

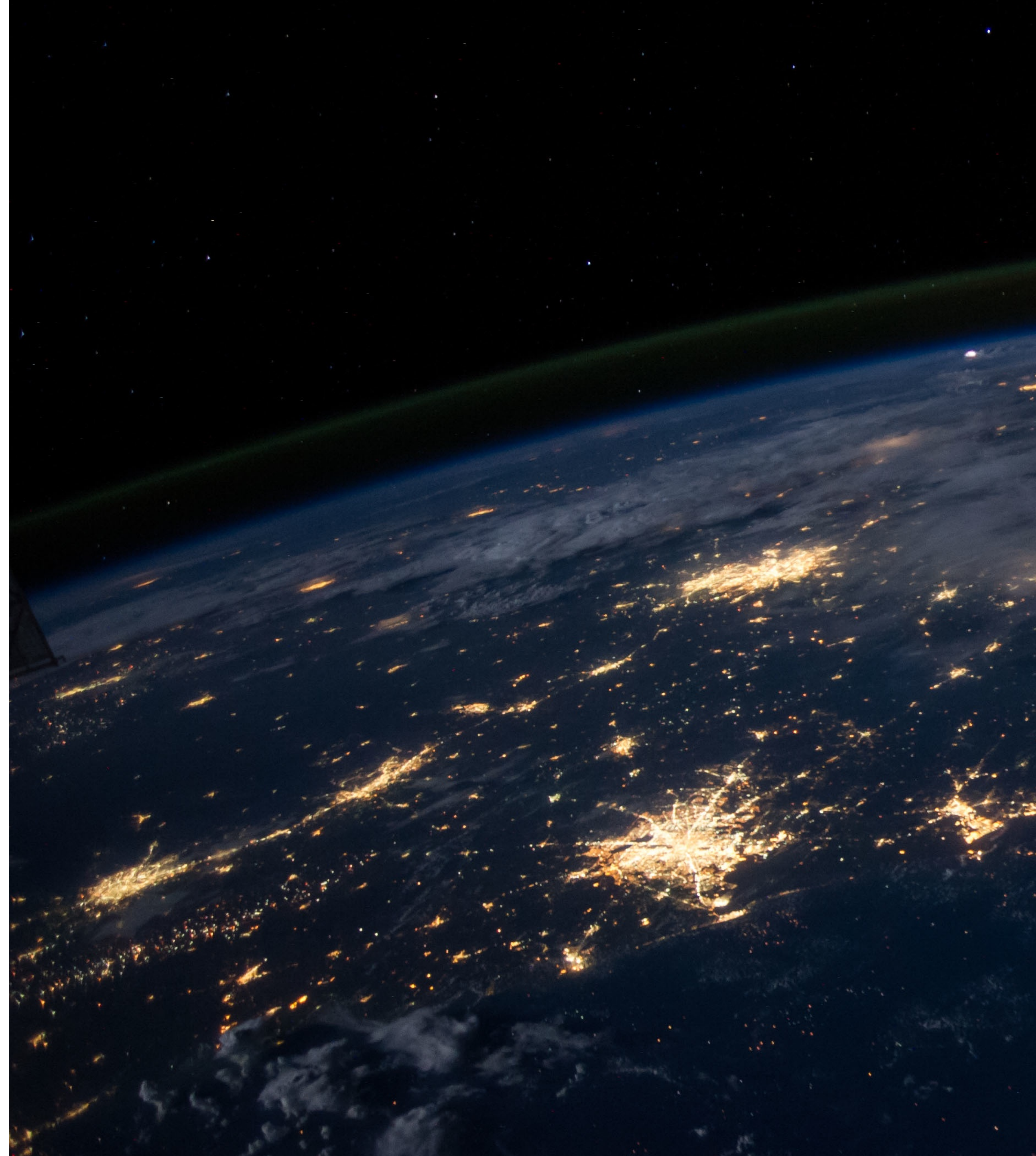


# Quadrants 2024

Verified Voter Omnibus Survey

N = 1,013 voters in the 2024 Likely Electorate

Field Dates: June 10-12, 2024



# 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	60%	↔	37%	Abortion should be illegal in all or most circumstances
America is not the greatest country in the world	31%	↔	66%	America is the greatest country in the world
It is more important to control gun ownership	52%	↔	45%	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	30%	↔	66%	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	27%	↔	64%	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	45%	↔	51%	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	43%	↔	52%	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	33%	↔	62%	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	59%	↔	38%	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	68%	↔	29%	Gay and lesbian couples should not be allowed to marry legally



Note: "Unsure" not shown

N=1,013 Registered Voters in the Likely Electorate Nationwide, June 10-12 2024 Verified Voter Omnibus, Margin of Error=±3.7

# Economic issues

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

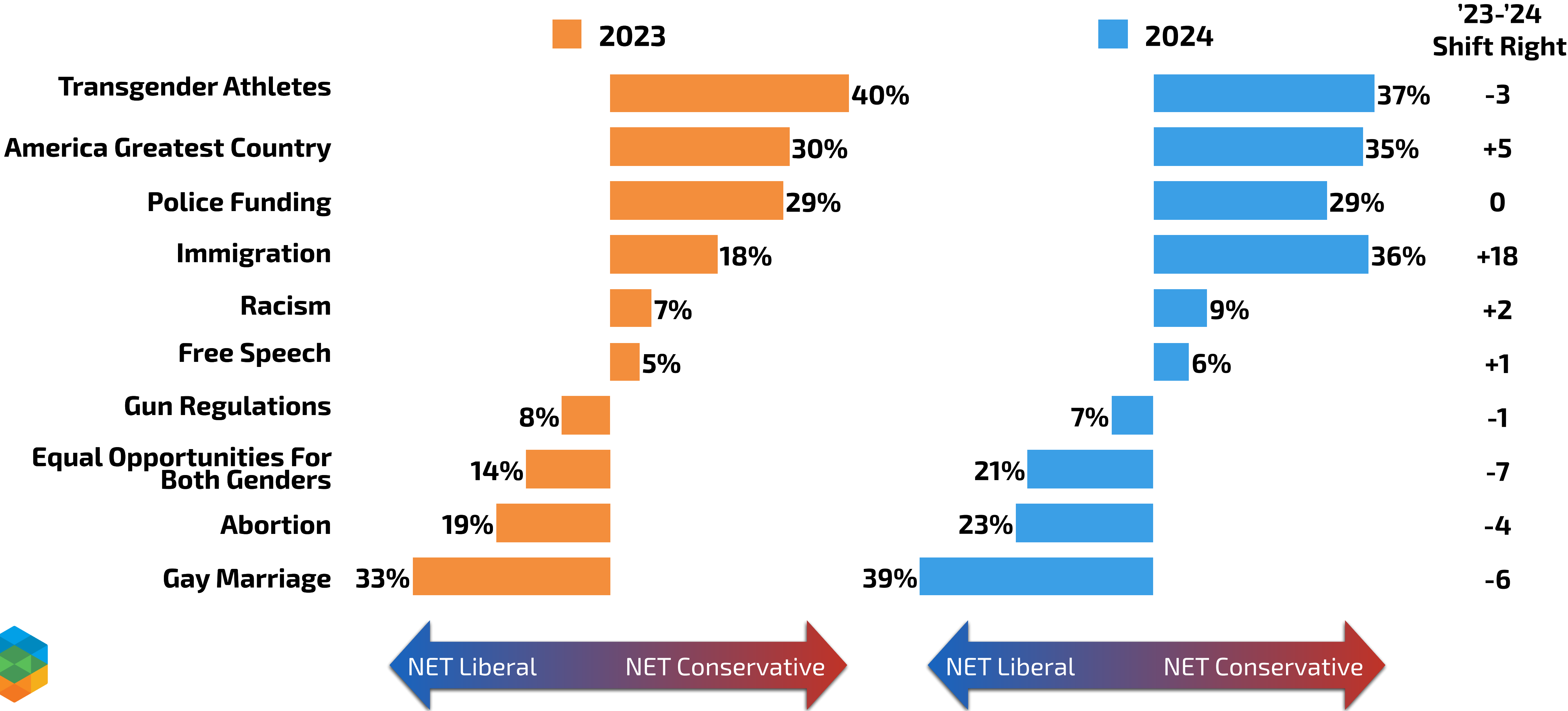
Liberal			Conservative	
Hard work and determination are no guarantee of success for most people	38%	↔	60%	Most people who want to get ahead can make it if they're willing to work hard
I would rather have a bigger government providing more services	51%	↔	41%	I would rather have a smaller government providing 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	51%	↔	46%	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	52%	↔	41%	Government regulation of business usually does more harm than good
The federal minimum wage must be increased to \$20 an hour	53%	↔	41%	The federal minimum wage should not be increased to \$20 an hour
Free trade agreements have generally hurt the United States	24%	↔	51%	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	52%	↔	37%	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	64%	↔	33%	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	52%	↔	42%	Stricter environmental laws and regulations cost too many jobs and hurt the economy
We should raise taxes on people making more than \$250,000 a year	68%	↔	27%	We should not raise taxes on people making more than \$250,000 a year



Note: "Unsure" not shown

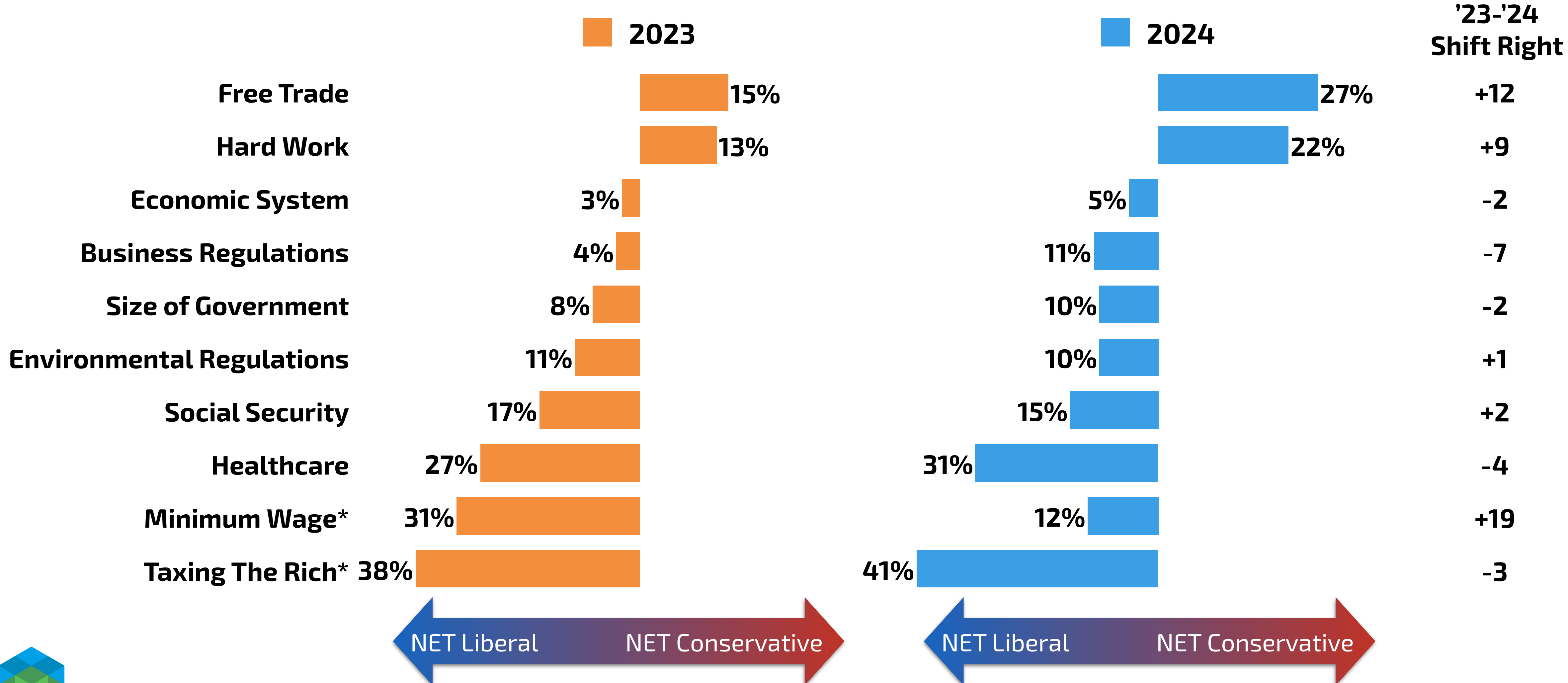
N=1,013 Registered Voters in the Likely Electorate Nationwide, June 10-12 2024 Verified Voter Omnibus, Margin of Error=±3.7

# Americans shift 18 points to the right on immigration, 4 points to the left on abortion, and 6 points to the left on gay marriage



N=1,013 Registered Voters in the Likely Electorate Nationwide, June 10-12 2024 Verified Voter Omnibus, Margin of Error=±3.7

# Voters lean left on most economic debates



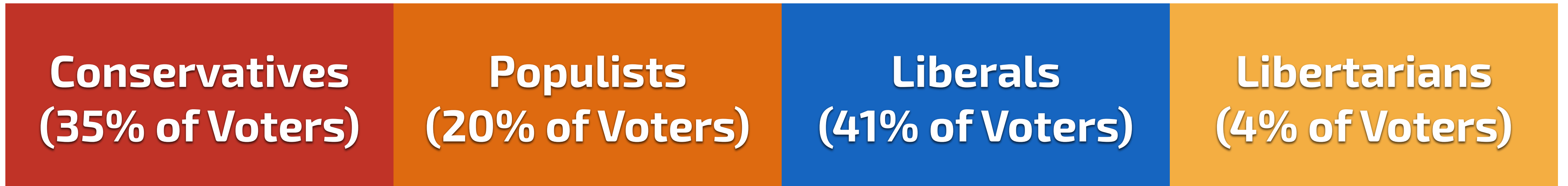
\*Note: In 2024, we asked about a \$20 minimum wage rather than \$15 and taxing those who make more than \$250,000 rather than \$200,000

N=1,013 Registered Voters in the Likely Electorate Nationwide, June 10-12 2024 Verified Voter Omnibus, Margin of Error=±3.7



# 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 2024 Echelon Insights Verified Voter Omnibus.



**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)

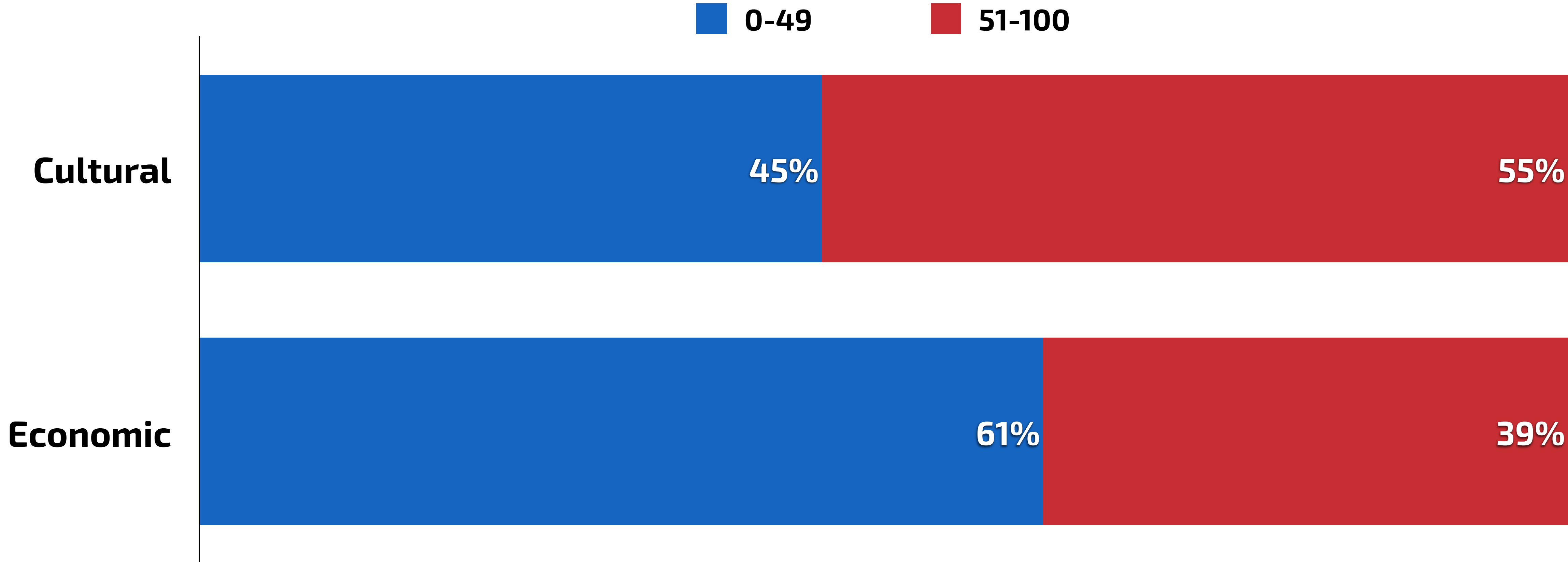
**Economically Liberal**  
(Economic Score 0-49)

**Economically Conservative**  
(Economic Score 51-100)



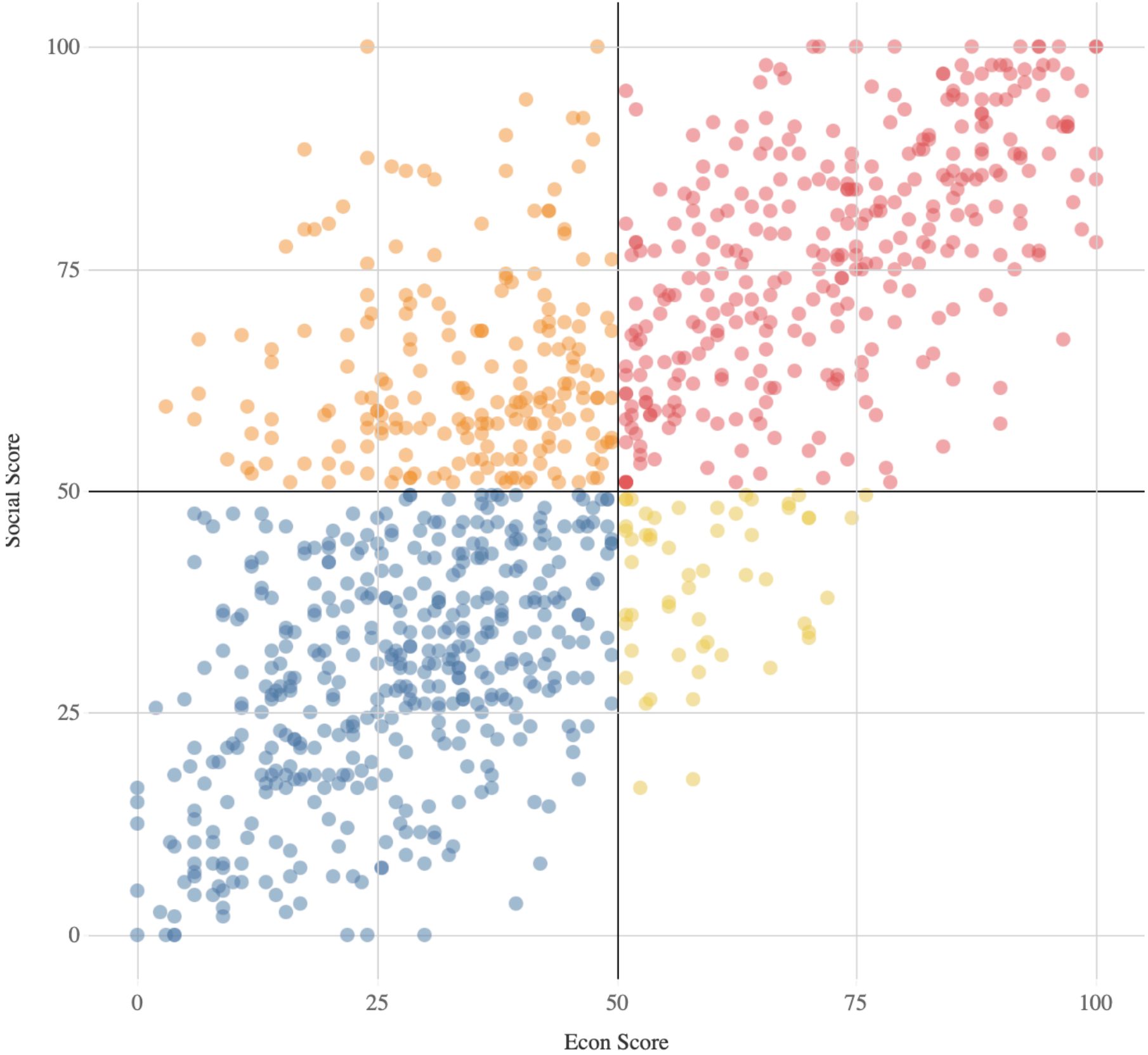
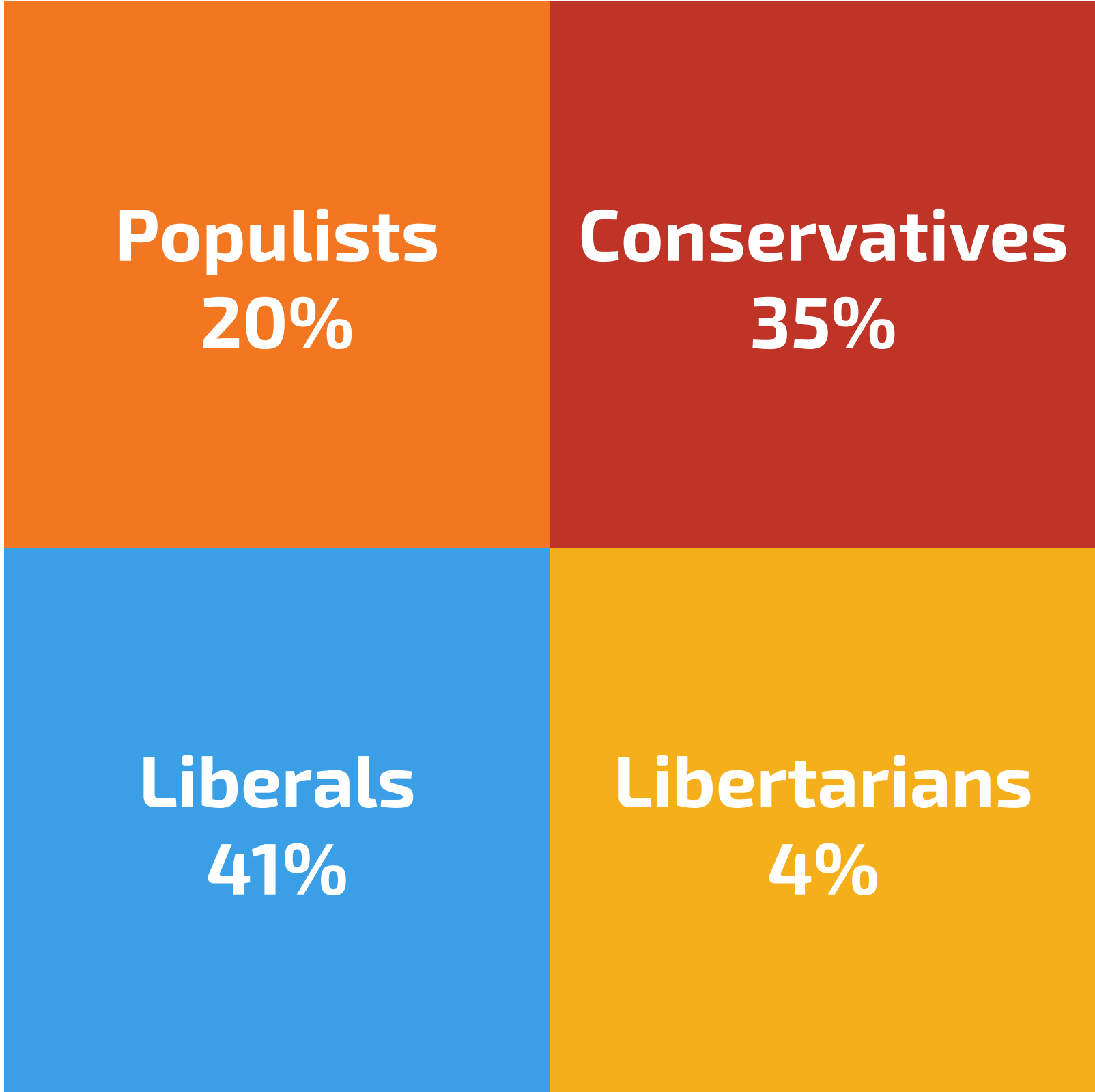
Note: Numbers may not add up to 100 due to rounding  
N=1,013 Registered Voters in the Likely Electorate Nationwide, June 10-12 2024 Verified Voter Omnibus, Margin of Error=±3.7

# Cultural conservatives outnumber cultural liberals 55-45, economic liberals outnumber economic conservatives 61-39



Note: Note: Scores under 50 are liberal, scores over 50 are conservative; 50s are divided evenly between liberal and conservative groupings.  
N=1,013 Registered Voters in the Likely Electorate Nationwide, June 10-12 2024 Verified Voter Omnibus, Margin of Error=±3.7

# 20% of voters are culturally conservative and economically liberal, while only 4% are culturally liberal and economically conservative

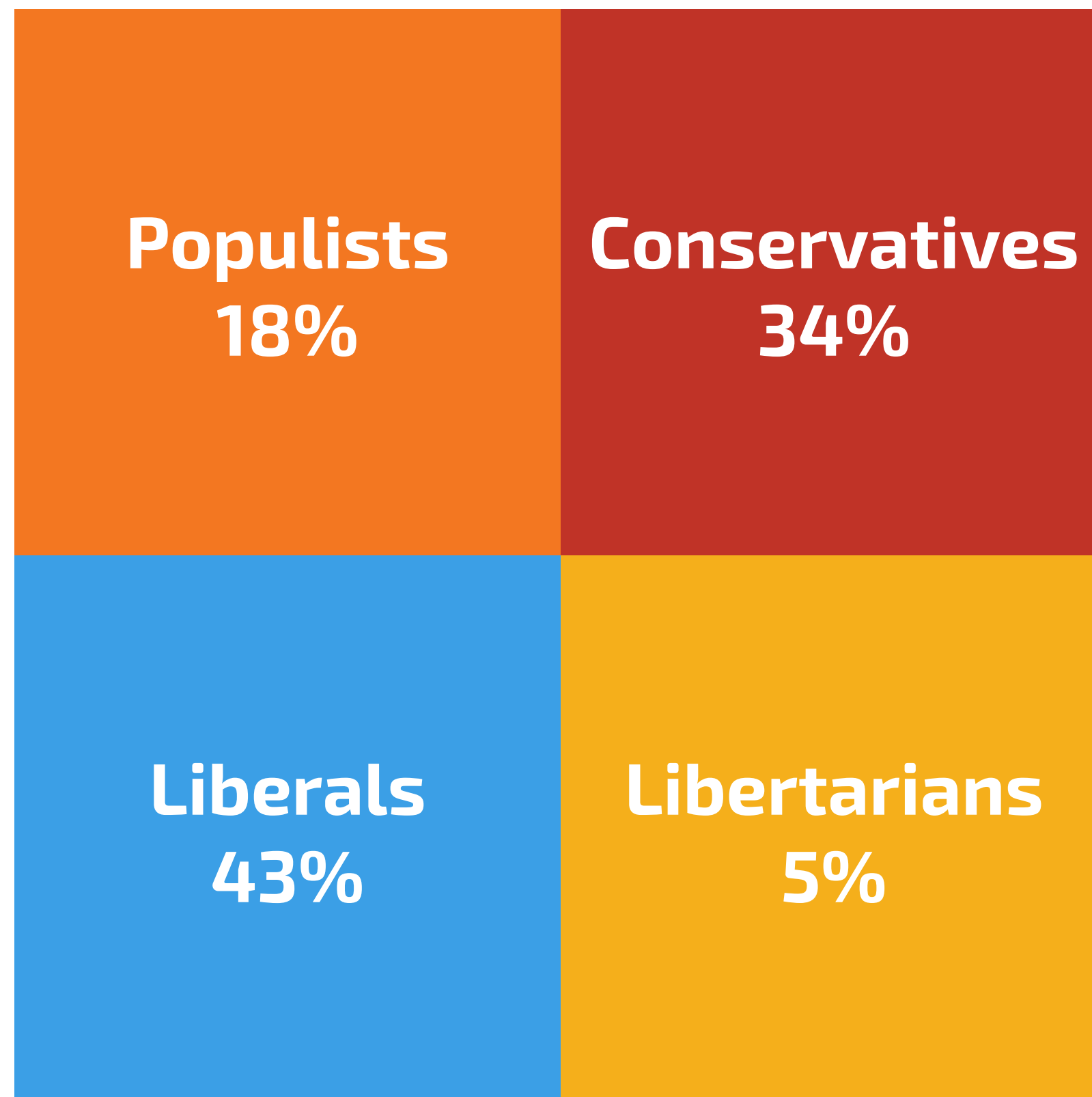


Note: Numbers may not add up to 100 due to rounding  
N=1,013 Registered Voters in the Likely Electorate Nationwide, June 10-12 2024 Verified Voter Omnibus, Margin of Error=±3.7

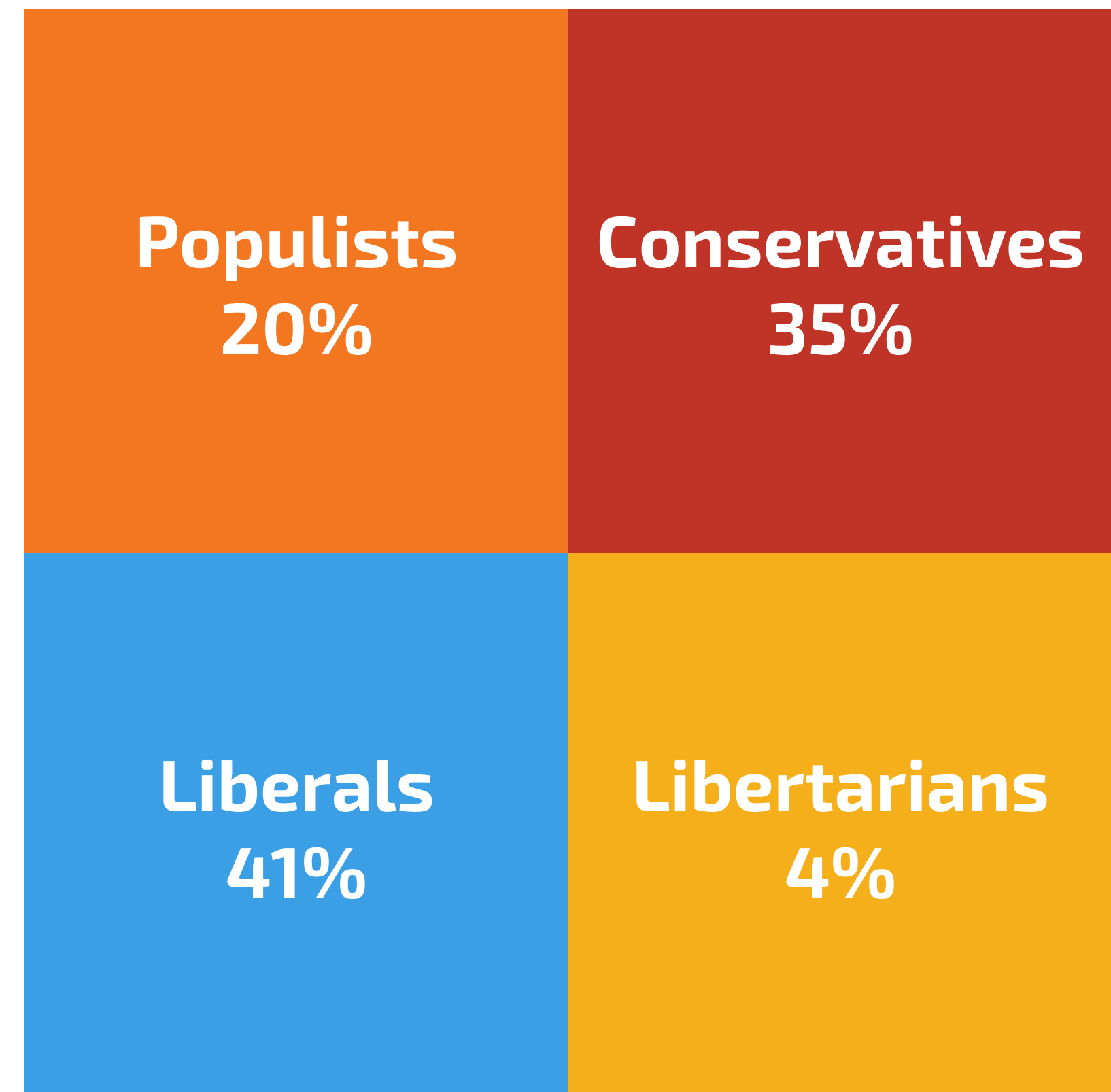


# Populist & Conservative quadrants gain ground in 2024

**2023**

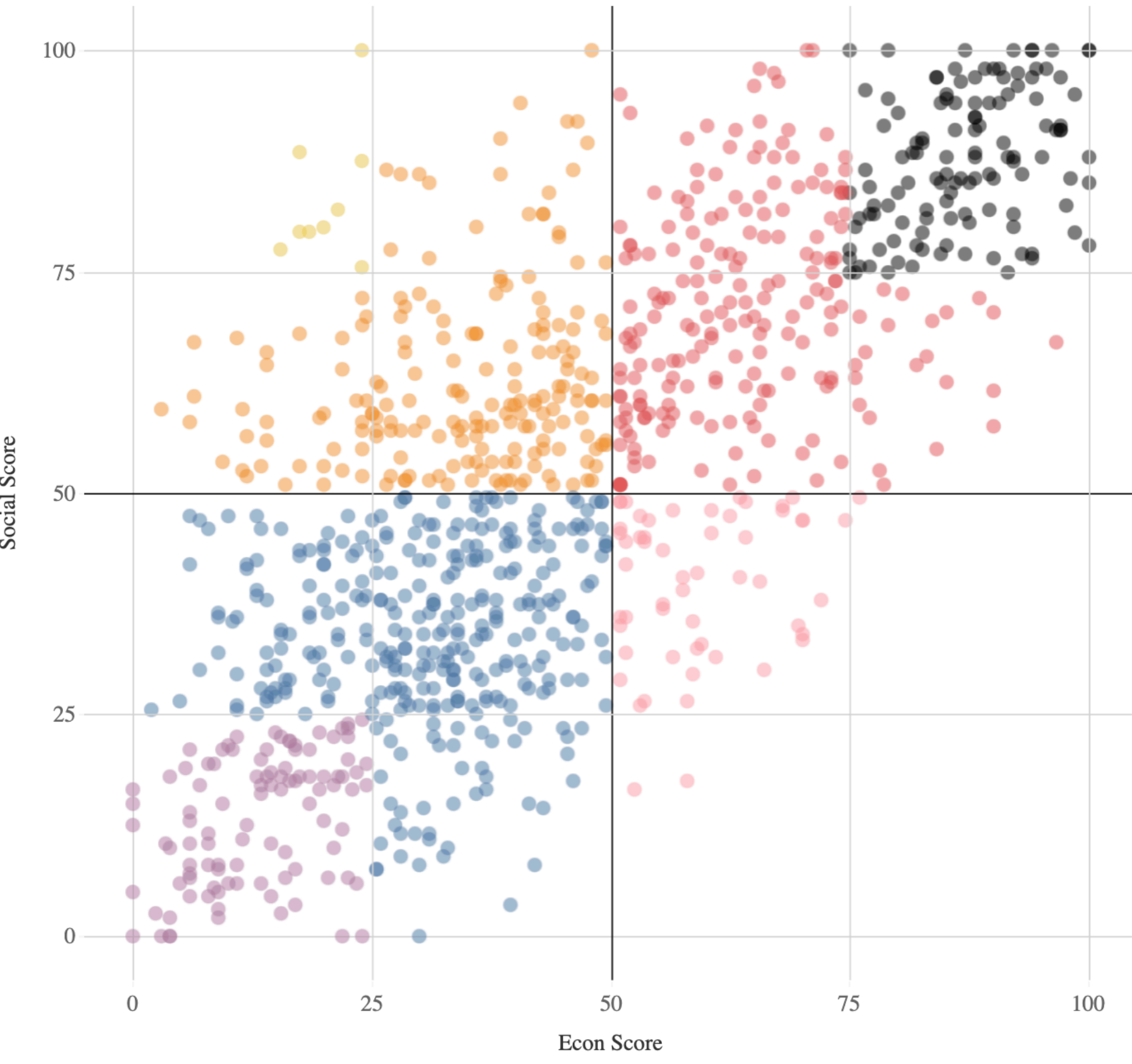
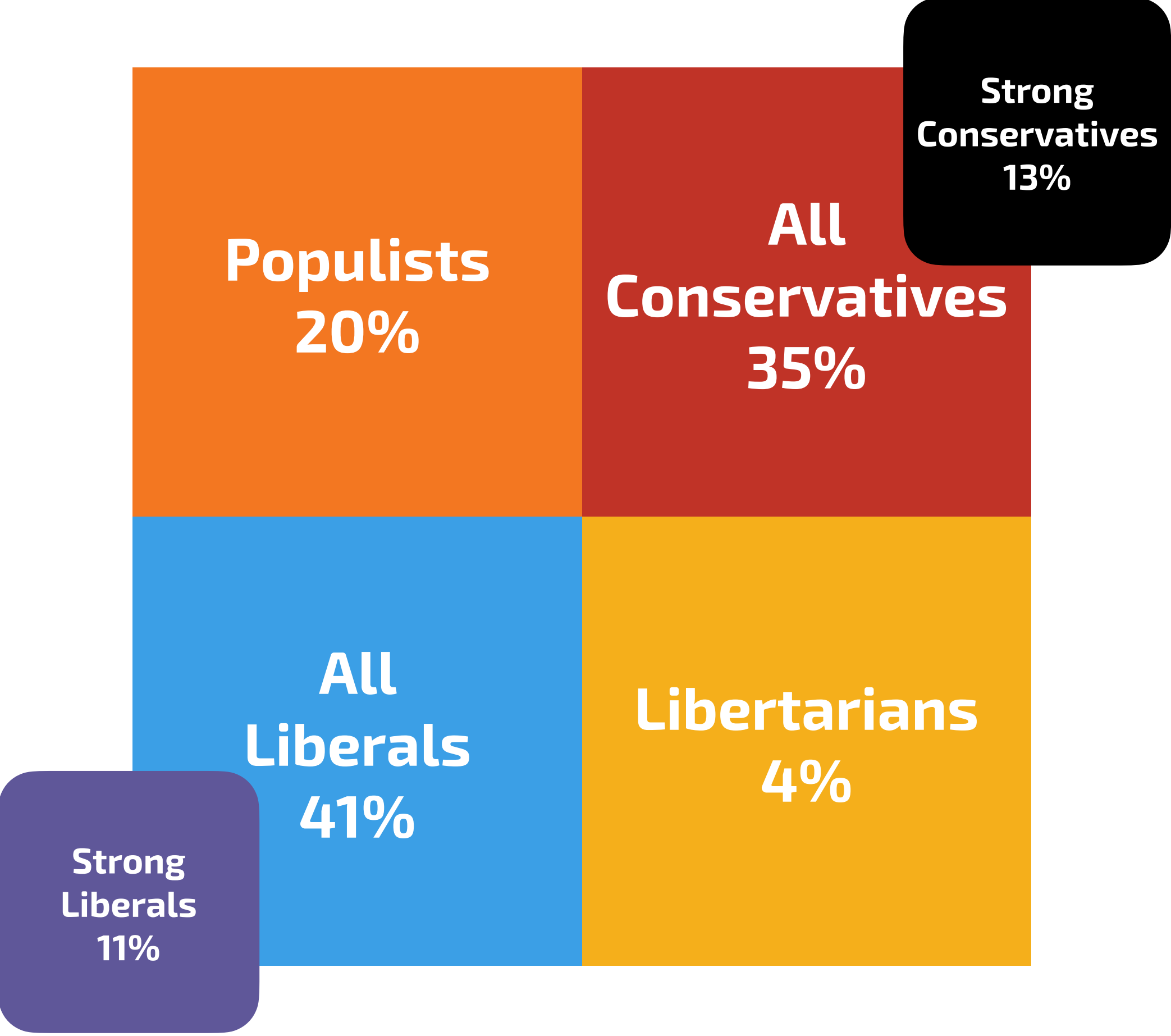


**2024**



Note: Numbers may not add up to 100 due to rounding  
N=1,013 Registered Voters in the Likely Electorate Nationwide, June 10-12 2024 Verified Voter Omnibus, Margin of Error=±3.7

# Strong Conservatives and strong liberals make up 13% and 11% of the electorate respectively



Note: Numbers may not add up to 100 due to rounding  
N=1,013 Registered Voters in the Likely Electorate Nationwide, June 10-12 2024 Verified Voter Omnibus, Margin of Error=±3.7

# Demographics of the four quadrants

	Registered Voters	Conservatives	Populists	Liberals	Libertarians
<b>Gender</b>	46% male 53% female	<b>55% male</b> 45% female	54% male 46% female	46% male <b>63% female</b>	39% male <b>61% female</b>
<b>Age</b>	43% under 50 57% 50+	35% under 50 <b>65% 50+</b>	49% under 50 51% 50+	48% under 50 52% 50+	<b>57% under 50</b> 43% 50+
<b>Race</b>	75% White 13% Black 12% Hispanic/Latino	<b>83% White</b> 6% Black 7% Hispanic/Latino	69% White <b>18% Black</b> <b>16% Hispanic/Latino</b>	71% White 16% Black 13% Hispanic/Latino	71% White 14% Black 14% Hispanic/Latino
<b>Income</b>	42% <\$50k/yr 58% >\$50k/yr	34% <\$50k/yr <b>65% &gt;\$50k/yr</b>	<b>54% &lt;\$50k/yr</b> 46% >\$50k/yr	42% <\$50k/yr 56% >\$50k/yr	41% <\$50k/yr 59% >\$50k/yr
<b>Urbanicity</b>	29% City 46% Suburb 25% Small town/rural	<b>19% City</b> 48% Suburb 32% Small town/rural	34% City 40% Suburb 26% Small town/rural	<b>35% City</b> 47% Suburb 19% Small town/rural	28% City 49% Suburb 23% Small town/rural
<b>Education</b>	61% Non-College 39% College	61% Non-College 39% College	<b>78% Non-College</b> 22% College	54% Non-College <b>47% College</b>	62% Non-College 38% College



N=1,013 Registered Voters in the Likely Electorate Nationwide, June 10-12 2024 Verified Voter Omnibus, Margin of Error=±3.7

# Demographics of strong Liberals and Conservatives

	Registered Voters	Strong Cultural Liberals	Strong Fiscal Liberals	Strong Cultural Conservatives	Strong Fiscal Conservatives
<b>Gender</b>	46% male 53% female	35% male <b>63% female</b>	48% male 52% female	<b>57% male</b> 43% female	<b>60% male</b> 40% female
<b>Age</b>	43% under 50 57% 50+	<b>65% under 50</b> 36% 50+	<b>52% under 50</b> 49% 50+	37% under 50 <b>64% 50+</b>	28% under 50 <b>72% 50+</b>
<b>Race</b>	75% White 13% Black 12% Hispanic/Latino	76% White 15% Black 9% Hispanic/Latino	67% White <b>16% Black</b> 12% Hispanic/Latino	<b>86% White</b> 5% Black 8% Hispanic/Latino	<b>85% White</b> 6% Black 7% Hispanic/Latino
<b>Income</b>	42% <\$50k/yr 58% >\$50k/yr	41% <\$50k/yr 59% >\$50k/yr	<b>46% &lt;\$50k/yr</b> 52% >\$50k/yr	38% <\$50k/yr <b>62% &gt;\$50k/yr</b>	28% <\$50k/yr <b>71% &gt;\$50k/yr</b>
<b>Urbanicity</b>	29% City 46% Suburb 25% Small town/rural	31% City 48% Suburb 21% Small town/rural	<b>34% City</b> 44% Suburb 22% Small town/rural	20% City 45% Suburb <b>35% Small town/rural</b>	20% City 43% Suburb <b>37% Small town/rural</b>
<b>Education</b>	61% Non-College 39% College	48% Non-College <b>50% College</b>	55% Non-College <b>46% College</b>	63% Non-College 37% College	53% Non-College <b>47% College</b>

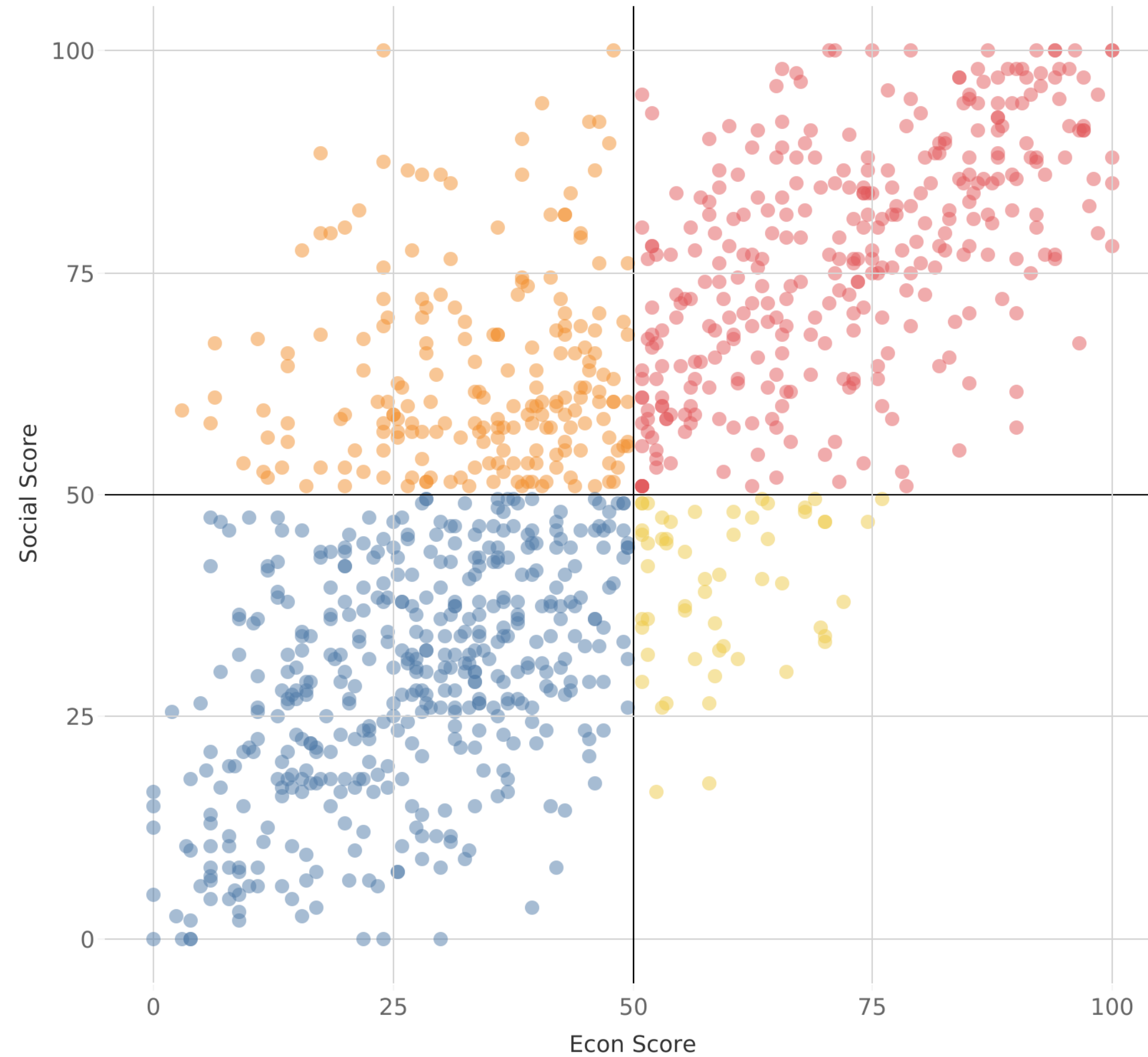


Note: "Strong" economic and cultural conservatives scored above a 75 on their respective scales, and "strong" economic and cultural liberals scored below a 25 on their respective scales.  
 N=1,013 Registered Voters in the Likely Electorate Nationwide, June 10-12 2024 Verified Voter Omnibus, Margin of Error=±3.7

An Interactive  
Tableau of the  
quadrants with  
information on  
party, race, age, and  
more can be found  
here:  
[https://tinyurl.com/  
26uu69tm](https://tinyurl.com/26uu69tm)



Mapping Registered Voters by Political Ideology



Breakdown by:  
Quadrants Condensed

- Conservative
- Liberal
- Libertarian
- Populist

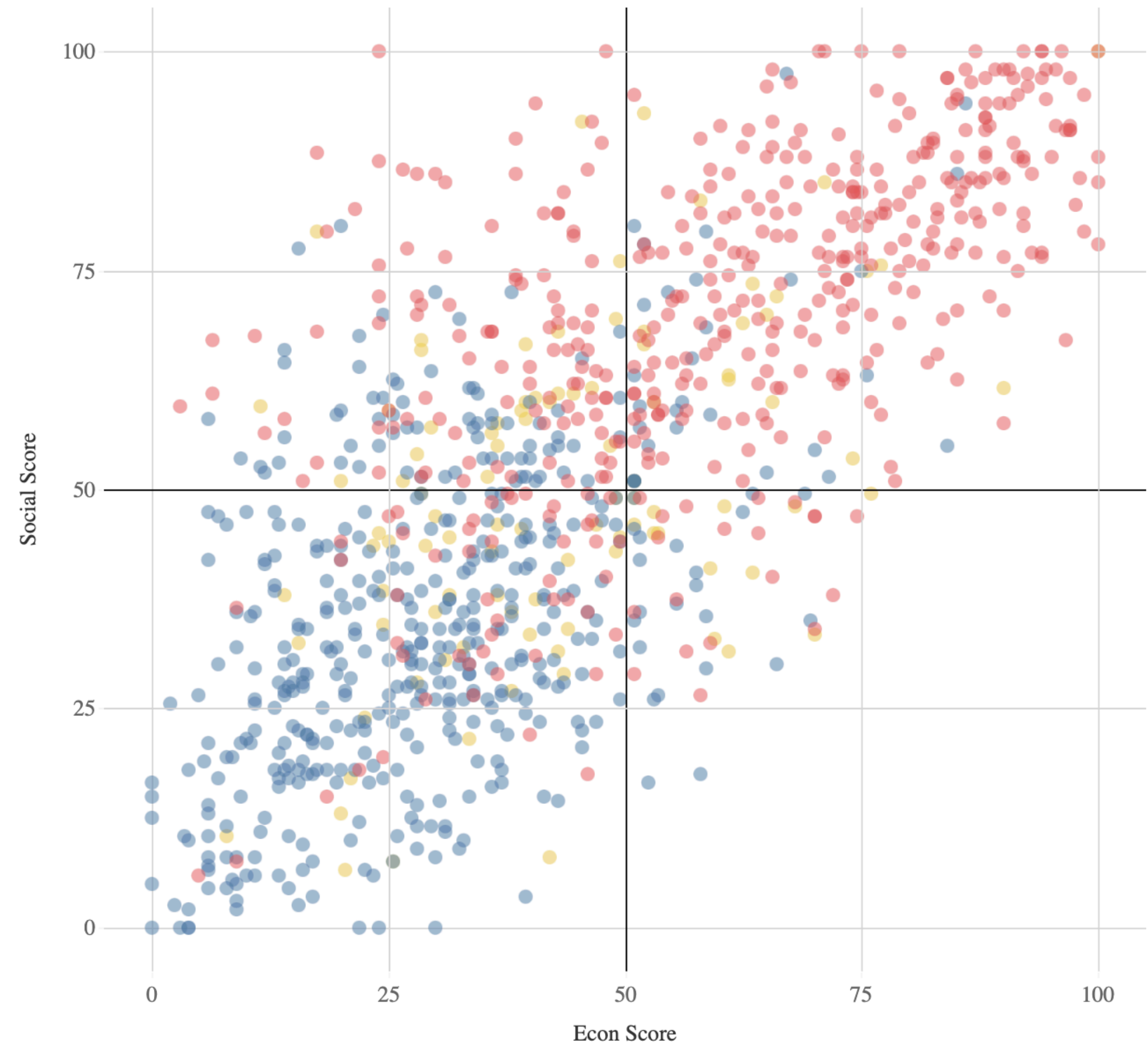
	Likely Electorate Share	Mean Social Score	Mean Econ Score
Conservative	35%	77.5%	73.1%
Liberal	41%	27.5%	26.3%
Libertarian	4%	38.9%	59.6%
Populist	20%	64.3%	33.4%



N=1,013 Registered Voters in the Likely Electorate Nationwide, June 10-12 2024 Verified Voter Omnibus, Margin of Error=±3.7

# Quadrants by party identification

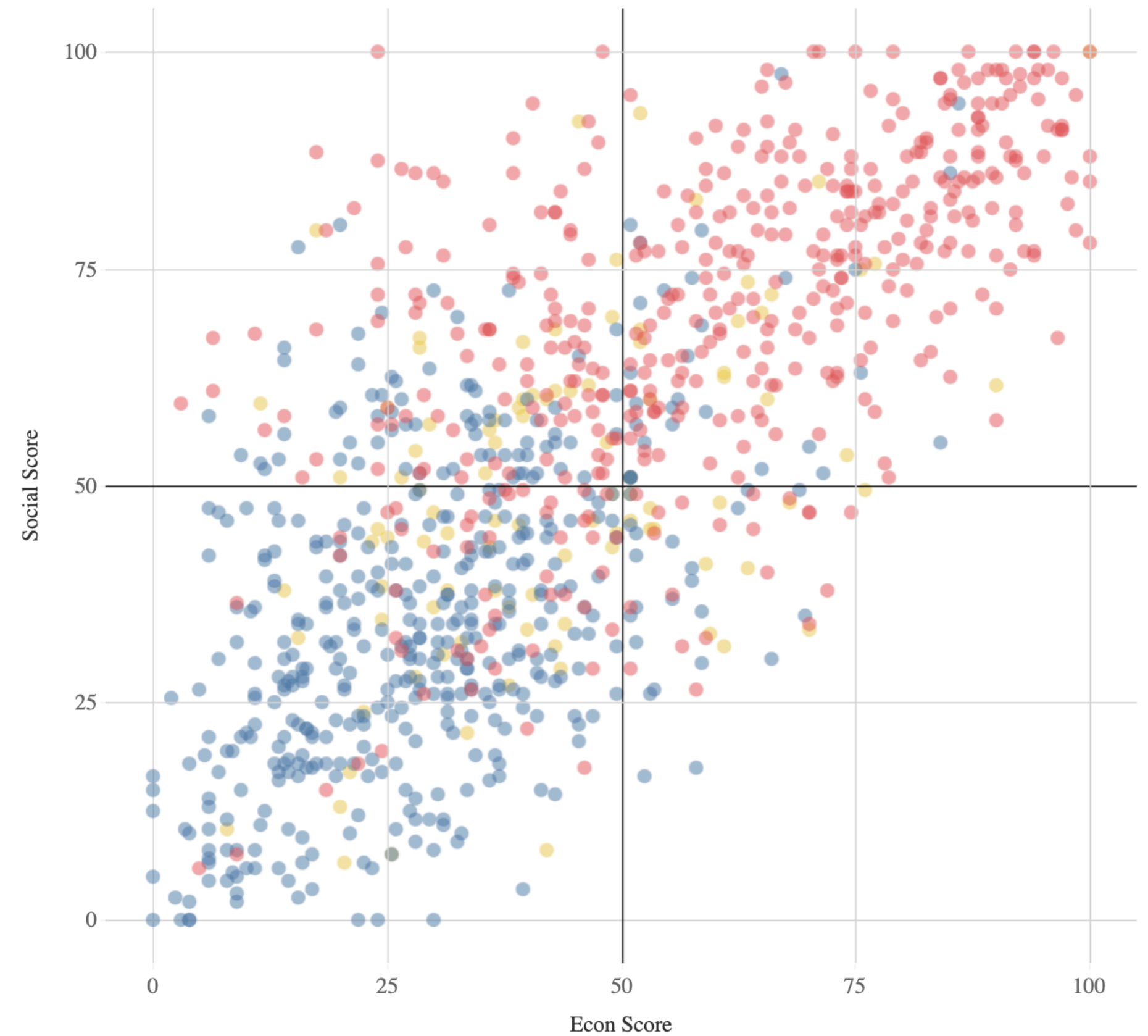
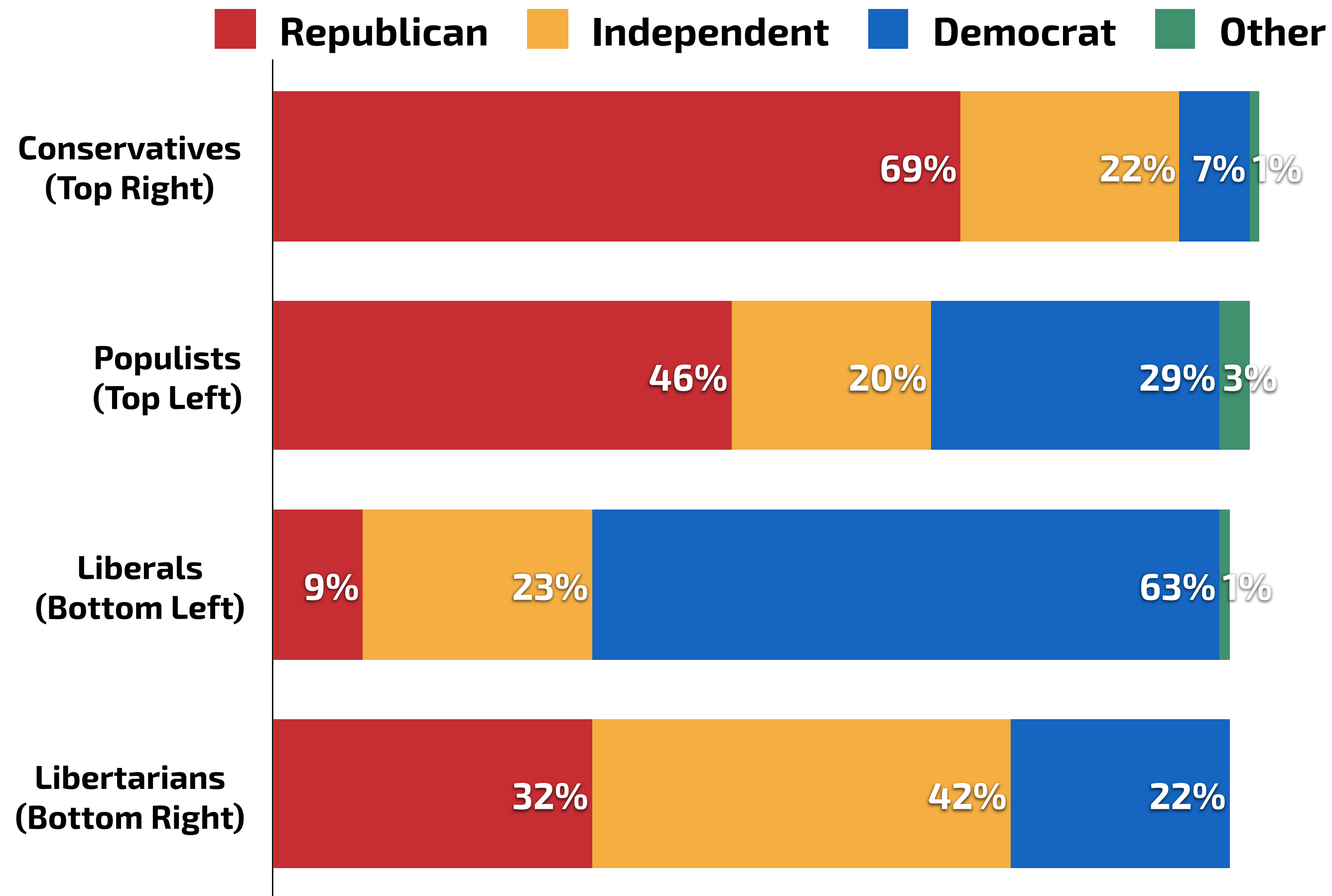
- The Conservative and Liberal quadrants are primarily populated with their respective partisans.
- Republicans (46%) are more common than Democrats (29%) in the Populist quadrant.



N=1,013 Registered Voters in the Likely Electorate Nationwide, June 10-12 2024  
Verified Voter Omnibus, Margin of Error=±3.7

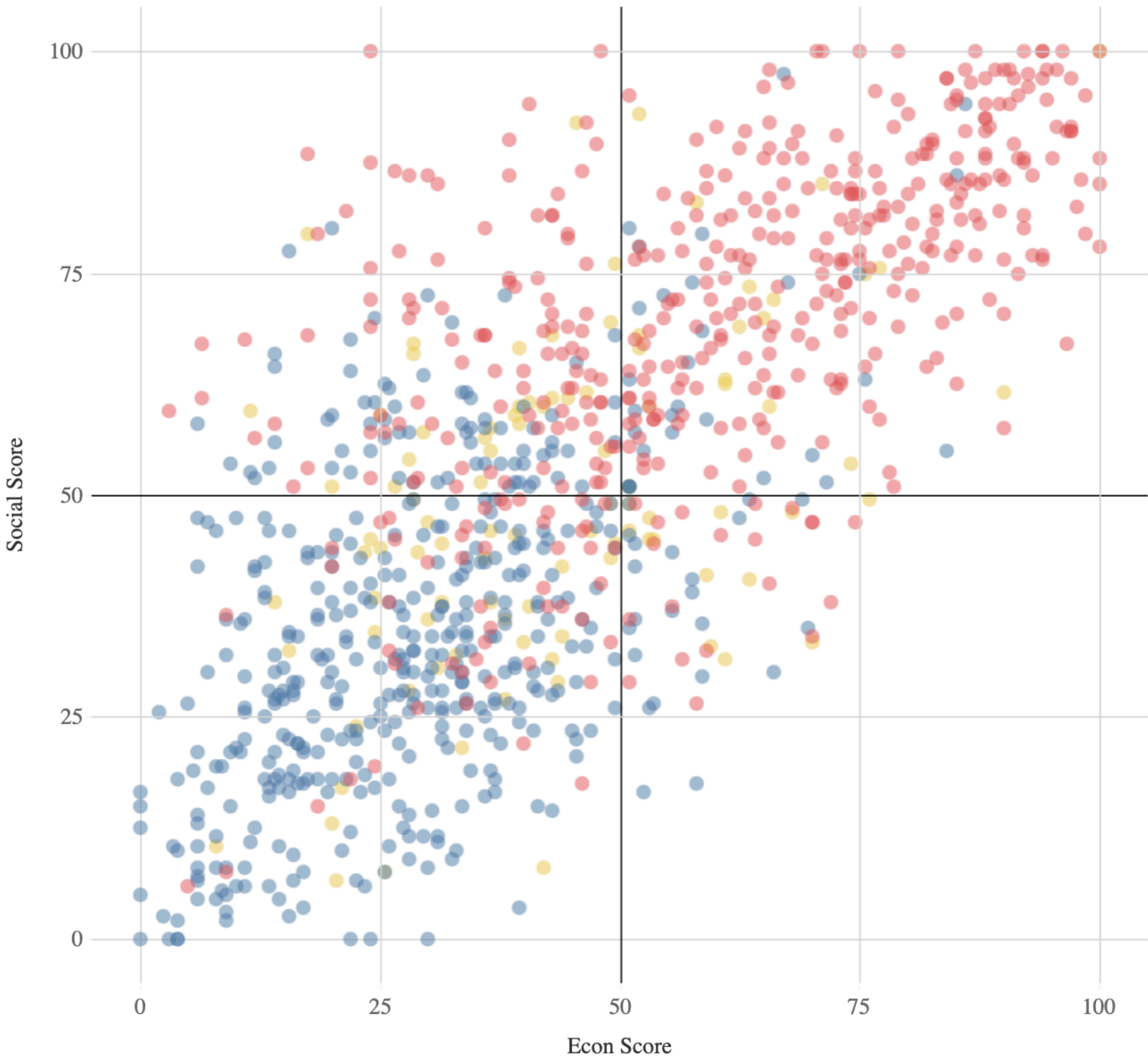
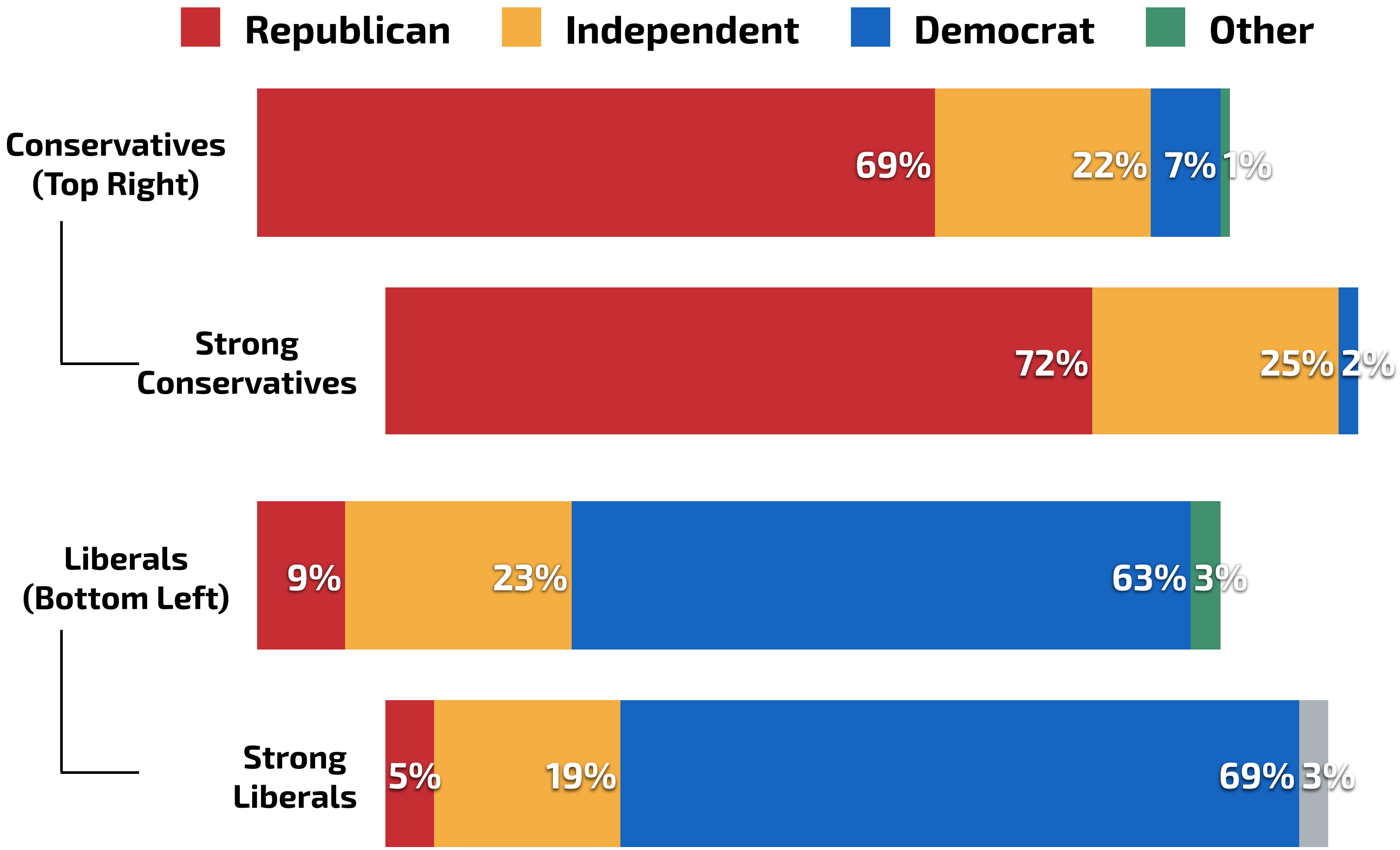


# Plurality of populists are Republicans



N=1,013 Registered Voters in the Likely Electorate Nationwide, June 10-12 2024 Verified Voter Omnibus, Margin of Error=±3.7

# 69% of Conservatives identify as Republicans and 63% of Liberals identify as Democrats; higher numbers among Strong Liberals and Conservatives

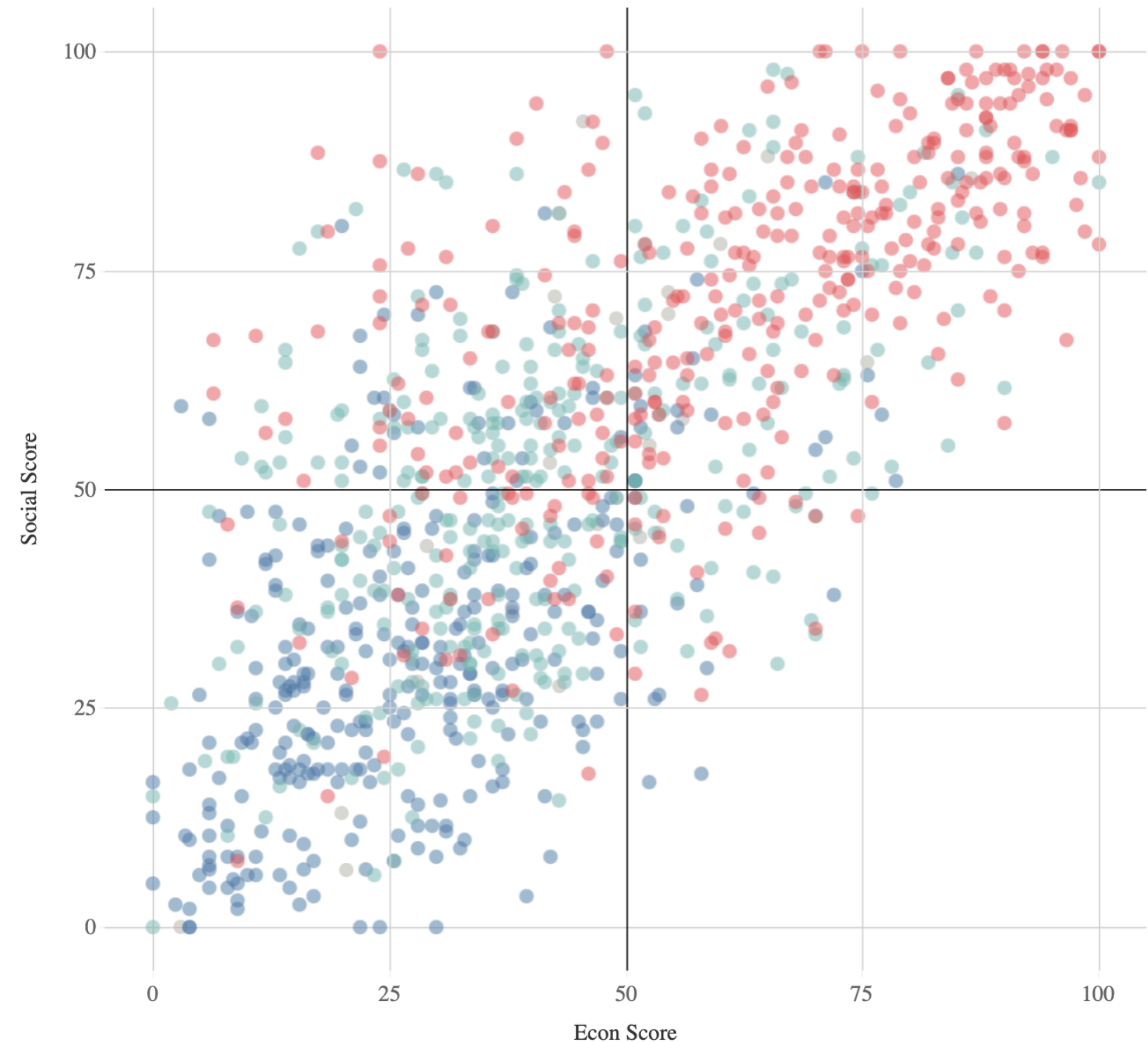


N=1,013 Registered Voters in the Likely Electorate Nationwide, June 10-12 2024 Verified Voter Omnibus, Margin of Error=±3.7



# Quadrants by political ideology

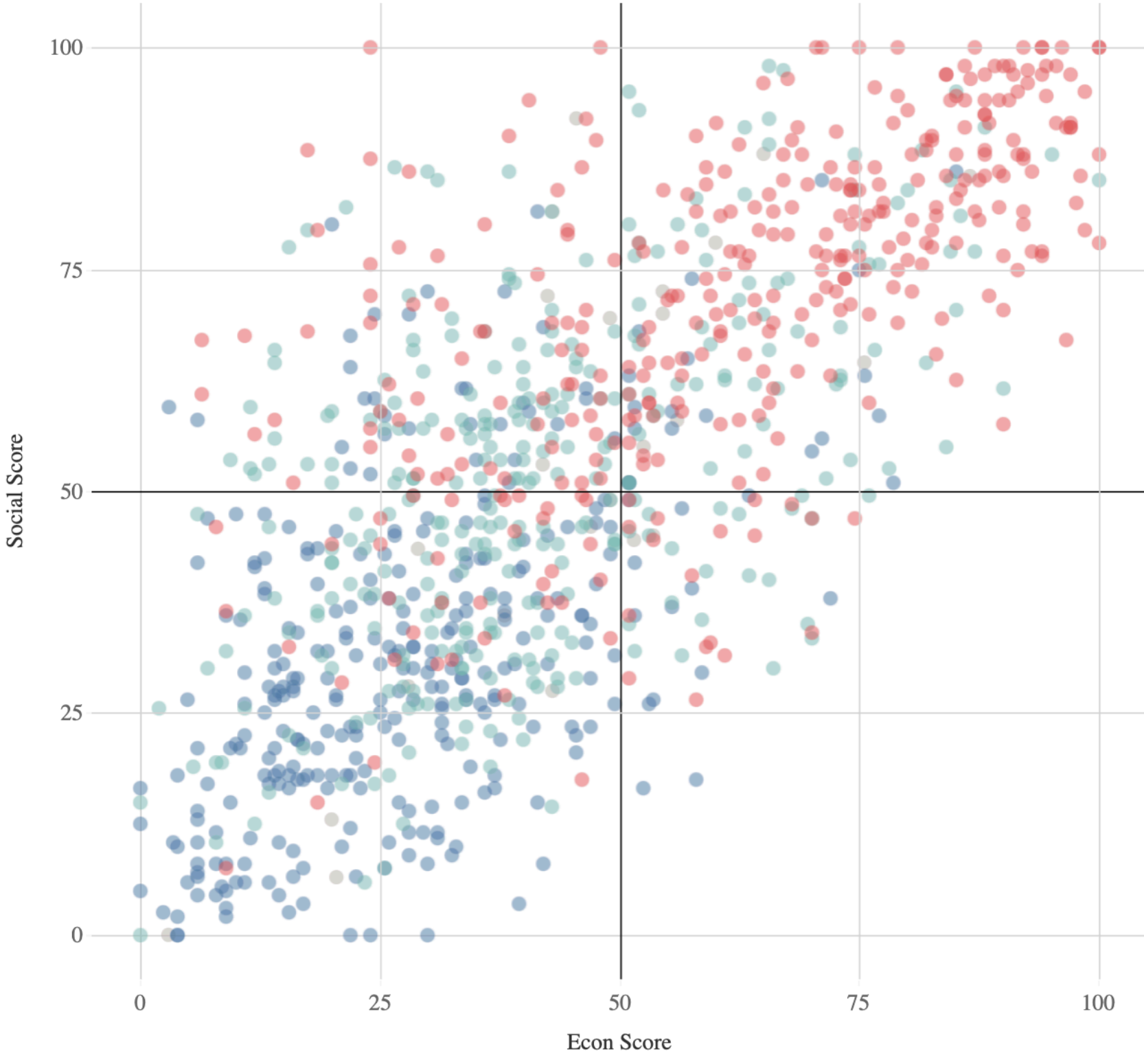
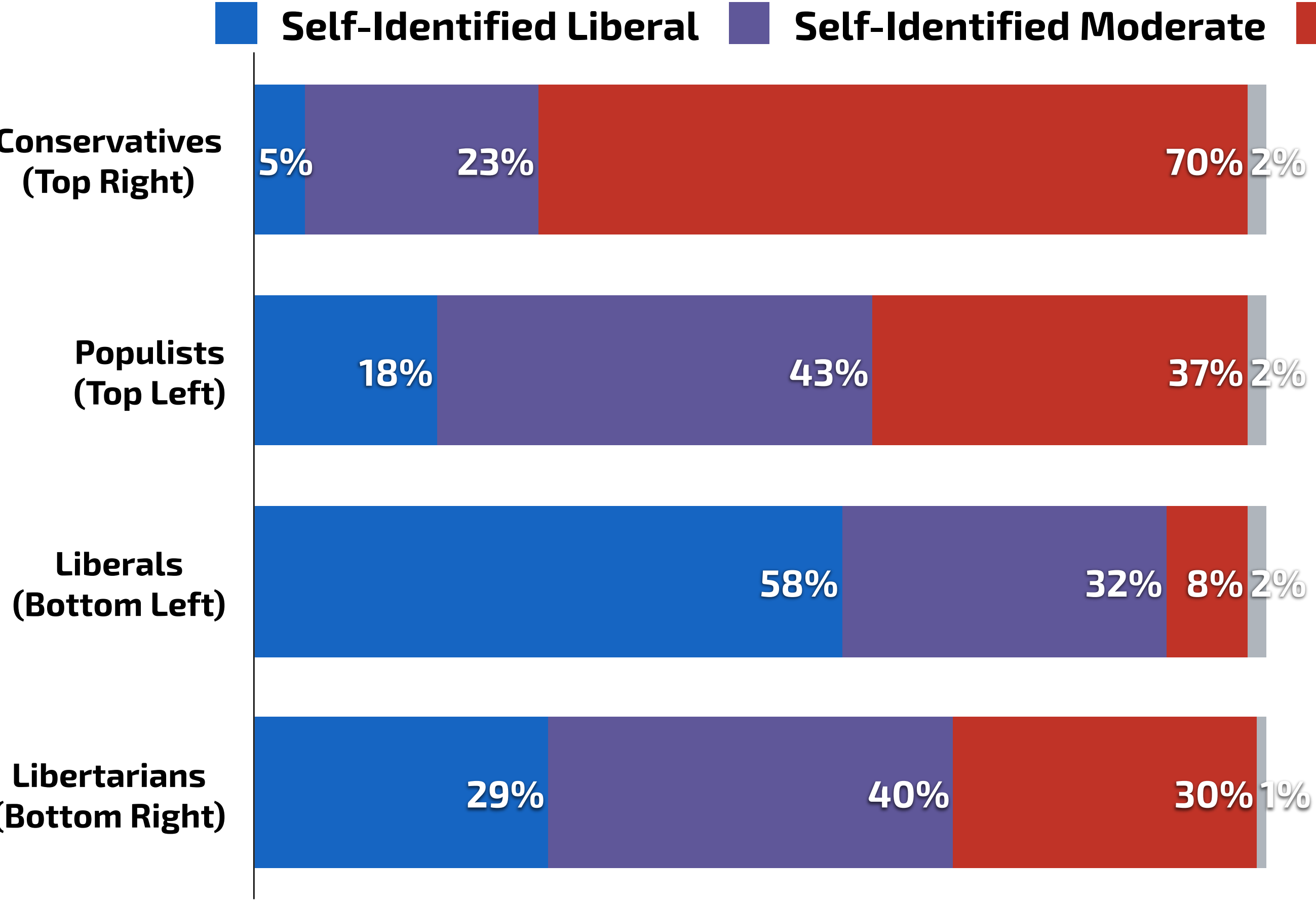
- 70% of Conservatives identify as ideologically conservative, while only 58% of Liberals identify as ideologically liberal.
- 37% of Populists identify as conservative, while 18% identify as liberal.
- However, a plurality (43%) identify as moderates, as do 23% of Conservatives and 32% of Liberals.



N=1,013 Registered Voters in the Likely Electorate Nationwide, June 10-12 2024  
Verified Voter Omnibus, Margin of Error=±3.7



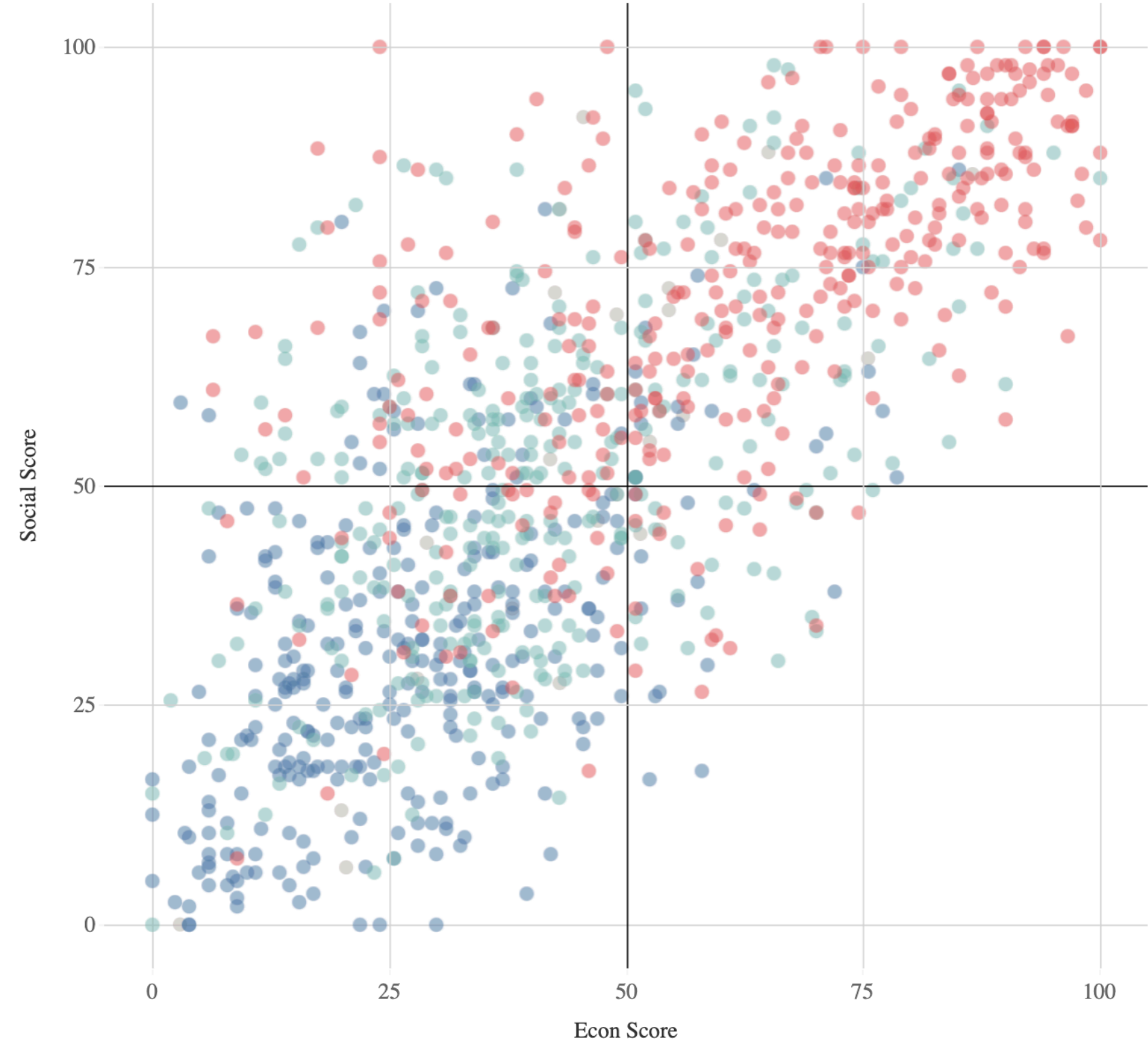
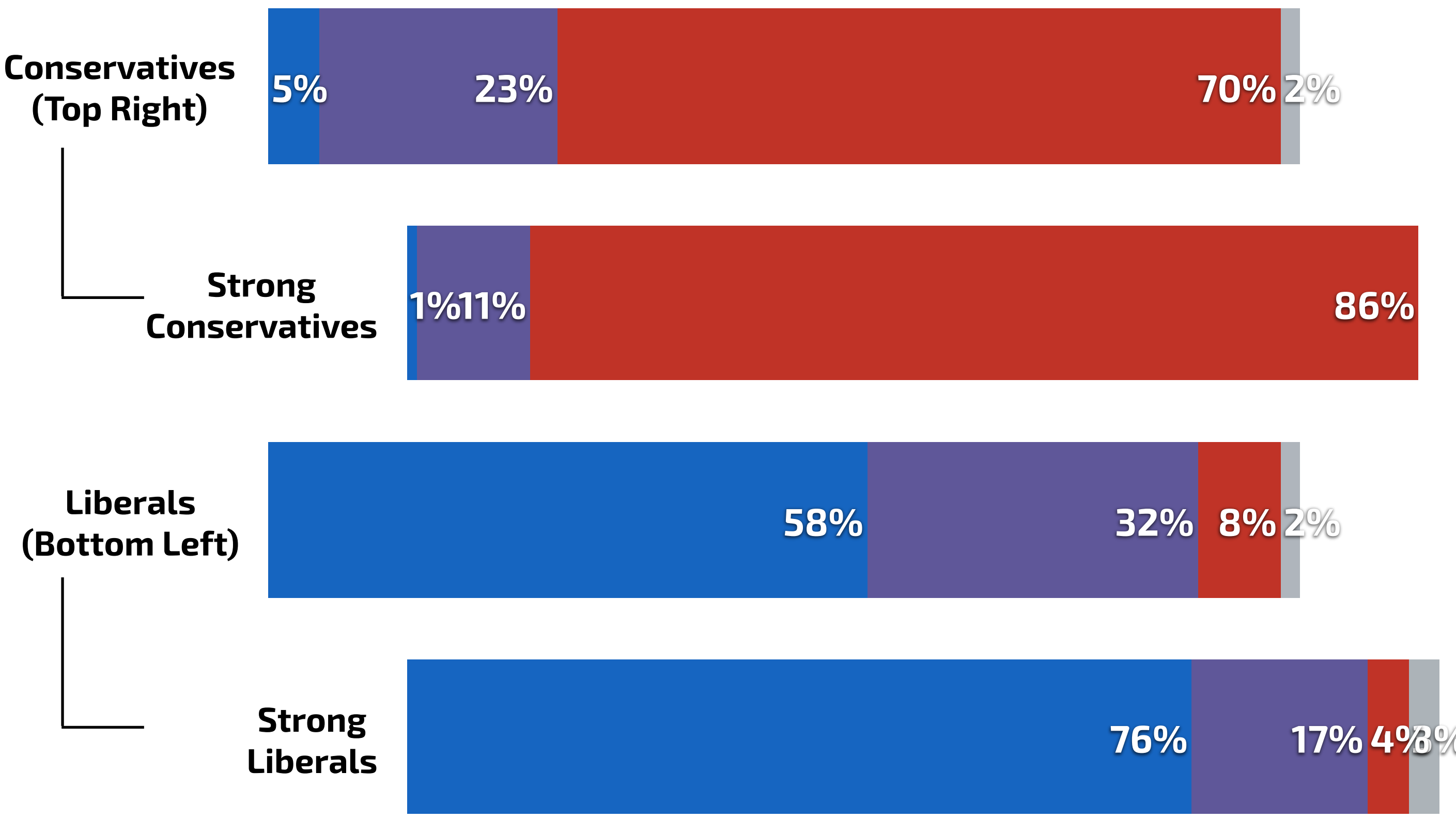
# Plurality of Populists and Libertarians identify as moderate; fewer Conservatives (23%) than Liberals (32%) do the same



N=1,013 Registered Voters in the Likely Electorate Nationwide, June 10-12 2024 Verified Voter Omnibus, Margin of Error=±3.7

# 11% Of Strong Conservatives and 17% of Strong Liberals identify as ideologically moderate

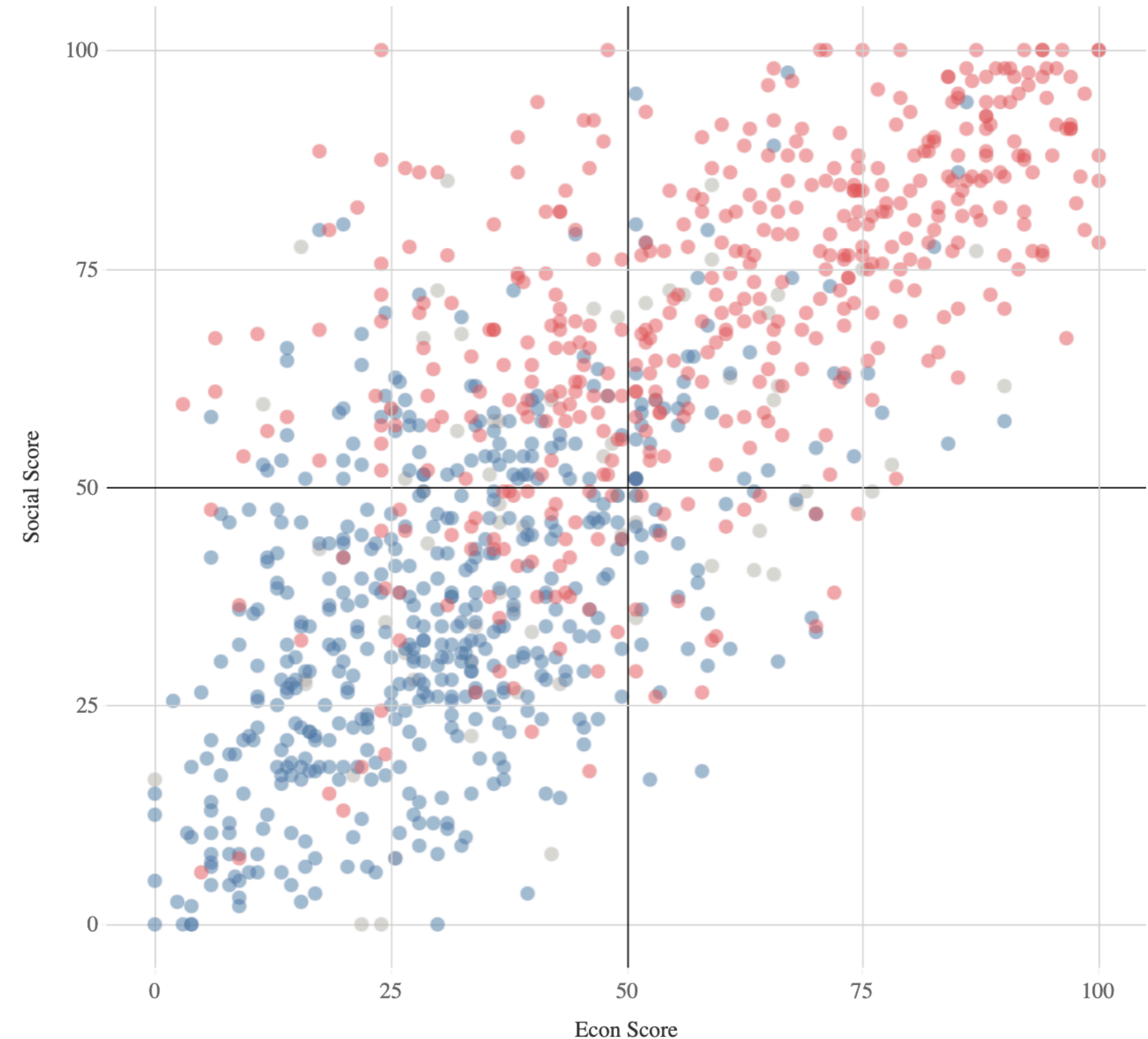
■ Self-Identified Liberal 
 ■ Self-Identified Moderate 
 ■ Self-Identified Conservative 
 ■ Unsure



N=1,013 Registered Voters in the Likely Electorate Nationwide, June 10-12 2024 Verified Voter Omnibus, Margin of Error=±3.7

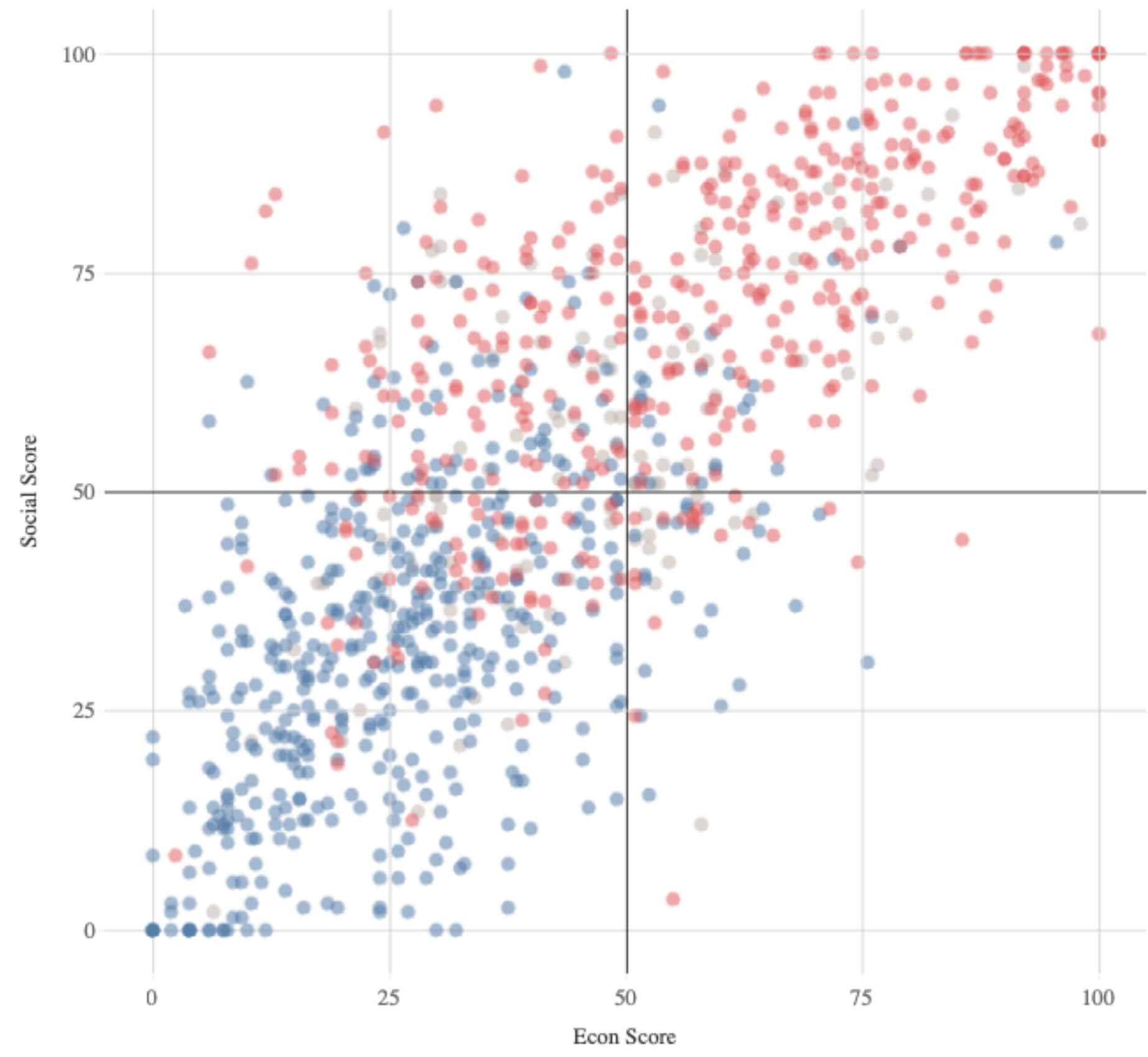
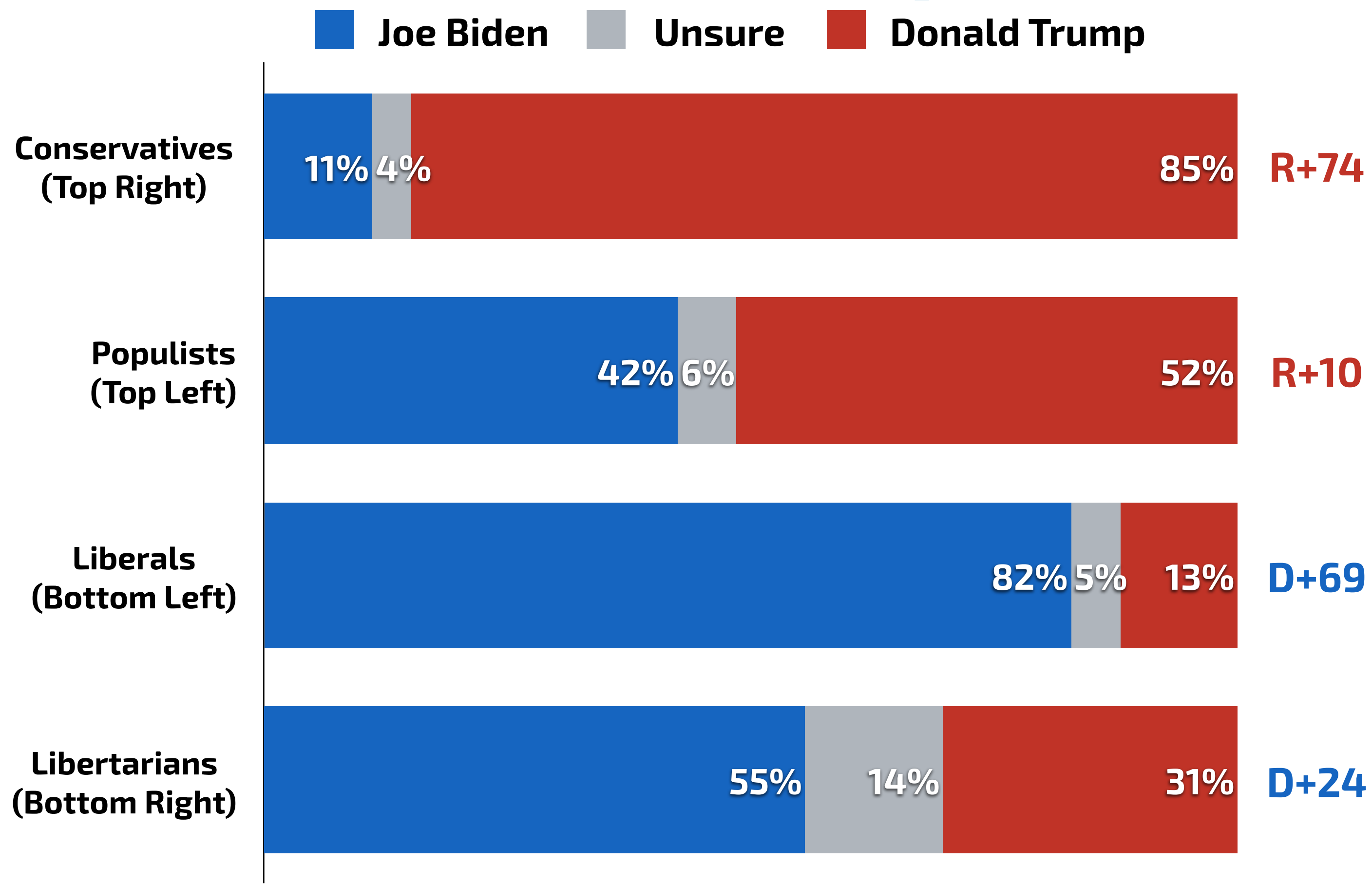
# 2024 presidential election

- If the 2024 presidential election were held today, Trump would win Populists by 10 points and lose Libertarians by 24 points.
- At the same time last year, Trump was leading among Populists by 21 points and trailing among Libertarians by only 7 points
- Trump performs better with Strong Conservatives (95%) than Biden does with Strong Liberals (91%).



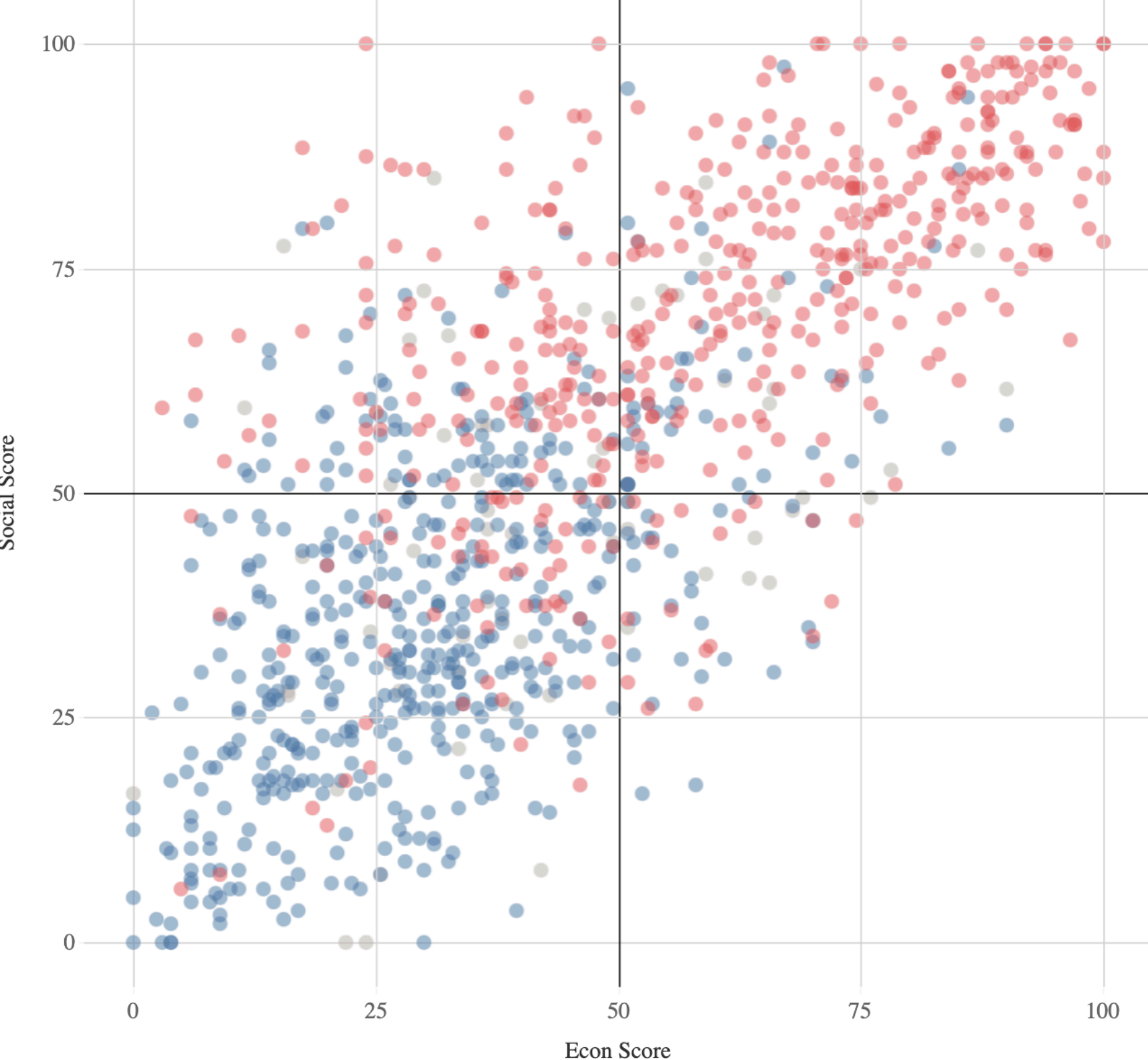
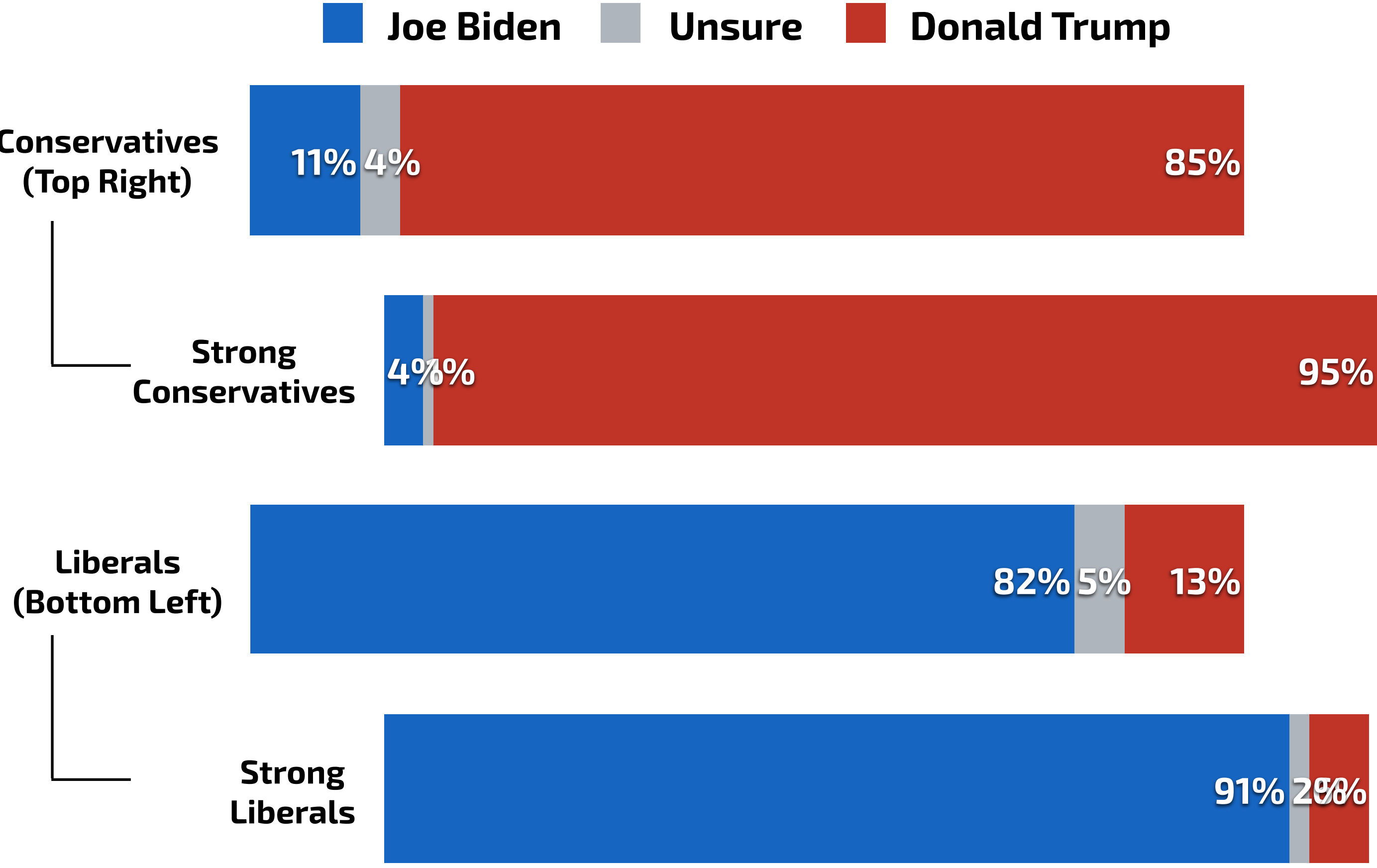
N=1,013 Registered Voters in the Likely Electorate Nationwide, June 10-12 2024  
Verified Voter Omnibus, Margin of Error=±3.7

# Conservatives favor Trump by a greater margin than Liberals favor Biden; Populists side with Trump by 10 points



N=1,013 Registered Voters in the Likely Electorate Nationwide, June 10-12 2024 Verified Voter Omnibus, Margin of Error=±3.7

# Trump does better with Strong Conservatives than Biden does with Strong Liberals








N=1,013 Registered Voters in the Likely Electorate Nationwide, June 10-12 2024 Verified Voter Omnibus, Margin of Error=±3.7

# 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
<b>NATIONALIST</b>		<b>30%</b>	Stop illegal immigration, put America First, stand up to political correctness, and end unfair trade deals
<b>CONSERVATIVE</b>		<b>17%</b>	Defend the American system of free enterprise, promote traditional family values, and ensure a strong military
<b>ACELA</b>		<b>11%</b>	Advance social progress including women's rights and LGBTQ rights, work with other countries through free trade and diplomacy, cut the deficit, and reform capitalism with sensible regulation
<b>LABOR</b>		<b>29%</b>	Put the middle class first, pass universal health insurance, strengthen labor unions, and raise taxes on the wealthy to support programs for those less well off
<b>GREEN</b>		<b>7%</b>	Pass a Green New Deal to build a carbon-free economy with jobs for all, break up big corporations, end systemic inequality, and promote social and economic justice








Note: Unsure not included  
 N=1,013 Registered Voters in the Likely Electorate Nationwide, June 10-12 2024 Verified Voter Omnibus, Margin of Error=±3.7



# Nationalist party takes the lead for the first time while the Labor and Green Parties take a hit

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

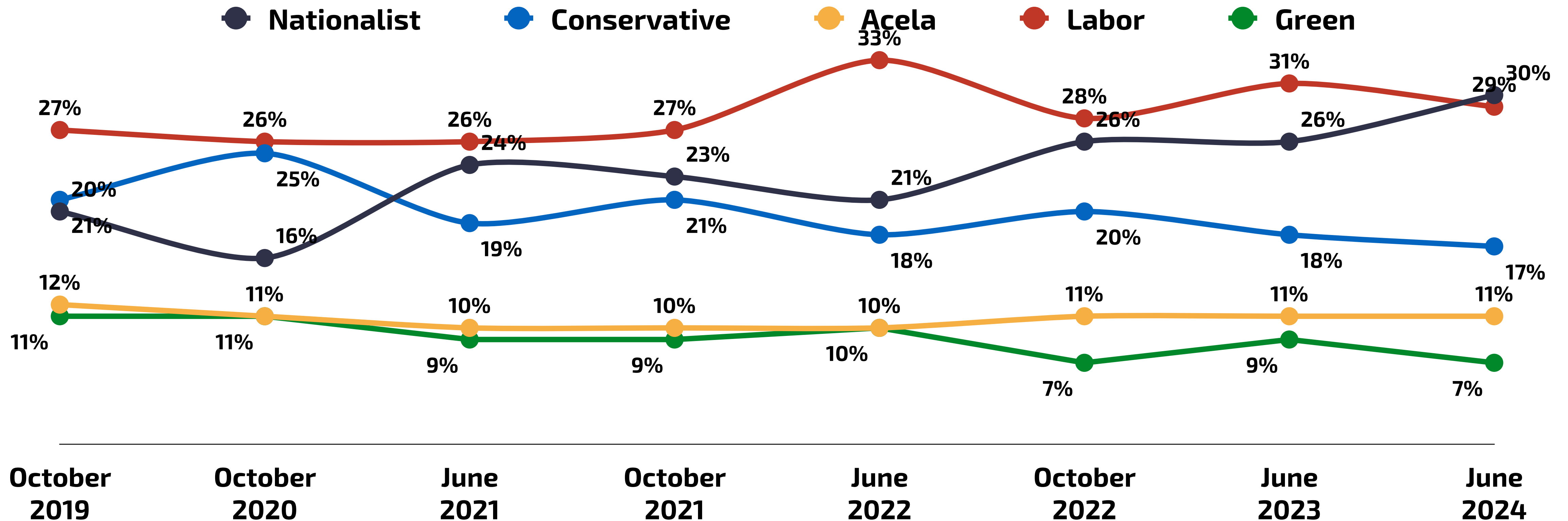
PARTY	LEADER	JUNE 2023 LV	June 2024 LV	CHANGE	DESCRIPTION
<b>NATIONALIST</b>		<b>26%</b>	<b>30%</b>	<b>+4</b>	Stop illegal immigration, put America First, stand up to political correctness, and end unfair trade deals
<b>CONSERVATIVE</b>		<b>18%</b>	<b>17%</b>	<b>-1</b>	Defend the American system of free enterprise, promote traditional family values, and ensure a strong military
<b>ACELA</b>		<b>11%</b>	<b>11%</b>	<b>EVEN</b>	Advance social progress including women's rights and LGBTQ rights, work with other countries through free trade and diplomacy, cut the deficit, and reform capitalism with sensible regulation
<b>LABOR</b>		<b>31%</b>	<b>29%</b>	<b>-2</b>	Put the middle class first, pass universal health insurance, strengthen labor unions, and raise taxes on the wealthy to support programs for those less well off
<b>GREEN</b>		<b>9%</b>	<b>7%</b>	<b>-2</b>	Pass a Green New Deal to build a carbon-free economy with jobs for all, break up big corporations, end systemic inequality, and promote social and economic justice



Note: Unsure not included  
 N=1,013 Registered Voters in the Likely Electorate Nationwide, June 10-12 2024 Verified Voter Omnibus, Margin of Error=±3.7

# Nationalists take the lead for first time and widen the gap with Conservatives

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



Note: October 2020, October 2022, and June 2023 survey are weighted to the Likely Electorate, all others are weighted to Registered Voters. Unsure not included.

N=1,013 Registered Voters in the Likely Electorate Nationwide, June 10-12 2024 Verified Voter Omnibus, Margin of Error=±3.7

# Demographics of America's multi-party democracy

	Registered Voters	Green	Labor	Acela	Conservative	Nationalist
<b>Gender</b>	46% male 53% female	48% male 51% female	37% male <b>63% female</b>	33% male <b>64% female</b>	<b>67% male</b> 33% female	49% male 51% female
<b>Age</b>	43% under 50 57% 50+	<b>62% under 50</b> 38% 50+	44% under 50 56% 50+	<b>70% under 50</b> 30% 50+	37% under 50 63% 50+	34% under 50 <b>66% 50+</b>
<b>Race</b>	75% White 13% Black 12% Hispanic/Latino	67% White <b>20% Black</b> 6% Hispanic/Latino	72% White 17% Black 15% Hispanic/Latino	<b>87% White</b> 8% Black 12% Hispanic/Latino	69% White <b>18% Black</b> 5% Hispanic/Latino	77% White 6% Black 13% Hispanic/Latino
<b>Income</b>	42% <\$50k/yr 58% >\$50k/yr	35% <\$50k/yr <b>66% &gt;\$50k/yr</b>	42% <\$50k/yr 56% >\$50k/yr	38% <\$50k/yr <b>61% &gt;\$50k/yr</b>	35% <\$50k/yr <b>62% &gt;\$50k/yr</b>	42% <\$50k/yr 60% >\$50k/yr
<b>Urbanicity</b>	29% City 46% Suburb 25% Small town/rural	30% City <b>53% Suburb</b> 17% Small town/rural	31% City 45% Suburb 25% Small town/rural	<b>32% City</b> <b>48% Suburb</b> 20% Small town/rural	31% City 47% Suburb 22% Small town/rural	22% City 48% Suburb <b>30% Small town/rural</b>
<b>Education</b>	61% Non-College 39% College	54% Non-College <b>45% College</b>	<b>64% Non-College</b> 36% College	49% Non-College <b>50% College</b>	61% Non-College 39% College	63% Non-College 37% College



N=1,013 Registered Voters in the Likely Electorate Nationwide, June 10-12 2024 Verified Voter Omnibus, Margin of Error=±3.7

# All parties choose cost of living and other economic issues, except the Nationalists, who choose immigration

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
<b>Jobs and the economy (17%)</b>		<b>Cost of living (28%)</b>	<b>Cost of living (22%)</b>	<b>Cost of living (23%)</b>	<b>Immigration (40%)</b>
Cost of living (16%)		Jobs and the economy (10%)	Abortion (21%)	Immigration (20%)	Cost of living (18%)
The environment and climate change (14%)		Political corruption (10%)	The state of democracy (19%)	Jobs and the economy (19%)	Jobs and the economy (11%)
The state of democracy (14%)		The state of democracy (10%)	The environment and climate change (7%)	Political corruption (8%)	Political corruption (8%)

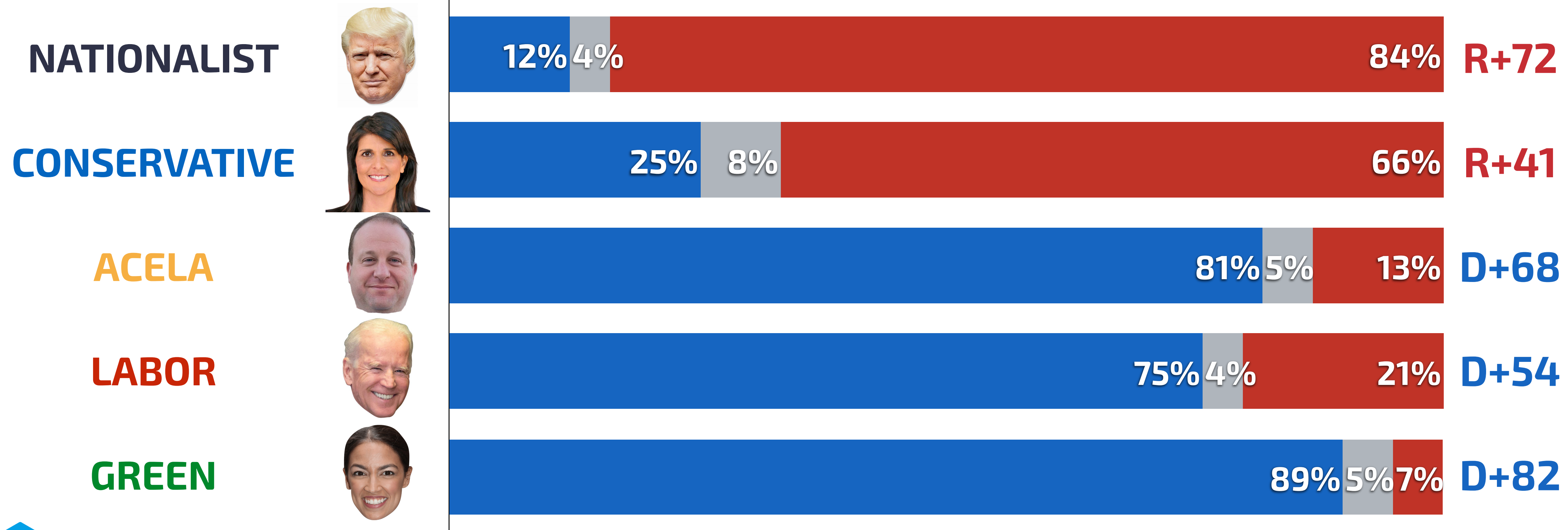


N=1,013 Registered Voters in the Likely Electorate Nationwide, June 10-12 2024 Verified Voter Omnibus, Margin of Error=±3.7

# 25% of Conservative Party supporters would vote Biden, 21% of Labor supporters would vote Trump

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

■ Joe Biden    
 ■ Unsure    
 ■ Donald Trump

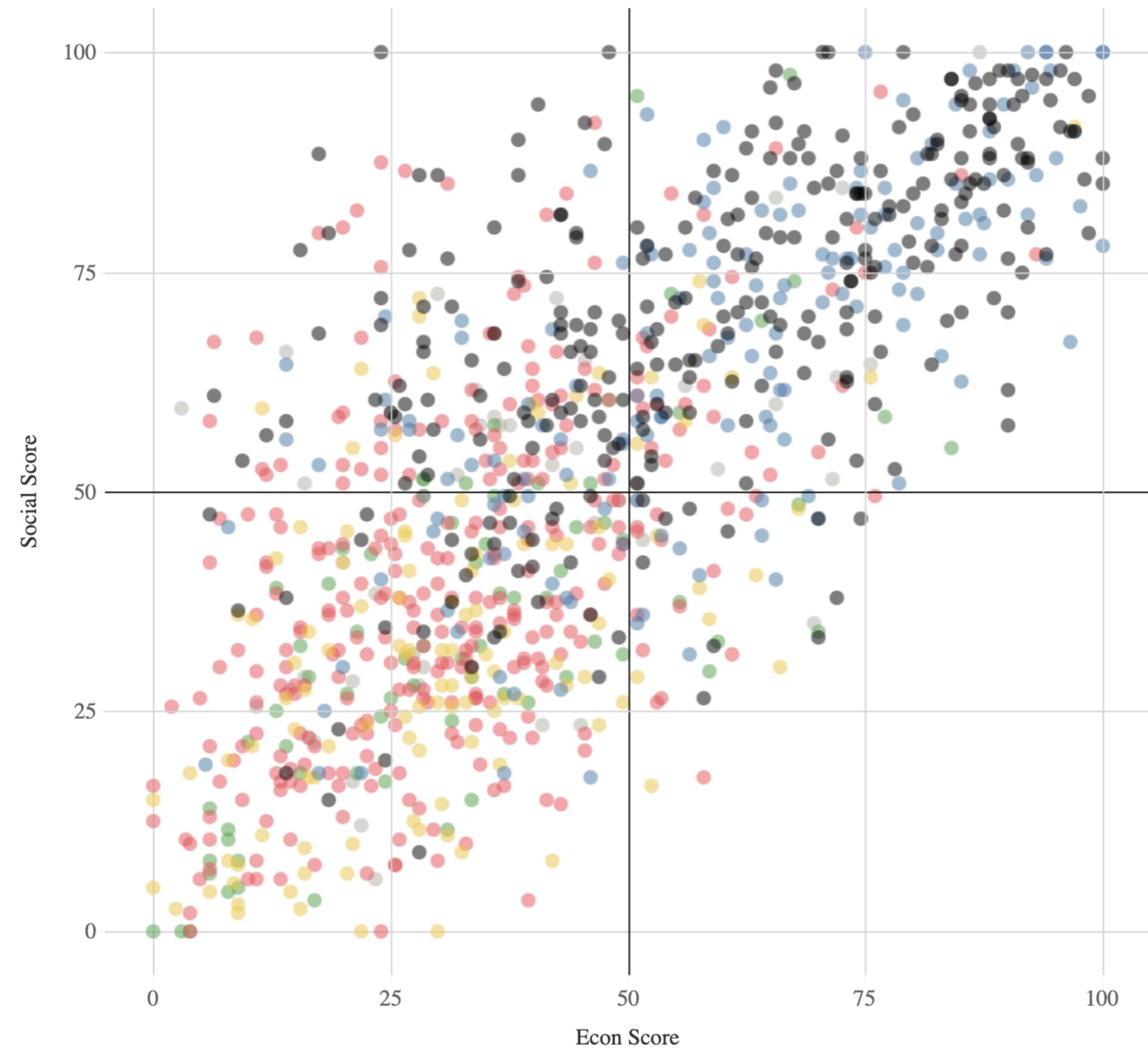


N=1,013 Registered Voters in the Likely Electorate Nationwide, June 10-12 2024 Verified Voter Omnibus, Margin of Error=±3.7



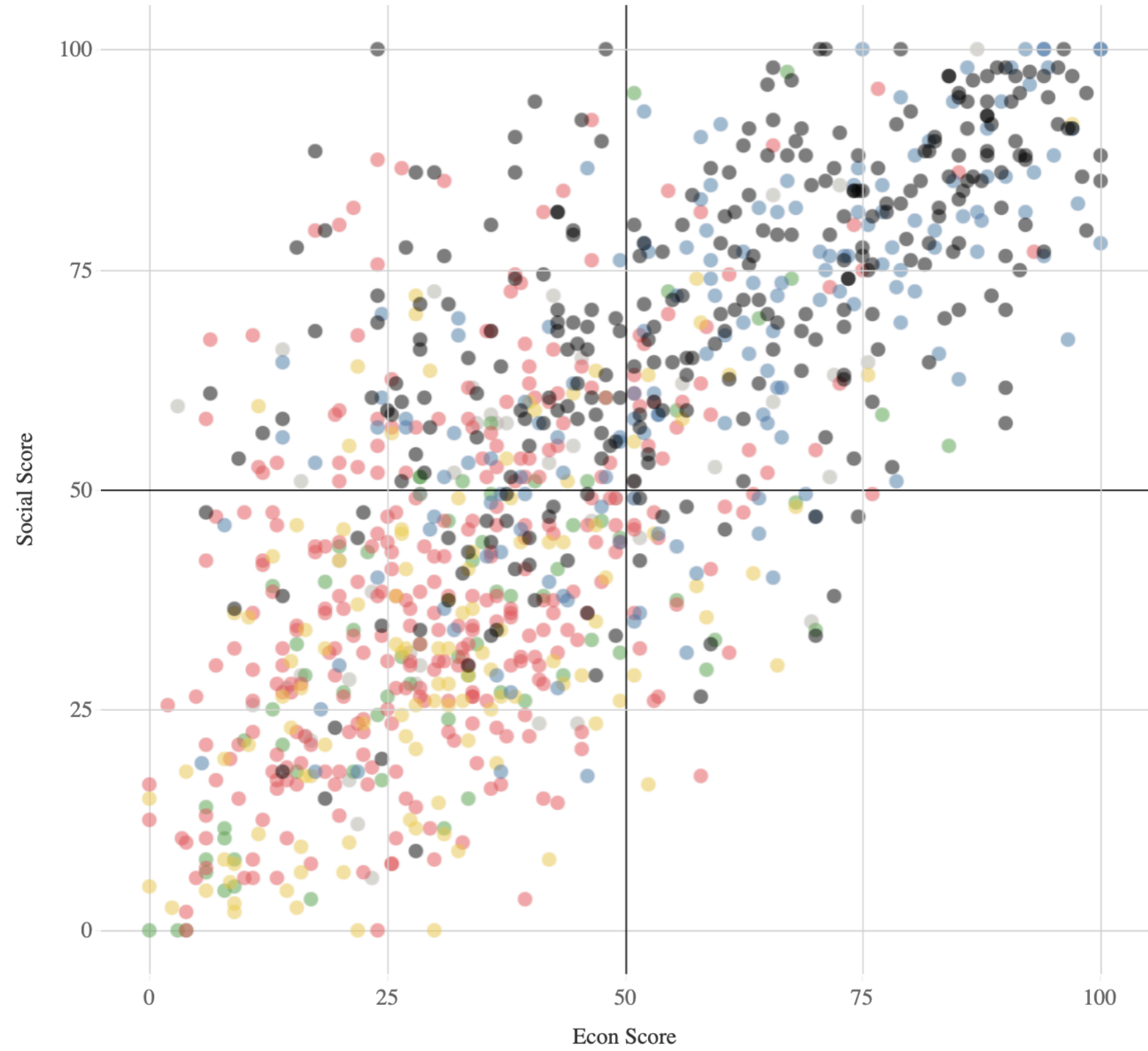
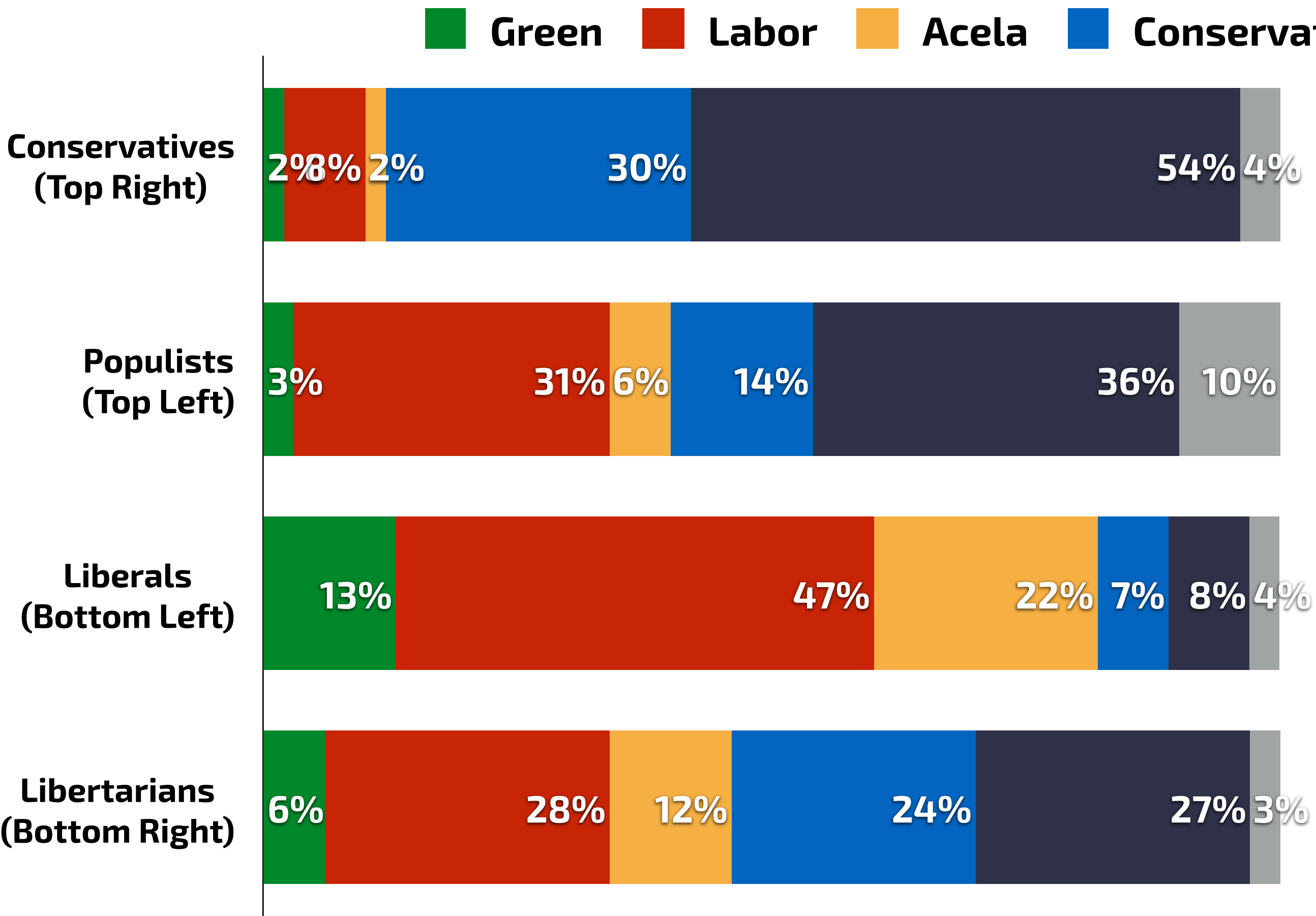
# What if American elections had five parties instead of two?

- 84% of the Conservative quadrant supports either the Nationalist or Conservative Party, while 93% of the Strong Conservative quadrant supports those parties
- 47% of the Liberal quadrant supports the Labor Party; the Acela Party comes in second place at 22%.
- 36% of Populists support the Nationalist Party, and 55% of Strong Populists support them.



N=1,013 Registered Voters in the Likely Electorate Nationwide, June 10-12 2024  
Verified Voter Omnibus, Margin of Error=±3.7

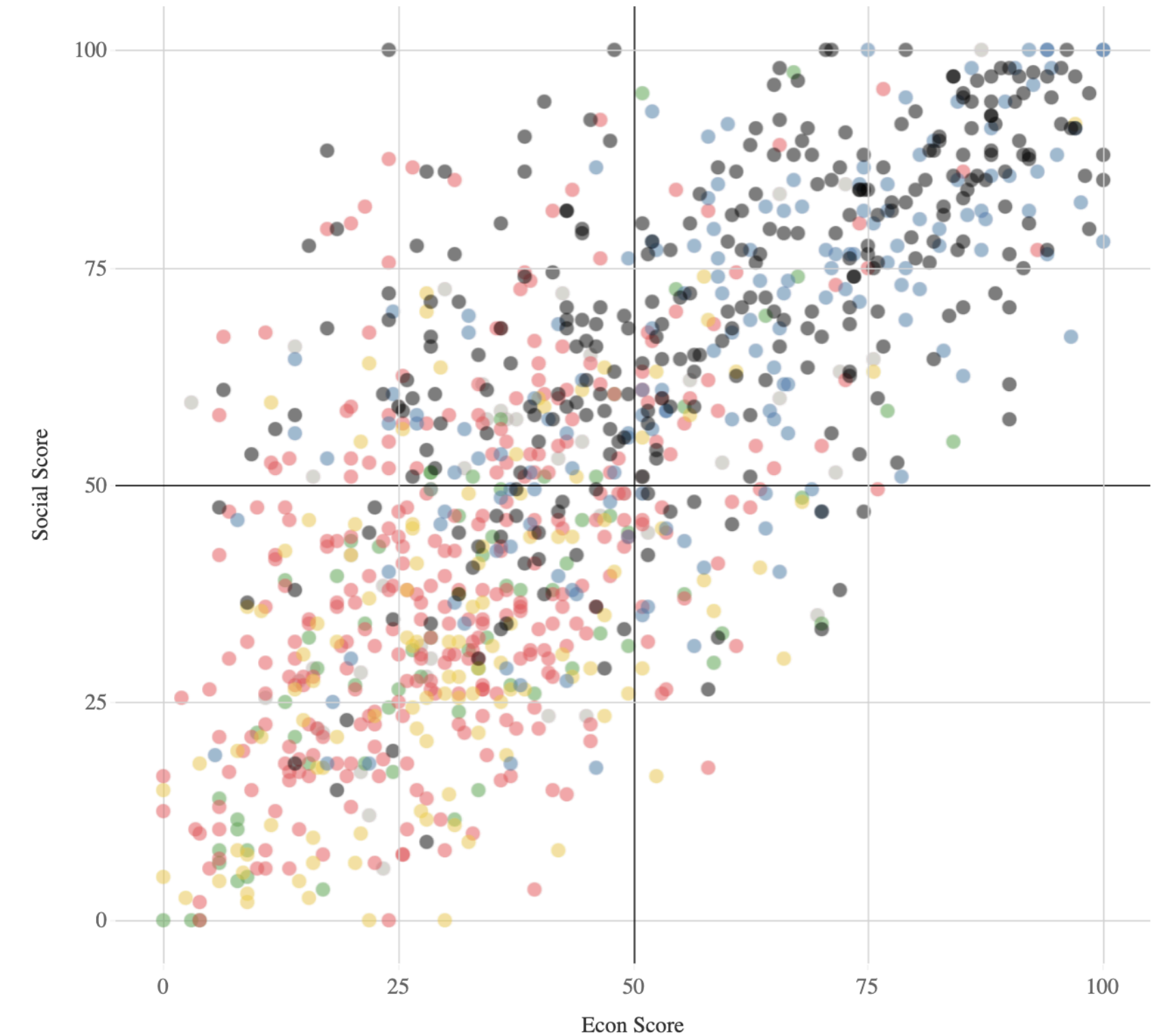
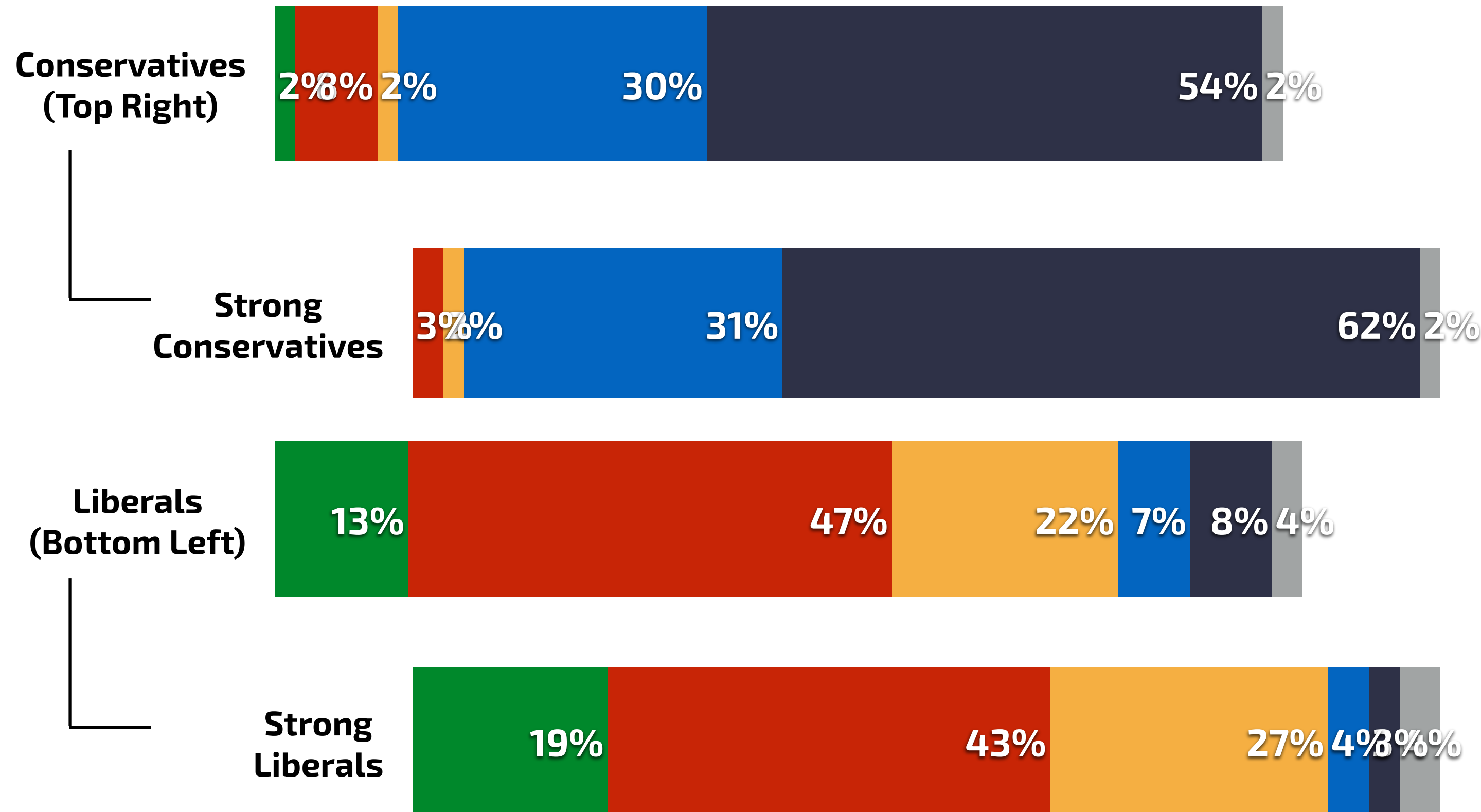
# Populists choose right-leaning parties over left-leaning parties by a 10 point margin



N=1,013 Registered Voters in the Likely Electorate Nationwide, June 10-12 2024 Verified Voter Omnibus, Margin of Error=±3.7

# 62% of Strong Conservatives support the Nationalists; Strong Liberals more likely to support the Greens or Acela than Liberals overall

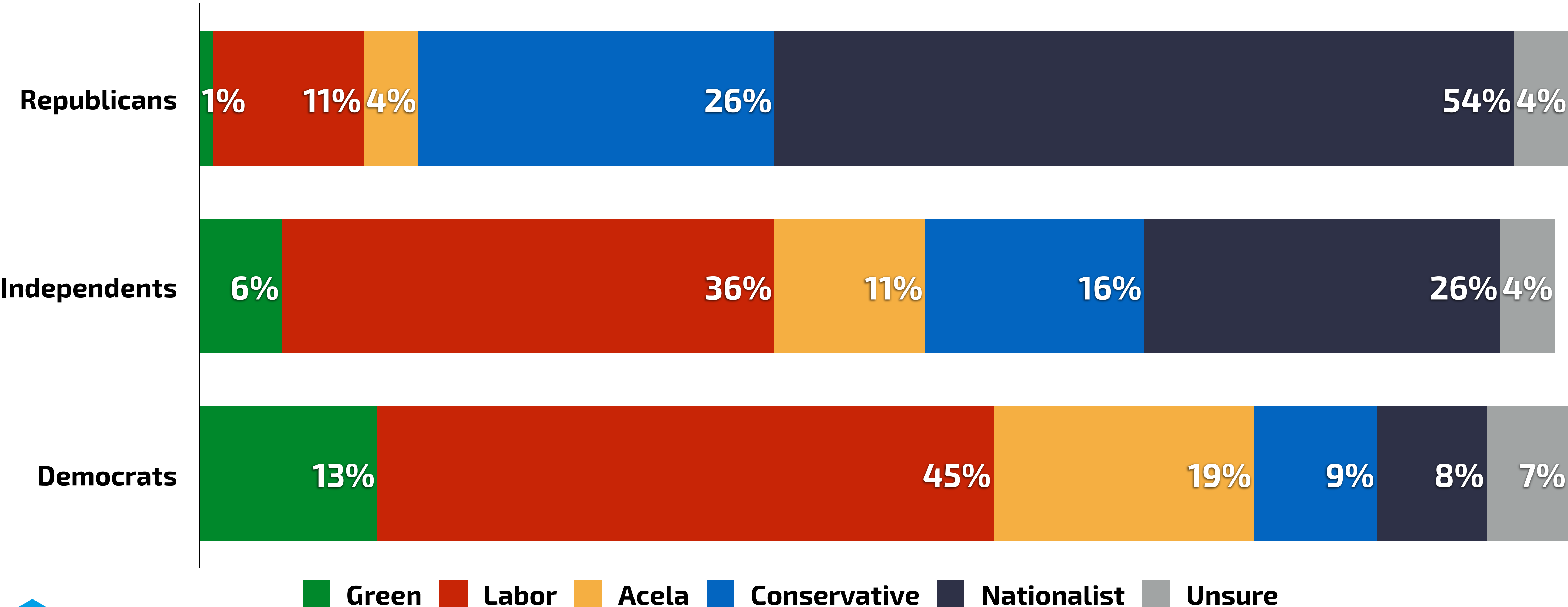
■ Green 
 ■ Labor 
 ■ Acela 
 ■ Conservative 
 ■ Nationalist 
 ■ Unsure



N=1,013 Registered Voters in the Likely Electorate Nationwide, June 10-12 2024 Verified Voter Omnibus, Margin of Error=±3.7

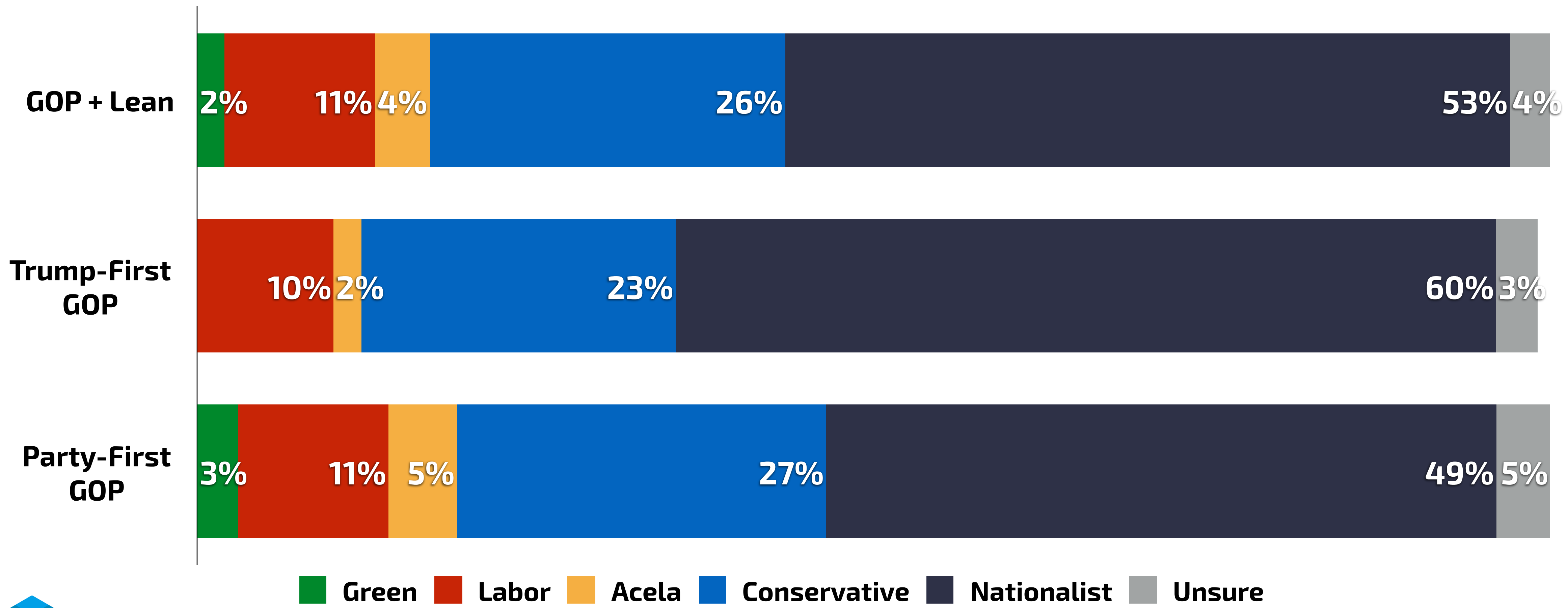


# Nationalist Party wins among GOP, Labor with Democrats and Independents



N=1,013 Registered Voters in the Likely Electorate Nationwide, June 10-12 2024 Verified Voter Omnibus, Margin of Error=±3.7

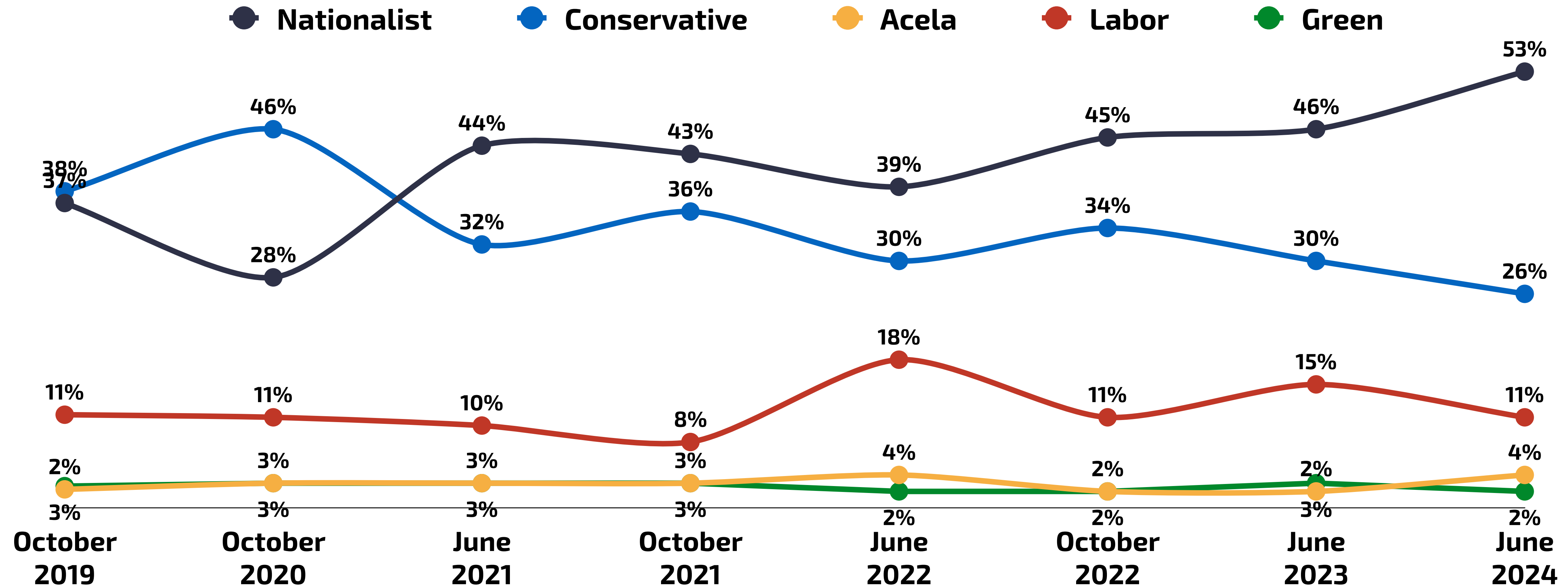
# Nationalist Party has a strong lead both among Trump-first and Party-first Republicans



N=1,013 Registered Voters in the Likely Electorate Nationwide, June 10-12 2024 Verified Voter Omnibus, Margin of Error=±3.7

# Nationalist support among GOP again reaches new high

## Among GOP + Lean Voters

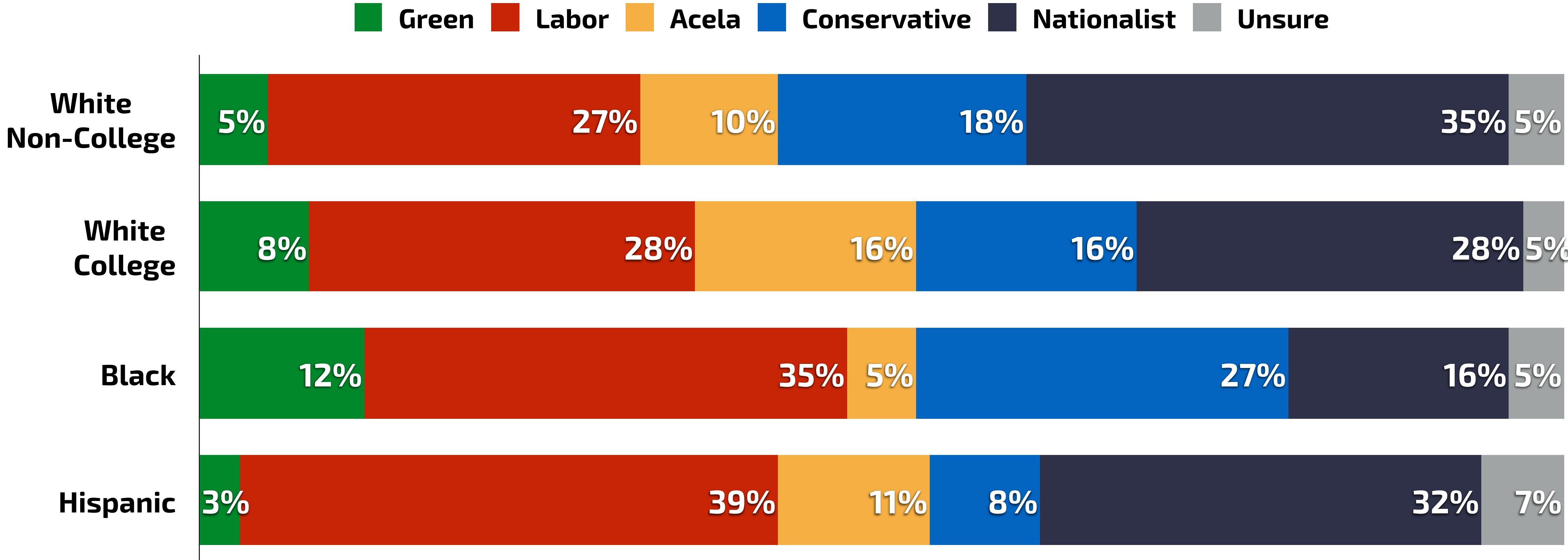


Note: October 2020, October 2022, and June 2023 survey are weighted to the Likely Electorate, all others are weighted to Registered Voters. Unsure not included.

N=1,013 Registered Voters in the Likely Electorate Nationwide, June 10-12 2024 Verified Voter Omnibus, Margin of Error=±3.7 [% AMONG GOP+LEAN VOTERS]

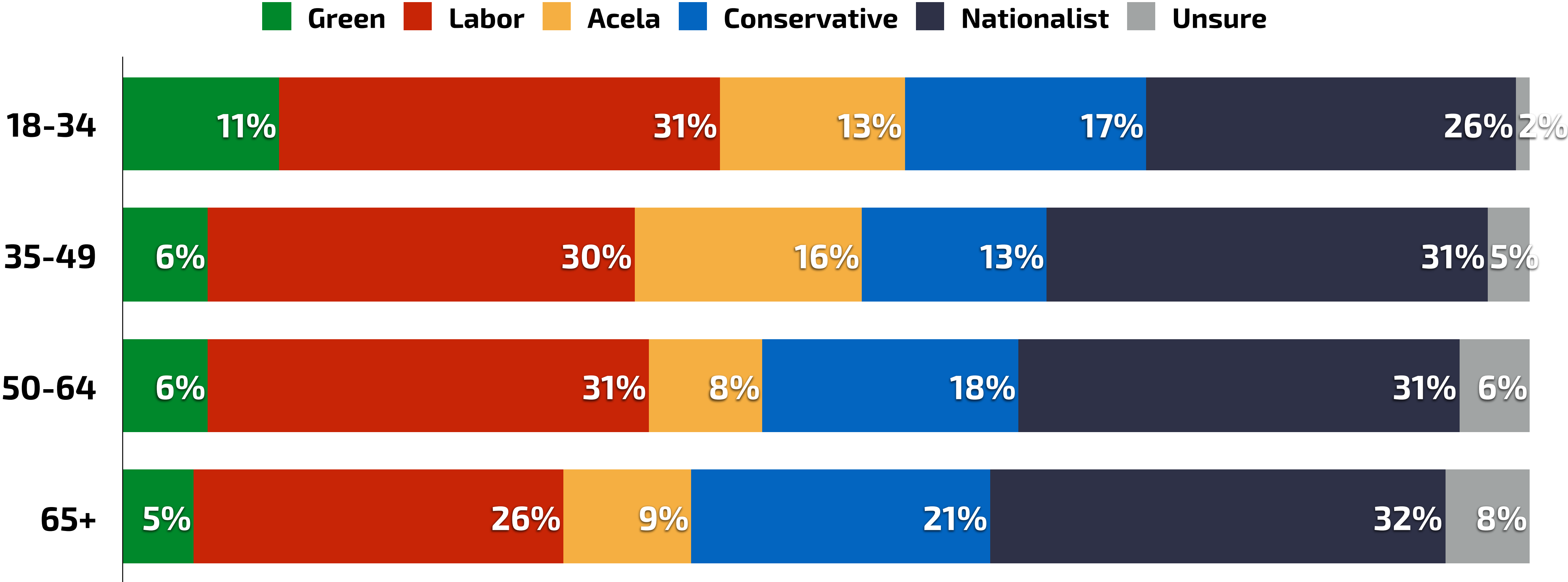


# Black voters are split 52-43 between left-leaning and right-leaning parties



N=1,013 Registered Voters in the Likely Electorate Nationwide, June 10-12 2024 Verified Voter Omnibus, Margin of Error=±3.7

# Acela and Green Party options are most popular with younger voters, Nationalists strongest with older voters



N=1,013 Registered Voters in the Likely Electorate Nationwide, June 10-12 2024 Verified Voter Omnibus, Margin of Error=±3.7



ECHELON  
INSIGHTS

