



# Neoliberalism

Verified Voter Omnibus Survey

N = 1,050 Registered Voters in the Likely Electorate  
Fielded March 18 - March 21, 2022



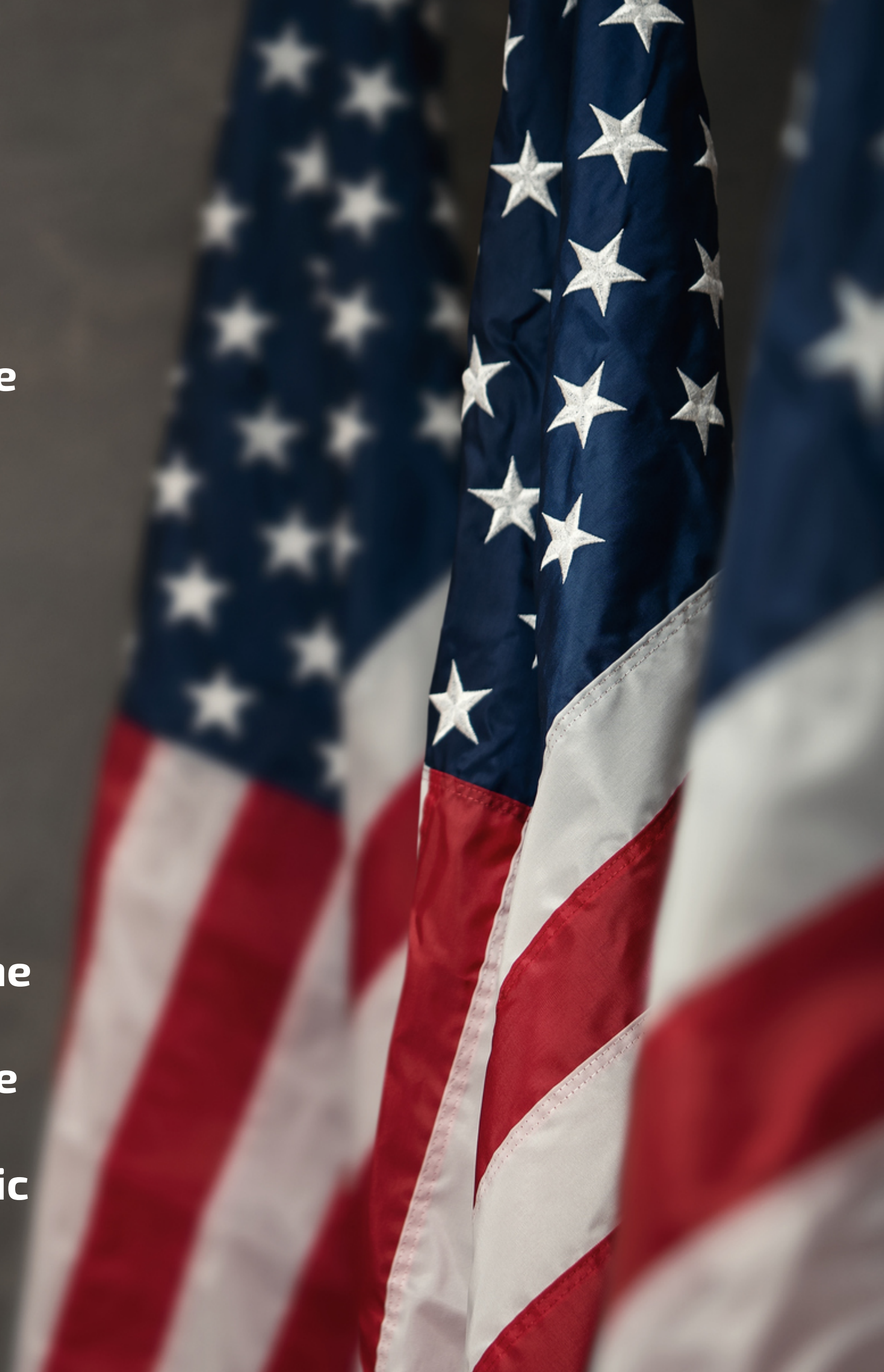


# Meet the Likely Electorate

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 we at Echelon Insights made the 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.

We surveyed N = 1,050 registered voters in the Likely Electorate online using a voter file-matched sample as part of our monthly Verified Voter Omnibus tracking survey of the 2022 political environment. The sample was weighted to known characteristics of the 2022 "Likely Electorate" population, a frame which takes into account demographic and turnout characteristics of the 2022 electorate.





# Testing The Neoliberal Policy Agenda

Eight neoliberal policies were tested, with voters asked if they agreed more with “Pro” or “Con” statements.

| “Pro”  |     |   | “Con” |  |
|--|-----|---|-------|--|
| We should prioritize building more housing in high-demand areas by reducing regulatory and zoning requirements, including affordable housing options close to public transit.                                | 35% | ↔ | 50%   | We should give current residents more of a say over new housing development in their communities to ensure property values don't go down and existing neighborhood character is preserved. |
| We should increase the child tax credit to reduce childhood poverty and make it more affordable for people to start families.  | 41% | ↔ | 47%   | Increasing the child tax credit is a dangerous expansion of the welfare state that will discourage people from working.  |
| We need to build more nuclear power plants because nuclear power is the most reliable source of clean energy, saving thousands of lives caused by air pollution.   | 41% | ↔ | 44%   | We should not build more nuclear power plants because of the risk of radiation being released if there is an accident and the problems with storing nuclear waste.                         |
| America should increase the number of immigrants it lets in, as immigrants will help address labor market shortages, start businesses, and revitalize declining cities and towns.                            | 41% | ↔ | 47%   | America should not increase the number of immigrants it lets in, as immigrants could lower wages, take jobs away from Americans, and be a drain on taxpayers.                              |
| Global trade has been good for Americans because we can access a greater variety of products with lower prices for consumers.  | 42% | ↔ | 46%   | Global trade has been bad for Americans because it undermines domestic industries and jobs are shipped overseas.   |
| Taxing companies based on their carbon emissions holds companies accountable for the harm they do to the environment and is a cost-effective way to encourage the use and development of clean energy        | 52% | ↔ | 35%   | Taxing companies based on their carbon emissions is a bad idea because energy would become more expensive and companies would pass along these costs to consumers.                         |
| The United States has a responsibility to take in refugees from around the world who are fleeing violence in their home countries and we should admit as many as possible.                                   | 36% | ↔ | 55%   | The United States should prioritize taking care of Americans facing harsh conditions at home before we worry about taking in refugees from abroad.   |
| We need to relax the current environmental review process that makes it too hard to build projects that would reduce carbon emissions, like wind farms, high-density housing, and new public transportation. | 35% | ↔ | 52%   | We need to keep the current environmental review process in place to preserve the natural beauty of the environment and protect the rights of current property owners.                     |

Note: Unsure not shown

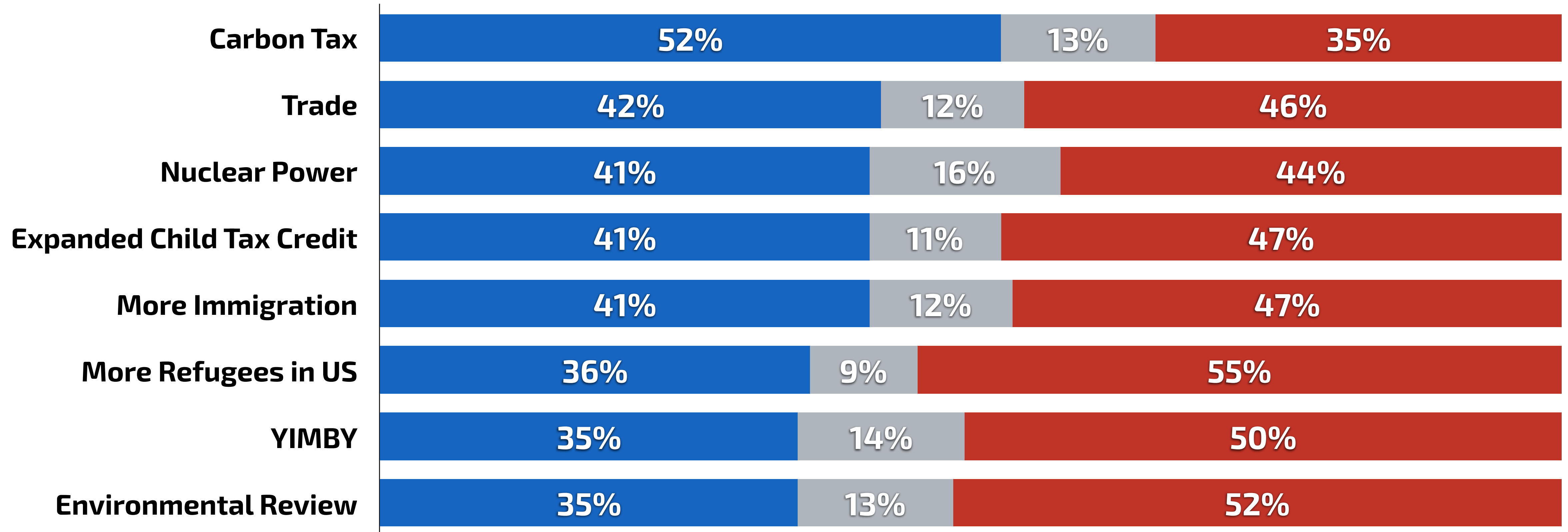


N = 1,050 LE nationwide, fielded March 18-21, 2022

# Carbon Tax Is Only Neoliberal Policy With Majority In Favor

Q. For each of the following please indicate whether you agree more with Statement 1 or Statement 2.

■ Agree much / a little more with Statement 1    ■ Unsure    ■ Agree much / a little more with Statement 2



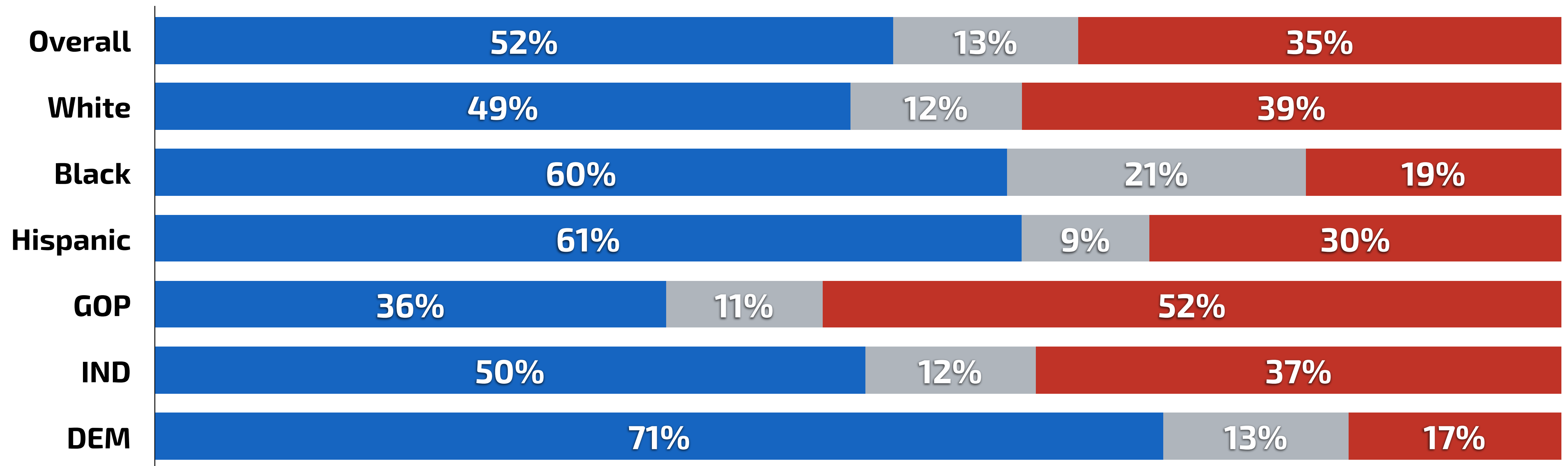
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# Dems, Black, Hispanic Voters Most Likely To Agree With Pro-Carbon Tax Statement

**Q. For each of the following please indicate whether you agree more with Statement 1 or Statement 2.**

**1. Taxing companies based on their carbon emissions holds companies accountable for the harm they do to the environment and is a cost-effective way to encourage the use and development of clean energy sources.**

**2. Taxing companies based on their carbon emissions is a bad idea because energy would become more expensive and companies would pass along these costs to consumers.**



■ Agree much / a little more with Statement 1

■ Unsure

■ Agree much / a little more with Statement 2

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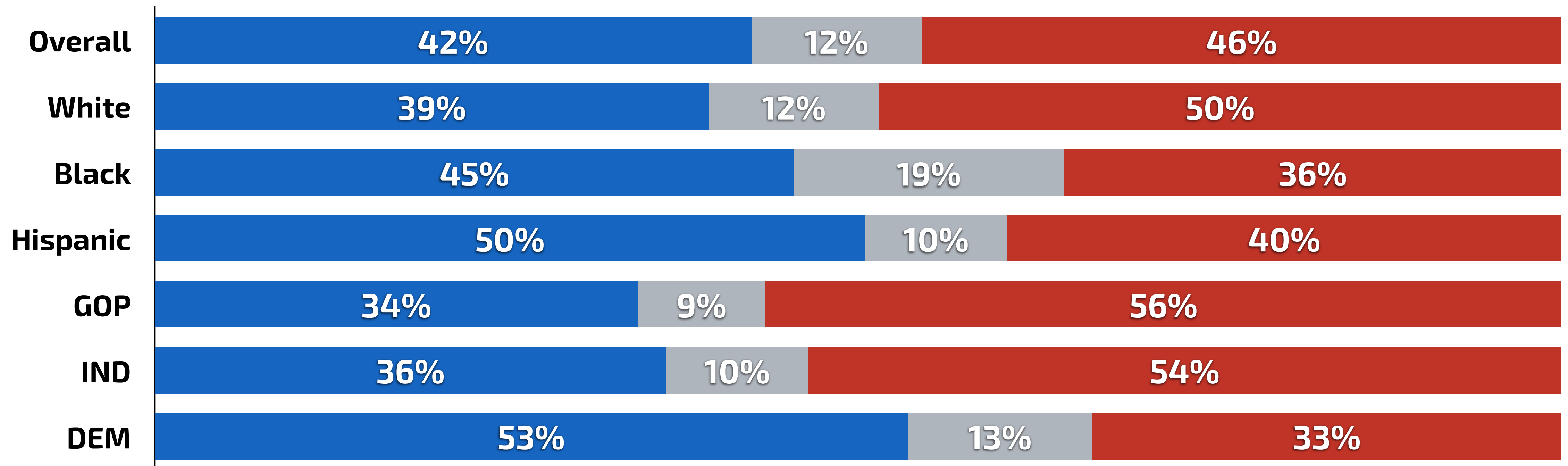


# Majority Of GOP, Independents Say Global Trade Has Undermined Domestic Industries And Jobs

Q. For each of the following please indicate whether you agree more with Statement 1 or Statement 2.

1. Global trade has been good for Americans because we can access a greater variety of products with lower prices for consumers.

2. Global trade has been bad for Americans because it undermines domestic industries and jobs are shipped overseas.



■ Agree much / a little more with Statement 1
 ■ Unsure
 ■ Agree much / a little more with Statement 2

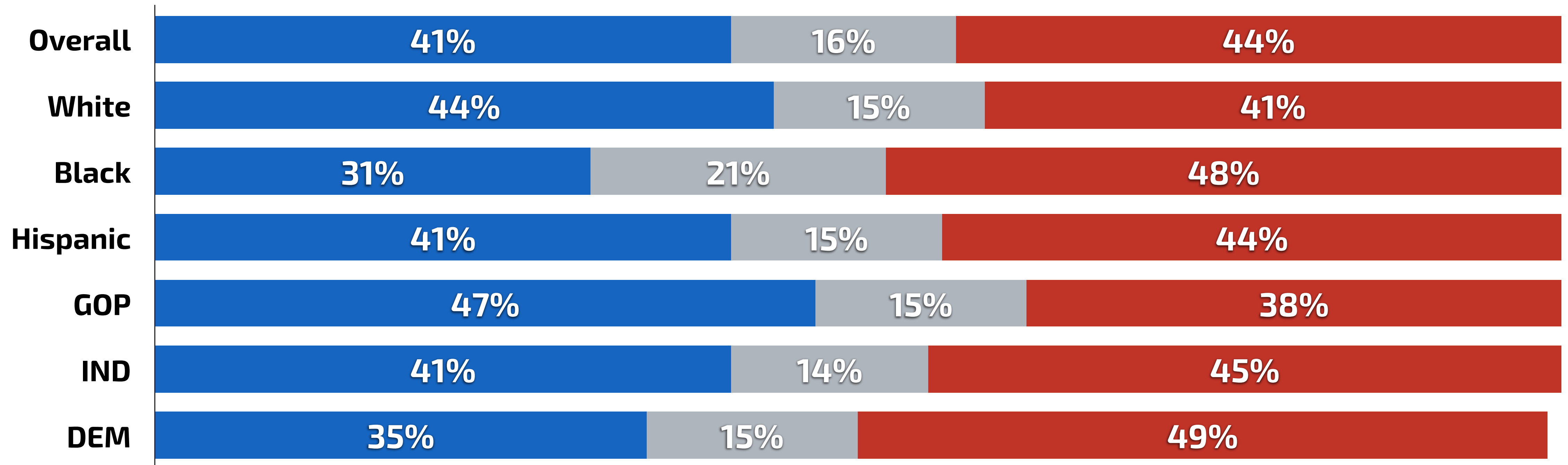
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# Republicans Most Likely To Take Pro-Nuclear Stance

Q. For each of the following please indicate whether you agree more with Statement 1 or Statement 2.

1. We need to build more nuclear power plants because nuclear power is the most reliable source of clean energy, saving thousands of lives caused by air pollution.

2. We should not build more nuclear power plants because of the risk of radiation being released if there is an accident and the problems with storing nuclear waste.



■ Agree much / a little more with Statement 1

■ Unsure

■ Agree much / a little more with Statement 2

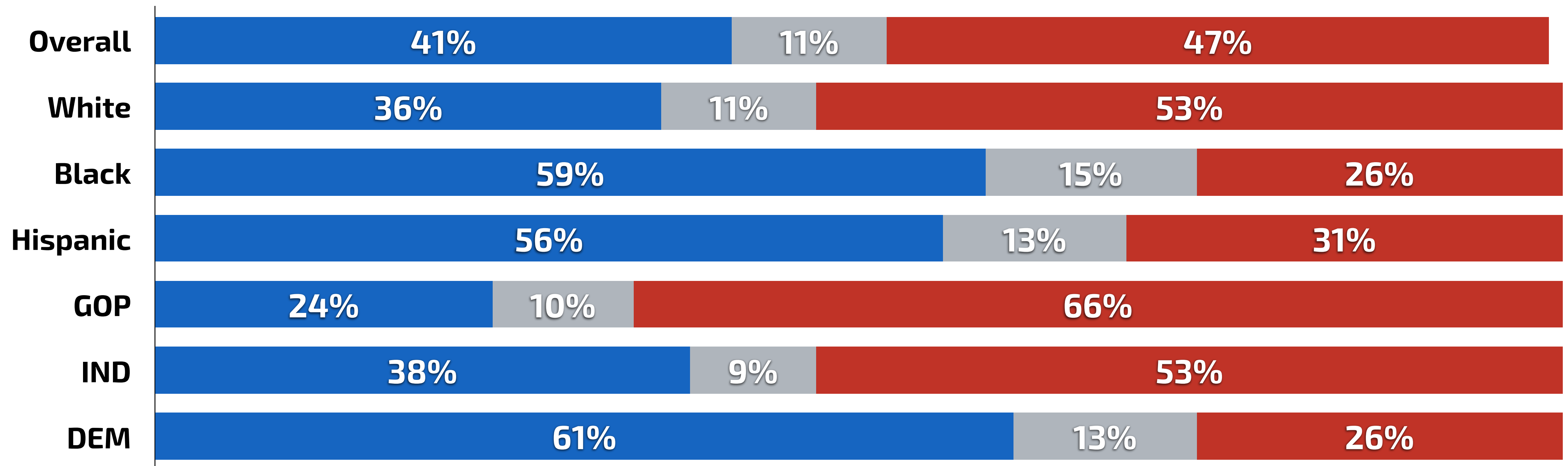
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# Majority Of Dems, Black, Hispanic Voters With Pro-Expanded Child Tax Credit Statement

Q. For each of the following please indicate whether you agree more with Statement 1 or Statement 2.

1. We should increase the child tax credit to reduce childhood poverty and make it more affordable for people to start families.

2. Increasing the child tax credit is a dangerous expansion of the welfare state that will discourage people from working.



■ Agree much / a little more with Statement 1
 ■ Unsure
 ■ Agree much / a little more with Statement 2

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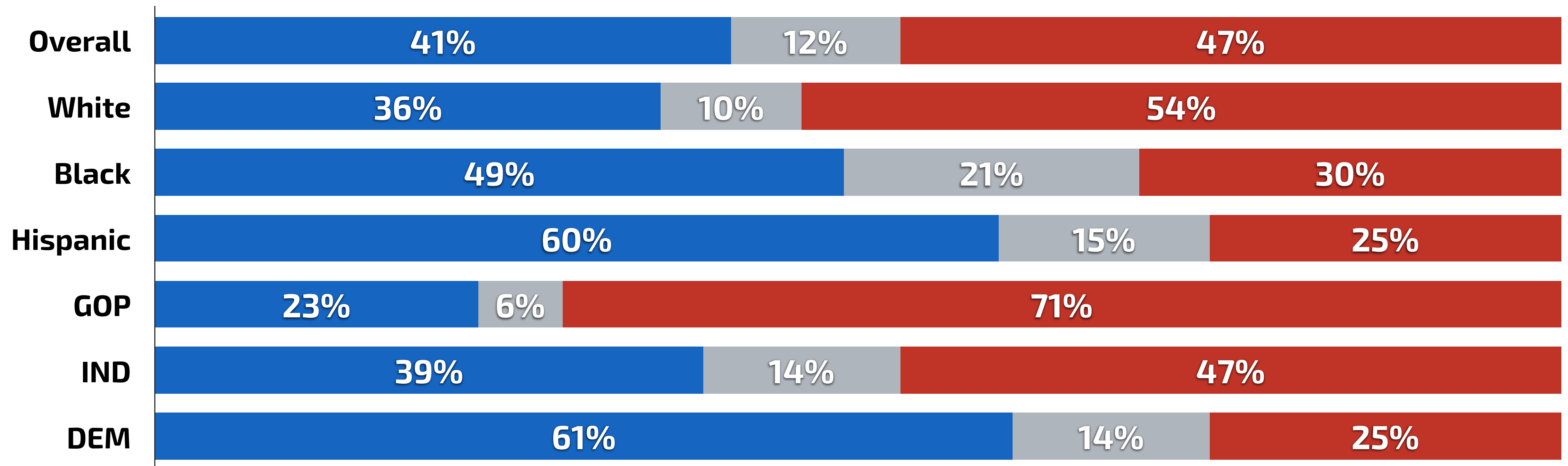


# 6 In 10 Democrats, Hispanic Voters Agree With Increasing Immigration Because Of Positive Contributions From Immigrants

Q. For each of the following please indicate whether you agree more with Statement 1 or Statement 2.

1. America should increase the number of immigrants it lets in, as immigrants will help address labor market shortages, start businesses, and revitalize declining cities and towns.

2. America should not increase the number of immigrants it lets in, as immigrants could lower wages, take jobs away from Americans, and be a drain on taxpayers.



■ Agree much / a little more with Statement 1
 ■ Unsure
 ■ Agree much / a little more with Statement 2

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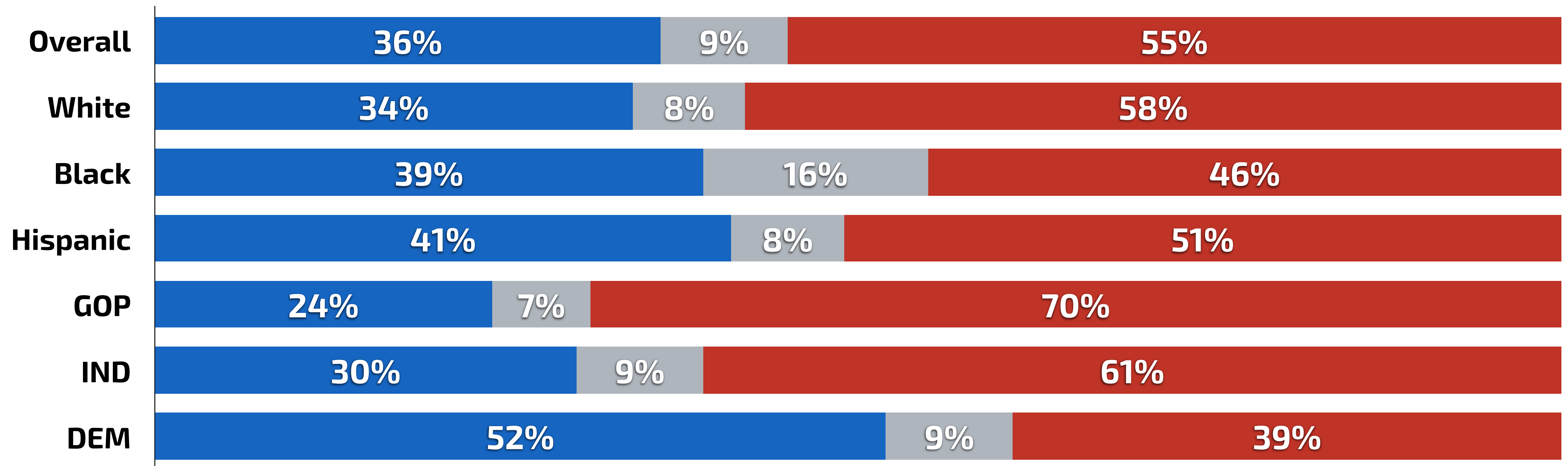


# Clear Majority Of GOP, Independents Say Prioritize Downtrodden Americans Over Foreign Refugees

**Q. For each of the following please indicate whether you agree more with Statement 1 or Statement 2.**

**1. The United States has a responsibility to take in refugees from around the world who are fleeing violence in their home countries and we should admit as many as possible.**

**2. The United States should prioritize taking care of Americans facing harsh conditions at home before we worry about taking in refugees from abroad.**



■ Agree much / a little more with Statement 1
 ■ Unsure
 ■ Agree much / a little more with Statement 2

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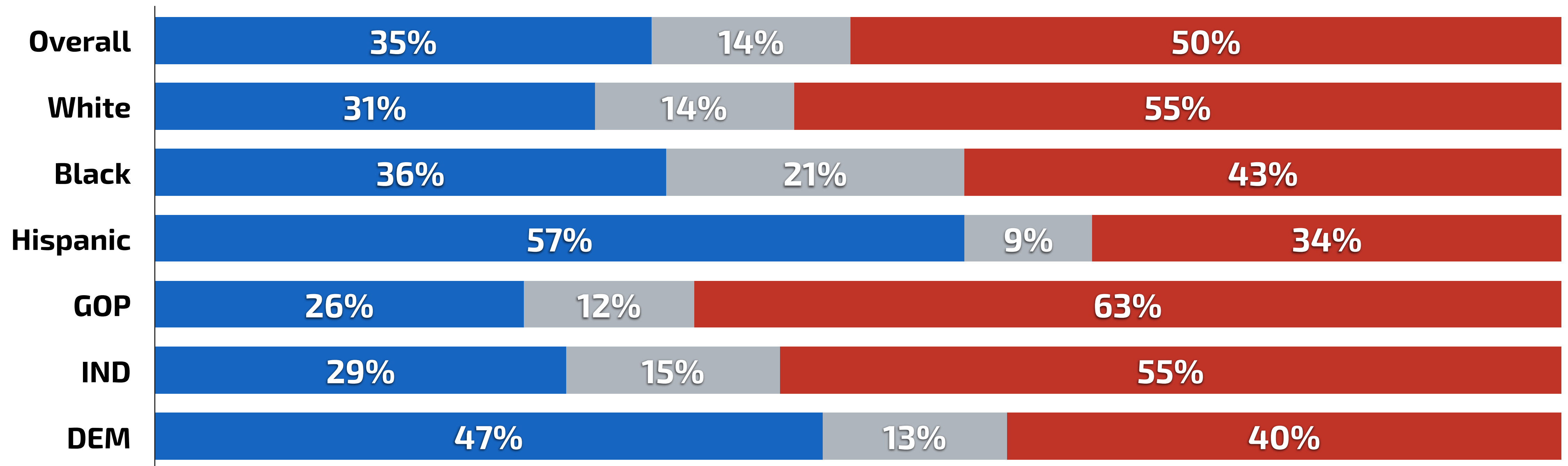


# Majority Of GOP, Independents, White Voters Agree With “NIMBY” Statement Over “YIMBY” Statement

**Q. For each of the following please indicate whether you agree more with Statement 1 or Statement 2.**

**1. We should prioritize building more housing in high-demand areas by reducing regulatory and zoning requirements, including affordable housing options close to public transit.**

**2. We should give current residents more of a say over new housing development in their communities to ensure property values don't go down and existing neighborhood character is preserved.**



■ Agree much / a little more with Statement 1
 ■ Unsure
 ■ Agree much / a little more with Statement 2

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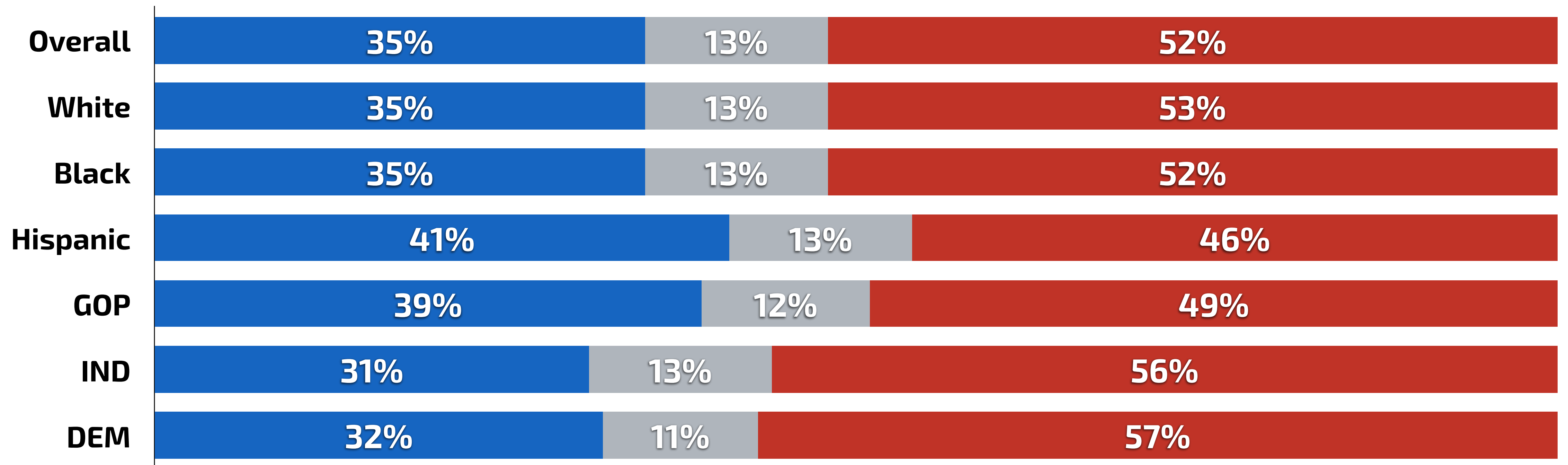


# Majority Of Dems & Independents Say Keep Current Environmental Review Process To Preserve Natural Beauty, Protect Property Owners

**Q. For each of the following please indicate whether you agree more with Statement 1 or Statement 2.**

**1. We need to relax the current environmental review process that makes it too hard to build projects that would reduce carbon emissions, like wind farms, high-density housing, and new public transportation.**

**2. We need to keep the current environmental review process in place to preserve the natural beauty of the environment and protect the rights of current property owners.**



■ Agree much / a little more with Statement 1

■ Unsure

■ Agree much / a little more with Statement 2

# Who Are The Neoliberals?



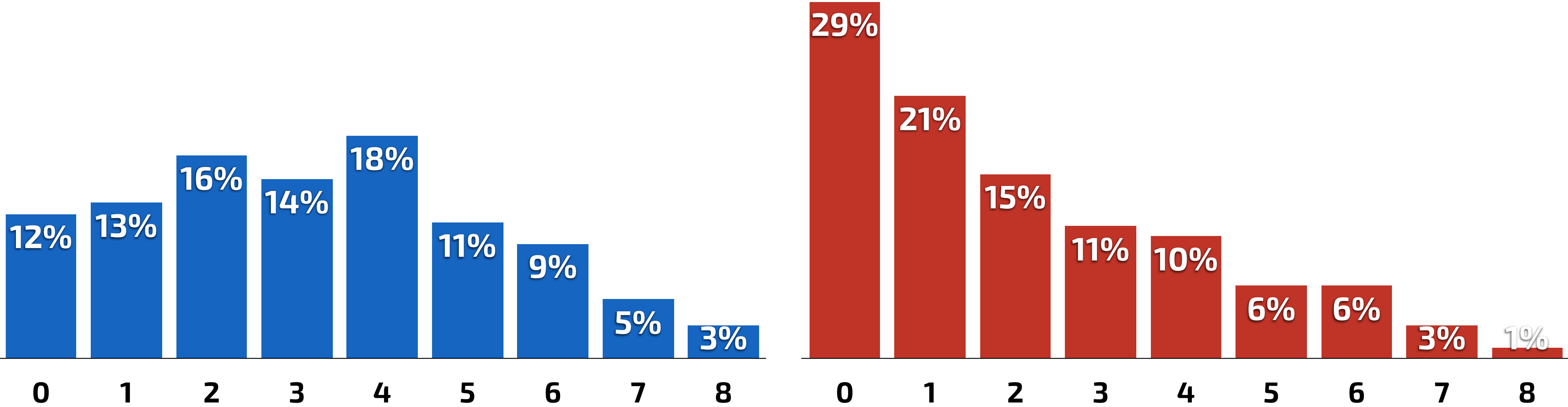


# Only 3% Agree With All 8 Neoliberal Policies, 27% Agree with a Majority (>5 of 8)

Percent of respondents who agree with X/8 Pro or Con statements

### Agree Much / A Little More With Neoliberal "Pro" Statement

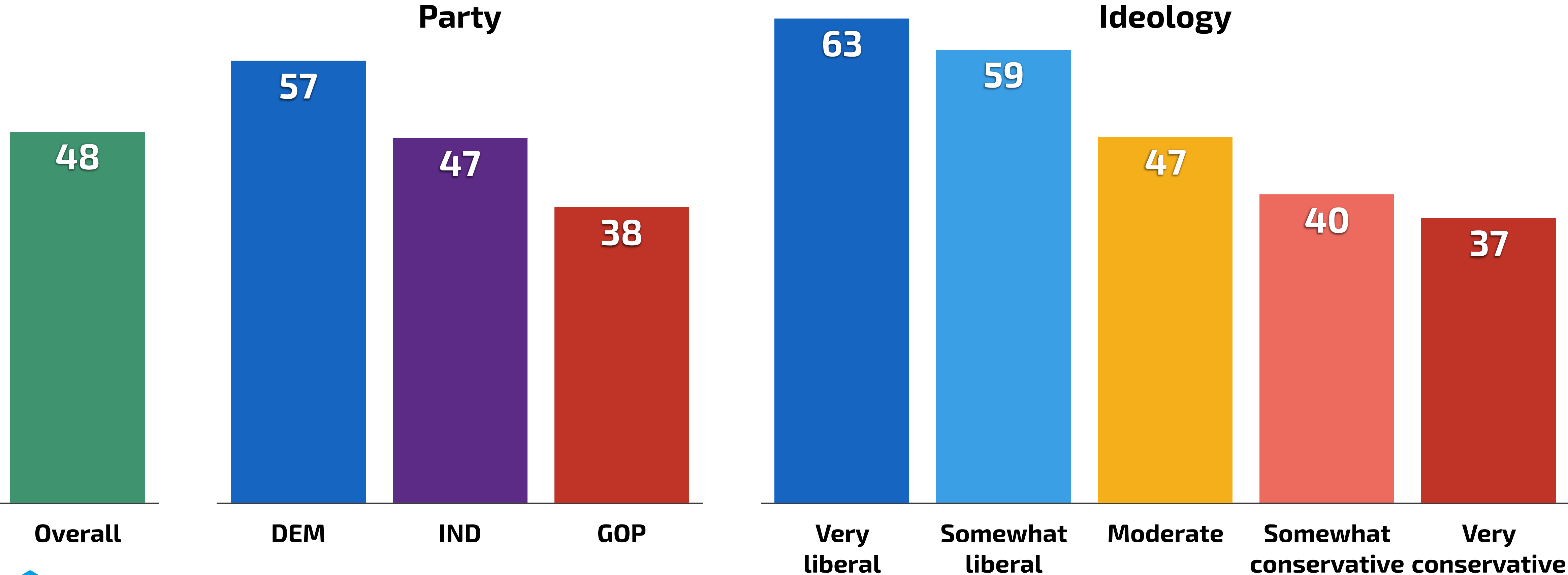
### Agree Much / A Little More With Neoliberal "Con" Statement



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# Neoliberalism Aligns Along Partisan, Ideological Lines

100 is most pro-Neoliberal, 0 is most anti-Neoliberal. Each response scored on a 5 point scale.

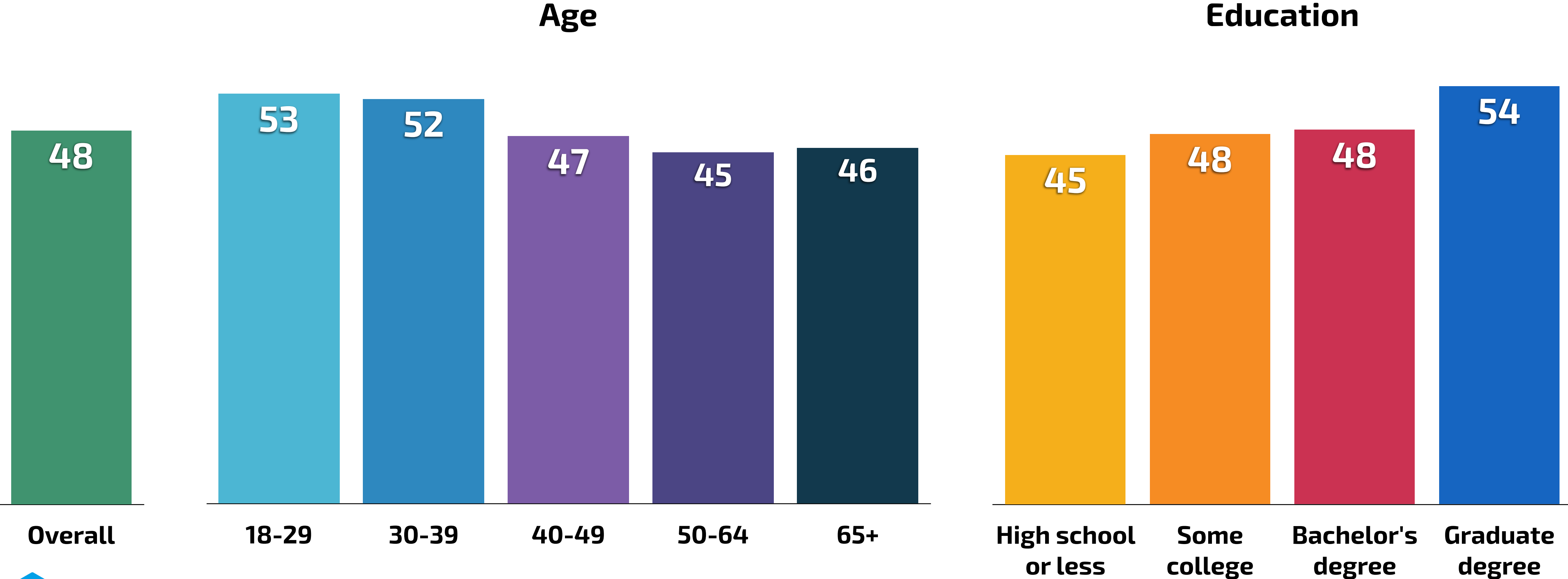


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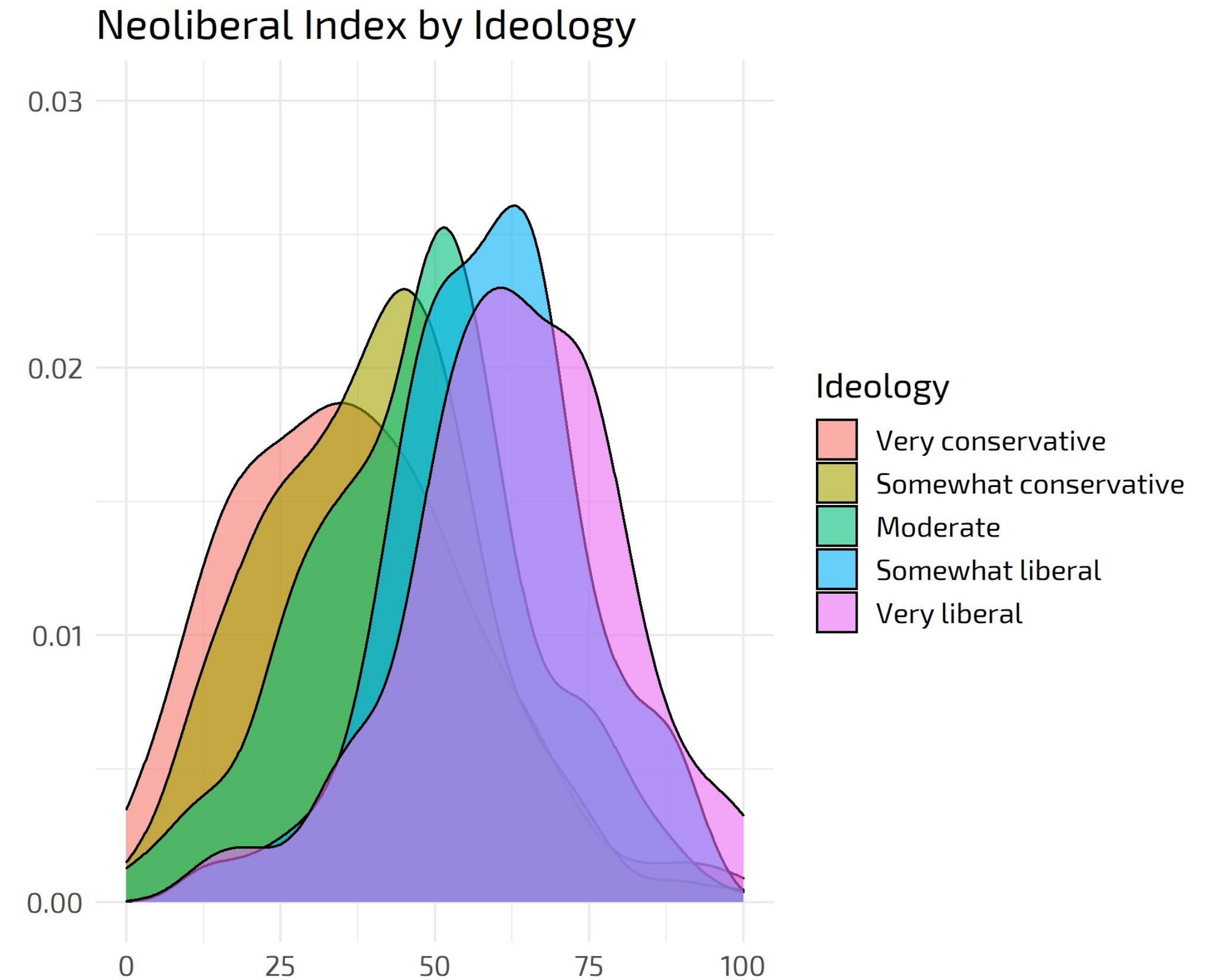
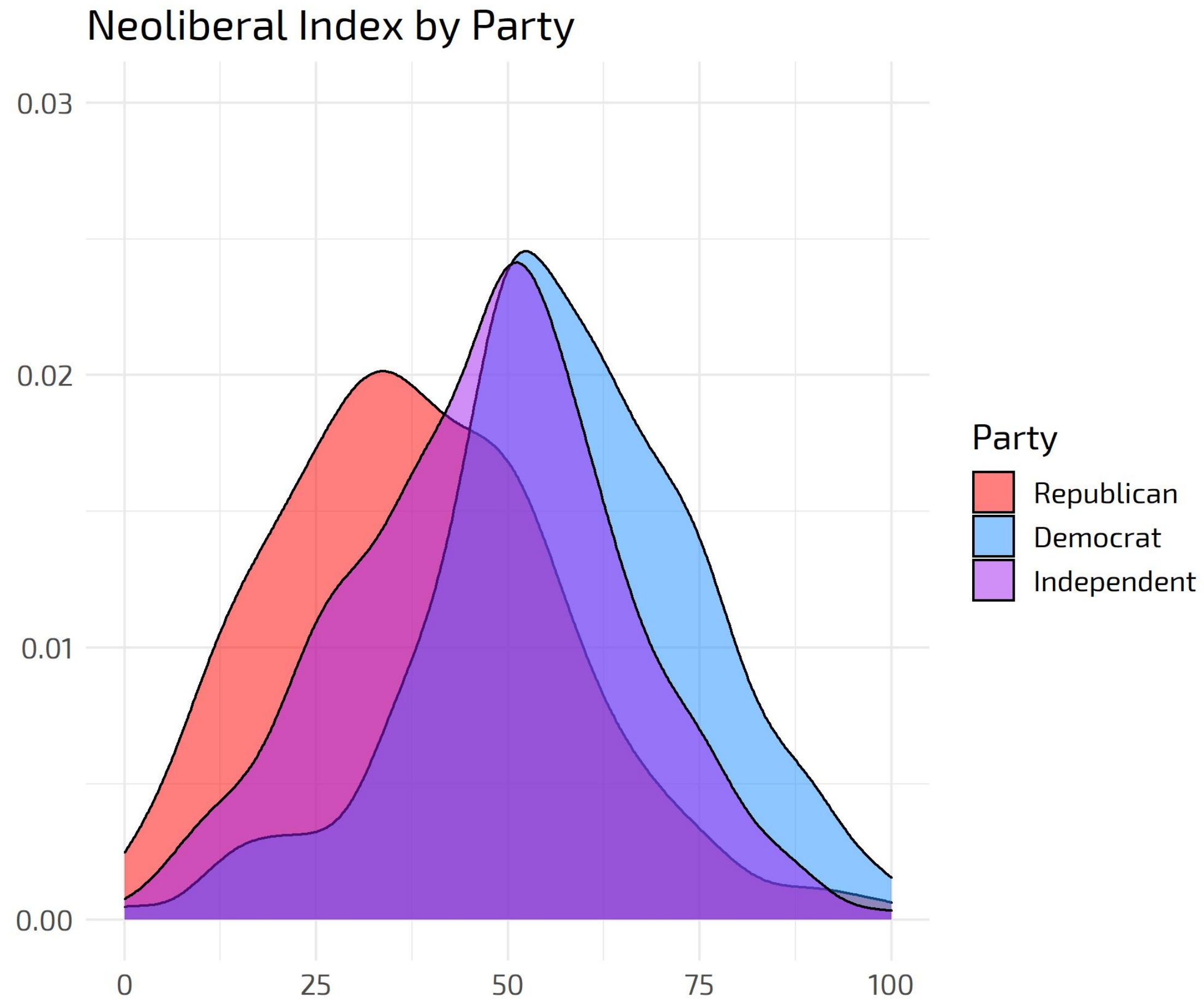
# Mean Neoliberal Score: Younger, More Educated Score Higher On Neoliberal Index

100 is most Neoliberal, 0 is least Neoliberal. Each response scored on a 5 point scale.



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# Neoliberal Index Distribution: Party & Ideology

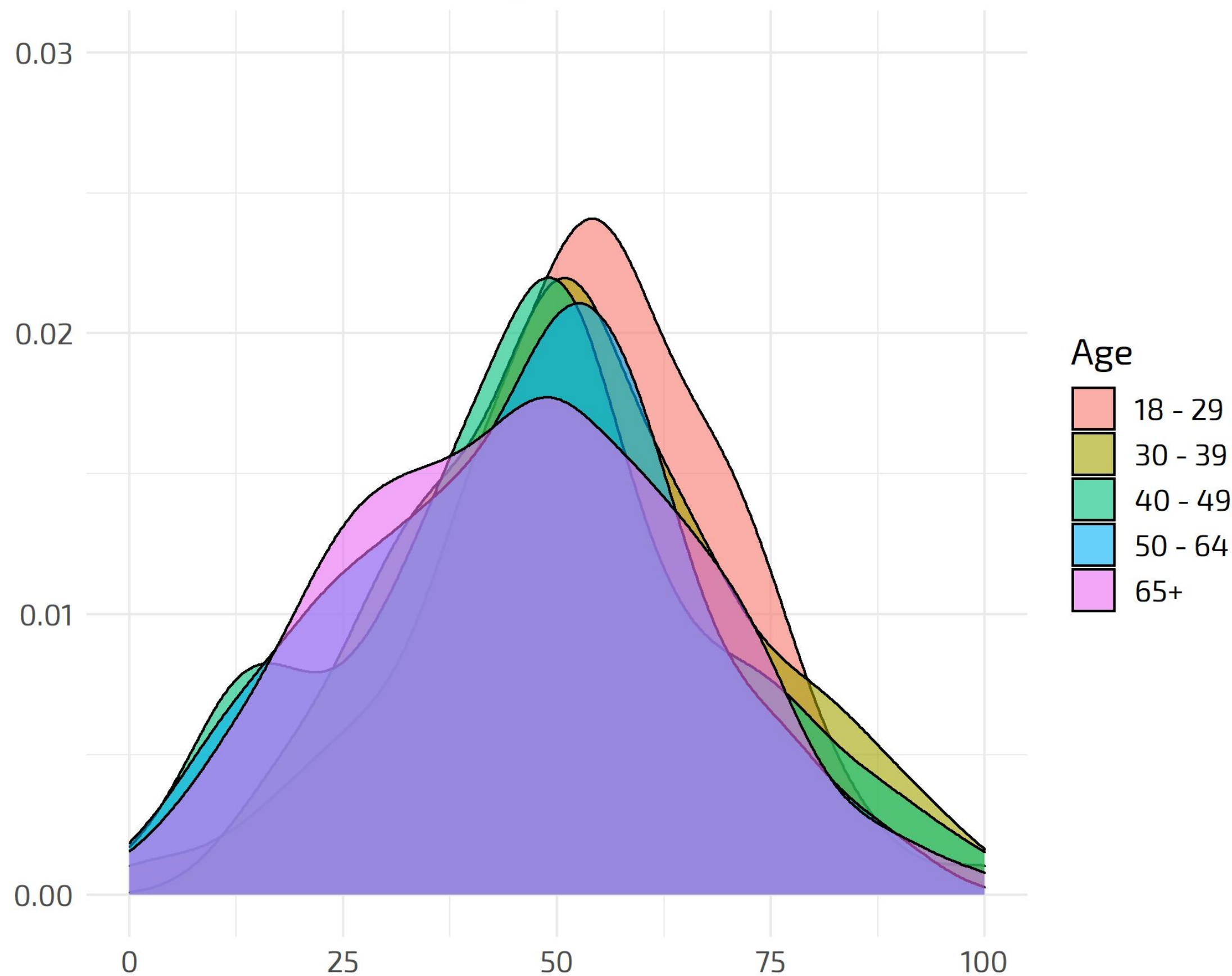


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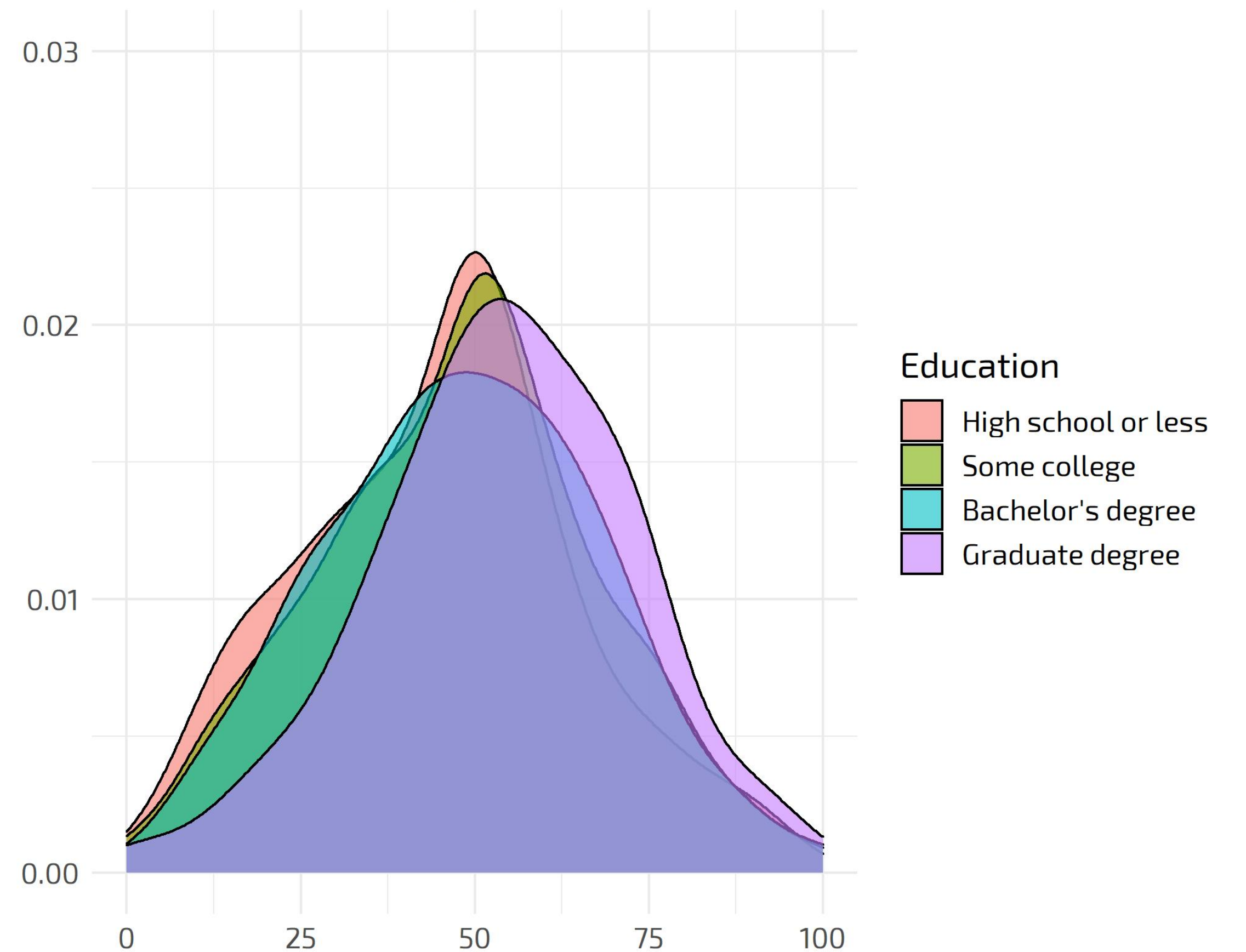


# Neoliberal Index Distribution: Age & Education

## Neoliberal Index by Age

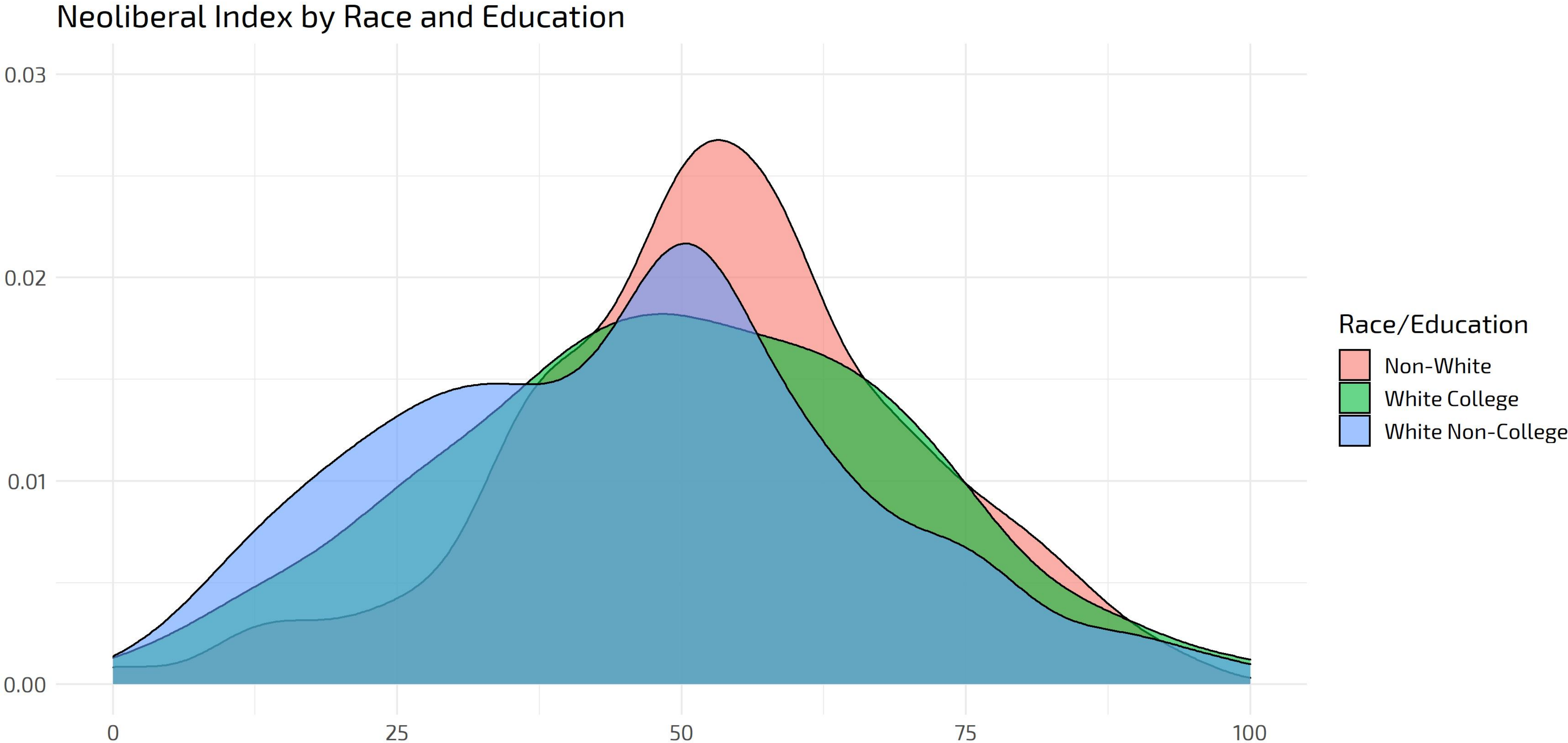


## Neoliberal Index by Education



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# Neoliberal Index Distribution: Race x Education



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







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