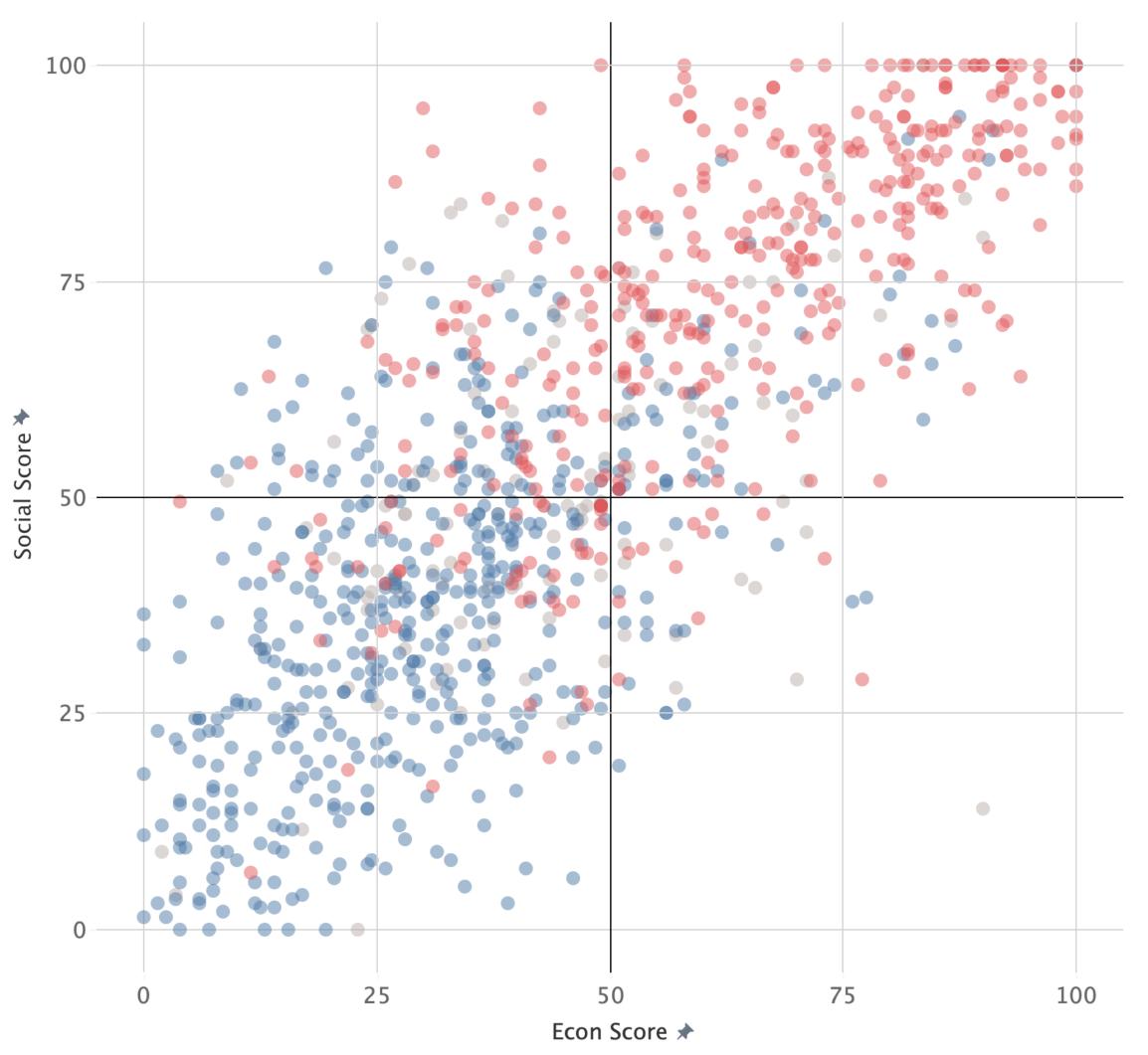ECHELON INSIGHTS

- The Democratic Candidate
- Unsure
- The Republican Candidate

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

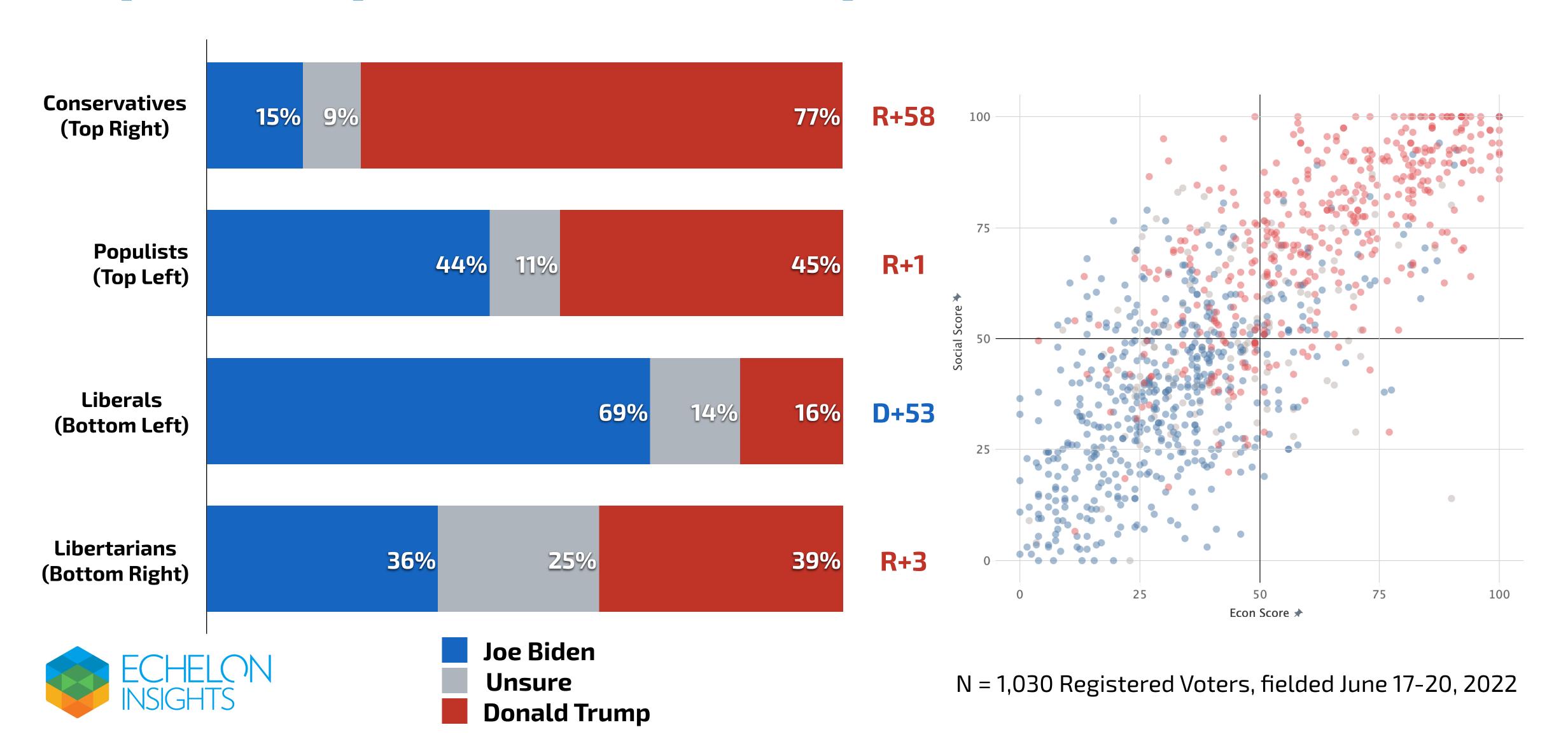# 2024 Presidential Election

- Trump regains ground lost from 2020 in a hypothetical 2024 rematch with Biden, edging out marginal wins in both the Populist and Libertarian quadrants.

- Trump does better with Strong Conservatives than Biden does with Strong Liberals, suggesting Biden loses support from the Liberal base as well.

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

ECHELON INSIGHTS
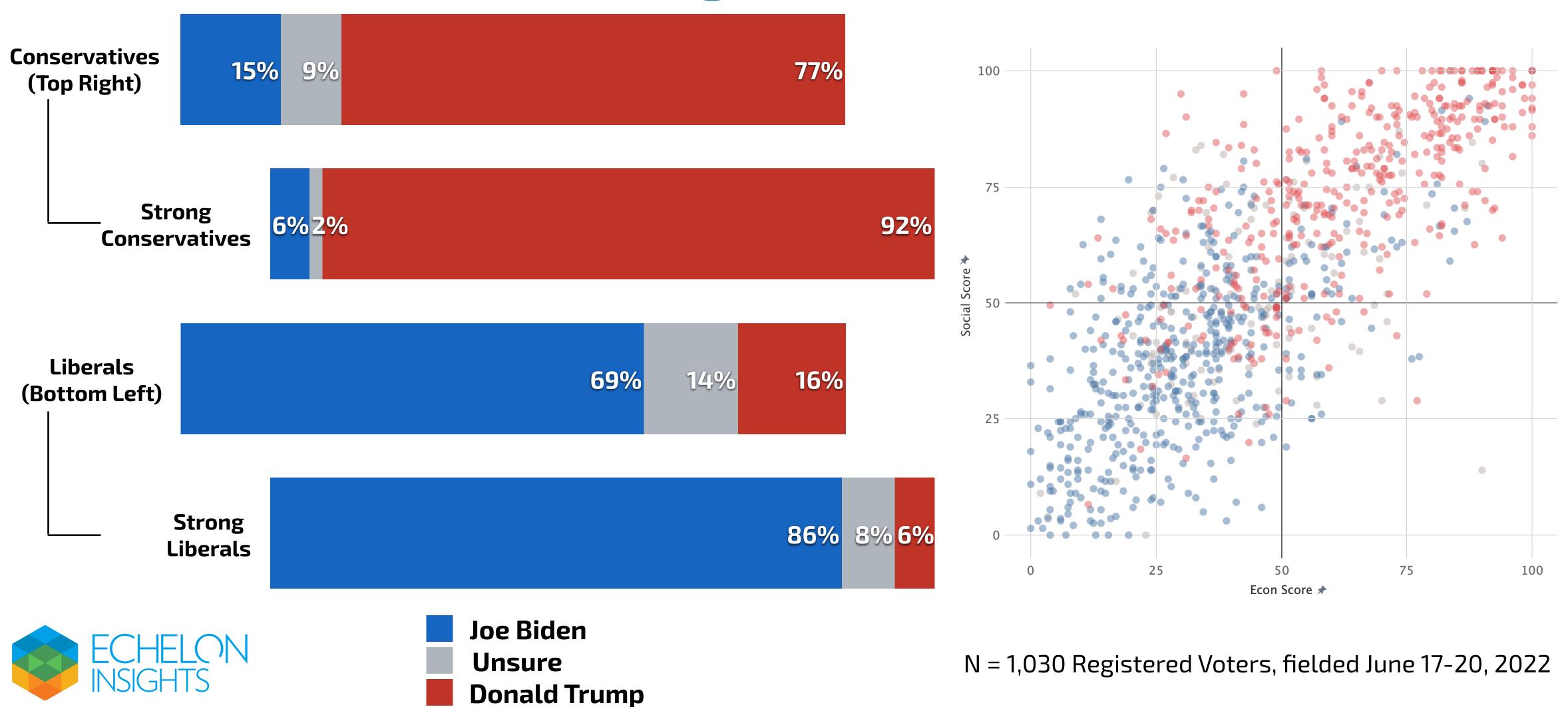
Populists Split Between Trump, Biden In 2024 Rematch

Conservatives (Top Right)
- 15% Joe Biden
- 9% Unsure
- 77% Donald Trump
- **R+58**

Populists (Top Left)
- 44% Joe Biden
- 11% Unsure
- 45% Donald Trump
- **R+1**

Liberals (Bottom Left)
- 69% Joe Biden
- 14% Unsure
- 16% Donald Trump
- **D+53**

Libertarians (Bottom Right)
- 36% Joe Biden
- 25% Unsure
- 39% Donald Trump
- **R+3**

Legend:
- Joe Biden
- Unsure
- Donald Trump

ECHELON INSIGHTS

Scatter plot axes: Social Score (vertical), Econ Score (horizontal)

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

Trump 2024 Does Better With Strong Conservatives Than Biden 2024 Does With Strong Liberals

Conservatives (Top Right): Joe Biden 15% | Unsure 9% | Donald Trump 77%

Strong Conservatives: Joe Biden 6% | Unsure 2% | Donald Trump 92%

Liberals (Bottom Left): Joe Biden 69% | Unsure 14% | Donald Trump 16%

Strong Liberals: Joe Biden 86% | Unsure 8% | Donald Trump 6%

Legend:
- Joe Biden
- Unsure
- Donald Trump

ECHELON INSIGHTS

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

2024 Presidential Election With McConaughey

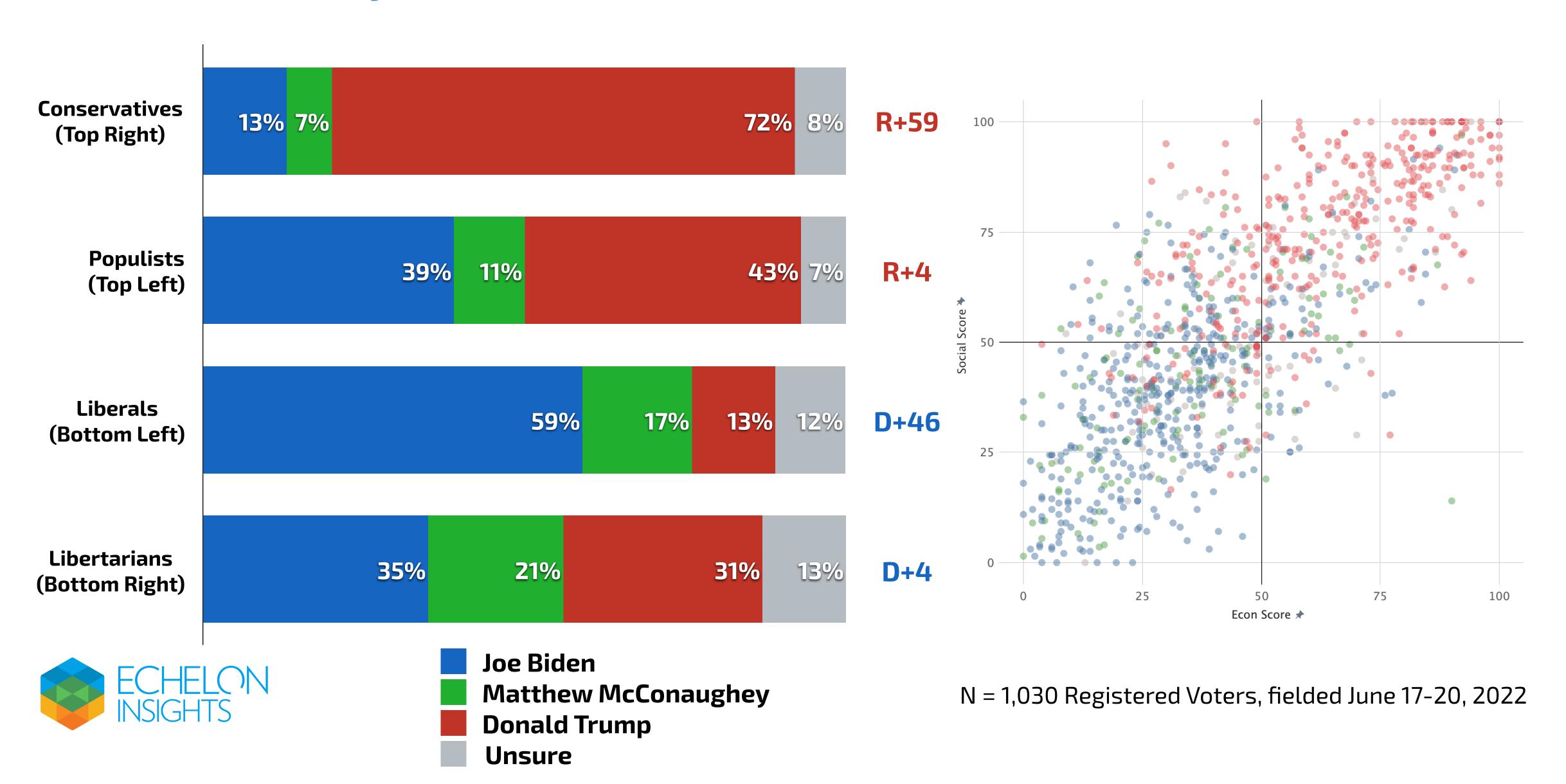- In a hypothetical 2024 matchup between Trump, Biden, and Matthew McConaughey, McConaughey gets over 20% support among Strong Liberals and Libertarians.

- McConaughey also garners 11% support among Populists and 7% among Conservatives.

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

ECHELON
INSIGHTS

McConaughey Support Strongest Among Cultural Liberals

Conservatives (Top Right)
13% | 7% | 72% | 8% — **R+59**

Populists (Top Left)
39% | 11% | 43% | 7% — **R+4**

Liberals (Bottom Left)
59% | 17% | 13% | 12% — **D+46**

Libertarians (Bottom Right)
35% | 21% | 31% | 13% — **D+4**

Legend:
- Joe Biden
- Matthew McConaughey
- Donald Trump
- Unsure

ECHELON INSIGHTS
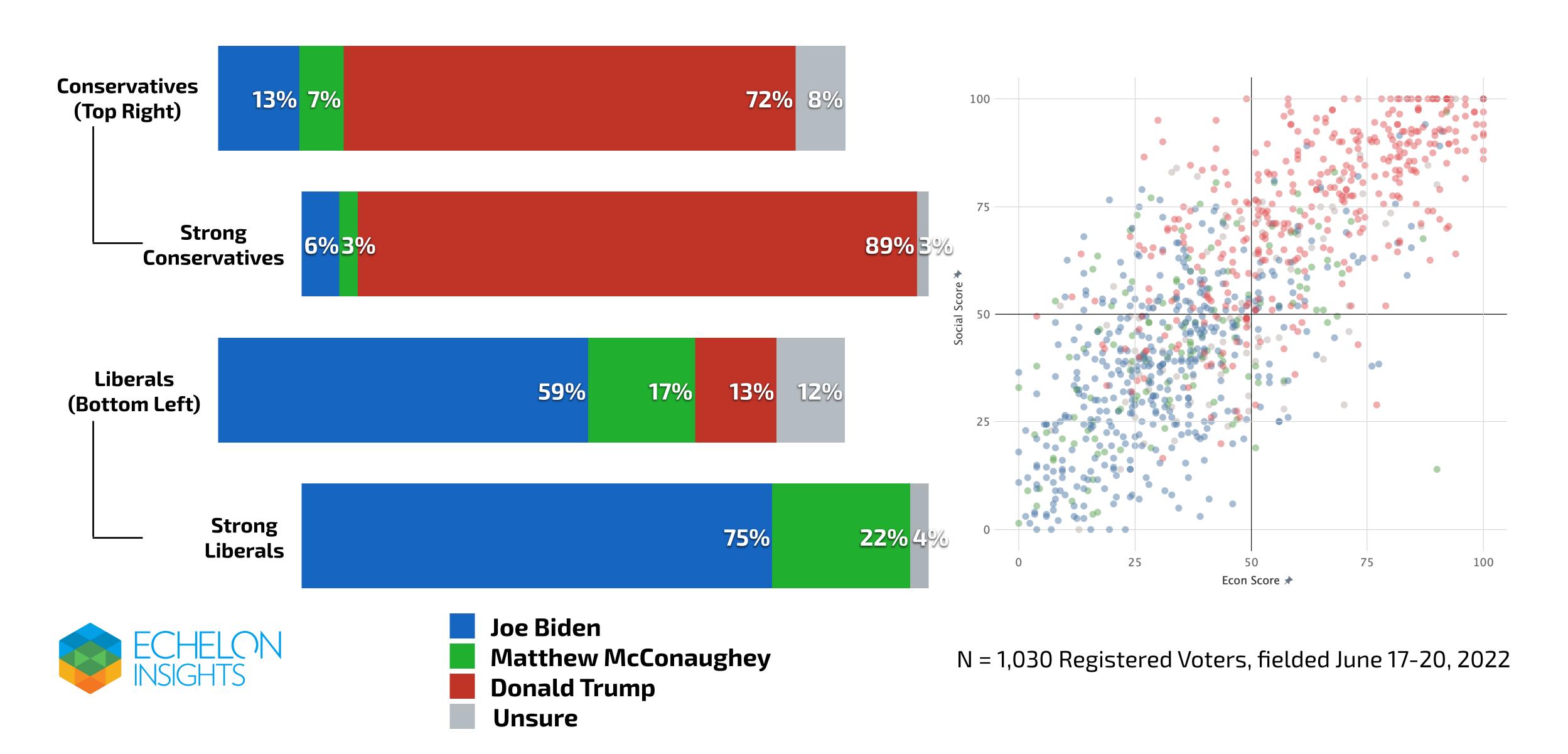
N = 1,030 Registered Voters, fielded June 17-20, 2022
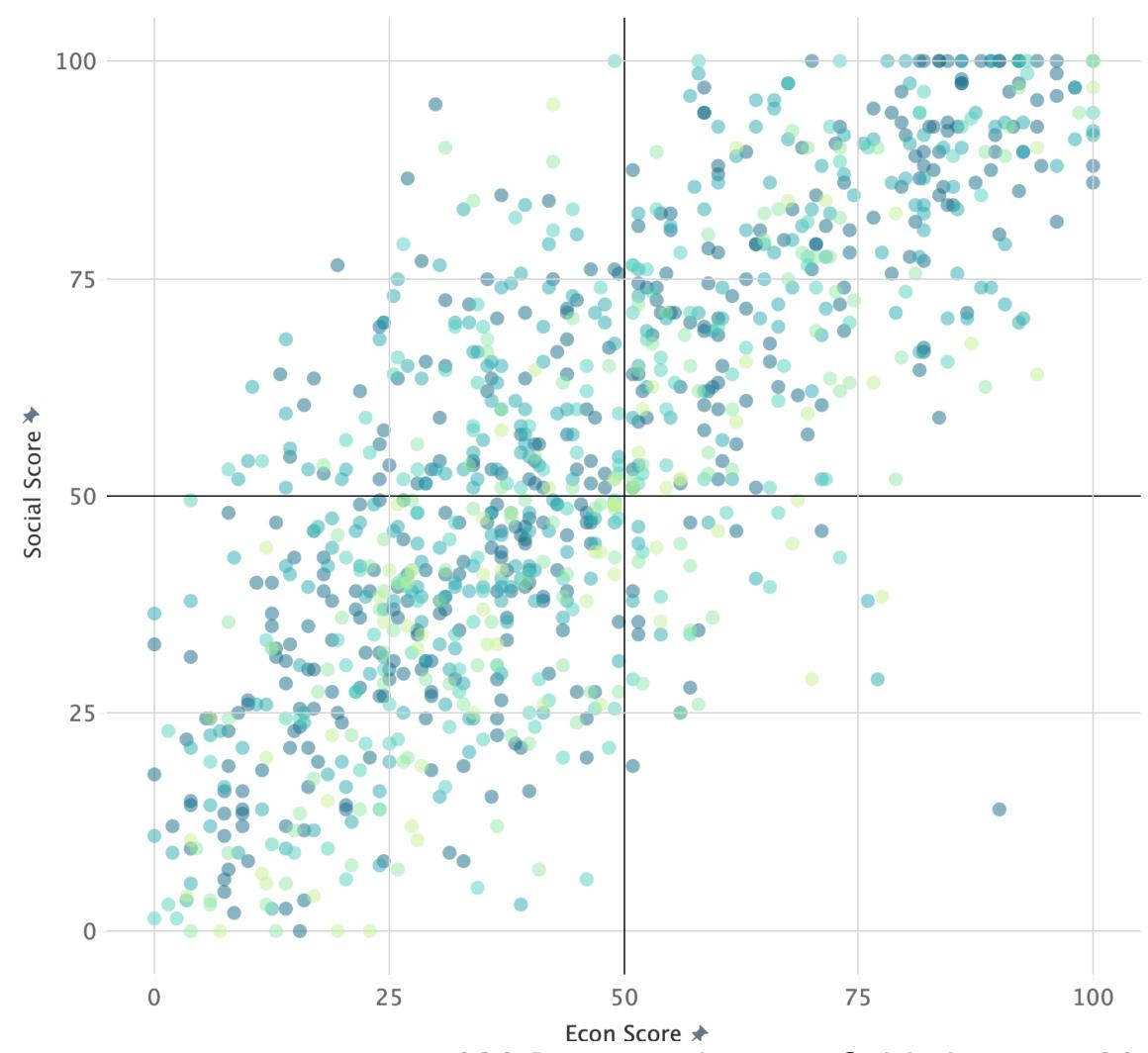
McConaughey Support Highest Among Strong Liberals

Conservatives (Top Right)
- Joe Biden: 13%
- Matthew McConaughey: 7%
- Donald Trump: 72%
- Unsure: 8%

Strong Conservatives
- Joe Biden: 6%
- Matthew McConaughey: 3%
- Donald Trump: 89%
- Unsure: 3%

Liberals (Bottom Left)
- Joe Biden: 59%
- Matthew McConaughey: 17%
- Donald Trump: 13%
- Unsure: 12%

Strong Liberals
- Joe Biden: 75%
- Matthew McConaughey: 22%
- Unsure: 4%

Legend:
- Joe Biden (blue)
- Matthew McConaughey (green)
- Donald Trump (red)
- Unsure (gray)

ECHELON INSIGHTS

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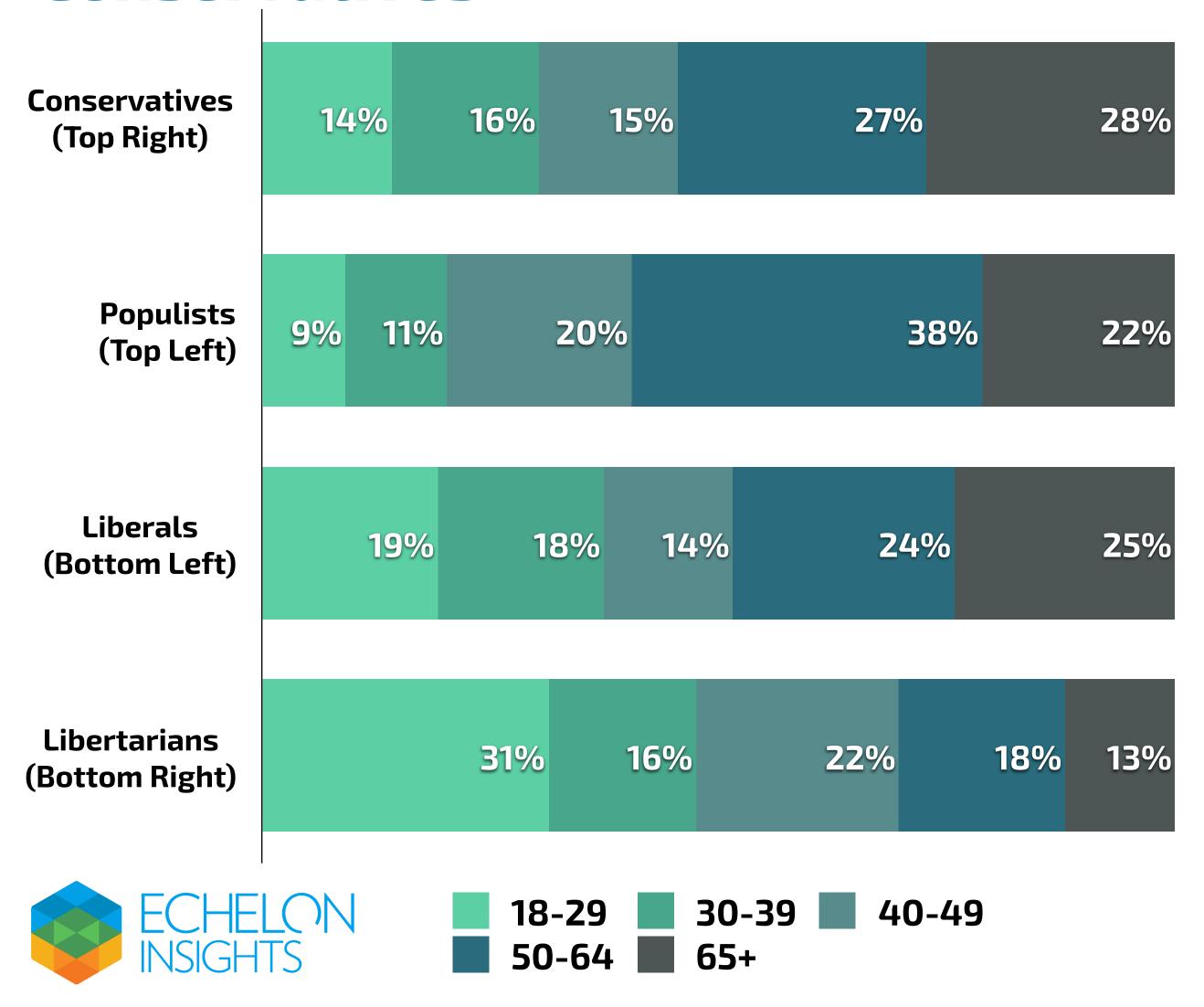
Age Groups

- 60% of Populists and 55% of Conservatives are 50-years-old or older.

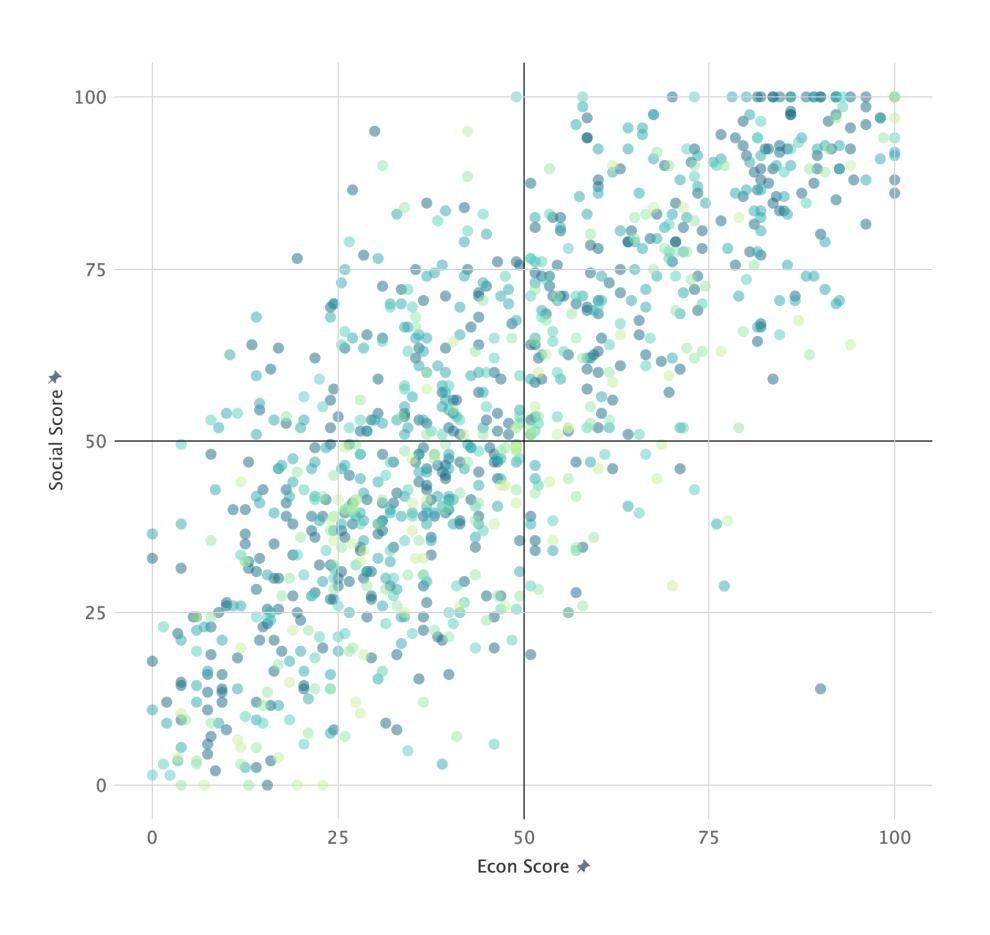- Libertarians are the youngest quadrant with 69% under the age of 50.

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

ECHELON INSIGHTS
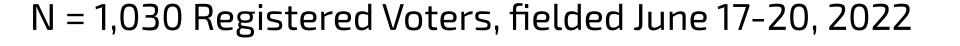
6 In 10 Populists Are Aged 50+; Liberals, Libertarians Younger Than Conservatives

Conservatives (Top Right)
- 14% | 16% | 15% | 27% | 28%

Populists (Top Left)
- 9% | 11% | 20% | 38% | 22%

Liberals (Bottom Left)
- 19% | 18% | 14% | 24% | 25%

Libertarians (Bottom Right)
- 31% | 16% | 22% | 18% | 13%

Legend: 18-29 | 30-39 | 40-49 | 50-64 | 65+

Scatter plot axes: Social Score (y-axis, 0–100), Econ Score (x-axis, 0–100)

ECHELON INSIGHTS

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

Education

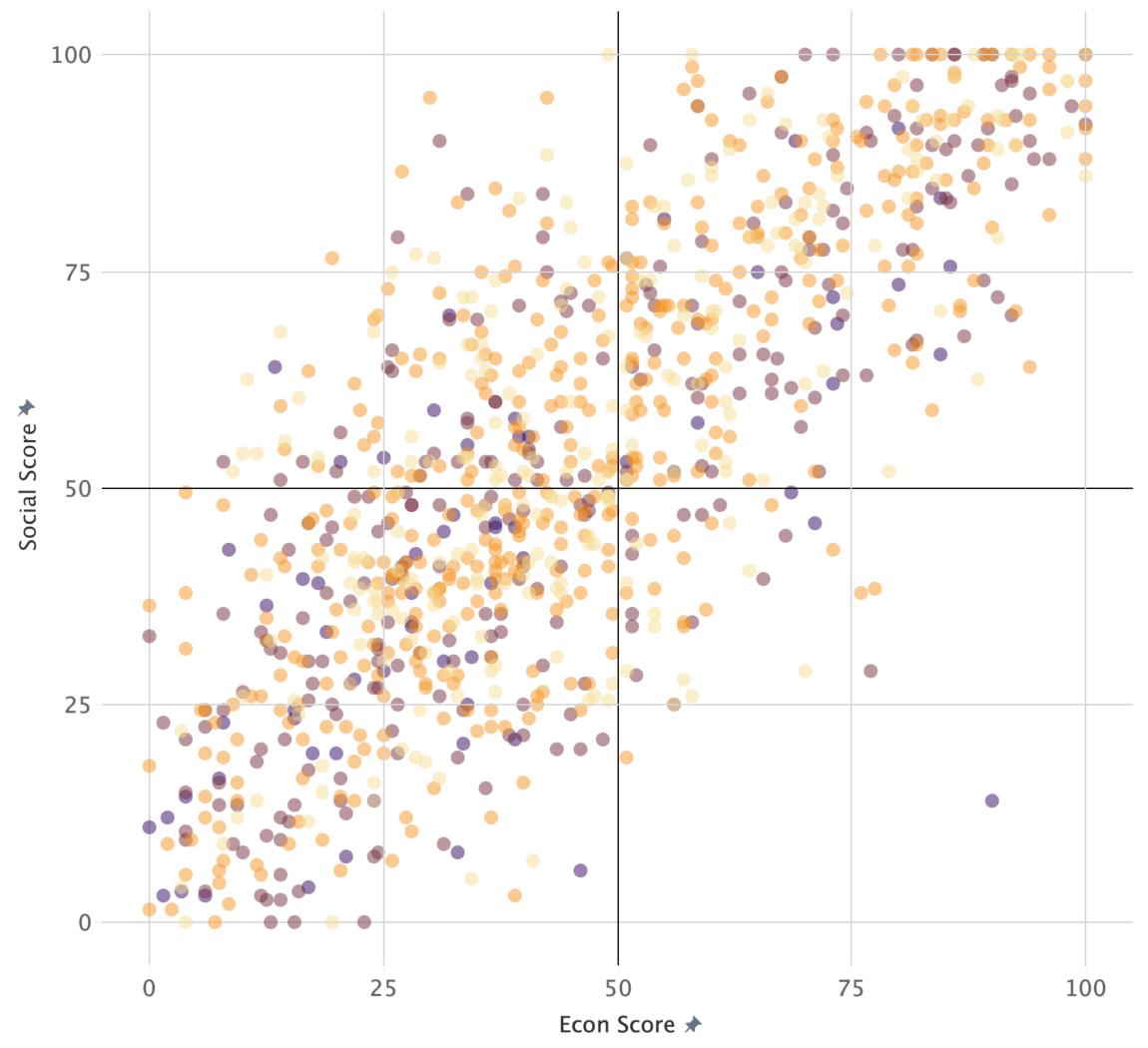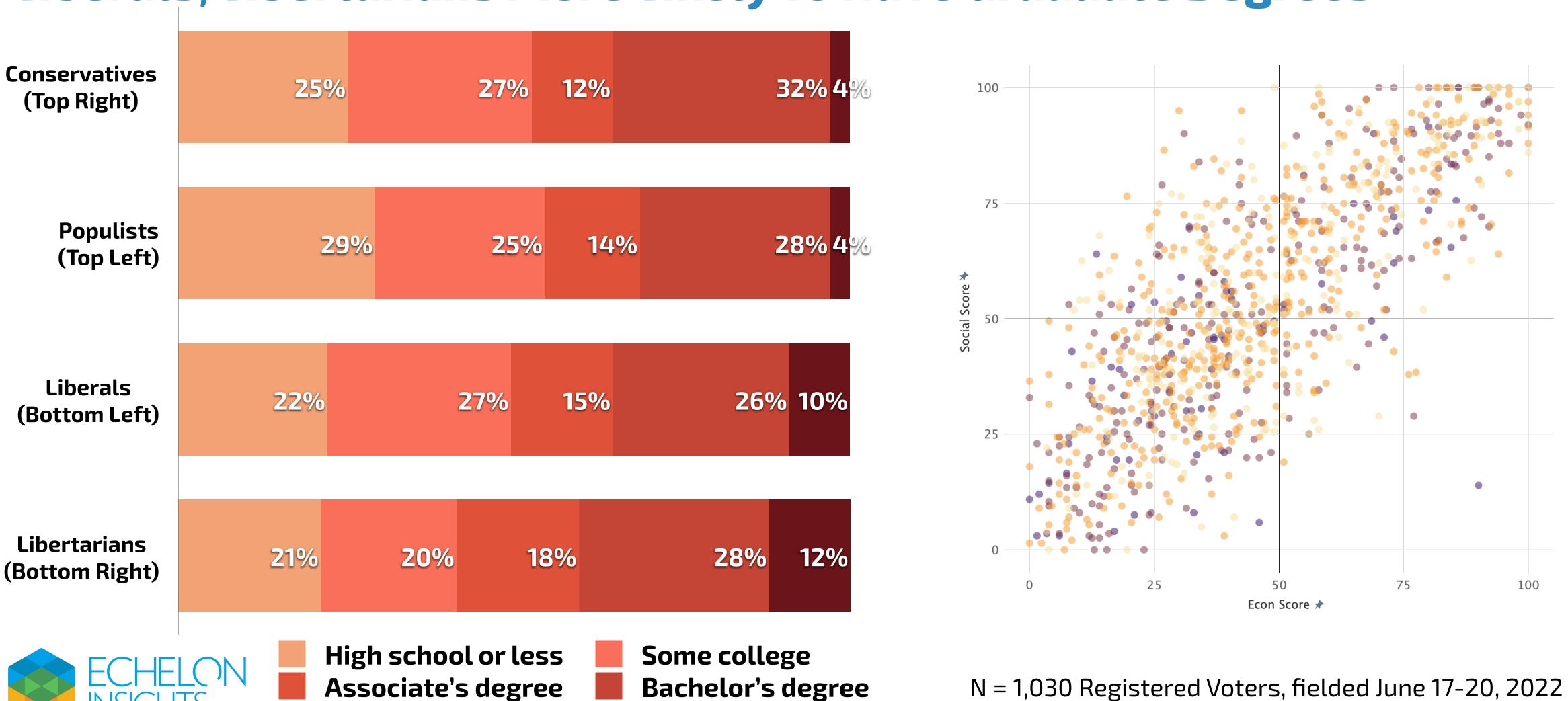- 36% of both the Conservative and Liberal quadrants have a Bachelor's degree or higher, in line with the national average.

- Populists are least likely to have a college degree.

- Strong Conservatives and Strong Liberals are more likely than the rest of their respective quadrants to have a college education.

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

ECHELON INSIGHTS
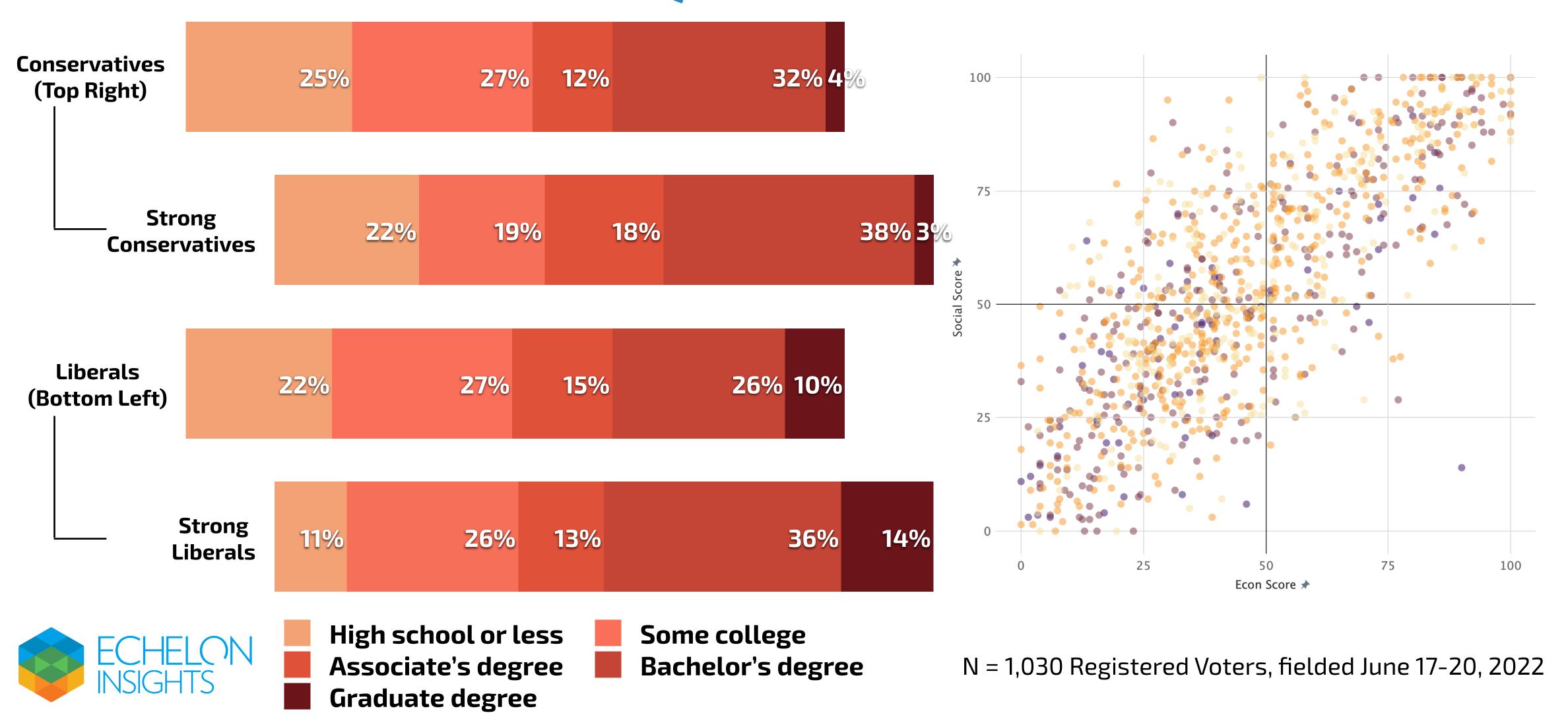
Conservatives, Populists Have Most Similar Education Profiles; Liberals, Libertarians More Likely To Have Graduate Degrees

Conservatives (Top Right)
- 25%
- 27%
- 12%
- 32%
- 4%

Populists (Top Left)
- 29%
- 25%
- 14%
- 28%
- 4%

Liberals (Bottom Left)
- 22%
- 27%
- 15%
- 26%
- 10%

Libertarians (Bottom Right)
- 21%
- 20%
- 18%
- 28%
- 12%

Social Score

Econ Score

Legend:
- High school or less
- Some college
- Associate's degree
- Bachelor's degree
- Graduate degree

ECHELON INSIGHTS

N = 1,030 Registered Voters, fielded June 17-20, 2022
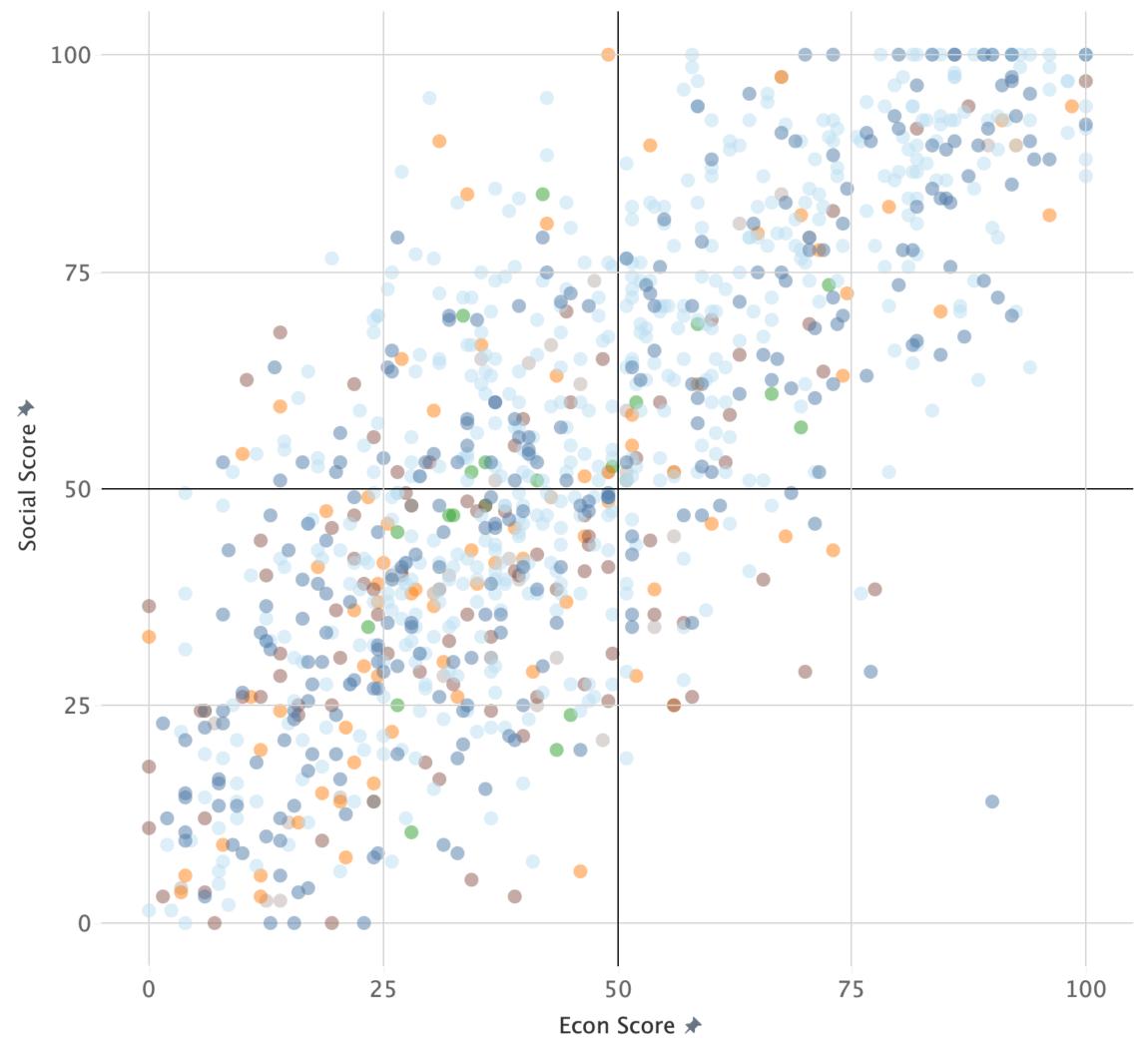
Strong Conservatives, Strong Liberals More Likely To Be College-Educated Than Rest Of Their Quadrant

Conservatives (Top Right)
25% | 27% | 12% | 32% | 4%

Strong Conservatives
22% | 19% | 18% | 38% | 3%

Liberals (Bottom Left)
22% | 27% | 15% | 26% | 10%

Strong Liberals
11% | 26% | 13% | 36% | 14%

Legend:
- High school or less
- Some college
- Associate's degree
- Bachelor's degree
- Graduate degree

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

ECHELON INSIGHTS

Race

- The Conservative quadrant is the Whitest of the four, with 80% of voters identifying as White.

- The Liberal and Libertarian quadrants are most racially diverse at 22% and 20% Black and 14% and 21% Hispanic, respectively.

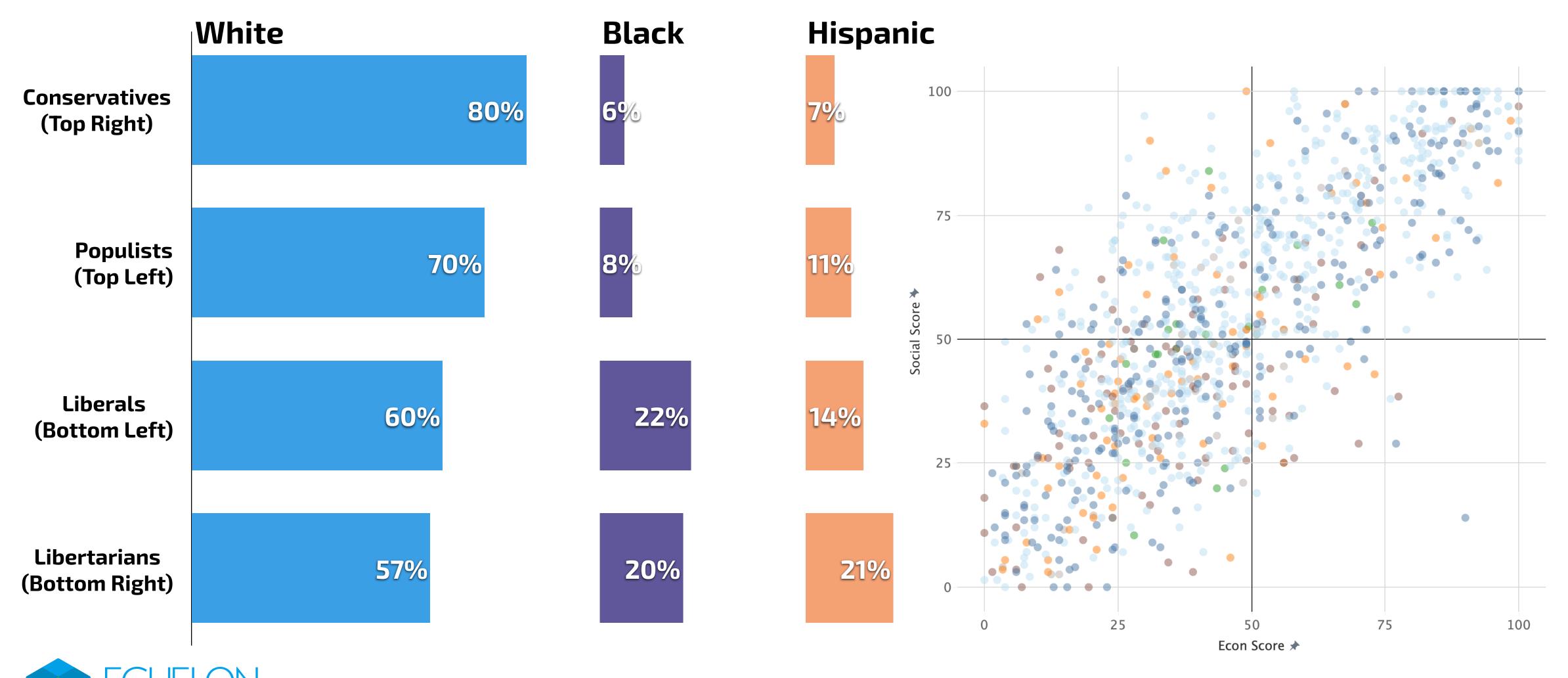- Strong Conservatives and Strong Liberals are Whiter than the rest of their respective quadrants.
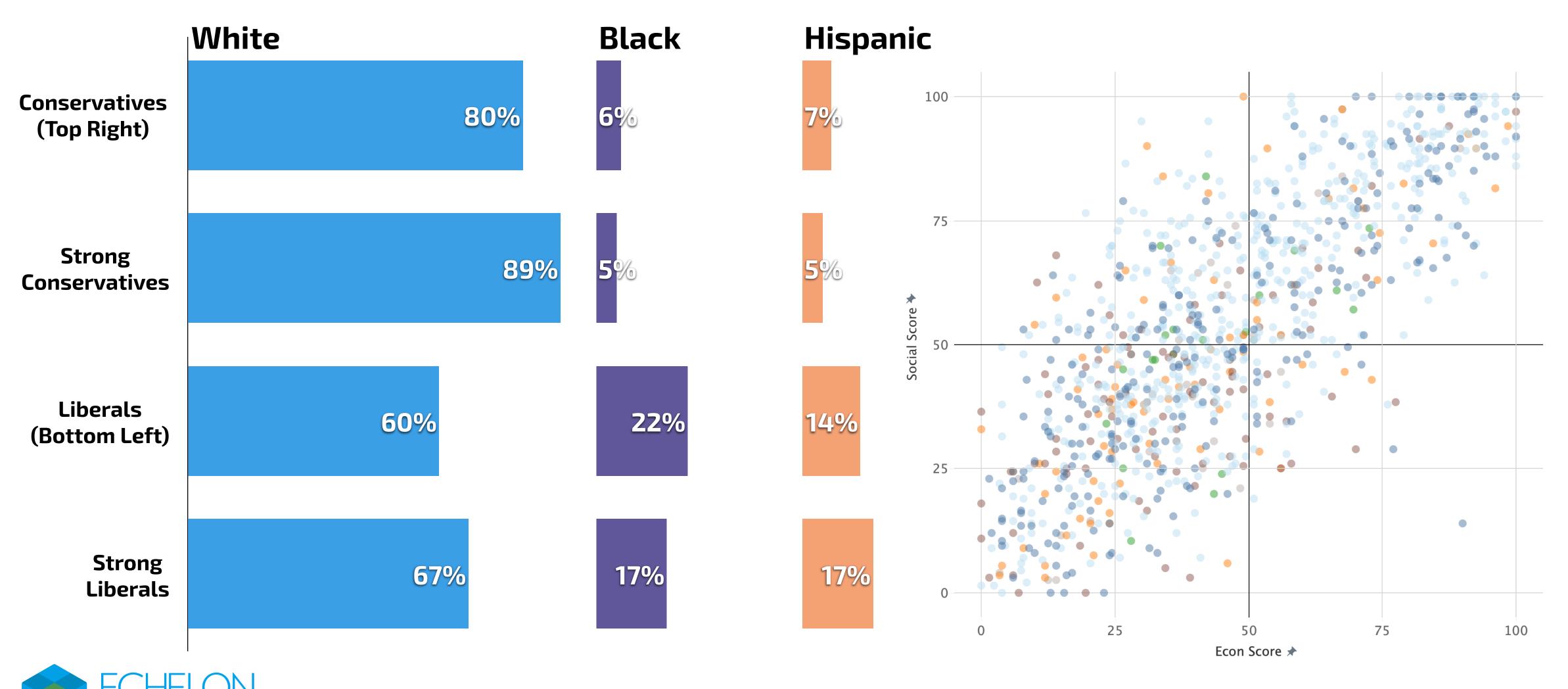
N = 1,030 Registered Voters, fielded June 17–20, 2022

Cultural Liberals Are Most Racially Diverse

White   **Black**   **Hispanic**

Conservatives (Top Right): White 80%, Black 6%, Hispanic 7%

Populists (Top Left): White 70%, Black 8%, Hispanic 11%

Liberals (Bottom Left): White 60%, Black 22%, Hispanic 14%

Libertarians (Bottom Right): White 57%, Black 20%, Hispanic 21%

ECHELON INSIGHTS

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

Strong Conservatives, Strong Liberals More White Than Rest Of Their Quadrant

White **Black** **Hispanic**

	White	Black	Hispanic
Conservatives (Top Right)	80%	6%	7%
Strong Conservatives	89%	5%	5%
Liberals (Bottom Left)	60%	22%	14%
Strong Liberals	67%	17%	17%

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

ECHELON INSIGHTS

Cost of Living Top of Mind in 3 of 4 Groups; Populists Show Highest Level of Concern for Jobs

Q. If you had to choose just one, which would you say is the biggest issue facing the country today?

Conservatives	Populists	Liberals	Libertarians
Cost of living (30%)	Cost of living (28%)	Cost of living (22%)	**Jobs and the economy (22%)**
Jobs and the economy (22%)	**Jobs and the economy (24%)**	Jobs and the economy (15%)	**Political corruption (19%)**
Immigration (10%)	**Political corruption (8%)**	**The environment and climate change (9%)**	Cost of living (15%)
Gun rights (6%)	**Crime (8%)**	**Gun rights (8%)**	**Drug abuse (11%)**

ECHELON INSIGHTS

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

Strong Liberals More Focused On Environment Than Economy, Cost Of Living

Q. If you had to choose just one, which would you say is the biggest issue facing the country today?

Conservatives	Strong Conservatives	Liberals	Strong Liberals
Cost of living (30%)	Cost of living (28%)	Cost of living (22%)	**The environment and climate change (23%)**
Jobs and the economy (22%)	Jobs and the economy (27%)	Jobs and the economy (15%)	Cost of living (16%)
Immigration (10%)	**Immigration (11%)**	**The environment and climate change (9%)**	Jobs and the economy (14%)
Gun rights (6%)	**Political corruption (7%)**	**Gun rights (8%)**	**Healthcare (8%)**

ECHELON INSIGHTS

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

The United States As A Multi-Party Democracy

What If The U.S. Were A Multi-Party Democracy?

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

PARTY	LEADER	SUPPORT	DESCRIPTION
NATIONALIST		**21%**	Stop illegal immigration, put America First, stand up to political correctness, and end unfair trade deals
CONSERVATIVE		**18%**	Defend the American system of free enterprise, promote traditional family values, and ensure a strong military
ACELA		**10%**	Advance social progress including women's rights and LGBTQ rights, work with other countries through free trade and diplomacy, cut the deficit, and reform capitalism with sensible regulation
LABOR		**33%**	Put the middle class first, pass universal health insurance, strengthen labor unions, and raise taxes on the wealthy to support programs for those less well off
GREEN		**10%**	Pass a Green New Deal to build a carbon-free economy with jobs for all, break up big corporations, end systemic inequality, and promote social and economic justice

ECHELON INSIGHTS

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

What If The U.S. Were A Multi-Party Democracy?

Respondents were read a description of 5 new political parties (but not their names or party leaders) and asked which they would support.
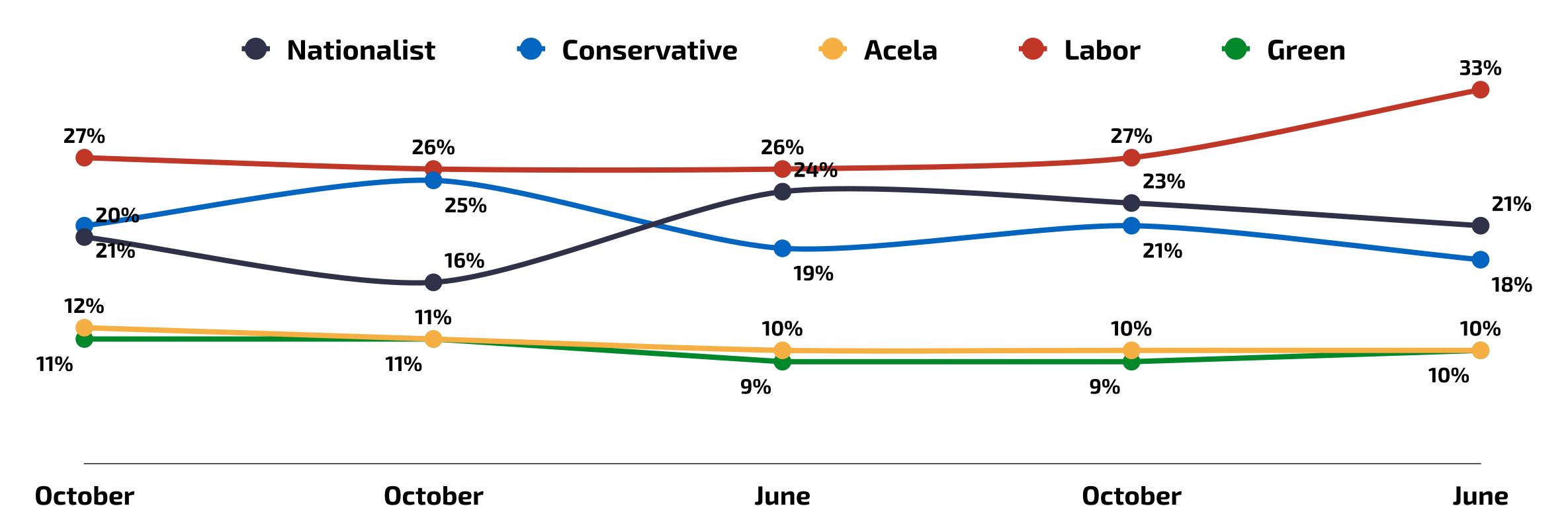
PARTY	LEADER	JUNE 2022 RV	OCTOBER 2021 RV	CHANGE	DESCRIPTION
NATIONALIST		**21%**	**23%**	**-2%**	**Stop illegal immigration, put America First, stand up to political correctness, and end unfair trade deals**
CONSERVATIVE		**18%**	**21%**	**-3%**	**Defend the American system of free enterprise, promote traditional family values, and ensure a strong military**
ACELA		**10%**	**10%**	**EVEN**	**Advance social progress including women's rights and LGBTQ rights, work with other countries through free trade and diplomacy, cut the deficit, and reform capitalism with sensible regulation**
LABOR		**33%**	**27%**	**+6%**	**Put the middle class first, pass universal health insurance, strengthen labor unions, and raise taxes on the wealthy to support programs for those less well off**
GREEN		**10%**	**9%**	**+1%**	**Pass a Green New Deal to build a carbon-free economy with jobs for all, break up big corporations, end systemic inequality, and promote social and economic justice**

ECHELON INSIGHTS

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

Support For U.S. Labor Party At All Time High

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

● Nationalist   ● Conservative   ● Acela   ● Labor   ● Green

Labor: 27% → 26% → 26% → 27% → 33%

Conservative: 20% → 25% → 19% → 21% → 18%

Nationalist: 21% → 16% → 24% → 23% → 21%

Acela: 12% → 11% → 10% → 10% → 10%

Green: 11% → 11% → 9% → 9% → 10%

| October 2019 | October 2020 | June 2021 | October 2021 | June 2022 |

ECHELON INSIGHTS

Demographics Of America's Multi-Party Democracy

	Registered Voters	Green	Labor	Acela	Conservative	Nationalist
Gender	48% male 52% female	**53% male** 46% female	47% male 53% female	46% male **54% female**	**53% male** 47% female	**53% male** 47% female
Age	48% under 50 52% 50+	**64% under 50** 36% 50+	46% under 50 **54% 50+**	**55% under 50** 45% 50+	45% under 50 **55% 50+**	38% under 50 **62% 50+**
Race	69% White 14% Black 11% Hispanic/Latino	69% White 13% Black 7% Hispanic/Latino	61% White **20% Black** **15% Hispanic/Latino**	61% White 15% Black **16% Hispanic/Latino**	70% White 11% Black 12% Hispanic/Latino	**88% White** 4% Black 5% Hispanic/Latino
Income	50%<$50k/yr 49% >$50k/yr	43%<$50k/yr **55% >$50k/yr**	48%<$50k/yr **52% >$50k/yr**	**57%<$50k/yr** 43% >$50k/yr	**55%<$50k/yr** 45% >$50k/yr	47%<$50k/yr **52% >$50k/yr**
Urbanicity	30% City 42% Suburb 29% Small town/rural	**33% City** 42% Suburb 24% Small town/rural	29% City 43% Suburb 27% Small town/rural	**45% City** 31% Suburb 24% Small town/rural	29% City 41% Suburb 30% Small town/rural	21% City **48% Suburb** 31% Small town/rural
Education	64% Non-College 36% College	50% Non-College **51% College**	65% Non-College 35% College	63% Non-College 37% College	62% Non-College 37% College	**69% Non-College** 30% College

ECHELON INSIGHTS

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

Acela Party Lists Gun Rights As Top Issue; Nationalists, Greens Stick To Party Brand In Top Issues
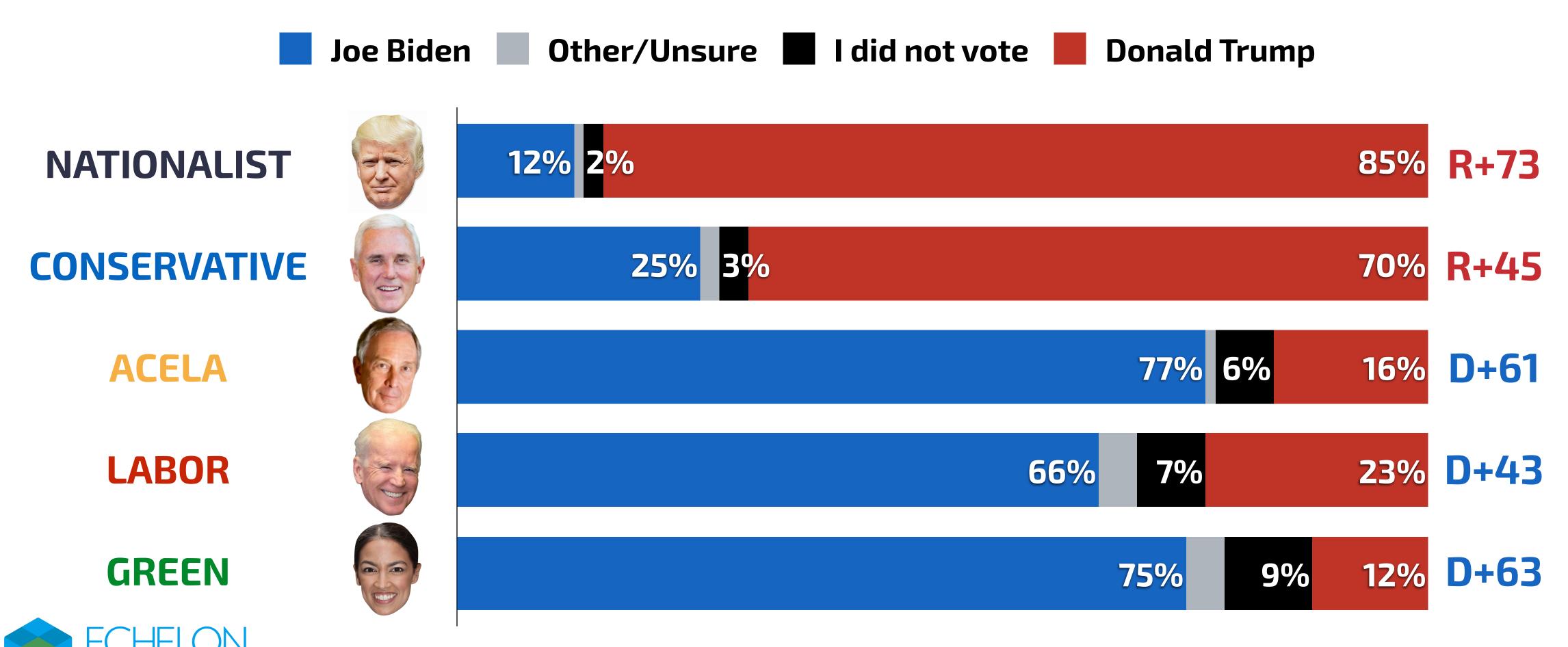
Q. If you had to choose just one, which would you say is the biggest issue facing the country today?

Green	Labor	Acela	Conservative	Nationalist
Jobs and the economy (22%)	Cost of living (26%)	**Gun rights (20%)**	Jobs and the economy (28%)	Cost of living (28%)
The environment and climate change (18%)	Jobs and the economy (18%)	Cost of living (17%)	Cost of living (27%)	Jobs and the economy (20%)
Cost of living (18%)	**Gun rights (7%)**	Jobs and the economy (13%)	**Political corruption (7%)**	**Immigration (15%)**
The coronavirus pandemic (8%)	**The environment and climate change (6%)**	**Abortion (13%)**	**Gun rights (5%)**	**Political corruption (8%)**

ECHELON INSIGHTS

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

Conservative, Labor Parties Had Most Crossover Appeal In 2020

Q. For which candidate did you vote in the 2020 presidential election?

Joe Biden Other/Unsure I did not vote Donald Trump

	Joe Biden	Other/Unsure	I did not vote	Donald Trump	
NATIONALIST	12%	2%		85%	R+73
CONSERVATIVE	25%	3%		70%	R+45
ACELA	77%		6%	16%	D+61
LABOR	66%		7%	23%	D+43
GREEN	75%		9%	12%	D+63

ECHELON INSIGHTS

N = 1,030 Registered Voters, fielded June 17-20, 2022
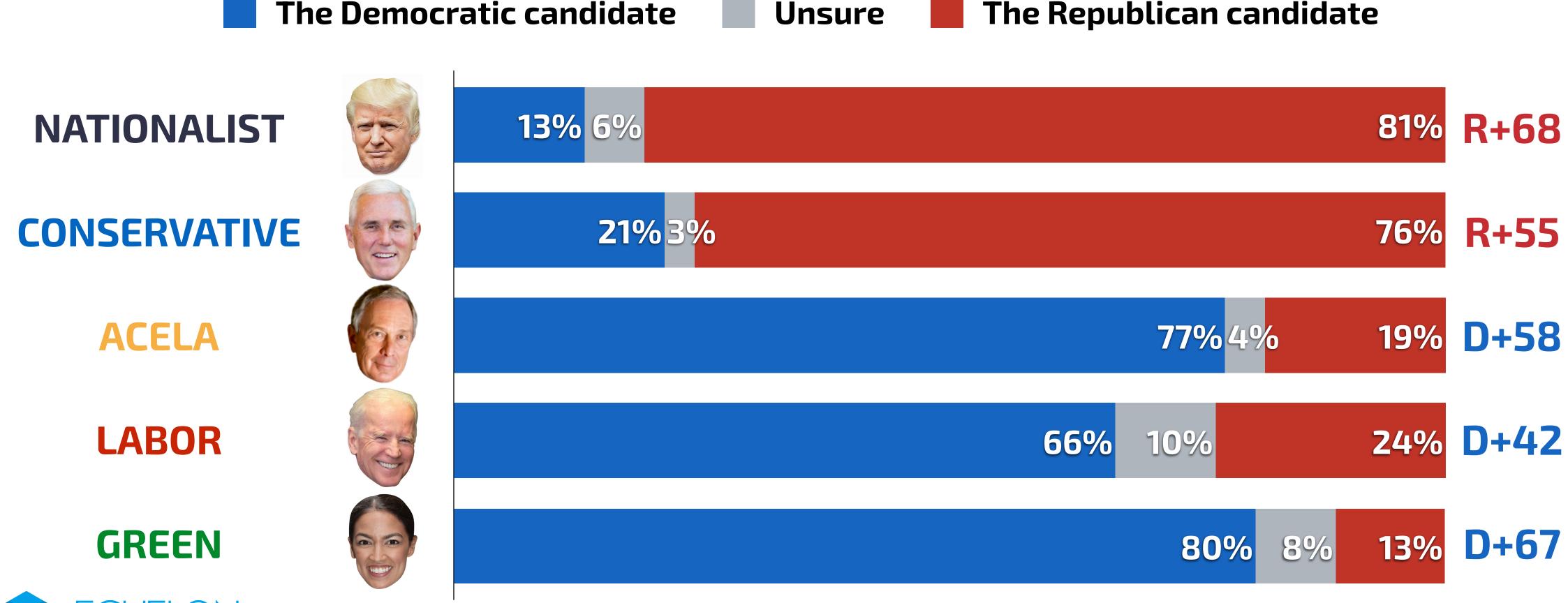
Acela More Democratic In Congressional Vote Than Labor

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

■ The Democratic candidate   ■ Unsure   ■ The Republican candidate

	Democratic	Unsure	Republican	
NATIONALIST	13%	6%	81%	**R+68**
CONSERVATIVE	21%	3%	76%	**R+55**
ACELA	77%	4%	19%	**D+58**
LABOR	66%	10%	24%	**D+42**
GREEN	80%	8%	13%	**D+67**

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

ECHELON INSIGHTS

Acela, Green More Likely To Vote For Biden In 2024 Than Labor

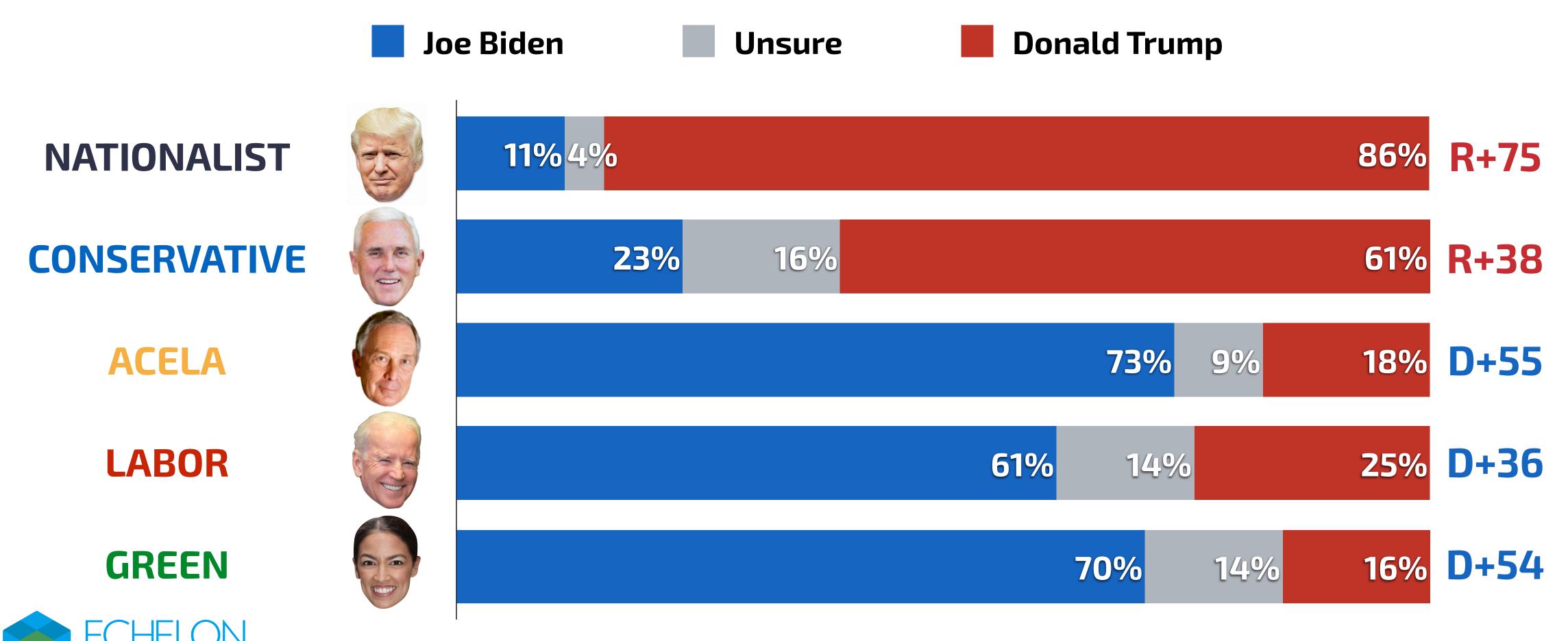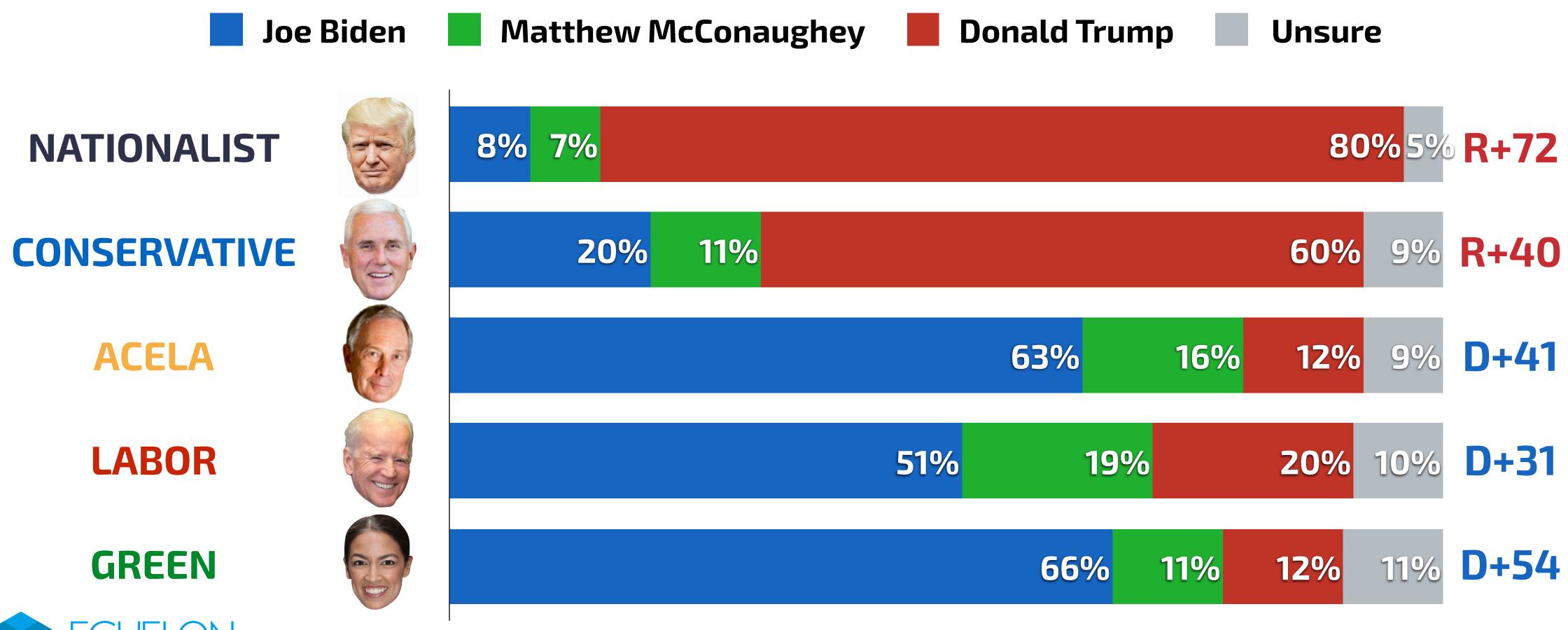**Q. If the 2024 presidential election were being held today, would you vote for...**

■ Joe Biden   ■ Unsure   ■ Donald Trump

	Joe Biden	Unsure	Donald Trump	
NATIONALIST	11%	4%	86%	**R+75**
CONSERVATIVE	23%	16%	61%	**R+38**
ACELA	73%	9%	18%	**D+55**
LABOR	61%	14%	25%	**D+36**
GREEN	70%	14%	16%	**D+54**

ECHELON INSIGHTS

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

Multi-Party Democracy

- Over 75% of the Conservative quadrant supports either the Nationalist or Conservative Party.

- Nearly half of the Liberal quadrant supports the Labor Party; the Green Party comes in second place with 17%.

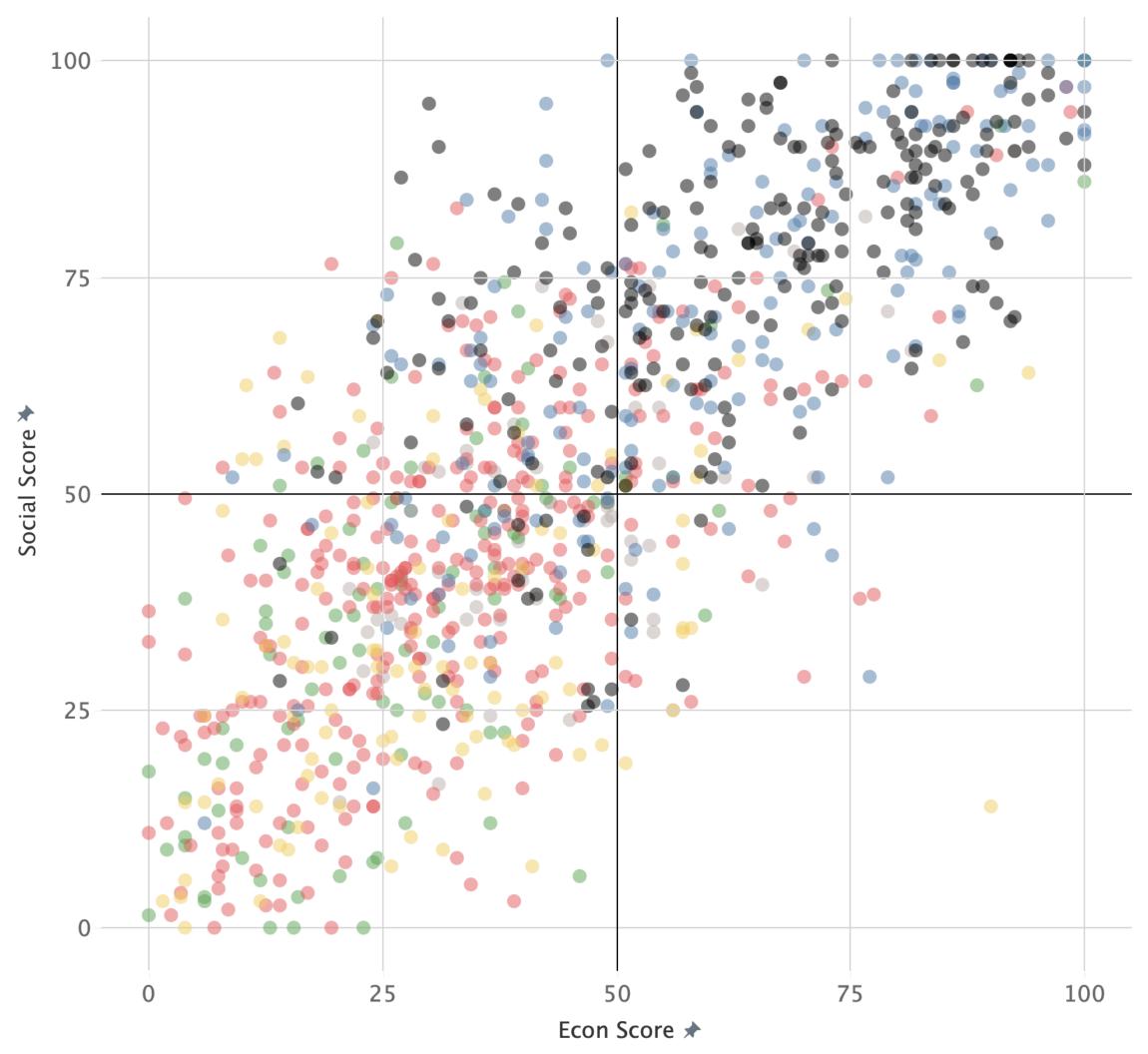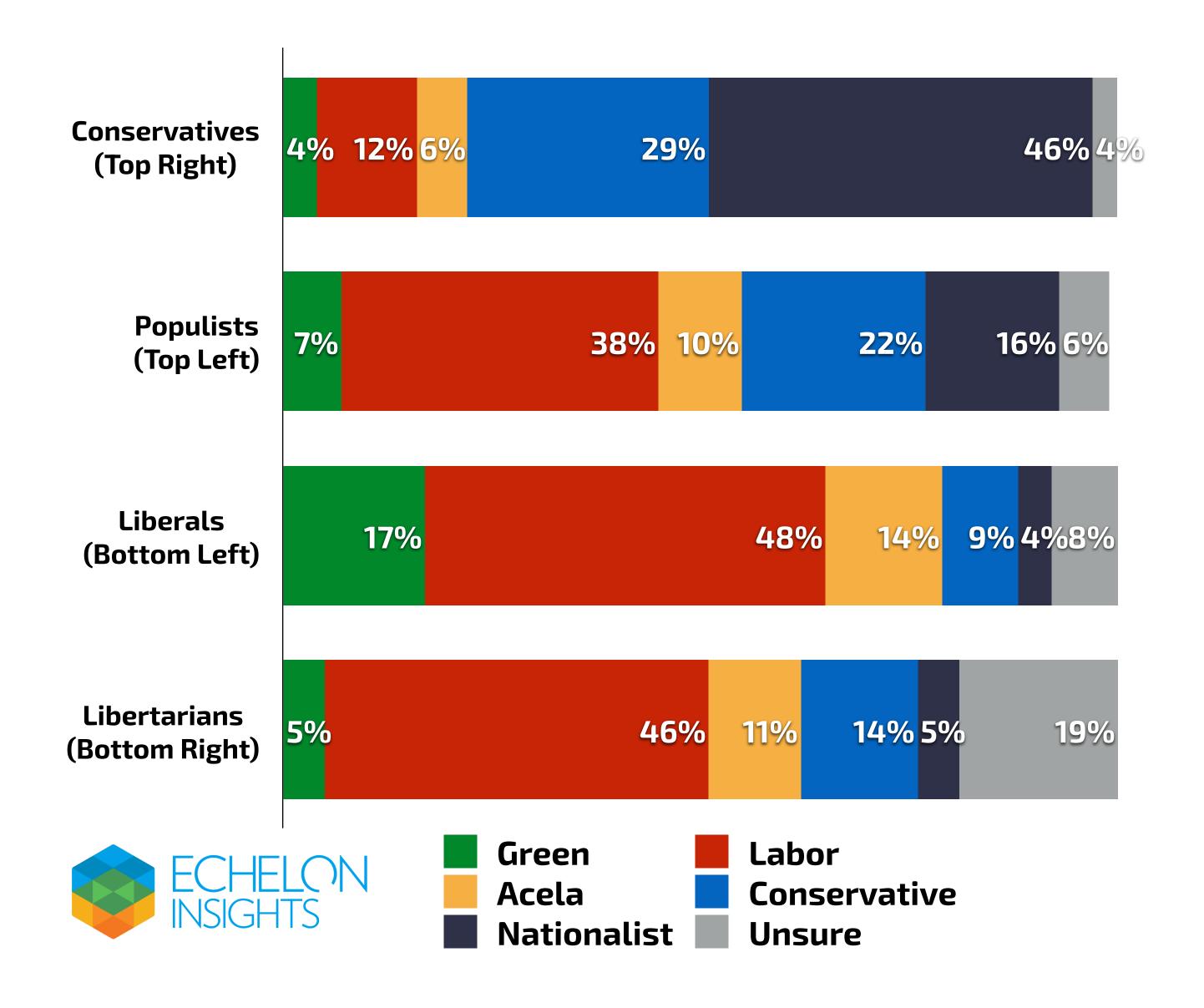- 38% of Populists are support the Labor Party, equal to the combined support of the Conservative and Nationalist Parties in the quadrant.

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

Populists Split Between Center-Left And Center-Right Parties

Conservatives (Top Right)
- Green: 4%
- Labor: 12%
- Acela: 6%
- Conservative: 29%
- Nationalist: 46%
- Unsure: 4%

Populists (Top Left)
- Green: 7%
- Labor: 38%
- Acela: 10%
- Conservative: 22%
- Nationalist: 16%
- Unsure: 6%

Liberals (Bottom Left)
- Green: 17%
- Labor: 48%
- Acela: 14%
- Conservative: 9%
- Nationalist: 4%
- Unsure: 8%

Libertarians (Bottom Right)
- Green: 5%
- Labor: 46%
- Acela: 11%
- Conservative: 14%
- Nationalist: 5%
- Unsure: 19%

Legend:
- Green
- Labor
- Acela
- Conservative
- Nationalist
- Unsure

ECHELON INSIGHTS

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

Strong Liberals Drive Green Party Support; Half Of Strong Conservatives Support The Nationalist Party

Conservatives (Top Right)
- Green: 4%
- Labor: 12%
- Acela: 6%
- Conservative: 29%
- Nationalist: 46%
- Unsure: 4%

Strong Conservatives
- Green: 2%
- Labor: 7%
- Conservative: 41%
- Nationalist: 50%

Liberals (Bottom Left)
- Green: 17%
- Labor: 48%
- Acela: 14%
- Conservative: 9%
- Nationalist: 4%
- Unsure: 8%

Strong Liberals
- Green: 29%
- Labor: 51%
- Acela: 19%
- Conservative: 2%

Legend:
- Green
- Labor
- Acela
- Conservative
- Nationalist
- Unsure

ECHELON INSIGHTS

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

Nationalist Party Wins Among GOP, Labor With Democrats And Independents

Republicans
- 2% Green
- 19% Labor
- 5% Acela
- 32% Conservative
- 37% Nationalist
- 6% Unsure

Independents
- 13% Green
- 34% Labor
- 9% Acela
- 16% Conservative
- 22% Nationalist
- 6% Unsure

Democrats
- 16% Green
- 47% Labor
- 16% Acela
- 9% Conservative
- 6% Nationalist
- 6% Unsure

Legend: Green | Labor | Acela | Conservative | Nationalist | Unsure

ECHELON INSIGHTS

N = 1,030 Registered Voters, fielded June 17-20, 2022
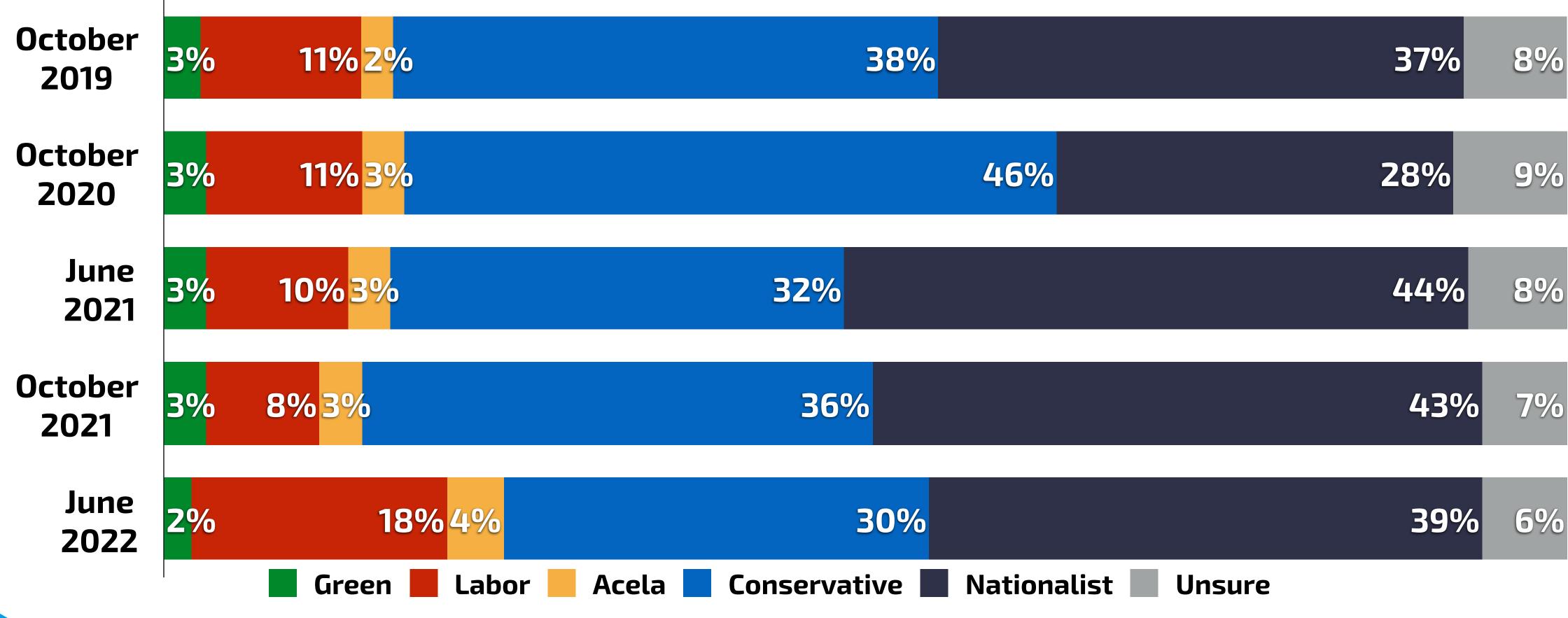
"Trump-First" GOP More Nationalist Than "Party-First"; "Party-First" More Open To Labor Party

GOP + Lean
- Green: 2%
- Labor: 18%
- Acela: 4%
- Conservative: 30%
- Nationalist: 39%
- Unsure: 6%

Trump-First GOP
- Green: 3%
- Labor: 12%
- Acela: 2%
- Conservative: 30%
- Nationalist: 46%
- Unsure: 7%

Party-First GOP
- Green: 1%
- Labor: 20%
- Acela: 6%
- Conservative: 32%
- Nationalist: 36%
- Unsure: 4%

Legend: ■ Green ■ Labor ■ Acela ■ Conservative ■ Nationalist ■ Unsure

ECHELON INSIGHTS

N = 1,030 Registered Voters, fielded June 17-20, 2022
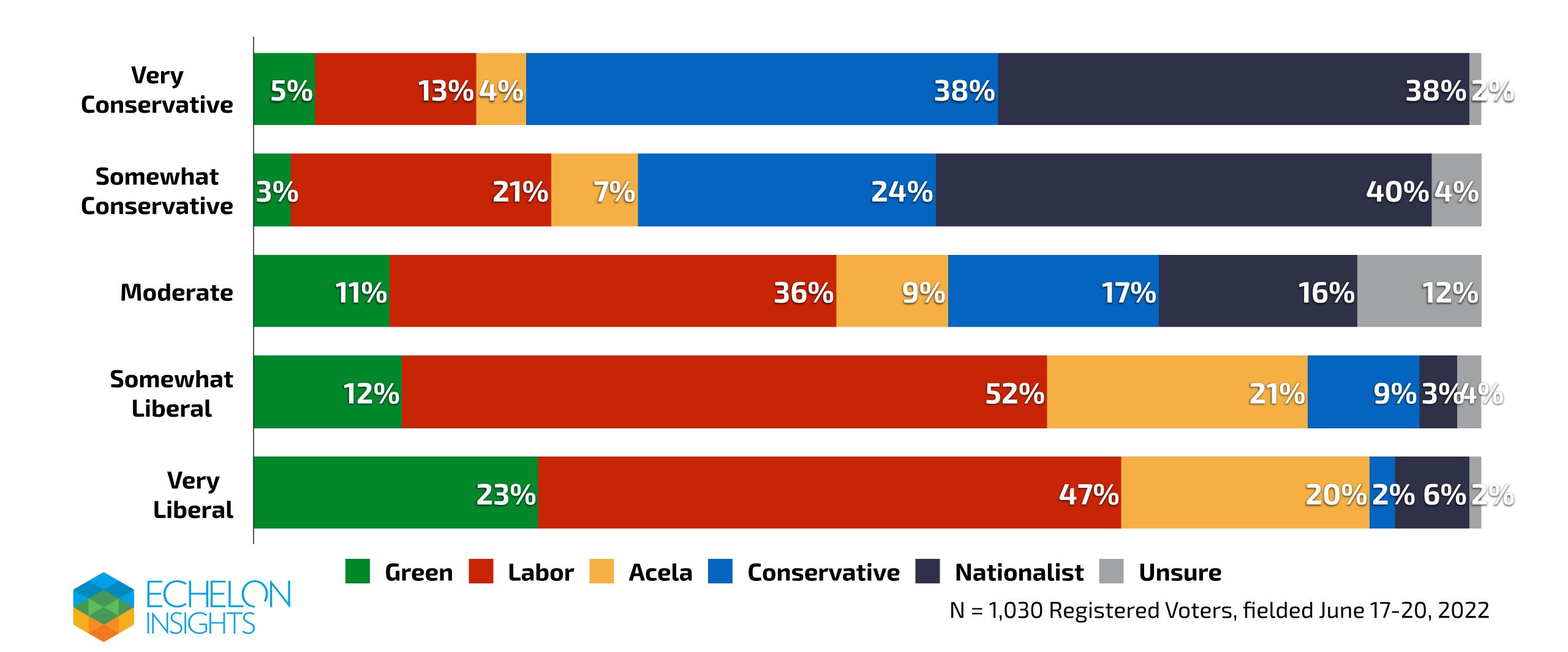
Conservative Party Support Among GOP Reaches New Low

Republican and Republican-leaning Independents

	Green	Labor	Acela	Conservative	Nationalist	Unsure
October 2019	3%	11%	2%	38%	37%	8%
October 2020	3%	11%	3%	46%	28%	9%
June 2021	3%	10%	3%	32%	44%	8%
October 2021	3%	8%	3%	36%	43%	7%
June 2022	2%	18%	4%	30%	39%	6%

ECHELON INSIGHTS

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

Note: October 2020 survey was weighted to the Likely Electorate, all others are weighted to Registered Voters
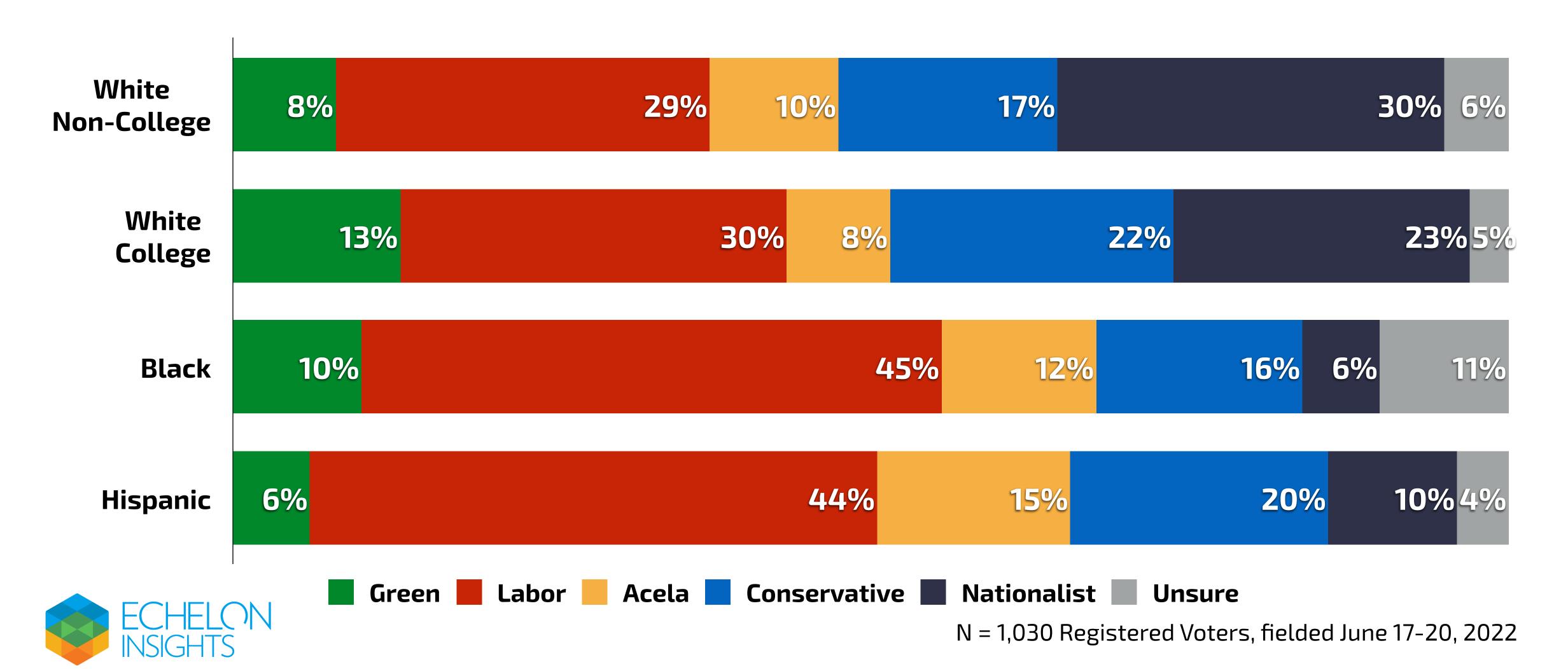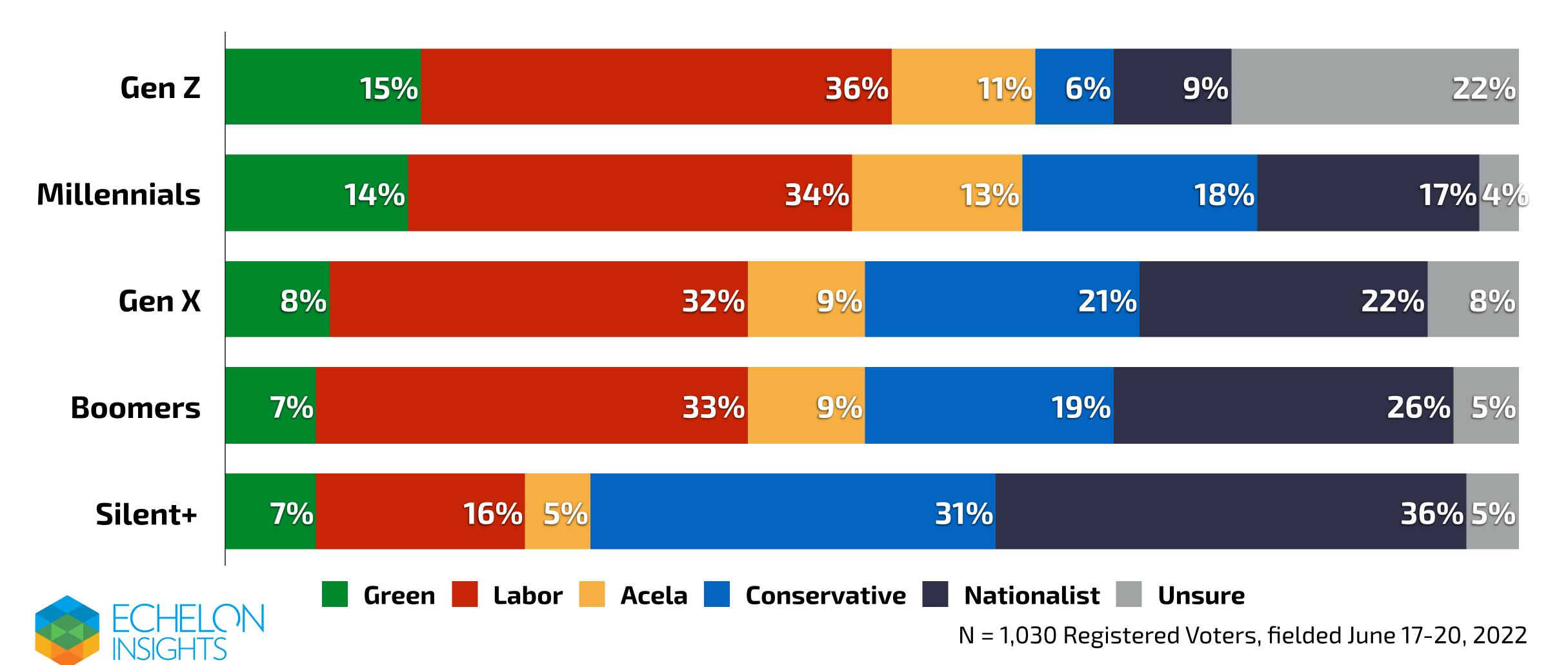
Ideological "Moderates" Support Center-Left Parties

	Green	Labor	Acela	Conservative	Nationalist	Unsure
Very Conservative	5%	13%	4%	38%	38%	2%
Somewhat Conservative	3%	21%	7%	24%	40%	4%
Moderate	11%	36%	9%	17%	16%	12%
Somewhat Liberal	12%	52%	21%	9%	3%	4%
Very Liberal	23%	47%	20%	2%	6%	2%

ECHELON INSIGHTS

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

Center-Right Parties Would Combine For 30% Of Hispanic Vote, 22% Of Black Vote; Green Party Support Highest Among College Whites

White Non-College
- Green: 8%
- Labor: 29%
- Acela: 10%
- Conservative: 17%
- Nationalist: 30%
- Unsure: 6%

White College
- Green: 13%
- Labor: 30%
- Acela: 8%
- Conservative: 22%
- Nationalist: 23%
- Unsure: 5%

Black
- Green: 10%
- Labor: 45%
- Acela: 12%
- Conservative: 16%
- Nationalist: 6%
- Unsure: 11%

Hispanic
- Green: 6%
- Labor: 44%
- Acela: 15%
- Conservative: 20%
- Nationalist: 10%
- Unsure: 4%

Legend: ■ Green ■ Labor ■ Acela ■ Conservative ■ Nationalist ■ Unsure

ECHELON INSIGHTS

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

Green Party Gets Equal Support To Center-Right Parties Among Gen Z; Gen X, Boomers Split Between Left And Right

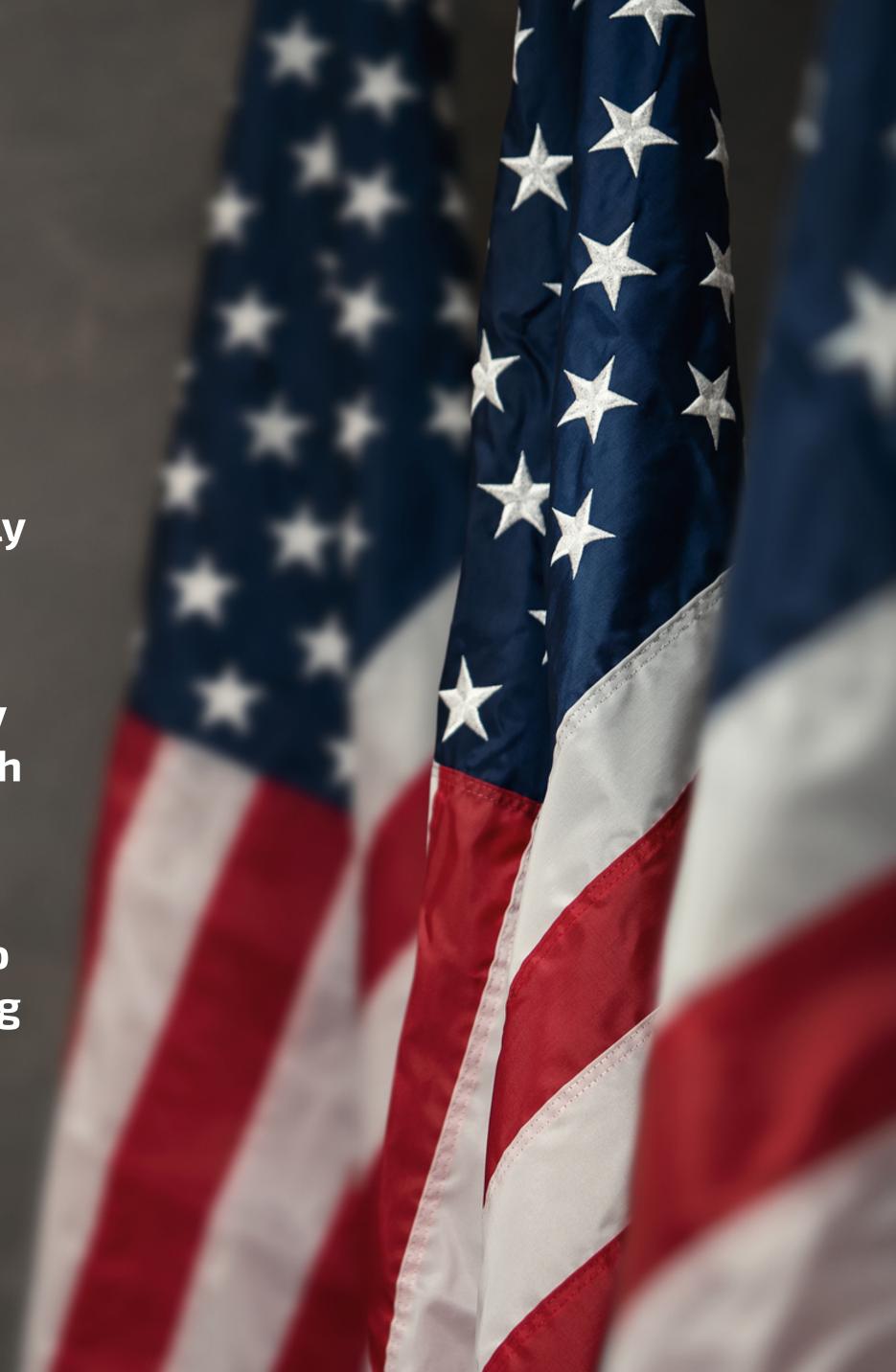|	Green	Labor	Acela	Conservative	Nationalist	Unsure
Gen Z	15%	36%	11%	6%	9%	22%
Millennials	14%	34%	13%	18%	17%	4%
Gen X	8%	32%	9%	21%	22%	8%
Boomers	7%	33%	9%	19%	26%	5%
Silent+	7%	16%	5%	31%	36%	5%

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

ECHELON INSIGHTS

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

ECHELON INSIGHTS

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.