

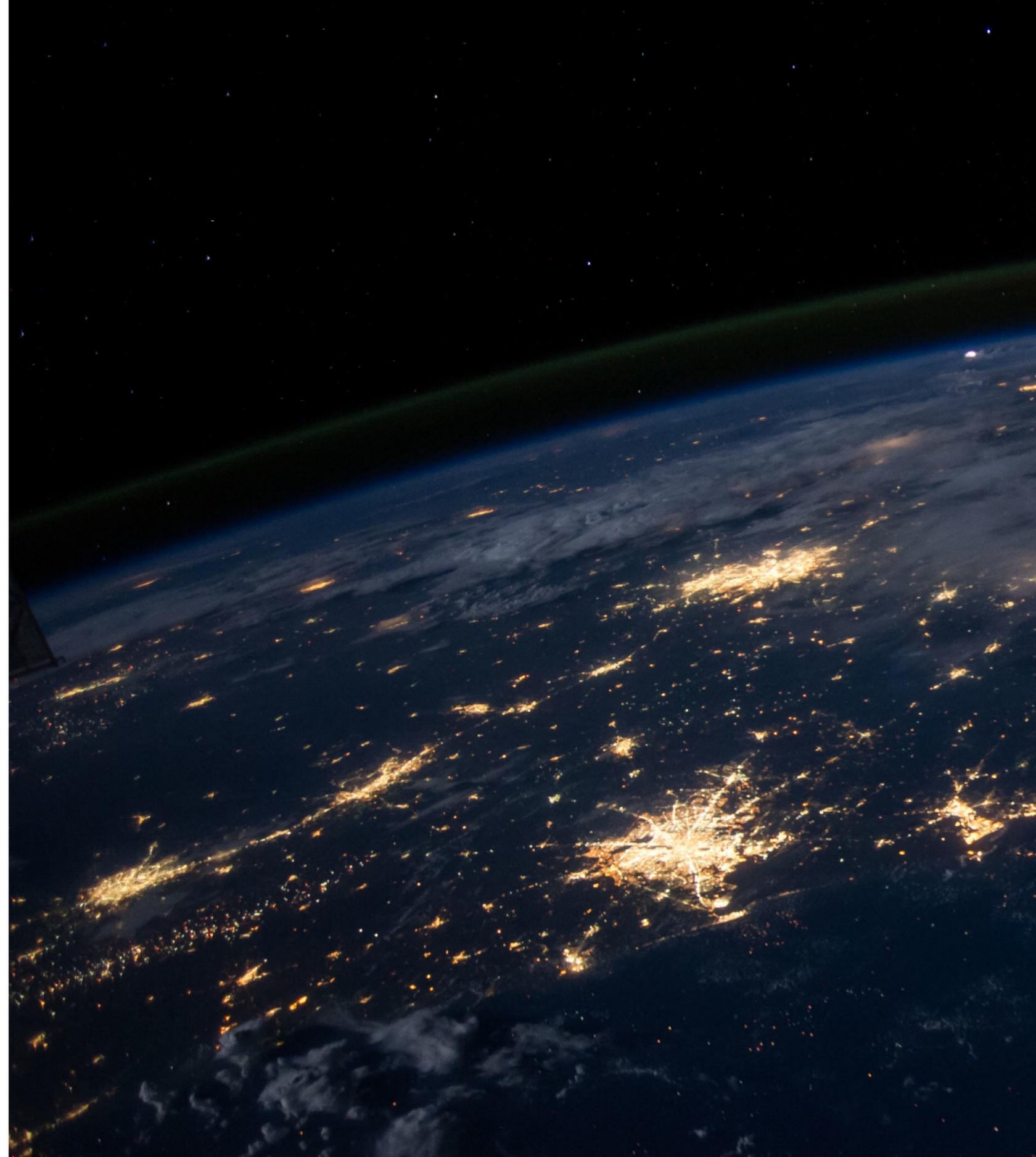


# What If The U.S. Were A Multi-Party Democracy?

Verified Voter Omnibus Survey

N=1,098 Registered Voters

Fielded October 15 - October 19, 2021



# 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		23%	Stop illegal immigration, put America First, stand up to political correctness, and end unfair trade deals
CONSERVATIVE		21%	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		27%	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		9%	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



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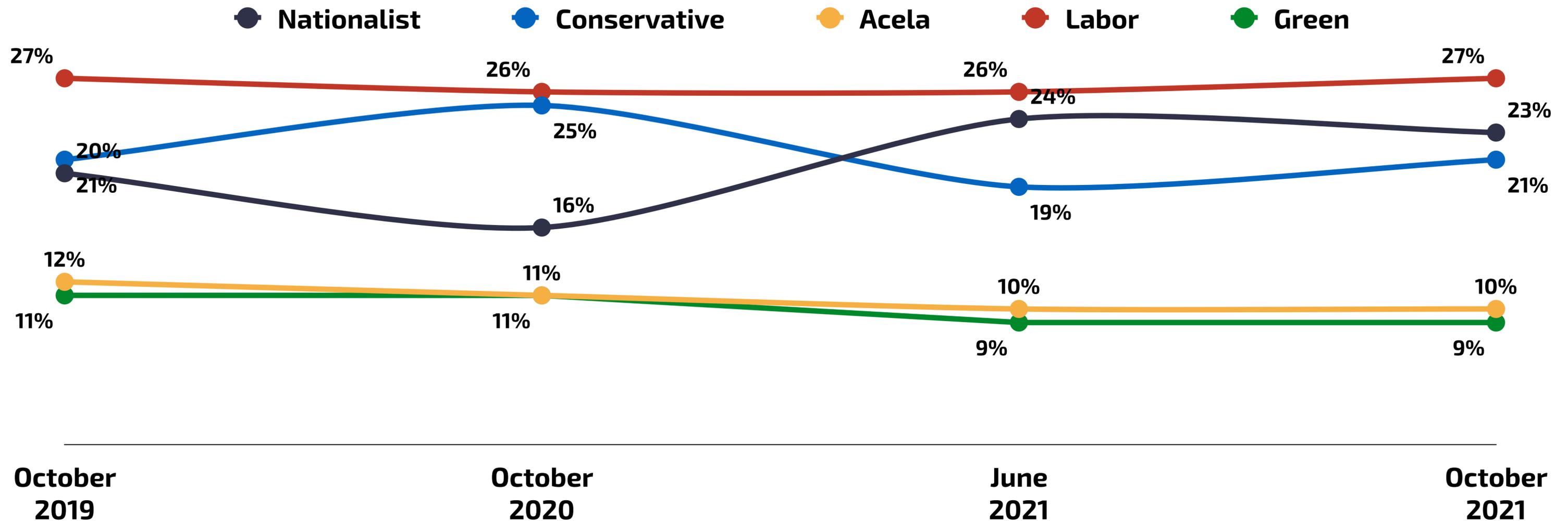
PARTY	LEADER	OCTOBER 2021	JUNE 2021	CHANGE	DESCRIPTION
<b>NATIONALIST</b>		<b>23%</b>	<b>24%</b>	<b>-1%</b>	Stop illegal immigration, put America First, stand up to political correctness, and end unfair trade deals
<b>CONSERVATIVE</b>		<b>21%</b>	<b>19%</b>	<b>+2%</b>	Defend the American system of free enterprise, promote traditional family values, and ensure a strong military
<b>ACELA</b>		<b>10%</b>	<b>10%</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>27%</b>	<b>26%</b>	<b>+1%</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>9%</b>	<b>EVEN</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



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# Nationalist, Conservative Support Most Fluid Over Time

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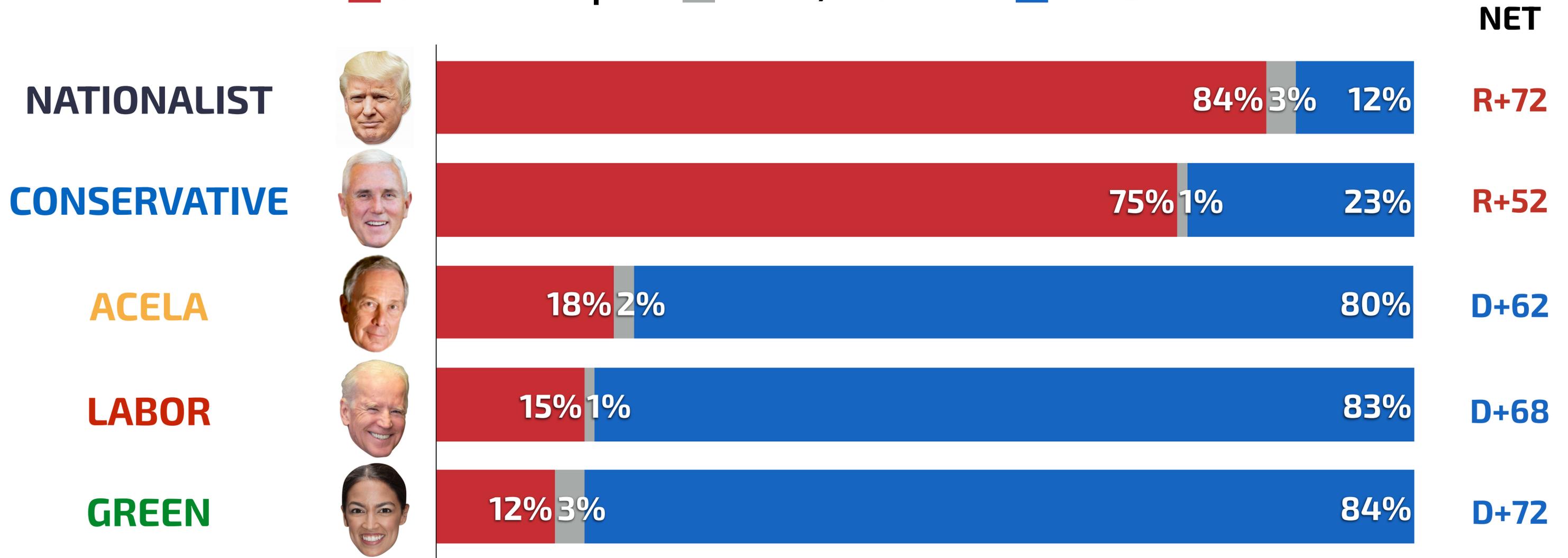
Note: October 2020 survey was of the Likely Electorate

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# Conservative, Acela Parties Had Most 2020 Crossover Appeal

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

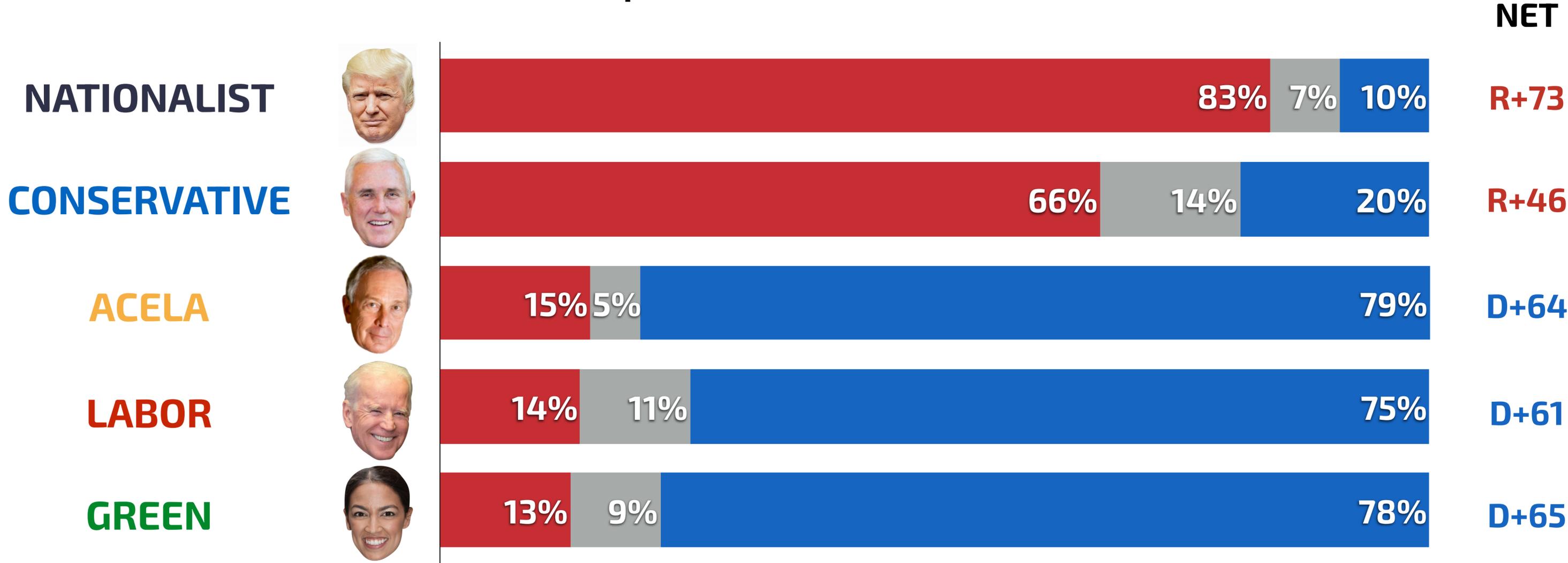
■ Donald Trump
 ■ Other/Unsure
 ■ Joe Biden



# Conservative, Labor Parties Have Most 2024 Crossover Appeal

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

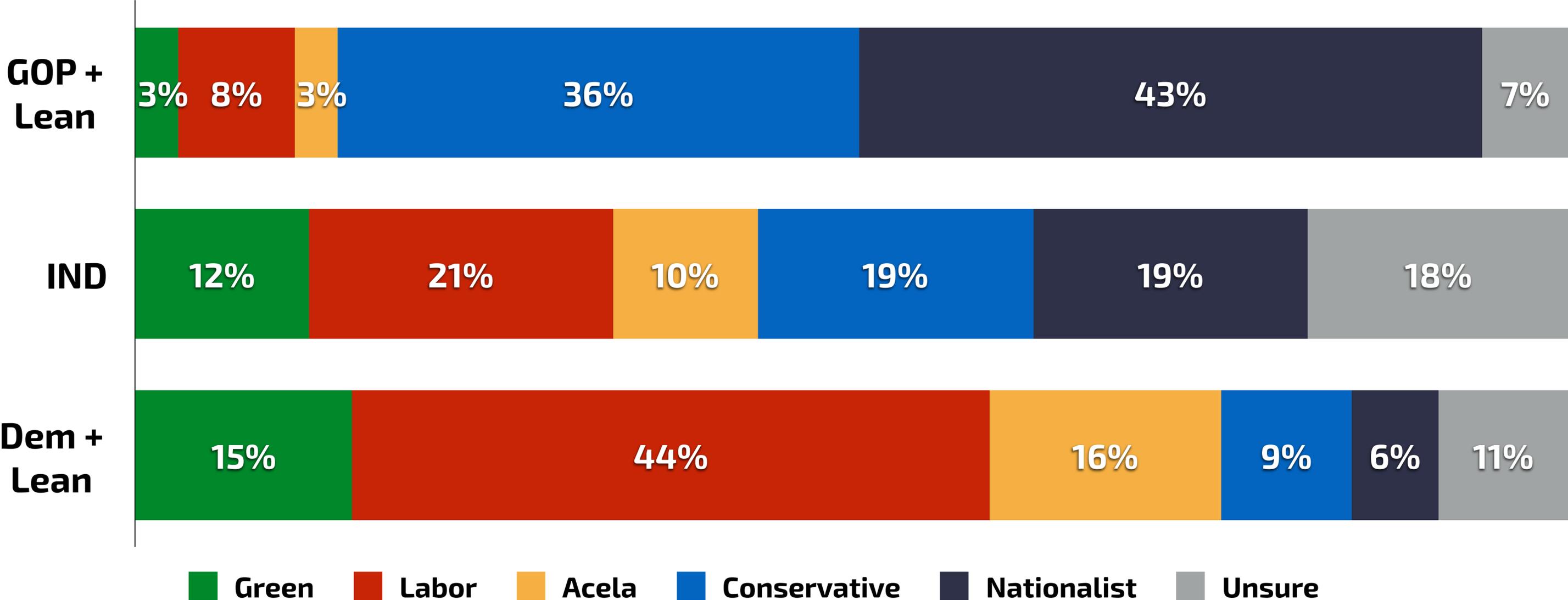
■ Donald Trump
 ■ Unsure
 ■ Joe Biden



# Demographics

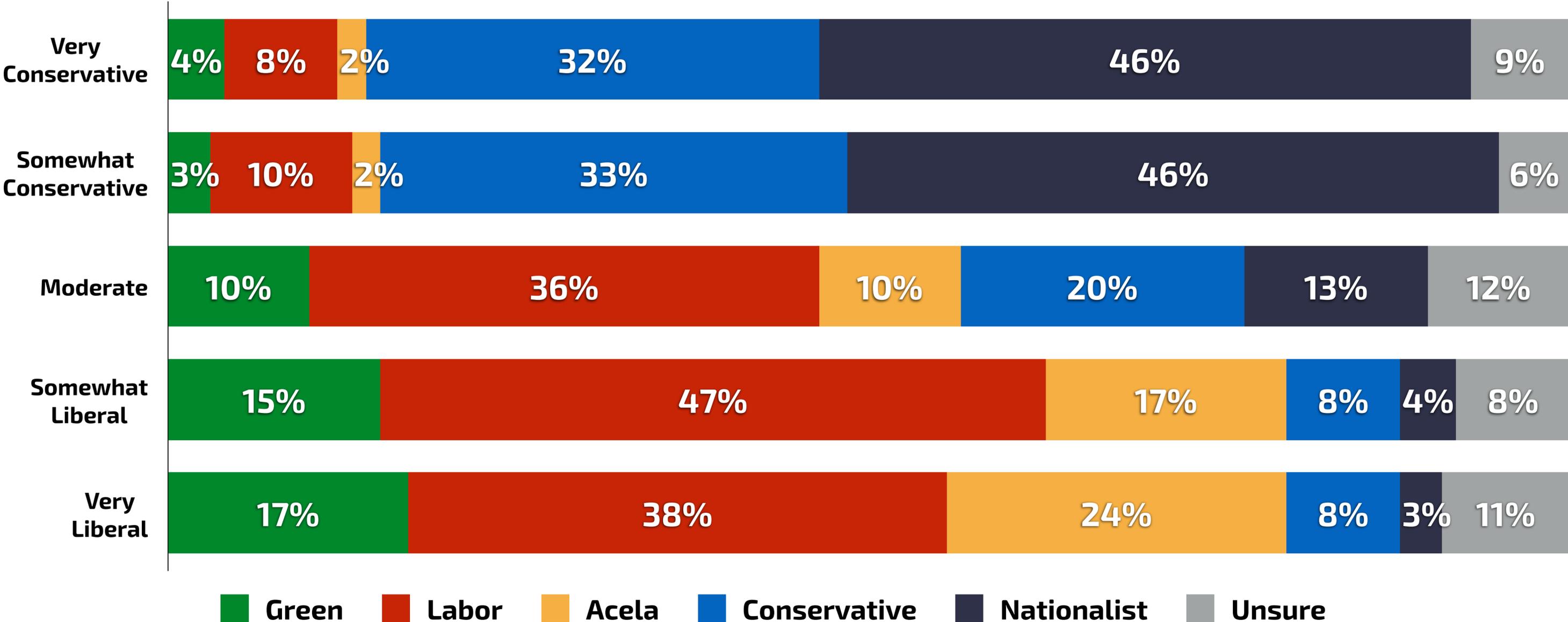


# Conservatives, Nationalists Make Up Bulk Of GOP, Labor Is Top Choice Among Democrats



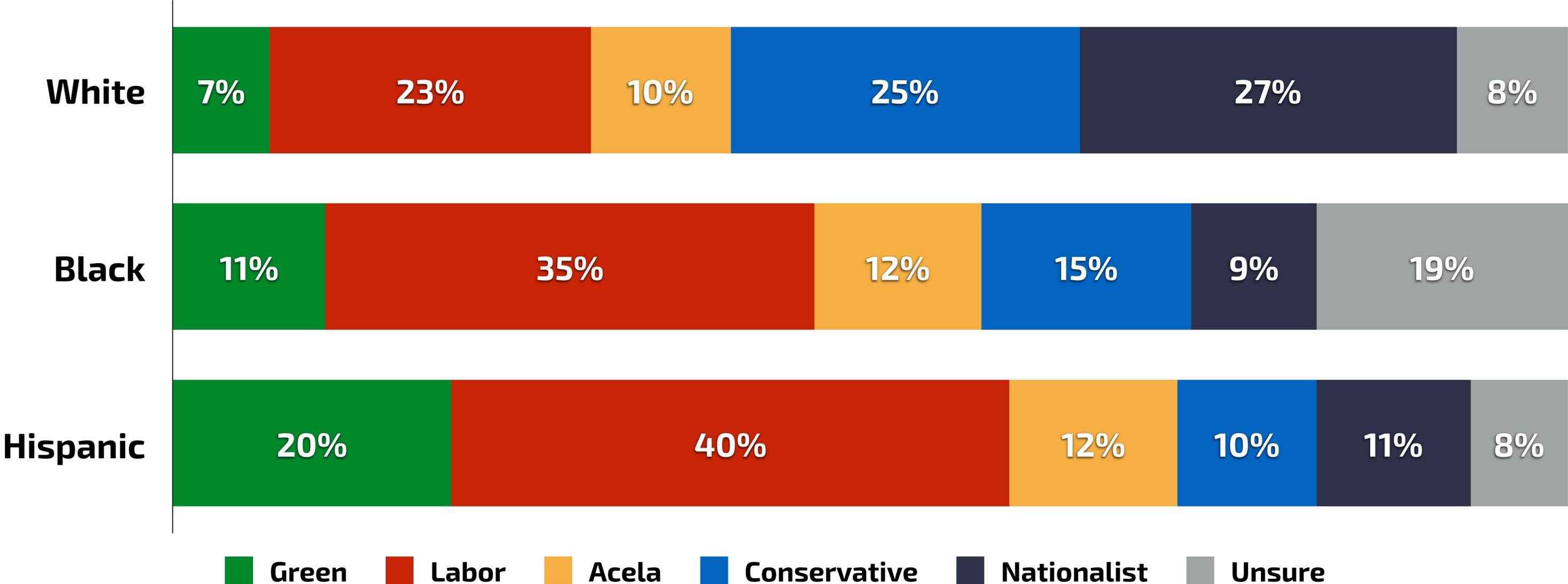
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# Acela Party Support Concentrated Among Liberals



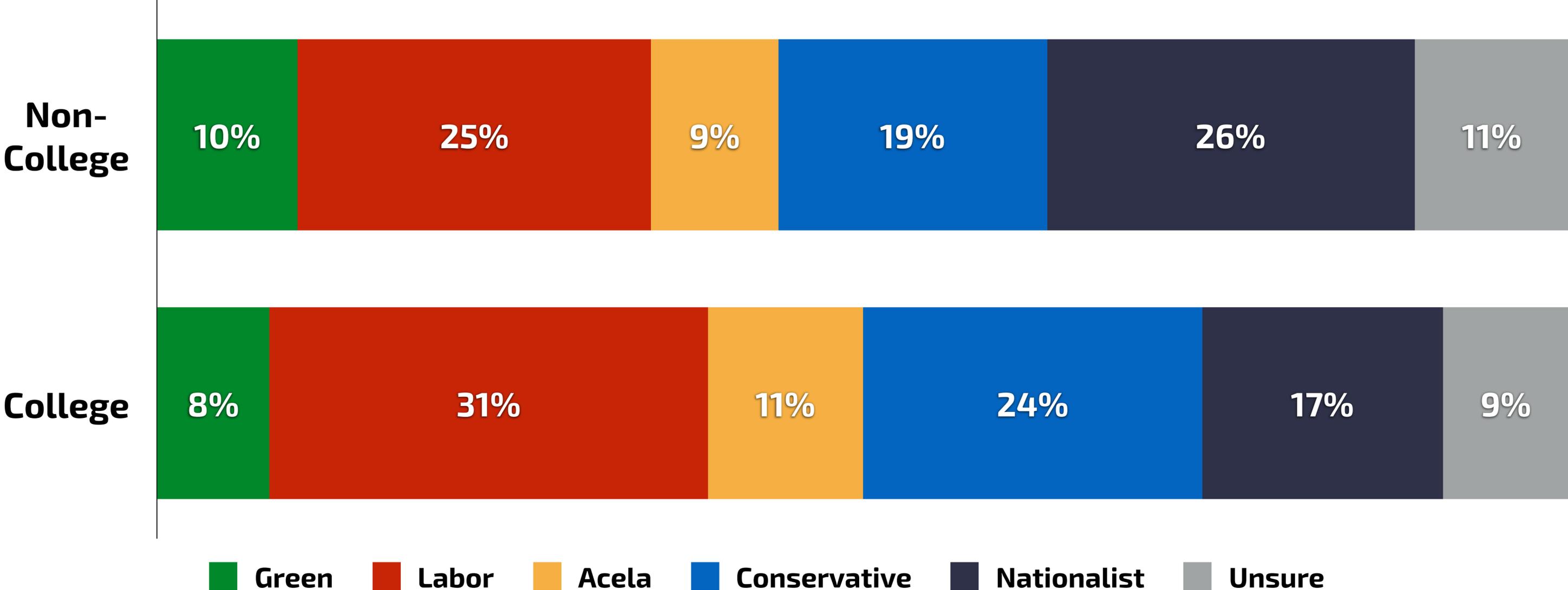
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# Center-Right Parties Would Combine for 24% Of Black Voters And 21% Of Hispanic Voters



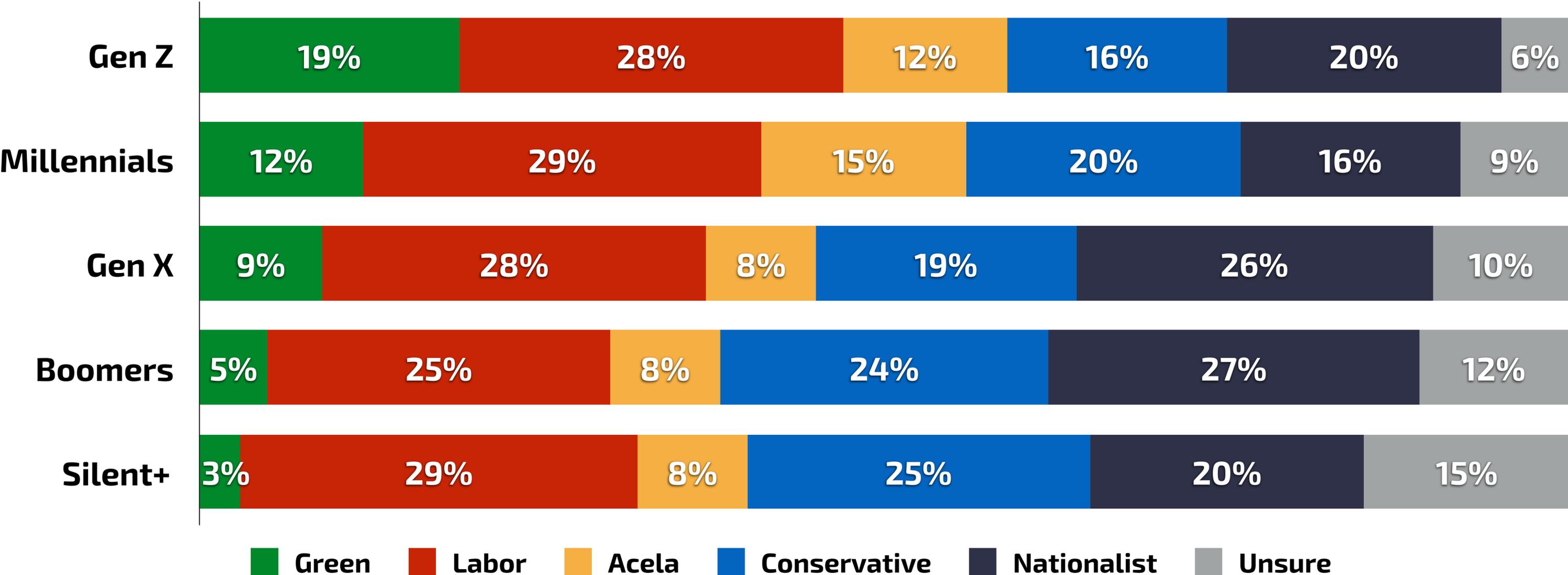
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# Non-College Voters More Open To Voting For Center-Right Parties Than College-Educated Counterparts



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# 1 in 5 Gen Z Voters Would Support A Green Party



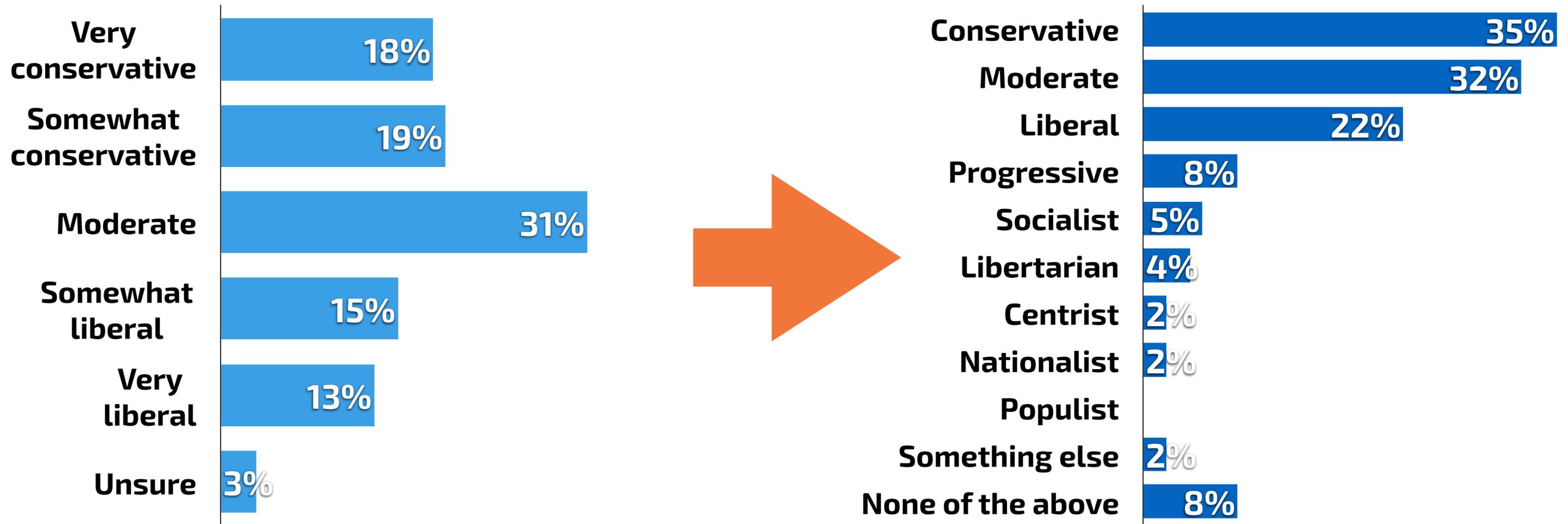
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# Political Ideology And Representation



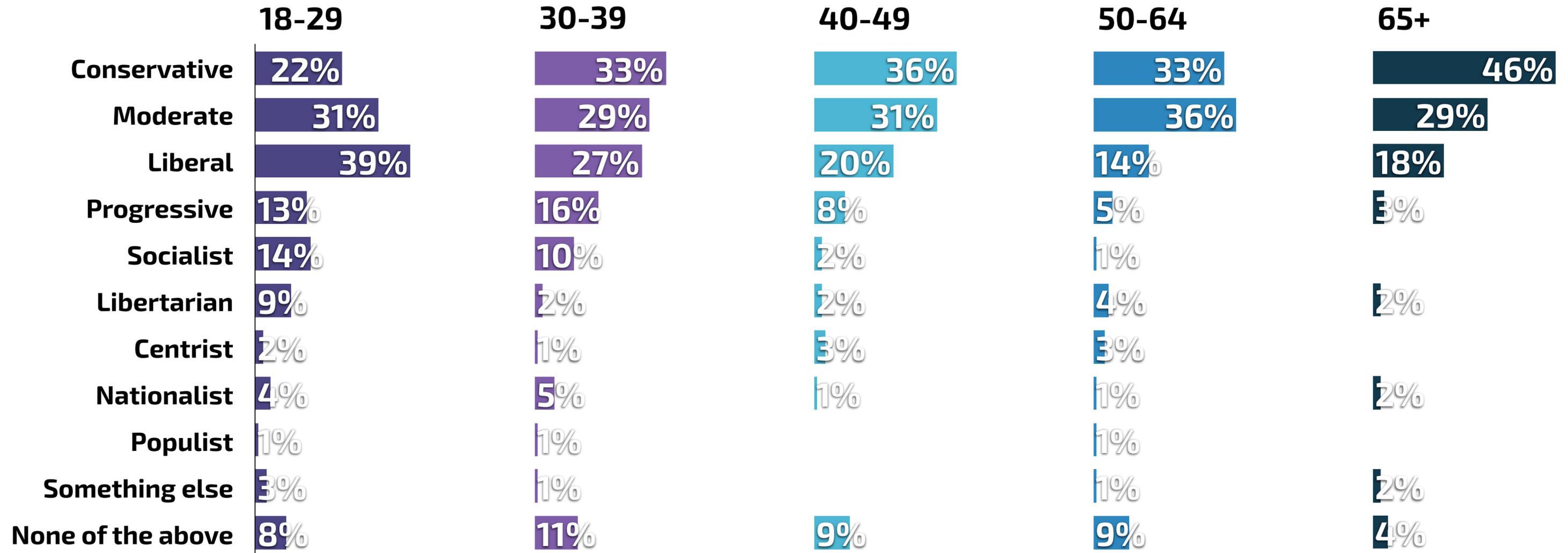
# Rethinking Political Ideology

Q. Regardless of how you typically vote, would you say you consider yourself to be a...? Select all that apply.



# Younger Voters Identify More With Left Ideologies

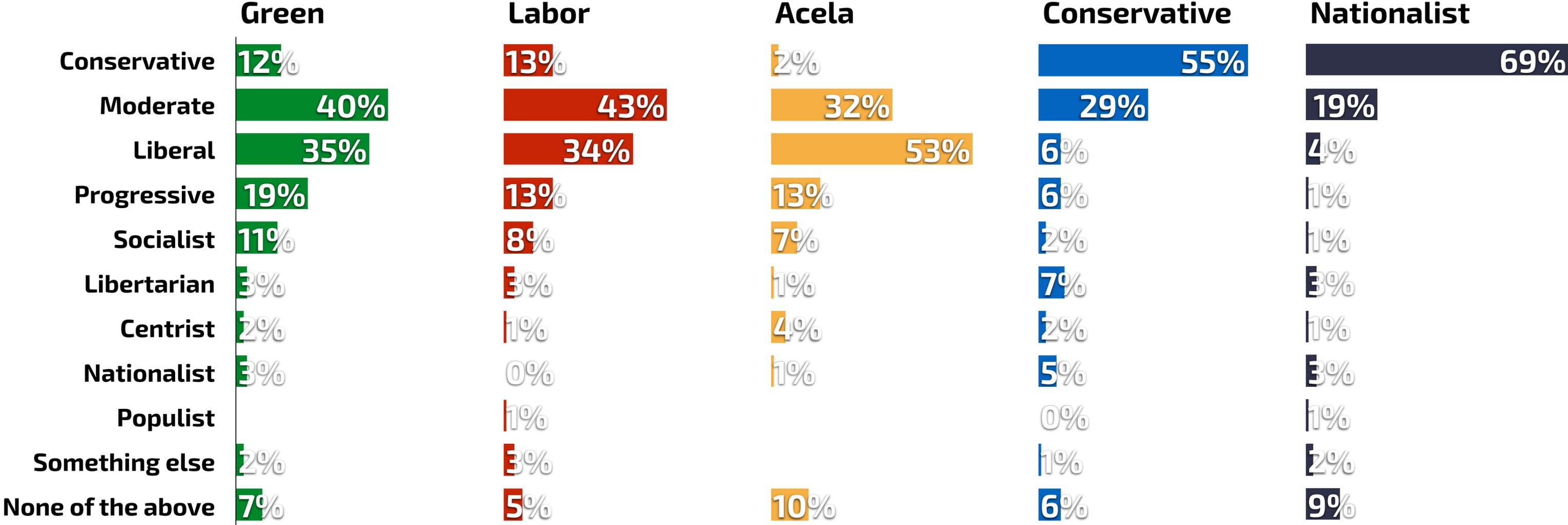
Q. Regardless of how you typically vote, would you say you consider yourself to be a...? Select all that apply.



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# Green, Labor Voters Identify Similarly Ideologically

Q. Regardless of how you typically vote, would you say you consider yourself to be a...? Select all that apply.

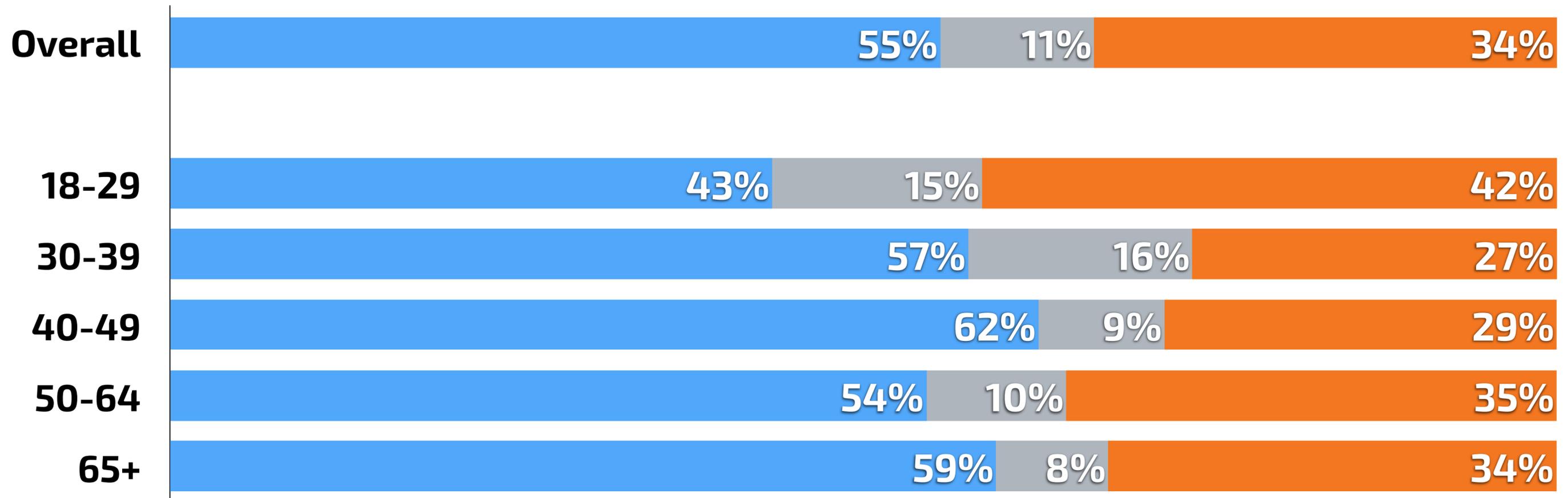


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# Fewer Younger Voters Say They Are Represented By A Major Party

Q. Which of the following comes closest to your view, even if neither is exactly right?

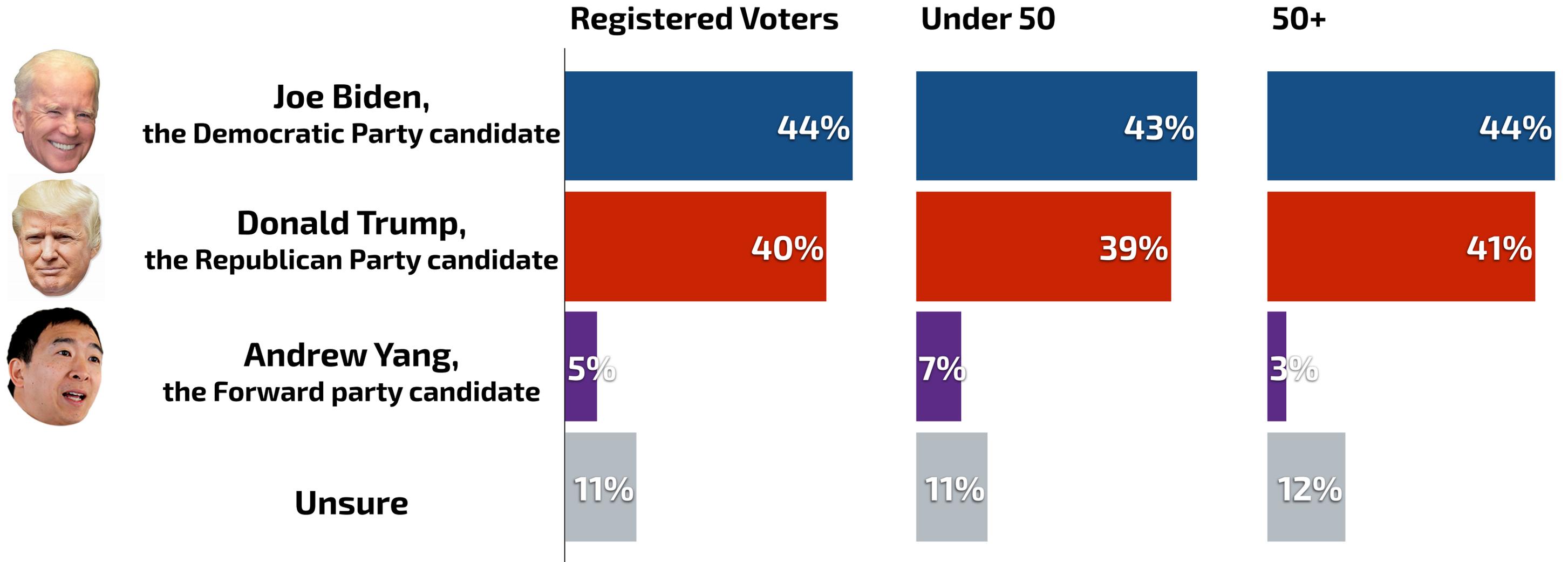
- At least one of the major political parties that exists today represents my views pretty well
- Unsure
- Neither of the major political parties that exists today represents my views well



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# Younger Voters More Interested In Yang 2024 Third Party Bid

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

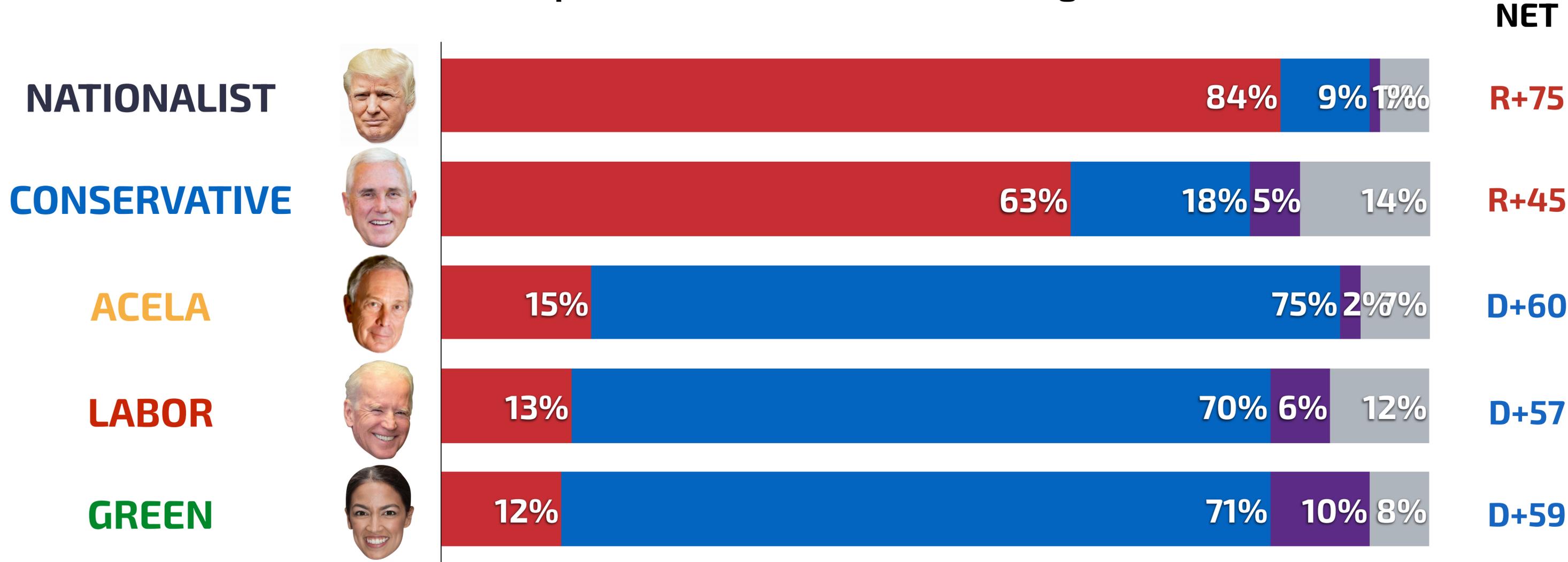


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# Yang 2024 Support Strongest On The Left

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

■ Donald Trump
 ■ Joe Biden
 ■ Andrew Yang
 ■ Unsure





**Verified Voter  
Omnibus**

*Your questions answered by real voters*

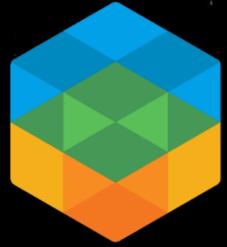
**Beyond our own public releases, the Verified Voter Omnibus is a resource companies and organizations can use to answer mission-critical questions through add-on questions to the monthly survey. It's the perfect tool for tracking a few core questions over time or gathering that one bit of crucial public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