

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QApproval] Do you approve or disapprove of the way Joe Biden is handling his job as President?

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	2401	1126	1275	455	535	665	746	1774	280	192	68	86
	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	954	414	540	151	201	240	361	637	192	79	21	24
	40%	37%	42%	33%	38%	36%	48%	36%	68%	41%	31%	28%
STRONGLY/SOMEWHAT DISAPPROVE	1390	697	693	285	321	419	365	1105	76	105	46	57
	58%	62%	54%	63%	60%	63%	49%	62%	27%	55%	68%	66%
Strongly approve	580	248	332	65	104	153	258	367	135	51	17	11
	24%	22%	26%	14%	19%	23%	35%	21%	48%	26%	24%	12%
Somewhat approve	374	167	207	86	97	87	103	270	57	29	4	14
	16%	15%	16%	19%	18%	13%	14%	15%	20%	15%	6%	16%
Somewhat disapprove	177	84	93	63	44	43	27	122	21	22	6	7
	7%	7%	7%	14%	8%	6%	4%	7%	8%	11%	8%	8%
Strongly disapprove	1213	613	600	222	277	376	338	984	55	84	41	50
	51%	54%	47%	49%	52%	57%	45%	55%	20%	44%	60%	58%
DNR – Don't know/Refused	57	15	42	20	13	5	20	32	12	8	1	5
	2%	1%	3%	4%	2%	1%	3%	2%	4%	4%	1%	5%

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	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	2401	1557	844	1104	671	453	174	834	772	795	1200	1069	582	395	1149
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	954	590	364	358	279	232	84	106	271	577	24	907	225	164	441
	40%	38%	43%	32%	42%	51%	49%	13%	35%	73%	2%	85%	39%	42%	38%
STRONGLY/SOMEWHAT DISAPPROVE	1390	927	463	726	379	200	84	720	469	201	1170	120	343	220	691
	58%	60%	55%	66%	56%	44%	48%	86%	61%	25%	98%	11%	59%	56%	60%
Strongly approve	580	373	207	211	156	162	51	71	125	383	14	561	147	98	260
	24%	24%	25%	19%	23%	36%	29%	9%	16%	48%	1%	53%	25%	25%	23%
Somewhat approve	374	218	156	147	123	71	33	35	146	193	9	346	79	66	180
	16%	14%	18%	13%	18%	16%	19%	4%	19%	24%	1%	32%	14%	17%	16%
Somewhat disapprove	177	99	78	66	56	33	22	49	84	44	62	82	47	22	90
	7%	6%	9%	6%	8%	7%	13%	6%	11%	6%	5%	8%	8%	6%	8%
Strongly disapprove	1213	828	385	660	323	167	62	671	384	157	1108	38	296	198	602
	51%	53%	46%	60%	48%	37%	36%	80%	50%	20%	92%	4%	51%	50%	52%
DNR – Don't know/Refused	57	40	18	19	13	21	5	9	31	17	6	42	13	11	17
	2%	3%	2%	2%	2%	5%	3%	1%	4%	2%	1%	4%	2%	3%	2%

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	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	2401	401	400	400	399	401	400	214	63	72	1701	157	222	55	137	154	26
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	954 40%	151 38%	156 39%	161 40%	153 38%	158 40%	174 44%	42 20%	7 11%	2 2%	723 43%	66 42%	64 29%	1 1%	19 14%	112 73%	20 77%
STRONGLY/SOMEWHAT DISAPPROVE	1390 58%	244 61%	231 58%	233 58%	231 58%	231 58%	220 55%	158 74%	54 85%	71 98%	939 55%	86 55%	153 69%	54 99%	108 79%	36 23%	6 23%
Strongly approve	580 24%	94 23%	93 23%	101 25%	93 23%	99 25%	100 25%	5 2%	4 6%	0 0%	459 27%	33 21%	34 15%	1 1%	6 4%	71 46%	7 25%
Somewhat approve	374 16%	58 14%	63 16%	60 15%	59 15%	59 15%	75 19%	37 17%	3 5%	2 2%	265 16%	33 21%	30 13%	-	14 10%	41 27%	13 52%
Somewhat disapprove	177 7%	33 8%	29 7%	27 7%	31 8%	27 7%	30 8%	52 24%	13 21%	5 7%	107 6%	20 13%	21 9%	12 21%	26 19%	29 19%	5 21%
Strongly disapprove	1213 51%	211 53%	202 50%	206 51%	200 50%	204 51%	190 47%	106 50%	40 64%	66 91%	832 49%	66 42%	132 59%	42 78%	82 60%	7 5%	0 2%
DNR – Don't know/Refused	57 2%	6 1%	13 3%	6 1%	15 4%	11 3%	6 1%	14 7%	2 4%	-	38 2%	5 3%	5 2%	-	10 7%	6 4%	-

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[OApproval] Do you approve or disapprove of the way Joe Biden is handling his job as President?

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	2401	701	543	654	439	226	237	321	342	229	297	344	405	348	743	440	870
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	954	274	248	226	169	73	86	113	143	78	115	127	219	168	245	173	368
	40%	39%	46%	35%	38%	32%	36%	35%	42%	34%	39%	37%	54%	48%	33%	39%	42%
STRONGLY/SOMEWHAT DISAPPROVE	1390	408	271	420	263	148	146	207	197	137	175	213	168	174	480	252	484
	58%	58%	50%	64%	60%	65%	62%	64%	58%	60%	59%	62%	42%	50%	65%	57%	56%
Strongly approve	580	176	144	136	101	33	49	65	101	32	55	89	157	120	142	104	215
	24%	25%	27%	21%	23%	15%	21%	20%	29%	14%	18%	26%	39%	34%	19%	24%	25%
Somewhat approve	374	98	103	90	68	40	37	48	42	47	61	39	61	48	103	69	154
	16%	14%	19%	14%	15%	18%	15%	15%	12%	20%	20%	11%	15%	14%	14%	16%	18%
Somewhat disapprove	177	41	50	39	44	33	17	20	14	30	27	23	13	32	50	38	57
	7%	6%	9%	6%	10%	15%	7%	6%	4%	13%	9%	7%	3%	9%	7%	9%	7%
Strongly disapprove	1213	368	221	381	219	115	129	187	182	107	147	190	156	142	430	214	426
	51%	52%	41%	58%	50%	51%	55%	58%	53%	47%	49%	55%	38%	41%	58%	49%	49%
DNR – Don't know/Refused	57	18	24	8	7	6	5	1	2	14	7	4	17	6	18	15	18
	2%	3%	4%	1%	2%	3%	2%	*%	1%	6%	2%	1%	4%	2%	2%	3%	2%

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[QTrumpApproval] Do you approve or disapprove of the way Donald Trump handled his job as President?

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	2401	1126	1275	455	535	665	746	1774	280	192	68	86
	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	1201	598	602	214	270	370	347	968	56	84	40	52
	50%	53%	47%	47%	50%	56%	46%	55%	20%	44%	59%	60%
STRONGLY/SOMEWHAT DISAPPROVE	1173	516	657	237	257	293	386	792	214	106	27	34
	49%	46%	52%	52%	48%	44%	52%	45%	76%	55%	40%	39%
Strongly approve	776	388	388	115	168	240	254	643	33	49	22	29
	32%	34%	30%	25%	31%	36%	34%	36%	12%	26%	32%	34%
Somewhat approve	424	211	214	99	102	130	93	326	23	35	18	22
	18%	19%	17%	22%	19%	20%	12%	18%	8%	18%	27%	26%
Somewhat disapprove	128	66	62	33	32	31	31	86	11	21	3	7
	5%	6%	5%	7%	6%	5%	4%	5%	4%	11%	4%	9%
Strongly disapprove	1045	451	595	204	224	262	355	706	203	85	24	26
	44%	40%	47%	45%	42%	39%	48%	40%	72%	44%	36%	30%
DNR – Don't know/Refused	27	11	16	5	8	2	13	14	10	3	0	0
	1%	1%	1%	1%	2%	*%	2%	1%	4%	1%	1%	1%

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	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	2401	1557	844	1104	671	453	174	834	772	795	1200	1069	582	395	1149
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	1201	828	373	654	314	173	59	699	356	146	1125	42	293	193	590
	50%	53%	44%	59%	47%	38%	34%	84%	46%	18%	94%	4%	50%	49%	51%
STRONGLY/SOMEWHAT DISAPPROVE	1173	714	459	441	351	273	108	129	400	644	68	1016	278	198	552
	49%	46%	54%	40%	52%	60%	62%	15%	52%	81%	6%	95%	48%	50%	48%
Strongly approve	776	550	227	444	199	106	28	501	174	101	747	21	198	125	364
	32%	35%	27%	40%	30%	23%	16%	60%	23%	13%	62%	2%	34%	32%	32%
Somewhat approve	424	278	146	210	115	68	31	197	182	45	378	20	96	68	226
	18%	18%	17%	19%	17%	15%	18%	24%	24%	6%	31%	2%	16%	17%	20%
Somewhat disapprove	128	81	46	56	29	25	17	16	70	41	40	52	36	15	64
	5%	5%	5%	5%	4%	6%	10%	2%	9%	5%	3%	5%	6%	4%	6%
Strongly disapprove	1045	633	413	385	322	248	91	113	330	603	29	964	242	183	488
	44%	41%	49%	35%	48%	55%	52%	14%	43%	76%	2%	90%	42%	46%	42%
DNR – Don't know/Refused	27	15	12	9	5	6	7	7	16	5	6	11	11	4	7
	1%	1%	1%	1%	1%	1%	4%	1%	2%	1%	*%	1%	2%	1%	1%

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	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	2401 100	401 100	400 100	400 100	399 100	401 100	400 100	214 100	63 100	72 100	1701 100	157 100	222 100	55 100	137 100	154 100	26 100
STRONGLY/SOMEWHAT APPROVE	1201 50%	202 50%	214 54%	196 49%	197 49%	201 50%	189 47%	69 32%	48 77%	61 84%	832 49%	67 43%	122 55%	39 71%	78 57%	21 14%	2 6%
STRONGLY/SOMEWHAT DISAPPROVE	1173 49%	197 49%	180 45%	201 50%	197 49%	195 49%	203 51%	130 61%	15 23%	10 14%	851 50%	90 57%	98 44%	16 29%	56 41%	129 84%	24 94%
Strongly approve	776 32%	129 32%	142 36%	122 31%	133 33%	133 33%	116 29%	13 6%	17 28%	32 44%	544 32%	50 32%	76 34%	27 50%	44 32%	12 8%	1 3%
Somewhat approve	424 18%	73 18%	72 18%	74 19%	64 16%	68 17%	73 18%	56 26%	31 49%	29 40%	288 17%	17 11%	45 20%	12 21%	34 25%	9 6%	1 3%
Somewhat disapprove	128 5%	25 6%	20 5%	16 4%	26 7%	13 3%	27 7%	50 24%	7 12%	7 10%	80 5%	14 9%	14 6%	3 6%	9 6%	24 16%	5 19%
Strongly disapprove	1045 44%	172 43%	159 40%	185 46%	171 43%	182 46%	175 44%	80 37%	7 12%	3 4%	771 45%	77 49%	84 38%	13 24%	47 35%	105 68%	19 75%
DNR – Don't know/Refused	27 1%	2 *	6 2%	2 *	5 1%	4 1%	8 2%	14 7%	-	1 2%	18 1%	-	2 1%	-	3 2%	3 2%	-

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	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	2401 100	701 100	543 100	654 100	439 100	226 100	237 100	321 100	342 100	229 100	297 100	344 100	405 100	348 100	743 100	440 100	870 100
STRONGLY/SOMEWHAT APPROVE	1201 50%	369 53%	221 41%	371 57%	216 49%	105 46%	129 54%	183 57%	182 53%	109 48%	141 47%	187 54%	165 41%	140 40%	421 57%	225 51%	415 48%
STRONGLY/SOMEWHAT DISAPPROVE	1173 49%	328 47%	309 57%	278 43%	218 50%	119 52%	105 44%	137 43%	156 46%	118 51%	152 51%	157 46%	230 57%	198 57%	315 42%	212 48%	448 51%
Strongly approve	776 32%	238 34%	143 26%	251 38%	128 29%	53 23%	85 36%	120 37%	131 38%	62 27%	83 28%	120 35%	123 30%	91 26%	278 37%	135 31%	273 31%
Somewhat approve	424 18%	132 19%	79 14%	120 18%	88 20%	53 23%	44 19%	63 20%	51 15%	47 20%	58 19%	67 20%	42 10%	49 14%	143 19%	90 20%	142 16%
Somewhat disapprove	128 5%	30 4%	30 6%	42 6%	24 5%	12 5%	17 7%	16 5%	21 6%	21 9%	16 5%	16 5%	10 2%	20 6%	37 5%	25 6%	45 5%
Strongly disapprove	1045 44%	298 43%	279 51%	236 36%	194 44%	107 47%	89 37%	121 38%	135 39%	97 42%	136 46%	141 41%	221 55%	178 51%	278 37%	187 42%	403 46%
DNR – Don't know/Refused	27 1%	3 *	13 2%	5 1%	6 1%	3 1%	4 2%	2 *	4 1%	2 1%	5 2%	-	9 2%	10 3%	7 1%	3 1%	8 1%

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[QGenericCongressional] If the election for Congress were held today and you had to make a choice, for whom would you vote, the Republican candidate or the Democratic candidate?

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	2401	1126	1275	455	535	665	746	1774	280	192	68	86
	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY/LEAN THE REPUBLICAN CANDIDATE	1182	602	580	210	269	368	336	959	46	84	42	51
	49%	53%	45%	46%	50%	55%	45%	54%	17%	43%	62%	59%
DEFINITELY/PROBABLY/LEAN THE DEMOCRATIC CANDIDATE	1027	445	582	195	229	257	347	687	209	83	24	25
	43%	40%	46%	43%	43%	39%	46%	39%	74%	43%	35%	29%
Definitely the Republican candidate	897	475	423	147	200	281	269	736	28	65	33	36
	37%	42%	33%	32%	37%	42%	36%	41%	10%	34%	48%	42%
Probably the Republican candidate	261	113	148	55	66	82	58	203	17	17	9	15
	11%	10%	12%	12%	12%	12%	8%	11%	6%	9%	14%	17%
Lean, the Republican candidate	24	15	9	7	3	5	9	20	1	2	-	-
	1%	1%	1%	2%	1%	1%	1%	1%	*%	1%		
Probably the Democratic candidate	165	77	88	37	45	36	48	122	20	13	3	7
	7%	7%	7%	8%	8%	5%	6%	7%	7%	7%	4%	9%
Definitely the Democratic candidate	831	351	480	154	180	212	286	545	187	69	17	14
	35%	31%	38%	34%	34%	32%	38%	31%	67%	36%	25%	16%
Lean, the Democratic candidate	31	17	14	4	4	10	13	20	2	1	4	4
	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	6%	5%
Unsure	192	78	113	51	37	40	64	129	25	26	2	10
	8%	7%	9%	11%	7%	6%	9%	7%	9%	14%	3%	11%

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	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	2401	1557	844	1104	671	453	174	834	772	795	1200	1069	582	395	1149
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY/LEAN THE REPUBLICAN CANDIDATE	1182	807	375	645	314	162	61	706	334	142	1129	25	286	193	591
	49%	52%	44%	58%	47%	36%	35%	85%	43%	18%	94%	2%	49%	49%	51%
DEFINITELY/PROBABLY/LEAN THE DEMOCRATIC CANDIDATE	1027	621	406	374	312	247	94	106	299	622	22	985	235	177	485
	43%	40%	48%	34%	47%	55%	54%	13%	39%	78%	2%	92%	40%	45%	42%
Definitely the Republican candidate	897	605	292	482	254	123	39	582	198	118	877	12	205	131	469
	37%	39%	35%	44%	38%	27%	22%	70%	26%	15%	73%	1%	35%	33%	41%
Probably the Republican candidate	261	183	77	147	56	36	21	118	121	22	233	11	73	54	116
	11%	12%	9%	13%	8%	8%	12%	14%	16%	3%	19%	1%	12%	14%	10%
Lean, the Republican candidate	24	18	6	16	5	2	1	6	16	2	19	2	8	7	5
	1%	1%	1%	1%	1%	0%	1%	1%	2%	0%	2%	0%	1%	2%	0%
Probably the Democratic candidate	165	95	70	66	57	29	14	12	90	63	8	143	36	29	86
	7%	6%	8%	6%	8%	6%	8%	1%	12%	8%	1%	13%	6%	7%	7%
Definitely the Democratic candidate	831	507	324	296	249	212	75	92	187	553	13	815	191	143	390
	35%	33%	38%	27%	37%	47%	43%	11%	24%	70%	1%	76%	33%	36%	34%
Lean, the Democratic candidate	31	19	12	13	6	6	5	2	22	7	1	27	8	5	10
	1%	1%	1%	1%	1%	1%	3%	0%	3%	1%	0%	3%	1%	1%	1%
Unsure	192	129	63	84	44	44	19	22	139	31	48	58	61	25	73
	8%	8%	7%	8%	7%	10%	11%	3%	18%	4%	4%	5%	11%	6%	6%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QGenericCongressional] If the election for Congress were held today and you had to make a choice, for whom would you vote, the Republican candidate or the Democratic candidate?

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	2401	401	400	400	399	401	400	214	63	72	1701	157	222	55	137	154	26
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY/LEAN THE REPUBLICAN CANDIDATE	1182	199	208	197	195	196	186	65	46	65	823	66	120	38	75	23	1
	49%	50%	52%	49%	49%	49%	47%	30%	73%	90%	48%	42%	54%	69%	55%	15%	5%
DEFINITELY/PROBABLY/LEAN THE DEMOCRATIC CANDIDATE	1027	175	161	175	169	173	175	56	12	2	760	74	81	13	44	102	17
	43%	44%	40%	44%	42%	43%	44%	26%	20%	3%	45%	47%	36%	24%	32%	66%	65%
Definitely the Republican candidate	897	152	161	141	151	152	140	19	26	37	620	57	89	36	66	14	-
	37%	38%	40%	35%	38%	38%	35%	9%	42%	52%	36%	36%	40%	66%	48%	9%	
Probably the Republican candidate	261	43	40	52	39	42	44	40	19	24	187	9	26	2	8	8	1
	11%	11%	10%	13%	10%	10%	11%	19%	31%	32%	11%	6%	12%	3%	6%	5%	5%
Lean, the Republican candidate	24	4	7	4	4	2	2	6	-	4	16	1	5	-	1	1	-
	1%	1%	2%	1%	1%	1%	1%	3%		6%	1%	*	2%		1%	1%	
Probably the Democratic candidate	165	32	22	25	36	21	31	30	4	1	122	8	20	6	21	13	4
	7%	8%	5%	6%	9%	5%	8%	14%	6%	2%	7%	5%	9%	12%	15%	8%	16%
Definitely the Democratic candidate	831	140	135	146	124	149	137	19	9	-	614	65	56	7	22	84	12
	35%	35%	34%	36%	31%	37%	34%	9%	14%		36%	41%	25%	12%	16%	54%	47%
Lean, the Democratic candidate	31	3	4	4	9	4	7	7	-	1	24	1	4	-	1	6	1
	1%	1%	1%	1%	2%	1%	2%	3%		1%	1%	1%	2%		1%	4%	2%
Unsure	192	27	31	28	35	31	39	93	5	5	118	17	21	4	18	28	8
	8%	7%	8%	7%	9%	8%	10%	44%	7%	7%	7%	11%	10%	7%	13%	18%	30%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QGenericCongressional] If the election for Congress were held today and you had to make a choice, for whom would you vote, the Republican candidate or the Democratic candidate?

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	2401	701	543	654	439	226	237	321	342	229	297	344	405	348	743	440	870
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY/LEAN THE REPUBLICAN CANDIDATE	1182	368	203	382	211	109	128	185	180	100	141	183	156	137	422	210	412
	49%	52%	37%	58%	48%	48%	54%	58%	53%	44%	47%	53%	38%	40%	57%	48%	47%
DEFINITELY/PROBABLY/LEAN THE DEMOCRATIC CANDIDATE	1027	289	278	232	192	97	96	117	135	99	132	140	211	183	257	191	396
	43%	41%	51%	35%	44%	43%	41%	36%	40%	43%	44%	41%	52%	53%	35%	43%	46%
Definitely the Republican candidate	897	274	141	316	151	79	98	150	147	68	101	131	122	104	317	144	333
	37%	39%	26%	48%	34%	35%	41%	47%	43%	30%	34%	38%	30%	30%	43%	33%	38%
Probably the Republican candidate	261	88	59	61	50	26	28	31	28	29	38	51	30	29	99	56	77
	11%	13%	11%	9%	11%	12%	12%	10%	8%	13%	13%	15%	7%	8%	13%	13%	9%
Lean, the Republican candidate	24	5	3	6	9	4	1	5	5	3	2	-	4	5	7	10	3
	1%	1%	1%	1%	2%	2%	1%	2%	1%	1%	1%	-	1%	1%	1%	2%	1%
Probably the Democratic candidate	165	37	51	46	29	15	20	17	24	23	24	18	24	25	48	36	57
	7%	5%	9%	7%	7%	7%	9%	5%	7%	10%	8%	5%	6%	7%	6%	8%	6%
Definitely the Democratic candidate	831	249	217	173	159	81	75	92	103	73	105	119	183	155	199	143	334
	35%	35%	40%	26%	36%	36%	32%	29%	30%	32%	35%	35%	45%	45%	27%	33%	38%
Lean, the Democratic candidate	31	3	10	13	4	1	1	7	8	3	3	2	5	3	11	12	6
	1%	1%	2%	2%	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	3%	1%
Unsure	192	45	62	40	37	21	14	18	26	30	24	22	38	27	64	39	62
	8%	6%	11%	6%	8%	9%	6%	6%	8%	13%	8%	6%	9%	8%	9%	9%	7%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QTrumpBiden] If the 2024 presidential election were being held today, would you vote for Joe Biden or Donald Trump?

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	2401	1126	1275	455	535	665	746	1774	280	192	68	86
	100	100	100	100	100	100	100	100	100	100	100	100
DONALD TRUMP, DEFINITELY/ PROBABLY/LEAN	1200	607	592	224	269	371	336	966	51	87	44	52
	50%	54%	46%	49%	50%	56%	45%	54%	18%	45%	64%	61%
JOE BIDEN, DEFINITELY/ PROBABLY/LEAN	1069	460	608	199	229	263	378	721	209	88	23	27
	45%	41%	48%	44%	43%	40%	51%	41%	74%	46%	34%	31%
Donald Trump, definitely	1041	536	505	192	227	322	299	848	41	74	36	42
	43%	48%	40%	42%	43%	48%	40%	48%	14%	38%	53%	49%
Donald Trump, probably	149	66	83	29	41	43	36	108	10	14	7	10
	6%	6%	6%	6%	8%	6%	5%	6%	4%	7%	11%	11%
Donald Trump, lean	10	5	5	2	1	6	2	10	0	-	-	-
	*%	*%	*%	*%	*%	1%	*%	1%	*%			
Joe Biden, probably	114	38	75	43	25	20	25	80	18	7	2	6
	5%	3%	6%	10%	5%	3%	3%	5%	7%	4%	3%	7%
Joe Biden, definitely	941	414	526	155	203	239	344	632	186	81	22	20
	39%	37%	41%	34%	38%	36%	46%	36%	66%	42%	32%	24%
Joe Biden, lean	14	8	6	1	1	4	9	9	4	1	-	-
	1%	1%	1%	*%	*%	1%	1%	1%	1%	1%		
Unsure	133	59	74	33	37	31	32	87	21	17	1	7
	6%	5%	6%	7%	7%	5%	4%	5%	7%	9%	1%	8%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QTrumpBiden] If the 2024 presidential election were being held today, would you vote for Joe Biden or Donald Trump?

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	2401	1557	844	1104	671	453	174	834	772	795	1200	1069	582	395	1149
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DONALD TRUMP, DEFINITELY/ PROBABLY/LEAN	1200	839	361	664	302	174	59	704	350	146	1200	-	303	189	593
	50%	54%	43%	60%	45%	38%	34%	84%	45%	18%	100%	-	52%	48%	52%
JOE BIDEN, DEFINITELY/ PROBABLY/LEAN	1069	641	427	394	327	247	100	115	331	623	-	1069	241	176	509
	45%	41%	51%	36%	49%	55%	58%	14%	43%	78%	-	100%	41%	45%	44%
Donald Trump, definitely	1041	735	306	589	259	146	46	634	278	128	1041	-	255	161	523
	43%	47%	36%	53%	39%	32%	27%	76%	36%	16%	87%	-	44%	41%	46%
Donald Trump, probably	149	96	53	68	40	28	13	68	64	17	149	-	43	28	67
	6%	6%	6%	6%	6%	6%	7%	8%	8%	2%	12%	-	7%	7%	6%
Donald Trump, lean	10	7	3	7	3	0	-	1	8	1	10	-	5	1	3
	*%	*%	*%	1%	*%	*%	-	*%	1%	*%	1%	-	1%	*%	*%
Joe Biden, probably	114	65	49	51	30	14	19	14	59	41	-	114	24	22	50
	5%	4%	6%	5%	4%	3%	11%	2%	8%	5%	-	111%	4%	6%	4%
Joe Biden, definitely	941	568	373	339	293	229	80	101	260	580	-	941	214	154	451
	39%	36%	44%	31%	44%	50%	46%	12%	34%	73%	-	88%	37%	39%	39%
Joe Biden, lean	14	9	5	4	5	5	0	-	12	2	-	14	3	-	7
	1%	1%	1%	*%	1%	1%	*%	-	2%	*%	-	14%	1%	-	1%
Unsure	133	77	56	45	42	31	14	16	91	26	-	-	38	29	48
	6%	5%	7%	4%	6%	7%	8%	2%	12%	3%	-	-	6%	7%	4%

Echelon Insights
Focus 2024 Survey
N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QTrumpBiden] If the 2024 presidential election were being held today, would you vote for Joe Biden or Donald Trump?

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	2401	401	400	400	399	401	400	214	63	72	1701	157	222	55	137	154	26
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DONALD TRUMP, DEFINITELY/ PROBABLY/LEAN	1200	203	210	205	202	195	186	39	63	72	821	67	127	40	78	21	1
	50%	51%	52%	51%	51%	49%	46%	18%	100%	100%	48%	43%	57%	73%	57%	14%	5%
JOE BIDEN, DEFINITELY/ PROBABLY/LEAN	1069	179	168	178	174	181	188	42	-	-	801	75	79	12	43	115	22
	45%	45%	42%	45%	44%	45%	47%	20%	-	-	47%	48%	36%	23%	32%	75%	86%
Donald Trump, definitely	1041	182	183	176	170	172	159	-	45	53	719	59	102	37	66	15	1
	43%	45%	46%	44%	43%	43%	40%	-	71%	73%	42%	37%	46%	67%	48%	10%	3%
Donald Trump, probably	149	20	26	29	26	21	26	39	17	17	97	9	23	3	12	5	-
	6%	5%	7%	7%	7%	5%	6%	18%	28%	23%	6%	6%	10%	6%	9%	4%	-
Donald Trump, lean	10	1	0	-	6	1	1	-	1	3	6	-	2	-	-	0	0
	0%	0%	0%	0%	2%	0%	0%	0%	1%	4%	0%	0%	1%	0%	0%	0%	0%
Joe Biden, probably	114	18	22	16	17	24	17	42	-	-	82	9	13	4	14	15	3
	5%	4%	5%	4%	4%	6%	4%	20%	-	-	5%	6%	6%	7%	10%	10%	13%
Joe Biden, definitely	941	159	146	158	155	157	167	-	-	-	706	66	65	9	27	99	19
	39%	40%	36%	40%	39%	39%	42%	-	-	-	42%	42%	29%	16%	20%	64%	73%
Joe Biden, lean	14	3	0	4	2	-	5	-	-	-	13	-	1	-	2	2	-
	1%	1%	0%	1%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	2%	1%	0%
Unsure	133	19	23	17	23	24	26	133	-	-	79	15	16	2	16	18	2
	6%	5%	6%	4%	6%	6%	7%	62%	-	-	5%	10%	7%	4%	12%	11%	9%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QTrumpBiden] If the 2024 presidential election were being held today, would you vote for Joe Biden or Donald Trump?

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	2401	701	543	654	439	226	237	321	342	229	297	344	405	348	743	440	870
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DONALD TRUMP, DEFINITELY/ PROBABLY/LEAN	1200	370	212	380	217	116	128	182	182	108	142	189	154	142	429	219	410
	50%	53%	39%	58%	49%	51%	54%	57%	53%	47%	48%	55%	38%	41%	58%	50%	47%
JOE BIDEN, DEFINITELY/ PROBABLY/LEAN	1069	307	284	248	193	95	94	122	149	104	134	141	229	182	279	195	413
	45%	44%	52%	38%	44%	42%	40%	38%	44%	45%	45%	41%	57%	52%	38%	44%	47%
Donald Trump, definitely	1041	317	180	341	186	104	110	158	163	88	117	164	135	126	377	182	356
	43%	45%	33%	52%	42%	46%	46%	49%	48%	39%	39%	48%	33%	36%	51%	41%	41%
Donald Trump, probably	149	52	28	36	29	12	17	20	17	17	24	23	19	16	49	34	50
	6%	7%	5%	5%	7%	5%	7%	6%	5%	8%	8%	7%	5%	4%	7%	8%	6%
Donald Trump, lean	10	1	4	3	2	-	-	4	2	2	1	2	-	1	2	3	4
	%	%	1%	1%	%			1%	1%	1%	%	1%		%	%	1%	%
Joe Biden, probably	114	33	42	23	14	8	9	12	9	36	15	8	16	18	35	24	36
	5%	5%	8%	3%	3%	3%	4%	4%	3%	16%	5%	2%	4%	5%	5%	6%	4%
Joe Biden, definitely	941	270	240	218	179	88	85	109	133	67	118	130	211	161	238	167	375
	39%	39%	44%	33%	41%	39%	36%	34%	39%	29%	40%	38%	52%	46%	32%	38%	43%
Joe Biden, lean	14	3	3	7	1	-	-	1	6	1	1	3	2	3	6	4	2
	1%	%	1%	1%	%			%	2%	%	%	1%	1%	1%	1%	1%	%
Unsure	133	25	47	27	29	15	16	17	11	18	21	14	21	24	36	26	47
	6%	4%	9%	4%	7%	7%	7%	5%	3%	8%	7%	4%	5%	7%	5%	6%	5%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QBidenAdminSuccessPre] Overall, would you rate the Biden Administration as a success or a failure?

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	2401	1126	1275	455	535	665	746	1774	280	192	68	86
	100	100	100	100	100	100	100	100	100	100	100	100
A TOTAL/MOSTLY A SUCCESS	966	416	550	160	202	247	357	638	199	88	22	19
	40%	37%	43%	35%	38%	37%	48%	36%	71%	46%	33%	22%
A TOTAL/MOSTLY A FAILURE	1319	665	654	267	305	398	349	1057	71	94	42	55
	55%	59%	51%	59%	57%	60%	47%	60%	25%	49%	62%	64%
A total success	257	114	143	29	49	67	113	140	74	30	9	4
	11%	10%	11%	6%	9%	10%	15%	8%	27%	16%	12%	4%
Mostly a success	709	302	408	132	153	180	244	498	125	58	14	15
	30%	27%	32%	29%	29%	27%	33%	28%	45%	30%	20%	18%
Mostly a failure	301	148	153	91	70	72	68	232	30	20	8	12
	13%	13%	12%	20%	13%	11%	9%	13%	11%	10%	11%	13%
A total failure	1017	517	500	176	235	326	280	825	41	73	34	44
	42%	46%	39%	39%	44%	49%	38%	46%	15%	38%	51%	51%
Unsure	116	45	71	28	28	19	41	80	10	11	4	12
	5%	4%	6%	6%	5%	3%	5%	4%	4%	6%	5%	14%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QBidenAdminSuccessPre] Overall, would you rate the Biden Administration as a success or a failure?

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	2401	1557	844	1104	671	453	174	834	772	795	1200	1069	582	395	1149
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A TOTAL/MOSTLY A SUCCESS	966	595	372	357	281	237	91	109	271	587	24	920	222	166	452
	40%	38%	44%	32%	42%	52%	52%	13%	35%	74%	2%	86%	38%	42%	39%
A TOTAL/MOSTLY A FAILURE	1319	892	427	703	354	189	73	700	436	184	1161	68	333	208	654
	55%	57%	51%	64%	53%	42%	42%	84%	56%	23%	97%	6%	57%	53%	57%
A total success	257	182	75	90	50	92	25	29	42	186	7	248	71	40	106
	11%	12%	9%	8%	7%	20%	15%	3%	5%	23%	1%	23%	12%	10%	9%
Mostly a success	709	413	296	267	231	146	66	80	229	400	17	673	152	125	346
	30%	27%	35%	24%	34%	32%	38%	10%	30%	50%	1%	63%	26%	32%	30%
Mostly a failure	301	192	109	146	86	46	23	107	141	54	190	54	88	42	152
	13%	12%	13%	13%	13%	10%	13%	13%	18%	7%	16%	5%	15%	11%	13%
A total failure	1017	700	318	557	268	143	50	593	295	130	972	14	245	167	502
	42%	45%	38%	50%	40%	32%	29%	71%	38%	16%	81%	1%	42%	42%	44%
Unsure	116	70	46	43	36	27	9	26	65	25	14	80	26	21	43
	5%	4%	5%	4%	5%	6%	5%	3%	8%	3%	1%	7%	5%	5%	4%

Echelon Insights
Focus 2024 Survey
N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QBidenAdminSuccessPre] Overall, would you rate the Biden Administration as a success or a failure?

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	2401 100	401 100	400 100	400 100	399 100	401 100	400 100	214 100	63 100	72 100	1701 100	157 100	222 100	55 100	137 100	154 100	26 100
A TOTAL/MOSTLY A SUCCESS	966 40%	157 39%	157 39%	165 41%	151 38%	168 42%	169 42%	43 20%	10 16%	1 1%	730 43%	68 43%	67 30%	-	-	126 82%	26 100%
A TOTAL/MOSTLY A FAILURE	1319 55%	230 57%	220 55%	222 56%	223 56%	217 54%	208 52%	143 67%	52 83%	68 94%	888 52%	84 53%	147 66%	55 100%	106 78%	-	-
A total success	257 11%	43 11%	47 12%	38 10%	44 11%	47 12%	37 9%	2 1%	1 2%	-	204 12%	16 10%	15 7%	-	-	65 42%	1 5%
Mostly a success	709 30%	113 28%	110 28%	126 32%	108 27%	121 30%	131 33%	41 19%	9 14%	1 1%	526 31%	52 33%	51 23%	-	-	61 40%	24 95%
Mostly a failure	301 13%	46 11%	47 12%	53 13%	56 14%	46 11%	54 14%	92 43%	24 39%	22 30%	200 12%	20 13%	38 17%	16 29%	27 20%	-	-
A total failure	1017 42%	184 46%	173 43%	169 42%	167 42%	171 43%	154 38%	52 24%	28 44%	46 64%	688 40%	64 41%	109 49%	39 71%	80 58%	-	-
Unsure	116 5%	14 4%	23 6%	13 3%	25 6%	16 4%	24 6%	28 13%	1 2%	3 5%	83 5%	6 4%	9 4%	-	31 22%	28 18%	-

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QBidenAdminSuccessPre] Overall, would you rate the Biden Administration as a success or a failure?

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	2401	701	543	654	439	226	237	321	342	229	297	344	405	348	743	440	870
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A TOTAL/MOSTLY A SUCCESS	966	283	248	223	175	76	85	115	141	85	117	133	216	171	249	178	368
	40%	40%	46%	34%	40%	33%	36%	36%	41%	37%	39%	39%	53%	49%	34%	40%	42%
A TOTAL/MOSTLY A FAILURE	1319	392	251	409	243	138	140	198	189	129	164	200	160	159	464	237	459
	55%	56%	46%	62%	55%	61%	59%	62%	55%	56%	55%	58%	40%	46%	62%	54%	53%
A total success	257	77	59	52	57	18	23	33	41	11	26	34	72	66	60	34	97
	11%	11%	11%	8%	13%	8%	9%	10%	12%	5%	9%	10%	18%	19%	8%	8%	11%
Mostly a success	709	207	189	172	118	58	62	81	100	74	91	99	144	105	190	144	271
	30%	29%	35%	26%	27%	26%	26%	25%	29%	32%	31%	29%	36%	30%	26%	33%	31%
Mostly a failure	301	78	73	79	66	45	32	37	34	46	38	35	35	48	94	63	97
	13%	11%	14%	12%	15%	20%	14%	12%	10%	20%	13%	10%	9%	14%	13%	14%	11%
A total failure	1017	314	178	330	177	93	108	161	155	83	127	165	125	111	370	174	362
	42%	45%	33%	50%	40%	41%	46%	50%	45%	36%	43%	48%	31%	32%	50%	40%	42%
Unsure	116	26	43	22	20	13	12	8	12	15	16	11	29	18	30	25	43
	5%	4%	8%	3%	5%	6%	5%	3%	3%	7%	5%	3%	7%	5%	4%	6%	5%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QResponsiblInflation] Do you think blame for each of the following problems can be mostly attributed to the policies of the Biden Administration, or do you think they are mostly due to factors outside their control?
 -Inflation and high cost of living

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	2401	1126	1275	455	535	665	746	1774	280	192	68	86
	100	100	100	100	100	100	100	100	100	100	100	100
Biden policies to blame	1222	607	615	220	284	367	351	980	66	84	34	57
	51%	54%	48%	48%	53%	55%	47%	55%	24%	44%	50%	67%
Due to factors outside their control	1016	452	563	188	229	261	337	683	187	89	32	24
	42%	40%	44%	41%	43%	39%	45%	39%	67%	46%	47%	28%
Not a problem	67	32	35	14	3	20	30	49	11	5	-	2
	3%	3%	3%	3%	1%	3%	4%	3%	4%	3%	-	2%
Unsure	97	35	62	33	19	16	29	62	16	14	2	3
	4%	3%	5%	7%	4%	2%	4%	4%	6%	7%	3%	3%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QResponsiblInflation] Do you think blame for each of the following problems can be mostly attributed to the policies of the Biden Administration, or do you think they are mostly due to factors outside their control?
 -Inflation and high cost of living

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	2401	1557	844	1104	671	453	174	834	772	795	1200	1069	582	395	1149
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Biden policies to blame	1222	833	388	661	318	172	70	661	379	182	1090	67	312	198	581
	51%	54%	46%	60%	47%	38%	40%	79%	49%	23%	91%	6%	54%	50%	51%
Due to factors outside their control	1016	616	400	377	306	238	94	149	330	536	83	885	217	167	505
	42%	40%	47%	34%	46%	53%	54%	18%	43%	67%	7%	83%	37%	42%	44%
Not a problem	67	42	25	27	22	15	3	7	14	47	-	67	12	16	34
	3%	3%	3%	2%	3%	3%	2%	1%	2%	6%	-	6%	2%	4%	3%
Unsure	97	66	31	38	25	28	7	17	49	31	27	50	40	13	30
	4%	4%	4%	3%	4%	6%	4%	2%	6%	4%	2%	5%	7%	3%	3%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error= +/-2.3 Percentage Points

[QResponsibleInflation] Do you think blame for each of the following problems can be mostly attributed to the policies of the Biden Administration, or do you think they are mostly due to factors outside their control?
 -Inflation and high cost of living

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	2401 100	401 100	400 100	400 100	399 100	401 100	400 100	214 100	63 100	72 100	1701 100	157 100	222 100	55 100	137 100	154 100	26 100
Biden policies to blame	1222 51%	205 51%	204 51%	202 50%	219 55%	198 49%	194 49%	107 50%	45 71%	60 83%	831 49%	74 47%	130 59%	40 73%	87 64%	23 15%	3 13%
Due to factors outside their control	1016 42%	169 42%	169 42%	175 44%	159 40%	170 42%	174 44%	77 36%	15 24%	11 15%	760 45%	70 44%	78 35%	13 24%	35 26%	105 68%	18 68%
Not a problem	67 3%	11 3%	10 2%	13 3%	10 2%	16 4%	8 2%	2 1%	-	-	48 3%	10 6%	3 1%	-	-	6 4%	1 5%
Unsure	97 4%	16 4%	18 5%	10 2%	12 3%	17 4%	24 6%	27 13%	3 5%	2 2%	61 4%	5 3%	11 5%	2 3%	14 11%	21 13%	3 13%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QResponsibleInflation] Do you think blame for each of the following problems can be mostly attributed to the policies of the Biden Administration, or do you think they are mostly due to factors outside their control?
 -Inflation and high cost of living

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	2401	701	543	654	439	226	237	321	342	229	297	344	405	348	743	440	870
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Biden policies to blame	1222	368	234	381	213	108	131	182	185	112	152	185	165	157	432	211	423
	51%	53%	43%	58%	49%	48%	55%	57%	54%	49%	51%	54%	41%	45%	58%	48%	49%
Due to factors outside their control	1016	290	260	239	195	102	98	118	135	85	132	143	203	169	264	201	382
	42%	41%	48%	36%	44%	45%	41%	37%	39%	37%	44%	42%	50%	49%	36%	46%	44%
Not a problem	67	20	15	15	16	6	1	13	13	8	2	8	17	7	21	11	29
	3%	3%	3%	2%	4%	3%	0%	4%	4%	4%	1%	2%	4%	2%	3%	2%	3%
Unsure	97	23	34	20	14	10	8	9	9	23	11	8	20	16	26	18	37
	4%	3%	6%	3%	3%	4%	3%	3%	2%	10%	4%	2%	5%	5%	4%	4%	4%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QResponsiblBorder] Do you think blame for each of the following problems can be mostly attributed to the policies of the Biden Administration, or do you think they are mostly due to factors outside their control?
 -The situation at the southern border

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	2401	1126	1275	455	535	665	746	1774	280	192	68	86
	100	100	100	100	100	100	100	100	100	100	100	100
Biden policies to blame	1315	664	651	248	295	395	377	1074	62	89	38	52
	55%	59%	51%	54%	55%	59%	50%	61%	22%	46%	56%	61%
Due to factors outside their control	853	365	487	143	189	224	296	541	180	77	28	27
	36%	32%	38%	31%	35%	34%	40%	31%	64%	40%	41%	31%
Not a problem	87	50	37	29	19	21	18	61	12	11	1	3
	4%	4%	3%	6%	4%	3%	2%	3%	4%	6%	2%	3%
Unsure	146	47	99	36	30	23	56	98	27	16	1	4
	6%	4%	8%	8%	6%	4%	8%	6%	10%	8%	1%	5%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QResponsibleBorder] Do you think blame for each of the following problems can be mostly attributed to the policies of the Biden Administration, or do you think they are mostly due to factors outside their control?
 -The situation at the southern border

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	2401	1557	844	1104	671	453	174	834	772	795	1200	1069	582	395	1149
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Biden policies to blame	1315	881	434	713	362	169	72	688	428	199	1137	108	338	202	647
	55%	57%	51%	65%	54%	37%	41%	83%	55%	25%	95%	10%	58%	51%	56%
Due to factors outside their control	853	518	335	292	250	226	85	113	246	493	48	775	185	140	410
	36%	33%	40%	26%	37%	50%	49%	14%	32%	62%	4%	73%	32%	36%	36%
Not a problem	87	55	33	36	25	19	8	10	44	33	1	71	22	17	42
	4%	4%	4%	3%	4%	4%	4%	1%	6%	4%	*%	7%	4%	4%	4%
Unsure	146	103	44	63	34	39	9	23	53	70	14	114	37	36	51
	6%	7%	5%	6%	5%	9%	5%	3%	7%	9%	1%	11%	6%	9%	4%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QResponsibleBorder] Do you think blame for each of the following problems can be mostly attributed to the policies of the Biden Administration, or do you think they are mostly due to factors outside their control?
 -The situation at the southern border

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	2401	401	400	400	399	401	400	214	63	72	1701	157	222	55	137	154	26
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Biden policies to blame	1315	213	218	223	222	223	216	117	48	66	908	77	137	42	86	40	5
	55%	53%	55%	56%	56%	56%	54%	55%	76%	90%	53%	49%	62%	78%	63%	26%	18%
Due to factors outside their control	853	142	149	144	146	132	140	52	13	5	633	62	63	11	33	86	16
	36%	35%	37%	36%	37%	33%	35%	25%	21%	7%	37%	39%	28%	21%	24%	56%	64%
Not a problem	87	23	11	10	12	16	16	21	-	0	64	8	7	-	3	6	1
	4%	6%	3%	2%	3%	4%	4%	10%		%	4%	5%	3%		2%	4%	6%
Unsure	146	23	22	24	19	30	28	23	2	2	95	10	16	1	15	22	3
	6%	6%	6%	6%	5%	7%	7%	11%	3%	3%	6%	6%	7%	1%	11%	15%	13%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QResponsibleBorder] Do you think blame for each of the following problems can be mostly attributed to the policies of the Biden Administration, or do you think they are mostly due to factors outside their control?
 -The situation at the southern border

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	2401	701	543	654	439	226	237	321	342	229	297	344	405	348	743	440	870
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Biden policies to blame	1315	397	243	420	231	123	134	201	205	124	161	194	172	146	477	238	454
	55%	57%	45%	64%	53%	55%	57%	63%	60%	54%	54%	56%	42%	42%	64%	54%	52%
Due to factors outside their control	853	253	222	191	157	76	84	97	109	67	106	128	186	153	210	155	334
	36%	36%	41%	29%	36%	33%	35%	30%	32%	29%	36%	37%	46%	44%	28%	35%	38%
Not a problem	87	17	19	25	25	15	11	13	11	14	9	8	7	21	18	16	32
	4%	2%	4%	4%	6%	7%	5%	4%	3%	6%	3%	2%	2%	6%	2%	4%	4%
Unsure	146	34	59	18	26	12	8	10	17	24	22	14	40	27	38	31	50
	6%	5%	11%	3%	6%	5%	4%	3%	5%	10%	7%	4%	10%	8%	5%	7%	6%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QResponsibleCrime] Do you think blame for each of the following problems can be mostly attributed to the policies of the Biden Administration, or do you think they are mostly due to factors outside their control?
 -Increasing violent crime

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	2401	1126	1275	455	535	665	746	1774	280	192	68	86
	100	100	100	100	100	100	100	100	100	100	100	100
Biden policies to blame	1065	561	505	195	236	330	304	855	52	75	36	48
	44%	50%	40%	43%	44%	50%	41%	48%	19%	39%	53%	56%
Due to factors outside their control	979	396	583	171	218	257	332	658	181	80	27	33
	41%	35%	46%	38%	41%	39%	45%	37%	65%	42%	40%	38%
Not a problem	201	103	99	42	51	44	65	148	25	22	4	2
	8%	9%	8%	9%	10%	7%	9%	8%	9%	11%	6%	3%
Unsure	155	67	88	48	30	33	44	113	22	16	1	3
	6%	6%	7%	10%	6%	5%	6%	6%	8%	8%	1%	3%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QResponsibleCrime] Do you think blame for each of the following problems can be mostly attributed to the policies of the Biden Administration, or do you think they are mostly due to factors outside their control?
 -Increasing violent crime

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	2401	1557	844	1104	671	453	174	834	772	795	1200	1069	582	395	1149
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Biden policies to blame	1065	715	351	569	286	146	64	596	323	146	988	24	260	172	524
	44%	46%	42%	52%	43%	32%	37%	71%	42%	18%	82%	2%	45%	44%	46%
Due to factors outside their control	979	612	367	379	279	234	87	186	290	504	161	770	249	155	448
	41%	39%	43%	34%	42%	52%	50%	22%	38%	63%	13%	72%	43%	39%	39%
Not a problem	201	120	82	75	73	44	9	20	80	102	2	189	23	42	122
	8%	8%	10%	7%	11%	10%	5%	2%	10%	13%	*%	18%	4%	11%	11%
Unsure	155	110	45	81	32	29	13	33	79	44	49	85	50	26	56
	6%	7%	5%	7%	5%	6%	8%	4%	10%	5%	4%	8%	9%	6%	5%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QResponsibleCrime] Do you think blame for each of the following problems can be mostly attributed to the policies of the Biden Administration, or do you think they are mostly due to factors outside their control?
 -Increasing violent crime

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	2401	401	400	400	399	401	400	214	63	72	1701	157	222	55	137	154	26
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Biden policies to blame	1065	172	175	180	185	188	164	82	38	46	735	65	106	39	70	12	1
	44%	43%	44%	45%	46%	47%	41%	38%	60%	63%	43%	41%	48%	71%	51%	7%	5%
Due to factors outside their control	979	158	181	156	168	143	173	81	20	17	713	64	86	12	45	113	21
	41%	40%	45%	39%	42%	36%	43%	38%	32%	23%	42%	41%	39%	23%	33%	73%	80%
Not a problem	201	41	22	34	31	36	36	20	-	-	151	20	11	-	5	13	2
	8%	10%	6%	9%	8%	9%	9%	9%	-	-	9%	13%	5%	-	4%	8%	6%
Unsure	155	29	22	29	14	34	26	30	5	10	102	8	20	3	17	17	2
	6%	7%	6%	7%	4%	9%	6%	14%	8%	14%	6%	5%	9%	6%	12%	11%	9%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QResponsibleCrime] Do you think blame for each of the following problems can be mostly attributed to the policies of the Biden Administration, or do you think they are mostly due to factors outside their control?
 -Increasing violent crime

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	2401	701	543	654	439	226	237	321	342	229	297	344	405	348	743	440	870
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Biden policies to blame	1065	314	180	361	189	109	110	171	170	86	126	159	134	117	376	192	380
	44%	45%	33%	55%	43%	48%	46%	53%	50%	37%	42%	46%	33%	34%	51%	44%	44%
Due to factors outside their control	979	294	276	209	172	75	88	108	125	97	130	149	207	186	264	178	351
	41%	42%	51%	32%	39%	33%	37%	34%	37%	42%	44%	43%	51%	54%	35%	41%	40%
Not a problem	201	58	38	57	40	23	27	28	24	19	24	15	40	20	53	44	85
	8%	8%	7%	9%	9%	10%	11%	9%	7%	8%	8%	4%	10%	6%	7%	10%	10%
Unsure	155	36	49	27	38	19	13	13	22	28	17	20	23	24	51	26	55
	6%	5%	9%	4%	9%	9%	5%	4%	6%	12%	6%	6%	6%	7%	7%	6%	6%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QAdminEconomy] And, do you think the Biden Administration or Trump Administration did a better job of handling each of the following areas?
 -Ensuring a strong U.S. economy

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	1176	560	616	219	268	327	362	873	140	77	34	53
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	570	603	210	252	335	376	866	132	86	36	53
Biden Administration	407	177	230	67	79	107	154	262	93	30	8	14
	35%	32%	37%	31%	29%	33%	43%	30%	67%	39%	23%	26%
Trump Administration	638	320	318	120	149	192	177	515	25	36	23	39
	54%	57%	52%	55%	55%	59%	49%	59%	18%	47%	68%	73%
Both equally	43	28	15	9	6	12	16	32	7	3	0	-
	4%	5%	2%	4%	2%	4%	4%	4%	5%	3%	1%	
Neither	66	24	42	18	27	13	8	50	7	5	3	1
	6%	4%	7%	8%	10%	4%	2%	6%	5%	7%	8%	1%
Unsure	23	11	12	4	8	3	6	13	7	3	-	0
	2%	2%	2%	2%	3%	1%	2%	1%	5%	4%		%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QAdminEconomy] And, do you think the Biden Administration or Trump Administration did a better job of handling each of the following areas?
 -Ensuring a strong U.S. economy

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	1176	781	395	554	319	228	76	420	376	380	617	495	275	201	564
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	766	407	557	309	209	98	420	374	379	614	488	269	201	569
Biden Administration	407	270	136	161	101	109	35	45	115	247	11	389	108	69	172
	35%	35%	34%	29%	32%	48%	47%	11%	30%	65%	2%	79%	39%	34%	31%
Trump Administration	638	438	200	344	171	94	29	360	197	81	595	21	137	100	333
	54%	56%	51%	62%	54%	41%	39%	86%	52%	21%	96%	4%	50%	50%	59%
Both equally	43	24	19	19	13	5	6	6	20	17	3	31	5	13	22
	4%	3%	5%	3%	4%	2%	7%	1%	5%	5%	*%	6%	2%	6%	4%
Neither	66	34	32	21	29	13	3	8	30	28	5	42	16	15	29
	6%	4%	8%	4%	9%	6%	4%	2%	8%	7%	1%	9%	6%	7%	5%
Unsure	23	15	7	8	5	7	3	1	16	6	4	12	9	5	6
	2%	2%	2%	1%	1%	3%	3%	*%	4%	2%	1%	3%	3%	2%	1%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QAdminEconomy] And, do you think the Biden Administration or Trump Administration did a better job of handling each of the following areas?
 -Ensuring a strong U.S. economy

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	1176	189	197	209	182	200	199	105	38	42	840	69	114	22	59	63	9
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	189	201	210	180	195	198	113	31	46	824	70	128	21	62	71	10
Biden Administration	407	60	71	77	68	68	62	13	8	1	308	23	31	0	7	36	6
	35%	32%	36%	37%	38%	34%	31%	12%	22%	1%	37%	33%	27%	2%	12%	57%	63%
Trump Administration	638	106	107	110	99	105	110	49	27	39	440	31	76	18	35	11	1
	54%	56%	54%	53%	55%	53%	55%	47%	71%	93%	52%	45%	67%	82%	60%	17%	12%
Both equally	43	6	10	8	3	7	9	11	1	-	34	6	1	1	2	8	2
	4%	3%	5%	4%	1%	3%	5%	10%	2%	-	4%	9%	1%	3%	4%	12%	25%
Neither	66	12	8	10	11	16	8	26	-	1	42	8	6	1	9	5	-
	6%	7%	4%	5%	6%	8%	4%	24%	-	3%	5%	12%	5%	5%	15%	8%	-
Unsure	23	5	1	3	-	4	9	7	2	1	15	1	0	2	6	4	-
	2%	3%	1%	1%	-	2%	5%	6%	5%	3%	2%	2%	1%	8%	10%	6%	-

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QAdminEconomy] And, do you think the Biden Administration or Trump Administration did a better job of handling each of the following areas?
 -Ensuring a strong U.S. economy

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	1176	323	275	324	218	113	121	160	165	106	148	167	196	173	386	227	390
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	320	262	346	206	113	124	158	175	97	128	177	201	180	414	214	365
Biden Administration	407	99	119	92	76	33	37	52	56	34	42	55	98	82	118	85	121
	35%	31%	43%	28%	35%	29%	30%	32%	34%	32%	28%	33%	50%	48%	31%	37%	31%
Trump Administration	638	192	121	193	119	63	70	92	95	57	79	100	82	68	238	115	217
	54%	59%	44%	60%	55%	56%	58%	57%	58%	54%	53%	60%	42%	39%	62%	51%	56%
Both equally	43	9	4	18	10	6	4	9	9	3	2	3	6	11	10	6	16
	4%	3%	2%	6%	5%	5%	3%	6%	6%	3%	1%	2%	3%	6%	3%	3%	4%
Neither	66	18	24	12	11	7	7	7	3	11	20	6	5	8	14	14	30
	6%	5%	9%	4%	5%	7%	6%	4%	2%	10%	13%	4%	3%	4%	4%	6%	8%
Unsure	23	5	7	9	2	4	3	1	2	1	5	2	4	4	6	6	6
	2%	1%	3%	3%	1%	3%	3%	1%	1%	1%	4%	1%	2%	2%	2%	3%	1%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QAdminConfidence] And, do you think the Biden Administration or Trump Administration did a better job of handling each of the following areas?
 -Making me feel more confident about the state of the country

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	1225	566	658	236	267	338	385	902	141	116	34	32
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	587	641	237	271	337	383	882	148	125	36	37
Biden Administration	491	207	284	79	105	121	186	329	90	48	13	11
	40%	37%	43%	33%	40%	36%	48%	37%	64%	42%	38%	34%
Trump Administration	571	292	279	95	126	191	160	467	20	52	14	18
	47%	52%	42%	40%	47%	56%	42%	52%	14%	45%	42%	57%
Both equally	10	7	3	1	3	2	3	6	3	1	-	-
	1%	1%	*%	1%	1%	1%	1%	1%	2%	1%		
Neither	130	52	78	58	31	24	17	86	25	13	6	1
	11%	9%	12%	25%	12%	7%	4%	10%	18%	11%	19%	2%
Unsure	22	8	14	3	0	1	18	14	4	2	0	3
	2%	1%	2%	1%	*%	*%	5%	2%	3%	1%	1%	8%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QAdminConfidence] And, do you think the Biden Administration or Trump Administration did a better job of handling each of the following areas?
 -Making me feel more confident about the state of the country

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	1225	775	450	550	352	225	98	414	395	415	582	573	307	194	586
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	746	482	535	347	211	135	414	401	413	584	557	296	197	601
Biden Administration	491	287	204	171	159	117	45	59	139	293	1	484	98	73	252
	40%	37%	45%	31%	45%	52%	46%	14%	35%	71%	0%	84%	32%	38%	43%
Trump Administration	571	396	175	323	144	74	31	337	165	69	547	4	168	85	268
	47%	51%	39%	59%	41%	33%	32%	81%	42%	17%	94%	1%	55%	44%	46%
Both equally	10	2	7	2	4	1	3	2	6	2	4	5	1	2	7
	1%	0%	2%	0%	1%	0%	3%	0%	2%	0%	1%	1%	0%	1%	1%
Neither	130	69	61	43	43	26	18	13	71	47	24	70	37	26	56
	11%	9%	14%	8%	12%	12%	19%	3%	18%	11%	4%	12%	12%	14%	10%
Unsure	22	20	2	12	2	8	-	3	15	4	6	11	4	7	2
	2%	3%	0%	2%	1%	4%	0%	1%	4%	1%	1%	2%	1%	4%	0%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QAdminConfidence] And, do you think the Biden Administration or Trump Administration did a better job of handling each of the following areas?
 -Making me feel more confident about the state of the country

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	1225	212	203	191	217	200	201	109	25	30	861	88	109	33	78	91	17
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	212	199	190	220	205	202	126	22	33	857	91	133	33	82	85	17
Biden Administration	491	86	72	86	75	82	91	15	-	-	377	33	38	5	13	58	14
	40%	40%	35%	45%	35%	41%	45%	14%			44%	38%	35%	17%	16%	64%	81%
Trump Administration	571	97	100	89	111	92	83	32	20	26	390	40	52	21	39	13	1
	47%	46%	49%	46%	51%	46%	41%	29%	81%	84%	45%	46%	47%	64%	50%	14%	5%
Both equally	10	3	-	3	1	-	3	5	1	-	7	2	-	-	1	-	-
	1%	1%		2%	*%		1%	4%	5%		1%	2%		1%			
Neither	130	22	25	13	29	23	20	52	2	4	70	13	17	7	20	13	2
	11%	11%	12%	7%	13%	11%	10%	48%	7%	13%	8%	15%	16%	20%	26%	14%	14%
Unsure	22	4	7	1	2	4	5	5	2	1	17	-	2	-	5	7	-
	2%	2%	3%	1%	1%	2%	2%	5%	7%	3%	2%		2%		7%	8%	

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QAdminConfidence] And, do you think the Biden Administration or Trump Administration did a better job of handling each of the following areas?
 -Making me feel more confident about the state of the country

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	1225	378	268	331	222	113	117	160	176	123	150	177	208	175	357	213	480
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	370	257	351	221	122	124	163	178	115	147	174	205	174	390	211	453
Biden Administration	491	163	116	111	85	40	43	50	74	39	62	70	113	71	119	85	217
	40%	43%	43%	34%	38%	35%	37%	31%	42%	32%	41%	40%	54%	41%	33%	40%	45%
Trump Administration	571	176	99	192	97	47	57	99	89	48	69	91	71	78	195	99	199
	47%	47%	37%	58%	44%	41%	49%	62%	50%	39%	46%	52%	34%	45%	55%	46%	42%
Both equally	10	3	-	5	2	1	2	1	3	1	1	1	-	-	4	3	3
	1%	1%		2%	1%	1%	2%	1%	2%	1%	1%	1%			1%	2%	1%
Neither	130	32	47	19	34	24	14	10	4	34	17	14	13	24	25	23	58
	11%	8%	17%	6%	15%	21%	12%	6%	2%	28%	12%	8%	6%	14%	7%	11%	12%
Unsure	22	5	6	3	5	2	0	-	6	1	-	1	12	2	14	3	3
	2%	1%	2%	1%	2%	1%	0%		3%	1%		1%	6%	1%	4%	1%	1%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QAdminForeign] And, do you think the Biden Administration or Trump Administration did a better job of handling each of the following areas?
 -Maintaining peace and stability around the world

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	1176	560	616	219	268	327	362	873	140	77	34	53
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	570	603	210	252	335	376	866	132	86	36	53
Biden Administration	406	182	224	61	81	110	153	268	88	28	7	14
	34%	32%	36%	28%	30%	34%	42%	31%	63%	36%	22%	26%
Trump Administration	591	313	279	112	133	177	169	475	27	32	24	34
	50%	56%	45%	51%	50%	54%	47%	54%	19%	41%	71%	64%
Both equally	28	13	14	5	11	6	6	23	4	-	0	1
	2%	2%	2%	2%	4%	2%	2%	3%	3%		1%	2%
Neither	130	48	81	36	35	30	28	88	18	17	2	4
	11%	9%	13%	17%	13%	9%	8%	10%	13%	22%	7%	7%
Unsure	22	4	18	5	8	4	5	18	3	-	-	0
	2%	1%	3%	2%	3%	1%	1%	2%	2%			%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QAdminForeign] And, do you think the Biden Administration or Trump Administration did a better job of handling each of the following areas?
 -Maintaining peace and stability around the world

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	1176	781	395	554	319	228	76	420	376	380	617	495	275	201	564
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	766	407	557	309	209	98	420	374	379	614	488	269	201	569
Biden Administration	406	271	135	165	104	106	31	38	117	251	10	384	111	71	172
	34%	35%	34%	30%	32%	46%	41%	9%	31%	66%	2%	78%	41%	35%	30%
Trump Administration	591	404	187	316	159	88	29	341	176	74	570	9	123	94	318
	50%	52%	47%	57%	50%	39%	38%	81%	47%	20%	92%	2%	45%	47%	56%
Both equally	28	16	12	13	10	3	3	6	15	8	6	18	6	6	14
	2%	2%	3%	2%	3%	1%	4%	1%	4%	2%	1%	4%	2%	3%	2%
Neither	130	76	53	47	42	30	12	25	60	44	24	73	27	30	54
	11%	10%	14%	8%	13%	13%	15%	6%	16%	12%	4%	15%	10%	15%	9%
Unsure	22	15	7	13	5	2	2	10	9	3	8	10	8	1	6
	2%	2%	2%	2%	2%	1%	2%	2%	2%	1%	1%	2%	3%	1%	1%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QAdminForeign] And, do you think the Biden Administration or Trump Administration did a better job of handling each of the following areas?
 -Maintaining peace and stability around the world

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	1176	189	197	209	182	200	199	105	38	42	840	69	114	22	59	63	9
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	189	201	210	180	195	198	113	31	46	824	70	128	21	62	71	10
Biden Administration	406	55	66	74	66	70	75	18	8	1	309	31	27	1	12	43	5
	34%	29%	33%	36%	36%	35%	38%	17%	20%	3%	37%	44%	24%	6%	21%	68%	57%
Trump Administration	591	95	103	104	90	98	101	36	29	31	422	27	59	19	34	3	0
	50%	50%	52%	50%	50%	49%	51%	34%	76%	75%	50%	39%	52%	87%	57%	5%	4%
Both equally	28	5	8	6	3	4	3	5	1	3	20	1	3	-	2	-	-
	2%	2%	4%	3%	2%	2%	1%	5%	4%	8%	2%	2%	3%	-	3%	-	-
Neither	130	31	16	20	21	25	15	43	-	6	73	11	23	2	10	14	2
	11%	17%	8%	10%	12%	13%	8%	41%	-	15%	9%	16%	20%	7%	18%	23%	22%
Unsure	22	2	4	5	1	3	5	4	-	-	16	-	2	-	1	3	2
	2%	1%	2%	2%	1%	2%	3%	4%	-	-	2%	-	2%	-	1%	4%	17%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QAdminForeign] And, do you think the Biden Administration or Trump Administration did a better job of handling each of the following areas?
 -Maintaining peace and stability around the world

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	1176	323	275	324	218	113	121	160	165	106	148	167	196	173	386	227	390
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	320	262	346	206	113	124	158	175	97	128	177	201	180	414	214	365
Biden Administration	406	102	113	97	77	30	36	56	59	31	45	54	94	72	123	82	128
	34%	32%	41%	30%	35%	27%	30%	35%	36%	29%	31%	33%	48%	42%	32%	36%	33%
Trump Administration	591	177	95	190	115	66	70	85	91	46	63	92	78	66	220	109	197
	50%	55%	35%	59%	53%	58%	58%	53%	55%	44%	43%	55%	40%	38%	57%	48%	50%
Both equally	28	8	6	8	6	3	3	5	3	2	8	1	3	8	6	5	9
	2%	2%	2%	2%	3%	2%	3%	3%	2%	2%	6%	1%	2%	5%	2%	2%	2%
Neither	130	30	50	27	18	12	10	15	11	24	24	15	17	24	28	24	53
	11%	9%	18%	8%	8%	11%	9%	9%	7%	23%	17%	9%	9%	14%	7%	11%	13%
Unsure	22	6	12	2	2	2	1	-	1	3	7	4	4	2	9	7	4
	2%	2%	4%	1%	1%	2%	1%		1%	3%	5%	3%	2%	1%	2%	3%	1%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QAdminRights] And, do you think the Biden Administration or Trump Administration did a better job of handling each of the following areas?
 -Protecting our rights and freedoms

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	1225	566	658	236	267	338	385	902	141	116	34	32
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	587	641	237	271	337	383	882	148	125	36	37
Biden Administration	513	211	303	92	109	125	188	340	96	54	13	11
	42%	37%	46%	39%	41%	37%	49%	38%	68%	46%	39%	34%
Trump Administration	566	287	279	100	124	180	162	459	24	51	15	17
	46%	51%	42%	43%	46%	53%	42%	51%	17%	44%	44%	52%
Both equally	28	15	13	2	3	9	14	22	0	3	1	2
	2%	3%	2%	1%	1%	3%	4%	2%	0%	2%	3%	6%
Neither	92	43	48	34	25	21	12	63	18	6	4	1
	7%	8%	7%	14%	9%	6%	3%	7%	13%	5%	12%	2%
Unsure	26	10	15	8	6	3	9	18	2	3	1	2
	2%	2%	2%	3%	2%	1%	2%	2%	1%	2%	2%	6%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QAdminRights] And, do you think the Biden Administration or Trump Administration did a better job of handling each of the following areas?
 -Protecting our rights and freedoms

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	1225	775	450	550	352	225	98	414	395	415	582	573	307	194	586
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	746	482	535	347	211	135	414	401	413	584	557	296	197	601
Biden Administration	513	302	212	176	163	125	48	57	151	306	6	499	107	81	256
	42%	39%	47%	32%	46%	56%	49%	14%	38%	74%	1%	87%	35%	42%	44%
Trump Administration	566	391	174	314	146	78	29	333	169	64	540	7	168	88	259
	46%	50%	39%	57%	41%	34%	30%	80%	43%	15%	93%	1%	55%	45%	44%
Both equally	28	22	6	17	5	5	1	4	17	7	11	9	2	5	17
	2%	3%	1%	3%	1%	2%	1%	1%	4%	2%	2%	2%	1%	2%	3%
Neither	92	43	49	30	33	13	16	15	43	33	16	49	23	14	44
	7%	6%	11%	5%	9%	6%	16%	4%	11%	8%	3%	9%	8%	7%	7%
Unsure	26	17	9	13	5	4	4	6	15	5	9	9	7	6	11
	2%	2%	2%	2%	1%	2%	4%	1%	4%	1%	2%	2%	2%	3%	2%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QAdminRights] And, do you think the Biden Administration or Trump Administration did a better job of handling each of the following areas?
 -Protecting our rights and freedoms

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	1225	212	203	191	217	200	201	109	25	30	861	88	109	33	78	91	17
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	212	199	190	220	205	202	126	22	33	857	91	133	33	82	85	17
Biden Administration	513	87	72	86	87	86	96	20	1	2	391	36	37	8	19	57	14
	42%	41%	35%	45%	40%	43%	48%	18%	5%	7%	45%	41%	34%	24%	24%	63%	82%
Trump Administration	566	96	105	89	104	88	84	31	22	25	381	41	51	21	41	14	1
	46%	46%	52%	46%	48%	44%	42%	28%	89%	84%	44%	46%	47%	64%	53%	16%	5%
Both equally	28	6	3	4	6	5	4	13	-	1	17	-	5	-	4	4	-
	2%	3%	1%	2%	3%	3%	2%	12%	-	5%	2%	-	4%	-	5%	4%	-
Neither	92	15	20	10	16	18	12	35	2	1	52	9	14	3	11	10	2
	7%	7%	10%	5%	7%	9%	6%	32%	7%	2%	6%	10%	12%	9%	13%	11%	12%
Unsure	26	7	4	2	5	3	5	10	-	1	21	2	2	1	4	6	-
	2%	4%	2%	1%	2%	1%	2%	9%	-	3%	2%	2%	2%	3%	5%	6%	-

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QAdminRights] And, do you think the Biden Administration or Trump Administration did a better job of handling each of the following areas?
 -Protecting our rights and freedoms

	Marital x Gender					Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	1225	378	268	331	222	113	117	160	176	123	150	177	208	175	357	213	480
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	370	257	351	221	122	124	163	178	115	147	174	205	174	390	211	453
Biden Administration	513	171	125	113	87	45	43	53	70	47	66	72	118	80	128	87	218
	42%	45%	47%	34%	39%	40%	36%	33%	40%	38%	44%	40%	56%	46%	36%	41%	45%
Trump Administration	566	176	99	184	100	49	56	93	89	52	68	87	72	72	195	96	202
	46%	46%	37%	56%	45%	43%	48%	58%	51%	42%	45%	49%	35%	41%	55%	45%	42%
Both equally	28	6	7	6	9	-	2	4	9	2	1	5	5	4	8	8	8
	2%	2%	3%	2%	4%		2%	3%	5%	2%	1%	3%	3%	2%	2%	4%	2%
Neither	92	18	30	21	22	14	15	9	5	19	10	12	7	13	21	17	40
	7%	5%	11%	6%	10%	13%	13%	6%	3%	16%	7%	7%	3%	8%	6%	8%	8%
Unsure	26	8	6	6	4	5	1	1	3	3	4	2	6	5	5	5	11
	2%	2%	2%	2%	2%	5%	1%	1%	2%	2%	3%	1%	3%	3%	1%	2%	2%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QAdminMiddleClass] And, do you think the Biden Administration or Trump Administration did a better job of handling each of the following areas?
 -Looking out for middle class families

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	1176	560	616	219	268	327	362	873	140	77	34	53
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	570	603	210	252	335	376	866	132	86	36	53
Biden Administration	435	195	240	65	87	122	162	297	91	27	7	13
	37%	35%	39%	30%	32%	37%	45%	34%	65%	35%	21%	25%
Trump Administration	555	281	274	104	124	168	160	457	20	29	21	28
	47%	50%	44%	47%	46%	51%	44%	52%	14%	38%	61%	53%
Both equally	26	13	12	6	5	7	9	17	4	2	2	1
	2%	2%	2%	3%	2%	2%	2%	2%	3%	3%	6%	1%
Neither	118	54	65	36	43	21	18	82	19	13	2	2
	10%	10%	10%	17%	16%	6%	5%	9%	13%	17%	7%	4%
Unsure	42	17	25	8	11	10	13	20	6	5	1	9
	4%	3%	4%	4%	4%	3%	4%	2%	4%	7%	4%	17%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QAdminMiddleClass] And, do you think the Biden Administration or Trump Administration did a better job of handling each of the following areas?
 -Looking out for middle class families

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	1176	781	395	554	319	228	76	420	376	380	617	495	275	201	564
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	766	407	557	309	209	98	420	374	379	614	488	269	201	569
Biden Administration	435	287	148	182	114	105	33	45	124	266	12	409	111	73	194
	37%	37%	37%	33%	36%	46%	44%	11%	33%	70%	2%	83%	40%	36%	34%
Trump Administration	555	383	172	304	153	79	20	333	155	66	540	7	118	86	290
	47%	49%	44%	55%	48%	35%	26%	79%	41%	17%	87%	1%	43%	43%	52%
Both equally	26	14	12	10	7	4	4	10	7	8	13	7	4	8	13
	2%	2%	3%	2%	2%	2%	6%	2%	2%	2%	2%	1%	2%	4%	2%
Neither	118	68	51	44	38	24	13	17	66	35	29	57	28	29	47
	10%	9%	13%	8%	12%	10%	17%	4%	17%	9%	5%	11%	10%	15%	8%
Unsure	42	30	12	14	6	16	6	14	24	4	24	15	14	5	19
	4%	4%	3%	3%	2%	7%	8%	3%	6%	1%	4%	3%	5%	2%	3%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QAdminMiddleClass] And, do you think the Biden Administration or Trump Administration did a better job of handling each of the following areas?
 -Looking out for middle class families

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	1176	189	197	209	182	200	199	105	38	42	840	69	114	22	59	63	9
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	189	201	210	180	195	198	113	31	46	824	70	128	21	62	71	10
Biden Administration	435	69	71	80	69	71	76	21	7	0	326	29	34	-	2	41	5
	37%	37%	36%	38%	38%	35%	38%	20%	18%	0%	39%	41%	30%		4%	65%	55%
Trump Administration	555	86	103	100	86	89	90	27	18	34	399	25	55	17	32	6	0
	47%	46%	52%	48%	47%	45%	45%	26%	49%	80%	48%	36%	48%	79%	54%	9%	4%
Both equally	26	2	4	2	5	6	7	7	1	1	17	3	3	-	3	4	-
	2%	1%	2%	1%	3%	3%	3%	7%	3%	3%	2%	4%	2%		5%	6%	
Neither	118	20	14	22	15	31	17	45	4	2	70	12	14	5	15	9	2
	10%	10%	7%	10%	8%	15%	8%	43%	11%	5%	8%	17%	13%	21%	26%	14%	24%
Unsure	42	12	5	5	7	3	10	4	7	5	28	1	8	-	7	4	2
	4%	6%	3%	2%	4%	2%	5%	4%	19%	11%	3%	2%	7%		12%	6%	17%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QAdminMiddleClass] And, do you think the Biden Administration or Trump Administration did a better job of handling each of the following areas?
 -Looking out for middle class families

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	1176	323	275	324	218	113	121	160	165	106	148	167	196	173	386	227	390
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	320	262	346	206	113	124	158	175	97	128	177	201	180	414	214	365
Biden Administration	435	112	119	104	81	31	38	62	64	35	49	59	98	79	123	93	140
	37%	35%	43%	32%	37%	27%	31%	39%	39%	33%	33%	36%	50%	46%	32%	41%	36%
Trump Administration	555	168	101	171	103	56	60	80	85	48	64	88	75	56	217	98	184
	47%	52%	37%	53%	48%	49%	50%	50%	52%	46%	43%	53%	38%	32%	56%	43%	47%
Both equally	26	9	4	7	6	1	4	4	4	4	0	3	5	5	6	7	8
	2%	3%	1%	2%	3%	1%	3%	3%	2%	4%	0%	2%	2%	3%	1%	3%	2%
Neither	118	25	39	30	21	20	16	12	6	16	27	9	12	26	28	19	44
	10%	8%	14%	9%	10%	18%	13%	7%	4%	15%	18%	5%	6%	15%	7%	9%	11%
Unsure	42	9	13	11	6	6	3	2	6	3	8	8	7	7	13	8	14
	4%	3%	5%	3%	3%	5%	2%	2%	4%	2%	5%	5%	4%	4%	3%	4%	4%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QAdminSecure] And, do you think the Biden Administration or Trump Administration did a better job of handling each of the following areas?
 -Keeping me and my family safe and secure

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	1225	566	658	236	267	338	385	902	141	116	34	32
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	587	641	237	271	337	383	882	148	125	36	37
Biden Administration	432	188	244	70	94	103	164	282	85	45	10	10
	35%	33%	37%	30%	35%	31%	43%	31%	60%	39%	30%	30%
Trump Administration	573	294	279	98	122	186	168	469	23	49	16	17
	47%	52%	42%	41%	46%	55%	44%	52%	16%	42%	47%	52%
Both equally	39	24	15	7	10	9	14	26	8	3	2	-
	3%	4%	2%	3%	4%	3%	4%	3%	6%	3%	5%	
Neither	140	54	86	45	37	37	20	100	17	14	6	3
	11%	9%	13%	19%	14%	11%	5%	11%	12%	12%	17%	10%
Unsure	40	7	33	16	4	3	18	26	8	5	0	3
	3%	1%	5%	7%	1%	1%	5%	3%	5%	4%	1%	8%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QAdminSecure] And, do you think the Biden Administration or Trump Administration did a better job of handling each of the following areas?
 -Keeping me and my family safe and secure

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	1225	775	450	550	352	225	98	414	395	415	582	573	307	194	586
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	746	482	535	347	211	135	414	401	413	584	557	296	197	601
Biden Administration	432	255	177	144	138	111	40	52	110	269	-	430	94	68	215
	35%	33%	39%	26%	39%	49%	41%	13%	28%	65%	-	75%	30%	35%	37%
Trump Administration	573	394	179	322	147	72	32	338	169	66	549	3	170	93	262
	47%	51%	40%	59%	42%	32%	33%	82%	43%	16%	94%	1%	55%	48%	45%
Both equally	39	20	19	14	11	6	8	2	25	12	3	33	4	4	24
	3%	3%	4%	3%	3%	3%	8%	*%	6%	3%	1%	6%	1%	2%	4%
Neither	140	77	63	50	49	26	13	16	72	52	21	82	30	21	73
	11%	10%	14%	9%	14%	12%	14%	4%	18%	12%	4%	14%	10%	11%	12%
Unsure	40	29	11	19	7	10	5	7	18	15	9	25	10	9	12
	3%	4%	2%	3%	2%	5%	5%	2%	5%	4%	2%	4%	3%	5%	2%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QAdminSecure] And, do you think the Biden Administration or Trump Administration did a better job of handling each of the following areas?
 -Keeping me and my family safe and secure

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	1225	212	203	191	217	200	201	109	25	30	861	88	109	33	78	91	17
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	212	199	190	220	205	202	126	22	33	857	91	133	33	82	85	17
Biden Administration	432	77	57	81	66	69	83	10	-	-	327	30	29	6	11	52	11
	35%	36%	28%	42%	30%	34%	41%	9%			38%	34%	27%	19%	15%	57%	62%
Trump Administration	573	95	98	92	111	92	86	31	21	23	395	37	52	20	39	15	1
	47%	45%	48%	48%	51%	46%	43%	29%	85%	77%	46%	42%	48%	61%	49%	17%	5%
Both equally	39	9	5	5	4	8	9	9	-	1	32	1	5	1	4	5	2
	3%	4%	3%	2%	2%	4%	4%	9%		5%	4%	1%	5%	2%	5%	6%	12%
Neither	140	22	34	11	30	23	19	48	1	4	76	19	17	3	15	15	4
	11%	11%	17%	6%	14%	11%	10%	44%	3%	15%	9%	22%	15%	8%	19%	16%	21%
Unsure	40	9	9	2	7	10	4	11	3	1	32	1	6	3	10	3	-
	3%	4%	4%	1%	3%	5%	2%	10%	12%	4%	4%	1%	5%	9%	12%	4%	

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QAdminSecure] And, do you think the Biden Administration or Trump Administration did a better job of handling each of the following areas?
 -Keeping me and my family safe and secure

	Total	Marital x Gender					Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC	
Total	1225	378	268	331	222	113	117	160	176	123	150	177	208	175	357	213	480	
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
Unweighted Total	1228	370	257	351	221	122	124	163	178	115	147	174	205	174	390	211	453	
Biden Administration	432	138	104	97	81	44	38	43	64	27	57	61	100	69	100	74	189	
	35%	37%	39%	29%	36%	39%	32%	27%	36%	22%	38%	34%	48%	39%	28%	35%	39%	
Trump Administration	573	176	99	191	99	47	55	98	94	50	67	88	75	71	194	106	202	
	47%	47%	37%	58%	45%	42%	47%	61%	53%	41%	45%	50%	36%	41%	54%	50%	42%	
Both equally	39	10	4	13	10	3	7	5	8	4	3	4	5	1	12	7	19	
	3%	3%	1%	4%	5%	2%	6%	3%	5%	3%	2%	2%	3%	1%	3%	3%	4%	
Neither	140	38	48	27	26	13	17	15	9	32	20	22	12	27	33	21	58	
	11%	10%	18%	8%	12%	12%	14%	9%	5%	26%	14%	13%	6%	16%	9%	10%	12%	
Unsure	40	15	13	2	5	6	-	-	1	10	4	3	16	6	17	4	13	
	3%	4%	5%	1%	2%	5%			1%	8%	2%	2%	8%	4%	5%	2%	3%	

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QAdminCostofLiving] And, do you think the Biden Administration or Trump Administration did a better job of handling each of the following areas?
 -Helping people deal with the rising cost of living

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	1176	560	616	219	268	327	362	873	140	77	34	53
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	570	603	210	252	335	376	866	132	86	36	53
Biden Administration	362	166	196	55	66	97	144	244	74	26	7	10
	31%	30%	32%	25%	25%	30%	40%	28%	53%	34%	21%	19%
Trump Administration	541	274	266	102	120	166	152	438	24	27	23	29
	46%	49%	43%	46%	45%	51%	42%	50%	17%	36%	66%	53%
Both equally	33	15	18	1	8	11	13	18	9	2	-	5
	3%	3%	3%	1%	3%	3%	4%	2%	6%	2%	-	9%
Neither	187	84	103	54	54	43	35	131	27	20	4	6
	16%	15%	17%	25%	20%	13%	10%	15%	19%	26%	12%	10%
Unsure	54	21	33	8	19	10	17	41	6	2	-	4
	5%	4%	5%	3%	7%	3%	5%	5%	5%	2%	-	8%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QAdminCostofLiving] And, do you think the Biden Administration or Trump Administration did a better job of handling each of the following areas?
 -Helping people deal with the rising cost of living

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	1176	781	395	554	319	228	76	420	376	380	617	495	275	201	564
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	766	407	557	309	209	98	420	374	379	614	488	269	201	569
Biden Administration	362	240	122	153	92	88	30	38	94	230	14	340	101	55	158
	31%	31%	31%	28%	29%	38%	40%	9%	25%	61%	2%	69%	37%	28%	28%
Trump Administration	541	367	173	290	148	77	25	316	156	69	515	14	118	89	278
	46%	47%	44%	52%	46%	34%	33%	75%	41%	18%	83%	3%	43%	44%	49%
Both equally	33	24	10	13	6	11	4	8	12	13	11	21	11	9	11
	3%	3%	2%	2%	2%	5%	5%	2%	3%	3%	2%	4%	4%	4%	2%
Neither	187	107	79	67	64	41	15	35	92	60	45	102	33	41	91
	16%	14%	20%	12%	20%	18%	20%	8%	24%	16%	7%	21%	12%	20%	16%
Unsure	54	43	11	32	9	11	1	23	23	8	33	18	12	7	25
	5%	5%	3%	6%	3%	5%	2%	6%	6%	2%	5%	4%	4%	3%	4%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QAdminCostofLiving] And, do you think the Biden Administration or Trump Administration did a better job of handling each of the following areas?
 -Helping people deal with the rising cost of living

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	1176	189	197	209	182	200	199	105	38	42	840	69	114	22	59	63	9
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	189	201	210	180	195	198	113	31	46	824	70	128	21	62	71	10
Biden Administration	362	50	61	72	55	59	65	10	7	-	277	25	24	-	2	34	5
	31%	26%	31%	34%	30%	30%	33%	10%	17%		33%	36%	21%		4%	54%	56%
Trump Administration	541	89	96	94	83	90	88	34	18	35	376	26	64	16	31	6	-
	46%	47%	49%	45%	46%	45%	44%	33%	48%	83%	45%	37%	56%	75%	52%	9%	
Both equally	33	1	10	5	6	7	4	4	1	1	22	-	3	-	4	4	1
	3%	1%	5%	3%	3%	3%	2%	4%	3%	4%	3%		3%		7%	6%	16%
Neither	187	40	25	30	31	38	24	49	6	2	123	18	20	5	16	14	2
	16%	21%	12%	14%	17%	19%	12%	47%	16%	4%	15%	25%	18%	25%	28%	23%	27%
Unsure	54	10	5	7	7	6	18	7	6	4	40	1	3	-	5	5	-
	5%	5%	3%	4%	4%	3%	9%	7%	16%	10%	5%	2%	2%		9%	7%	

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QAdminCostofLiving] And, do you think the Biden Administration or Trump Administration did a better job of handling each of the following areas?
 -Helping people deal with the rising cost of living

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	1176	323	275	324	218	113	121	160	165	106	148	167	196	173	386	227	390
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	320	262	346	206	113	124	158	175	97	128	177	201	180	414	214	365
Biden Administration	362	93	94	85	75	30	32	49	55	25	35	47	89	71	107	73	111
	31%	29%	34%	26%	35%	27%	26%	31%	33%	23%	24%	28%	45%	41%	28%	32%	28%
Trump Administration	541	157	103	169	97	54	59	78	84	48	61	89	69	59	210	94	177
	46%	49%	37%	52%	45%	48%	49%	48%	50%	45%	41%	53%	35%	34%	54%	42%	45%
Both equally	33	6	12	8	6	-	4	9	2	1	4	2	11	8	10	5	10
	3%	2%	4%	3%	3%		4%	5%	1%	1%	3%	1%	6%	5%	2%	2%	3%
Neither	187	51	51	51	30	23	22	22	16	31	32	21	19	29	45	41	71
	16%	16%	19%	16%	14%	21%	18%	14%	10%	29%	22%	13%	10%	17%	12%	18%	18%
Unsure	54	16	15	10	10	6	4	3	9	2	16	7	8	6	15	12	20
	5%	5%	5%	3%	4%	5%	3%	2%	5%	2%	11%	4%	4%	4%	4%	5%	5%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QAdminBorder] And, do you think the Biden Administration or Trump Administration did a better job of handling each of the following areas?
 -Dealing with immigration and securing the border

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	1225	566	658	236	267	338	385	902	141	116	34	32
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	587	641	237	271	337	383	882	148	125	36	37
Biden Administration	281	115	166	47	67	62	105	176	59	34	5	7
	23%	20%	25%	20%	25%	18%	27%	19%	42%	30%	15%	20%
Trump Administration	629	320	308	111	135	201	182	512	27	52	16	21
	51%	57%	47%	47%	50%	60%	47%	57%	19%	45%	47%	65%
Both equally	39	24	15	5	7	10	16	34	3	1	1	-
	3%	4%	2%	2%	3%	3%	4%	4%	2%	1%	2%	
Neither	216	87	129	58	50	53	54	145	41	21	8	1
	18%	15%	20%	25%	19%	16%	14%	16%	29%	19%	23%	4%
Unsure	60	20	40	14	8	11	27	36	10	6	4	4
	5%	4%	6%	6%	3%	3%	7%	4%	7%	6%	13%	11%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QAdminBorder] And, do you think the Biden Administration or Trump Administration did a better job of handling each of the following areas?
 -Dealing with immigration and securing the border

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	1225	775	450	550	352	225	98	414	395	415	582	573	307	194	586
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	746	482	535	347	211	135	414	401	413	584	557	296	197	601
Biden Administration	281	167	114	89	87	78	27	33	61	187	4	274	63	45	131
	23%	22%	25%	16%	25%	35%	28%	8%	15%	45%	1%	48%	21%	23%	22%
Trump Administration	629	425	204	346	166	79	38	346	204	79	566	27	182	93	299
	51%	55%	45%	63%	47%	35%	38%	83%	51%	19%	97%	5%	59%	48%	51%
Both equally	39	21	17	18	16	3	2	6	20	12	2	35	6	2	25
	3%	3%	4%	3%	4%	1%	2%	1%	5%	3%	*%	6%	2%	1%	4%
Neither	216	121	95	74	70	47	25	23	81	112	7	186	45	38	105
	18%	16%	21%	14%	20%	21%	25%	5%	20%	27%	1%	32%	15%	20%	18%
Unsure	60	41	19	23	13	18	6	6	30	24	5	52	11	15	26
	5%	5%	4%	4%	4%	8%	7%	2%	8%	6%	1%	9%	3%	7%	4%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QAdminBorder] And, do you think the Biden Administration or Trump Administration did a better job of handling each of the following areas?
 -Dealing with immigration and securing the border

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	1225	212	203	191	217	200	201	109	25	30	861	88	109	33	78	91	17
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	212	199	190	220	205	202	126	22	33	857	91	133	33	82	85	17
Biden Administration	281	46	51	50	39	46	50	5	2	1	211	24	19	3	7	34	7
	23%	22%	25%	26%	18%	23%	25%	5%	8%	3%	24%	27%	17%	8%	9%	38%	42%
Trump Administration	629	107	105	99	117	105	95	54	22	27	430	43	58	22	45	18	3
	51%	51%	52%	52%	54%	52%	47%	49%	89%	90%	50%	48%	54%	68%	57%	20%	18%
Both equally	39	14	5	6	4	2	7	4	-	1	26	4	2	1	3	5	1
	3%	7%	3%	3%	2%	1%	4%	4%		2%	3%	4%	2%	2%	3%	6%	3%
Neither	216	34	35	26	46	36	39	37	-	0	153	16	18	6	16	19	5
	18%	16%	17%	14%	21%	18%	19%	34%		1%	18%	18%	17%	18%	20%	21%	28%
Unsure	60	10	7	11	11	11	10	9	1	1	41	3	11	1	8	14	1
	5%	5%	4%	6%	5%	6%	5%	8%	3%	4%	5%	3%	10%	4%	10%	15%	8%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QAdminBorder] And, do you think the Biden Administration or Trump Administration did a better job of handling each of the following areas?
 -Dealing with immigration and securing the border

	Total	Marital x Gender					Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC	
Total	1225	378	268	331	222	113	117	160	176	123	150	177	208	175	357	213	480	
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
Unweighted Total	1228	370	257	351	221	122	124	163	178	115	147	174	205	174	390	211	453	
Biden Administration	281	93	70	53	56	25	27	24	39	22	39	39	66	52	68	36	125	
	23%	25%	26%	16%	25%	22%	23%	15%	22%	18%	26%	22%	32%	30%	19%	17%	26%	
Trump Administration	629	195	110	208	109	52	62	106	99	59	72	95	83	76	213	120	220	
	51%	51%	41%	63%	49%	46%	53%	66%	56%	48%	48%	54%	40%	44%	60%	56%	46%	
Both equally	39	10	5	14	10	3	4	5	11	2	3	5	5	3	7	8	21	
	3%	3%	2%	4%	5%	3%	4%	3%	6%	2%	2%	3%	2%	1%	2%	4%	4%	
Neither	216	69	57	43	39	29	20	22	15	30	30	31	39	36	53	36	91	
	18%	18%	21%	13%	18%	26%	18%	14%	9%	24%	20%	17%	19%	21%	15%	17%	19%	
Unsure	60	11	26	13	7	3	2	3	11	11	6	8	16	8	15	13	24	
	5%	3%	10%	4%	3%	3%	2%	2%	7%	9%	4%	4%	8%	5%	4%	6%	5%	

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QAdminStudentLoans] And, do you think the Biden Administration or Trump Administration did a better job of handling each of the following areas?
 -Dealing with student loan debt

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	1176	560	616	219	268	327	362	873	140	77	34	53
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	570	603	210	252	335	376	866	132	86	36	53
Biden Administration	513	237	276	83	110	150	170	350	100	33	11	18
	44%	42%	45%	38%	41%	46%	47%	40%	72%	44%	32%	34%
Trump Administration	289	153	136	42	67	88	92	238	8	14	10	19
	25%	27%	22%	19%	25%	27%	25%	27%	6%	18%	31%	35%
Both equally	20	10	10	4	6	7	3	8	5	1	3	3
	2%	2%	2%	2%	2%	2%	1%	1%	3%	1%	9%	5%
Neither	273	125	147	72	74	61	65	213	21	23	6	9
	23%	22%	24%	33%	28%	19%	18%	24%	15%	30%	17%	18%
Unsure	82	35	47	17	10	22	32	63	5	5	4	4
	7%	6%	8%	8%	4%	7%	9%	7%	4%	7%	11%	8%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QAdminStudentLoans] And, do you think the Biden Administration or Trump Administration did a better job of handling each of the following areas?
 -Dealing with student loan debt

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	1176	781	395	554	319	228	76	420	376	380	617	495	275	201	564
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	766	407	557	309	209	98	420	374	379	614	488	269	201	569
Biden Administration	513	328	185	208	142	120	43	67	169	277	59	428	135	92	227
	44%	42%	47%	38%	45%	53%	57%	16%	45%	73%	10%	86%	49%	46%	40%
Trump Administration	289	213	76	171	67	41	10	196	53	39	277	7	77	41	138
	25%	27%	19%	31%	21%	18%	13%	47%	14%	10%	45%	1%	28%	20%	25%
Both equally	20	16	4	5	3	11	1	7	3	9	16	2	3	7	8
	2%	2%	1%	1%	1%	5%	1%	2%	1%	2%	3%	0%	1%	4%	1%
Neither	273	166	106	125	88	41	19	106	118	49	203	43	41	49	151
	23%	21%	27%	23%	28%	18%	24%	25%	31%	13%	33%	9%	15%	24%	27%
Unsure	82	59	23	43	19	15	4	43	33	5	63	15	18	12	40
	7%	7%	6%	8%	6%	7%	5%	10%	9%	1%	10%	3%	7%	6%	7%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QAdminStudentLoans] And, do you think the Biden Administration or Trump Administration did a better job of handling each of the following areas?
 -Dealing with student loan debt

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	1176	189	197	209	182	200	199	105	38	42	840	69	114	22	59	63	9
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	189	201	210	180	195	198	113	31	46	824	70	128	21	62	71	10
Biden Administration	513	82	79	93	83	91	85	37	12	7	376	36	44	5	12	44	3
	44%	43%	40%	45%	45%	46%	43%	35%	32%	16%	45%	52%	39%	22%	21%	70%	38%
Trump Administration	289	53	51	41	45	48	50	16	7	13	206	13	29	6	18	3	0
	25%	28%	26%	20%	25%	24%	25%	15%	18%	31%	25%	18%	25%	30%	30%	4%	4%
Both equally	20	2	3	6	2	3	3	2	1	2	13	0	3	-	-	2	1
	2%	1%	1%	3%	1%	2%	1%	2%	2%	5%	2%	0%	3%			3%	16%
Neither	273	34	54	56	33	45	51	46	10	15	185	17	30	10	22	9	-
	23%	18%	27%	27%	18%	22%	26%	43%	27%	37%	22%	24%	26%	46%	37%	14%	
Unsure	82	17	11	12	19	12	10	5	8	5	59	3	8	1	7	5	4
	7%	9%	6%	6%	11%	6%	5%	4%	21%	11%	7%	5%	7%	3%	13%	8%	41%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QAdminStudentLoans] And, do you think the Biden Administration or Trump Administration did a better job of handling each of the following areas?
 -Dealing with student loan debt

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	1176	323	275	324	218	113	121	160	165	106	148	167	196	173	386	227	390
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	320	262	346	206	113	124	158	175	97	128	177	201	180	414	214	365
Biden Administration	513	128	139	126	98	45	47	77	69	38	64	73	101	102	143	105	164
	44%	40%	51%	39%	45%	39%	39%	48%	42%	36%	43%	44%	51%	59%	37%	46%	42%
Trump Administration	289	76	58	91	58	21	33	47	52	21	34	41	40	26	128	49	85
	25%	23%	21%	28%	27%	19%	28%	29%	31%	20%	23%	24%	20%	15%	33%	22%	22%
Both equally	20	4	6	8	1	1	4	3	2	4	2	3	1	3	5	1	10
	2%	1%	2%	2%	1%	1%	3%	2%	1%	3%	2%	2%	1%	2%	1%	1%	3%
Neither	273	88	54	77	47	38	32	25	30	34	42	36	35	31	78	58	106
	23%	27%	20%	24%	21%	34%	27%	16%	18%	32%	29%	21%	18%	18%	20%	26%	27%
Unsure	82	27	18	22	13	9	4	9	13	8	6	14	19	10	33	13	25
	7%	8%	7%	7%	6%	8%	4%	5%	8%	8%	4%	8%	10%	6%	9%	6%	6%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QAdminHealthcare] And, do you think the Biden Administration or Trump Administration did a better job of handling each of the following areas?
 -Dealing with healthcare costs

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	1225	566	658	236	267	338	385	902	141	116	34	32
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	587	641	237	271	337	383	882	148	125	36	37
Biden Administration	469	195	273	74	95	115	184	300	96	49	13	11
	38%	34%	42%	31%	36%	34%	48%	33%	68%	43%	37%	33%
Trump Administration	358	170	188	53	71	113	120	296	10	32	11	8
	29%	30%	28%	23%	27%	33%	31%	33%	7%	27%	33%	24%
Both equally	52	28	24	7	10	17	18	41	2	5	3	1
	4%	5%	4%	3%	4%	5%	5%	4%	1%	5%	9%	3%
Neither	241	130	110	73	71	67	30	177	28	21	6	9
	20%	23%	17%	31%	27%	20%	8%	20%	20%	18%	17%	28%
Unsure	106	43	63	28	19	26	33	88	4	8	1	4
	9%	8%	10%	12%	7%	8%	9%	10%	3%	7%	3%	11%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QAdminHealthcare] And, do you think the Biden Administration or Trump Administration did a better job of handling each of the following areas?
 -Dealing with healthcare costs

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	1225	775	450	550	352	225	98	414	395	415	582	573	307	194	586
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	746	482	535	347	211	135	414	401	413	584	557	296	197	601
Biden Administration	469	285	184	163	137	122	46	60	121	287	17	446	107	70	229
	38%	37%	41%	30%	39%	54%	48%	15%	31%	69%	3%	78%	35%	36%	39%
Trump Administration	358	252	106	205	91	46	15	237	70	50	345	4	108	63	149
	29%	32%	24%	37%	26%	21%	15%	57%	18%	12%	59%	1%	35%	33%	25%
Both equally	52	31	21	25	15	5	6	21	24	7	39	9	8	8	31
	4%	4%	5%	5%	4%	2%	6%	5%	6%	2%	7%	2%	3%	4%	5%
Neither	241	134	106	94	83	40	23	52	126	63	110	92	53	36	134
	20%	17%	24%	17%	24%	18%	24%	12%	32%	15%	19%	16%	17%	19%	23%
Unsure	106	73	32	63	26	11	7	44	54	8	71	21	32	17	43
	9%	9%	7%	11%	7%	5%	7%	11%	14%	2%	12%	4%	10%	9%	7%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QAdminHealthcare] And, do you think the Biden Administration or Trump Administration did a better job of handling each of the following areas?
 -Dealing with healthcare costs

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	1225	212	203	191	217	200	201	109	25	30	861	88	109	33	78	91	17
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	212	199	190	220	205	202	126	22	33	857	91	133	33	82	85	17
Biden Administration	469	74	65	81	78	83	88	15	4	2	368	32	30	8	15	58	14
	38%	35%	32%	42%	36%	41%	44%	14%	15%	7%	43%	36%	28%	25%	20%	64%	81%
Trump Administration	358	62	64	52	67	61	51	11	9	14	234	26	40	18	32	8	-
	29%	29%	32%	27%	31%	30%	25%	10%	36%	47%	27%	29%	37%	54%	41%	9%	-
Both equally	52	6	4	12	13	7	10	6	7	1	32	6	5	1	5	3	1
	4%	3%	2%	6%	6%	3%	5%	6%	26%	3%	4%	7%	5%	4%	6%	4%	5%
Neither	241	47	46	29	45	32	41	58	5	7	154	19	23	5	18	12	1
	20%	22%	23%	15%	21%	16%	21%	53%	20%	24%	18%	21%	21%	16%	24%	14%	8%
Unsure	106	22	23	17	14	18	11	19	1	6	73	5	11	-	8	9	1
	9%	11%	11%	9%	6%	9%	5%	17%	3%	19%	9%	6%	10%	-	10%	10%	6%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QAdminHealthcare] And, do you think the Biden Administration or Trump Administration did a better job of handling each of the following areas?
 -Dealing with healthcare costs

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	1225	378	268	331	222	113	117	160	176	123	150	177	208	175	357	213	480
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	370	257	351	221	122	124	163	178	115	147	174	205	174	390	211	453
Biden Administration	469	150	118	108	78	35	45	47	69	39	51	69	115	79	114	84	191
	38%	40%	44%	33%	35%	31%	38%	29%	39%	31%	34%	39%	55%	45%	32%	39%	40%
Trump Administration	358	118	66	112	55	26	30	48	66	27	41	65	54	49	125	62	121
	29%	31%	25%	34%	25%	23%	26%	30%	38%	22%	27%	37%	26%	28%	35%	29%	25%
Both equally	52	17	7	17	10	2	4	11	12	6	7	6	6	4	23	7	18
	4%	4%	3%	5%	5%	1%	3%	7%	7%	5%	4%	4%	3%	2%	6%	3%	4%
Neither	241	59	49	69	59	38	31	47	15	35	40	20	16	30	65	33	114
	20%	16%	18%	21%	27%	34%	27%	29%	8%	28%	27%	11%	7%	17%	18%	15%	24%
Unsure	106	34	28	24	18	12	8	9	14	16	11	17	18	12	30	27	36
	9%	9%	10%	7%	8%	10%	7%	6%	8%	13%	8%	9%	9%	7%	8%	13%	8%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QAgendaAvsB] Imagine that your elected officials have the option to focus on one of two policy agendas. Agenda A is to grow the economy by eliminating barriers for businesses, and plans to bring down the cost of living by cutting out-of-control government spending. They promise to secure the border and put in place tougher penalties for violent criminals. Agenda B is to grow the economy by investing in clean energy and plans to bring down the cost of living by cracking down on corporate price gouging. They promise to fight for access to abortion, and defend our democratic institutions from extremists. Would you prefer your elected officials focus more on Agenda A or Agenda B?

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	2401	1126	1275	455	535	665	746	1774	280	192	68	86
	100	100	100	100	100	100	100	100	100	100	100	100
Agenda A: Businesses, cost of living, border security, criminal penalties	1240	638	602	209	284	385	362	985	74	89	39	53
	52%	57%	47%	46%	53%	58%	49%	56%	26%	46%	57%	62%
Agenda B: Clean energy, price gouging, abortion, democracy	1028	439	590	228	219	247	334	694	189	91	25	30
	43%	39%	46%	50%	41%	37%	45%	39%	67%	47%	36%	35%
Unsure	133	50	83	18	32	34	50	95	17	13	5	2
	6%	4%	7%	4%	6%	5%	7%	5%	6%	7%	7%	3%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QAgendaAvsB] Imagine that your elected officials have the option to focus on one of two policy agendas. Agenda A is to grow the economy by eliminating barriers for businesses, and plans to bring down the cost of living by cutting out-of-control government spending. They promise to secure the border and put in place tougher penalties for violent criminals. Agenda B is to grow the economy by investing in clean energy and plans to bring down the cost of living by cracking down on corporate price gouging. They promise to fight for access to abortion, and defend our democratic institutions from extremists. Would you prefer your elected officials focus more on Agenda A or Agenda B?

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	2401	1557	844	1104	671	453	174	834	772	795	1200	1069	582	395	1149
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Agenda A: Businesses, cost of living, border security, criminal penalties	1240	834	406	651	334	183	72	673	386	181	1089	89	297	192	621
	52%	54%	48%	59%	50%	40%	41%	81%	50%	23%	91%	8%	51%	49%	54%
Agenda B: Clean energy, price gouging, abortion, democracy	1028	627	401	386	308	241	93	129	320	579	63	911	249	185	473
	43%	40%	48%	35%	46%	53%	54%	15%	41%	73%	5%	85%	43%	47%	41%
Unsure	133	96	37	67	29	29	9	32	66	35	48	68	36	18	55
	6%	6%	4%	6%	4%	6%	5%	4%	9%	4%	4%	6%	6%	5%	5%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QAgendaAvsB] Imagine that your elected officials have the option to focus on one of two policy agendas. Agenda A is to grow the economy by eliminating barriers for businesses, and plans to bring down the cost of living by cutting out-of-control government spending. They promise to secure the border and put in place tougher penalties for violent criminals. Agenda B is to grow the economy by investing in clean energy and plans to bring down the cost of living by cracking down on corporate price gouging. They promise to fight for access to abortion, and defend our democratic institutions from extremists. Would you prefer your elected officials focus more on Agenda A or Agenda B?

	Total	State						Swing			Vote History			Moved by Messaging			
		AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	2401	401	400	400	399	401	400	214	63	72	1701	157	222	55	137	154	26
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Agenda A: Businesses, cost of living, border security, criminal penalties	1240	210	207	215	200	208	200	107	37	61	862	68	128	45	88	33	4
	52%	52%	52%	54%	50%	52%	50%	50%	59%	84%	51%	43%	58%	83%	64%	21%	17%
Agenda B: Clean energy, price gouging, abortion, democracy	1028	177	159	162	177	173	180	84	20	8	747	82	86	7	38	93	18
	43%	44%	40%	41%	44%	43%	45%	39%	32%	11%	44%	52%	39%	14%	28%	60%	70%
Unsure	133	14	34	23	22	20	20	22	5	4	91	8	8	2	11	28	3
	6%	3%	9%	6%	6%	5%	5%	10%	8%	6%	5%	5%	4%	4%	8%	18%	13%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[OAgendaAvsB] Imagine that your elected officials have the option to focus on one of two policy agendas. Agenda A is to grow the economy by eliminating barriers for businesses, and plans to bring down the cost of living by cutting out-of-control government spending. They promise to secure the border and put in place tougher penalties for violent criminals. Agenda B is to grow the economy by investing in clean energy and plans to bring down the cost of living by cracking down on corporate price gouging. They promise to fight for access to abortion, and defend our democratic institutions from extremists. Would you prefer your elected officials focus more on Agenda A or Agenda B?

	Total	Marital x Gender				Age x Gender								Region Category			
		Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	2401	701	543	654	439	226	237	321	342	229	297	344	405	348	743	440	870
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Agenda A: Businesses, cost of living, border security, criminal penalties	1240	371	223	406	218	113	131	191	202	96	153	193	160	152	431	220	436
	52%	53%	41%	62%	50%	50%	55%	60%	59%	42%	51%	56%	40%	44%	58%	50%	50%
Agenda B: Clean energy, price gouging, abortion, democracy	1028	289	286	215	205	108	95	114	122	120	124	133	212	172	276	188	394
	43%	41%	53%	33%	47%	48%	40%	35%	36%	53%	42%	39%	52%	49%	37%	43%	45%
Unsure	133	40	35	34	16	5	11	16	18	13	20	18	32	24	36	32	40
	6%	6%	6%	5%	4%	2%	5%	5%	5%	6%	7%	5%	8%	7%	5%	7%	5%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QCandidateA] If you had to guess, would you say Agenda A is most likely come from a Democrat, or a Republican?

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	860	381	479	112	199	251	298	665	91	59	20	26
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	857	394	463	113	187	247	310	660	93	62	17	25
Democrat	66	26	40	8	20	17	22	50	7	7	-	2
	8%	7%	8%	7%	10%	7%	7%	8%	8%	12%		6%
Republican	719	331	388	94	166	211	248	567	74	41	15	21
	84%	87%	81%	83%	83%	84%	83%	85%	82%	71%	76%	82%
DNR – Don't know/Refused	75	24	51	11	14	22	28	48	9	10	5	3
	9%	6%	11%	10%	7%	9%	9%	7%	10%	18%	24%	12%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QCandidateA] If you had to guess, would you say Agenda A is most likely come from a Democrat, or a Republican?

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	860	582	278	439	225	143	53	311	255	294	454	362	216	129	411
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	857	566	291	438	222	128	69	307	258	292	435	373	204	128	424
Democrat	66	51	15	37	13	13	3	14	29	24	18	37	13	11	32
	8%	9%	6%	9%	6%	9%	5%	4%	11%	8%	4%	10%	6%	9%	8%
Republican	719	474	245	366	201	108	44	269	205	245	408	289	178	103	354
	84%	81%	88%	83%	89%	76%	84%	87%	80%	83%	90%	80%	82%	80%	86%
DNR – Don't know/Refused	75	57	18	36	12	21	6	28	22	25	28	36	25	15	24
	9%	10%	6%	8%	5%	15%	11%	9%	8%	9%	6%	10%	12%	12%	6%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QCandidateA] If you had to guess, would you say Agenda A is most likely come from a Democrat, or a Republican?

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	860	149	158	136	135	138	143	70	27	22	659	49	61	4	27	54	4
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	857	142	153	135	144	139	144	75	22	22	653	49	71	3	28	54	4
Democrat	66	8	15	10	12	10	10	14	1	1	53	0	6	-	3	11	-
	8%	5%	10%	8%	9%	7%	7%	20%	3%	5%	8%	0%	10%		11%	20%	
Republican	719	120	127	115	112	120	124	45	22	20	556	45	48	3	18	29	2
	84%	81%	80%	85%	83%	86%	87%	64%	83%	89%	84%	93%	78%	80%	68%	54%	39%
DNR – Don't know/Refused	75	20	16	10	11	8	9	11	4	2	50	3	7	1	6	14	2
	9%	14%	10%	8%	8%	6%	6%	16%	14%	7%	8%	7%	12%	20%	21%	26%	61%

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[QCandidateA] If you had to guess, would you say Agenda A is most likely come from a Democrat, or a Republican?

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	860	272	195	228	142	59	82	102	139	53	117	149	159	109	270	172	310
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	857	269	183	242	140	65	83	102	144	48	104	145	166	106	293	168	290
Democrat	66	25	15	16	10	4	9	8	6	4	11	9	17	9	22	13	22
	8%	9%	8%	7%	7%	7%	11%	8%	4%	7%	9%	6%	10%	8%	8%	8%	7%
Republican	719	221	158	198	123	51	68	86	126	42	98	126	122	86	225	140	268
	84%	81%	81%	87%	86%	87%	83%	85%	91%	80%	84%	84%	77%	79%	83%	82%	87%
DNR – Don't know/Refused	75	26	23	14	9	4	5	8	7	7	8	15	21	14	24	18	19
	9%	9%	12%	6%	7%	6%	6%	8%	5%	14%	7%	10%	13%	13%	9%	11%	6%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QCandidateB] If you had to guess, would you say Agenda B is most likely come from a Democrat, or a Republican?

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	864	396	468	104	205	249	306	662	107	50	14	32
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	854	398	456	95	205	245	309	643	114	53	12	32
Democrat	717	345	372	89	171	210	248	555	88	38	10	27
	83%	87%	80%	86%	83%	84%	81%	84%	82%	75%	71%	85%
Republican	57	23	34	1	18	17	21	46	4	4	3	-
	7%	6%	7%	1%	9%	7%	7%	7%	4%	7%	23%	-
DNR – Don't know/Refused	90	28	62	15	16	22	37	61	15	9	1	5
	10%	7%	13%	14%	8%	9%	12%	9%	14%	17%	7%	15%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QCandidateB] If you had to guess, would you say Agenda B is most likely come from a Democrat, or a Republican?

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	864	565	299	421	242	144	58	283	266	315	412	417	186	154	427
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	854	543	311	413	230	130	81	279	264	311	410	397	185	155	420
Democrat	717	457	259	343	212	114	48	240	196	281	341	355	149	135	361
	83%	81%	87%	82%	88%	79%	82%	85%	74%	89%	83%	85%	80%	87%	85%
Republican	57	40	17	32	15	8	2	17	29	11	29	23	15	5	27
	7%	7%	6%	8%	6%	6%	4%	6%	11%	3%	7%	6%	8%	4%	6%
DNR – Don't know/Refused	90	67	23	46	15	22	8	26	40	24	42	39	22	14	39
	10%	12%	8%	11%	6%	15%	14%	9%	15%	8%	10%	9%	12%	9%	9%

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 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QCandidateB] If you had to guess, would you say Agenda B is most likely come from a Democrat, or a Republican?

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	864	144	135	149	145	149	141	62	17	16	642	51	51	1	34	42	4
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	854	144	132	150	141	146	141	73	15	19	643	51	62	2	32	40	5
Democrat	717	120	111	127	119	124	116	40	12	10	538	44	44	1	23	29	4
	83%	83%	82%	85%	82%	83%	82%	65%	70%	59%	84%	87%	86%	40%	67%	70%	80%
Republican	57	11	8	12	7	7	12	5	4	2	44	4	1	1	4	6	1
	7%	8%	6%	8%	5%	4%	8%	9%	23%	13%	7%	8%	2%	60%	12%	15%	20%
DNR – Don't know/Refused	90	13	16	9	19	19	14	16	1	5	60	3	6	-	7	6	-
	10%	9%	12%	6%	13%	13%	10%	26%	7%	28%	9%	5%	11%	-	20%	14%	-

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 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QCandidateB] If you had to guess, would you say Agenda B is most likely come from a Democrat, or a Republican?

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	864	268	191	239	140	48	93	115	139	56	111	134	167	135	265	150	314
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	854	258	183	255	129	42	103	108	145	53	102	137	164	126	289	144	295
Democrat	717	212	156	206	123	45	81	101	117	43	90	109	130	112	217	125	263
	83%	79%	82%	86%	88%	94%	87%	88%	84%	78%	81%	81%	78%	83%	82%	83%	84%
Republican	57	28	5	16	7	-	7	5	10	1	11	12	11	8	13	10	26
	7%	10%	3%	7%	5%		8%	5%	7%	1%	10%	9%	7%	6%	5%	7%	8%
DNR – Don't know/Refused	90	28	30	17	10	3	5	9	12	12	11	14	26	15	35	15	25
	10%	11%	16%	7%	7%	6%	5%	8%	8%	21%	10%	10%	15%	11%	13%	10%	8%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QInflationBlame] What do you think has done the most to cause increased inflation over the last few years? Choose up to two.

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	2401	1126	1275	455	535	665	746	1774	280	192	68	86
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	2401	1157	1244	447	523	672	759	1748	280	211	72	90
Government and politicians	1157	554	602	213	262	350	332	908	77	85	33	54
	48%	49%	47%	47%	49%	53%	44%	51%	28%	44%	48%	63%
Supply chain disruptions and pandemic-related factors	931	445	486	163	225	247	296	716	114	57	17	27
	39%	39%	38%	36%	42%	37%	40%	40%	41%	30%	25%	32%
Wars and foreign conflicts	533	257	276	126	137	142	128	396	49	50	17	21
	22%	23%	22%	28%	26%	21%	17%	22%	18%	26%	24%	24%
Corporate greed and price gouging	1205	520	685	282	258	322	344	818	191	113	40	43
	50%	46%	54%	62%	48%	48%	46%	46%	68%	59%	58%	50%
None of these	57	33	25	9	6	11	32	37	10	9	-	1
	2%	3%	2%	2%	1%	2%	4%	2%	4%	5%		1%
Unsure	50	18	32	4	12	4	29	38	6	1	5	0
	2%	2%	3%	1%	2%	1%	4%	2%	2%	1%	7%	*%

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 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QInflationBlame] What do you think has done the most to cause increased inflation over the last few years? Choose up to two.

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	2401	1557	844	1104	671	453	174	834	772	795	1200	1069	582	395	1149
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	2401	1512	889	1092	656	420	233	834	775	792	1198	1045	565	398	1170
Government and politicians	1157	765	391	595	313	170	78	566	372	218	927	173	263	185	585
	48%	49%	46%	54%	47%	38%	45%	68%	48%	27%	77%	16%	45%	47%	51%
Supply chain disruptions and pandemic-related factors	931	545	386	390	326	155	61	268	277	387	324	572	185	143	488
	39%	35%	46%	35%	49%	34%	35%	32%	36%	49%	27%	53%	32%	36%	42%
Wars and foreign conflicts	533	372	162	274	122	98	39	210	186	137	335	160	142	91	251
	22%	24%	19%	25%	18%	22%	23%	25%	24%	17%	28%	15%	24%	23%	22%
Corporate greed and price gouging	1205	778	427	495	323	283	104	266	421	518	313	802	319	210	543
	50%	50%	51%	45%	48%	62%	60%	32%	55%	65%	26%	75%	55%	53%	47%
None of these	57	41	16	24	13	17	3	17	17	23	21	32	20	4	22
	2%	3%	2%	2%	2%	4%	2%	2%	2%	3%	2%	3%	3%	1%	2%
Unsure	50	41	8	30	8	11	0	22	18	10	26	19	26	5	13
	2%	3%	1%	3%	1%	3%	0%	3%	2%	1%	2%	2%	4%	1%	1%

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[QInflationBlame] What do you think has done the most to cause increased inflation over the last few years? Choose up to two.

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	2401	401	400	400	399	401	400	214	63	72	1701	157	222	55	137	154	26
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	2401	401	400	400	400	400	400	239	53	79	1681	161	261	54	144	156	27
Government and politicians	1157	197	189	189	199	199	185	100	35	50	806	68	116	40	75	41	9
	48%	49%	47%	47%	50%	50%	46%	47%	55%	68%	47%	43%	52%	73%	54%	26%	37%
Supply chain disruptions and pandemic-related factors	931	149	157	167	141	149	168	62	17	19	683	64	77	13	36	66	6
	39%	37%	39%	42%	35%	37%	42%	29%	27%	27%	40%	40%	35%	24%	26%	43%	23%
Wars and foreign conflicts	533	93	78	75	101	109	78	60	16	22	352	45	51	15	39	24	5
	22%	23%	19%	19%	25%	27%	19%	28%	26%	31%	21%	28%	23%	27%	28%	16%	20%
Corporate greed and price gouging	1205	204	205	199	197	189	211	141	31	28	832	89	120	26	73	100	23
	50%	51%	51%	50%	49%	47%	53%	66%	49%	38%	49%	57%	54%	48%	53%	65%	91%
None of these	57	8	4	20	10	8	7	3	2	2	46	-	5	1	2	12	1
	2%	2%	1%	5%	3%	2%	2%	2%	3%	3%	3%		2%	2%	8%	5%	
Unsure	50	5	14	4	5	10	12	4	-	4	40	3	3	1	6	4	-
	2%	1%	3%	1%	1%	3%	3%	2%		5%	2%	2%	1%	1%	5%	2%	

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[QInflationBlame] What do you think has done the most to cause increased inflation over the last few years? Choose up to two.

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	2401	701	543	654	439	226	237	321	342	229	297	344	405	348	743	440	870
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	2401	690	519	697	427	235	248	321	353	212	275	351	406	354	804	425	818
Government and politicians	1157	349	242	339	200	104	119	161	171	109	144	189	161	128	391	211	426
	48%	50%	44%	52%	46%	46%	50%	50%	50%	48%	48%	55%	40%	37%	53%	48%	49%
Supply chain disruptions and pandemic-related factors	931	290	187	265	164	86	105	112	141	77	120	135	155	139	254	172	367
	39%	41%	34%	40%	37%	38%	44%	35%	41%	33%	40%	39%	38%	40%	34%	39%	42%
Wars and foreign conflicts	533	145	127	143	109	68	63	72	54	58	74	69	75	86	183	88	176
	22%	21%	23%	22%	25%	30%	27%	23%	16%	25%	25%	20%	18%	25%	25%	20%	20%
Corporate greed and price gouging	1205	336	331	276	231	130	118	150	123	152	140	172	221	210	340	234	421
	50%	48%	61%	42%	53%	57%	50%	47%	36%	66%	47%	50%	55%	60%	46%	53%	48%
None of these	57	12	13	20	12	5	1	10	16	3	4	1	16	10	19	15	13
	2%	2%	2%	3%	3%	2%	1%	3%	5%	1%	1%	1%	4%	3%	2%	4%	1%
Unsure	50	12	14	8	10	1	3	2	11	3	10	2	18	8	21	9	12
	2%	2%	3%	1%	2%	1%	1%	1%	3%	1%	3%	1%	4%	2%	3%	2%	1%

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 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QEconWorry_Debt] On a scale of 1 to 5, rate how often, if ever, you worry about each of the following, where 1 means you do not worry at all, and 5 means you worry about it a great deal.
 -The amount of debt you have

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	1176	560	616	219	268	327	362	873	140	77	34	53
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	570	603	210	252	335	376	866	132	86	36	53
MEAN	2.72	2.75	2.70	2.65	3.28	2.81	2.27	2.60	3.19	2.91	3.45	2.79
1 - Do not worry at all	387	178	209	72	49	92	173	304	39	22	4	18
	33%	32%	34%	33%	18%	28%	48%	35%	28%	28%	12%	34%
2	198	107	91	46	42	64	45	160	6	16	4	11
	17%	19%	15%	21%	16%	20%	13%	18%	4%	21%	11%	21%
3	200	82	118	34	54	56	56	145	29	9	12	5
	17%	15%	19%	16%	20%	17%	16%	17%	21%	11%	35%	10%
4	104	47	58	16	23	42	24	86	10	7	1	1
	9%	8%	9%	7%	9%	13%	7%	10%	7%	9%	4%	2%
5 - Worry about it a great deal	273	139	134	49	96	73	55	169	50	23	13	18
	23%	25%	22%	22%	36%	22%	15%	19%	36%	30%	38%	33%
Unsure	14	8	6	3	3	-	9	9	5	-	-	0
	1%	1%	1%	1%	1%		2%	1%	4%			*%

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[QEconWorry_Debt] On a scale of 1 to 5, rate how often, if ever, you worry about each of the following, where 1 means you do not worry at all, and 5 means you worry about it a great deal.
 -The amount of debt you have

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	1176	781	395	554	319	228	76	420	376	380	617	495	275	201	564
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	766	407	557	309	209	98	420	374	379	614	488	269	201	569
MEAN	2.72	2.77	2.64	2.60	2.61	3.18	2.75	2.89	2.58	2.68	2.87	2.51	3.02	2.94	2.54
1 - Do not worry at all	387	259	128	203	101	56	27	121	120	146	179	191	82	55	200
	33%	33%	32%	37%	32%	25%	35%	29%	32%	38%	29%	39%	30%	27%	36%
2	198	122	75	94	66	28	9	63	86	48	105	80	31	32	112
	17%	16%	19%	17%	21%	12%	12%	15%	23%	13%	17%	16%	11%	16%	20%
3	200	126	74	88	57	38	17	74	64	62	103	87	45	42	92
	17%	16%	19%	16%	18%	17%	22%	18%	17%	16%	17%	17%	16%	21%	16%
4	104	70	34	53	33	18	1	45	31	28	64	37	26	16	54
	9%	9%	9%	9%	10%	8%	1%	11%	8%	7%	10%	7%	9%	8%	10%
5 - Worry about it a great deal	273	195	78	113	56	82	21	107	70	95	160	93	87	56	101
	23%	25%	20%	20%	18%	36%	28%	26%	19%	25%	26%	19%	32%	28%	18%
Unsure	14	9	5	4	5	5	0	10	5	-	6	6	4	-	4
	1%	1%	1%	1%	1%	2%	1%	2%	1%	-	1%	1%	1%	-	1%

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 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QEconWorry_Debt] On a scale of 1 to 5, rate how often, if ever, you worry about each of the following, where 1 means you do not worry at all, and 5 means you worry about it a great deal.
 -The amount of debt you have

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	1176	189	197	209	182	200	199	105	38	42	840	69	114	22	59	63	9
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	189	201	210	180	195	198	113	31	46	824	70	128	21	62	71	10
MEAN	2.72	2.75	2.81	2.56	2.64	2.87	2.71	2.80	2.63	2.84	2.62	2.80	3.02	2.80	2.41	2.58	3.55
1 - Do not worry at all	387	66	63	74	67	61	57	29	16	13	300	21	29	7	20	24	2
	33%	35%	32%	35%	37%	31%	29%	27%	42%	31%	36%	30%	25%	34%	34%	38%	19%
2	198	25	33	40	29	34	37	22	2	7	139	11	21	4	14	11	1
	17%	13%	17%	19%	16%	17%	18%	21%	6%	17%	17%	16%	18%	18%	24%	18%	16%
3	200	32	28	37	31	28	44	20	8	5	142	16	14	2	8	8	1
	17%	17%	14%	18%	17%	14%	22%	19%	22%	12%	17%	24%	12%	11%	14%	13%	6%
4	104	20	18	13	11	17	26	6	2	5	70	2	17	2	5	7	1
	9%	10%	9%	6%	6%	8%	13%	6%	5%	12%	8%	4%	15%	10%	8%	11%	10%
5 - Worry about it a great deal	273	45	51	42	43	57	34	26	9	11	177	18	32	6	8	13	4
	23%	24%	26%	20%	24%	28%	17%	25%	24%	26%	21%	27%	28%	27%	14%	20%	49%
Unsure	14	1	5	3	-	4	2	2	-	1	11	-	1	-	3	-	-
	1%	1%	2%	1%		2%	1%	2%		2%	1%		1%		5%		

Echelon Insights
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[QEconWorry_Debt] On a scale of 1 to 5, rate how often, if ever, you worry about each of the following, where 1 means you do not worry at all, and 5 means you worry about it a great deal.
 -The amount of debt you have

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	1176	323	275	324	218	113	121	160	165	106	148	167	196	173	386	227	390
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	320	262	346	206	113	124	158	175	97	128	177	201	180	414	214	365
MEAN	2.72	2.58	2.87	2.63	2.85	2.79	3.24	2.79	2.31	2.49	3.31	2.84	2.23	2.96	2.60	2.93	2.62
1 - Do not worry at all	387	109	92	106	69	32	22	49	74	40	27	43	99	48	137	65	137
	33%	34%	33%	33%	31%	28%	18%	31%	45%	38%	18%	26%	50%	28%	36%	29%	35%
2	198	60	28	69	36	25	24	32	26	21	19	32	19	23	75	33	66
	17%	18%	10%	21%	16%	22%	20%	20%	16%	20%	13%	19%	10%	13%	19%	15%	17%
3	200	65	51	46	33	16	19	23	25	18	35	33	32	35	60	38	68
	17%	20%	18%	14%	15%	14%	15%	14%	15%	17%	24%	20%	16%	20%	15%	17%	17%
4	104	29	28	29	16	10	14	17	6	6	9	25	18	20	28	23	34
	9%	9%	10%	9%	7%	9%	12%	11%	4%	5%	6%	15%	9%	12%	7%	10%	9%
5 - Worry about it a great deal	273	57	74	68	63	28	42	40	29	21	54	33	25	46	84	62	80
	23%	18%	27%	21%	29%	25%	35%	25%	18%	20%	37%	20%	13%	27%	22%	27%	20%
Unsure	14	4	3	5	3	3	-	-	5	-	3	-	4	1	3	5	6
	1%	1%	1%	2%	1%	2%			3%		2%		2%	*%	1%	2%	1%

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[QEconWorry_Job] On a scale of 1 to 5, rate how often, if ever, you worry about each of the following, where 1 means you do not worry at all, and 5 means you worry about it a great deal.
 -Losing your job

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	1176	560	616	219	268	327	362	873	140	77	34	53
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	570	603	210	252	335	376	866	132	86	36	53
MEAN	2.25	2.28	2.22	2.47	2.58	2.43	1.68	2.14	2.55	2.48	2.66	2.62
1 - Do not worry at all	552	250	302	83	91	132	245	427	59	32	11	23
	47%	45%	49%	38%	34%	40%	68%	49%	42%	42%	31%	43%
2	164	85	79	36	47	51	30	124	16	12	6	6
	14%	15%	13%	17%	18%	16%	8%	14%	12%	16%	18%	11%
3	171	86	85	42	53	53	24	129	20	8	8	5
	15%	15%	14%	19%	20%	16%	7%	15%	15%	11%	25%	10%
4	81	40	41	17	20	31	14	60	9	7	1	4
	7%	7%	7%	8%	7%	9%	4%	7%	6%	9%	3%	8%
5 - Worry about it a great deal	167	78	88	36	50	51	29	98	32	16	7	14
	14%	14%	14%	17%	19%	16%	8%	11%	23%	20%	22%	26%
Unsure	41	20	21	5	7	8	21	34	3	2	0	1
	3%	4%	3%	2%	2%	3%	6%	4%	2%	2%	1%	2%

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[QEconWorry_Job] On a scale of 1 to 5, rate how often, if ever, you worry about each of the following, where 1 means you do not worry at all, and 5 means you worry about it a great deal.
 -Losing your job

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	1176	781	395	554	319	228	76	420	376	380	617	495	275	201	564
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	766	407	557	309	209	98	420	374	379	614	488	269	201	569
MEAN	2.25	2.24	2.25	2.14	2.14	2.50	2.73	2.37	2.31	2.05	2.45	1.97	2.54	2.27	2.11
1 - Do not worry at all	552	374	178	274	153	100	25	175	159	218	246	276	119	96	266
	47%	48%	45%	49%	48%	44%	33%	42%	42%	57%	40%	56%	43%	48%	47%
2	164	101	64	72	52	29	11	62	64	38	87	69	28	23	99
	14%	13%	16%	13%	16%	13%	15%	15%	17%	10%	14%	14%	10%	11%	18%
3	171	108	64	79	50	29	13	70	61	41	101	63	28	31	98
	15%	14%	16%	14%	16%	13%	18%	17%	16%	11%	16%	13%	10%	15%	17%
4	81	57	24	45	16	12	9	31	29	21	61	19	20	22	32
	7%	7%	6%	8%	5%	5%	11%	7%	8%	6%	10%	4%	7%	11%	6%
5 - Worry about it a great deal	167	112	55	60	38	52	16	64	51	51	98	54	63	25	55
	14%	14%	14%	11%	12%	23%	21%	15%	14%	14%	16%	11%	23%	12%	10%
Unsure	41	30	11	25	9	5	1	18	12	10	24	16	17	5	14
	3%	4%	3%	5%	3%	2%	2%	4%	3%	3%	4%	3%	6%	3%	2%

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[QEconWorry_Job] On a scale of 1 to 5, rate how often, if ever, you worry about each of the following, where 1 means you do not worry at all, and 5 means you worry about it a great deal.
 -Losing your job

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	1176	189	197	209	182	200	199	105	38	42	840	69	114	22	59	63	9
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	189	201	210	180	195	198	113	31	46	824	70	128	21	62	71	10
MEAN	2.25	2.41	2.38	2.06	2.27	2.28	2.11	2.48	2.44	2.64	2.10	2.46	2.75	2.63	2.46	1.90	1.91
1 - Do not worry at all	552	71	85	108	95	93	100	42	14	13	428	28	38	7	24	38	5
	47%	38%	43%	52%	52%	46%	50%	40%	37%	30%	51%	40%	34%	31%	40%	59%	62%
2	164	35	28	27	17	31	25	17	6	10	115	11	17	4	9	8	-
	14%	19%	14%	13%	10%	16%	13%	16%	15%	24%	14%	16%	15%	18%	15%	12%	-
3	171	28	31	28	23	23	39	17	9	4	115	9	19	4	8	8	2
	15%	15%	16%	13%	12%	11%	20%	17%	25%	8%	14%	12%	17%	19%	13%	13%	24%
4	81	24	15	11	8	13	10	8	4	7	53	7	9	2	7	6	1
	7%	13%	7%	5%	5%	7%	5%	7%	11%	16%	6%	9%	8%	11%	12%	9%	14%
5 - Worry about it a great deal	167	23	32	24	34	33	21	20	4	7	97	12	28	4	9	4	-
	14%	12%	16%	11%	19%	16%	10%	19%	11%	17%	12%	18%	25%	17%	16%	6%	-
Unsure	41	8	7	11	5	8	3	1	-	2	31	3	2	1	2	0	-
	3%	4%	3%	5%	3%	4%	2%	1%	-	5%	4%	5%	2%	5%	3%	*%	-

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	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	1176	323	275	324	218	113	121	160	165	106	148	167	196	173	386	227	390
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	320	262	346	206	113	124	158	175	97	128	177	201	180	414	214	365
MEAN	2.25	2.10	2.33	2.13	2.47	2.64	2.42	2.38	1.81	2.29	2.71	2.47	1.58	2.47	2.15	2.35	2.19
1 - Do not worry at all	552	167	127	152	91	35	46	67	102	48	45	66	143	72	200	89	191
	47%	52%	46%	47%	42%	31%	38%	41%	62%	46%	31%	40%	73%	42%	52%	39%	49%
2	164	45	32	55	28	21	19	27	18	16	28	24	11	26	49	44	45
	14%	14%	12%	17%	13%	18%	16%	17%	11%	15%	19%	14%	6%	15%	13%	20%	12%
3	171	44	38	52	30	23	28	26	9	18	25	27	15	25	46	31	69
	15%	14%	14%	16%	14%	21%	23%	16%	5%	17%	17%	16%	8%	15%	12%	14%	18%
4	81	17	23	22	18	10	10	13	7	7	9	18	7	14	27	15	25
	7%	5%	8%	7%	8%	9%	9%	8%	4%	7%	6%	11%	3%	8%	7%	6%	7%
5 - Worry about it a great deal	167	40	44	33	41	21	16	25	17	16	34	27	12	33	52	34	47
	14%	13%	16%	10%	19%	18%	13%	15%	10%	15%	23%	16%	6%	19%	13%	15%	12%
Unsure	41	10	11	11	9	4	1	3	12	1	5	6	9	2	13	13	12
	3%	3%	4%	3%	4%	3%	1%	2%	7%	1%	3%	3%	5%	1%	3%	6%	3%

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[QEconWorry_Healthcare] On a scale of 1 to 5, rate how often, if ever, you worry about each of the following, where 1 means you do not worry at all, and 5 means you worry about it a great deal.
 -The cost of healthcare for you and/or your family

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	1176	560	616	219	268	327	362	873	140	77	34	53
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	570	603	210	252	335	376	866	132	86	36	53
MEAN	3.57	3.59	3.55	3.61	3.75	3.81	3.19	3.54	3.68	3.52	4.02	3.48
1 - Do not worry at all	151	68	83	30	17	25	79	113	14	14	0	11
	13%	12%	14%	14%	6%	8%	22%	13%	10%	18%	1%	20%
2	140	66	75	23	31	39	48	109	21	5	1	4
	12%	12%	12%	10%	11%	12%	13%	12%	15%	7%	4%	7%
3	214	99	115	37	64	47	66	158	21	14	10	11
	18%	18%	19%	17%	24%	14%	18%	18%	15%	18%	29%	20%
4	218	112	105	38	46	77	57	167	23	16	8	5
	18%	20%	17%	17%	17%	24%	16%	19%	16%	20%	23%	9%
5 - Worry about it a great deal	445	209	236	89	109	138	108	319	60	28	14	23
	38%	37%	38%	40%	41%	42%	30%	37%	43%	37%	42%	43%
Unsure	9	6	3	3	1	2	3	7	1	-	-	0
	1%	1%	*%	1%	*%	1%	1%	1%	1%	-	-	*%

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[QEconWorry_Healthcare] On a scale of 1 to 5, rate how often, if ever, you worry about each of the following, where 1 means you do not worry at all, and 5 means you worry about it a great deal.
 -The cost of healthcare for you and/or your family

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	1176	781	395	554	319	228	76	420	376	380	617	495	275	201	564
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	766	407	557	309	209	98	420	374	379	614	488	269	201	569
MEAN	3.57	3.58	3.55	3.56	3.51	3.61	3.73	3.78	3.57	3.33	3.83	3.25	3.72	3.67	3.46
1 - Do not worry at all	151	105	46	72	41	33	5	48	45	58	59	80	33	25	68
	13%	13%	12%	13%	13%	15%	7%	11%	12%	15%	10%	16%	12%	13%	12%
2	140	94	46	70	38	24	8	33	44	63	53	84	26	24	75
	12%	12%	12%	13%	12%	10%	10%	8%	12%	17%	9%	17%	9%	12%	13%
3	214	135	79	97	61	38	18	69	66	79	96	105	49	26	122
	18%	17%	20%	18%	19%	17%	24%	16%	17%	21%	16%	21%	18%	13%	22%
4	218	134	84	97	70	37	14	81	85	51	133	77	40	40	117
	18%	17%	21%	18%	22%	16%	19%	19%	23%	13%	22%	16%	14%	20%	21%
5 - Worry about it a great deal	445	310	135	214	105	96	29	188	130	127	273	145	123	85	177
	38%	40%	34%	39%	33%	42%	38%	45%	34%	33%	44%	29%	45%	42%	31%
Unsure	9	4	5	4	4	0	1	1	7	1	3	5	4	-	4
	1%	*%	1%	1%	1%	*%	2%	*%	2%	*%	*%	1%	2%	-	1%

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 -The cost of healthcare for you and/or your family

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	1176	189	197	209	182	200	199	105	38	42	840	69	114	22	59	63	9
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	189	201	210	180	195	198	113	31	46	824	70	128	21	62	71	10
MEAN	3.57	3.56	3.75	3.49	3.52	3.51	3.59	3.73	3.29	4.03	3.47	3.48	3.95	3.87	3.74	3.28	3.33
1 - Do not worry at all	151	26	19	29	22	26	28	14	6	4	122	6	7	2	9	10	1
	13%	14%	10%	14%	12%	13%	14%	13%	15%	10%	15%	8%	6%	9%	16%	16%	12%
2	140	19	20	33	26	25	17	8	6	3	107	10	11	2	5	10	2
	12%	10%	10%	16%	14%	13%	8%	8%	17%	7%	13%	14%	10%	11%	9%	16%	18%
3	214	36	32	29	37	41	39	18	7	4	151	20	16	3	4	11	1
	18%	19%	16%	14%	20%	21%	20%	18%	19%	9%	18%	28%	14%	14%	7%	17%	11%
4	218	38	49	36	25	30	40	15	9	7	168	9	23	3	10	16	4
	18%	20%	25%	17%	14%	15%	20%	14%	24%	16%	20%	13%	21%	16%	17%	26%	44%
5 - Worry about it a great deal	445	69	78	79	69	75	75	48	10	24	287	22	55	11	28	16	1
	38%	36%	39%	38%	38%	38%	38%	46%	25%	56%	34%	32%	48%	50%	48%	25%	15%
Unsure	9	2	0	2	3	2	-	1	-	1	5	3	1	-	1	-	-
	1%	1%	0%	1%	2%	1%	-	1%	-	2%	1%	4%	1%	-	1%	-	-

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[QEconWorry_Healthcare] On a scale of 1 to 5, rate how often, if ever, you worry about each of the following, where 1 means you do not worry at all, and 5 means you worry about it a great deal.
 -The cost of healthcare for you and/or your family

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	1176	323	275	324	218	113	121	160	165	106	148	167	196	173	386	227	390
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	320	262	346	206	113	124	158	175	97	128	177	201	180	414	214	365
MEAN	3.57	3.51	3.61	3.56	3.61	3.54	3.76	3.78	3.33	3.68	3.74	3.84	3.08	3.76	3.49	3.51	3.59
1 - Do not worry at all	151	37	42	38	29	20	7	13	28	11	11	12	50	16	64	30	41
	13%	12%	15%	12%	13%	18%	5%	8%	17%	10%	7%	7%	26%	9%	17%	13%	11%
2	140	44	25	39	26	8	16	21	20	14	15	18	27	19	49	24	48
	12%	14%	9%	12%	12%	7%	13%	13%	12%	13%	10%	11%	14%	11%	13%	10%	12%
3	214	65	50	63	32	18	23	23	36	19	41	24	31	24	60	48	82
	18%	20%	18%	20%	15%	16%	19%	14%	21%	18%	28%	14%	16%	14%	15%	21%	21%
4	218	68	35	67	42	21	27	36	28	16	19	41	29	41	60	44	73
	18%	21%	13%	21%	19%	19%	22%	23%	17%	15%	13%	24%	15%	24%	15%	19%	19%
5 - Worry about it a great deal	445	108	120	113	86	43	46	68	52	46	63	70	57	71	153	77	144
	38%	34%	44%	35%	39%	38%	38%	42%	31%	43%	43%	42%	29%	41%	40%	34%	37%
Unsure	9	-	3	3	3	3	1	-	2	-	-	2	1	1	1	5	2
	1%		1%	1%	1%	2%	1%		1%			1%	1%	1%	%	2%	%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QEconWorry_Retirement] On a scale of 1 to 5, rate how often, if ever, you worry about each of the following, where 1 means you do not worry at all, and 5 means you worry about it a great deal.
 -Being able to save enough for retirement

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	1176	560	616	219	268	327	362	873	140	77	34	53
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	570	603	210	252	335	376	866	132	86	36	53
MEAN	3.52	3.57	3.49	3.81	4.00	3.65	2.87	3.48	3.64	3.60	4.01	3.49
1 - Do not worry at all	215	95	119	22	26	48	118	165	26	12	2	10
	18%	17%	19%	10%	10%	15%	33%	19%	18%	16%	4%	19%
2	114	49	66	20	15	35	45	96	8	5	2	3
	10%	9%	11%	9%	5%	11%	12%	11%	6%	7%	6%	6%
3	171	82	89	41	37	45	48	117	18	16	9	11
	15%	15%	14%	19%	14%	14%	13%	13%	13%	21%	26%	21%
4	165	93	71	27	45	53	40	126	20	11	2	5
	14%	17%	12%	12%	17%	16%	11%	14%	15%	15%	6%	9%
5 - Worry about it a great deal	493	228	265	106	144	145	99	358	63	32	18	22
	42%	41%	43%	48%	54%	44%	27%	41%	45%	42%	52%	42%
Unsure	18	12	6	3	1	2	12	11	4	-	2	2
	2%	2%	1%	2%	*%	1%	3%	1%	3%	-	5%	3%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QEconWorry_Retirement] On a scale of 1 to 5, rate how often, if ever, you worry about each of the following, where 1 means you do not worry at all, and 5 means you worry about it a great deal.
 -Being able to save enough for retirement

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	1176	781	395	554	319	228	76	420	376	380	617	495	275	201	564
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	766	407	557	309	209	98	420	374	379	614	488	269	201	569
MEAN	3.52	3.55	3.47	3.48	3.49	3.73	3.38	3.77	3.53	3.25	3.85	3.10	3.67	3.55	3.47
1 - Do not worry at all	215	154	60	116	48	38	12	53	65	97	72	129	51	32	96
	18%	20%	15%	21%	15%	17%	15%	13%	17%	26%	12%	26%	19%	16%	17%
2	114	60	54	51	45	9	9	40	34	41	54	56	13	32	62
	10%	8%	14%	9%	14%	4%	12%	9%	9%	11%	9%	11%	5%	16%	11%
3	171	111	60	75	42	35	19	66	60	46	83	81	42	17	98
	15%	14%	15%	14%	13%	16%	25%	16%	16%	12%	13%	16%	15%	8%	17%
4	165	94	71	62	64	32	7	49	71	45	89	72	26	33	87
	14%	12%	18%	11%	20%	14%	9%	12%	19%	12%	14%	15%	9%	16%	16%
5 - Worry about it a great deal	493	351	142	243	115	108	27	206	145	142	313	146	134	87	215
	42%	45%	36%	44%	36%	48%	35%	49%	38%	37%	51%	29%	49%	43%	38%
Unsure	18	11	7	6	4	5	3	7	2	9	6	11	10	1	6
	2%	1%	2%	1%	1%	2%	4%	2%	1%	2%	1%	2%	4%	*%	1%

Echelon Insights
Focus 2024 Survey
N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error= +/-2.3 Percentage Points

[QEconWorry_Retirement] On a scale of 1 to 5, rate how often, if ever, you worry about each of the following, where 1 means you do not worry at all, and 5 means you worry about it a great deal.
-Being able to save enough for retirement

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	1176	189	197	209	182	200	199	105	38	42	840	69	114	22	59	63	9
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	189	201	210	180	195	198	113	31	46	824	70	128	21	62	71	10
MEAN	3.52	3.47	3.62	3.47	3.38	3.55	3.64	3.66	3.80	3.79	3.41	3.65	3.94	4.20	3.59	3.05	3.28
1 - Do not worry at all	215	30	28	41	42	38	35	17	2	5	173	10	13	1	11	18	1
	18%	16%	14%	20%	23%	19%	18%	16%	5%	12%	21%	14%	11%	5%	19%	29%	16%
2	114	23	26	18	18	14	15	9	2	3	89	6	8	2	5	5	1
	10%	12%	13%	9%	10%	7%	8%	9%	7%	8%	11%	9%	7%	10%	9%	8%	11%
3	171	32	28	34	19	30	28	17	11	8	114	13	13	1	5	12	2
	15%	17%	14%	16%	10%	15%	14%	16%	30%	18%	14%	18%	11%	5%	8%	20%	21%
4	165	32	23	28	28	27	27	9	5	4	121	9	20	4	12	8	3
	14%	17%	11%	13%	15%	14%	14%	9%	14%	9%	14%	13%	18%	19%	20%	12%	33%
5 - Worry about it a great deal	493	70	90	85	72	84	92	51	15	21	326	31	59	13	25	18	2
	42%	37%	46%	41%	39%	42%	46%	49%	40%	50%	39%	45%	52%	61%	42%	29%	18%
Unsure	18	3	2	2	3	7	1	1	2	1	16	-	1	-	1	2	-
	2%	1%	1%	1%	2%	4%	*%	1%	4%	3%	2%		1%		2%	3%	

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QEconWorry_Retirement] On a scale of 1 to 5, rate how often, if ever, you worry about each of the following, where 1 means you do not worry at all, and 5 means you worry about it a great deal.
 -Being able to save enough for retirement

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	1176	323	275	324	218	113	121	160	165	106	148	167	196	173	386	227	390
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	320	262	346	206	113	124	158	175	97	128	177	201	180	414	214	365
MEAN	3.52	3.51	3.48	3.51	3.63	3.84	3.99	3.57	3.06	3.78	4.00	3.73	2.72	3.62	3.40	3.66	3.53
1 - Do not worry at all	215	54	60	53	38	9	10	28	48	13	16	20	71	28	91	34	62
	18%	17%	22%	16%	17%	8%	9%	17%	29%	12%	11%	12%	36%	16%	24%	15%	16%
2	114	35	28	34	15	8	10	16	15	13	5	19	30	20	33	25	37
	10%	11%	10%	10%	7%	7%	8%	10%	9%	12%	3%	11%	15%	11%	8%	11%	10%
3	171	54	32	46	35	26	15	17	23	15	22	28	25	18	50	27	76
	15%	17%	12%	14%	16%	23%	13%	11%	14%	14%	15%	17%	13%	11%	13%	12%	19%
4	165	46	24	66	23	16	20	33	24	11	25	20	15	25	46	34	60
	14%	14%	9%	20%	11%	14%	16%	21%	15%	11%	17%	12%	8%	14%	12%	15%	15%
5 - Worry about it a great deal	493	131	128	118	101	51	64	65	48	54	80	80	51	78	161	102	152
	42%	40%	47%	36%	46%	45%	53%	41%	29%	51%	54%	48%	26%	45%	42%	45%	39%
Unsure	18	3	3	7	6	3	1	1	7	1	-	1	5	4	6	6	3
	2%	1%	1%	2%	3%	2%	1%	1%	4%	1%	*	1%	2%	2%	2%	2%	1%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QEconWorry_Bills] On a scale of 1 to 5, rate how often, if ever, you worry about each of the following, where 1 means you do not worry at all, and 5 means you worry about it a great deal.
 -Being able to afford basic necessities such as food

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	1176	560	616	219	268	327	362	873	140	77	34	53
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	570	603	210	252	335	376	866	132	86	36	53
MEAN	3.01	3.00	3.01	3.13	3.16	3.06	2.77	2.92	3.26	3.18	3.67	3.11
1 - Do not worry at all	304	143	161	45	54	78	126	237	33	16	4	13
	26%	26%	26%	21%	20%	24%	35%	27%	23%	21%	13%	25%
2	162	84	78	41	33	51	37	129	14	12	5	2
	14%	15%	13%	19%	12%	16%	10%	15%	10%	16%	14%	4%
3	228	106	122	29	75	57	66	167	24	14	5	18
	19%	19%	20%	13%	28%	18%	18%	19%	17%	18%	14%	34%
4	173	69	104	42	30	51	50	138	17	11	3	4
	15%	12%	17%	19%	11%	16%	14%	16%	13%	14%	10%	7%
5 - Worry about it a great deal	303	152	151	59	76	89	79	197	49	24	17	16
	26%	27%	25%	27%	28%	27%	22%	23%	35%	31%	49%	29%
Unsure	6	6	0	3	-	-	3	4	2	-	-	0
	1%	1%	0%	1%			1%	1%	2%			0%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QEconWorry_Bills] On a scale of 1 to 5, rate how often, if ever, you worry about each of the following, where 1 means you do not worry at all, and 5 means you worry about it a great deal.
 -Being able to afford basic necessities such as food

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	1176	781	395	554	319	228	76	420	376	380	617	495	275	201	564
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	766	407	557	309	209	98	420	374	379	614	488	269	201	569
MEAN	3.01	3.12	2.79	3.04	2.72	3.31	3.11	3.38	2.88	2.72	3.43	2.49	3.43	3.27	2.69
1 - Do not worry at all	304	198	106	146	91	52	15	78	99	126	98	185	51	40	180
	26%	25%	27%	26%	29%	23%	20%	19%	26%	33%	16%	37%	19%	20%	32%
2	162	86	77	67	61	18	15	48	54	61	69	86	28	21	96
	14%	11%	19%	12%	19%	8%	20%	11%	14%	16%	11%	17%	10%	10%	17%
3	228	149	79	104	63	45	15	73	88	67	128	93	50	46	102
	19%	19%	20%	19%	20%	20%	20%	17%	23%	18%	21%	19%	18%	23%	18%
4	173	118	56	90	49	28	7	77	51	45	113	51	37	34	84
	15%	15%	14%	16%	15%	12%	9%	18%	14%	12%	18%	10%	14%	17%	15%
5 - Worry about it a great deal	303	227	76	145	52	82	23	143	79	81	208	77	106	60	99
	26%	29%	19%	26%	16%	36%	31%	34%	21%	21%	34%	16%	38%	30%	18%
Unsure	6	4	2	2	2	2	-	2	4	-	2	4	2	-	2
	1%	1%	*%	*%	1%	1%		*%	1%		*%	1%	1%		*%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error= +/-2.3 Percentage Points

[QEconWorry_Bills] On a scale of 1 to 5, rate how often, if ever, you worry about each of the following, where 1 means you do not worry at all, and 5 means you worry about it a great deal.
 -Being able to afford basic necessities such as food

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	1176	189	197	209	182	200	199	105	38	42	840	69	114	22	59	63	9
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	189	201	210	180	195	198	113	31	46	824	70	128	21	62	71	10
MEAN	3.01	3.08	3.09	2.87	3.10	2.99	2.92	2.99	3.20	3.96	2.89	2.96	3.40	3.59	3.31	2.58	3.18
1 - Do not worry at all	304	48	40	64	44	53	54	29	7	4	246	13	17	2	8	30	2
	26%	25%	20%	31%	24%	26%	27%	28%	19%	9%	29%	19%	15%	9%	14%	48%	24%
2	162	19	41	27	25	26	25	13	6	3	104	22	17	3	7	3	-
	14%	10%	21%	13%	14%	13%	12%	12%	16%	7%	12%	32%	15%	15%	12%	4%	-
3	228	37	33	36	34	41	46	20	7	4	173	5	20	4	15	9	4
	19%	19%	17%	17%	19%	20%	23%	19%	18%	11%	21%	8%	18%	21%	26%	15%	41%
4	173	41	26	29	24	27	27	15	8	9	122	11	17	4	9	5	1
	15%	21%	13%	14%	13%	13%	14%	15%	21%	23%	15%	16%	15%	18%	16%	8%	6%
5 - Worry about it a great deal	303	45	57	50	55	52	45	28	10	20	190	18	40	8	16	16	3
	26%	24%	29%	24%	30%	26%	23%	26%	26%	47%	23%	25%	35%	37%	27%	25%	30%
Unsure	6	-	0	2	-	2	2	0	-	2	4	-	2	-	3	-	-
	1%		0%	1%		1%	1%	0%		4%	1%		2%		5%		

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QEconWorry_Bills] On a scale of 1 to 5, rate how often, if ever, you worry about each of the following, where 1 means you do not worry at all, and 5 means you worry about it a great deal.
 -Being able to afford basic necessities such as food

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	1176	323	275	324	218	113	121	160	165	106	148	167	196	173	386	227	390
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	320	262	346	206	113	124	158	175	97	128	177	201	180	414	214	365
MEAN	3.01	2.87	3.20	2.85	3.17	3.21	3.06	3.02	2.81	3.04	3.23	3.11	2.75	3.15	2.97	3.16	2.90
1 - Do not worry at all	304	91	64	92	50	21	24	45	54	25	30	34	72	42	110	46	105
	26%	28%	23%	28%	23%	18%	20%	28%	33%	23%	21%	20%	37%	24%	29%	20%	27%
2	162	45	29	53	29	25	18	22	19	17	14	29	18	23	47	31	62
	14%	14%	10%	16%	13%	22%	15%	14%	11%	16%	10%	18%	9%	13%	12%	14%	16%
3	228	68	52	58	45	12	36	26	32	17	39	31	35	29	75	48	74
	19%	21%	19%	18%	21%	11%	30%	16%	19%	16%	27%	19%	18%	17%	20%	21%	19%
4	173	56	48	42	21	17	13	20	19	25	17	31	31	26	51	36	61
	15%	17%	17%	13%	10%	15%	10%	12%	12%	24%	12%	19%	16%	15%	13%	16%	16%
5 - Worry about it a great deal	303	64	83	74	72	36	30	47	38	23	46	42	41	53	102	61	86
	26%	20%	30%	23%	33%	32%	25%	29%	23%	22%	31%	25%	21%	31%	26%	27%	22%
Unsure	6	-	-	5	1	3	-	-	3	-	-	-	0	0	1	4	1
	1%			2%	*%	2%			2%				*%	*%	2%	*%	*%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QEconWorry_Housing] On a scale of 1 to 5, rate how often, if ever, you worry about each of the following, where 1 means you do not worry at all, and 5 means you worry about it a great deal.
 -Being able to afford the home you want

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	1176	560	616	219	268	327	362	873	140	77	34	53
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	570	603	210	252	335	376	866	132	86	36	53
MEAN	3.06	3.09	3.04	3.47	3.55	3.09	2.43	2.89	3.38	3.54	4.03	3.78
1 - Do not worry at all	345	159	186	44	42	84	175	284	32	17	3	8
	29%	28%	30%	20%	16%	26%	48%	33%	23%	22%	10%	15%
2	134	75	59	27	27	48	32	109	17	4	2	1
	11%	13%	10%	12%	10%	15%	9%	13%	12%	5%	7%	3%
3	165	66	99	24	48	46	48	123	19	12	4	8
	14%	12%	16%	11%	18%	14%	13%	14%	13%	15%	13%	15%
4	141	57	84	23	44	42	32	111	6	9	4	11
	12%	10%	14%	10%	16%	13%	9%	13%	5%	11%	10%	21%
5 - Worry about it a great deal	378	193	185	97	106	103	73	235	63	35	20	24
	32%	34%	30%	44%	40%	31%	20%	27%	45%	46%	60%	45%
Unsure	13	9	4	6	1	4	2	11	2	-	-	0
	1%	2%	1%	3%	1%	1%	1%	1%	2%	-	-	*%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QEconWorry_Housing] On a scale of 1 to 5, rate how often, if ever, you worry about each of the following, where 1 means you do not worry at all, and 5 means you worry about it a great deal.
 -Being able to afford the home you want

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	1176	781	395	554	319	228	76	420	376	380	617	495	275	201	564
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	766	407	557	309	209	98	420	374	379	614	488	269	201	569
MEAN	3.06	3.13	2.93	2.92	2.83	3.64	3.35	3.29	3.03	2.85	3.28	2.75	3.53	3.22	2.79
1 - Do not worry at all	345	223	122	179	105	44	17	105	114	126	152	172	62	52	186
	29%	29%	31%	32%	33%	19%	22%	25%	30%	33%	25%	35%	23%	26%	33%
2	134	74	60	61	49	13	11	40	38	56	61	70	18	19	84
	11%	9%	15%	11%	15%	6%	15%	10%	10%	15%	10%	14%	6%	9%	15%
3	165	120	46	86	37	34	9	58	56	52	84	77	32	31	85
	14%	15%	12%	15%	12%	15%	11%	14%	15%	14%	14%	16%	12%	16%	15%
4	141	93	49	69	42	23	7	56	48	37	86	51	31	27	70
	12%	12%	12%	12%	13%	10%	9%	13%	13%	10%	14%	10%	11%	13%	12%
5 - Worry about it a great deal	378	264	113	154	81	111	32	156	114	107	225	121	128	69	134
	32%	34%	29%	28%	25%	49%	43%	37%	30%	28%	37%	24%	46%	35%	24%
Unsure	13	8	5	5	5	2	-	5	7	2	8	5	5	3	4
	1%	1%	1%	1%	2%	1%	-	1%	2%	1%	1%	1%	2%	1%	1%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error= +/-2.3 Percentage Points

[QEconWorry_Housing] On a scale of 1 to 5, rate how often, if ever, you worry about each of the following, where 1 means you do not worry at all, and 5 means you worry about it a great deal.
 -Being able to afford the home you want

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	1176	189	197	209	182	200	199	105	38	42	840	69	114	22	59	63	9
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	189	201	210	180	195	198	113	31	46	824	70	128	21	62	71	10
MEAN	3.06	3.25	2.96	2.82	3.13	3.02	3.22	3.25	3.43	3.80	2.92	3.17	3.59	3.66	3.38	2.87	3.58
1 - Do not worry at all	345	51	63	73	48	57	52	30	9	5	274	18	23	5	14	24	2
	29%	27%	32%	35%	27%	29%	26%	28%	23%	13%	33%	26%	20%	25%	24%	38%	24%
2	134	14	23	23	25	27	22	10	4	3	92	10	9	1	4	3	1
	11%	7%	12%	11%	14%	13%	11%	9%	11%	7%	11%	15%	8%	5%	6%	5%	10%
3	165	28	28	32	25	29	24	13	5	3	124	7	15	2	8	10	-
	14%	15%	14%	15%	14%	14%	12%	13%	13%	7%	15%	10%	13%	9%	14%	15%	-
4	141	29	23	23	16	22	29	10	2	11	103	7	13	1	12	7	1
	12%	16%	12%	11%	9%	11%	14%	9%	6%	25%	12%	10%	11%	3%	20%	11%	17%
5 - Worry about it a great deal	378	67	59	55	65	62	70	43	18	17	235	26	54	13	21	18	4
	32%	35%	30%	26%	36%	31%	35%	41%	47%	41%	28%	37%	47%	59%	35%	29%	49%
Unsure	13	1	0	3	4	3	2	0	-	3	11	1	1	-	1	1	-
	1%	%	%	2%	2%	2%	1%	%	-	7%	1%	2%	1%	-	1%	1%	-

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QEconWorry_Housing] On a scale of 1 to 5, rate how often, if ever, you worry about each of the following, where 1 means you do not worry at all, and 5 means you worry about it a great deal.
 -Being able to afford the home you want

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	1176	323	275	324	218	113	121	160	165	106	148	167	196	173	386	227	390
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	320	262	346	206	113	124	158	175	97	128	177	201	180	414	214	365
MEAN	3.06	2.82	3.30	2.80	3.47	3.49	3.35	3.11	2.61	3.46	3.71	3.07	2.28	3.34	2.95	3.24	2.95
1 - Do not worry at all	345	106	74	109	47	26	23	41	69	18	19	43	106	45	125	57	119
	29%	33%	27%	34%	22%	23%	19%	26%	42%	17%	13%	26%	54%	26%	32%	25%	30%
2	134	39	17	50	24	14	15	27	19	13	11	22	13	12	48	22	52
	11%	12%	6%	16%	11%	12%	13%	17%	12%	12%	8%	13%	7%	7%	13%	9%	13%
3	165	56	41	40	23	5	20	19	22	19	28	27	25	25	48	34	59
	14%	17%	15%	12%	11%	4%	17%	12%	14%	18%	19%	16%	13%	14%	12%	15%	15%
4	141	45	38	34	21	11	18	17	11	12	26	25	21	20	45	30	46
	12%	14%	14%	10%	10%	9%	15%	11%	7%	11%	18%	15%	11%	12%	12%	13%	12%
5 - Worry about it a great deal	378	74	104	85	98	54	42	55	41	42	64	48	31	70	117	79	112
	32%	23%	38%	26%	45%	48%	35%	34%	25%	40%	43%	29%	16%	41%	30%	35%	29%
Unsure	13	3	1	5	4	4	1	2	2	2	-	2	0	1	4	6	3
	1%	1%	*%	2%	2%	3%	1%	1%	1%	2%		1%	*%	*%	1%	3%	1%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QEconWorry_Future] On a scale of 1 to 5, rate how often, if ever, you worry about each of the following, where 1 means you do not worry at all, and 5 means you worry about it a great deal.
 -The economic future for my kids and young people

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	1176	560	616	219	268	327	362	873	140	77	34	53
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	570	603	210	252	335	376	866	132	86	36	53
MEAN	4.09	4.10	4.08	4.21	4.24	4.11	3.88	4.15	3.78	3.94	3.89	4.20
1 - Do not worry at all	71	30	41	7	13	19	32	43	15	9	2	1
	6%	5%	7%	3%	5%	6%	9%	5%	11%	12%	6%	3%
2	67	28	39	10	14	17	26	41	15	4	7	-
	6%	5%	6%	4%	5%	5%	7%	5%	11%	6%	19%	
3	186	92	95	34	31	54	68	138	23	9	3	13
	16%	16%	15%	15%	11%	16%	19%	16%	16%	12%	9%	25%
4	206	112	94	47	47	54	58	165	16	11	3	11
	18%	20%	15%	22%	17%	16%	16%	19%	11%	15%	10%	20%
5 - Worry about it a great deal	635	292	343	120	162	179	174	478	68	41	19	28
	54%	52%	56%	55%	60%	55%	48%	55%	49%	54%	56%	52%
Unsure	11	6	5	2	1	5	4	7	3	1	-	0
	1%	1%	1%	1%	*%	2%	1%	1%	2%	1%		*%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QEconWorry_Future] On a scale of 1 to 5, rate how often, if ever, you worry about each of the following, where 1 means you do not worry at all, and 5 means you worry about it a great deal.
 -The economic future for my kids and young people

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	1176	781	395	554	319	228	76	420	376	380	617	495	275	201	564
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	766	407	557	309	209	98	420	374	379	614	488	269	201	569
MEAN	4.09	4.11	4.05	4.18	4.09	3.92	3.86	4.32	4.19	3.72	4.43	3.62	4.15	4.08	4.05
1 - Do not worry at all	71	48	23	26	17	22	6	13	17	40	17	51	22	15	29
	6%	6%	6%	5%	5%	10%	8%	3%	5%	11%	3%	10%	8%	7%	5%
2	67	48	19	29	12	19	7	14	16	37	18	47	11	9	39
	6%	6%	5%	5%	4%	8%	9%	3%	4%	10%	3%	10%	4%	4%	7%
3	186	117	69	79	59	38	10	55	57	74	59	120	36	33	91
	16%	15%	18%	14%	18%	16%	14%	13%	15%	19%	10%	24%	13%	16%	16%
4	206	121	85	97	68	24	17	76	69	61	109	90	35	33	119
	18%	15%	22%	17%	21%	11%	22%	18%	18%	16%	18%	18%	13%	16%	21%
5 - Worry about it a great deal	635	440	194	316	162	124	33	257	212	165	408	182	164	110	284
	54%	56%	49%	57%	51%	54%	43%	61%	56%	43%	66%	37%	60%	55%	50%
Unsure	11	8	4	6	1	1	3	4	4	3	6	5	6	2	2
	1%	1%	1%	1%	*%	1%	4%	1%	1%	1%	1%	1%	2%	1%	*%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QEconWorry_Future] On a scale of 1 to 5, rate how often, if ever, you worry about each of the following, where 1 means you do not worry at all, and 5 means you worry about it a great deal.
 -The economic future for my kids and young people

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	1176	189	197	209	182	200	199	105	38	42	840	69	114	22	59	63	9
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	189	201	210	180	195	198	113	31	46	824	70	128	21	62	71	10
MEAN	4.09	4.18	4.04	4.01	3.84	4.18	4.27	4.45	3.98	4.51	4.04	3.99	4.21	4.73	4.28	3.84	4.61
1 - Do not worry at all	71	8	13	16	18	13	4	2	2	1	55	6	4	-	2	7	1
	6%	4%	7%	7%	10%	7%	2%	2%	6%	1%	7%	9%	3%	-	3%	11%	6%
2	67	11	14	15	16	3	8	2	3	-	53	2	5	-	-	5	-
	6%	6%	7%	7%	9%	2%	4%	2%	8%	-	6%	3%	4%	-	-	8%	-
3	186	26	27	32	36	32	33	12	6	4	138	12	19	-	11	12	-
	16%	14%	14%	15%	20%	16%	16%	11%	17%	10%	16%	18%	17%	-	19%	19%	-
4	206	39	38	32	22	35	40	16	7	8	144	14	21	6	13	8	1
	18%	21%	19%	16%	12%	18%	20%	16%	18%	20%	17%	20%	19%	27%	23%	12%	14%
5 - Worry about it a great deal	635	104	101	112	91	113	114	70	18	26	441	35	64	16	32	32	7
	54%	55%	51%	53%	50%	56%	57%	66%	47%	63%	53%	50%	56%	73%	54%	51%	79%
Unsure	11	1	4	2	-	4	1	3	2	2	8	-	1	-	1	-	-
	1%	1%	2%	1%	-	2%	1%	2%	6%	5%	1%	-	1%	-	1%	-	-

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QEconWorry_Future] On a scale of 1 to 5, rate how often, if ever, you worry about each of the following, where 1 means you do not worry at all, and 5 means you worry about it a great deal.
 -The economic future for my kids and young people

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	1176	323	275	324	218	113	121	160	165	106	148	167	196	173	386	227	390
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	320	262	346	206	113	124	158	175	97	128	177	201	180	414	214	365
MEAN	4.09	4.16	3.98	4.10	4.09	4.25	4.21	4.11	3.91	4.17	4.26	4.11	3.85	4.03	4.13	4.05	4.09
1 - Do not worry at all	71	15	26	16	14	3	5	6	15	4	7	13	17	15	22	12	22
	6%	5%	9%	5%	6%	3%	5%	4%	9%	4%	5%	8%	9%	8%	6%	5%	6%
2	67	18	19	16	11	4	7	9	8	6	8	8	18	11	24	17	15
	6%	6%	7%	5%	5%	3%	6%	6%	5%	6%	5%	5%	9%	6%	6%	8%	4%
3	186	50	40	53	36	16	13	33	29	17	17	21	39	26	53	36	72
	16%	15%	14%	16%	16%	14%	11%	20%	18%	16%	12%	13%	20%	15%	14%	16%	18%
4	206	56	36	72	38	28	26	26	32	19	21	28	25	21	66	43	77
	18%	17%	13%	22%	17%	25%	21%	16%	20%	18%	14%	17%	13%	12%	17%	19%	20%
5 - Worry about it a great deal	635	184	152	164	116	61	69	85	78	59	93	94	96	98	217	118	203
	54%	57%	55%	51%	53%	53%	57%	53%	47%	56%	63%	57%	49%	57%	56%	52%	52%
Unsure	11	1	2	3	3	2	-	3	2	-	1	2	2	3	5	1	2
	1%	*%	1%	1%	1%	1%		2%	1%		1%	1%	1%	2%	1%	*%	1%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QCOLSolution_Spending] People have proposed different ideas for bringing down inflation and tackling the rising cost of living. For each of these, please indicate whether you think this idea would make a positive impact when it comes to addressing cost of living issues.

-Reducing government spending

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	1225	566	658	236	267	338	385	902	141	116	34	32
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	587	641	237	271	337	383	882	148	125	36	37
Very positive impact	589	289	301	109	122	176	182	467	42	54	11	16
	48%	51%	46%	46%	46%	52%	47%	52%	29%	46%	34%	50%
Somewhat positive impact	371	158	213	70	82	98	120	259	53	36	17	5
	30%	28%	32%	30%	31%	29%	31%	29%	38%	31%	50%	17%
Little to no positive impact	206	101	105	43	51	54	58	140	37	19	4	7
	17%	18%	16%	18%	19%	16%	15%	16%	26%	16%	11%	22%
Unsure	58	19	39	14	11	10	24	35	9	8	2	4
	5%	3%	6%	6%	4%	3%	6%	4%	7%	7%	5%	12%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QCOLSolution_Spending] People have proposed different ideas for bringing down inflation and tackling the rising cost of living. For each of these, please indicate whether you think this idea would make a positive impact when it comes to addressing cost of living issues.

-Reducing government spending

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	1225	775	450	550	352	225	98	414	395	415	582	573	307	194	586
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	746	482	535	347	211	135	414	401	413	584	557	296	197	601
Very positive impact	589	395	194	310	157	85	37	305	174	110	461	94	142	101	286
	48%	51%	43%	56%	45%	38%	38%	74%	44%	27%	79%	16%	46%	52%	49%
Somewhat positive impact	371	223	148	147	113	76	35	69	133	169	98	255	109	48	173
	30%	29%	33%	27%	32%	34%	36%	17%	34%	41%	17%	44%	36%	25%	30%
Little to no positive impact	206	119	87	73	67	46	20	26	71	109	10	184	42	35	109
	17%	15%	19%	13%	19%	21%	20%	6%	18%	26%	2%	32%	14%	18%	19%
Unsure	58	38	20	21	15	17	6	13	18	26	13	40	14	10	18
	5%	5%	5%	4%	4%	8%	6%	3%	5%	6%	2%	7%	4%	5%	3%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QCOLSolution_Spending] People have proposed different ideas for bringing down inflation and tackling the rising cost of living. For each of these, please indicate whether you think this idea would make a positive impact when it comes to addressing cost of living issues.

-Reducing government spending

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	1225	212	203	191	217	200	201	109	25	30	861	88	109	33	78	91	17
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	212	199	190	220	205	202	126	22	33	857	91	133	33	82	85	17
Very positive impact	589	105	95	86	114	101	87	49	16	20	396	53	49	22	34	23	2
	48%	50%	47%	45%	53%	50%	43%	45%	63%	66%	46%	60%	45%	66%	44%	26%	14%
Somewhat positive impact	371	59	61	66	64	56	65	35	9	6	261	21	33	6	21	36	9
	30%	28%	30%	34%	29%	28%	32%	33%	35%	20%	30%	24%	30%	18%	27%	40%	54%
Little to no positive impact	206	40	37	34	29	33	32	18	-	1	166	9	16	4	11	20	4
	17%	19%	18%	18%	14%	17%	16%	17%	-	4%	19%	11%	15%	13%	14%	22%	24%
Unsure	58	7	10	5	10	10	17	6	1	3	38	5	10	1	12	11	1
	5%	3%	5%	3%	4%	5%	8%	6%	3%	10%	4%	5%	10%	2%	15%	12%	8%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QCOLSolution_Spending] People have proposed different ideas for bringing down inflation and tackling the rising cost of living. For each of these, please indicate whether you think this idea would make a positive impact when it comes to addressing cost of living issues.

-Reducing government spending

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	1225	378	268	331	222	113	117	160	176	123	150	177	208	175	357	213	480
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	370	257	351	221	122	124	163	178	115	147	174	205	174	390	211	453
Very positive impact	589	188	107	186	98	52	55	89	93	57	68	87	89	76	184	115	213
	48%	50%	40%	56%	44%	46%	47%	55%	53%	46%	45%	49%	43%	44%	52%	54%	44%
Somewhat positive impact	371	122	89	88	69	31	27	45	55	39	56	54	65	59	111	61	140
	30%	32%	33%	27%	31%	28%	23%	28%	31%	32%	37%	30%	31%	34%	31%	28%	29%
Little to no positive impact	206	61	43	46	49	25	32	22	23	19	19	32	35	30	41	27	108
	17%	16%	16%	14%	22%	22%	27%	14%	13%	15%	13%	18%	17%	17%	11%	13%	22%
Unsure	58	8	28	11	6	5	4	5	6	9	7	4	18	9	20	10	20
	5%	2%	10%	3%	3%	4%	3%	3%	3%	7%	5%	2%	9%	5%	6%	5%	4%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QCOLSolution_TrumpAdmin] People have proposed different ideas for bringing down inflation and tackling the rising cost of living. For each of these, please indicate whether you think this idea would make a positive impact when it comes to addressing cost of living issues.

-Returning to the economic policies of the Trump Administration

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	1225	566	658	236	267	338	385	902	141	116	34	32
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	587	641	237	271	337	383	882	148	125	36	37
Very positive impact	468	236	232	75	100	148	146	380	22	37	15	14
	38%	42%	35%	32%	37%	44%	38%	42%	16%	32%	45%	44%
Somewhat positive impact	154	73	81	32	38	45	39	122	12	11	3	6
	13%	13%	12%	14%	14%	13%	10%	14%	8%	9%	10%	18%
Little to no positive impact	518	229	289	107	113	132	167	348	92	55	12	11
	42%	40%	44%	45%	42%	39%	43%	39%	66%	47%	36%	34%
Unsure	85	29	56	23	17	13	33	52	14	13	3	1
	7%	5%	8%	10%	6%	4%	9%	6%	10%	12%	9%	4%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QCOLSolution_TrumpAdmin] People have proposed different ideas for bringing down inflation and tackling the rising cost of living. For each of these, please indicate whether you think this idea would make a positive impact when it comes to addressing cost of living issues.

-Returning to the economic policies of the Trump Administration

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	1225	775	450	550	352	225	98	414	395	415	582	573	307	194	586
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	746	482	535	347	211	135	414	401	413	584	557	296	197	601
Very positive impact	468	329	139	269	110	60	29	277	128	64	444	16	135	76	212
	38%	42%	31%	49%	31%	27%	29%	67%	32%	15%	76%	3%	44%	39%	36%
Somewhat positive impact	154	97	57	75	47	22	10	60	67	27	110	19	41	21	78
	13%	13%	13%	14%	13%	10%	10%	14%	17%	6%	19%	3%	13%	11%	13%
Little to no positive impact	518	297	221	176	172	121	49	60	163	295	12	482	108	87	264
	42%	38%	49%	32%	49%	54%	51%	14%	41%	71%	2%	84%	35%	45%	45%
Unsure	85	51	33	29	23	22	10	18	37	29	16	56	23	10	32
	7%	7%	7%	5%	7%	10%	10%	4%	9%	7%	3%	10%	7%	5%	5%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QCOLSolution_TrumpAdmin] People have proposed different ideas for bringing down inflation and tackling the rising cost of living. For each of these, please indicate whether you think this idea would make a positive impact when it comes to addressing cost of living issues.

-Returning to the economic policies of the Trump Administration

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	1225	212	203	191	217	200	201	109	25	30	861	88	109	33	78	91	17
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	212	199	190	220	205	202	126	22	33	857	91	133	33	82	85	17
Very positive impact	468	87	83	71	88	71	67	18	10	20	318	38	40	16	27	15	-
	38%	41%	41%	37%	41%	36%	33%	16%	41%	67%	37%	43%	37%	48%	35%	17%	
Somewhat positive impact	154	14	34	18	32	29	27	33	10	7	101	8	13	4	16	10	2
	13%	7%	17%	10%	15%	14%	14%	30%	40%	23%	12%	9%	12%	13%	20%	11%	12%
Little to no positive impact	518	96	71	93	82	87	90	40	3	1	387	34	42	8	24	52	15
	42%	45%	35%	48%	38%	43%	45%	37%	12%	3%	45%	38%	39%	23%	31%	57%	88%
Unsure	85	14	15	9	15	13	17	18	2	2	55	8	13	5	12	14	-
	7%	7%	8%	5%	7%	7%	8%	17%	7%	7%	6%	9%	12%	16%	15%	16%	

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QCOLSolution_TrumpAdmin] People have proposed different ideas for bringing down inflation and tackling the rising cost of living. For each of these, please indicate whether you think this idea would make a positive impact when it comes to addressing cost of living issues.

-Returning to the economic policies of the Trump Administration

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	1225	378	268	331	222	113	117	160	176	123	150	177	208	175	357	213	480
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	370	257	351	221	122	124	163	178	115	147	174	205	174	390	211	453
Very positive impact	468	148	81	152	82	34	47	74	81	41	53	73	64	63	149	82	175
	38%	39%	30%	46%	37%	30%	40%	46%	46%	33%	36%	41%	31%	36%	42%	38%	36%
Somewhat positive impact	154	46	35	44	28	15	21	21	16	17	17	24	23	18	58	28	50
	13%	12%	13%	13%	13%	13%	18%	13%	9%	14%	11%	14%	11%	10%	16%	13%	11%
Little to no positive impact	518	164	122	123	98	58	45	61	65	49	68	71	102	76	124	93	226
	42%	43%	45%	37%	44%	51%	38%	38%	37%	40%	45%	40%	49%	44%	35%	43%	47%
Unsure	85	20	30	12	14	7	5	4	14	16	12	9	19	18	27	11	29
	7%	5%	11%	4%	6%	6%	4%	2%	8%	13%	8%	5%	9%	10%	7%	5%	6%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QCOLSolution_PriceGouging] People have proposed different ideas for bringing down inflation and tackling the rising cost of living. For each of these, please indicate whether you think this idea would make a positive impact when it comes to addressing cost of living issues.

-Tackling corporate price gouging and junk fees

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	1225	566	658	236	267	338	385	902	141	116	34	32
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	587	641	237	271	337	383	882	148	125	36	37
Very positive impact	570	240	330	133	114	159	164	397	86	61	16	10
	47%	42%	50%	56%	43%	47%	43%	44%	61%	52%	46%	32%
Somewhat positive impact	337	160	177	62	86	88	100	261	36	26	5	8
	27%	28%	27%	26%	32%	26%	26%	29%	25%	23%	16%	26%
Little to no positive impact	254	143	111	30	54	78	92	198	11	22	10	13
	21%	25%	17%	13%	20%	23%	24%	22%	8%	19%	28%	40%
Unsure	64	23	40	11	12	12	29	46	8	6	3	0
	5%	4%	6%	5%	5%	3%	8%	5%	5%	5%	10%	1%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QCOLSolution_PriceGouging] People have proposed different ideas for bringing down inflation and tackling the rising cost of living. For each of these, please indicate whether you think this idea would make a positive impact when it comes to addressing cost of living issues.

-Tackling corporate price gouging and junk fees

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	1225	775	450	550	352	225	98	414	395	415	582	573	307	194	586
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	746	482	535	347	211	135	414	401	413	584	557	296	197	601
Very positive impact	570	363	207	238	159	125	47	152	166	252	172	364	172	88	246
	47%	47%	46%	43%	45%	56%	48%	37%	42%	61%	30%	63%	56%	45%	42%
Somewhat positive impact	337	208	129	159	102	49	28	113	126	98	166	154	62	52	184
	27%	27%	29%	29%	29%	22%	28%	27%	32%	24%	29%	27%	20%	27%	31%
Little to no positive impact	254	156	99	118	80	37	19	129	74	52	207	31	47	45	138
	21%	20%	22%	22%	23%	17%	20%	31%	19%	13%	36%	5%	15%	23%	24%
Unsure	64	49	15	34	11	14	4	21	30	13	36	24	26	10	18
	5%	6%	3%	6%	3%	6%	4%	5%	8%	3%	6%	4%	8%	5%	3%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QCOLSolution_PriceGouging] People have proposed different ideas for bringing down inflation and tackling the rising cost of living. For each of these, please indicate whether you think this idea would make a positive impact when it comes to addressing cost of living issues.

-Tackling corporate price gouging and junk fees

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	1225	212	203	191	217	200	201	109	25	30	861	88	109	33	78	91	17
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	212	199	190	220	205	202	126	22	33	857	91	133	33	82	85	17
Very positive impact	570	95	93	85	98	102	96	49	10	13	402	39	49	14	28	36	9
	47%	45%	46%	44%	45%	51%	48%	46%	42%	44%	47%	44%	45%	43%	35%	40%	56%
Somewhat positive impact	337	60	53	48	58	52	66	33	5	8	229	24	35	8	25	34	5
	27%	28%	26%	25%	27%	26%	33%	30%	21%	27%	27%	27%	33%	25%	32%	38%	28%
Little to no positive impact	254	48	46	48	45	38	30	21	7	5	190	19	15	10	23	11	2
	21%	23%	23%	25%	21%	19%	15%	19%	28%	16%	22%	22%	14%	29%	29%	12%	11%
Unsure	64	8	11	10	16	9	10	6	2	4	40	6	10	1	3	9	1
	5%	4%	5%	5%	7%	5%	5%	5%	9%	14%	5%	7%	9%	2%	4%	10%	5%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QCOLSolution_PriceGouging] People have proposed different ideas for bringing down inflation and tackling the rising cost of living. For each of these, please indicate whether you think this idea would make a positive impact when it comes to addressing cost of living issues.

-Tackling corporate price gouging and junk fees

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	1225	378	268	331	222	113	117	160	176	123	150	177	208	175	357	213	480
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	370	257	351	221	122	124	163	178	115	147	174	205	174	390	211	453
Very positive impact	570	170	154	120	114	59	47	70	64	74	68	89	100	85	159	108	218
	47%	45%	57%	36%	51%	52%	40%	44%	36%	60%	45%	50%	48%	49%	44%	51%	45%
Somewhat positive impact	337	114	61	92	62	32	37	41	50	30	50	47	50	55	93	48	140
	27%	30%	23%	28%	28%	28%	31%	26%	29%	25%	33%	26%	24%	32%	26%	23%	29%
Little to no positive impact	254	73	36	104	38	18	31	44	51	12	24	35	41	25	86	41	102
	21%	19%	13%	31%	17%	16%	26%	27%	29%	10%	16%	20%	19%	15%	24%	19%	21%
Unsure	64	21	17	15	8	4	3	5	11	6	9	7	19	9	19	16	20
	5%	6%	6%	5%	3%	4%	3%	3%	6%	5%	6%	4%	9%	5%	5%	7%	4%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QCOLSolution_Taxes] People have proposed different ideas for bringing down inflation and tackling the rising cost of living. For each of these, please indicate whether you think this idea would make a positive impact when it comes to addressing cost of living issues.

-Increasing taxes on the wealthy

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	1225	566	658	236	267	338	385	902	141	116	34	32
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	587	641	237	271	337	383	882	148	125	36	37
Very positive impact	470	189	281	109	102	114	144	319	78	53	10	10
	38%	33%	43%	46%	38%	34%	38%	35%	55%	46%	30%	30%
Somewhat positive impact	256	110	147	57	47	68	85	190	31	18	12	5
	21%	19%	22%	24%	18%	20%	22%	21%	22%	15%	36%	16%
Little to no positive impact	438	248	190	65	106	142	126	349	28	36	10	15
	36%	44%	29%	27%	40%	42%	33%	39%	20%	31%	30%	46%
Unsure	61	20	40	6	12	13	30	44	3	9	1	3
	5%	4%	6%	2%	4%	4%	8%	5%	2%	8%	4%	8%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QCOLSolution_Taxes] People have proposed different ideas for bringing down inflation and tackling the rising cost of living. For each of these, please indicate whether you think this idea would make a positive impact when it comes to addressing cost of living issues.

-Increasing taxes on the wealthy

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	1225	775	450	550	352	225	98	414	395	415	582	573	307	194	586
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	746	482	535	347	211	135	414	401	413	584	557	296	197	601
Very positive impact	470	285	184	180	139	105	46	90	135	245	75	374	138	75	208
	38%	37%	41%	33%	39%	47%	47%	22%	34%	59%	13%	65%	45%	39%	36%
Somewhat positive impact	256	162	94	118	71	44	23	71	91	95	109	131	66	43	116
	21%	21%	21%	22%	20%	19%	24%	17%	23%	23%	19%	23%	22%	22%	20%
Little to no positive impact	438	284	154	220	129	64	25	230	142	65	371	45	91	65	236
	36%	37%	34%	40%	37%	28%	26%	56%	36%	16%	64%	8%	30%	33%	40%
Unsure	61	44	17	31	13	13	4	23	27	10	27	23	12	11	26
	5%	6%	4%	6%	4%	6%	4%	6%	7%	2%	5%	4%	4%	6%	4%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QCOLSolution_Taxes] People have proposed different ideas for bringing down inflation and tackling the rising cost of living. For each of these, please indicate whether you think this idea would make a positive impact when it comes to addressing cost of living issues.

-Increasing taxes on the wealthy

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	1225	212	203	191	217	200	201	109	25	30	861	88	109	33	78	91	17
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	212	199	190	220	205	202	126	22	33	857	91	133	33	82	85	17
Very positive impact	470	83	70	73	78	83	83	37	5	7	339	36	44	11	20	37	8
	38%	39%	34%	38%	36%	41%	41%	34%	19%	25%	39%	41%	40%	35%	26%	40%	49%
Somewhat positive impact	256	41	45	40	55	38	38	28	10	6	167	20	28	8	18	30	4
	21%	20%	22%	21%	25%	19%	19%	25%	39%	19%	19%	22%	25%	23%	22%	33%	26%
Little to no positive impact	438	80	78	68	75	65	71	32	10	14	318	30	32	14	34	16	4
	36%	38%	38%	36%	35%	33%	35%	30%	42%	46%	37%	34%	30%	42%	43%	17%	26%
Unsure	61	8	11	10	9	15	8	11	-	3	37	2	5	0	7	8	-
	5%	4%	5%	5%	4%	7%	4%	11%		10%	4%	2%	5%	1%	9%	9%	

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[QCOLSolution_Taxes] People have proposed different ideas for bringing down inflation and tackling the rising cost of living. For each of these, please indicate whether you think this idea would make a positive impact when it comes to addressing cost of living issues.

-Increasing taxes on the wealthy

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	1225	378	268	331	222	113	117	160	176	123	150	177	208	175	357	213	480
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	370	257	351	221	122	124	163	178	115	147	174	205	174	390	211	453
Very positive impact	470	147	129	95	86	49	41	45	54	60	61	70	91	73	126	84	187
	38%	39%	48%	29%	39%	43%	35%	28%	31%	49%	41%	39%	43%	42%	35%	39%	39%
Somewhat positive impact	256	84	61	63	44	26	15	30	39	31	32	39	45	37	72	54	94
	21%	22%	23%	19%	20%	23%	13%	18%	22%	25%	22%	22%	22%	21%	20%	25%	20%
Little to no positive impact	438	129	60	164	80	36	57	80	75	29	48	62	51	57	141	65	174
	36%	34%	22%	49%	36%	32%	49%	50%	42%	23%	32%	35%	24%	33%	39%	31%	36%
Unsure	61	19	18	9	11	2	3	6	8	4	8	7	22	7	18	10	25
	5%	5%	7%	3%	5%	2%	3%	4%	5%	3%	6%	4%	10%	4%	5%	5%	5%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QBorderFeeling] Switching topics, which statement comes closest to the way you feel Today, the state of border security and immigration is primarily...

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	2401	1126	1275	455	535	665	746	1774	280	192	68	86
	100	100	100	100	100	100	100	100	100	100	100	100
A humanitarian problem	897	386	510	198	218	221	260	609	159	85	26	18
	37%	34%	40%	43%	41%	33%	35%	34%	57%	44%	38%	21%
A security problem	1352	678	674	226	290	417	419	1066	92	93	42	59
	56%	60%	53%	50%	54%	63%	56%	60%	33%	48%	62%	69%
Unsure	152	62	90	31	27	27	67	99	29	15	0	9
	6%	6%	7%	7%	5%	4%	9%	6%	10%	8%	1%	10%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QBorderFeeling] Switching topics, which statement comes closest to the way you feel Today, the state of border security and immigration is primarily...

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	2401	1557	844	1104	671	453	174	834	772	795	1200	1069	582	395	1149
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A humanitarian problem	897	529	367	332	277	198	90	121	280	495	86	761	225	152	425
	37%	34%	43%	30%	41%	44%	52%	14%	36%	62%	7%	71%	39%	39%	37%
A security problem	1352	915	437	706	360	209	77	685	420	247	1087	193	322	219	658
	56%	59%	52%	64%	54%	46%	45%	82%	54%	31%	91%	18%	55%	56%	57%
Unsure	152	112	40	66	34	46	7	29	71	52	26	114	35	23	66
	6%	7%	5%	6%	5%	10%	4%	3%	9%	7%	2%	11%	6%	6%	6%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QBorderFeeling] Switching topics, which statement comes closest to the way you feel Today, the state of border security and immigration is primarily...

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	2401	401	400	400	399	401	400	214	63	72	1701	157	222	55	137	154	26
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A humanitarian problem	897	158	141	144	150	153	151	77	22	8	656	69	76	16	41	80	19
	37%	39%	35%	36%	38%	38%	38%	36%	35%	12%	39%	44%	34%	30%	30%	52%	73%
A security problem	1352	220	238	232	223	222	216	116	39	61	937	79	129	34	80	56	4
	56%	55%	60%	58%	56%	56%	54%	54%	62%	85%	55%	50%	58%	63%	59%	36%	17%
Unsure	152	23	21	24	26	26	33	21	2	2	109	10	17	4	15	18	3
	6%	6%	5%	6%	6%	6%	8%	10%	3%	3%	6%	6%	8%	7%	11%	12%	10%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QBorderFeeling] Switching topics, which statement comes closest to the way you feel Today, the state of border security and immigration is primarily...

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	2401	701	543	654	439	226	237	321	342	229	297	344	405	348	743	440	870
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A humanitarian problem	897	255	244	210	163	89	90	102	105	109	128	119	155	151	230	157	358
	37%	36%	45%	32%	37%	39%	38%	32%	31%	48%	43%	35%	38%	43%	31%	36%	41%
A security problem	1352	406	256	412	252	121	139	205	212	105	151	211	207	169	465	251	467
	56%	58%	47%	63%	57%	53%	59%	64%	62%	46%	51%	62%	51%	49%	63%	57%	54%
Unsure	152	40	44	33	25	16	8	14	24	15	19	13	43	28	48	31	44
	6%	6%	8%	5%	6%	7%	4%	4%	7%	7%	6%	4%	11%	8%	7%	7%	5%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QImmigrationWorry_Drugs] On a scale of 1 to 5, rate the extent to which you worry about each of the following problems with respect to border security and immigration, where 1 means you do not worry at all, and 5 means you worry about it a great deal.
 -Drugs, such as fentanyl, getting into the country

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	1176	560	616	219	268	327	362	873	140	77	34	53
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	570	603	210	252	335	376	866	132	86	36	53
MEAN	4.00	4.03	3.97	3.84	4.00	3.88	4.19	4.05	3.52	4.07	4.38	3.97
1 - Do not worry at all	86	39	46	16	24	29	16	60	15	5	1	4
	7%	7%	8%	7%	9%	9%	4%	7%	11%	7%	3%	7%
2	95	47	48	28	16	29	21	63	22	6	0	5
	8%	8%	8%	13%	6%	9%	6%	7%	16%	7%	1%	8%
3	186	81	106	38	40	57	51	133	31	10	6	7
	16%	14%	17%	17%	15%	17%	14%	15%	22%	13%	19%	13%
4	174	78	96	25	43	46	61	131	15	13	4	12
	15%	14%	16%	12%	16%	14%	17%	15%	11%	16%	12%	22%
5 - Worry about it a great deal	628	307	321	108	145	164	210	482	54	42	23	26
	53%	55%	52%	49%	54%	50%	58%	55%	39%	55%	66%	49%
Unsure	8	7	0	4	-	1	2	4	2	1	-	0
	1%	1%	*%	2%		*%	1%	*%	2%	1%		1%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QImmigrationWorry_Drugs] On a scale of 1 to 5, rate the extent to which you worry about each of the following problems with respect to border security and immigration, where 1 means you do not worry at all, and 5 means you worry about it a great deal.
 -Drugs, such as fentanyl, getting into the country

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	1176	781	395	554	319	228	76	420	376	380	617	495	275	201	564
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	766	407	557	309	209	98	420	374	379	614	488	269	201	569
MEAN	4.00	4.03	3.92	4.10	3.96	3.87	3.74	4.50	3.85	3.59	4.56	3.33	4.04	3.91	3.97
1 - Do not worry at all	86	50	36	32	27	18	8	8	37	41	12	64	22	12	45
	7%	6%	9%	6%	9%	8%	11%	2%	10%	11%	2%	13%	8%	6%	8%
2	95	58	36	35	27	23	9	22	27	45	16	74	19	17	49
	8%	7%	9%	6%	9%	10%	12%	5%	7%	12%	3%	15%	7%	8%	9%
3	186	130	56	88	45	42	12	32	60	93	47	127	41	45	80
	16%	17%	14%	16%	14%	18%	15%	8%	16%	25%	8%	26%	15%	22%	14%
4	174	114	60	83	48	31	12	49	76	49	78	86	32	30	89
	15%	15%	15%	15%	15%	14%	16%	12%	20%	13%	13%	17%	12%	15%	16%
5 - Worry about it a great deal	628	423	205	312	170	111	35	307	170	150	462	139	158	97	298
	53%	54%	52%	56%	53%	49%	46%	73%	45%	40%	75%	28%	58%	48%	53%
Unsure	8	6	2	2	2	4	-	1	6	1	2	5	2	0	3
	1%	1%	*%	*%	1%	2%		*%	2%	*%	*%	1%	1%	*%	*%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QImmigrationWorry_Drugs] On a scale of 1 to 5, rate the extent to which you worry about each of the following problems with respect to border security and immigration, where 1 means you do not worry at all, and 5 means you worry about it a great deal.
 -Drugs, such as fentanyl, getting into the country

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	1176	189	197	209	182	200	199	105	38	42	840	69	114	22	59	63	9
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	189	201	210	180	195	198	113	31	46	824	70	128	21	62	71	10
MEAN	4.00	4.04	3.98	3.99	3.98	4.03	3.95	3.81	3.85	4.30	3.99	3.69	4.02	4.61	4.21	3.79	3.96
1 - Do not worry at all	86	7	15	18	14	12	19	13	3	-	60	14	6	-	2	5	-
	7%	4%	8%	9%	8%	6%	10%	12%	8%	-	7%	20%	5%	-	4%	8%	-
2	95	19	20	12	12	18	15	8	3	5	71	3	10	-	2	8	2
	8%	10%	10%	6%	6%	9%	7%	8%	9%	12%	8%	5%	9%	-	3%	12%	24%
3	186	31	25	36	32	33	30	17	8	3	128	10	20	3	8	11	1
	16%	16%	13%	17%	17%	17%	15%	16%	21%	7%	15%	14%	18%	15%	14%	17%	16%
4	174	35	29	30	31	26	25	16	4	8	130	6	17	2	14	10	-
	15%	18%	15%	14%	17%	13%	12%	15%	12%	19%	16%	9%	15%	8%	25%	16%	-
5 - Worry about it a great deal	628	98	108	112	93	111	107	51	19	25	444	36	60	16	29	29	5
	53%	52%	55%	54%	51%	55%	54%	49%	49%	60%	53%	52%	53%	76%	50%	45%	60%
Unsure	8	-	0	2	1	1	3	0	-	1	7	0	1	-	3	1	-
	1%	-	0%	1%	1%	1%	2%	0%	-	2%	1%	0%	1%	-	6%	1%	-

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 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QImmigrationWorry_Drugs] On a scale of 1 to 5, rate the extent to which you worry about each of the following problems with respect to border security and immigration, where 1 means you do not worry at all, and 5 means you worry about it a great deal.
 -Drugs, such as fentanyl, getting into the country

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	1176	323	275	324	218	113	121	160	165	106	148	167	196	173	386	227	390
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	320	262	346	206	113	124	158	175	97	128	177	201	180	414	214	365
MEAN	4.00	4.08	3.85	4.06	3.98	3.95	4.10	3.80	4.25	3.73	3.92	3.96	4.14	3.86	4.15	3.90	3.96
1 - Do not worry at all	86	22	22	18	21	10	5	17	8	7	19	12	8	18	20	17	31
	7%	7%	8%	6%	9%	8%	4%	11%	5%	6%	13%	7%	4%	11%	5%	7%	8%
2	95	23	24	27	19	12	11	17	7	16	5	13	14	13	28	20	33
	8%	7%	9%	8%	9%	11%	9%	10%	4%	15%	4%	8%	7%	8%	7%	9%	9%
3	186	49	52	46	30	15	17	25	24	24	22	32	27	32	53	40	61
	16%	15%	19%	14%	14%	13%	14%	15%	14%	22%	15%	19%	14%	18%	14%	18%	16%
4	174	42	52	54	19	10	21	23	23	15	21	22	37	21	59	35	59
	15%	13%	19%	17%	9%	9%	18%	15%	14%	14%	15%	13%	19%	12%	15%	15%	15%
5 - Worry about it a great deal	628	187	125	173	126	63	66	77	101	45	79	87	109	88	226	109	204
	53%	58%	45%	53%	58%	55%	55%	48%	61%	43%	54%	52%	56%	51%	58%	48%	52%
Unsure	8	-	0	5	2	4	-	1	2	0	-	-	0	0	1	5	1
	1%		0%	2%	1%	3%		1%	1%	0%			0%	0%	2%	2%	0%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QImmigrationWorry_Services] On a scale of 1 to 5, rate the extent to which you worry about each of the following problems with respect to border security and immigration, where 1 means you do not worry at all, and 5 means you worry about it a great deal.
 -Social services, such as homeless shelters, being stretched too thin

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	1176	560	616	219	268	327	362	873	140	77	34	53
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	570	603	210	252	335	376	866	132	86	36	53
MEAN	3.73	3.68	3.77	3.68	3.69	3.78	3.74	3.72	3.73	3.76	3.86	3.78
1 - Do not worry at all	77	45	32	16	19	20	22	54	9	6	3	6
	7%	8%	5%	7%	7%	6%	6%	6%	6%	7%	9%	11%
2	140	70	70	25	38	37	40	109	20	6	2	3
	12%	12%	11%	11%	14%	11%	11%	12%	14%	8%	6%	5%
3	258	120	139	53	54	69	83	188	29	18	7	15
	22%	21%	22%	24%	20%	21%	23%	22%	21%	24%	21%	28%
4	232	101	131	39	52	64	77	184	20	18	6	4
	20%	18%	21%	18%	19%	20%	21%	21%	14%	23%	19%	7%
5 - Worry about it a great deal	455	218	237	83	104	133	135	326	59	28	15	26
	39%	39%	38%	38%	39%	41%	37%	37%	42%	37%	45%	49%
Unsure	14	6	8	3	2	4	5	11	2	1	0	0
	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	*%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QImmigrationWorry_Services] On a scale of 1 to 5, rate the extent to which you worry about each of the following problems with respect to border security and immigration, where 1 means you do not worry at all, and 5 means you worry about it a great deal.
 -Social services, such as homeless shelters, being stretched too thin

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	1176	781	395	554	319	228	76	420	376	380	617	495	275	201	564
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	766	407	557	309	209	98	420	374	379	614	488	269	201	569
MEAN	3.73	3.78	3.63	3.76	3.65	3.82	3.59	3.84	3.71	3.63	3.88	3.50	3.86	3.75	3.64
1 - Do not worry at all	77	52	25	37	17	15	8	31	23	23	45	31	21	7	37
	7%	7%	6%	7%	5%	7%	11%	7%	6%	6%	7%	6%	8%	4%	7%
2	140	77	63	57	52	20	11	46	44	50	66	69	28	24	77
	12%	10%	16%	10%	16%	9%	14%	11%	12%	13%	11%	14%	10%	12%	14%
3	258	179	79	125	63	53	16	77	85	97	102	148	48	52	135
	22%	23%	20%	23%	20%	23%	21%	18%	23%	25%	16%	30%	17%	26%	24%
4	232	146	85	109	76	38	10	63	86	82	104	110	47	44	111
	20%	19%	22%	20%	24%	17%	13%	15%	23%	22%	17%	22%	17%	22%	20%
5 - Worry about it a great deal	455	317	138	219	107	98	31	196	134	125	294	134	128	73	198
	39%	41%	35%	40%	34%	43%	41%	47%	36%	33%	48%	27%	46%	36%	35%
Unsure	14	11	4	7	4	3	-	7	4	3	7	5	3	1	6
	1%	1%	1%	1%	1%	1%		2%	1%	1%	1%	1%	1%	*%	1%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QImmigrationWorry_Services] On a scale of 1 to 5, rate the extent to which you worry about each of the following problems with respect to border security and immigration, where 1 means you do not worry at all, and 5 means you worry about it a great deal.
 -Social services, such as homeless shelters, being stretched too thin

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	1176	189	197	209	182	200	199	105	38	42	840	69	114	22	59	63	9
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	189	201	210	180	195	198	113	31	46	824	70	128	21	62	71	10
MEAN	3.73	3.58	3.79	3.78	3.77	3.76	3.69	4.04	3.54	3.57	3.73	3.58	3.60	3.60	3.83	3.64	4.21
1 - Do not worry at all	77	15	11	11	12	16	12	2	1	4	55	5	10	2	5	4	-
	7%	8%	5%	5%	7%	8%	6%	2%	4%	11%	7%	7%	9%	11%	8%	7%	
2	140	30	28	20	13	23	26	11	6	8	100	8	10	3	4	8	-
	12%	16%	14%	9%	7%	12%	13%	11%	16%	18%	12%	12%	9%	14%	6%	13%	
3	258	40	34	56	50	40	39	16	12	6	182	19	32	5	14	16	2
	22%	21%	17%	27%	27%	20%	20%	16%	31%	14%	22%	27%	28%	24%	24%	25%	22%
4	232	37	41	35	33	31	54	23	7	7	175	15	19	1	10	11	3
	20%	20%	21%	17%	18%	15%	27%	22%	18%	16%	21%	22%	17%	3%	17%	17%	35%
5 - Worry about it a great deal	455	65	81	84	73	86	67	49	11	17	321	22	40	10	25	23	4
	39%	34%	41%	40%	40%	43%	33%	47%	29%	40%	38%	32%	35%	47%	43%	36%	43%
Unsure	14	2	3	3	1	4	1	3	1	1	8	-	3	-	1	1	-
	1%	1%	2%	1%	1%	2%	1%	3%	2%	2%	1%		2%		1%	2%	

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QImmigrationWorry_Services] On a scale of 1 to 5, rate the extent to which you worry about each of the following problems with respect to border security and immigration, where 1 means you do not worry at all, and 5 means you worry about it a great deal.
 -Social services, such as homeless shelters, being stretched too thin

	Total	Marital x Gender					Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC	
Total	1176	323	275	324	218	113	121	160	165	106	148	167	196	173	386	227	390	
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
Unweighted Total	1173	320	262	346	206	113	124	158	175	97	128	177	201	180	414	214	365	
MEAN	3.73	3.79	3.76	3.75	3.57	3.46	3.63	3.81	3.74	3.92	3.74	3.75	3.74	3.71	3.76	3.79	3.68	
1 - Do not worry at all	77	16	15	22	23	12	10	10	14	5	9	11	7	14	29	10	25	
	7%	5%	6%	7%	11%	10%	8%	6%	9%	4%	6%	7%	4%	8%	7%	4%	6%	
2	140	42	28	37	31	19	16	17	18	6	23	19	22	19	34	24	64	
	12%	13%	10%	11%	14%	16%	13%	11%	11%	6%	15%	12%	11%	11%	9%	10%	16%	
3	258	61	69	68	48	26	30	32	32	27	24	37	51	37	92	59	70	
	22%	19%	25%	21%	22%	23%	25%	20%	19%	25%	16%	22%	26%	22%	24%	26%	18%	
4	232	74	54	66	29	16	20	34	31	23	32	30	46	34	77	39	81	
	20%	23%	20%	21%	14%	14%	16%	21%	19%	22%	21%	18%	24%	20%	20%	17%	21%	
5 - Worry about it a great deal	455	126	105	127	85	38	46	66	69	45	59	67	66	67	151	89	148	
	39%	39%	38%	39%	39%	34%	38%	41%	42%	42%	40%	40%	34%	39%	39%	39%	38%	
Unsure	14	4	4	3	1	3	-	2	1	1	2	2	4	1	4	5	4	
	1%	1%	1%	1%	*%	2%		1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QImmigrationWorry_Crime] On a scale of 1 to 5, rate the extent to which you worry about each of the following problems with respect to border security and immigration, where 1 means you do not worry at all, and 5 means you worry about it a great deal.
 -Crime rising as a result of criminals getting into the country

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	1176	560	616	219	268	327	362	873	140	77	34	53
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	570	603	210	252	335	376	866	132	86	36	53
MEAN	3.55	3.61	3.50	3.42	3.56	3.61	3.58	3.62	2.95	3.50	3.96	3.95
1 - Do not worry at all	205	99	106	41	48	55	60	133	47	14	4	6
	17%	18%	17%	19%	18%	17%	17%	15%	34%	19%	11%	11%
2	155	66	89	29	35	38	53	124	16	7	1	6
	13%	12%	14%	13%	13%	11%	15%	14%	12%	10%	3%	12%
3	140	60	80	30	28	44	39	104	17	12	6	1
	12%	11%	13%	14%	10%	13%	11%	12%	12%	15%	18%	2%
4	123	58	65	30	29	27	38	87	10	10	4	12
	10%	10%	11%	14%	11%	8%	10%	10%	7%	13%	12%	23%
5 - Worry about it a great deal	544	272	272	86	126	160	172	418	47	32	19	28
	46%	49%	44%	39%	47%	49%	48%	48%	33%	42%	55%	52%
Unsure	10	6	4	3	2	5	0	6	3	1	-	0
	1%	1%	1%	2%	1%	1%	*%	1%	2%	1%		1%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QImmigrationWorry_Crime] On a scale of 1 to 5, rate the extent to which you worry about each of the following problems with respect to border security and immigration, where 1 means you do not worry at all, and 5 means you worry about it a great deal.
 -Crime rising as a result of criminals getting into the country

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	1176	781	395	554	319	228	76	420	376	380	617	495	275	201	564
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	766	407	557	309	209	98	420	374	379	614	488	269	201	569
MEAN	3.55	3.64	3.38	3.73	3.41	3.42	3.26	4.34	3.50	2.73	4.58	2.29	3.64	3.45	3.49
1 - Do not worry at all	205	131	74	78	55	53	18	21	60	124	15	174	44	40	104
	17%	17%	19%	14%	17%	23%	24%	5%	16%	33%	2%	35%	16%	20%	19%
2	155	86	69	65	59	21	10	28	61	66	10	139	34	25	81
	13%	11%	17%	12%	18%	9%	13%	7%	16%	17%	2%	28%	12%	12%	14%
3	140	90	50	64	40	26	10	30	45	65	44	88	29	29	61
	12%	11%	13%	12%	13%	11%	13%	7%	12%	17%	7%	18%	11%	14%	11%
4	123	92	31	64	23	28	8	48	48	28	82	33	35	20	61
	10%	12%	8%	12%	7%	12%	11%	11%	13%	7%	13%	7%	13%	10%	11%
5 - Worry about it a great deal	544	377	166	281	138	97	29	292	159	92	465	53	130	88	253
	46%	48%	42%	51%	43%	43%	38%	70%	42%	24%	75%	11%	47%	44%	45%
Unsure	10	5	5	2	4	3	1	1	4	5	1	8	2	0	3
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QImmigrationWorry_Crime] On a scale of 1 to 5, rate the extent to which you worry about each of the following problems with respect to border security and immigration, where 1 means you do not worry at all, and 5 means you worry about it a great deal.
 -Crime rising as a result of criminals getting into the country

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	1176	189	197	209	182	200	199	105	38	42	840	69	114	22	59	63	9
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	189	201	210	180	195	198	113	31	46	824	70	128	21	62	71	10
MEAN	3.55	3.43	3.71	3.55	3.58	3.51	3.55	3.46	3.49	4.39	3.53	3.13	3.84	4.34	3.68	3.15	3.88
1 - Do not worry at all	205	37	33	43	24	35	32	19	10	-	156	16	12	2	6	13	-
	17%	20%	17%	21%	13%	18%	16%	18%	27%		19%	23%	11%	10%	11%	21%	
2	155	24	22	19	30	30	29	14	0	0	107	15	12	0	10	12	3
	13%	13%	11%	9%	17%	15%	15%	14%	1%	1%	13%	21%	10%	2%	17%	20%	30%
3	140	30	16	28	23	24	20	14	3	9	100	8	15	1	7	6	-
	12%	16%	8%	14%	13%	12%	10%	14%	9%	22%	12%	12%	13%	5%	11%	10%	
4	123	18	22	16	19	17	32	15	8	6	76	7	15	2	6	10	2
	10%	10%	11%	7%	10%	8%	16%	14%	20%	14%	9%	10%	14%	12%	10%	16%	22%
5 - Worry about it a great deal	544	81	103	101	81	92	86	42	16	26	393	24	58	15	28	19	4
	46%	43%	52%	48%	45%	46%	43%	40%	42%	61%	47%	35%	51%	72%	48%	30%	48%
Unsure	10	-	2	2	4	2	-	1	-	1	7	0	2	-	1	2	-
	1%		1%	1%	2%	1%		1%		2%	1%	0%	2%		2%	3%	

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QImmigrationWorry_Crime] On a scale of 1 to 5, rate the extent to which you worry about each of the following problems with respect to border security and immigration, where 1 means you do not worry at all, and 5 means you worry about it a great deal.
 -Crime rising as a result of criminals getting into the country

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	1176	323	275	324	218	113	121	160	165	106	148	167	196	173	386	227	390
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	320	262	346	206	113	124	158	175	97	128	177	201	180	414	214	365
MEAN	3.55	3.58	3.45	3.66	3.51	3.57	3.58	3.56	3.71	3.27	3.54	3.67	3.46	3.46	3.69	3.52	3.48
1 - Do not worry at all	205	55	47	50	47	19	22	31	27	22	26	24	33	37	61	31	76
	17%	17%	17%	16%	21%	16%	19%	19%	16%	21%	18%	15%	17%	22%	16%	13%	20%
2	155	46	40	43	21	11	16	22	17	18	20	16	35	19	50	36	50
	13%	14%	15%	13%	10%	10%	13%	13%	10%	17%	13%	10%	18%	11%	13%	16%	13%
3	140	34	41	34	23	19	9	14	19	11	19	30	20	19	33	35	52
	12%	11%	15%	10%	11%	16%	7%	8%	12%	11%	13%	18%	10%	11%	9%	16%	13%
4	123	33	32	30	25	13	17	13	16	18	12	14	22	18	45	28	33
	10%	10%	12%	9%	11%	11%	14%	8%	10%	17%	8%	8%	11%	10%	12%	12%	8%
5 - Worry about it a great deal	544	154	112	162	100	49	57	79	87	37	70	80	85	77	196	93	178
	46%	48%	40%	50%	46%	43%	47%	49%	52%	35%	47%	48%	44%	44%	51%	41%	46%
Unsure	10	0	4	4	2	3	-	3	-	0	2	2	0	3	1	5	1
	1%	%	1%	1%	1%	3%		2%		%	1%	1%	%	2%	%	2%	%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QImmigrationWorry_JobLoss] On a scale of 1 to 5, rate the extent to which you worry about each of the following problems with respect to border security and immigration, where 1 means you do not worry at all, and 5 means you worry about it a great deal.
 -Americans losing jobs and having wages cut

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	1176	560	616	219	268	327	362	873	140	77	34	53
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	570	603	210	252	335	376	866	132	86	36	53
MEAN	3.39	3.39	3.39	3.55	3.38	3.46	3.23	3.39	3.25	3.24	3.88	3.54
1 - Do not worry at all	198	91	107	26	49	56	67	137	32	17	6	6
	17%	16%	17%	12%	18%	17%	19%	16%	23%	22%	18%	11%
2	143	68	74	28	29	34	51	113	13	8	1	9
	12%	12%	12%	13%	11%	10%	14%	13%	9%	10%	1%	16%
3	232	118	114	38	54	61	78	184	20	16	2	11
	20%	21%	18%	17%	20%	19%	22%	21%	14%	21%	5%	20%
4	202	93	110	48	40	56	59	141	36	11	8	6
	17%	17%	18%	22%	15%	17%	16%	16%	26%	15%	24%	11%
5 - Worry about it a great deal	395	187	208	76	94	119	106	293	38	24	17	22
	34%	33%	34%	35%	35%	37%	29%	34%	27%	32%	51%	41%
Unsure	6	3	3	3	3	1	0	5	1	-	-	0
	1%	*%	1%	1%	1%	*%	*%	1%	1%			*%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QImmigrationWorry_JobLoss] On a scale of 1 to 5, rate the extent to which you worry about each of the following problems with respect to border security and immigration, where 1 means you do not worry at all, and 5 means you worry about it a great deal.
 -Americans losing jobs and having wages cut

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	1176	781	395	554	319	228	76	420	376	380	617	495	275	201	564
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	766	407	557	309	209	98	420	374	379	614	488	269	201	569
MEAN	3.39	3.47	3.22	3.47	3.26	3.47	3.06	3.85	3.36	2.91	4.04	2.57	3.44	3.42	3.28
1 - Do not worry at all	198	121	77	81	55	40	22	29	59	110	23	170	50	32	102
	17%	16%	19%	15%	17%	18%	29%	7%	16%	29%	4%	34%	18%	16%	18%
2	143	89	53	66	47	24	6	43	48	52	40	89	28	29	73
	12%	11%	13%	12%	15%	10%	8%	10%	13%	14%	6%	18%	10%	14%	13%
3	232	150	82	118	66	32	16	79	82	72	126	89	51	32	123
	20%	19%	21%	21%	21%	14%	21%	19%	22%	19%	20%	18%	18%	16%	22%
4	202	138	64	87	54	51	10	78	68	56	125	70	41	39	96
	17%	18%	16%	16%	17%	22%	13%	19%	18%	15%	20%	14%	15%	19%	17%
5 - Worry about it a great deal	395	280	115	200	93	80	22	188	116	90	301	74	104	69	167
	34%	36%	29%	36%	29%	35%	29%	45%	31%	24%	49%	15%	38%	34%	30%
Unsure	6	2	4	1	4	1	0	3	3	0	3	3	1	0	4
	1%	*%	1%	*%	1%	*%	1%	1%	1%	*%	*%	1%	*%	*%	1%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QImmigrationWorry_JobLoss] On a scale of 1 to 5, rate the extent to which you worry about each of the following problems with respect to border security and immigration, where 1 means you do not worry at all, and 5 means you worry about it a great deal.
 -Americans losing jobs and having wages cut

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	1176	189	197	209	182	200	199	105	38	42	840	69	114	22	59	63	9
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	189	201	210	180	195	198	113	31	46	824	70	128	21	62	71	10
MEAN	3.39	3.45	3.43	3.43	3.41	3.36	3.24	3.51	3.66	4.18	3.31	3.27	3.60	4.17	3.65	2.82	3.06
1 - Do not worry at all	198	32	34	33	32	33	36	11	1	-	152	15	14	1	3	16	-
	17%	17%	17%	16%	17%	16%	18%	11%	4%		18%	22%	13%	3%	5%	25%	
2	143	27	20	25	21	22	28	15	6	3	103	10	10	1	10	15	3
	12%	14%	10%	12%	12%	11%	14%	15%	16%	7%	12%	14%	9%	6%	17%	23%	34%
3	232	26	36	44	36	48	41	24	8	5	182	10	22	2	12	10	2
	20%	14%	18%	21%	20%	24%	20%	23%	20%	13%	22%	14%	20%	9%	21%	16%	28%
4	202	34	40	33	25	29	41	15	12	15	131	12	25	8	12	8	3
	17%	18%	20%	16%	14%	15%	21%	14%	32%	36%	16%	17%	22%	35%	20%	12%	34%
5 - Worry about it a great deal	395	71	66	73	67	65	53	39	11	18	267	23	41	10	21	14	0
	34%	37%	33%	35%	37%	33%	27%	37%	29%	43%	32%	34%	36%	47%	35%	22%	3%
Unsure	6	-	2	2	-	3	-	1	-	1	4	-	1	-	1	1	-
	1%		1%	1%		1%		%		2%	%		1%	1%	1%		

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QImmigrationWorry_JobLoss] On a scale of 1 to 5, rate the extent to which you worry about each of the following problems with respect to border security and immigration, where 1 means you do not worry at all, and 5 means you worry about it a great deal.
 -Americans losing jobs and having wages cut

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	1176	323	275	324	218	113	121	160	165	106	148	167	196	173	386	227	390
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	320	262	346	206	113	124	158	175	97	128	177	201	180	414	214	365
MEAN	3.39	3.42	3.37	3.35	3.44	3.43	3.34	3.41	3.38	3.67	3.41	3.50	3.11	3.21	3.45	3.55	3.31
1 - Do not worry at all	198	59	45	46	42	14	22	28	28	13	27	28	39	41	61	31	65
	17%	18%	16%	14%	19%	12%	18%	17%	17%	12%	18%	17%	20%	23%	16%	14%	17%
2	143	30	42	47	20	19	11	17	22	9	19	17	29	22	42	33	47
	12%	9%	15%	14%	9%	17%	9%	10%	13%	9%	13%	10%	15%	12%	11%	14%	12%
3	232	60	48	77	39	19	29	35	35	19	25	26	44	28	83	27	95
	20%	19%	17%	24%	18%	17%	24%	22%	21%	18%	17%	16%	22%	16%	21%	12%	24%
4	202	62	47	56	32	23	24	25	21	24	16	31	38	24	63	49	66
	17%	19%	17%	17%	15%	21%	20%	15%	13%	23%	11%	19%	19%	14%	16%	22%	17%
5 - Worry about it a great deal	395	110	93	97	84	35	35	56	60	41	58	63	46	57	137	85	116
	34%	34%	34%	30%	38%	31%	29%	35%	36%	38%	40%	38%	23%	33%	35%	38%	30%
Unsure	6	2	1	2	1	3	-	-	-	-	3	1	0	2	1	2	2
	1%	1%	1%	1%	*%	2%					2%	*%	*%	1%	*%	1%	*%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QImmigrationWorry_CultureChange] On a scale of 1 to 5, rate the extent to which you worry about each of the following problems with respect to border security and immigration, where 1 means you do not worry at all, and 5 means you worry about it a great deal.

-The culture of the country changing

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	1176	560	616	219	268	327	362	873	140	77	34	53
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	570	603	210	252	335	376	866	132	86	36	53
MEAN	3.44	3.44	3.44	3.11	3.27	3.51	3.71	3.53	3.12	3.09	3.19	3.46
1 - Do not worry at all	255	124	131	65	70	66	54	162	45	26	12	11
	22%	22%	21%	29%	26%	20%	15%	19%	32%	33%	36%	20%
2	109	49	60	20	29	25	36	87	15	5	0	2
	9%	9%	10%	9%	11%	8%	10%	10%	11%	6%	1%	4%
3	146	71	75	27	29	46	45	110	12	11	3	10
	12%	13%	12%	12%	11%	14%	12%	13%	9%	14%	9%	18%
4	164	77	87	36	32	49	46	134	10	7	5	7
	14%	14%	14%	17%	12%	15%	13%	15%	7%	9%	16%	13%
5 - Worry about it a great deal	482	230	252	68	104	135	175	366	55	28	13	20
	41%	41%	41%	31%	39%	41%	48%	42%	40%	36%	38%	37%
Unsure	20	9	11	4	5	7	5	14	2	-	-	4
	2%	2%	2%	2%	2%	2%	1%	2%	1%	-	-	8%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QImmigrationWorry_CultureChange] On a scale of 1 to 5, rate the extent to which you worry about each of the following problems with respect to border security and immigration, where 1 means you do not worry at all, and 5 means you worry about it a great deal.

-The culture of the country changing

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	1176	781	395	554	319	228	76	420	376	380	617	495	275	201	564
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	766	407	557	309	209	98	420	374	379	614	488	269	201	569
MEAN	3.44	3.51	3.29	3.66	3.30	3.15	3.25	4.05	3.17	3.02	4.18	2.59	3.48	3.54	3.34
1 - Do not worry at all	255 22%	160 20%	95 24%	89 16%	73 23%	71 31%	22 29%	49 12%	91 24%	115 30%	44 7%	195 39%	63 23%	35 18%	132 23%
2	109 9%	62 8%	48 12%	47 9%	39 12%	14 6%	8 11%	21 5%	39 10%	49 13%	26 4%	71 14%	18 6%	24 12%	58 10%
3	146 12%	99 13%	47 12%	69 12%	41 13%	30 13%	6 8%	39 9%	63 17%	44 12%	77 12%	58 12%	29 11%	22 11%	78 14%
4	164 14%	121 15%	43 11%	98 18%	36 11%	23 10%	7 9%	62 15%	54 14%	48 13%	95 15%	58 12%	39 14%	34 17%	67 12%
5 - Worry about it a great deal	482 41%	328 42%	154 39%	245 44%	121 38%	84 37%	33 43%	246 59%	115 31%	121 32%	368 60%	103 21%	115 42%	85 42%	222 39%
Unsure	20 2%	12 2%	8 2%	5 1%	8 3%	6 3%	-	3 1%	13 4%	4 1%	9 1%	10 2%	11 4%	1 *	6 1%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error= +/-2.3 Percentage Points

[QImmigrationWorry_CultureChange] On a scale of 1 to 5, rate the extent to which you worry about each of the following problems with respect to border security and immigration, where 1 means you do not worry at all, and 5 means you worry about it a great deal.

-The culture of the country changing

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	1176	189	197	209	182	200	199	105	38	42	840	69	114	22	59	63	9
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	189	201	210	180	195	198	113	31	46	824	70	128	21	62	71	10
MEAN	3.44	3.45	3.51	3.53	3.42	3.40	3.33	3.06	3.15	3.81	3.45	2.93	3.47	3.78	3.42	2.90	3.21
1 - Do not worry at all	255	40	44	38	38	47	48	23	10	4	177	24	25	4	11	21	2
	22%	21%	22%	18%	21%	23%	24%	21%	27%	10%	21%	35%	22%	16%	18%	33%	24%
2	109	15	13	23	19	19	20	18	4	5	83	9	7	2	6	6	1
	9%	8%	7%	11%	10%	9%	10%	17%	10%	12%	10%	13%	6%	8%	10%	10%	6%
3	146	29	23	22	20	21	31	17	4	4	109	5	15	2	8	10	2
	12%	15%	12%	10%	11%	11%	16%	17%	11%	11%	13%	7%	13%	8%	14%	16%	28%
4	164	29	31	33	24	28	18	21	7	7	113	7	17	3	8	10	1
	14%	15%	16%	16%	13%	14%	9%	20%	19%	17%	13%	10%	15%	15%	13%	15%	10%
5 - Worry about it a great deal	482	74	85	88	72	81	81	24	11	20	346	22	47	11	21	16	3
	41%	39%	43%	42%	40%	41%	41%	23%	30%	47%	41%	32%	41%	52%	36%	25%	32%
Unsure	20	3	1	5	8	4	-	2	1	1	12	3	3	-	5	1	-
	2%	1%	1%	2%	4%	2%		2%	2%	2%	1%	4%	2%		9%	1%	

Echelon Insights
Focus 2024 Survey
N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QImmigrationWorry_CultureChange] On a scale of 1 to 5, rate the extent to which you worry about each of the following problems with respect to border security and immigration, where 1 means you do not worry at all, and 5 means you worry about it a great deal.

-The culture of the country changing

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	1176	323	275	324	218	113	121	160	165	106	148	167	196	173	386	227	390
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	320	262	346	206	113	124	158	175	97	128	177	201	180	414	214	365
MEAN	3.44	3.47	3.40	3.51	3.29	3.21	3.23	3.48	3.69	3.00	3.29	3.54	3.72	3.05	3.65	3.37	3.45
1 - Do not worry at all	255 22%	72 22%	57 21%	67 21%	55 25%	30 27%	32 27%	35 22%	26 16%	34 32%	38 26%	30 18%	29 15%	57 33%	65 17%	45 20%	89 23%
2	109 9%	27 8%	30 11%	26 8%	23 10%	11 9%	14 11%	11 7%	14 8%	9 9%	15 10%	14 8%	22 11%	15 8%	33 9%	23 10%	39 10%
3	146 12%	39 12%	35 13%	40 12%	28 13%	13 11%	12 10%	22 13%	24 15%	14 13%	17 12%	24 14%	21 10%	26 15%	44 11%	45 20%	31 8%
4	164 14%	41 13%	43 16%	50 15%	24 11%	19 17%	17 15%	18 12%	22 13%	17 16%	14 10%	31 18%	25 12%	15 9%	63 16%	27 12%	59 15%
5 - Worry about it a great deal	482 41%	140 43%	104 38%	136 42%	85 39%	38 33%	44 37%	69 43%	79 48%	30 29%	59 40%	66 40%	96 49%	61 35%	173 45%	84 37%	165 42%
Unsure	20 2%	4 1%	7 2%	5 2%	2 1%	3 2%	1 1%	5 3%	1 *	1 1%	4 3%	2 1%	4 2%	1 *	8 2%	3 1%	8 2%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QBorderSolution_Close] People have proposed different ideas for dealing with immigration and border security. For each of these, please indicate whether you think this idea would make a positive impact when it comes to addressing the problems with immigration in the country.

-Close the southern border to asylum-seekers entirely

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	1225	566	658	236	267	338	385	902	141	116	34	32
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	587	641	237	271	337	383	882	148	125	36	37
Very positive impact	439	227	211	63	97	142	137	352	18	40	15	14
	36%	40%	32%	27%	36%	42%	36%	39%	13%	35%	44%	44%
Somewhat positive impact	238	114	125	40	45	69	84	170	40	15	5	8
	19%	20%	19%	17%	17%	20%	22%	19%	28%	13%	15%	25%
Little to no positive impact	443	190	253	116	104	99	123	316	65	47	9	7
	36%	33%	38%	49%	39%	29%	32%	35%	46%	40%	25%	22%
Unsure	105	36	69	17	21	28	40	64	19	14	5	3
	9%	6%	11%	7%	8%	8%	10%	7%	13%	12%	16%	9%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QBorderSolution_Close] People have proposed different ideas for dealing with immigration and border security. For each of these, please indicate whether you think this idea would make a positive impact when it comes to addressing the problems with immigration in the country.

-Close the southern border to asylum-seekers entirely

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	1225	775	450	550	352	225	98	414	395	415	582	573	307	194	586
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	746	482	535	347	211	135	414	401	413	584	557	296	197	601
Very positive impact	439	307	131	240	112	68	19	238	128	72	387	34	108	79	207
	36%	40%	29%	44%	32%	30%	20%	58%	32%	17%	66%	6%	35%	41%	35%
Somewhat positive impact	238	145	93	101	69	44	24	78	81	79	104	113	70	30	113
	19%	19%	21%	18%	20%	19%	25%	19%	21%	19%	18%	20%	23%	16%	19%
Little to no positive impact	443	254	189	168	148	86	40	77	140	226	57	362	100	69	223
	36%	33%	42%	30%	42%	38%	41%	19%	35%	54%	10%	63%	33%	35%	38%
Unsure	105	69	36	42	22	27	14	21	47	38	35	64	29	16	43
	9%	9%	8%	8%	6%	12%	14%	5%	12%	9%	6%	11%	10%	8%	7%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QBorderSolution_Close] People have proposed different ideas for dealing with immigration and border security. For each of these, please indicate whether you think this idea would make a positive impact when it comes to addressing the problems with immigration in the country.

-Close the southern border to asylum-seekers entirely

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	1225	212	203	191	217	200	201	109	25	30	861	88	109	33	78	91	17
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	212	199	190	220	205	202	126	22	33	857	91	133	33	82	85	17
Very positive impact	439	85	70	76	81	67	60	27	11	10	299	34	35	15	25	11	-
	36%	40%	35%	40%	37%	33%	30%	25%	43%	32%	35%	38%	32%	46%	32%	12%	
Somewhat positive impact	238	35	42	28	45	40	48	28	5	10	173	10	16	8	21	23	3
	19%	17%	21%	15%	21%	20%	24%	26%	20%	33%	20%	12%	15%	23%	27%	26%	20%
Little to no positive impact	443	78	70	72	71	73	77	44	7	5	318	42	47	6	24	39	11
	36%	37%	35%	38%	33%	37%	38%	40%	27%	16%	37%	48%	44%	17%	31%	43%	66%
Unsure	105	13	20	15	20	20	17	10	3	6	71	2	10	5	7	18	2
	9%	6%	10%	8%	9%	10%	8%	9%	10%	19%	8%	2%	9%	14%	10%	20%	14%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QBorderSolution_Close] People have proposed different ideas for dealing with immigration and border security. For each of these, please indicate whether you think this idea would make a positive impact when it comes to addressing the problems with immigration in the country.

-Close the southern border to asylum-seekers entirely

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	1225	378	268	331	222	113	117	160	176	123	150	177	208	175	357	213	480
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	370	257	351	221	122	124	163	178	115	147	174	205	174	390	211	453
Very positive impact	439	139	67	155	71	35	44	73	74	27	52	69	63	54	146	74	165
	36%	37%	25%	47%	32%	31%	38%	46%	42%	22%	35%	39%	30%	31%	41%	35%	34%
Somewhat positive impact	238	63	60	59	51	21	26	29	37	19	18	40	47	36	71	41	90
	19%	17%	22%	18%	23%	19%	23%	18%	21%	16%	12%	22%	23%	20%	20%	19%	19%
Little to no positive impact	443	137	114	97	86	51	42	48	49	65	63	51	75	75	111	76	181
	36%	36%	43%	29%	39%	45%	36%	30%	28%	53%	42%	29%	36%	43%	31%	36%	38%
Unsure	105	39	27	20	13	6	4	10	16	11	17	18	23	11	29	22	43
	9%	10%	10%	6%	6%	5%	4%	6%	9%	9%	11%	10%	11%	6%	8%	10%	9%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QBorderSolution_Wall] People have proposed different ideas for dealing with immigration and border security. For each of these, please indicate whether you think this idea would make a positive impact when it comes to addressing the problems with immigration in the country.

-Finish the wall along the U.S.-Mexico border

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	1225	566	658	236	267	338	385	902	141	116	34	32
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	587	641	237	271	337	383	882	148	125	36	37
Very positive impact	507	259	248	64	101	181	161	425	17	38	11	15
	41%	46%	38%	27%	38%	54%	42%	47%	12%	33%	34%	47%
Somewhat positive impact	171	81	89	44	37	43	47	120	26	15	6	4
	14%	14%	14%	19%	14%	13%	12%	13%	18%	13%	18%	11%
Little to no positive impact	500	210	290	117	117	108	158	333	86	55	13	13
	41%	37%	44%	49%	44%	32%	41%	37%	61%	48%	38%	40%
Unsure	47	16	31	11	12	5	19	24	12	7	4	1
	4%	3%	5%	5%	4%	2%	5%	3%	9%	6%	10%	2%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QBorderSolution_Wall] People have proposed different ideas for dealing with immigration and border security. For each of these, please indicate whether you think this idea would make a positive impact when it comes to addressing the problems with immigration in the country.

-Finish the wall along the U.S.-Mexico border

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	1225	775	450	550	352	225	98	414	395	415	582	573	307	194	586
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	746	482	535	347	211	135	414	401	413	584	557	296	197	601
Very positive impact	507	349	158	292	133	57	25	304	134	69	471	18	144	83	232
	41%	45%	35%	53%	38%	25%	26%	73%	34%	17%	81%	3%	47%	43%	40%
Somewhat positive impact	171	106	65	72	48	34	17	55	71	44	87	70	40	26	85
	14%	14%	14%	13%	14%	15%	17%	13%	18%	11%	15%	12%	13%	13%	15%
Little to no positive impact	500	281	219	166	167	115	52	53	163	284	21	451	111	74	255
	41%	36%	49%	30%	48%	51%	53%	13%	41%	69%	4%	79%	36%	38%	43%
Unsure	47	39	8	20	4	19	4	3	27	17	4	34	12	12	14
	4%	5%	2%	4%	1%	9%	4%	1%	7%	4%	1%	6%	4%	6%	2%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QBorderSolution_Wall] People have proposed different ideas for dealing with immigration and border security. For each of these, please indicate whether you think this idea would make a positive impact when it comes to addressing the problems with immigration in the country.

-Finish the wall along the U.S.-Mexico border

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	1225	212	203	191	217	200	201	109	25	30	861	88	109	33	78	91	17
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	212	199	190	220	205	202	126	22	33	857	91	133	33	82	85	17
Very positive impact	507	90	84	78	97	81	77	27	12	17	346	37	44	17	29	9	-
	41%	43%	41%	41%	45%	40%	38%	25%	48%	56%	40%	42%	41%	50%	36%	10%	
Somewhat positive impact	171	23	29	28	24	33	34	26	5	6	118	11	16	6	18	18	4
	14%	11%	14%	15%	11%	17%	17%	24%	19%	19%	14%	13%	14%	18%	23%	20%	25%
Little to no positive impact	500	92	79	82	83	77	88	45	7	6	363	34	46	10	31	52	13
	41%	43%	39%	43%	38%	39%	44%	42%	27%	20%	42%	39%	42%	31%	40%	57%	75%
Unsure	47	7	11	3	13	9	3	10	1	2	34	6	3	0	0	12	-
	4%	3%	6%	2%	6%	4%	2%	9%	5%	5%	4%	7%	3%	1%	0%	13%	

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QBorderSolution_Wall] People have proposed different ideas for dealing with immigration and border security. For each of these, please indicate whether you think this idea would make a positive impact when it comes to addressing the problems with immigration in the country.

-Finish the wall along the U.S.-Mexico border

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	1225	378	268	331	222	113	117	160	176	123	150	177	208	175	357	213	480
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	370	257	351	221	122	124	163	178	115	147	174	205	174	390	211	453
Very positive impact	507	166	77	173	83	31	46	92	89	34	54	89	71	62	164	94	187
	41%	44%	29%	52%	37%	27%	40%	58%	51%	27%	36%	50%	34%	35%	46%	44%	39%
Somewhat positive impact	171	42	47	54	25	24	16	23	19	20	21	20	28	23	62	27	58
	14%	11%	17%	16%	11%	21%	14%	14%	11%	16%	14%	11%	13%	13%	17%	13%	12%
Little to no positive impact	500	156	130	99	103	56	49	45	60	61	68	63	98	79	117	85	219
	41%	41%	49%	30%	46%	49%	42%	28%	34%	50%	46%	35%	47%	45%	33%	40%	46%
Unsure	47	14	14	4	11	3	5	-	8	8	6	5	11	12	12	8	15
	4%	4%	5%	1%	5%	3%	5%		4%	7%	4%	3%	5%	7%	3%	4%	3%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QBorderSolution_Remain] People have proposed different ideas for dealing with immigration and border security. For each of these, please indicate whether you think this idea would make a positive impact when it comes to addressing the problems with immigration in the country.

-Re-institute the Remain in Mexico policy, where asylum seekers would have to stay on the Mexican side of the border

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	1225	566	658	236	267	338	385	902	141	116	34	32
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	587	641	237	271	337	383	882	148	125	36	37
Very positive impact	586	309	277	84	114	186	201	472	38	39	16	20
	48%	55%	42%	35%	43%	55%	52%	52%	27%	34%	47%	62%
Somewhat positive impact	252	99	153	36	57	66	93	172	38	30	8	4
	21%	17%	23%	15%	22%	19%	24%	19%	27%	26%	23%	13%
Little to no positive impact	280	121	159	91	76	60	52	182	51	33	7	7
	23%	21%	24%	38%	29%	18%	14%	20%	36%	28%	20%	23%
Unsure	107	38	69	26	18	25	38	75	14	14	4	1
	9%	7%	10%	11%	7%	8%	10%	8%	10%	12%	10%	2%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QBorderSolution_Remain] People have proposed different ideas for dealing with immigration and border security. For each of these, please indicate whether you think this idea would make a positive impact when it comes to addressing the problems with immigration in the country.

-Re-institute the Remain in Mexico policy, where asylum seekers would have to stay on the Mexican side of the border

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	1225	775	450	550	352	225	98	414	395	415	582	573	307	194	586
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	746	482	535	347	211	135	414	401	413	584	557	296	197	601
Very positive impact	586	387	199	311	161	76	37	299	186	101	468	92	147	95	283
	48%	50%	44%	57%	46%	34%	38%	72%	47%	24%	80%	16%	48%	49%	48%
Somewhat positive impact	252	159	93	105	68	55	26	69	75	108	72	164	75	37	106
	21%	21%	21%	19%	19%	24%	26%	17%	19%	26%	12%	29%	24%	19%	18%
Little to no positive impact	280	159	121	90	93	69	28	30	84	166	23	234	62	37	154
	23%	20%	27%	16%	26%	31%	29%	7%	21%	40%	4%	41%	20%	19%	26%
Unsure	107	70	37	44	31	26	6	16	51	41	19	82	23	25	43
	9%	9%	8%	8%	9%	11%	7%	4%	13%	10%	3%	14%	7%	13%	7%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QBorderSolution_Remain] People have proposed different ideas for dealing with immigration and border security. For each of these, please indicate whether you think this idea would make a positive impact when it comes to addressing the problems with immigration in the country.

-Re-institute the Remain in Mexico policy, where asylum seekers would have to stay on the Mexican side of the border

	Total	State						Swing			Vote History			Moved by Messaging			
		AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	1225	212	203	191	217	200	201	109	25	30	861	88	109	33	78	91	17
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	212	199	190	220	205	202	126	22	33	857	91	133	33	82	85	17
Very positive impact	586	104	101	101	100	90	90	42	15	16	408	41	46	17	32	16	1
	48%	49%	50%	53%	46%	45%	45%	39%	58%	51%	47%	47%	42%	51%	41%	18%	5%
Somewhat positive impact	252	46	41	32	42	49	41	20	7	6	180	14	25	10	23	35	8
	21%	22%	20%	17%	20%	24%	21%	18%	26%	20%	21%	16%	23%	31%	30%	38%	45%
Little to no positive impact	280	51	40	41	50	45	53	35	4	5	199	24	29	5	16	23	6
	23%	24%	20%	22%	23%	22%	26%	32%	15%	15%	23%	27%	27%	15%	21%	25%	36%
Unsure	107	11	21	17	25	17	17	12	-	4	74	9	9	1	7	17	2
	9%	5%	10%	9%	11%	9%	8%	11%		15%	9%	10%	8%	4%	9%	18%	14%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QBorderSolution_Remain] People have proposed different ideas for dealing with immigration and border security. For each of these, please indicate whether you think this idea would make a positive impact when it comes to addressing the problems with immigration in the country.

-Re-institute the Remain in Mexico policy, where asylum seekers would have to stay on the Mexican side of the border

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	1225	378	268	331	222	113	117	160	176	123	150	177	208	175	357	213	480
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	370	257	351	221	122	124	163	178	115	147	174	205	174	390	211	453
Very positive impact	586	186	85	199	104	45	58	95	111	39	56	91	91	70	192	105	219
	48%	49%	32%	60%	47%	40%	50%	60%	63%	32%	38%	51%	43%	40%	54%	49%	46%
Somewhat positive impact	252	71	80	58	41	13	25	26	34	23	32	40	59	41	71	40	101
	21%	19%	30%	18%	18%	12%	22%	16%	19%	18%	21%	22%	28%	23%	20%	19%	21%
Little to no positive impact	280	86	72	53	59	45	28	28	19	45	48	32	34	54	63	54	109
	23%	23%	27%	16%	27%	40%	24%	17%	11%	37%	32%	18%	16%	31%	18%	25%	23%
Unsure	107	35	31	20	18	9	5	11	13	16	13	15	25	10	32	14	52
	9%	9%	12%	6%	8%	8%	4%	7%	7%	13%	9%	8%	12%	6%	9%	7%	11%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QBorderSolution_Permit] People have proposed different ideas for dealing with immigration and border security. For each of these, please indicate whether you think this idea would make a positive impact when it comes to addressing the problems with immigration in the country.

-Provide additional temporary work permits for those crossing the border to work

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	1225	566	658	236	267	338	385	902	141	116	34	32
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	587	641	237	271	337	383	882	148	125	36	37
Very positive impact	309	132	176	76	65	66	102	204	56	37	7	5
	25%	23%	27%	32%	25%	19%	26%	23%	39%	32%	20%	15%
Somewhat positive impact	380	165	215	77	82	99	122	281	46	30	15	9
	31%	29%	33%	32%	31%	29%	32%	31%	33%	26%	44%	26%
Little to no positive impact	466	249	217	74	106	155	132	371	33	36	10	16
	38%	44%	33%	31%	40%	46%	34%	41%	24%	31%	30%	50%
Unsure	70	20	49	9	13	18	29	46	6	13	2	3
	6%	4%	7%	4%	5%	5%	8%	5%	4%	11%	6%	9%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QBorderSolution_Permit] People have proposed different ideas for dealing with immigration and border security. For each of these, please indicate whether you think this idea would make a positive impact when it comes to addressing the problems with immigration in the country.

-Provide additional temporary work permits for those crossing the border to work

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	1225	775	450	550	352	225	98	414	395	415	582	573	307	194	586
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	746	482	535	347	211	135	414	401	413	584	557	296	197	601
Very positive impact	309	181	128	108	96	73	31	62	88	158	63	226	87	56	129
	25%	23%	28%	20%	27%	32%	32%	15%	22%	38%	11%	39%	28%	29%	22%
Somewhat positive impact	380	233	147	165	116	68	31	95	125	161	130	232	93	49	190
	31%	30%	33%	30%	33%	30%	32%	23%	32%	39%	22%	40%	30%	25%	32%
Little to no positive impact	466	316	150	248	122	68	28	239	156	71	367	74	110	73	241
	38%	41%	33%	45%	35%	30%	28%	58%	39%	17%	63%	13%	36%	38%	41%
Unsure	70	45	25	29	17	16	8	18	27	25	23	41	18	15	26
	6%	6%	5%	5%	5%	7%	8%	4%	7%	6%	4%	7%	6%	8%	4%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QBorderSolution_Permit] People have proposed different ideas for dealing with immigration and border security. For each of these, please indicate whether you think this idea would make a positive impact when it comes to addressing the problems with immigration in the country.

-Provide additional temporary work permits for those crossing the border to work

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	1225	212	203	191	217	200	201	109	25	30	861	88	109	33	78	91	17
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	212	199	190	220	205	202	126	22	33	857	91	133	33	82	85	17
Very positive impact	309	63	51	43	48	46	58	29	10	6	226	34	24	3	14	35	10
	25%	30%	25%	22%	22%	23%	29%	26%	38%	20%	26%	38%	22%	9%	17%	38%	58%
Somewhat positive impact	380	51	52	68	64	70	75	35	7	5	262	19	38	9	22	26	6
	31%	24%	26%	35%	30%	35%	37%	32%	26%	16%	30%	21%	35%	28%	28%	28%	34%
Little to no positive impact	466	87	79	75	88	74	63	38	7	19	326	30	41	19	40	18	1
	38%	41%	39%	39%	40%	37%	31%	35%	28%	61%	38%	34%	38%	59%	51%	20%	8%
Unsure	70	10	20	6	17	10	6	7	2	1	48	6	5	1	3	12	-
	6%	5%	10%	3%	8%	5%	3%	7%	8%	3%	6%	7%	5%	4%	4%	13%	-

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QBorderSolution_Permit] People have proposed different ideas for dealing with immigration and border security. For each of these, please indicate whether you think this idea would make a positive impact when it comes to addressing the problems with immigration in the country.

-Provide additional temporary work permits for those crossing the border to work

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	1225	378	268	331	222	113	117	160	176	123	150	177	208	175	357	213	480
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	370	257	351	221	122	124	163	178	115	147	174	205	174	390	211	453
Very positive impact	309	95	81	67	59	33	27	34	39	44	38	32	63	48	80	51	130
	25%	25%	30%	20%	26%	29%	23%	21%	22%	35%	25%	18%	30%	28%	22%	24%	27%
Somewhat positive impact	380	121	90	94	67	35	28	42	59	42	54	57	63	57	107	74	142
	31%	32%	34%	29%	30%	31%	24%	26%	34%	34%	36%	32%	30%	33%	30%	35%	30%
Little to no positive impact	466	135	81	157	89	43	60	77	69	31	46	78	62	62	149	80	175
	38%	36%	30%	47%	40%	38%	51%	48%	39%	25%	31%	44%	30%	35%	42%	38%	37%
Unsure	70	28	16	13	7	3	1	8	9	7	12	11	20	7	21	8	34
	6%	7%	6%	4%	3%	2%	1%	5%	5%	5%	8%	6%	10%	4%	6%	4%	7%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QBorderSolution_Reform] People have proposed different ideas for dealing with immigration and border security. For each of these, please indicate whether you think this idea would make a positive impact when it comes to addressing the problems with immigration in the country.

-Provide a path to legal status for unauthorized immigrants already in the country

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	1225	566	658	236	267	338	385	902	141	116	34	32
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	587	641	237	271	337	383	882	148	125	36	37
Very positive impact	412	167	245	114	88	84	126	271	71	55	7	7
	34%	29%	37%	48%	33%	25%	33%	30%	51%	47%	22%	23%
Somewhat positive impact	299	146	154	46	71	81	101	231	34	20	9	6
	24%	26%	23%	20%	26%	24%	26%	26%	24%	17%	26%	18%
Little to no positive impact	452	230	222	64	98	159	130	352	30	36	17	18
	37%	41%	34%	27%	37%	47%	34%	39%	21%	31%	49%	55%
Unsure	62	24	38	12	9	14	27	48	6	5	1	1
	5%	4%	6%	5%	4%	4%	7%	5%	4%	5%	4%	4%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QBorderSolution_Reform] People have proposed different ideas for dealing with immigration and border security. For each of these, please indicate whether you think this idea would make a positive impact when it comes to addressing the problems with immigration in the country.

-Provide a path to legal status for unauthorized immigrants already in the country

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	1225	775	450	550	352	225	98	414	395	415	582	573	307	194	586
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	746	482	535	347	211	135	414	401	413	584	557	296	197	601
Very positive impact	412	238	174	145	126	93	48	72	122	217	69	323	97	72	193
	34%	31%	39%	26%	36%	41%	49%	17%	31%	52%	12%	56%	31%	37%	33%
Somewhat positive impact	299	180	119	128	103	52	17	90	96	113	111	168	71	40	150
	24%	23%	27%	23%	29%	23%	17%	22%	24%	27%	19%	29%	23%	21%	26%
Little to no positive impact	452	313	138	244	107	69	31	231	155	65	370	59	115	74	219
	37%	40%	31%	44%	30%	31%	32%	56%	39%	16%	64%	10%	37%	38%	37%
Unsure	62	44	18	32	16	12	2	21	22	19	32	24	25	8	23
	5%	6%	4%	6%	5%	5%	2%	5%	6%	5%	6%	4%	8%	4%	4%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QBorderSolution_Reform] People have proposed different ideas for dealing with immigration and border security. For each of these, please indicate whether you think this idea would make a positive impact when it comes to addressing the problems with immigration in the country.

-Provide a path to legal status for unauthorized immigrants already in the country

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	1225	212	203	191	217	200	201	109	25	30	861	88	109	33	78	91	17
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	212	199	190	220	205	202	126	22	33	857	91	133	33	82	85	17
Very positive impact	412	86	51	54	67	70	83	38	8	5	292	34	30	9	22	44	11
	34%	41%	25%	28%	31%	35%	41%	35%	31%	16%	34%	39%	27%	27%	28%	48%	66%
Somewhat positive impact	299	55	49	61	48	41	45	27	8	4	216	21	34	9	17	27	4
	24%	26%	24%	32%	22%	21%	22%	25%	32%	14%	25%	23%	31%	28%	22%	30%	21%
Little to no positive impact	452	62	88	65	91	80	66	36	9	20	312	30	40	12	36	12	2
	37%	29%	43%	34%	42%	40%	33%	33%	35%	65%	36%	34%	37%	37%	46%	13%	13%
Unsure	62	8	15	11	12	10	7	7	1	1	42	4	5	2	3	8	-
	5%	4%	7%	6%	5%	5%	4%	7%	3%	4%	5%	4%	5%	8%	4%	9%	-

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QBorderSolution_Reform] People have proposed different ideas for dealing with immigration and border security. For each of these, please indicate whether you think this idea would make a positive impact when it comes to addressing the problems with immigration in the country.

-Provide a path to legal status for unauthorized immigrants already in the country

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	1225	378	268	331	222	113	117	160	176	123	150	177	208	175	357	213	480
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	370	257	351	221	122	124	163	178	115	147	174	205	174	390	211	453
Very positive impact	412	134	106	88	74	52	33	33	49	62	55	51	76	69	92	65	186
	34%	35%	40%	26%	33%	46%	28%	21%	28%	50%	37%	29%	37%	39%	26%	30%	39%
Somewhat positive impact	299	85	67	88	52	19	34	43	50	27	37	39	52	43	89	61	106
	24%	22%	25%	27%	24%	17%	29%	27%	28%	22%	25%	22%	25%	25%	25%	28%	22%
Little to no positive impact	452	144	75	141	86	36	49	79	66	28	50	80	64	55	152	76	169
	37%	38%	28%	43%	39%	32%	42%	49%	38%	23%	33%	45%	31%	32%	43%	35%	35%
Unsure	62	16	20	14	10	6	1	6	11	6	8	8	16	8	23	12	19
	5%	4%	7%	4%	4%	6%	1%	4%	6%	5%	5%	4%	8%	4%	7%	6%	4%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QVCrimeblame_Prosecutors] How much blame do the following individuals and groups deserve for high rates of violent crime, such as murder and assault?
 -Local prosecutors

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	1176	560	616	219	268	327	362	873	140	77	34	53
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	570	603	210	252	335	376	866	132	86	36	53
A GREAT DEAL OF/QUITE A BIT OF BLAME	714	356	358	128	179	198	208	528	74	47	25	39
	61%	64%	58%	59%	67%	61%	58%	61%	53%	61%	74%	73%
ONLY A LITTLE BLAME/NO BLAME AT ALL	386	175	211	67	75	109	134	289	57	21	7	11
	33%	31%	34%	31%	28%	33%	37%	33%	41%	28%	21%	21%
A great deal of blame	400	208	192	66	97	124	112	302	36	22	17	24
	34%	37%	31%	30%	36%	38%	31%	35%	26%	29%	49%	44%
Quite a bit of blame	314	148	166	62	82	74	96	226	39	25	8	15
	27%	26%	27%	28%	31%	23%	27%	26%	28%	33%	25%	29%
Only a little blame	308	144	164	52	60	83	113	231	46	16	5	11
	26%	26%	27%	23%	22%	26%	31%	26%	33%	21%	14%	21%
No blame at all	77	31	47	16	15	26	21	58	11	6	2	-
	7%	5%	8%	7%	6%	8%	6%	7%	8%	7%	7%	
Unsure	77	29	48	24	14	20	19	55	8	8	2	3
	7%	5%	8%	11%	5%	6%	5%	6%	6%	11%	5%	6%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QVCrimeblame_Prosecutors] How much blame do the following individuals and groups deserve for high rates of violent crime, such as murder and assault?
 -Local prosecutors

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	1176	781	395	554	319	228	76	420	376	380	617	495	275	201	564
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	766	407	557	309	209	98	420	374	379	614	488	269	201	569
A GREAT DEAL OF/QUITE A BIT OF BLAME	714	477	237	338	190	139	47	297	239	178	487	187	161	116	356
	61%	61%	60%	61%	60%	61%	61%	71%	63%	47%	79%	38%	58%	58%	63%
ONLY A LITTLE BLAME/NO BLAME AT ALL	386	251	134	183	106	69	28	101	110	174	107	264	91	75	174
	33%	32%	34%	33%	33%	30%	37%	24%	29%	46%	17%	53%	33%	38%	31%
A great deal of blame	400	258	142	188	114	70	28	188	124	88	309	73	89	57	208
	34%	33%	36%	34%	36%	31%	37%	45%	33%	23%	50%	15%	32%	28%	37%
Quite a bit of blame	314	219	95	150	76	69	19	109	115	90	178	114	72	59	148
	27%	28%	24%	27%	24%	30%	24%	26%	31%	24%	29%	23%	26%	29%	26%
Only a little blame	308	201	107	147	84	54	23	88	81	139	89	210	80	61	131
	26%	26%	27%	27%	26%	24%	30%	21%	22%	37%	14%	42%	29%	30%	23%
No blame at all	77	50	28	36	22	14	5	12	29	35	19	54	11	15	43
	7%	6%	7%	6%	7%	6%	7%	3%	8%	9%	3%	11%	4%	7%	8%
Unsure	77	53	24	33	23	20	1	22	27	28	23	45	24	10	34
	7%	7%	6%	6%	7%	9%	1%	5%	7%	7%	4%	9%	9%	5%	6%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QVCrimeblame_Prosecutors] How much blame do the following individuals and groups deserve for high rates of violent crime, such as murder and assault?
 -Local prosecutors

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	1176	189	197	209	182	200	199	105	38	42	840	69	114	22	59	63	9
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	189	201	210	180	195	198	113	31	46	824	70	128	21	62	71	10
A GREAT DEAL OF/QUITE A BIT OF BLAME	714	109	141	117	102	121	123	72	25	25	504	37	71	20	39	32	6
	61%	58%	72%	56%	56%	61%	62%	69%	66%	59%	60%	53%	63%	93%	67%	51%	72%
ONLY A LITTLE BLAME/NO BLAME AT ALL	386	70	49	80	62	63	62	23	12	14	287	26	32	2	13	22	2
	33%	37%	25%	38%	34%	31%	31%	22%	33%	32%	34%	38%	29%	7%	21%	35%	28%
A great deal of blame	400	57	90	63	61	63	66	35	11	11	291	17	39	13	21	11	0
	34%	30%	46%	30%	34%	31%	33%	34%	28%	25%	35%	24%	35%	60%	35%	18%	3%
Quite a bit of blame	314	52	51	55	41	59	57	37	14	14	213	20	32	7	18	21	6
	27%	27%	26%	26%	22%	29%	28%	35%	37%	33%	25%	29%	28%	33%	31%	33%	69%
Only a little blame	308	56	40	62	47	47	56	16	12	10	232	24	25	2	12	16	2
	26%	30%	20%	30%	26%	23%	28%	15%	32%	25%	28%	34%	22%	7%	20%	25%	28%
No blame at all	77	13	9	18	15	16	6	7	0	3	54	3	8	-	1	6	-
	7%	7%	4%	9%	8%	8%	3%	7%	1%	8%	6%	4%	7%	-	1%	10%	-
Unsure	77	11	7	11	18	16	14	10	1	4	49	6	10	-	7	9	-
	7%	6%	3%	5%	10%	8%	7%	9%	2%	9%	6%	8%	9%	-	12%	14%	-

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QVCrimeblame_Prosecutors] How much blame do the following individuals and groups deserve for high rates of violent crime, such as murder and assault?
 -Local prosecutors

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	1176	323	275	324	218	113	121	160	165	106	148	167	196	173	386	227	390
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	320	262	346	206	113	124	158	175	97	128	177	201	180	414	214	365
A GREAT DEAL OF/QUITE A BIT OF BLAME	714	199	151	218	126	71	86	97	103	57	93	101	106	100	243	125	246
	61%	62%	55%	67%	58%	63%	71%	60%	62%	54%	63%	61%	54%	58%	63%	55%	63%
ONLY A LITTLE BLAME/NO BLAME AT ALL	386	103	97	91	78	33	32	56	55	34	44	53	79	63	122	81	119
	33%	32%	35%	28%	36%	29%	26%	35%	33%	32%	30%	32%	40%	36%	32%	36%	31%
A great deal of blame	400	107	81	130	71	34	45	63	65	32	51	61	47	53	131	63	153
	34%	33%	29%	40%	33%	30%	38%	40%	39%	30%	35%	37%	24%	31%	34%	28%	39%
Quite a bit of blame	314	92	70	88	55	37	40	33	38	25	42	40	58	47	112	62	93
	27%	28%	25%	27%	25%	32%	33%	21%	23%	24%	28%	24%	30%	27%	29%	27%	24%
Only a little blame	308	76	81	73	67	26	25	42	51	25	35	41	63	52	98	69	89
	26%	24%	29%	23%	31%	23%	21%	26%	31%	24%	24%	25%	32%	30%	25%	31%	23%
No blame at all	77	27	16	18	11	7	7	13	4	9	9	12	17	11	24	12	30
	7%	8%	6%	6%	5%	6%	5%	8%	2%	8%	6%	7%	9%	7%	6%	5%	8%
Unsure	77	20	27	14	14	9	3	8	8	14	11	12	11	9	21	21	25
	7%	6%	10%	4%	6%	8%	3%	5%	5%	14%	7%	7%	6%	5%	5%	9%	7%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QVCrimeblame_ElectedLocal] How much blame do the following individuals and groups deserve for high rates of violent crime, such as murder and assault?
 -Elected local and city officials

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	1176	560	616	219	268	327	362	873	140	77	34	53
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	570	603	210	252	335	376	866	132	86	36	53
A GREAT DEAL OF/QUITE A BIT OF BLAME	725	360	365	133	175	208	209	515	88	52	24	45
	62%	64%	59%	61%	65%	64%	58%	59%	63%	67%	72%	85%
ONLY A LITTLE BLAME/NO BLAME AT ALL	394	180	214	69	81	109	134	311	44	23	7	8
	33%	32%	35%	32%	30%	33%	37%	36%	32%	30%	20%	15%
A great deal of blame	353	190	163	69	88	112	85	254	41	25	14	20
	30%	34%	26%	31%	33%	34%	24%	29%	29%	32%	40%	37%
Quite a bit of blame	372	170	201	65	87	96	124	261	48	27	11	26
	32%	30%	33%	29%	32%	29%	34%	30%	34%	35%	32%	48%
Only a little blame	330	157	173	59	66	94	112	267	35	16	5	6
	28%	28%	28%	27%	25%	29%	31%	31%	25%	21%	16%	12%
No blame at all	64	23	41	10	15	15	23	44	9	7	2	2
	5%	4%	7%	5%	6%	5%	6%	5%	7%	9%	4%	3%
Unsure	58	20	37	17	12	10	18	46	7	2	3	0
	5%	4%	6%	8%	5%	3%	5%	5%	5%	2%	8%	*%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QVCrimeblame_ElectedLocal] How much blame do the following individuals and groups deserve for high rates of violent crime, such as murder and assault?
 -Elected local and city officials

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	1176	781	395	554	319	228	76	420	376	380	617	495	275	201	564
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	766	407	557	309	209	98	420	374	379	614	488	269	201	569
A GREAT DEAL OF/QUITE A BIT OF BLAME	725	492	232	332	183	160	49	291	235	199	455	227	167	125	351
	62%	63%	59%	60%	57%	70%	65%	69%	62%	52%	74%	46%	61%	62%	62%
ONLY A LITTLE BLAME/NO BLAME AT ALL	394	252	142	195	116	56	26	118	124	152	150	225	93	69	186
	33%	32%	36%	35%	36%	25%	35%	28%	33%	40%	24%	45%	34%	34%	33%
A great deal of blame	353	230	123	163	91	67	32	152	116	85	267	68	84	57	170
	30%	29%	31%	29%	29%	29%	42%	36%	31%	22%	43%	14%	31%	28%	30%
Quite a bit of blame	372	262	109	169	92	93	18	139	119	113	187	159	83	68	181
	32%	34%	28%	30%	29%	41%	23%	33%	32%	30%	30%	32%	30%	34%	32%
Only a little blame	330	205	125	163	104	41	22	105	99	126	134	181	83	58	152
	28%	26%	32%	30%	32%	18%	29%	25%	26%	33%	22%	37%	30%	29%	27%
No blame at all	64	47	17	32	13	15	4	14	25	26	16	44	10	11	33
	5%	6%	4%	6%	4%	7%	6%	3%	7%	7%	3%	9%	3%	5%	6%
Unsure	58	37	20	26	20	11	0	10	18	30	13	43	15	7	26
	5%	5%	5%	5%	6%	5%	1%	2%	5%	8%	2%	9%	5%	3%	5%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QVCrimeblame_ElectedLocal] How much blame do the following individuals and groups deserve for high rates of violent crime, such as murder and assault?
 -Elected local and city officials

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	1176	189	197	209	182	200	199	105	38	42	840	69	114	22	59	63	9
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	189	201	210	180	195	198	113	31	46	824	70	128	21	62	71	10
A GREAT DEAL OF/QUITE A BIT OF BLAME	725	118	131	110	116	132	119	72	23	34	504	44	73	19	44	36	8
	62%	62%	66%	53%	64%	66%	60%	68%	60%	80%	60%	63%	65%	88%	75%	57%	89%
ONLY A LITTLE BLAME/NO BLAME AT ALL	394	60	55	91	53	64	71	25	14	7	294	19	36	3	12	21	1
	33%	32%	28%	43%	29%	32%	35%	24%	38%	16%	35%	27%	32%	12%	20%	33%	11%
A great deal of blame	353	54	71	50	52	72	54	32	12	14	234	18	44	16	29	10	2
	30%	29%	36%	24%	29%	36%	27%	30%	32%	33%	28%	27%	39%	75%	49%	16%	17%
Quite a bit of blame	372	64	60	60	64	60	64	40	11	20	270	25	29	3	15	26	6
	32%	34%	30%	29%	35%	30%	32%	38%	28%	48%	32%	37%	26%	13%	26%	40%	72%
Only a little blame	330	50	43	71	49	54	63	21	14	7	242	18	32	2	11	17	1
	28%	26%	22%	34%	27%	27%	32%	20%	38%	16%	29%	26%	28%	7%	19%	28%	11%
No blame at all	64	10	12	20	5	10	7	4	-	-	51	1	4	1	1	3	-
	5%	6%	6%	9%	3%	5%	4%	4%	-	-	6%	2%	4%	5%	2%	5%	-
Unsure	58	11	12	8	13	5	10	8	1	2	42	6	4	-	3	7	-
	5%	6%	6%	4%	7%	2%	5%	7%	2%	4%	5%	9%	4%	-	5%	10%	-

Echelon Insights
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 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QVCrimeblame_ElectedLocal] How much blame do the following individuals and groups deserve for high rates of violent crime, such as murder and assault?
 -Elected local and city officials

	Marital x Gender					Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	1176	323	275	324	218	113	121	160	165	106	148	167	196	173	386	227	390
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	320	262	346	206	113	124	158	175	97	128	177	201	180	414	214	365
A GREAT DEAL OF/QUITE A BIT OF BLAME	725	198	160	199	150	80	80	101	98	53	94	107	111	112	229	136	248
	62%	61%	58%	61%	69%	71%	67%	63%	60%	50%	64%	64%	56%	65%	59%	60%	63%
ONLY A LITTLE BLAME/NO BLAME AT ALL	394	112	93	112	61	28	37	55	60	42	45	54	75	54	137	81	122
	33%	35%	34%	34%	28%	25%	30%	34%	36%	39%	30%	32%	38%	31%	35%	36%	31%
A great deal of blame	353	96	63	108	73	37	46	59	47	32	41	52	38	46	115	61	131
	30%	30%	23%	33%	34%	33%	38%	37%	29%	30%	28%	31%	19%	27%	30%	27%	34%
Quite a bit of blame	372	102	97	91	76	43	34	42	51	22	53	54	73	66	114	75	117
	32%	31%	35%	28%	35%	38%	28%	26%	31%	20%	36%	33%	37%	38%	29%	33%	30%
Only a little blame	330	87	80	102	50	23	31	50	52	36	34	44	59	47	110	72	102
	28%	27%	29%	31%	23%	20%	26%	31%	32%	34%	23%	26%	30%	27%	28%	32%	26%
No blame at all	64	25	13	10	11	5	5	5	8	6	10	10	15	7	27	9	20
	5%	8%	5%	3%	5%	4%	4%	3%	5%	5%	7%	6%	8%	4%	7%	4%	5%
Unsure	58	14	22	13	7	5	4	4	7	11	9	6	11	7	20	9	21
	5%	4%	8%	4%	3%	5%	3%	3%	4%	11%	6%	4%	6%	4%	5%	4%	5%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QVCrimeblame_ElectedState] How much blame do the following individuals and groups deserve for high rates of violent crime, such as murder and assault?
 -Elected state officials

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	1176	560	616	219	268	327	362	873	140	77	34	53
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	570	603	210	252	335	376	866	132	86	36	53
A GREAT DEAL OF/QUITE A BIT OF BLAME	818	418	400	147	201	230	240	605	87	57	28	41
	70%	75%	65%	67%	75%	70%	66%	69%	62%	74%	82%	76%
ONLY A LITTLE BLAME/NO BLAME AT ALL	306	127	179	59	59	88	100	232	44	17	6	7
	26%	23%	29%	27%	22%	27%	28%	27%	31%	22%	18%	13%
A great deal of blame	387	201	186	61	92	124	110	281	43	20	18	26
	33%	36%	30%	28%	34%	38%	30%	32%	31%	26%	51%	49%
Quite a bit of blame	431	217	214	86	109	106	130	324	44	37	11	15
	37%	39%	35%	39%	41%	32%	36%	37%	32%	48%	31%	27%
Only a little blame	263	112	151	49	47	82	84	198	39	14	6	6
	22%	20%	24%	23%	18%	25%	23%	23%	28%	18%	16%	11%
No blame at all	43	15	28	10	12	6	16	34	5	3	1	1
	4%	3%	5%	5%	4%	2%	4%	4%	3%	4%	1%	2%
Unsure	52	15	37	13	8	9	22	35	9	3	-	6
	4%	3%	6%	6%	3%	3%	6%	4%	7%	3%		10%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QVCrimeblame_ElectedState] How much blame do the following individuals and groups deserve for high rates of violent crime, such as murder and assault?
 -Elected state officials

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	1176	781	395	554	319	228	76	420	376	380	617	495	275	201	564
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	766	407	557	309	209	98	420	374	379	614	488	269	201	569
A GREAT DEAL OF/QUITE A BIT OF BLAME	818	557	261	395	210	161	51	317	262	239	510	260	185	141	395
	70%	71%	66%	71%	66%	71%	67%	75%	70%	63%	83%	52%	67%	70%	70%
ONLY A LITTLE BLAME/NO BLAME AT ALL	306	193	113	140	92	52	22	91	97	118	97	197	74	55	147
	26%	25%	29%	25%	29%	23%	28%	22%	26%	31%	16%	40%	27%	28%	26%
A great deal of blame	387	255	132	177	104	78	28	164	129	95	292	73	99	65	179
	33%	33%	33%	32%	33%	34%	36%	39%	34%	25%	47%	15%	36%	32%	32%
Quite a bit of blame	431	301	129	218	106	83	23	153	133	144	218	187	86	75	216
	37%	39%	33%	39%	33%	36%	31%	36%	35%	38%	35%	38%	31%	38%	38%
Only a little blame	263	163	100	119	80	44	20	86	79	98	91	166	64	47	125
	22%	21%	25%	21%	25%	19%	27%	20%	21%	26%	15%	33%	23%	23%	22%
No blame at all	43	30	13	21	12	8	1	5	18	20	6	31	10	9	22
	4%	4%	3%	4%	4%	4%	2%	1%	5%	5%	1%	6%	4%	4%	4%
Unsure	52	32	20	18	17	14	3	12	17	23	11	39	17	5	21
	4%	4%	5%	3%	5%	6%	4%	3%	5%	6%	2%	8%	6%	2%	4%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QVCrimeblame_ElectedState] How much blame do the following individuals and groups deserve for high rates of violent crime, such as murder and assault?
 -Elected state officials

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	1176	189	197	209	182	200	199	105	38	42	840	69	114	22	59	63	9
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	189	201	210	180	195	198	113	31	46	824	70	128	21	62	71	10
A GREAT DEAL OF/QUITE A BIT OF BLAME	818	137	146	133	118	140	144	85	24	37	578	47	87	20	44	37	5
	70%	72%	74%	64%	65%	70%	72%	81%	62%	89%	69%	67%	77%	94%	75%	58%	55%
ONLY A LITTLE BLAME/NO BLAME AT ALL	306	43	46	67	47	55	47	17	14	3	225	20	22	0	6	22	4
	26%	23%	24%	32%	26%	28%	24%	16%	36%	7%	27%	28%	19%	1%	10%	35%	45%
A great deal of blame	387	56	71	60	59	79	62	37	13	20	264	27	44	13	28	9	1
	33%	30%	36%	29%	32%	39%	31%	35%	35%	48%	31%	39%	38%	62%	48%	14%	6%
Quite a bit of blame	431	81	74	73	59	61	82	48	10	17	313	20	43	7	16	28	4
	37%	43%	38%	35%	33%	31%	41%	46%	27%	41%	37%	29%	38%	32%	27%	44%	48%
Only a little blame	263	40	41	50	41	50	41	10	14	2	192	17	20	0	6	19	4
	22%	21%	21%	24%	23%	25%	21%	10%	36%	5%	23%	24%	17%	1%	10%	29%	45%
No blame at all	43	3	5	17	6	6	6	6	-	1	32	3	2	-	-	3	-
	4%	2%	3%	8%	3%	3%	3%	6%	-	2%	4%	4%	2%	-	-	5%	-
Unsure	52	10	5	8	17	5	8	3	1	2	37	3	5	1	9	5	-
	4%	5%	3%	4%	9%	2%	4%	3%	2%	4%	4%	4%	4%	5%	15%	7%	-

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QVCrimeblame_ElectedState] How much blame do the following individuals and groups deserve for high rates of violent crime, such as murder and assault?
 -Elected state officials

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	1176	323	275	324	218	113	121	160	165	106	148	167	196	173	386	227	390
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	320	262	346	206	113	124	158	175	97	128	177	201	180	414	214	365
A GREAT DEAL OF/QUITE A BIT OF BLAME	818	213	176	239	163	85	96	114	122	62	105	115	118	115	267	159	277
	70%	66%	64%	74%	75%	75%	80%	71%	74%	58%	71%	69%	60%	66%	69%	70%	71%
ONLY A LITTLE BLAME/NO BLAME AT ALL	306	98	75	74	50	24	23	42	37	35	36	46	62	53	101	56	95
	26%	30%	27%	23%	23%	21%	19%	26%	23%	33%	24%	28%	32%	31%	26%	25%	24%
A great deal of blame	387	99	81	111	82	37	45	64	56	24	47	60	54	49	129	73	136
	33%	31%	30%	34%	37%	32%	37%	40%	34%	23%	32%	36%	28%	28%	33%	32%	35%
Quite a bit of blame	431	113	94	128	82	49	51	51	66	37	58	55	64	66	138	86	141
	37%	35%	34%	39%	38%	43%	42%	32%	40%	35%	39%	33%	33%	38%	36%	38%	36%
Only a little blame	263	80	65	65	44	20	19	39	33	29	29	43	51	48	88	48	80
	22%	25%	24%	20%	20%	18%	15%	25%	20%	27%	19%	26%	26%	28%	23%	21%	20%
No blame at all	43	18	9	10	6	4	5	3	4	6	7	3	12	6	13	9	16
	4%	5%	3%	3%	3%	3%	4%	2%	2%	6%	5%	2%	6%	3%	3%	4%	4%
Unsure	52	12	25	10	5	4	1	4	6	9	7	5	16	5	18	12	18
	4%	4%	9%	3%	2%	4%	1%	2%	4%	9%	5%	3%	8%	3%	5%	5%	5%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QVCrimeblam_Police] How much blame do the following individuals and groups deserve for high rates of violent crime, such as murder and assault?
 -Police and sheriff's departments

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	1176	560	616	219	268	327	362	873	140	77	34	53
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	570	603	210	252	335	376	866	132	86	36	53
A GREAT DEAL OF/QUITE A BIT OF BLAME	348	167	181	71	86	98	93	239	57	21	15	17
	30%	30%	29%	32%	32%	30%	26%	27%	41%	27%	44%	32%
ONLY A LITTLE BLAME/NO BLAME AT ALL	779	367	411	135	174	214	255	596	76	52	19	35
	66%	66%	67%	61%	65%	65%	71%	68%	55%	68%	56%	65%
A great deal of blame	122	57	65	30	34	39	20	79	25	8	5	5
	10%	10%	11%	14%	13%	12%	5%	9%	18%	11%	15%	9%
Quite a bit of blame	226	110	116	41	52	59	73	160	32	12	10	12
	19%	20%	19%	19%	20%	18%	20%	18%	23%	16%	29%	23%
Only a little blame	506	246	260	91	109	133	173	387	53	33	12	21
	43%	44%	42%	42%	40%	41%	48%	44%	38%	43%	36%	39%
No blame at all	273	121	152	43	66	81	82	209	23	19	7	14
	23%	22%	25%	20%	25%	25%	23%	24%	16%	25%	21%	27%
Unsure	50	26	24	13	8	15	13	38	7	4	-	2
	4%	5%	4%	6%	3%	5%	4%	4%	5%	5%		3%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QVCrimeblame_Police] How much blame do the following individuals and groups deserve for high rates of violent crime, such as murder and assault?
 -Police and sheriff's departments

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	1176	781	395	554	319	228	76	420	376	380	617	495	275	201	564
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	766	407	557	309	209	98	420	374	379	614	488	269	201	569
A GREAT DEAL OF/QUITE A BIT OF BLAME	348	231	116	152	86	79	30	76	119	153	119	200	98	68	137
	30%	30%	30%	28%	27%	35%	40%	18%	32%	40%	19%	40%	36%	34%	24%
ONLY A LITTLE BLAME/NO BLAME AT ALL	779	514	264	376	220	138	44	329	235	215	480	268	160	126	409
	66%	66%	67%	68%	69%	61%	58%	78%	62%	57%	78%	54%	58%	63%	73%
A great deal of blame	122	81	41	52	27	29	14	25	44	54	45	64	37	25	47
	10%	10%	10%	9%	8%	13%	19%	6%	12%	14%	7%	13%	13%	12%	8%
Quite a bit of blame	226	150	76	100	60	50	16	51	75	99	74	136	61	43	90
	19%	19%	19%	18%	19%	22%	21%	12%	20%	26%	12%	27%	22%	22%	16%
Only a little blame	506	322	184	237	150	85	34	196	155	155	277	208	107	79	272
	43%	41%	47%	43%	47%	37%	45%	47%	41%	41%	45%	42%	39%	39%	48%
No blame at all	273	192	81	139	71	53	10	133	80	60	204	59	54	47	137
	23%	25%	20%	25%	22%	23%	13%	32%	21%	16%	33%	12%	20%	23%	24%
Unsure	50	36	14	25	12	11	2	15	22	13	18	28	17	7	18
	4%	5%	4%	5%	4%	5%	2%	4%	6%	3%	3%	6%	6%	3%	3%

Echelon Insights
Focus 2024 Survey
N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QVCrimeblame_Police] How much blame do the following individuals and groups deserve for high rates of violent crime, such as murder and assault?
-Police and sheriff's departments

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	1176	189	197	209	182	200	199	105	38	42	840	69	114	22	59	63	9
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	189	201	210	180	195	198	113	31	46	824	70	128	21	62	71	10
A GREAT DEAL OF/QUITE A BIT OF BLAME	348	54	57	47	61	72	57	40	13	7	224	30	42	5	22	27	3
	30%	28%	29%	22%	33%	36%	29%	38%	36%	18%	27%	44%	37%	24%	38%	43%	36%
ONLY A LITTLE BLAME/NO BLAME AT ALL	779	130	134	156	113	119	127	59	24	34	576	37	70	16	32	31	4
	66%	69%	68%	75%	62%	59%	64%	56%	63%	80%	69%	53%	61%	76%	54%	49%	47%
A great deal of blame	122	26	21	12	14	31	19	16	6	6	75	8	13	3	10	5	1
	10%	14%	10%	6%	7%	16%	9%	15%	15%	13%	9%	11%	11%	12%	17%	8%	8%
Quite a bit of blame	226	27	37	35	47	41	39	24	8	2	149	23	29	3	13	22	3
	19%	14%	19%	17%	26%	21%	19%	23%	21%	4%	18%	33%	26%	12%	21%	35%	29%
Only a little blame	506	80	93	98	72	84	79	42	15	24	378	28	43	8	21	24	2
	43%	42%	47%	47%	40%	42%	40%	40%	39%	58%	45%	41%	38%	39%	36%	38%	18%
No blame at all	273	50	41	58	41	34	48	17	9	9	198	8	26	8	11	7	3
	23%	26%	21%	28%	23%	17%	24%	16%	24%	22%	24%	12%	23%	36%	18%	11%	29%
Unsure	50	6	6	6	8	9	15	5	1	1	40	2	2	-	5	5	2
	4%	3%	3%	3%	4%	5%	8%	5%	2%	2%	5%	3%	2%		8%	7%	17%

Echelon Insights
Focus 2024 Survey
N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QVCrimeblame_Police] How much blame do the following individuals and groups deserve for high rates of violent crime, such as murder and assault?
-Police and sheriff's departments

	Total	Marital x Gender					Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC	
Total	1176	323	275	324	218	113	121	160	165	106	148	167	196	173	386	227	390	
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
Unweighted Total	1173	320	262	346	206	113	124	158	175	97	128	177	201	180	414	214	365	
A GREAT DEAL OF/QUITE A BIT OF BLAME	348	73	103	82	80	39	36	48	44	32	50	50	49	57	105	67	119	
	30%	23%	37%	25%	37%	34%	30%	30%	27%	31%	34%	30%	25%	33%	27%	30%	31%	
ONLY A LITTLE BLAME/NO BLAME AT ALL	779	241	159	228	126	66	80	105	115	68	94	109	141	110	262	145	262	
	66%	75%	58%	71%	58%	59%	67%	66%	69%	64%	64%	65%	72%	64%	68%	64%	67%	
A great deal of blame	122	26	38	29	27	13	12	21	10	17	21	17	9	30	34	18	41	
	10%	8%	14%	9%	12%	11%	10%	13%	6%	16%	14%	10%	5%	17%	9%	8%	11%	
Quite a bit of blame	226	47	65	53	53	26	24	26	34	15	28	33	39	27	71	49	78	
	19%	15%	24%	16%	25%	23%	20%	16%	20%	14%	19%	20%	20%	16%	18%	22%	20%	
Only a little blame	506	146	105	152	86	51	55	65	76	40	54	68	97	74	159	90	183	
	43%	45%	38%	47%	40%	45%	45%	40%	46%	38%	36%	41%	50%	43%	41%	40%	47%	
No blame at all	273	95	54	76	40	16	26	41	39	28	40	41	43	36	103	55	79	
	23%	30%	20%	23%	18%	14%	21%	25%	23%	26%	27%	24%	22%	21%	27%	24%	20%	
Unsure	50	9	14	13	12	8	4	7	6	5	4	8	7	6	20	15	9	
	4%	3%	5%	4%	5%	7%	3%	5%	4%	5%	3%	5%	4%	3%	5%	7%	2%	

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 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QVCrimeblame_Fed] How much blame do the following individuals and groups deserve for high rates of violent crime, such as murder and assault?

-The federal government

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	1176	560	616	219	268	327	362	873	140	77	34	53
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	570	603	210	252	335	376	866	132	86	36	53
A GREAT DEAL OF/QUITE A BIT OF BLAME	832	416	416	148	205	232	247	609	91	54	29	48
	71%	74%	67%	67%	77%	71%	68%	70%	66%	70%	86%	90%
ONLY A LITTLE BLAME/NO BLAME AT ALL	310	132	178	61	58	87	104	238	41	21	5	5
	26%	24%	29%	28%	22%	27%	29%	27%	29%	27%	14%	10%
A great deal of blame	488	241	247	77	120	153	138	368	45	27	20	27
	41%	43%	40%	35%	45%	47%	38%	42%	32%	36%	59%	51%
Quite a bit of blame	344	175	169	71	85	79	109	241	46	27	9	21
	29%	31%	27%	32%	32%	24%	30%	28%	33%	35%	27%	39%
Only a little blame	245	108	137	49	39	74	83	191	32	14	4	4
	21%	19%	22%	22%	15%	23%	23%	22%	23%	18%	12%	7%
No blame at all	65	23	41	12	19	13	21	47	8	7	1	2
	6%	4%	7%	6%	7%	4%	6%	5%	6%	9%	1%	3%
Unsure	34	12	22	10	5	9	11	25	7	2	-	0
	3%	2%	4%	5%	2%	3%	3%	3%	5%	2%	-	*%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QVCrimeblame_Fed] How much blame do the following individuals and groups deserve for high rates of violent crime, such as murder and assault?
 -The federal government

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	1176	781	395	554	319	228	76	420	376	380	617	495	275	201	564
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	766	407	557	309	209	98	420	374	379	614	488	269	201	569
A GREAT DEAL OF/QUITE A BIT OF BLAME	832	561	271	394	215	167	56	347	257	229	550	235	196	147	391
	71%	72%	69%	71%	67%	73%	74%	83%	68%	60%	89%	47%	71%	73%	69%
ONLY A LITTLE BLAME/NO BLAME AT ALL	310	202	109	150	89	52	20	65	108	137	62	234	69	51	159
	26%	26%	27%	27%	28%	23%	26%	15%	29%	36%	10%	47%	25%	25%	28%
A great deal of blame	488	327	161	242	126	85	35	239	138	111	394	73	105	85	240
	41%	42%	41%	44%	40%	37%	46%	57%	37%	29%	64%	15%	38%	42%	43%
Quite a bit of blame	344	234	110	153	88	82	21	108	119	118	155	162	91	63	151
	29%	30%	28%	28%	28%	36%	28%	26%	32%	31%	25%	33%	33%	31%	27%
Only a little blame	245	158	87	119	72	39	15	54	83	108	54	177	56	42	120
	21%	20%	22%	21%	23%	17%	20%	13%	22%	28%	9%	36%	20%	21%	21%
No blame at all	65	44	21	31	17	13	5	11	25	29	8	57	13	8	39
	6%	6%	5%	6%	5%	6%	6%	3%	7%	8%	1%	11%	5%	4%	7%
Unsure	34	19	15	10	15	9	-	8	11	15	6	26	10	3	14
	3%	2%	4%	2%	5%	4%	-	2%	3%	4%	1%	5%	4%	1%	3%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QVCrimeblame_Fed] How much blame do the following individuals and groups deserve for high rates of violent crime, such as murder and assault?
 -The federal government

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	1176	189	197	209	182	200	199	105	38	42	840	69	114	22	59	63	9
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	189	201	210	180	195	198	113	31	46	824	70	128	21	62	71	10
A GREAT DEAL OF/QUITE A BIT OF BLAME	832	132	140	143	127	142	148	77	30	37	586	48	85	22	49	35	6
	71%	70%	71%	69%	70%	71%	74%	74%	79%	88%	70%	69%	75%	100%	83%	54%	66%
ONLY A LITTLE BLAME/NO BLAME AT ALL	310	51	51	63	48	53	44	26	7	3	229	18	24	-	7	26	3
	26%	27%	26%	30%	27%	27%	22%	24%	19%	7%	27%	26%	22%	-	11%	41%	34%
A great deal of blame	488	79	83	91	74	84	78	39	11	23	330	25	60	15	29	9	-
	41%	42%	42%	43%	40%	42%	39%	37%	30%	56%	39%	36%	53%	69%	50%	15%	-
Quite a bit of blame	344	53	57	53	53	58	70	38	18	14	256	23	25	7	20	25	6
	29%	28%	29%	25%	29%	29%	35%	37%	49%	33%	30%	33%	22%	31%	33%	40%	66%
Only a little blame	245	38	46	46	33	44	37	23	5	3	183	12	20	-	7	23	3
	21%	20%	24%	22%	18%	22%	19%	22%	13%	7%	22%	17%	18%	-	11%	36%	30%
No blame at all	65	13	5	17	15	9	6	2	2	-	46	6	4	-	-	3	0
	6%	7%	2%	8%	8%	5%	3%	2%	6%	-	6%	9%	4%	-	-	5%	3%
Unsure	34	7	6	2	7	5	8	2	1	2	25	4	4	-	3	3	-
	3%	4%	3%	1%	4%	2%	4%	2%	2%	5%	3%	5%	4%	-	5%	4%	-

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QVCrimeblame_Fed] How much blame do the following individuals and groups deserve for high rates of violent crime, such as murder and assault?
 -The federal government

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	1176	323	275	324	218	113	121	160	165	106	148	167	196	173	386	227	390
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	320	262	346	206	113	124	158	175	97	128	177	201	180	414	214	365
A GREAT DEAL OF/QUITE A BIT OF BLAME	832	230	176	241	163	82	96	114	124	66	109	117	123	108	283	158	283
	71%	71%	64%	75%	75%	73%	80%	71%	75%	62%	74%	70%	63%	62%	73%	70%	72%
ONLY A LITTLE BLAME/NO BLAME AT ALL	310	84	88	73	53	28	23	44	36	33	35	43	68	61	94	60	94
	26%	26%	32%	22%	24%	25%	19%	28%	22%	31%	24%	26%	35%	35%	24%	27%	24%
A great deal of blame	488	143	100	150	82	40	54	75	73	37	67	78	65	60	177	88	163
	41%	44%	36%	46%	38%	35%	44%	46%	44%	35%	45%	47%	33%	35%	46%	39%	42%
Quite a bit of blame	344	87	76	91	80	42	43	39	51	29	42	39	58	47	106	71	120
	29%	27%	28%	28%	37%	37%	35%	25%	31%	27%	29%	24%	30%	27%	27%	31%	31%
Only a little blame	245	62	70	60	43	23	15	41	30	27	24	33	53	50	77	45	73
	21%	19%	25%	18%	20%	20%	12%	25%	18%	25%	16%	20%	27%	29%	20%	20%	19%
No blame at all	65	22	19	13	10	6	8	3	6	7	10	9	15	11	17	16	21
	6%	7%	7%	4%	5%	5%	7%	2%	4%	6%	7%	6%	8%	6%	4%	7%	5%
Unsure	34	9	11	10	2	3	1	2	5	7	3	7	5	4	9	8	14
	3%	3%	4%	3%	1%	3%	1%	1%	3%	7%	2%	4%	3%	2%	2%	4%	3%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QPRCRIMEBLAME_PROSECUTORS] How much blame do the following individuals and groups deserve for high rates of property crime such as theft?
 -Local prosecutors

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	1176	560	616	219	268	327	362	873	140	77	34	53
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	570	603	210	252	335	376	866	132	86	36	53
A GREAT DEAL OF/QUITE A BIT OF BLAME	714	356	358	128	179	198	208	528	74	47	25	39
	61%	64%	58%	59%	67%	61%	58%	61%	53%	61%	74%	73%
ONLY A LITTLE BLAME/NO BLAME AT ALL	386	175	211	67	75	109	134	289	57	21	7	11
	33%	31%	34%	31%	28%	33%	37%	33%	41%	28%	21%	21%
A great deal of blame	400	208	192	66	97	124	112	302	36	22	17	24
	34%	37%	31%	30%	36%	38%	31%	35%	26%	29%	49%	44%
Quite a bit of blame	314	148	166	62	82	74	96	226	39	25	8	15
	27%	26%	27%	28%	31%	23%	27%	26%	28%	33%	25%	29%
Only a little blame	308	144	164	52	60	83	113	231	46	16	5	11
	26%	26%	27%	23%	22%	26%	31%	26%	33%	21%	14%	21%
No blame at all	77	31	47	16	15	26	21	58	11	6	2	-
	7%	5%	8%	7%	6%	8%	6%	7%	8%	7%	7%	
Unsure	77	29	48	24	14	20	19	55	8	8	2	3
	7%	5%	8%	11%	5%	6%	5%	6%	6%	11%	5%	6%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QPRCRIMEBLAME_PROSECUTORS] How much blame do the following individuals and groups deserve for high rates of property crime such as theft?
 -Local prosecutors

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	1176	781	395	554	319	228	76	420	376	380	617	495	275	201	564
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	766	407	557	309	209	98	420	374	379	614	488	269	201	569
A GREAT DEAL OF/QUITE A BIT OF BLAME	714	477	237	338	190	139	47	297	239	178	487	187	161	116	356
	61%	61%	60%	61%	60%	61%	61%	71%	63%	47%	79%	38%	58%	58%	63%
ONLY A LITTLE BLAME/NO BLAME AT ALL	386	251	134	183	106	69	28	101	110	174	107	264	91	75	174
	33%	32%	34%	33%	33%	30%	37%	24%	29%	46%	17%	53%	33%	38%	31%
A great deal of blame	400	258	142	188	114	70	28	188	124	88	309	73	89	57	208
	34%	33%	36%	34%	36%	31%	37%	45%	33%	23%	50%	15%	32%	28%	37%
Quite a bit of blame	314	219	95	150	76	69	19	109	115	90	178	114	72	59	148
	27%	28%	24%	27%	24%	30%	24%	26%	31%	24%	29%	23%	26%	29%	26%
Only a little blame	308	201	107	147	84	54	23	88	81	139	89	210	80	61	131
	26%	26%	27%	27%	26%	24%	30%	21%	22%	37%	14%	42%	29%	30%	23%
No blame at all	77	50	28	36	22	14	5	12	29	35	19	54	11	15	43
	7%	6%	7%	6%	7%	6%	7%	3%	8%	9%	3%	11%	4%	7%	8%
Unsure	77	53	24	33	23	20	1	22	27	28	23	45	24	10	34
	7%	7%	6%	6%	7%	9%	1%	5%	7%	7%	4%	9%	9%	5%	6%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QPRCRIMEBLAME_PROSECUTORS] How much blame do the following individuals and groups deserve for high rates of property crime such as theft?
 -Local prosecutors

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	1176	189	197	209	182	200	199	105	38	42	840	69	114	22	59	63	9
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	189	201	210	180	195	198	113	31	46	824	70	128	21	62	71	10
A GREAT DEAL OF/QUITE A BIT OF BLAME	714	109	141	117	102	121	123	72	25	25	504	37	71	20	39	32	6
	61%	58%	72%	56%	56%	61%	62%	69%	66%	59%	60%	53%	63%	93%	67%	51%	72%
ONLY A LITTLE BLAME/NO BLAME AT ALL	386	70	49	80	62	63	62	23	12	14	287	26	32	2	13	22	2
	33%	37%	25%	38%	34%	31%	31%	22%	33%	32%	34%	38%	29%	7%	21%	35%	28%
A great deal of blame	400	57	90	63	61	63	66	35	11	11	291	17	39	13	21	11	0
	34%	30%	46%	30%	34%	31%	33%	34%	28%	25%	35%	24%	35%	60%	35%	18%	3%
Quite a bit of blame	314	52	51	55	41	59	57	37	14	14	213	20	32	7	18	21	6
	27%	27%	26%	26%	22%	29%	28%	35%	37%	33%	25%	29%	28%	33%	31%	33%	69%
Only a little blame	308	56	40	62	47	47	56	16	12	10	232	24	25	2	12	16	2
	26%	30%	20%	30%	26%	23%	28%	15%	32%	25%	28%	34%	22%	7%	20%	25%	28%
No blame at all	77	13	9	18	15	16	6	7	0	3	54	3	8	-	1	6	-
	7%	7%	4%	9%	8%	8%	3%	7%	1%	8%	6%	4%	7%	-	1%	10%	-
Unsure	77	11	7	11	18	16	14	10	1	4	49	6	10	-	7	9	-
	7%	6%	3%	5%	10%	8%	7%	9%	2%	9%	6%	8%	9%	-	12%	14%	-

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QPRCRIMEBLAME_PROSECUTORS] How much blame do the following individuals and groups deserve for high rates of property crime such as theft?
 -Local prosecutors

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	1176	323	275	324	218	113	121	160	165	106	148	167	196	173	386	227	390
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	320	262	346	206	113	124	158	175	97	128	177	201	180	414	214	365
A GREAT DEAL OF/QUITE A BIT OF BLAME	714	199	151	218	126	71	86	97	103	57	93	101	106	100	243	125	246
	61%	62%	55%	67%	58%	63%	71%	60%	62%	54%	63%	61%	54%	58%	63%	55%	63%
ONLY A LITTLE BLAME/NO BLAME AT ALL	386	103	97	91	78	33	32	56	55	34	44	53	79	63	122	81	119
	33%	32%	35%	28%	36%	29%	26%	35%	33%	32%	30%	32%	40%	36%	32%	36%	31%
A great deal of blame	400	107	81	130	71	34	45	63	65	32	51	61	47	53	131	63	153
	34%	33%	29%	40%	33%	30%	38%	40%	39%	30%	35%	37%	24%	31%	34%	28%	39%
Quite a bit of blame	314	92	70	88	55	37	40	33	38	25	42	40	58	47	112	62	93
	27%	28%	25%	27%	25%	32%	33%	21%	23%	24%	28%	24%	30%	27%	29%	27%	24%
Only a little blame	308	76	81	73	67	26	25	42	51	25	35	41	63	52	98	69	89
	26%	24%	29%	23%	31%	23%	21%	26%	31%	24%	24%	25%	32%	30%	25%	31%	23%
No blame at all	77	27	16	18	11	7	7	13	4	9	9	12	17	11	24	12	30
	7%	8%	6%	6%	5%	6%	5%	8%	2%	8%	6%	7%	9%	7%	6%	5%	8%
Unsure	77	20	27	14	14	9	3	8	8	14	11	12	11	9	21	21	25
	7%	6%	10%	4%	6%	8%	3%	5%	5%	14%	7%	7%	6%	5%	5%	9%	7%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QVCRIMEBLAME_ELECTEDLOCAL] How much blame do the following individuals and groups deserve for high rates of property crime such as theft?
 -Elected local and city officials

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	1176	560	616	219	268	327	362	873	140	77	34	53
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	570	603	210	252	335	376	866	132	86	36	53
A GREAT DEAL OF/QUITE A BIT OF BLAME	725	360	365	133	175	208	209	515	88	52	24	45
	62%	64%	59%	61%	65%	64%	58%	59%	63%	67%	72%	85%
ONLY A LITTLE BLAME/NO BLAME AT ALL	394	180	214	69	81	109	134	311	44	23	7	8
	33%	32%	35%	32%	30%	33%	37%	36%	32%	30%	20%	15%
A great deal of blame	353	190	163	69	88	112	85	254	41	25	14	20
	30%	34%	26%	31%	33%	34%	24%	29%	29%	32%	40%	37%
Quite a bit of blame	372	170	201	65	87	96	124	261	48	27	11	26
	32%	30%	33%	29%	32%	29%	34%	30%	34%	35%	32%	48%
Only a little blame	330	157	173	59	66	94	112	267	35	16	5	6
	28%	28%	28%	27%	25%	29%	31%	31%	25%	21%	16%	12%
No blame at all	64	23	41	10	15	15	23	44	9	7	2	2
	5%	4%	7%	5%	6%	5%	6%	5%	7%	9%	4%	3%
Unsure	58	20	37	17	12	10	18	46	7	2	3	0
	5%	4%	6%	8%	5%	3%	5%	5%	5%	2%	8%	*%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QVCRIMEBLAME_ELECTEDLOCAL] How much blame do the following individuals and groups deserve for high rates of property crime such as theft?
 -Elected local and city officials

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	1176	781	395	554	319	228	76	420	376	380	617	495	275	201	564
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	766	407	557	309	209	98	420	374	379	614	488	269	201	569
A GREAT DEAL OF/QUITE A BIT OF BLAME	725	492	232	332	183	160	49	291	235	199	455	227	167	125	351
	62%	63%	59%	60%	57%	70%	65%	69%	62%	52%	74%	46%	61%	62%	62%
ONLY A LITTLE BLAME/NO BLAME AT ALL	394	252	142	195	116	56	26	118	124	152	150	225	93	69	186
	33%	32%	36%	35%	36%	25%	35%	28%	33%	40%	24%	45%	34%	34%	33%
A great deal of blame	353	230	123	163	91	67	32	152	116	85	267	68	84	57	170
	30%	29%	31%	29%	29%	29%	42%	36%	31%	22%	43%	14%	31%	28%	30%
Quite a bit of blame	372	262	109	169	92	93	18	139	119	113	187	159	83	68	181
	32%	34%	28%	30%	29%	41%	23%	33%	32%	30%	30%	32%	30%	34%	32%
Only a little blame	330	205	125	163	104	41	22	105	99	126	134	181	83	58	152
	28%	26%	32%	30%	32%	18%	29%	25%	26%	33%	22%	37%	30%	29%	27%
No blame at all	64	47	17	32	13	15	4	14	25	26	16	44	10	11	33
	5%	6%	4%	6%	4%	7%	6%	3%	7%	7%	3%	9%	3%	5%	6%
Unsure	58	37	20	26	20	11	0	10	18	30	13	43	15	7	26
	5%	5%	5%	5%	6%	5%	1%	2%	5%	8%	2%	9%	5%	3%	5%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QVCRIMEBLAME_ELECTEDLOCAL] How much blame do the following individuals and groups deserve for high rates of property crime such as theft?
 -Elected local and city officials

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	1176	189	197	209	182	200	199	105	38	42	840	69	114	22	59	63	9
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	189	201	210	180	195	198	113	31	46	824	70	128	21	62	71	10
A GREAT DEAL OF/QUITE A BIT OF BLAME	725	118	131	110	116	132	119	72	23	34	504	44	73	19	44	36	8
	62%	62%	66%	53%	64%	66%	60%	68%	60%	80%	60%	63%	65%	88%	75%	57%	89%
ONLY A LITTLE BLAME/NO BLAME AT ALL	394	60	55	91	53	64	71	25	14	7	294	19	36	3	12	21	1
	33%	32%	28%	43%	29%	32%	35%	24%	38%	16%	35%	27%	32%	12%	20%	33%	11%
A great deal of blame	353	54	71	50	52	72	54	32	12	14	234	18	44	16	29	10	2
	30%	29%	36%	24%	29%	36%	27%	30%	32%	33%	28%	27%	39%	75%	49%	16%	17%
Quite a bit of blame	372	64	60	60	64	60	64	40	11	20	270	25	29	3	15	26	6
	32%	34%	30%	29%	35%	30%	32%	38%	28%	48%	32%	37%	26%	13%	26%	40%	72%
Only a little blame	330	50	43	71	49	54	63	21	14	7	242	18	32	2	11	17	1
	28%	26%	22%	34%	27%	27%	32%	20%	38%	16%	29%	26%	28%	7%	19%	28%	11%
No blame at all	64	10	12	20	5	10	7	4	-	-	51	1	4	1	1	3	-
	5%	6%	6%	9%	3%	5%	4%	4%	-	-	6%	2%	4%	5%	2%	5%	-
Unsure	58	11	12	8	13	5	10	8	1	2	42	6	4	-	3	7	-
	5%	6%	6%	4%	7%	2%	5%	7%	2%	4%	5%	9%	4%	-	5%	10%	-

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QVCRIMEBLAME_ELECTEDLOCAL] How much blame do the following individuals and groups deserve for high rates of property crime such as theft?
 -Elected local and city officials

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	1176	323	275	324	218	113	121	160	165	106	148	167	196	173	386	227	390
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	320	262	346	206	113	124	158	175	97	128	177	201	180	414	214	365
A GREAT DEAL OF/QUITE A BIT OF BLAME	725	198	160	199	150	80	80	101	98	53	94	107	111	112	229	136	248
	62%	61%	58%	61%	69%	71%	67%	63%	60%	50%	64%	64%	56%	65%	59%	60%	63%
ONLY A LITTLE BLAME/NO BLAME AT ALL	394	112	93	112	61	28	37	55	60	42	45	54	75	54	137	81	122
	33%	35%	34%	34%	28%	25%	30%	34%	36%	39%	30%	32%	38%	31%	35%	36%	31%
A great deal of blame	353	96	63	108	73	37	46	59	47	32	41	52	38	46	115	61	131
	30%	30%	23%	33%	34%	33%	38%	37%	29%	30%	28%	31%	19%	27%	30%	27%	34%
Quite a bit of blame	372	102	97	91	76	43	34	42	51	22	53	54	73	66	114	75	117
	32%	31%	35%	28%	35%	38%	28%	26%	31%	20%	36%	33%	37%	38%	29%	33%	30%
Only a little blame	330	87	80	102	50	23	31	50	52	36	34	44	59	47	110	72	102
	28%	27%	29%	31%	23%	20%	26%	31%	32%	34%	23%	26%	30%	27%	28%	32%	26%
No blame at all	64	25	13	10	11	5	5	5	8	6	10	10	15	7	27	9	20
	5%	8%	5%	3%	5%	4%	4%	3%	5%	5%	7%	6%	8%	4%	7%	4%	5%
Unsure	58	14	22	13	7	5	4	4	7	11	9	6	11	7	20	9	21
	5%	4%	8%	4%	3%	5%	3%	3%	4%	11%	6%	4%	6%	4%	5%	4%	5%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QVCRIMEBLAME_ELECTEDSTATE] How much blame do the following individuals and groups deserve for high rates of property crime such as theft?
 -Elected state officials

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	1176	560	616	219	268	327	362	873	140	77	34	53
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	570	603	210	252	335	376	866	132	86	36	53
A GREAT DEAL OF/QUITE A BIT OF BLAME	818	418	400	147	201	230	240	605	87	57	28	41
	70%	75%	65%	67%	75%	70%	66%	69%	62%	74%	82%	76%
ONLY A LITTLE BLAME/NO BLAME AT ALL	306	127	179	59	59	88	100	232	44	17	6	7
	26%	23%	29%	27%	22%	27%	28%	27%	31%	22%	18%	13%
A great deal of blame	387	201	186	61	92	124	110	281	43	20	18	26
	33%	36%	30%	28%	34%	38%	30%	32%	31%	26%	51%	49%
Quite a bit of blame	431	217	214	86	109	106	130	324	44	37	11	15
	37%	39%	35%	39%	41%	32%	36%	37%	32%	48%	31%	27%
Only a little blame	263	112	151	49	47	82	84	198	39	14	6	6
	22%	20%	24%	23%	18%	25%	23%	23%	28%	18%	16%	11%
No blame at all	43	15	28	10	12	6	16	34	5	3	1	1
	4%	3%	5%	5%	4%	2%	4%	4%	3%	4%	1%	2%
Unsure	52	15	37	13	8	9	22	35	9	3	-	6
	4%	3%	6%	6%	3%	3%	6%	4%	7%	3%	-	10%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QVCRIMEBLAME_ELECTEDSTATE] How much blame do the following individuals and groups deserve for high rates of property crime such as theft?
 -Elected state officials

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	1176	781	395	554	319	228	76	420	376	380	617	495	275	201	564
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	766	407	557	309	209	98	420	374	379	614	488	269	201	569
A GREAT DEAL OF/QUITE A BIT OF BLAME	818	557	261	395	210	161	51	317	262	239	510	260	185	141	395
	70%	71%	66%	71%	66%	71%	67%	75%	70%	63%	83%	52%	67%	70%	70%
ONLY A LITTLE BLAME/NO BLAME AT ALL	306	193	113	140	92	52	22	91	97	118	97	197	74	55	147
	26%	25%	29%	25%	29%	23%	28%	22%	26%	31%	16%	40%	27%	28%	26%
A great deal of blame	387	255	132	177	104	78	28	164	129	95	292	73	99	65	179
	33%	33%	33%	32%	33%	34%	36%	39%	34%	25%	47%	15%	36%	32%	32%
Quite a bit of blame	431	301	129	218	106	83	23	153	133	144	218	187	86	75	216
	37%	39%	33%	39%	33%	36%	31%	36%	35%	38%	35%	38%	31%	38%	38%
Only a little blame	263	163	100	119	80	44	20	86	79	98	91	166	64	47	125
	22%	21%	25%	21%	25%	19%	27%	20%	21%	26%	15%	33%	23%	23%	22%
No blame at all	43	30	13	21	12	8	1	5	18	20	6	31	10	9	22
	4%	4%	3%	4%	4%	4%	2%	1%	5%	5%	1%	6%	4%	4%	4%
Unsure	52	32	20	18	17	14	3	12	17	23	11	39	17	5	21
	4%	4%	5%	3%	5%	6%	4%	3%	5%	6%	2%	8%	6%	2%	4%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QVCRIMEBLAME_ELECTEDSTATE] How much blame do the following individuals and groups deserve for high rates of property crime such as theft?
 -Elected state officials

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	1176	189	197	209	182	200	199	105	38	42	840	69	114	22	59	63	9
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	189	201	210	180	195	198	113	31	46	824	70	128	21	62	71	10
A GREAT DEAL OF/QUITE A BIT OF BLAME	818	137	146	133	118	140	144	85	24	37	578	47	87	20	44	37	5
	70%	72%	74%	64%	65%	70%	72%	81%	62%	89%	69%	67%	77%	94%	75%	58%	55%
ONLY A LITTLE BLAME/NO BLAME AT ALL	306	43	46	67	47	55	47	17	14	3	225	20	22	0	6	22	4
	26%	23%	24%	32%	26%	28%	24%	16%	36%	7%	27%	28%	19%	1%	10%	35%	45%
A great deal of blame	387	56	71	60	59	79	62	37	13	20	264	27	44	13	28	9	1
	33%	30%	36%	29%	32%	39%	31%	35%	35%	48%	31%	39%	38%	62%	48%	14%	6%
Quite a bit of blame	431	81	74	73	59	61	82	48	10	17	313	20	43	7	16	28	4
	37%	43%	38%	35%	33%	31%	41%	46%	27%	41%	37%	29%	38%	32%	27%	44%	48%
Only a little blame	263	40	41	50	41	50	41	10	14	2	192	17	20	0	6	19	4
	22%	21%	21%	24%	23%	25%	21%	10%	36%	5%	23%	24%	17%	1%	10%	29%	45%
No blame at all	43	3	5	17	6	6	6	6	-	1	32	3	2	-	-	3	-
	4%	2%	3%	8%	3%	3%	3%	6%	-	2%	4%	4%	2%	-	-	5%	-
Unsure	52	10	5	8	17	5	8	3	1	2	37	3	5	1	9	5	-
	4%	5%	3%	4%	9%	2%	4%	3%	2%	4%	4%	4%	4%	5%	15%	7%	-

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QVCRIMEBLAME_ELECTEDSTATE] How much blame do the following individuals and groups deserve for high rates of property crime such as theft?
 -Elected state officials

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	1176	323	275	324	218	113	121	160	165	106	148	167	196	173	386	227	390
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	320	262	346	206	113	124	158	175	97	128	177	201	180	414	214	365
A GREAT DEAL OF/QUITE A BIT OF BLAME	818	213	176	239	163	85	96	114	122	62	105	115	118	115	267	159	277
	70%	66%	64%	74%	75%	75%	80%	71%	74%	58%	71%	69%	60%	66%	69%	70%	71%
ONLY A LITTLE BLAME/NO BLAME AT ALL	306	98	75	74	50	24	23	42	37	35	36	46	62	53	101	56	95
	26%	30%	27%	23%	23%	21%	19%	26%	23%	33%	24%	28%	32%	31%	26%	25%	24%
A great deal of blame	387	99	81	111	82	37	45	64	56	24	47	60	54	49	129	73	136
	33%	31%	30%	34%	37%	32%	37%	40%	34%	23%	32%	36%	28%	28%	33%	32%	35%
Quite a bit of blame	431	113	94	128	82	49	51	51	66	37	58	55	64	66	138	86	141
	37%	35%	34%	39%	38%	43%	42%	32%	40%	35%	39%	33%	33%	38%	36%	38%	36%
Only a little blame	263	80	65	65	44	20	19	39	33	29	29	43	51	48	88	48	80
	22%	25%	24%	20%	20%	18%	15%	25%	20%	27%	19%	26%	26%	28%	23%	21%	20%
No blame at all	43	18	9	10	6	4	5	3	4	6	7	3	12	6	13	9	16
	4%	5%	3%	3%	3%	3%	4%	2%	2%	6%	5%	2%	6%	3%	3%	4%	4%
Unsure	52	12	25	10	5	4	1	4	6	9	7	5	16	5	18	12	18
	4%	4%	9%	3%	2%	4%	1%	2%	4%	9%	5%	3%	8%	3%	5%	5%	5%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QVCRIMEBLAME_POLICE] How much blame do the following individuals and groups deserve for high rates of property crime such as theft?
 -Police and sheriff's departments

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	1176	560	616	219	268	327	362	873	140	77	34	53
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	570	603	210	252	335	376	866	132	86	36	53
A GREAT DEAL OF/QUITE A BIT OF BLAME	348	167	181	71	86	98	93	239	57	21	15	17
	30%	30%	29%	32%	32%	30%	26%	27%	41%	27%	44%	32%
ONLY A LITTLE BLAME/NO BLAME AT ALL	779	367	411	135	174	214	255	596	76	52	19	35
	66%	66%	67%	61%	65%	65%	71%	68%	55%	68%	56%	65%
A great deal of blame	122	57	65	30	34	39	20	79	25	8	5	5
	10%	10%	11%	14%	13%	12%	5%	9%	18%	11%	15%	9%
Quite a bit of blame	226	110	116	41	52	59	73	160	32	12	10	12
	19%	20%	19%	19%	20%	18%	20%	18%	23%	16%	29%	23%
Only a little blame	506	246	260	91	109	133	173	387	53	33	12	21
	43%	44%	42%	42%	40%	41%	48%	44%	38%	43%	36%	39%
No blame at all	273	121	152	43	66	81	82	209	23	19	7	14
	23%	22%	25%	20%	25%	25%	23%	24%	16%	25%	21%	27%
Unsure	50	26	24	13	8	15	13	38	7	4	-	2
	4%	5%	4%	6%	3%	5%	4%	4%	5%	5%		3%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QVCRIMEBLAME_POLICE] How much blame do the following individuals and groups deserve for high rates of property crime such as theft?
 -Police and sheriff's departments

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	1176	781	395	554	319	228	76	420	376	380	617	495	275	201	564
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	766	407	557	309	209	98	420	374	379	614	488	269	201	569
A GREAT DEAL OF/QUITE A BIT OF BLAME	348	231	116	152	86	79	30	76	119	153	119	200	98	68	137
	30%	30%	30%	28%	27%	35%	40%	18%	32%	40%	19%	40%	36%	34%	24%
ONLY A LITTLE BLAME/NO BLAME AT ALL	779	514	264	376	220	138	44	329	235	215	480	268	160	126	409
	66%	66%	67%	68%	69%	61%	58%	78%	62%	57%	78%	54%	58%	63%	73%
A great deal of blame	122	81	41	52	27	29	14	25	44	54	45	64	37	25	47
	10%	10%	10%	9%	8%	13%	19%	6%	12%	14%	7%	13%	13%	12%	8%
Quite a bit of blame	226	150	76	100	60	50	16	51	75	99	74	136	61	43	90
	19%	19%	19%	18%	19%	22%	21%	12%	20%	26%	12%	27%	22%	22%	16%
Only a little blame	506	322	184	237	150	85	34	196	155	155	277	208	107	79	272
	43%	41%	47%	43%	47%	37%	45%	47%	41%	41%	45%	42%	39%	39%	48%
No blame at all	273	192	81	139	71	53	10	133	80	60	204	59	54	47	137
	23%	25%	20%	25%	22%	23%	13%	32%	21%	16%	33%	12%	20%	23%	24%
Unsure	50	36	14	25	12	11	2	15	22	13	18	28	17	7	18
	4%	5%	4%	5%	4%	5%	2%	4%	6%	3%	3%	6%	6%	3%	3%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QVCRIMEBLAME_POLICE] How much blame do the following individuals and groups deserve for high rates of property crime such as theft?
 -Police and sheriff's departments

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	1176	189	197	209	182	200	199	105	38	42	840	69	114	22	59	63	9
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	189	201	210	180	195	198	113	31	46	824	70	128	21	62	71	10
A GREAT DEAL OF/QUITE A BIT OF BLAME	348	54	57	47	61	72	57	40	13	7	224	30	42	5	22	27	3
	30%	28%	29%	22%	33%	36%	29%	38%	36%	18%	27%	44%	37%	24%	38%	43%	36%
ONLY A LITTLE BLAME/NO BLAME AT ALL	779	130	134	156	113	119	127	59	24	34	576	37	70	16	32	31	4
	66%	69%	68%	75%	62%	59%	64%	56%	63%	80%	69%	53%	61%	76%	54%	49%	47%
A great deal of blame	122	26	21	12	14	31	19	16	6	6	75	8	13	3	10	5	1
	10%	14%	10%	6%	7%	16%	9%	15%	15%	13%	9%	11%	11%	12%	17%	8%	8%
Quite a bit of blame	226	27	37	35	47	41	39	24	8	2	149	23	29	3	13	22	3
	19%	14%	19%	17%	26%	21%	19%	23%	21%	4%	18%	33%	26%	12%	21%	35%	29%
Only a little blame	506	80	93	98	72	84	79	42	15	24	378	28	43	8	21	24	2
	43%	42%	47%	47%	40%	42%	40%	40%	39%	58%	45%	41%	38%	39%	36%	38%	18%
No blame at all	273	50	41	58	41	34	48	17	9	9	198	8	26	8	11	7	3
	23%	26%	21%	28%	23%	17%	24%	16%	24%	22%	24%	12%	23%	36%	18%	11%	29%
Unsure	50	6	6	6	8	9	15	5	1	1	40	2	2	-	5	5	2
	4%	3%	3%	3%	4%	5%	8%	5%	2%	2%	5%	3%	2%		8%	7%	17%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QVCRIMEBLAME_POLICE] How much blame do the following individuals and groups deserve for high rates of property crime such as theft?
 -Police and sheriff's departments

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	1176	323	275	324	218	113	121	160	165	106	148	167	196	173	386	227	390
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	320	262	346	206	113	124	158	175	97	128	177	201	180	414	214	365
A GREAT DEAL OF/QUITE A BIT OF BLAME	348	73	103	82	80	39	36	48	44	32	50	50	49	57	105	67	119
	30%	23%	37%	25%	37%	34%	30%	30%	27%	31%	34%	30%	25%	33%	27%	30%	31%
ONLY A LITTLE BLAME/NO BLAME AT ALL	779	241	159	228	126	66	80	105	115	68	94	109	141	110	262	145	262
	66%	75%	58%	71%	58%	59%	67%	66%	69%	64%	64%	65%	72%	64%	68%	64%	67%
A great deal of blame	122	26	38	29	27	13	12	21	10	17	21	17	9	30	34	18	41
	10%	8%	14%	9%	12%	11%	10%	13%	6%	16%	14%	10%	5%	17%	9%	8%	11%
Quite a bit of blame	226	47	65	53	53	26	24	26	34	15	28	33	39	27	71	49	78
	19%	15%	24%	16%	25%	23%	20%	16%	20%	14%	19%	20%	20%	16%	18%	22%	20%
Only a little blame	506	146	105	152	86	51	55	65	76	40	54	68	97	74	159	90	183
	43%	45%	38%	47%	40%	45%	45%	40%	46%	38%	36%	41%	50%	43%	41%	40%	47%
No blame at all	273	95	54	76	40	16	26	41	39	28	40	41	43	36	103	55	79
	23%	30%	20%	23%	18%	14%	21%	25%	23%	26%	27%	24%	22%	21%	27%	24%	20%
Unsure	50	9	14	13	12	8	4	7	6	5	4	8	7	6	20	15	9
	4%	3%	5%	4%	5%	7%	3%	5%	4%	5%	3%	5%	4%	3%	5%	7%	2%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QVCRIMEBLAME_FED] How much blame do the following individuals and groups deserve for high rates of property crime such as theft?
 -The federal government

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	1176	560	616	219	268	327	362	873	140	77	34	53
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	570	603	210	252	335	376	866	132	86	36	53
A GREAT DEAL OF/QUITE A BIT OF BLAME	832	416	416	148	205	232	247	609	91	54	29	48
	71%	74%	67%	67%	77%	71%	68%	70%	66%	70%	86%	90%
ONLY A LITTLE BLAME/NO BLAME AT ALL	310	132	178	61	58	87	104	238	41	21	5	5
	26%	24%	29%	28%	22%	27%	29%	27%	29%	27%	14%	10%
A great deal of blame	488	241	247	77	120	153	138	368	45	27	20	27
	41%	43%	40%	35%	45%	47%	38%	42%	32%	36%	59%	51%
Quite a bit of blame	344	175	169	71	85	79	109	241	46	27	9	21
	29%	31%	27%	32%	32%	24%	30%	28%	33%	35%	27%	39%
Only a little blame	245	108	137	49	39	74	83	191	32	14	4	4
	21%	19%	22%	22%	15%	23%	23%	22%	23%	18%	12%	7%
No blame at all	65	23	41	12	19	13	21	47	8	7	1	2
	6%	4%	7%	6%	7%	4%	6%	5%	6%	9%	1%	3%
Unsure	34	12	22	10	5	9	11	25	7	2	-	0
	3%	2%	4%	5%	2%	3%	3%	3%	5%	2%	-	*%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QVCRIMEBLAME_FED] How much blame do the following individuals and groups deserve for high rates of property crime such as theft?
 -The federal government

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	1176	781	395	554	319	228	76	420	376	380	617	495	275	201	564
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	766	407	557	309	209	98	420	374	379	614	488	269	201	569
A GREAT DEAL OF/QUITE A BIT OF BLAME	832	561	271	394	215	167	56	347	257	229	550	235	196	147	391
	71%	72%	69%	71%	67%	73%	74%	83%	68%	60%	89%	47%	71%	73%	69%
ONLY A LITTLE BLAME/NO BLAME AT ALL	310	202	109	150	89	52	20	65	108	137	62	234	69	51	159
	26%	26%	27%	27%	28%	23%	26%	15%	29%	36%	10%	47%	25%	25%	28%
A great deal of blame	488	327	161	242	126	85	35	239	138	111	394	73	105	85	240
	41%	42%	41%	44%	40%	37%	46%	57%	37%	29%	64%	15%	38%	42%	43%
Quite a bit of blame	344	234	110	153	88	82	21	108	119	118	155	162	91	63	151
	29%	30%	28%	28%	28%	36%	28%	26%	32%	31%	25%	33%	33%	31%	27%
Only a little blame	245	158	87	119	72	39	15	54	83	108	54	177	56	42	120
	21%	20%	22%	21%	23%	17%	20%	13%	22%	28%	9%	36%	20%	21%	21%
No blame at all	65	44	21	31	17	13	5	11	25	29	8	57	13	8	39
	6%	6%	5%	6%	5%	6%	6%	3%	7%	8%	1%	11%	5%	4%	7%
Unsure	34	19	15	10	15	9	-	8	11	15	6	26	10	3	14
	3%	2%	4%	2%	5%	4%	-	2%	3%	4%	1%	5%	4%	1%	3%

Echelon Insights
Focus 2024 Survey
N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QVCRIMEBLAME_FED] How much blame do the following individuals and groups deserve for high rates of property crime such as theft?
-The federal government

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	1176	189	197	209	182	200	199	105	38	42	840	69	114	22	59	63	9
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	189	201	210	180	195	198	113	31	46	824	70	128	21	62	71	10
A GREAT DEAL OF/QUITE A BIT OF BLAME	832	132	140	143	127	142	148	77	30	37	586	48	85	22	49	35	6
	71%	70%	71%	69%	70%	71%	74%	74%	79%	88%	70%	69%	75%	100%	83%	54%	66%
ONLY A LITTLE BLAME/NO BLAME AT ALL	310	51	51	63	48	53	44	26	7	3	229	18	24	-	7	26	3
	26%	27%	26%	30%	27%	27%	22%	24%	19%	7%	27%	26%	22%		11%	41%	34%
A great deal of blame	488	79	83	91	74	84	78	39	11	23	330	25	60	15	29	9	-
	41%	42%	42%	43%	40%	42%	39%	37%	30%	56%	39%	36%	53%	69%	50%	15%	
Quite a bit of blame	344	53	57	53	53	58	70	38	18	14	256	23	25	7	20	25	6
	29%	28%	29%	25%	29%	29%	35%	37%	49%	33%	30%	33%	22%	31%	33%	40%	66%
Only a little blame	245	38	46	46	33	44	37	23	5	3	183	12	20	-	7	23	3
	21%	20%	24%	22%	18%	22%	19%	22%	13%	7%	22%	17%	18%		11%	36%	30%
No blame at all	65	13	5	17	15	9	6	2	2	-	46	6	4	-	-	3	0
	6%	7%	2%	8%	8%	5%	3%	2%	6%		6%	9%	4%			5%	3%
Unsure	34	7	6	2	7	5	8	2	1	2	25	4	4	-	3	3	-
	3%	4%	3%	1%	4%	2%	4%	2%	2%	5%	3%	5%	4%		5%	4%	

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QVCRIMEBLAME_FED] How much blame do the following individuals and groups deserve for high rates of property crime such as theft?
 -The federal government

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	1176	323	275	324	218	113	121	160	165	106	148	167	196	173	386	227	390
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	320	262	346	206	113	124	158	175	97	128	177	201	180	414	214	365
A GREAT DEAL OF/QUITE A BIT OF BLAME	832	230	176	241	163	82	96	114	124	66	109	117	123	108	283	158	283
	71%	71%	64%	75%	75%	73%	80%	71%	75%	62%	74%	70%	63%	62%	73%	70%	72%
ONLY A LITTLE BLAME/NO BLAME AT ALL	310	84	88	73	53	28	23	44	36	33	35	43	68	61	94	60	94
	26%	26%	32%	22%	24%	25%	19%	28%	22%	31%	24%	26%	35%	35%	24%	27%	24%
A great deal of blame	488	143	100	150	82	40	54	75	73	37	67	78	65	60	177	88	163
	41%	44%	36%	46%	38%	35%	44%	46%	44%	35%	45%	47%	33%	35%	46%	39%	42%
Quite a bit of blame	344	87	76	91	80	42	43	39	51	29	42	39	58	47	106	71	120
	29%	27%	28%	28%	37%	37%	35%	25%	31%	27%	29%	24%	30%	27%	27%	31%	31%
Only a little blame	245	62	70	60	43	23	15	41	30	27	24	33	53	50	77	45	73
	21%	19%	25%	18%	20%	20%	12%	25%	18%	25%	16%	20%	27%	29%	20%	20%	19%
No blame at all	65	22	19	13	10	6	8	3	6	7	10	9	15	11	17	16	21
	6%	7%	7%	4%	5%	5%	7%	2%	4%	6%	7%	6%	8%	6%	4%	7%	5%
Unsure	34	9	11	10	2	3	1	2	5	7	3	7	5	4	9	8	14
	3%	3%	4%	3%	1%	3%	1%	1%	3%	7%	2%	4%	3%	2%	2%	4%	3%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QCrimeRoot] Which statement comes closer to your view?

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	2401	1126	1275	455	535	665	746	1774	280	192	68	86
	100	100	100	100	100	100	100	100	100	100	100	100
Crime is primarily a product of insufficient law enforcement resources and action	768	405	363	113	167	226	263	607	44	53	23	41
	32%	36%	28%	25%	31%	34%	35%	34%	16%	28%	34%	48%
Crime is primarily a product of environmental factors, such as poor economic conditions, lack of education, and not enou	1407	628	779	310	318	383	397	1000	206	124	42	37
	59%	56%	61%	68%	59%	58%	53%	56%	73%	64%	61%	43%
Unsure	225	93	132	33	50	56	86	168	31	15	3	8
	9%	8%	10%	7%	9%	8%	12%	9%	11%	8%	5%	9%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QCrimeRoot] Which statement comes closer to your view?

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	2401	1557	844	1104	671	453	174	834	772	795	1200	1069	582	395	1149
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Crime is primarily a product of insufficient law enforcement resources and action	768	523	246	399	208	124	38	384	244	141	644	95	178	130	377
	32%	34%	29%	36%	31%	27%	22%	46%	32%	18%	54%	9%	31%	33%	33%
Crime is primarily a product of environmental factors, such as poor economic conditions, lack of education, and not enou	1407	876	532	590	409	286	122	370	425	612	429	899	344	232	683
	59%	56%	63%	53%	61%	63%	70%	44%	55%	77%	36%	84%	59%	59%	59%
Unsure	225	158	67	114	54	44	14	81	103	42	126	75	60	32	89
	9%	10%	8%	10%	8%	10%	8%	10%	13%	5%	11%	7%	10%	8%	8%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QCrimeRoot] Which statement comes closer to your view?

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	2401	401	400	400	399	401	400	214	63	72	1701	157	222	55	137	154	26
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Crime is primarily a product of insufficient law enforcement resources and action	768 32%	124 31%	133 33%	132 33%	134 34%	119 30%	127 32%	62 29%	24 39%	24 33%	558 33%	49 31%	64 29%	23 42%	49 36%	21 13%	2 9%
Crime is primarily a product of environmental factors, such as poor economic conditions, lack of education, and not enou	1407 59%	239 60%	223 56%	227 57%	228 57%	253 63%	237 59%	122 57%	33 52%	37 51%	978 58%	99 63%	136 61%	23 42%	68 50%	114 74%	20 78%
Unsure	225 9%	37 9%	44 11%	41 10%	37 9%	29 7%	37 9%	30 14%	6 9%	11 15%	165 10%	9 6%	22 10%	9 16%	20 15%	19 12%	3 13%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QCrimeRoot] Which statement comes closer to your view?

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	2401	701	543	654	439	226	237	321	342	229	297	344	405	348	743	440	870
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Crime is primarily a product of insufficient law enforcement resources and action	768	231	127	247	148	72	84	109	139	41	82	116	124	94	274	128	272
	32%	33%	23%	38%	34%	32%	36%	34%	41%	18%	28%	34%	31%	27%	37%	29%	31%
Crime is primarily a product of environmental factors, such as poor economic conditions, lack of education, and not enou	1407	404	356	350	259	142	134	185	168	168	184	198	228	231	389	273	515
	59%	58%	65%	53%	59%	63%	56%	58%	49%	74%	62%	58%	56%	67%	52%	62%	59%
Unsure	225	66	60	57	32	13	19	27	34	20	31	29	52	22	81	39	84
	9%	9%	11%	9%	7%	6%	8%	8%	10%	9%	10%	9%	13%	6%	11%	9%	10%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QSocialWorry_Crime] On a scale of 1 to 5, rate the extent to which you worry about each of the following problems, where 1 means you do not worry at all, and 5 means you worry about it a great deal.
 -Rising violent crime

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	1176	560	616	219	268	327	362	873	140	77	34	53
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	570	603	210	252	335	376	866	132	86	36	53
MEAN	3.89	3.86	3.91	3.73	3.93	3.86	3.97	3.88	3.82	3.84	4.23	3.94
1 - Do not worry at all	69	31	39	11	20	14	25	51	8	6	3	1
	6%	5%	6%	5%	7%	4%	7%	6%	6%	8%	8%	2%
2	120	63	58	24	25	46	26	89	21	8	0	3
	10%	11%	9%	11%	9%	14%	7%	10%	15%	11%	1%	5%
3	221	105	116	60	42	59	61	167	19	14	4	16
	19%	19%	19%	27%	15%	18%	17%	19%	14%	19%	13%	29%
4	223	112	111	42	50	58	73	166	28	11	6	12
	19%	20%	18%	19%	19%	18%	20%	19%	20%	15%	17%	23%
5- Worry about it a great deal	535	244	291	80	131	148	176	395	61	36	21	21
	46%	44%	47%	37%	49%	45%	49%	45%	44%	48%	62%	40%
Unsure	7	5	2	3	1	2	1	5	2	0	-	0
	1%	1%	*%	1%	*%	1%	*%	1%	1%	*%		1%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QSocialWorry_Crime] On a scale of 1 to 5, rate the extent to which you worry about each of the following problems, where 1 means you do not worry at all, and 5 means you worry about it a great deal.
 -Rising violent crime

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	1176	781	395	554	319	228	76	420	376	380	617	495	275	201	564
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	766	407	557	309	209	98	420	374	379	614	488	269	201	569
MEAN	3.89	3.95	3.76	3.94	3.79	3.97	3.67	4.33	3.77	3.50	4.43	3.19	3.96	3.98	3.75
1 - Do not worry at all	69	42	27	29	21	13	6	7	24	38	5	60	17	5	43
	6%	5%	7%	5%	7%	6%	7%	2%	6%	10%	1%	12%	6%	3%	8%
2	120	71	50	54	35	17	15	27	39	55	21	95	18	23	70
	10%	9%	13%	10%	11%	7%	20%	6%	10%	14%	3%	19%	7%	11%	12%
3	221	148	73	104	63	43	10	52	87	83	78	133	53	43	105
	19%	19%	19%	19%	20%	19%	14%	12%	23%	22%	13%	27%	19%	21%	19%
4	223	143	81	98	68	45	13	68	74	81	108	96	57	28	112
	19%	18%	20%	18%	21%	20%	17%	16%	20%	21%	18%	19%	21%	14%	20%
5- Worry about it a great deal	535	374	161	266	129	108	32	265	151	120	403	107	128	100	231
	46%	48%	41%	48%	41%	48%	42%	63%	40%	31%	65%	22%	47%	50%	41%
Unsure	7	4	3	2	3	2	0	1	2	4	1	4	1	2	3
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

Echelon Insights
Focus 2024 Survey
N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error= +/-2.3 Percentage Points

[QSocialWorry_Crime] On a scale of 1 to 5, rate the extent to which you worry about each of the following problems, where 1 means you do not worry at all, and 5 means you worry about it a great deal.
-Rising violent crime

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	1176	189	197	209	182	200	199	105	38	42	840	69	114	22	59	63	9
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	189	201	210	180	195	198	113	31	46	824	70	128	21	62	71	10
MEAN	3.89	3.68	4.01	3.88	3.85	3.91	3.97	3.83	3.62	4.39	3.90	3.61	3.90	4.58	4.11	3.87	4.19
1 - Do not worry at all	69	14	7	15	15	7	12	5	2	-	44	10	6	-	2	4	-
	6%	7%	3%	7%	8%	3%	6%	4%	6%		5%	15%	5%		4%	7%	
2	120	23	20	15	16	28	19	10	4	1	91	4	8	2	4	7	1
	10%	12%	10%	7%	9%	14%	10%	9%	11%	3%	11%	6%	7%	9%	8%	12%	6%
3	221	46	32	47	31	33	31	21	13	7	158	11	25	0	10	11	3
	19%	24%	16%	23%	17%	16%	16%	20%	34%	16%	19%	15%	22%	1%	18%	18%	29%
4	223	34	43	32	36	39	39	32	4	8	159	18	23	2	8	10	0
	19%	18%	22%	15%	20%	19%	20%	31%	11%	20%	19%	26%	20%	12%	14%	16%	4%
5- Worry about it a great deal	535	73	95	97	82	91	98	36	14	25	386	24	49	17	32	30	5
	46%	38%	48%	47%	45%	45%	49%	34%	37%	59%	46%	35%	43%	78%	55%	48%	61%
Unsure	7	-	1	2	1	3	-	2	-	1	2	2	3	-	1	-	-
	1%		1%	1%	2%			2%		3%	1%	3%	2%		2%		

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QSocialWorry_Crime] On a scale of 1 to 5, rate the extent to which you worry about each of the following problems, where 1 means you do not worry at all, and 5 means you worry about it a great deal.
 -Rising violent crime

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	1176	323	275	324	218	113	121	160	165	106	148	167	196	173	386	227	390
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	320	262	346	206	113	124	158	175	97	128	177	201	180	414	214	365
MEAN	3.89	3.91	3.95	3.86	3.88	3.73	3.78	3.82	4.03	3.72	4.05	3.90	3.92	3.89	3.96	3.92	3.79
1 - Do not worry at all	69	21	15	18	12	3	10	9	9	7	10	5	16	9	17	16	27
	6%	6%	5%	6%	5%	3%	8%	5%	6%	7%	7%	3%	8%	5%	4%	7%	7%
2	120	27	28	38	22	13	17	21	12	11	8	25	14	20	36	21	44
	10%	8%	10%	12%	10%	12%	14%	13%	7%	10%	5%	15%	7%	11%	9%	9%	11%
3	221	63	48	56	45	33	19	29	24	26	22	30	37	33	76	35	76
	19%	20%	17%	17%	21%	29%	16%	18%	14%	25%	15%	18%	19%	19%	20%	15%	20%
4	223	62	48	67	42	21	19	31	41	20	31	27	32	29	71	47	77
	19%	19%	18%	21%	19%	19%	16%	19%	25%	19%	21%	16%	17%	17%	18%	21%	20%
5- Worry about it a great deal	535	150	135	142	97	39	56	69	80	41	75	79	97	81	183	107	164
	46%	47%	49%	44%	44%	35%	46%	43%	48%	39%	51%	47%	49%	47%	47%	47%	42%
Unsure	7	-	2	3	1	3	-	2	1	0	1	-	0	0	3	2	2
	1%		1%	1%	*%	3%		1%	*%	*%	1%		*%	*%	1%	1%	1%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QSocialWorry_Ideology] On a scale of 1 to 5, rate the extent to which you worry about each of the following problems, where 1 means you do not worry at all, and 5 means you worry about it a great deal.
 -K-12 students being taught that America is a racist society

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	1225	566	658	236	267	338	385	902	141	116	34	32
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	587	641	237	271	337	383	882	148	125	36	37
MEAN	3.40	3.50	3.31	2.86	3.24	3.62	3.64	3.47	2.93	3.26	3.61	3.55
1 - Do not worry at all	332	144	188	93	83	82	74	231	52	33	7	8
	27%	25%	29%	40%	31%	24%	19%	26%	37%	29%	22%	24%
2	78	36	42	19	17	18	25	56	9	9	3	2
	6%	6%	6%	8%	6%	5%	7%	6%	6%	8%	8%	5%
3	120	45	75	28	27	20	46	85	18	14	0	3
	10%	8%	11%	12%	10%	6%	12%	9%	13%	12%	1%	10%
4	116	58	58	15	27	33	40	88	14	8	5	1
	9%	10%	9%	6%	10%	10%	10%	10%	10%	7%	14%	3%
5- Worry about it a great deal	550	271	279	79	109	177	185	424	45	48	16	16
	45%	48%	42%	33%	41%	52%	48%	47%	32%	41%	46%	51%
Unsure	28	12	16	2	4	8	14	18	2	4	3	2
	2%	2%	2%	1%	1%	2%	4%	2%	1%	3%	9%	6%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QSocialWorry_Ideology] On a scale of 1 to 5, rate the extent to which you worry about each of the following problems, where 1 means you do not worry at all, and 5 means you worry about it a great deal.
 -K-12 students being taught that America is a racist society

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	1225	775	450	550	352	225	98	414	395	415	582	573	307	194	586
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	746	482	535	347	211	135	414	401	413	584	557	296	197	601
MEAN	3.40	3.54	3.15	3.68	3.15	3.18	3.16	4.14	3.35	2.68	4.45	2.31	3.52	3.41	3.31
1 - Do not worry at all	332	180	152	113	119	68	33	55	99	179	36	279	71	52	175
	27%	23%	34%	21%	34%	30%	34%	13%	25%	43%	6%	49%	23%	27%	30%
2	78	54	24	37	18	17	6	14	28	36	16	59	19	13	41
	6%	7%	5%	7%	5%	7%	6%	3%	7%	9%	3%	10%	6%	7%	7%
3	120	72	48	46	39	26	9	28	50	43	37	76	36	19	51
	10%	9%	11%	8%	11%	12%	10%	7%	13%	10%	6%	13%	12%	10%	9%
4	116	78	38	61	27	17	11	34	51	31	54	50	27	20	52
	9%	10%	8%	11%	8%	8%	11%	8%	13%	8%	9%	9%	9%	10%	9%
5- Worry about it a great deal	550	371	179	284	140	87	39	279	155	115	434	92	144	88	260
	45%	48%	40%	52%	40%	38%	40%	67%	39%	28%	74%	16%	47%	45%	44%
Unsure	28	20	9	9	9	11	-	5	13	11	6	17	10	3	8
	2%	3%	2%	2%	3%	5%	-	1%	3%	3%	1%	3%	3%	2%	1%

Echelon Insights
Focus 2024 Survey
N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QSocialWorry_Ideology] On a scale of 1 to 5, rate the extent to which you worry about each of the following problems, where 1 means you do not worry at all, and 5 means you worry about it a great deal.
-K-12 students being taught that America is a racist society

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	1225	212	203	191	217	200	201	109	25	30	861	88	109	33	78	91	17
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	212	199	190	220	205	202	126	22	33	857	91	133	33	82	85	17
MEAN	3.40	3.44	3.58	3.28	3.40	3.41	3.25	3.21	4.13	4.33	3.37	3.48	3.49	3.48	3.17	2.89	2.55
1 - Do not worry at all	332	57	50	59	50	57	59	28	2	0	243	19	26	9	21	31	8
	27%	27%	25%	31%	23%	29%	29%	25%	9%	1%	28%	22%	24%	28%	26%	35%	44%
2	78	11	9	10	25	10	13	8	-	0	50	9	6	1	6	4	1
	6%	5%	4%	5%	12%	5%	7%	7%		1%	6%	11%	5%	4%	8%	5%	6%
3	120	25	18	17	21	19	21	15	4	7	84	9	12	3	8	17	3
	10%	12%	9%	9%	10%	9%	10%	13%	18%	22%	10%	11%	11%	10%	10%	19%	16%
4	116	15	19	25	20	16	22	21	3	4	84	8	10	3	19	10	1
	9%	7%	9%	13%	9%	8%	11%	19%	14%	12%	10%	9%	10%	9%	24%	12%	7%
5- Worry about it a great deal	550	100	102	78	95	95	79	32	14	17	381	41	49	16	21	24	4
	45%	47%	50%	41%	44%	48%	39%	29%	56%	57%	44%	46%	45%	49%	27%	26%	22%
Unsure	28	5	5	3	5	3	7	6	1	2	19	2	5	-	4	4	1
	2%	2%	3%	2%	3%	1%	3%	5%	4%	7%	2%	2%	5%		5%	4%	5%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QSocialWorry_Ideology] On a scale of 1 to 5, rate the extent to which you worry about each of the following problems, where 1 means you do not worry at all, and 5 means you worry about it a great deal.
 -K-12 students being taught that America is a racist society

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	1225	378	268	331	222	113	117	160	176	123	150	177	208	175	357	213	480
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	370	257	351	221	122	124	163	178	115	147	174	205	174	390	211	453
MEAN	3.40	3.30	3.30	3.74	3.16	2.91	3.31	3.74	3.78	2.81	3.18	3.52	3.52	3.43	3.60	3.52	3.18
1 - Do not worry at all	332	109	76	68	72	43	37	34	30	50	46	48	44	44	75	53	161
	27%	29%	29%	21%	33%	38%	32%	21%	17%	41%	31%	27%	21%	25%	21%	25%	33%
2	78	26	16	21	14	10	6	9	10	9	10	8	15	14	24	7	32
	6%	7%	6%	6%	6%	9%	5%	6%	6%	7%	7%	5%	7%	8%	7%	3%	7%
3	120	38	35	21	21	10	9	7	19	18	17	13	27	17	37	26	40
	10%	10%	13%	6%	9%	9%	8%	4%	11%	14%	12%	8%	13%	10%	10%	12%	8%
4	116	34	22	32	25	10	10	19	19	5	17	15	21	17	35	21	43
	9%	9%	8%	10%	11%	9%	9%	12%	11%	4%	11%	8%	10%	10%	10%	10%	9%
5- Worry about it a great deal	550	161	112	182	83	38	53	87	92	40	56	89	93	79	174	99	197
	45%	43%	42%	55%	38%	34%	45%	54%	53%	33%	38%	50%	45%	45%	49%	47%	41%
Unsure	28	9	7	7	5	2	1	4	5	1	3	4	9	3	11	7	7
	2%	2%	2%	2%	2%	1%	1%	3%	3%	1%	2%	2%	4%	2%	3%	3%	1%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QSocialWorry_Trans] On a scale of 1 to 5, rate the extent to which you worry about each of the following problems, where 1 means you do not worry at all, and 5 means you worry about it a great deal.
 -The influence of gender ideology or transgenderism in schools

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	1176	560	616	219	268	327	362	873	140	77	34	53
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	570	603	210	252	335	376	866	132	86	36	53
MEAN	3.37	3.46	3.29	3.30	3.48	3.40	3.31	3.44	2.90	3.27	3.50	3.53
1 - Do not worry at all	316	137	179	65	74	86	92	226	48	25	9	9
	27%	25%	29%	30%	28%	26%	25%	26%	34%	33%	26%	17%
2	98	47	51	12	16	25	45	66	15	5	2	10
	8%	8%	8%	6%	6%	8%	13%	8%	11%	7%	4%	18%
3	109	48	62	27	18	29	36	81	19	3	4	2
	9%	9%	10%	12%	7%	9%	10%	9%	14%	4%	12%	4%
4	114	63	51	16	28	35	35	81	13	10	3	7
	10%	11%	8%	7%	10%	11%	10%	9%	9%	13%	8%	13%
5- Worry about it a great deal	523	254	269	95	131	145	152	407	42	33	17	24
	44%	45%	44%	43%	49%	44%	42%	47%	30%	43%	49%	45%
Unsure	15	10	5	4	1	7	2	11	2	0	0	1
	1%	2%	1%	2%	*%	2%	1%	1%	1%	*%	1%	2%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QSocialWorry_Trans] On a scale of 1 to 5, rate the extent to which you worry about each of the following problems, where 1 means you do not worry at all, and 5 means you worry about it a great deal.
 -The influence of gender ideology or transgenderism in schools

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	1176	781	395	554	319	228	76	420	376	380	617	495	275	201	564
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	766	407	557	309	209	98	420	374	379	614	488	269	201	569
MEAN	3.37	3.47	3.16	3.60	3.16	3.18	3.16	4.14	3.35	2.55	4.45	2.04	3.26	3.40	3.39
1 - Do not worry at all	316	193	123	127	98	66	25	53	88	176	32	269	90	55	142
	27%	25%	31%	23%	31%	29%	33%	13%	23%	46%	5%	54%	33%	27%	25%
2	98	66	33	40	26	25	7	19	41	39	16	74	20	17	44
	8%	8%	8%	7%	8%	11%	9%	4%	11%	10%	3%	15%	7%	9%	8%
3	109	68	42	45	36	23	5	24	46	39	40	62	15	15	66
	9%	9%	11%	8%	11%	10%	7%	6%	12%	10%	6%	12%	6%	7%	12%
4	114	76	38	49	32	27	6	41	43	31	77	32	23	20	63
	10%	10%	10%	9%	10%	12%	8%	10%	11%	8%	12%	6%	8%	10%	11%
5- Worry about it a great deal	523	371	151	286	121	85	31	278	151	94	444	54	124	94	241
	44%	48%	38%	52%	38%	37%	41%	66%	40%	25%	72%	11%	45%	47%	43%
Unsure	15	8	8	6	5	2	2	5	8	2	8	5	3	0	8
	1%	1%	2%	1%	2%	1%	3%	1%	2%	1%	1%	1%	1%	0%	1%

Echelon Insights
Focus 2024 Survey
N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QSocialWorry_Trans] On a scale of 1 to 5, rate the extent to which you worry about each of the following problems, where 1 means you do not worry at all, and 5 means you worry about it a great deal.
-The influence of gender ideology or transgenderism in schools

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	1176	189	197	209	182	200	199	105	38	42	840	69	114	22	59	63	9
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	189	201	210	180	195	198	113	31	46	824	70	128	21	62	71	10
MEAN	3.37	3.39	3.55	3.47	3.11	3.32	3.35	3.37	3.69	4.18	3.32	2.87	3.73	4.88	3.68	2.27	2.75
1 - Do not worry at all	316	50	45	52	64	56	49	22	5	3	231	30	22	0	11	30	3
	27%	27%	23%	25%	35%	28%	25%	21%	13%	7%	28%	43%	19%	1%	18%	48%	36%
2	98	17	9	11	16	21	24	12	4	3	75	4	8	0	8	12	1
	8%	9%	5%	5%	9%	11%	12%	11%	12%	8%	9%	5%	7%	2%	14%	18%	12%
3	109	13	23	28	11	14	20	14	5	1	77	7	8	-	2	7	1
	9%	7%	12%	13%	6%	7%	10%	13%	14%	4%	9%	11%	7%	-	4%	11%	14%
4	114	22	28	18	11	16	18	16	5	10	87	4	12	-	3	4	2
	10%	12%	14%	9%	6%	8%	9%	15%	13%	23%	10%	5%	11%	-	5%	7%	18%
5- Worry about it a great deal	523	84	89	97	76	90	86	39	18	24	361	25	60	21	33	11	2
	44%	44%	45%	47%	42%	45%	43%	37%	46%	56%	43%	36%	53%	96%	56%	17%	20%
Unsure	15	3	2	3	3	3	1	2	0	1	9	-	3	-	1	-	-
	1%	1%	1%	1%	2%	2%	1%	2%	1%	3%	1%	-	3%	-	2%	-	-

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QSocialWorry_Trans] On a scale of 1 to 5, rate the extent to which you worry about each of the following problems, where 1 means you do not worry at all, and 5 means you worry about it a great deal.
 -The influence of gender ideology or transgenderism in schools

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	1176	323	275	324	218	113	121	160	165	106	148	167	196	173	386	227	390
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	320	262	346	206	113	124	158	175	97	128	177	201	180	414	214	365
MEAN	3.37	3.52	3.03	3.46	3.47	3.46	3.56	3.44	3.39	3.13	3.41	3.36	3.23	3.08	3.54	3.20	3.43
1 - Do not worry at all	316	73	100	80	52	29	30	42	36	36	44	43	56	58	86	68	104
	27%	23%	36%	25%	24%	26%	25%	26%	22%	34%	30%	26%	29%	34%	22%	30%	27%
2	98	24	26	25	21	7	8	11	21	5	8	15	24	11	33	27	26
	8%	7%	10%	8%	10%	7%	6%	7%	13%	4%	6%	9%	12%	7%	9%	12%	7%
3	109	37	23	30	15	10	8	12	18	17	10	17	17	22	33	16	38
	9%	11%	8%	9%	7%	9%	6%	7%	11%	16%	7%	10%	9%	13%	9%	7%	10%
4	114	34	15	33	26	11	13	20	20	5	15	15	15	16	43	18	37
	10%	11%	6%	10%	12%	9%	10%	13%	12%	5%	10%	9%	8%	9%	11%	8%	10%
5- Worry about it a great deal	523	151	110	149	101	52	61	72	69	43	70	73	83	63	184	95	181
	44%	47%	40%	46%	46%	46%	51%	45%	42%	40%	47%	44%	42%	36%	48%	42%	46%
Unsure	15	4	1	6	2	4	1	3	2	-	-	4	1	2	6	4	3
	1%	1%	*%	2%	1%	4%	1%	2%	1%			3%	*%	1%	2%	2%	1%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QSocialWorry_Abortion] On a scale of 1 to 5, rate the extent to which you worry about each of the following problems, where 1 means you do not worry at all, and 5 means you worry about it a great deal.
 -Access to abortion being restricted

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	1225	566	658	236	267	338	385	902	141	116	34	32
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	587	641	237	271	337	383	882	148	125	36	37
MEAN	3.30	3.10	3.48	3.64	3.38	2.97	3.32	3.23	4.19	3.09	3.08	2.49
1 - Do not worry at all	330	170	160	45	72	109	104	252	14	38	11	14
	27%	30%	24%	19%	27%	32%	27%	28%	10%	33%	33%	45%
2	98	58	40	17	17	39	26	77	3	9	4	5
	8%	10%	6%	7%	6%	12%	7%	9%	2%	8%	11%	15%
3	153	74	79	32	30	45	47	115	15	18	3	3
	12%	13%	12%	14%	11%	13%	12%	13%	10%	16%	8%	8%
4	119	52	67	25	27	31	36	94	17	5	3	0
	10%	9%	10%	10%	10%	9%	9%	10%	12%	4%	9%	1%
5- Worry about it a great deal	500	199	300	116	117	108	158	344	89	45	13	9
	41%	35%	46%	49%	44%	32%	41%	38%	63%	39%	38%	27%
Unsure	25	13	12	1	4	6	14	21	3	1	-	1
	2%	2%	2%	1%	1%	2%	4%	2%	2%	1%	-	3%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QSocialWorry_Abortion] On a scale of 1 to 5, rate the extent to which you worry about each of the following problems, where 1 means you do not worry at all, and 5 means you worry about it a great deal.
 -Access to abortion being restricted

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	1225	775	450	550	352	225	98	414	395	415	582	573	307	194	586
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	746	482	535	347	211	135	414	401	413	584	557	296	197	601
MEAN	3.30	3.20	3.47	3.08	3.46	3.49	3.52	2.44	3.28	4.19	2.15	4.44	3.21	3.29	3.35
1 - Do not worry at all	330	227	103	169	83	58	20	188	95	47	287	33	78	52	162
	27%	29%	23%	31%	24%	26%	20%	45%	24%	11%	49%	6%	25%	27%	28%
2	98	57	41	45	32	12	9	41	44	13	70	19	34	15	39
	8%	7%	9%	8%	9%	5%	10%	10%	11%	3%	12%	3%	11%	8%	7%
3	153	106	47	81	34	25	13	68	55	30	106	32	45	28	71
	12%	14%	10%	15%	10%	11%	13%	16%	14%	7%	18%	6%	15%	15%	12%
4	119	79	40	61	32	18	7	30	46	43	42	66	30	12	57
	10%	10%	9%	11%	9%	8%	7%	7%	12%	10%	7%	12%	10%	6%	10%
5- Worry about it a great deal	500	293	206	183	161	110	46	79	149	272	60	417	111	81	255
	41%	38%	46%	33%	46%	49%	47%	19%	38%	65%	10%	73%	36%	42%	43%
Unsure	25	13	13	11	10	2	3	8	7	10	18	6	9	5	3
	2%	2%	3%	2%	3%	1%	3%	2%	2%	3%	3%	1%	3%	3%	*%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QSocialWorry_Abortion] On a scale of 1 to 5, rate the extent to which you worry about each of the following problems, where 1 means you do not worry at all, and 5 means you worry about it a great deal.
 -Access to abortion being restricted

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	1225	212	203	191	217	200	201	109	25	30	861	88	109	33	78	91	17
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	212	199	190	220	205	202	126	22	33	857	91	133	33	82	85	17
MEAN	3.30	3.26	3.20	3.27	3.20	3.40	3.47	3.42	3.19	2.59	3.31	3.38	3.34	2.42	2.88	3.78	4.29
1 - Do not worry at all	330	61	54	52	69	47	48	18	5	10	239	24	27	19	26	14	1
	27%	29%	27%	27%	32%	23%	24%	17%	18%	33%	28%	28%	25%	57%	33%	16%	5%
2	98	18	20	9	13	19	19	15	3	4	67	7	8	2	10	3	1
	8%	8%	10%	5%	6%	10%	9%	13%	11%	13%	8%	8%	8%	6%	13%	3%	5%
3	153	21	29	33	24	25	20	19	8	8	94	9	14	2	9	14	2
	12%	10%	14%	17%	11%	12%	10%	17%	30%	26%	11%	10%	13%	5%	12%	16%	14%
4	119	14	22	20	26	21	17	17	4	5	82	9	12	1	13	9	1
	10%	6%	11%	10%	12%	10%	8%	16%	15%	16%	10%	10%	11%	3%	16%	10%	3%
5- Worry about it a great deal	500	90	73	71	84	86	96	39	6	3	364	40	43	10	20	44	11
	41%	43%	36%	37%	39%	43%	48%	36%	25%	11%	42%	45%	39%	29%	26%	49%	67%
Unsure	25	7	5	7	1	3	1	1	-	1	14	-	4	-	0	5	1
	2%	4%	3%	3%	1%	2%	1%	1%	-	2%	2%	-	4%	-	1%	6%	5%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QSocialWorry_Abortion] On a scale of 1 to 5, rate the extent to which you worry about each of the following problems, where 1 means you do not worry at all, and 5 means you worry about it a great deal.
 -Access to abortion being restricted

	Total	Marital x Gender					Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC	
Total	1225	378	268	331	222	113	117	160	176	123	150	177	208	175	357	213	480	
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
Unweighted Total	1228	370	257	351	221	122	124	163	178	115	147	174	205	174	390	211	453	
MEAN	3.30	3.28	3.74	2.87	3.39	3.45	3.22	2.82	3.03	3.81	3.50	3.11	3.57	3.50	3.03	3.33	3.42	
1 - Do not worry at all	330	113	44	116	52	26	34	56	55	19	38	53	49	41	119	58	112	
	27%	30%	16%	35%	23%	23%	29%	35%	31%	16%	26%	30%	24%	23%	33%	27%	23%	
2	98	19	21	34	24	8	9	22	18	8	8	17	7	11	31	13	43	
	8%	5%	8%	10%	11%	7%	8%	14%	10%	7%	5%	9%	4%	6%	9%	6%	9%	
3	153	47	32	47	25	19	17	18	21	13	13	27	26	19	45	28	61	
	12%	12%	12%	14%	11%	17%	15%	11%	12%	11%	9%	15%	12%	11%	13%	13%	13%	
4	119	40	27	27	22	8	10	16	18	17	17	14	19	21	31	20	46	
	10%	11%	10%	8%	10%	7%	9%	10%	10%	14%	11%	8%	9%	12%	9%	10%	10%	
5- Worry about it a great deal	500	155	137	98	95	52	46	44	57	64	71	64	101	78	124	88	209	
	41%	41%	51%	30%	43%	46%	39%	28%	33%	52%	48%	36%	48%	45%	35%	41%	44%	
Unsure	25	4	8	8	4	-	2	4	8	1	2	2	6	4	6	6	9	
	2%	1%	3%	2%	2%		1%	2%	4%	1%	2%	1%	3%	3%	2%	3%	2%	

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QSocialWorry_Racism] On a scale of 1 to 5, rate the extent to which you worry about each of the following problems, where 1 means you do not worry at all, and 5 means you worry about it a great deal.
 -Racism in American society

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	1176	560	616	219	268	327	362	873	140	77	34	53
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	570	603	210	252	335	376	866	132	86	36	53
MEAN	3.25	3.09	3.40	3.14	3.23	3.23	3.37	3.15	4.22	3.10	2.97	2.97
1 - Do not worry at all	197	114	84	45	47	56	49	160	8	17	5	8
	17%	20%	14%	20%	17%	17%	14%	18%	5%	23%	13%	14%
2	208	103	105	48	49	60	51	156	10	13	11	19
	18%	18%	17%	22%	18%	18%	14%	18%	7%	17%	32%	35%
3	218	107	111	23	54	59	83	178	13	13	8	7
	19%	19%	18%	10%	20%	18%	23%	20%	9%	16%	24%	13%
4	185	79	106	29	33	54	69	144	20	12	2	8
	16%	14%	17%	13%	12%	17%	19%	16%	15%	15%	6%	14%
5- Worry about it a great deal	357	150	207	69	86	96	106	230	85	22	8	12
	30%	27%	34%	31%	32%	29%	29%	26%	61%	28%	25%	23%
Unsure	10	7	3	6	-	1	2	5	4	0	-	0
	1%	1%	1%	3%		*%	1%	1%	3%	*%		*%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QSocialWorry_Racism] On a scale of 1 to 5, rate the extent to which you worry about each of the following problems, where 1 means you do not worry at all, and 5 means you worry about it a great deal.
 -Racism in American society

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	1176	781	395	554	319	228	76	420	376	380	617	495	275	201	564
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	766	407	557	309	209	98	420	374	379	614	488	269	201	569
MEAN	3.25	3.26	3.24	3.14	3.15	3.56	3.60	2.78	3.15	3.88	2.65	3.99	3.49	3.43	3.08
1 - Do not worry at all	197	132	65	104	57	28	9	111	60	26	166	23	39	25	103
	17%	17%	17%	19%	18%	12%	12%	27%	16%	7%	27%	5%	14%	13%	18%
2	208	138	70	99	57	39	13	90	81	36	155	40	41	36	114
	18%	18%	18%	18%	18%	17%	17%	21%	22%	10%	25%	8%	15%	18%	20%
3	218	143	75	114	64	29	11	79	70	69	124	83	46	36	114
	19%	18%	19%	21%	20%	13%	14%	19%	19%	18%	20%	17%	17%	18%	20%
4	185	120	65	89	55	32	10	53	56	77	57	120	42	32	92
	16%	15%	16%	16%	17%	14%	14%	13%	15%	20%	9%	24%	15%	16%	16%
5- Worry about it a great deal	357	243	114	148	82	95	33	84	101	172	109	226	106	70	136
	30%	31%	29%	27%	26%	42%	43%	20%	27%	45%	18%	46%	39%	35%	24%
Unsure	10	5	5	1	5	4	0	3	7	-	6	4	1	2	5
	1%	1%	1%	1%	1%	2%	1%	1%	2%	-	1%	1%	1%	1%	1%

Echelon Insights
Focus 2024 Survey
N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error= +/-2.3 Percentage Points

[QSocialWorry_Racism] On a scale of 1 to 5, rate the extent to which you worry about each of the following problems, where 1 means you do not worry at all, and 5 means you worry about it a great deal.
-Racism in American society

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	1176	189	197	209	182	200	199	105	38	42	840	69	114	22	59	63	9
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	189	201	210	180	195	198	113	31	46	824	70	128	21	62	71	10
MEAN	3.25	3.11	3.48	3.17	3.31	3.34	3.12	3.22	3.34	2.83	3.27	3.28	3.12	2.36	2.92	3.87	3.61
1 - Do not worry at all	197	37	28	41	29	28	35	14	3	11	129	12	24	7	10	5	1
	17%	19%	14%	20%	16%	14%	18%	13%	9%	27%	15%	17%	21%	32%	16%	7%	12%
2	208	38	42	31	32	35	30	26	8	6	154	10	22	9	20	6	-
	18%	20%	21%	15%	17%	18%	15%	24%	20%	14%	18%	14%	19%	41%	33%	10%	-
3	218	35	17	42	34	39	51	20	9	10	162	16	18	1	7	10	2
	19%	18%	9%	20%	19%	19%	26%	19%	24%	24%	19%	23%	16%	5%	12%	16%	28%
4	185	28	28	37	26	34	32	14	8	3	141	9	14	1	4	14	3
	16%	15%	14%	18%	14%	17%	16%	14%	22%	6%	17%	13%	13%	3%	7%	22%	34%
5- Worry about it a great deal	357	52	82	55	60	63	46	31	9	9	247	22	34	4	15	28	2
	30%	27%	41%	27%	33%	31%	23%	30%	25%	22%	29%	32%	30%	19%	26%	45%	26%
Unsure	10	-	1	2	2	1	5	0	-	3	8	1	1	-	4	-	-
	1%		%	1%	1%	%	3%	%		7%	1%	2%	1%		6%		

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QSocialWorry_Racism] On a scale of 1 to 5, rate the extent to which you worry about each of the following problems, where 1 means you do not worry at all, and 5 means you worry about it a great deal.
 -Racism in American society

	Total	Marital x Gender					Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC	
Total	1176	323	275	324	218	113	121	160	165	106	148	167	196	173	386	227	390	
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
Unweighted Total	1173	320	262	346	206	113	124	158	175	97	128	177	201	180	414	214	365	
MEAN	3.25	3.30	3.49	3.05	3.16	2.89	3.00	3.12	3.26	3.39	3.43	3.33	3.45	3.78	2.99	3.29	3.26	
1 - Do not worry at all	197	44	37	62	46	29	27	31	27	16	20	25	23	14	92	30	61	
	17%	14%	13%	19%	21%	25%	22%	20%	16%	15%	14%	15%	12%	8%	24%	13%	16%	
2	208	65	40	61	41	24	22	35	22	24	27	25	29	27	64	41	75	
	18%	20%	15%	19%	19%	21%	18%	22%	13%	22%	18%	15%	15%	16%	17%	18%	19%	
3	218	59	50	70	34	14	29	22	41	8	24	37	42	22	73	51	73	
	19%	18%	18%	22%	15%	13%	24%	14%	25%	8%	16%	22%	21%	12%	19%	23%	19%	
4	185	57	46	48	26	13	11	29	27	16	23	26	42	29	63	34	60	
	16%	18%	17%	15%	12%	12%	9%	18%	16%	15%	15%	15%	21%	17%	16%	15%	15%	
5- Worry about it a great deal	357	95	101	77	70	29	32	44	46	40	54	52	60	81	92	66	119	
	30%	29%	37%	24%	32%	25%	27%	27%	28%	38%	36%	31%	31%	47%	24%	29%	30%	
Unsure	10	3	-	5	2	4	-	-	2	2	-	1	0	0	2	4	3	
	1%	1%		1%	1%	4%			1%	2%		1%	0%	0%	1%	2%	1%	

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QSocialWorry_SocialMedia] On a scale of 1 to 5, rate the extent to which you worry about each of the following problems, where 1 means you do not worry at all, and 5 means you worry about it a great deal.
 -Social media's influence on young people

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	1225	566	658	236	267	338	385	902	141	116	34	32
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	587	641	237	271	337	383	882	148	125	36	37
MEAN	4.13	4.08	4.18	3.85	4.03	4.22	4.31	4.16	3.98	4.02	4.25	4.27
1 - Do not worry at all	47	31	16	8	15	12	12	33	5	7	1	1
	4%	5%	2%	3%	6%	4%	3%	4%	3%	6%	2%	3%
2	84	45	38	36	19	16	13	55	15	9	2	3
	7%	8%	6%	15%	7%	5%	3%	6%	10%	8%	6%	8%
3	178	75	103	41	45	46	46	126	25	20	5	2
	15%	13%	16%	17%	17%	14%	12%	14%	18%	17%	16%	7%
4	259	112	148	49	50	77	83	199	30	19	5	6
	21%	20%	22%	21%	19%	23%	22%	22%	21%	17%	15%	19%
5- Worry about it a great deal	651	303	348	102	137	186	226	483	66	61	21	20
	53%	53%	53%	43%	51%	55%	59%	54%	47%	53%	61%	61%
Unsure	6	1	5	-	1	1	3	6	-	-	-	-
	*%	*%	1%		*%	*%	1%	1%				

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QSocialWorry_SocialMedia] On a scale of 1 to 5, rate the extent to which you worry about each of the following problems, where 1 means you do not worry at all, and 5 means you worry about it a great deal.
 -Social media's influence on young people

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	1225	775	450	550	352	225	98	414	395	415	582	573	307	194	586
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	746	482	535	347	211	135	414	401	413	584	557	296	197	601
MEAN	4.13	4.15	4.10	4.21	4.09	4.02	4.12	4.40	3.96	4.03	4.45	3.82	4.13	4.17	4.13
1 - Do not worry at all	47	32	15	24	9	8	5	12	27	9	15	30	12	13	17
	4%	4%	3%	4%	3%	4%	5%	3%	7%	2%	3%	5%	4%	7%	3%
2	84	53	31	30	26	23	5	14	35	35	15	63	24	8	45
	7%	7%	7%	5%	7%	10%	5%	3%	9%	8%	3%	11%	8%	4%	8%
3	178	106	72	69	57	38	15	39	54	85	52	114	44	24	85
	15%	14%	16%	12%	16%	17%	15%	9%	14%	20%	9%	20%	14%	13%	14%
4	259	153	106	112	87	41	19	82	87	91	112	136	58	37	133
	21%	20%	24%	20%	25%	18%	20%	20%	22%	22%	19%	24%	19%	19%	23%
5- Worry about it a great deal	651	429	222	314	169	115	53	268	189	193	387	226	168	111	305
	53%	55%	49%	57%	48%	51%	54%	65%	48%	47%	66%	39%	55%	57%	52%
Unsure	6	1	4	1	4	-	-	-	4	2	1	4	1	1	1
	*%	*%	1%	*%	1%	-	-	-	1%	1%	*%	1%	*%	*%	*%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QSocialWorry_SocialMedia] On a scale of 1 to 5, rate the extent to which you worry about each of the following problems, where 1 means you do not worry at all, and 5 means you worry about it a great deal.
 -Social media's influence on young people

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	1225	212	203	191	217	200	201	109	25	30	861	88	109	33	78	91	17
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	212	199	190	220	205	202	126	22	33	857	91	133	33	82	85	17
MEAN	4.13	4.08	4.16	4.20	4.16	4.13	4.08	4.00	3.94	4.24	4.13	4.23	4.11	4.10	3.95	4.11	4.15
1 - Do not worry at all	47	10	8	3	12	3	12	6	1	-	36	4	1	-	3	3	-
	4%	5%	4%	2%	5%	1%	6%	5%	3%		4%	5%	1%		4%	3%	
2	84	18	13	11	14	18	10	10	3	3	47	5	14	4	8	6	3
	7%	8%	7%	6%	6%	9%	5%	10%	10%	11%	5%	6%	13%	12%	10%	7%	18%
3	178	32	30	28	28	32	29	16	6	4	135	10	11	5	9	17	2
	15%	15%	15%	15%	13%	16%	14%	15%	26%	13%	16%	11%	11%	14%	11%	19%	13%
4	259	39	37	51	36	47	49	21	3	5	188	17	24	8	27	15	1
	21%	18%	18%	27%	17%	24%	24%	19%	11%	15%	22%	19%	22%	25%	34%	17%	5%
5- Worry about it a great deal	651	113	113	97	127	101	100	55	13	18	450	53	56	16	31	48	11
	53%	53%	56%	51%	58%	50%	49%	50%	50%	59%	52%	60%	52%	47%	40%	53%	64%
Unsure	6	1	1	1	-	0	2	1	-	1	5	-	1	1	1	1	-
	*%	*%	1%	1%		*%	1%	1%		2%	1%		1%	2%	1%	1%	

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QSocialWorry_SocialMedia] On a scale of 1 to 5, rate the extent to which you worry about each of the following problems, where 1 means you do not worry at all, and 5 means you worry about it a great deal.
 -Social media's influence on young people

	Total	Marital x Gender					Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC	
Total	1225	378	268	331	222	113	117	160	176	123	150	177	208	175	357	213	480	
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
Unweighted Total	1228	370	257	351	221	122	124	163	178	115	147	174	205	174	390	211	453	
MEAN	4.13	4.24	4.12	4.21	3.85	3.78	3.96	4.10	4.33	3.92	4.09	4.32	4.29	4.11	4.12	4.20	4.12	
1 - Do not worry at all	47	7	8	16	15	3	9	8	10	4	6	3	3	8	16	7	15	
	4%	2%	3%	5%	7%	3%	8%	5%	5%	4%	4%	2%	1%	5%	5%	3%	3%	
2	84	18	20	16	29	20	12	9	5	16	7	7	8	13	18	15	38	
	7%	5%	8%	5%	13%	18%	10%	5%	3%	13%	5%	4%	4%	7%	5%	7%	8%	
3	178	58	41	42	31	20	14	25	16	20	31	22	30	28	56	29	66	
	15%	15%	15%	13%	14%	18%	12%	15%	9%	17%	21%	12%	14%	16%	16%	13%	14%	
4	259	88	58	63	47	23	21	35	32	26	29	42	51	26	81	40	112	
	21%	23%	22%	19%	21%	21%	18%	22%	18%	21%	19%	23%	25%	15%	23%	19%	23%	
5- Worry about it a great deal	651	204	138	193	100	46	61	84	113	56	76	103	113	99	184	121	247	
	53%	54%	52%	58%	45%	40%	52%	52%	64%	46%	50%	58%	54%	57%	51%	57%	51%	
Unsure	6	2	2	1	-	-	-	-	1	-	1	1	3	1	2	2	2	
	*%	1%	1%	*%					*%		1%	1%	1%	*%	1%	1%	*%	

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QSocialWorry_Homelessness] On a scale of 1 to 5, rate the extent to which you worry about each of the following problems, where 1 means you do not worry at all, and 5 means you worry about it a great deal.
 -Homelessness

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	1176	560	616	219	268	327	362	873	140	77	34	53
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	570	603	210	252	335	376	866	132	86	36	53
MEAN	3.63	3.51	3.74	3.56	3.69	3.64	3.63	3.60	3.99	3.60	3.84	3.20
1 - Do not worry at all	66	42	24	14	13	19	19	45	4	8	3	7
	6%	7%	4%	6%	5%	6%	5%	5%	3%	10%	7%	13%
2	150	86	64	37	28	41	44	118	11	9	4	8
	13%	15%	10%	17%	10%	12%	12%	14%	8%	12%	11%	14%
3	298	138	160	46	74	81	96	237	24	15	6	16
	25%	25%	26%	21%	28%	25%	27%	27%	17%	19%	18%	29%
4	293	124	169	53	67	81	92	210	43	18	6	14
	25%	22%	27%	24%	25%	25%	25%	24%	31%	24%	18%	27%
5- Worry about it a great deal	364	166	198	66	86	103	108	258	56	26	15	9
	31%	30%	32%	30%	32%	32%	30%	30%	40%	34%	45%	16%
Unsure	6	5	2	3	-	2	1	4	2	0	-	0
	1%	1%	*%	1%		1%	*%	*%	1%	*%		1%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QSocialWorry_Homelessness] On a scale of 1 to 5, rate the extent to which you worry about each of the following problems, where 1 means you do not worry at all, and 5 means you worry about it a great deal.
 -Homelessness

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	1176	781	395	554	319	228	76	420	376	380	617	495	275	201	564
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	766	407	557	309	209	98	420	374	379	614	488	269	201	569
MEAN	3.63	3.67	3.56	3.60	3.59	3.83	3.43	3.52	3.62	3.77	3.53	3.74	3.89	3.75	3.47
1 - Do not worry at all	66	49	17	35	10	14	7	34	19	13	48	18	19	6	31
	6%	6%	4%	6%	3%	6%	9%	8%	5%	3%	8%	4%	7%	3%	5%
2	150	94	55	74	43	20	12	51	57	41	92	47	25	21	83
	13%	12%	14%	13%	14%	9%	16%	12%	15%	11%	15%	10%	9%	10%	15%
3	298	186	112	143	94	43	18	122	85	90	158	125	49	59	166
	25%	24%	28%	26%	29%	19%	24%	29%	23%	24%	26%	25%	18%	29%	29%
4	293	187	106	124	86	63	20	84	100	109	125	157	56	47	151
	25%	24%	27%	22%	27%	27%	26%	20%	27%	29%	20%	32%	20%	23%	27%
5- Worry about it a great deal	364	263	101	176	82	87	19	127	112	125	193	145	125	68	130
	31%	34%	26%	32%	26%	38%	25%	30%	30%	33%	31%	29%	45%	34%	23%
Unsure	6	3	3	1	3	2	0	1	3	2	1	3	1	1	3
	1%	*%	1%	*%	1%	1%	1%	*%	1%	1%	*%	1%	*%	*%	1%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QSocialWorry_Homelessness] On a scale of 1 to 5, rate the extent to which you worry about each of the following problems, where 1 means you do not worry at all, and 5 means you worry about it a great deal.
 -Homelessness

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	1176	189	197	209	182	200	199	105	38	42	840	69	114	22	59	63	9
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	189	201	210	180	195	198	113	31	46	824	70	128	21	62	71	10
MEAN	3.63	3.68	3.63	3.58	3.84	3.59	3.49	3.80	3.14	3.82	3.62	3.78	3.72	3.27	3.43	3.74	3.80
1 - Do not worry at all	66	9	11	14	9	14	10	1	2	1	36	6	9	2	4	3	-
	6%	5%	5%	7%	5%	7%	5%	1%	6%	2%	4%	8%	8%	8%	7%	5%	
2	150	27	32	31	13	25	23	16	10	5	116	4	11	8	11	9	1
	13%	14%	16%	15%	7%	12%	11%	15%	26%	12%	14%	6%	9%	36%	19%	14%	12%
3	298	41	42	46	48	51	70	22	12	10	226	13	23	1	12	12	1
	25%	21%	22%	22%	26%	26%	35%	21%	32%	23%	27%	19%	21%	5%	21%	19%	10%
4	293	51	48	54	41	46	52	28	8	10	211	22	28	5	16	18	6
	25%	27%	24%	26%	23%	23%	26%	26%	20%	24%	25%	32%	25%	23%	27%	28%	63%
5- Worry about it a great deal	364	61	64	61	72	62	44	36	6	15	247	24	40	6	14	22	1
	31%	32%	33%	29%	39%	31%	22%	34%	16%	36%	29%	34%	35%	28%	24%	34%	15%
Unsure	6	-	1	3	-	3	0	2	-	1	3	0	3	-	1	0	-
	1%		1%	1%		1%	0%	2%		3%	1%	0%	2%		2%	0%	

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QSocialWorry_Homelessness] On a scale of 1 to 5, rate the extent to which you worry about each of the following problems, where 1 means you do not worry at all, and 5 means you worry about it a great deal.
 -Homelessness

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	1176	323	275	324	218	113	121	160	165	106	148	167	196	173	386	227	390
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	320	262	346	206	113	124	158	175	97	128	177	201	180	414	214	365
MEAN	3.63	3.64	3.83	3.42	3.64	3.45	3.52	3.59	3.49	3.67	3.83	3.69	3.75	3.84	3.55	3.76	3.54
1 - Do not worry at all	66	14	10	23	19	11	9	11	12	3	5	9	8	11	26	9	20
	6%	4%	4%	7%	9%	10%	7%	7%	7%	3%	3%	5%	4%	6%	7%	4%	5%
2	150	39	24	50	32	19	16	23	28	17	12	18	16	16	57	15	61
	13%	12%	9%	15%	15%	17%	13%	14%	17%	16%	8%	11%	8%	10%	15%	7%	16%
3	298	87	69	93	44	23	38	37	40	23	36	44	56	34	92	69	103
	25%	27%	25%	29%	20%	20%	31%	23%	24%	22%	25%	26%	29%	20%	24%	30%	26%
4	293	93	71	81	36	24	20	40	40	30	47	41	52	40	92	59	102
	25%	29%	26%	25%	17%	21%	17%	25%	24%	28%	32%	24%	26%	23%	24%	26%	26%
5- Worry about it a great deal	364	91	100	75	86	34	38	48	46	32	48	55	63	72	115	72	105
	31%	28%	36%	23%	39%	30%	32%	30%	28%	30%	33%	33%	32%	41%	30%	32%	27%
Unsure	6	-	1	2	1	3	-	2	-	0	-	0	1	1	4	2	-
	1%		1%	1%	*%	3%		1%		*%		*%	1%	*%	1%	1%	

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QGenderSchoolFreq] Some people have argued that there's a problem with K-12 schools frequently having age-inappropriate discussions of sexual orientation and gender identity, while others say this issue is being blown out of proportion based on a few isolated examples and this is not actually a problem. Which of these viewpoints do you agree with more?

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	1176	560	616	219	268	327	362	873	140	77	34	53
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	570	603	210	252	335	376	866	132	86	36	53
There's a problem with age-inappropriate discussions in schools	611 52%	300 54%	311 50%	109 50%	154 57%	174 53%	174 48%	484 55%	42 30%	36 46%	18 52%	32 59%
The issue is being blown out of proportion	488 42%	212 38%	276 45%	86 39%	105 39%	128 39%	169 47%	338 39%	84 60%	39 51%	14 41%	13 25%
Unsure	77 7%	48 9%	29 5%	25 11%	9 3%	24 7%	19 5%	51 6%	13 10%	2 2%	3 8%	8 16%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QGenderSchoolFreq] Some people have argued that there's a problem with K-12 schools frequently having age-inappropriate discussions of sexual orientation and gender identity, while others say this issue is being blown out of proportion based on a few isolated examples and this is not actually a problem. Which of these viewpoints do you agree with more?

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	1176	781	395	554	319	228	76	420	376	380	617	495	275	201	564
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	766	407	557	309	209	98	420	374	379	614	488	269	201	569
There's a problem with age-inappropriate discussions in schools	611 52%	422 54%	190 48%	325 59%	159 50%	97 42%	30 40%	307 73%	185 49%	119 31%	514 83%	71 14%	133 48%	99 49%	310 55%
The issue is being blown out of proportion	488 42%	309 40%	179 45%	195 35%	143 45%	114 50%	37 48%	84 20%	159 42%	245 65%	62 10%	397 80%	120 44%	91 45%	220 39%
Unsure	77 7%	51 7%	26 7%	34 6%	17 5%	17 8%	9 12%	29 7%	32 8%	16 4%	41 7%	27 6%	22 8%	11 5%	34 6%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QGenderSchoolFreq] Some people have argued that there's a problem with K-12 schools frequently having age-inappropriate discussions of sexual orientation and gender identity, while others say this issue is being blown out of proportion based on a few isolated examples and this is not actually a problem. Which of these viewpoints do you agree with more?

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	1176	189	197	209	182	200	199	105	38	42	840	69	114	22	59	63	9
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	189	201	210	180	195	198	113	31	46	824	70	128	21	62	71	10
There's a problem with age-inappropriate discussions in schools	611	100	108	112	91	93	107	53	18	37	434	31	65	15	31	12	2
	52%	53%	55%	54%	50%	47%	54%	50%	48%	88%	52%	44%	57%	68%	53%	19%	25%
The issue is being blown out of proportion	488	79	73	81	82	90	83	43	10	3	351	34	41	5	22	45	6
	42%	42%	37%	39%	45%	45%	42%	40%	27%	6%	42%	49%	36%	21%	37%	71%	69%
Unsure	77	11	16	15	9	17	8	10	9	2	55	5	7	2	6	6	1
	7%	6%	8%	7%	5%	9%	4%	9%	25%	5%	7%	7%	6%	11%	10%	10%	6%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QGenderSchoolFreq] Some people have argued that there's a problem with K-12 schools frequently having age-inappropriate discussions of sexual orientation and gender identity, while others say this issue is being blown out of proportion based on a few isolated examples and this is not actually a problem. Which of these viewpoints do you agree with more?

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	1176	323	275	324	218	113	121	160	165	106	148	167	196	173	386	227	390
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	320	262	346	206	113	124	158	175	97	128	177	201	180	414	214	365
There's a problem with age-inappropriate discussions in schools	611 52%	178 55%	126 46%	178 55%	111 51%	55 48%	70 58%	82 51%	93 56%	54 51%	84 57%	92 55%	81 41%	77 45%	216 56%	111 49%	207 53%
The issue is being blown out of proportion	488 42%	127 39%	141 51%	120 37%	85 39%	39 34%	45 37%	64 40%	64 39%	47 45%	60 41%	64 38%	105 53%	83 48%	144 37%	103 45%	159 41%
Unsure	77 7%	18 6%	8 3%	26 8%	22 10%	20 18%	5 4%	14 9%	9 5%	4 4%	4 3%	11 6%	10 5%	13 7%	26 7%	14 6%	24 6%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QGenderSchoolEmphasis - VERSION A] When it comes to issues of gender identity and sexuality in K-12 public schools, which side do you agree with the most?

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	601	290	310	124	131	167	178	444	85	48	10	14
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	597	300	297	117	136	167	177	429	83	56	11	18
People who say that these issues should be left to parents to discuss with their children and that schools should get back to focusing on the basics of instruction	378	187	191	63	92	114	109	288	39	32	7	12
	63%	64%	61%	51%	70%	68%	61%	65%	46%	66%	68%	83%
People who say that LGBT students are being unfairly stigmatized and that schools should be able to have open discussions about sexuality and gender identity	178	85	93	49	31	41	56	123	36	15	2	2
	30%	29%	30%	40%	24%	25%	32%	28%	43%	30%	24%	11%
DNR – Don't know/Refused/Unsure	45	18	27	12	8	12	13	33	9	2	1	1
	8%	6%	9%	10%	6%	7%	7%	7%	11%	4%	8%	5%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QGenderSchoolEmphasis - VERSION A] When it comes to issues of gender identity and sexuality in K-12 public schools, which side do you agree with the most?

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	601	383	218	272	171	111	47	207	195	199	275	289	160	99	288
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	597	360	237	257	172	103	65	205	195	197	278	279	156	97	289
People who say that these issues should be left to parents to discuss with their children and that schools should get back to focusing on the basics of instruction	378	253	125	193	95	60	30	177	125	76	263	86	102	65	179
	63%	66%	57%	71%	56%	54%	64%	86%	64%	38%	96%	30%	64%	65%	62%
People who say that LGBT students are being unfairly stigmatized and that schools should be able to have open discussions about sexuality and gender identity	178	105	73	61	62	44	11	17	57	103	5	169	42	27	96
	30%	27%	33%	22%	36%	40%	24%	8%	29%	52%	2%	58%	26%	27%	33%
DNR – Don't know/Refused/Unsure	45	25	20	18	14	7	6	12	13	20	7	35	16	8	13
	8%	7%	9%	7%	8%	6%	12%	6%	7%	10%	3%	12%	10%	8%	4%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QGenderSchoolEmphasis - VERSION A] When it comes to issues of gender identity and sexuality in K-12 public schools, which side do you agree with the most?

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	601	105	112	94	103	93	95	53	15	16	429	38	54	19	41	46	9
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	597	106	107	93	98	95	98	56	12	17	422	39	64	18	45	40	8
People who say that these issues should be left to parents to discuss with their children and that schools should get back to focusing on the basics of instruction	378	64	85	57	59	56	56	40	8	16	261	22	34	16	34	28	3
	63%	61%	76%	60%	58%	61%	59%	76%	57%	98%	61%	57%	63%	87%	85%	61%	39%
People who say that LGBT students are being unfairly stigmatized and that schools should be able to have open discussions about sexuality and gender identity	178	34	18	27	33	30	36	9	2	-	135	13	18	2	5	15	5
	30%	33%	16%	29%	32%	33%	38%	18%	12%	-	31%	35%	33%	13%	13%	33%	61%
DNR – Don't know/Refused/Unsure	45	6	9	10	11	6	3	3	5	0	33	3	2	-	1	3	-
	8%	6%	8%	11%	10%	6%	3%	6%	31%	2%	8%	9%	4%	-	2%	6%	-

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QGenderSchoolEmphasis - VERSION A] When it comes to issues of gender identity and sexuality in K-12 public schools, which side do you agree with the most?

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	601	182	122	165	122	65	59	75	91	59	72	92	88	98	174	96	233
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	597	172	119	179	115	65	66	76	93	52	70	91	84	95	183	98	221
People who say that these issues should be left to parents to discuss with their children and that schools should get back to focusing on the basics of instruction	378	113	75	117	70	30	42	52	64	33	50	62	45	57	124	58	138
	63%	62%	61%	71%	58%	45%	70%	69%	70%	57%	70%	67%	52%	58%	71%	61%	59%
People who say that LGBT students are being unfairly stigmatized and that schools should be able to have open discussions about sexuality and gender identity	178	56	35	39	43	28	13	20	23	21	17	22	33	36	40	31	70
	30%	31%	29%	24%	35%	43%	23%	26%	26%	35%	24%	24%	38%	37%	23%	32%	30%
DNR – Don't know/Refused/Unsure	45	13	12	10	8	7	4	3	4	5	4	9	9	4	10	6	25
	8%	7%	10%	6%	7%	11%	7%	4%	4%	8%	6%	10%	10%	4%	6%	7%	11%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QGenderSchoolEmphasis - VERSION B] When it comes to issues of gender identity and sexuality in public high schools, which side do you agree with the most?

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	624	276	348	112	136	170	206	458	56	67	24	18
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	631	287	344	120	135	170	206	453	65	69	25	19
People who say that these issues should be left to parents to discuss with their children and that schools should get back to focusing on the basics of instruction	376	188	189	60	70	117	129	282	29	38	16	10
	60%	68%	54%	53%	52%	69%	63%	62%	52%	56%	70%	57%
People who say that LGBT students are being unfairly stigmatized and that schools should be able to have open discussions about sexuality and gender identity	213	76	137	51	54	44	64	153	23	27	5	4
	34%	27%	39%	45%	40%	26%	31%	33%	41%	40%	22%	23%
DNR – Don't know/Refused/Unsure	35	12	22	1	11	9	13	23	4	3	2	4
	6%	5%	6%	1%	8%	5%	6%	5%	7%	4%	8%	20%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QGenderSchoolEmphasis - VERSION B] When it comes to issues of gender identity and sexuality in public high schools, which side do you agree with the most?

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	624	392	232	278	181	115	51	208	200	216	307	284	147	94	298
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	631	386	245	278	175	108	70	209	206	216	306	278	140	100	312
People who say that these issues should be left to parents to discuss with their children and that schools should get back to focusing on the basics of instruction	376	252	124	182	99	70	25	174	130	72	289	63	97	50	179
	60%	64%	54%	66%	55%	61%	48%	84%	65%	34%	94%	22%	66%	53%	60%
People who say that LGBT students are being unfairly stigmatized and that schools should be able to have open discussions about sexuality and gender identity	213	121	92	83	70	38	22	27	56	130	12	193	44	39	101
	34%	31%	40%	30%	39%	33%	42%	13%	28%	60%	4%	68%	30%	41%	34%
DNR – Don't know/Refused/Unsure	35	19	16	12	11	7	5	7	14	14	6	27	6	6	19
	6%	5%	7%	4%	6%	6%	9%	3%	7%	7%	2%	10%	4%	6%	6%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QGenderSchoolEmphasis - VERSION B] When it comes to issues of gender identity and sexuality in public high schools, which side do you agree with the most?

	Total	State						Swing		Vote History			Moved by Messaging				
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	624	107	91	97	114	108	106	56	10	14	432	50	55	14	38	44	8
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	631	106	92	97	122	110	104	70	10	16	435	52	69	15	37	45	9
People who say that these issues should be left to parents to discuss with their children and that schools should get back to focusing on the basics of instruction	376	66	64	59	73	63	51	34	10	12	250	31	29	12	23	23	2
	60%	62%	71%	60%	64%	58%	48%	61%	100%	83%	58%	63%	53%	80%	62%	51%	23%
People who say that LGBT students are being unfairly stigmatized and that schools should be able to have open discussions about sexuality and gender identity	213	34	22	32	35	38	52	16	-	0	152	18	21	2	9	20	6
	34%	32%	24%	33%	30%	35%	49%	28%		2%	35%	37%	39%	16%	23%	46%	67%
DNR – Don't know/Refused/Unsure	35	7	5	6	7	7	3	6	-	2	30	-	4	1	6	2	1
	6%	7%	5%	7%	6%	6%	3%	11%		15%	7%		8%	3%	15%	4%	10%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QGenderSchoolEmphasis - VERSION B] When it comes to issues of gender identity and sexuality in public high schools, which side do you agree with the most?

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	624	196	145	165	100	48	58	85	85	64	78	85	121	77	182	117	247
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	631	198	138	172	106	57	58	87	85	63	77	83	121	79	207	113	232
People who say that these issues should be left to parents to discuss with their children and that schools should get back to focusing on the basics of instruction	376	112	74	123	56	26	34	67	61	33	37	50	68	46	114	76	141
	60%	57%	51%	74%	56%	55%	58%	78%	72%	52%	47%	59%	56%	59%	62%	65%	57%
People who say that LGBT students are being unfairly stigmatized and that schools should be able to have open discussions about sexuality and gender identity	213	74	63	35	39	20	20	13	23	31	35	31	41	27	55	32	99
	34%	38%	43%	21%	39%	42%	34%	15%	27%	48%	44%	37%	34%	35%	30%	27%	40%
DNR – Don't know/Refused/Unsure	35	10	8	7	5	1	4	6	1	-	7	3	12	4	14	10	7
	6%	5%	6%	4%	5%	3%	7%	7%	1%		9%	4%	10%	6%	8%	8%	3%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QAbortionEnvironment] Since the Supreme Court overturned Roe v Wade, has the state of abortion access in the United States become closer to, or further from, where you think it ought to be?

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	2401	1126	1275	455	535	665	746	1774	280	192	68	86
	100	100	100	100	100	100	100	100	100	100	100	100
Closer to where I think it ought to be	698	372	326	107	161	204	227	563	34	42	25	35
	29%	33%	26%	24%	30%	31%	30%	32%	12%	22%	37%	41%
Further from where I think it ought to be	1359	583	776	288	292	354	425	961	216	112	35	35
	57%	52%	61%	63%	55%	53%	57%	54%	77%	58%	51%	41%
DNR – Don't know/Refused/Unsure	344	172	172	60	82	107	95	251	31	39	8	16
	14%	15%	14%	13%	15%	16%	13%	14%	11%	20%	12%	18%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QAbortionEnvironment] Since the Supreme Court overturned Roe v Wade, has the state of abortion access in the United States become closer to, or further from, where you think it ought to be?

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	2401	1557	844	1104	671	453	174	834	772	795	1200	1069	582	395	1149
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Closer to where I think it ought to be	698	474	224	374	189	101	35	387	199	112	616	61	168	105	357
	29%	30%	27%	34%	28%	22%	20%	46%	26%	14%	51%	6%	29%	27%	31%
Further from where I think it ought to be	1359	835	524	549	412	286	112	287	439	632	310	963	312	230	660
	57%	54%	62%	50%	61%	63%	64%	34%	57%	80%	26%	90%	54%	58%	57%
DNR – Don't know/Refused/Unsure	344	247	97	181	69	66	27	160	134	50	275	45	102	60	132
	14%	16%	11%	16%	10%	15%	16%	19%	17%	6%	23%	4%	17%	15%	11%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QAbortionEnvironment] Since the Supreme Court overturned Roe v Wade, has the state of abortion access in the United States become closer to, or further from, where you think it ought to be?

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	2401	401	400	400	399	401	400	214	63	72	1701	157	222	55	137	154	26
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Closer to where I think it ought to be	698	117	118	112	129	114	109	43	15	25	494	53	59	17	34	21	4
	29%	29%	29%	28%	32%	28%	27%	20%	24%	34%	29%	33%	27%	30%	25%	13%	15%
Further from where I think it ought to be	1359	231	213	227	223	226	238	136	30	26	980	89	126	20	60	108	19
	57%	58%	53%	57%	56%	56%	59%	63%	48%	36%	58%	57%	57%	36%	44%	70%	73%
DNR – Don't know/Refused/Unsure	344	53	69	61	47	61	53	35	18	21	227	16	37	18	43	25	3
	14%	13%	17%	15%	12%	15%	13%	16%	28%	30%	13%	10%	17%	34%	31%	16%	11%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QAbortionEnvironment] Since the Supreme Court overturned Roe v Wade, has the state of abortion access in the United States become closer to, or further from, where you think it ought to be?

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	2401	701	543	654	439	226	237	321	342	229	297	344	405	348	743	440	870
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Closer to where I think it ought to be	698	206	117	236	128	66	78	105	123	41	82	99	104	82	246	131	239
	29%	29%	22%	36%	29%	29%	33%	33%	36%	18%	28%	29%	26%	24%	33%	30%	28%
Further from where I think it ought to be	1359	417	337	314	248	135	123	159	166	153	169	195	259	221	377	253	508
	57%	59%	62%	48%	56%	59%	52%	50%	49%	67%	57%	57%	64%	64%	51%	57%	58%
DNR – Don't know/Refused/Unsure	344	79	88	104	63	26	36	57	53	34	46	50	42	44	120	56	123
	14%	11%	16%	16%	14%	11%	15%	18%	15%	15%	15%	15%	10%	13%	16%	13%	14%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[OAbortionCandidate] Imagine you were researching candidates for federal office. But found that you agree with that candidate on everything EXCEPT for abortion, would you...?

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	2401	1126	1275	455	535	665	746	1774	280	192	68	86
	100	100	100	100	100	100	100	100	100	100	100	100
Still support that candidate	760	400	360	132	183	235	210	593	67	56	20	23
	32%	35%	28%	29%	34%	35%	28%	33%	24%	29%	29%	27%
At least have to be comfortable with their position on abortion in order to support them	785	355	431	177	164	201	243	571	92	72	20	31
	33%	32%	34%	39%	31%	30%	33%	32%	33%	38%	29%	36%
I would not support that candidate	856	372	484	146	188	229	293	610	121	64	28	31
	36%	33%	38%	32%	35%	34%	39%	34%	43%	33%	42%	37%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QAbortionCandidate] Imagine you were researching candidates for federal office. But found that you agree with that candidate on everything EXCEPT for abortion, would you..?

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	2401	1557	844	1104	671	453	174	834	772	795	1200	1069	582	395	1149
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Still support that candidate	760	485	275	373	220	112	55	331	266	162	540	175	156	116	403
	32%	31%	33%	34%	33%	25%	31%	40%	35%	20%	45%	16%	27%	29%	35%
At least have to be comfortable with their position on abortion in order to support them	785	510	276	356	215	154	61	251	264	270	359	378	180	135	383
	33%	33%	33%	32%	32%	34%	35%	30%	34%	34%	30%	35%	31%	34%	33%
I would not support that candidate	856	562	294	374	236	187	58	252	241	362	300	516	246	143	364
	36%	36%	35%	34%	35%	41%	33%	30%	31%	46%	25%	48%	42%	36%	32%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QAbortionCandidate] Imagine you were researching candidates for federal office. But found that you agree with that candidate on everything EXCEPT for abortion, would you...?

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	2401	401	400	400	399	401	400	214	63	72	1701	157	222	55	137	154	26
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Still support that candidate	760	121	131	120	117	128	144	63	28	42	543	41	83	16	43	26	2
	32%	30%	33%	30%	29%	32%	36%	30%	45%	58%	32%	26%	37%	29%	31%	17%	9%
At least have to be comfortable with their position on abortion in order to support them	785	137	133	135	143	116	120	90	23	17	549	51	74	21	49	63	13
	33%	34%	33%	34%	36%	29%	30%	42%	36%	23%	32%	33%	33%	39%	36%	41%	50%
I would not support that candidate	856	143	137	145	139	156	136	60	12	14	609	65	65	18	45	65	11
	36%	36%	34%	36%	35%	39%	34%	28%	19%	19%	36%	42%	29%	33%	33%	42%	41%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[OAbortionCandidate] Imagine you were researching candidates for federal office But found that you agree with that candidate on everything EXCEPT for abortion, would you..?

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	2401	701	543	654	439	226	237	321	342	229	297	344	405	348	743	440	870
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Still support that candidate	760	234	119	227	161	76	90	130	104	56	92	105	107	109	238	138	275
	32%	33%	22%	35%	37%	34%	38%	41%	30%	24%	31%	31%	26%	31%	32%	31%	32%
At least have to be comfortable with their position on abortion in order to support them	785	228	191	208	141	85	73	96	101	93	91	105	142	119	234	149	284
	33%	32%	35%	32%	32%	37%	31%	30%	30%	41%	31%	31%	35%	34%	32%	34%	33%
I would not support that candidate	856	240	233	220	137	66	74	95	137	80	114	134	156	120	271	153	312
	36%	34%	43%	34%	31%	29%	31%	30%	40%	35%	38%	39%	39%	35%	36%	35%	36%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QMessage_Inflation1 - VERSION A] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements
 -The cost of living skyrocketed and the price of basic essentials went up by 20% because of the Biden Administration' s reckless spending policies, spending trillions

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	1176	560	616	219	268	327	362	873	140	77	34	53
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	570	603	210	252	335	376	866	132	86	36	53
COMPLETELY/MOSTLY AGREE	636	318	318	118	152	184	182	501	42	38	19	36
	54%	57%	52%	54%	57%	56%	50%	57%	30%	49%	56%	67%
COMPLETELY/MOSTLY DISAGREE	501	229	271	93	109	133	167	339	95	36	14	16
	43%	41%	44%	42%	41%	41%	46%	39%	68%	47%	41%	30%
Completely agree	482	245	237	77	111	152	141	387	27	28	16	24
	41%	44%	38%	35%	41%	46%	39%	44%	20%	36%	46%	45%
Mostly agree	154	73	82	40	41	32	41	114	15	10	3	12
	13%	13%	13%	18%	15%	10%	11%	13%	10%	13%	10%	22%
Mostly disagree	130	65	65	36	28	25	41	81	23	12	4	10
	11%	12%	11%	16%	10%	8%	11%	9%	16%	16%	11%	19%
Completely disagree	371	165	206	57	81	107	126	259	72	24	10	6
	32%	29%	33%	26%	30%	33%	35%	30%	52%	31%	29%	11%
DNR – Don' t know/Refused	39	13	27	9	7	10	13	32	2	3	1	1
	3%	2%	4%	4%	3%	3%	4%	4%	2%	4%	3%	3%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

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 -The cost of living skyrocketed and the price of basic essentials went up by 20% because of the Biden Administration' s reckless spending policies, spending trillions

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	1176	781	395	554	319	228	76	420	376	380	617	495	275	201	564
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	766	407	557	309	209	98	420	374	379	614	488	269	201	569
COMPLETELY/MOSTLY AGREE	636	440	196	332	170	108	27	319	188	129	534	77	141	110	313
	54%	56%	50%	60%	53%	47%	35%	76%	50%	34%	86%	15%	51%	55%	56%
COMPLETELY/MOSTLY DISAGREE	501	310	191	196	144	114	48	96	165	240	72	399	118	86	234
	43%	40%	48%	35%	45%	50%	63%	23%	44%	63%	12%	81%	43%	43%	42%
Completely agree	482	334	148	256	131	78	17	269	125	87	433	40	104	84	240
	41%	43%	37%	46%	41%	34%	23%	64%	33%	23%	70%	8%	38%	42%	42%
Mostly agree	154	106	49	75	39	30	9	50	62	42	101	37	37	25	73
	13%	14%	12%	14%	12%	13%	12%	12%	17%	11%	16%	7%	14%	13%	13%
Mostly disagree	130	78	52	41	40	37	12	22	55	53	18	94	28	20	61
	11%	10%	13%	7%	13%	16%	15%	5%	15%	14%	3%	19%	10%	10%	11%
Completely disagree	371	232	139	155	104	77	36	75	109	187	54	305	90	67	173
	32%	30%	35%	28%	32%	34%	47%	18%	29%	49%	9%	62%	33%	33%	31%
DNR – Don' t know/Refused	39	32	7	26	5	6	2	5	24	11	12	19	15	5	17
	3%	4%	2%	5%	2%	3%	2%	1%	6%	3%	2%	4%	6%	2%	3%

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	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	1176	189	197	209	182	200	199	105	38	42	840	69	114	22	59	63	9
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	189	201	210	180	195	198	113	31	46	824	70	128	21	62	71	10
COMPLETELY/MOSTLY AGREE	636	105	99	120	95	106	111	49	30	35	448	29	67	20	41	18	2
	54%	55%	50%	58%	52%	53%	56%	47%	80%	84%	53%	42%	59%	94%	70%	28%	18%
COMPLETELY/MOSTLY DISAGREE	501	75	92	82	82	90	80	44	5	4	363	39	41	1	15	35	7
	43%	39%	46%	40%	45%	45%	40%	42%	14%	9%	43%	56%	36%	6%	25%	56%	82%
Completely agree	482	79	75	89	76	78	85	20	12	25	337	23	54	15	26	8	1
	41%	42%	38%	43%	42%	39%	43%	19%	31%	60%	40%	33%	47%	70%	44%	12%	8%
Mostly agree	154	26	24	31	19	28	26	29	19	10	112	6	14	5	16	10	1
	13%	14%	12%	15%	10%	14%	13%	28%	49%	24%	13%	8%	12%	24%	26%	16%	10%
Mostly disagree	130	21	21	15	20	27	26	26	-	3	87	16	14	0	8	13	4
	11%	11%	10%	7%	11%	13%	13%	24%		6%	10%	24%	13%	1%	13%	21%	40%
Completely disagree	371	53	71	67	62	64	54	18	5	1	276	22	26	1	7	22	4
	32%	28%	36%	32%	34%	32%	27%	18%	14%	2%	33%	32%	23%	5%	12%	35%	42%
DNR – Don' t know/Refused	39	10	6	6	5	4	8	12	2	3	28	2	6	-	3	10	-
	3%	5%	3%	3%	3%	2%	4%	11%	6%	8%	3%	2%	5%		5%	16%	

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	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	1176	323	275	324	218	113	121	160	165	106	148	167	196	173	386	227	390
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	320	262	346	206	113	124	158	175	97	128	177	201	180	414	214	365
COMPLETELY/MOSTLY AGREE	636	182	127	196	115	61	76	88	93	57	76	96	89	81	232	115	208
	54%	56%	46%	60%	53%	54%	63%	55%	56%	54%	52%	58%	45%	47%	60%	51%	53%
COMPLETELY/MOSTLY DISAGREE	501	132	131	124	95	48	44	68	69	44	65	65	98	84	141	106	169
	43%	41%	48%	38%	44%	43%	37%	42%	42%	42%	44%	39%	50%	49%	37%	47%	43%
Completely agree	482	140	90	163	76	40	54	76	75	37	57	76	66	56	187	86	152
	41%	43%	33%	50%	35%	35%	45%	47%	45%	35%	39%	46%	34%	33%	48%	38%	39%
Mostly agree	154	42	36	33	39	21	22	12	18	20	19	20	23	24	45	29	55
	13%	13%	13%	10%	18%	18%	18%	8%	11%	19%	13%	12%	12%	14%	12%	13%	14%
Mostly disagree	130	27	37	32	28	19	13	11	21	17	15	14	19	18	33	39	40
	11%	8%	13%	10%	13%	17%	11%	7%	13%	16%	10%	9%	10%	10%	8%	17%	10%
Completely disagree	371	105	95	91	67	29	31	56	48	28	50	51	78	66	109	66	129
	32%	32%	34%	28%	31%	26%	26%	35%	29%	26%	34%	30%	40%	39%	28%	29%	33%
DNR – Don' t know/Refused	39	9	18	4	7	4	1	5	3	5	7	5	10	8	13	6	13
	3%	3%	6%	1%	3%	4%	1%	3%	2%	5%	5%	3%	5%	4%	3%	3%	3%

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[QMessage_Inflation1 - VERSION B] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements
 -The cost of living skyrocketed and the price of basic essentials went up by 20% because of the Biden Administration's reckless spending policies, spending trillions and ballooning the national debt to \$34 trillion

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	1225	566	658	236	267	338	385	902	141	116	34	32
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	587	641	237	271	337	383	882	148	125	36	37
COMPLETELY/MOSTLY AGREE	624	307	317	116	134	179	195	489	42	56	15	22
	51%	54%	48%	49%	50%	53%	51%	54%	30%	48%	45%	69%
COMPLETELY/MOSTLY DISAGREE	547	243	304	105	124	145	172	385	92	47	13	9
	45%	43%	46%	45%	46%	43%	45%	43%	65%	40%	39%	29%
Completely agree	484	247	237	79	99	155	152	386	26	43	11	18
	40%	44%	36%	34%	37%	46%	39%	43%	19%	37%	32%	56%
Mostly agree	140	60	80	36	36	25	43	102	15	14	4	4
	11%	11%	12%	15%	13%	7%	11%	11%	11%	12%	13%	14%
Mostly disagree	143	65	78	31	34	32	45	98	25	14	4	2
	12%	11%	12%	13%	13%	9%	12%	11%	18%	12%	11%	6%
Completely disagree	404	178	226	74	89	114	127	287	67	33	10	8
	33%	31%	34%	31%	34%	34%	33%	32%	47%	28%	28%	24%
DNR – Don't know/Refused	54	17	37	15	8	13	17	28	7	13	5	0
	4%	3%	6%	6%	3%	4%	5%	3%	5%	11%	16%	1%

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	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	1225	775	450	550	352	225	98	414	395	415	582	573	307	194	586
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	746	482	535	347	211	135	414	401	413	584	557	296	197	601
COMPLETELY/MOSTLY AGREE	624	431	193	335	153	95	40	311	213	100	514	67	175	96	293
	51%	56%	43%	61%	44%	42%	41%	75%	54%	24%	88%	12%	57%	50%	50%
COMPLETELY/MOSTLY DISAGREE	547	306	241	199	187	108	54	95	156	295	60	465	118	85	277
	45%	40%	54%	36%	53%	48%	55%	23%	39%	71%	10%	81%	38%	44%	47%
Completely agree	484	347	138	272	115	75	23	265	142	77	421	43	133	75	235
	40%	45%	31%	49%	33%	33%	23%	64%	36%	19%	72%	8%	43%	39%	40%
Mostly agree	140	84	56	64	39	20	17	45	71	23	92	24	42	21	58
	11%	11%	12%	12%	11%	9%	17%	11%	18%	6%	16%	4%	14%	11%	10%
Mostly disagree	143	86	57	54	44	31	13	16	52	74	18	115	31	25	62
	12%	11%	13%	10%	12%	14%	14%	4%	13%	18%	3%	20%	10%	13%	11%
Completely disagree	404	220	183	144	143	76	40	79	104	221	42	350	86	60	215
	33%	28%	41%	26%	41%	34%	41%	19%	26%	53%	7%	61%	28%	31%	37%
DNR – Don' t know/Refused	54	38	16	16	12	22	4	8	26	20	8	41	15	13	15
	4%	5%	3%	3%	3%	10%	4%	2%	7%	5%	1%	7%	5%	6%	3%

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	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	1225	212	203	191	217	200	201	109	25	30	861	88	109	33	78	91	17
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	212	199	190	220	205	202	126	22	33	857	91	133	33	82	85	17
COMPLETELY/MOSTLY AGREE	624	110	102	96	115	102	100	65	18	27	419	42	62	25	47	26	7
	51%	52%	50%	50%	53%	51%	50%	59%	72%	90%	49%	48%	57%	75%	60%	29%	40%
COMPLETELY/MOSTLY DISAGREE	547	95	94	93	84	91	89	36	6	2	406	40	40	8	29	58	10
	45%	45%	46%	49%	39%	46%	44%	34%	23%	5%	47%	45%	37%	23%	37%	64%	60%
Completely agree	484	85	70	78	92	80	79	28	11	18	328	35	47	16	27	17	3
	40%	40%	35%	41%	42%	40%	39%	26%	45%	59%	38%	39%	43%	47%	34%	18%	20%
Mostly agree	140	24	32	18	23	22	21	36	7	9	91	8	15	9	20	9	3
	11%	12%	16%	9%	10%	11%	11%	33%	27%	31%	11%	9%	14%	28%	25%	10%	20%
Mostly disagree	143	29	30	28	24	15	18	18	4	1	100	9	17	5	16	33	6
	12%	14%	15%	14%	11%	7%	9%	17%	16%	2%	12%	10%	15%	15%	20%	36%	33%
Completely disagree	404	67	64	65	61	76	71	18	2	1	306	31	23	3	13	26	5
	33%	32%	31%	34%	28%	38%	35%	17%	7%	3%	36%	35%	21%	8%	17%	28%	27%
DNR – Don't know/Refused	54	7	7	3	18	7	12	8	1	1	36	6	7	1	3	6	-
	4%	3%	4%	1%	8%	4%	6%	7%	5%	5%	4%	7%	6%	2%	4%	7%	-

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QMessage_Inflation1 - VERSION B] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements
 -The cost of living skyrocketed and the price of basic essentials went up by 20% because of the Biden Administration's reckless spending policies, spending trillions and ballooning the national debt to \$34 trillion

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	1225	378	268	331	222	113	117	160	176	123	150	177	208	175	357	213	480
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	370	257	351	221	122	124	163	178	115	147	174	205	174	390	211	453
COMPLETELY/MOSTLY AGREE	624	187	126	193	110	53	60	90	104	62	74	90	91	79	207	119	219
	51%	50%	47%	58%	50%	47%	52%	56%	59%	51%	49%	51%	44%	45%	58%	56%	46%
COMPLETELY/MOSTLY DISAGREE	547	177	122	130	103	55	54	67	67	51	70	79	105	85	138	83	242
	45%	47%	46%	39%	46%	49%	46%	42%	38%	41%	47%	44%	50%	48%	39%	39%	50%
Completely agree	484	144	91	157	86	35	49	76	87	45	49	78	65	64	163	93	163
	40%	38%	34%	48%	39%	31%	42%	47%	49%	36%	33%	44%	31%	37%	46%	44%	34%
Mostly agree	140	43	35	36	24	19	11	14	17	17	25	11	27	15	44	25	56
	11%	11%	13%	11%	11%	17%	10%	8%	10%	14%	16%	6%	13%	8%	12%	12%	12%
Mostly disagree	143	38	39	34	28	13	17	14	21	18	17	18	24	26	37	14	66
	12%	10%	15%	10%	13%	11%	14%	9%	12%	15%	12%	10%	12%	15%	10%	7%	14%
Completely disagree	404	138	83	96	75	42	37	52	46	32	52	61	81	58	101	69	176
	33%	37%	31%	29%	34%	37%	32%	33%	26%	26%	35%	34%	39%	33%	28%	32%	37%
DNR – Don't know/Refused	54	14	19	7	9	5	3	4	5	10	6	9	12	11	12	12	19
	4%	4%	7%	2%	4%	4%	2%	3%	3%	8%	4%	5%	6%	6%	3%	6%	4%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QMessage_Border1 - VERSION A] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements

-The Biden Administration caused the crisis on the southern border by ending the policy that kept all asylum-seekers on the other side. As a result, almost 8 million people flooded into the country, allowing criminals and drugs into our communities

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	1176	560	616	219	268	327	362	873	140	77	34	53
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	570	603	210	252	335	376	866	132	86	36	53
COMPLETELY/MOSTLY AGREE	671	336	335	119	142	204	206	530	45	40	18	37
	57%	60%	54%	54%	53%	62%	57%	61%	32%	53%	53%	70%
COMPLETELY/MOSTLY DISAGREE	463	205	258	85	119	113	146	314	91	32	16	11
	39%	37%	42%	39%	44%	35%	40%	36%	65%	42%	46%	21%
Completely agree	543	273	270	97	113	172	160	437	27	30	15	33
	46%	49%	44%	44%	42%	53%	44%	50%	20%	39%	44%	62%
Mostly agree	128	64	65	21	29	32	46	93	18	10	3	4
	11%	11%	11%	10%	11%	10%	13%	11%	13%	13%	9%	8%
Mostly disagree	135	61	74	32	36	25	41	89	25	15	5	1
	11%	11%	12%	15%	13%	8%	11%	10%	18%	20%	14%	2%
Completely disagree	328	144	184	53	83	88	104	225	66	17	11	10
	28%	26%	30%	24%	31%	27%	29%	26%	47%	22%	31%	19%
DNR – Don't know/Refused	42	19	23	15	7	10	9	28	4	4	0	5
	4%	3%	4%	7%	3%	3%	3%	3%	3%	6%	1%	9%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QMessage_Border1 - VERSION A] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements

-The Biden Administration caused the crisis on the southern border by ending the policy that kept all asylum-seekers on the other side. As a result, almost 8 million people flooded into the country, allowing criminals and drugs into our communities

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	1176	781	395	554	319	228	76	420	376	380	617	495	275	201	564
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	766	407	557	309	209	98	420	374	379	614	488	269	201	569
COMPLETELY/MOSTLY AGREE	671	470	201	359	171	111	30	336	216	120	541	96	151	108	331
	57%	60%	51%	65%	54%	49%	39%	80%	57%	31%	88%	19%	55%	54%	59%
COMPLETELY/MOSTLY DISAGREE	463	281	182	175	139	106	43	72	143	249	61	380	107	89	216
	39%	36%	46%	32%	44%	47%	57%	17%	38%	65%	10%	77%	39%	44%	38%
Completely agree	543	375	168	290	148	85	20	299	154	89	487	41	115	90	278
	46%	48%	43%	52%	46%	37%	27%	71%	41%	24%	79%	8%	42%	45%	49%
Mostly agree	128	95	33	70	24	26	9	37	62	30	54	55	36	18	53
	11%	12%	8%	13%	7%	11%	12%	9%	16%	8%	9%	11%	13%	9%	9%
Mostly disagree	135	80	55	48	41	32	14	21	46	68	20	107	28	30	60
	11%	10%	14%	9%	13%	14%	18%	5%	12%	18%	3%	22%	10%	15%	11%
Completely disagree	328	201	127	127	98	74	30	50	97	181	41	273	79	58	156
	28%	26%	32%	23%	31%	33%	39%	12%	26%	48%	7%	55%	29%	29%	28%
DNR – Don't know/Refused	42	30	12	20	9	11	3	13	17	12	15	20	16	4	16
	4%	4%	3%	4%	3%	5%	4%	3%	5%	3%	2%	4%	6%	2%	3%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QMessage_Border1 - VERSION A] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements

-The Biden Administration caused the crisis on the southern border by ending the policy that kept all asylum-seekers on the other side As a result, almost 8 million people flooded into the country, allowing criminals and drugs into our communities

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	1176	189	197	209	182	200	199	105	38	42	840	69	114	22	59	63	9
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	189	201	210	180	195	198	113	31	46	824	70	128	21	62	71	10
COMPLETELY/MOSTLY AGREE	671	111	109	119	102	114	117	56	21	33	476	30	68	21	44	28	4
	57%	58%	55%	57%	56%	57%	59%	54%	55%	79%	57%	44%	60%	98%	74%	44%	47%
COMPLETELY/MOSTLY DISAGREE	463	69	82	82	74	81	76	37	13	4	340	36	37	0	11	26	5
	39%	36%	41%	39%	41%	40%	38%	36%	36%	10%	41%	52%	32%	2%	19%	41%	53%
Completely agree	543	89	90	101	82	90	91	29	12	20	383	24	58	18	35	8	1
	46%	47%	45%	48%	45%	45%	46%	27%	31%	47%	46%	34%	51%	83%	60%	13%	14%
Mostly agree	128	22	19	18	20	24	26	28	9	13	92	6	10	3	9	20	3
	11%	11%	10%	9%	11%	12%	13%	26%	24%	32%	11%	9%	9%	15%	15%	32%	34%
Mostly disagree	135	27	17	24	19	27	20	13	10	0	92	12	14	0	4	9	3
	11%	14%	9%	12%	10%	14%	10%	13%	27%	0%	11%	17%	12%	2%	8%	15%	29%
Completely disagree	328	42	65	57	55	53	56	24	3	4	248	24	23	-	7	17	2
	28%	22%	33%	28%	30%	27%	28%	23%	8%	9%	30%	35%	20%	12%	26%	24%	
DNR – Don't know/Refused	42	10	7	8	6	6	6	11	3	5	24	3	9	-	4	9	-
	4%	5%	4%	4%	3%	3%	3%	11%	9%	11%	3%	4%	8%	6%	4%	15%	

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QMessage_Border1 - VERSION A] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements

-The Biden Administration caused the crisis on the southern border by ending the policy that kept all asylum-seekers on the other side. As a result, almost 8 million people flooded into the country, allowing criminals and drugs into our communities

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	1176	323	275	324	218	113	121	160	165	106	148	167	196	173	386	227	390
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	320	262	346	206	113	124	158	175	97	128	177	201	180	414	214	365
COMPLETELY/MOSTLY AGREE	671	188	142	207	121	64	67	97	109	55	75	107	98	84	249	123	215
	57%	58%	52%	64%	56%	57%	55%	60%	66%	51%	51%	64%	50%	49%	64%	54%	55%
COMPLETELY/MOSTLY DISAGREE	463	124	122	110	86	40	50	60	54	45	69	53	92	82	124	97	159
	39%	38%	44%	34%	39%	35%	42%	38%	33%	43%	47%	32%	47%	48%	32%	43%	41%
Completely agree	543	161	105	172	92	54	54	79	86	43	59	93	75	65	207	98	173
	46%	50%	38%	53%	42%	48%	45%	49%	52%	41%	40%	56%	38%	38%	53%	43%	44%
Mostly agree	128	27	37	34	29	10	13	18	23	12	16	14	23	19	43	25	42
	11%	8%	13%	11%	13%	9%	11%	11%	14%	11%	11%	8%	12%	11%	11%	11%	11%
Mostly disagree	135	38	30	38	20	14	18	12	16	18	18	13	25	25	35	36	39
	11%	12%	11%	12%	9%	13%	15%	7%	10%	17%	12%	8%	13%	15%	9%	16%	10%
Completely disagree	328	86	92	72	66	25	32	49	38	28	51	40	66	57	90	61	120
	28%	27%	34%	22%	30%	22%	27%	30%	23%	26%	34%	24%	34%	33%	23%	27%	31%
DNR – Don't know/Refused	42	11	11	7	11	9	3	3	3	6	4	7	7	6	13	7	16
	4%	3%	4%	2%	5%	8%	3%	2%	2%	6%	3%	4%	3%	4%	3%	3%	4%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QMessage_Border1 - VERSION B] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements
 -The Biden Administration caused the crisis on the southern border by ending the policy that kept all asylum-seekers on the other side. As a result, almost 8 million people flooded into the country, straining public services for our citizens

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	1225	566	658	236	267	338	385	902	141	116	34	32
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	587	641	237	271	337	383	882	148	125	36	37
COMPLETELY/MOSTLY AGREE	681	329	352	120	143	198	220	534	47	62	18	20
	56%	58%	54%	51%	54%	59%	57%	59%	33%	54%	53%	61%
COMPLETELY/MOSTLY DISAGREE	490	224	266	109	105	128	148	328	86	49	16	11
	40%	40%	40%	46%	40%	38%	39%	36%	61%	43%	46%	34%
Completely agree	554	285	269	91	124	172	167	446	36	42	14	16
	45%	50%	41%	38%	47%	51%	43%	49%	26%	36%	41%	50%
Mostly agree	127	44	83	29	19	26	53	88	11	20	4	3
	10%	8%	13%	12%	7%	8%	14%	10%	8%	18%	13%	11%
Mostly disagree	154	73	82	40	24	33	57	106	26	20	3	-
	13%	13%	12%	17%	9%	10%	15%	12%	18%	17%	10%	-
Completely disagree	336	151	184	69	81	95	91	222	61	29	12	11
	27%	27%	28%	29%	30%	28%	24%	25%	43%	25%	36%	34%
DNR – Don't know/Refused	53	13	40	7	18	12	17	40	8	4	0	2
	4%	2%	6%	3%	7%	3%	4%	4%	6%	3%	1%	5%

Echelon Insights
 Focus 2024 Survey
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[QMessage_Border1 - VERSION B] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements

-The Biden Administration caused the crisis on the southern border by ending the policy that kept all asylum-seekers on the other side. As a result, almost 8 million people flooded into the country, straining public services for our citizens

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	1225	775	450	550	352	225	98	414	395	415	582	573	307	194	586
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	746	482	535	347	211	135	414	401	413	584	557	296	197	601
COMPLETELY/MOSTLY AGREE	681	467	214	358	176	109	38	325	219	137	519	127	184	112	310
	56%	60%	48%	65%	50%	48%	39%	79%	55%	33%	89%	22%	60%	58%	53%
COMPLETELY/MOSTLY DISAGREE	490	284	206	174	154	110	53	77	156	257	55	409	109	76	250
	40%	37%	46%	32%	44%	49%	54%	19%	40%	62%	9%	71%	35%	39%	43%
Completely agree	554	381	174	304	142	76	32	299	164	92	471	63	148	90	267
	45%	49%	39%	55%	40%	34%	33%	72%	41%	22%	81%	11%	48%	46%	46%
Mostly agree	127	87	41	54	34	33	6	27	55	46	48	63	36	23	42
	10%	11%	9%	10%	10%	14%	7%	6%	14%	11%	8%	11%	12%	12%	7%
Mostly disagree	154	100	54	64	41	36	13	22	55	78	15	129	30	30	80
	13%	13%	12%	12%	12%	16%	13%	5%	14%	19%	3%	22%	10%	16%	14%
Completely disagree	336	183	152	110	112	74	40	56	101	179	40	280	78	46	170
	27%	24%	34%	20%	32%	33%	41%	13%	26%	43%	7%	49%	26%	24%	29%
DNR – Don't know/Refused	53	24	29	18	22	7	7	12	20	21	9	37	15	6	27
	4%	3%	6%	3%	6%	3%	7%	3%	5%	5%	2%	7%	5%	3%	5%

Echelon Insights
 Focus 2024 Survey
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[QMessage_Border1 - VERSION B] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements

-The Biden Administration caused the crisis on the southern border by ending the policy that kept all asylum-seekers on the other side As a result, almost 8 million people flooded into the country, straining public services for our citizens

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	1225	212	203	191	217	200	201	109	25	30	861	88	109	33	78	91	17
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	212	199	190	220	205	202	126	22	33	857	91	133	33	82	85	17
COMPLETELY/MOSTLY AGREE	681	114	116	111	128	108	104	53	17	26	467	48	59	28	50	36	2
	56%	54%	57%	58%	59%	54%	51%	49%	67%	86%	54%	54%	55%	84%	64%	39%	13%
COMPLETELY/MOSTLY DISAGREE	490	81	79	74	83	83	90	45	8	2	359	35	43	4	27	46	14
	40%	38%	39%	39%	38%	41%	45%	42%	33%	7%	42%	39%	39%	13%	34%	51%	81%
Completely agree	554	92	91	93	110	89	79	34	12	23	378	41	49	28	38	16	2
	45%	44%	45%	48%	51%	44%	39%	31%	47%	74%	44%	46%	45%	84%	49%	17%	13%
Mostly agree	127	22	25	19	18	19	24	20	5	4	89	7	11	-	12	20	-
	10%	10%	12%	10%	8%	10%	12%	18%	21%	12%	10%	8%	10%	-	15%	22%	-
Mostly disagree	154	33	26	25	25	22	24	16	4	1	105	11	16	4	12	20	2
	13%	15%	13%	13%	11%	11%	12%	14%	15%	3%	12%	12%	15%	11%	15%	22%	11%
Completely disagree	336	48	53	50	59	61	66	30	4	1	255	24	27	1	15	26	12
	27%	23%	26%	26%	27%	30%	33%	27%	18%	3%	30%	27%	25%	2%	19%	29%	69%
DNR – Don't know/Refused	53	17	8	6	6	10	8	10	-	2	35	6	7	1	2	9	1
	4%	8%	4%	3%	3%	5%	4%	9%	-	7%	4%	7%	6%	3%	2%	10%	6%

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 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QMessage_Border1 - VERSION B] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements

-The Biden Administration caused the crisis on the southern border by ending the policy that kept all asylum-seekers on the other side. As a result, almost 8 million people flooded into the country, straining public services for our citizens

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	1225	378	268	331	222	113	117	160	176	123	150	177	208	175	357	213	480
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	370	257	351	221	122	124	163	178	115	147	174	205	174	390	211	453
COMPLETELY/MOSTLY AGREE	681	214	134	202	122	57	62	95	115	62	81	104	105	94	215	126	246
	56%	57%	50%	61%	55%	51%	53%	59%	65%	51%	54%	59%	50%	54%	60%	59%	51%
COMPLETELY/MOSTLY DISAGREE	490	145	115	121	94	54	49	62	60	55	57	66	88	72	127	75	216
	40%	38%	43%	36%	43%	48%	42%	39%	34%	45%	38%	37%	42%	41%	36%	35%	45%
Completely agree	554	180	88	178	103	50	57	85	93	41	68	87	73	70	179	103	202
	45%	48%	33%	54%	46%	44%	49%	53%	53%	33%	45%	49%	35%	40%	50%	48%	42%
Mostly agree	127	35	46	24	20	8	6	10	21	21	13	16	32	24	36	23	43
	10%	9%	17%	7%	9%	7%	5%	6%	12%	17%	9%	9%	15%	14%	10%	11%	9%
Mostly disagree	154	45	35	40	33	21	13	14	25	19	11	19	33	21	38	20	76
	13%	12%	13%	12%	15%	18%	12%	9%	14%	16%	7%	11%	16%	12%	11%	9%	16%
Completely disagree	336	100	80	81	62	33	35	48	36	36	46	47	55	51	89	55	140
	27%	26%	30%	24%	28%	29%	30%	30%	20%	29%	31%	26%	27%	29%	25%	26%	29%
DNR – Don't know/Refused	53	18	19	8	5	2	6	4	1	5	12	8	15	9	15	12	18
	4%	5%	7%	2%	2%	2%	5%	2%	1%	4%	8%	4%	7%	5%	4%	6%	4%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QMessage_Crime1] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements

-Since the Biden Administration took office, crime has only gotten worse, making our communities less safe. Big city mayors and prosecutors district attorneys care more about looking progressive than having the backs of our police officers. As a result, police are making fewer arrests and criminals know they won't get caught or prosecuted.

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	2401	1126	1275	455	535	665	746	1774	280	192	68	86
	100	100	100	100	100	100	100	100	100	100	100	100
COMPLETELY/MOSTLY AGREE	1269	648	621	232	283	383	371	1000	82	92	40	55
	53%	58%	49%	51%	53%	58%	50%	56%	29%	48%	59%	65%
COMPLETELY/MOSTLY DISAGREE	1037	447	590	205	229	256	347	708	185	92	23	29
	43%	40%	46%	45%	43%	39%	46%	40%	66%	48%	33%	33%
Completely agree	967	504	463	169	215	298	286	768	54	74	31	41
	40%	45%	36%	37%	40%	45%	38%	43%	19%	38%	45%	48%
Mostly agree	301	144	158	62	69	85	85	232	27	18	9	15
	13%	13%	12%	14%	13%	13%	11%	13%	10%	9%	13%	17%
Mostly disagree	326	134	192	79	62	76	109	222	59	28	7	10
	14%	12%	15%	17%	12%	11%	15%	13%	21%	14%	11%	11%
Completely disagree	710	313	398	125	167	181	237	486	126	64	15	19
	30%	28%	31%	28%	31%	27%	32%	27%	45%	33%	23%	22%
DNR – Don't know/Refused	96	32	64	19	22	26	28	66	14	9	5	2
	4%	3%	5%	4%	4%	4%	4%	4%	5%	5%	8%	2%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QMessage_Crime1] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements

-Since the Biden Administration took office, crime has only gotten worse, making our communities less safe. Big city mayors and prosecutors district attorneys care more about looking progressive than having the backs of our police officers. As a result, police are making fewer arrests and criminals know they won't get caught or prosecuted.

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	2401 100	1557 100	844 100	1104 100	671 100	453 100	174 100	834 100	772 100	795 100	1200 100	1069 100	582 100	395 100	1149 100
COMPLETELY/MOSTLY AGREE	1269 53%	866 56%	403 48%	669 61%	331 49%	197 43%	72 41%	632 76%	403 52%	234 29%	1040 87%	162 15%	314 54%	197 50%	622 54%
COMPLETELY/MOSTLY DISAGREE	1037 43%	626 40%	411 49%	392 35%	317 47%	234 52%	94 54%	181 22%	329 43%	526 66%	130 11%	850 80%	235 40%	183 46%	491 43%
Completely agree	967 40%	652 42%	315 37%	508 46%	260 39%	145 32%	55 32%	515 62%	292 38%	160 20%	856 71%	77 7%	223 38%	156 40%	500 44%
Mostly agree	301 13%	214 14%	88 10%	161 15%	71 11%	52 12%	17 10%	118 14%	110 14%	73 9%	183 15%	85 8%	91 16%	41 10%	122 11%
Mostly disagree	326 14%	198 13%	128 15%	122 11%	101 15%	77 17%	27 16%	42 5%	123 16%	161 20%	29 2%	261 24%	81 14%	60 15%	139 12%
Completely disagree	710 30%	427 27%	283 34%	270 24%	216 32%	157 35%	67 39%	139 17%	205 27%	366 46%	102 8%	588 55%	155 27%	123 31%	352 31%
DNR – Don't know/Refused	96 4%	65 4%	31 4%	43 4%	23 3%	22 5%	7 4%	21 2%	40 5%	35 4%	29 2%	57 5%	32 6%	15 4%	36 3%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QMessage_Crime1] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements

-Since the Biden Administration took office, crime has only gotten worse, making our communities less safe. Big city mayors and prosecutors district attorneys care more about looking progressive than having the backs of our police officers. As a result, police are making fewer arrests and criminals know they won't get caught or prosecuted.

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	2401	401	400	400	399	401	400	214	63	72	1701	157	222	55	137	154	26
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
COMPLETELY/MOSTLY AGREE	1269	204	207	217	228	209	203	113	47	60	888	64	126	49	84	44	5
	53%	51%	52%	54%	57%	52%	51%	53%	75%	83%	52%	41%	57%	90%	61%	29%	19%
COMPLETELY/MOSTLY DISAGREE	1037	179	174	174	156	172	181	86	14	9	755	83	85	5	45	97	19
	43%	45%	44%	44%	39%	43%	45%	40%	22%	13%	44%	53%	38%	9%	33%	63%	75%
Completely agree	967	153	157	168	177	153	159	61	32	38	673	54	92	36	53	18	3
	40%	38%	39%	42%	44%	38%	40%	28%	50%	53%	40%	34%	41%	67%	39%	12%	10%
Mostly agree	301	50	50	49	51	56	44	52	15	22	215	10	34	13	31	26	2
	13%	13%	13%	12%	13%	14%	11%	24%	24%	30%	13%	6%	15%	23%	23%	17%	9%
Mostly disagree	326	47	55	63	49	54	58	47	9	4	227	28	35	1	16	53	13
	14%	12%	14%	16%	12%	13%	15%	22%	14%	6%	13%	18%	16%	1%	12%	35%	48%
Completely disagree	710	132	119	111	107	119	123	40	5	5	528	55	51	4	29	44	7
	30%	33%	30%	28%	27%	30%	31%	19%	8%	7%	31%	35%	23%	8%	21%	28%	27%
DNR – Don't know/Refused	96	18	19	8	16	19	16	15	2	3	58	10	11	1	8	13	1
	4%	5%	5%	2%	4%	5%	4%	7%	3%	4%	3%	6%	5%	1%	6%	8%	6%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QMessage_Crime1] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements

-Since the Biden Administration took office, crime has only gotten worse, making our communities less safe. Big city mayors and prosecutors district attorneys care more about looking progressive than having the backs of our police officers. As a result, police are making fewer arrests and criminals know they won't get caught or prosecuted.

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	2401 100	701 100	543 100	654 100	439 100	226 100	237 100	321 100	342 100	229 100	297 100	344 100	405 100	348 100	743 100	440 100	870 100
COMPLETELY/MOSTLY AGREE	1269 53%	375 54%	233 43%	395 60%	239 54%	119 53%	136 57%	191 59%	201 59%	112 49%	147 50%	192 56%	170 42%	155 45%	439 59%	235 53%	440 51%
COMPLETELY/MOSTLY DISAGREE	1037 43%	296 42%	279 51%	241 37%	187 43%	96 42%	98 41%	122 38%	132 39%	109 47%	131 44%	135 39%	215 53%	171 49%	275 37%	179 41%	411 47%
Completely agree	967 40%	291 42%	161 30%	316 48%	179 41%	86 38%	107 45%	145 45%	166 49%	84 37%	107 36%	152 44%	120 30%	118 34%	334 45%	182 41%	334 38%
Mostly agree	301 13%	84 12%	71 13%	79 12%	60 14%	34 15%	29 12%	45 14%	36 10%	28 12%	40 13%	40 12%	50 12%	37 11%	105 14%	53 12%	106 12%
Mostly disagree	326 14%	90 13%	96 18%	83 13%	44 10%	28 12%	22 9%	38 12%	47 14%	52 23%	40 14%	38 11%	62 15%	57 16%	81 11%	60 14%	128 15%
Completely disagree	710 30%	206 29%	183 34%	158 24%	144 33%	68 30%	76 32%	83 26%	85 25%	57 25%	91 31%	97 28%	153 38%	114 33%	194 26%	119 27%	283 33%
DNR – Don't know/Refused	96 4%	30 4%	31 6%	18 3%	13 3%	11 5%	4 2%	9 3%	8 2%	8 4%	19 6%	17 5%	20 5%	22 6%	29 4%	26 6%	19 2%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QMessage_Foreign1 - VERSION A] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements
 -Four years ago, the United States was brokering peace treaties, the world was at peace and for the first time in a long time, the U.S. was not involved in a major war. Now, the world is on fire with major wars in Ukraine and the Middle East, and weak leadership in the White House has made it worse

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	1176	560	616	219	268	327	362	873	140	77	34	53
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	570	603	210	252	335	376	866	132	86	36	53
COMPLETELY/MOSTLY AGREE	660	331	329	130	154	193	183	518	44	44	17	37
	56%	59%	53%	59%	57%	59%	50%	59%	31%	58%	50%	69%
COMPLETELY/MOSTLY DISAGREE	480	209	271	79	107	128	166	328	93	28	15	15
	41%	37%	44%	36%	40%	39%	46%	38%	67%	37%	45%	28%
Completely agree	530	262	267	96	119	165	150	424	26	34	16	29
	45%	47%	43%	44%	44%	50%	41%	49%	19%	44%	46%	55%
Mostly agree	130	69	61	34	35	28	33	93	18	10	1	8
	11%	12%	10%	15%	13%	9%	9%	11%	13%	13%	4%	15%
Mostly disagree	95	43	52	18	22	23	32	57	16	8	6	8
	8%	8%	8%	8%	8%	7%	9%	7%	11%	11%	17%	15%
Completely disagree	386	166	219	62	85	106	133	271	78	20	10	7
	33%	30%	36%	28%	32%	32%	37%	31%	56%	26%	28%	14%
DNR – Don't know/Refused	36	19	17	10	7	6	13	27	3	4	1	1
	3%	3%	3%	4%	3%	2%	4%	3%	2%	5%	4%	2%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QMessage_Foreign1 - VERSION A] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements
 -Four years ago, the United States was brokering peace treaties, the world was at peace and for the first time in a long time, the U.S. was not involved in a major war. Now, the world is on fire with major wars in Ukraine and the Middle East, and weak leadership in the White House has made it worse

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	1176	781	395	554	319	228	76	420	376	380	617	495	275	201	564
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	766	407	557	309	209	98	420	374	379	614	488	269	201	569
COMPLETELY/MOSTLY AGREE	660	457	202	345	172	112	30	328	204	127	547	77	151	112	326
	56%	59%	51%	62%	54%	49%	39%	78%	54%	33%	89%	15%	55%	56%	58%
COMPLETELY/MOSTLY DISAGREE	480	306	174	194	134	112	40	84	151	246	63	398	113	87	219
	41%	39%	44%	35%	42%	49%	53%	20%	40%	65%	10%	80%	41%	43%	39%
Completely agree	530	372	157	288	137	84	21	284	155	90	476	38	115	88	269
	45%	48%	40%	52%	43%	37%	27%	68%	41%	24%	77%	8%	42%	44%	48%
Mostly agree	130	85	45	57	36	28	9	44	49	37	71	39	36	24	57
	11%	11%	11%	10%	11%	12%	12%	11%	13%	10%	11%	8%	13%	12%	10%
Mostly disagree	95	64	31	34	23	30	8	18	34	42	13	71	22	17	42
	8%	8%	8%	6%	7%	13%	10%	4%	9%	11%	2%	14%	8%	8%	7%
Completely disagree	386	242	143	160	111	82	33	66	116	204	50	327	92	70	178
	33%	31%	36%	29%	35%	36%	43%	16%	31%	54%	8%	66%	33%	35%	31%
DNR – Don't know/Refused	36	18	18	14	13	4	6	7	21	7	7	21	10	2	18
	3%	2%	5%	3%	4%	2%	7%	2%	6%	2%	1%	4%	4%	1%	3%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QMessage_Foreign1 - VERSION A] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements

-Four years ago, the United States was brokering peace treaties, the world was at peace and for the first time in a long time, the U.S. was not involved in a major war. Now, the world is on fire with major wars in Ukraine and the Middle East, and weak leadership in the White House has made it worse

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	1176	189	197	209	182	200	199	105	38	42	840	69	114	22	59	63	9
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	189	201	210	180	195	198	113	31	46	824	70	128	21	62	71	10
COMPLETELY/MOSTLY AGREE	660	112	107	117	94	113	115	61	29	32	466	33	68	20	38	21	4
	56%	59%	54%	56%	52%	57%	58%	58%	78%	77%	55%	48%	60%	94%	64%	33%	46%
COMPLETELY/MOSTLY DISAGREE	480	73	87	79	81	81	79	34	8	6	350	33	40	0	17	37	5
	41%	38%	44%	38%	45%	40%	40%	33%	22%	14%	42%	47%	35%	2%	28%	59%	54%
Completely agree	530	88	89	102	78	87	85	32	22	26	369	27	54	19	33	9	1
	45%	47%	45%	49%	43%	44%	43%	31%	59%	62%	44%	39%	47%	88%	56%	15%	8%
Mostly agree	130	24	18	16	16	26	31	28	7	6	97	6	15	1	5	12	3
	11%	13%	9%	8%	9%	13%	15%	27%	19%	14%	12%	9%	13%	7%	8%	19%	39%
Mostly disagree	95	12	16	16	18	17	16	12	2	3	68	7	14	0	14	12	1
	8%	6%	8%	7%	10%	9%	8%	11%	6%	7%	8%	10%	12%	2%	24%	19%	13%
Completely disagree	386	61	71	64	63	63	63	23	6	3	283	26	26	-	2	25	4
	33%	32%	36%	30%	35%	32%	32%	21%	16%	7%	34%	38%	23%		4%	40%	41%
DNR – Don't know/Refused	36	4	3	12	6	6	4	10	-	4	23	4	5	1	5	5	-
	3%	2%	1%	6%	3%	3%	2%	9%		10%	3%	5%	4%	3%	8%	8%	

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QMessage_Foreign1 - VERSION A] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements

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	Total	Marital x Gender				Age x Gender								Region Category			
		Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	1176	323	275	324	218	113	121	160	165	106	148	167	196	173	386	227	390
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	320	262	346	206	113	124	158	175	97	128	177	201	180	414	214	365
COMPLETELY/MOSTLY AGREE	660	188	133	195	129	66	76	95	95	65	78	98	88	79	239	126	215
	56%	58%	48%	60%	59%	58%	63%	59%	57%	61%	53%	59%	45%	46%	62%	56%	55%
COMPLETELY/MOSTLY DISAGREE	480	131	131	118	82	40	43	61	65	40	64	67	101	88	137	91	165
	41%	41%	48%	36%	38%	35%	36%	38%	39%	37%	43%	40%	51%	51%	35%	40%	42%
Completely agree	530	161	102	167	89	48	59	80	76	49	59	85	74	61	204	90	175
	45%	50%	37%	52%	41%	42%	49%	50%	46%	46%	40%	51%	38%	35%	53%	40%	45%
Mostly agree	130	27	31	28	40	18	16	15	19	16	19	13	14	18	35	36	40
	11%	8%	11%	9%	18%	16%	14%	10%	12%	15%	13%	8%	7%	10%	9%	16%	10%
Mostly disagree	95	18	33	26	15	12	9	11	11	6	13	12	21	14	33	19	29
	8%	6%	12%	8%	7%	10%	8%	7%	7%	6%	9%	7%	11%	8%	9%	8%	7%
Completely disagree	386	113	98	92	67	28	34	50	54	34	51	55	79	74	104	71	137
	33%	35%	36%	28%	31%	25%	28%	31%	33%	32%	35%	33%	40%	43%	27%	32%	35%
DNR – Don't know/Refused	36	4	12	11	7	8	2	4	5	2	5	2	8	6	11	10	10
	3%	1%	4%	3%	3%	7%	1%	3%	3%	2%	4%	1%	4%	3%	3%	4%	3%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QMessage_Foreign1 - VERSION B] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements
 -Four years ago, the United States was brokering peace treaties, the world was at peace and for the first time in a long time, the U.S. was not involved in a major war. Now, the world is on fire with major wars in Ukraine and the Middle East, and weak leadership in the White House has made it worse, starting with the Biden Administration's rushed and haphazard withdrawal from Afghanistan

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	1225	566	658	236	267	338	385	902	141	116	34	32
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	587	641	237	271	337	383	882	148	125	36	37
COMPLETELY/MOSTLY AGREE	607	311	296	109	134	185	180	471	40	59	17	20
	50%	55%	45%	46%	50%	55%	47%	52%	29%	51%	51%	62%
COMPLETELY/MOSTLY DISAGREE	559	238	321	108	124	138	190	398	90	49	10	11
	46%	42%	49%	46%	46%	41%	49%	44%	64%	42%	30%	35%
Completely agree	506	264	242	84	112	161	148	411	21	45	13	15
	41%	47%	37%	36%	42%	48%	39%	46%	15%	39%	40%	47%
Mostly agree	101	47	54	24	21	23	32	59	19	14	4	5
	8%	8%	8%	10%	8%	7%	8%	7%	14%	12%	11%	14%
Mostly disagree	143	55	89	38	28	32	45	104	22	11	2	5
	12%	10%	13%	16%	11%	9%	12%	12%	16%	9%	5%	15%
Completely disagree	416	183	233	70	96	106	145	295	68	38	8	6
	34%	32%	35%	30%	36%	31%	38%	33%	49%	33%	25%	20%
DNR – Don't know/Refused	58	17	41	19	9	16	15	33	10	8	6	1
	5%	3%	6%	8%	3%	5%	4%	4%	7%	7%	19%	3%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QMessage_Foreign1 - VERSION B] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements

-Four years ago, the United States was brokering peace treaties, the world was at peace and for the first time in a long time, the U.S. was not involved in a major war. Now, the world is on fire with major wars in Ukraine and the Middle East, and weak leadership in the White House has made it worse, starting with the Biden Administration's rushed and haphazard withdrawal from Afghanistan

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	1225	775	450	550	352	225	98	414	395	415	582	573	307	194	586
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	746	482	535	347	211	135	414	401	413	584	557	296	197	601
COMPLETELY/MOSTLY AGREE	607	428	179	333	137	95	41	304	204	99	508	65	161	99	291
	50%	55%	40%	61%	39%	42%	42%	73%	52%	24%	87%	11%	52%	51%	50%
COMPLETELY/MOSTLY DISAGREE	559	307	252	195	203	112	49	99	167	294	62	469	124	87	274
	46%	40%	56%	36%	58%	50%	50%	24%	42%	71%	11%	82%	40%	45%	47%
Completely agree	506	363	143	294	118	70	25	281	149	76	456	34	134	84	248
	41%	47%	32%	53%	33%	31%	26%	68%	38%	18%	78%	6%	43%	43%	42%
Mostly agree	101	65	36	39	20	26	16	23	55	23	52	31	27	15	43
	8%	8%	8%	7%	6%	11%	16%	6%	14%	5%	9%	5%	9%	8%	7%
Mostly disagree	143	82	61	52	52	31	9	19	54	71	13	113	36	26	64
	12%	11%	14%	9%	15%	14%	9%	5%	14%	17%	2%	20%	12%	13%	11%
Completely disagree	416	225	191	144	151	81	40	80	113	223	49	356	88	61	210
	34%	29%	42%	26%	43%	36%	41%	19%	29%	54%	8%	62%	29%	32%	36%
DNR – Don't know/Refused	58	40	19	22	11	18	8	11	25	23	13	39	22	7	21
	5%	5%	4%	4%	3%	8%	8%	3%	6%	6%	2%	7%	7%	4%	4%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QMessage_Foreign1 - VERSION B] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements

-Four years ago, the United States was brokering peace treaties, the world was at peace and for the first time in a long time, the U.S. was not involved in a major war. Now, the world is on fire with major wars in Ukraine and the Middle East, and weak leadership in the White House has made it worse, starting with the Biden Administration's rushed and haphazard withdrawal from Afghanistan

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	1225	212	203	191	217	200	201	109	25	30	861	88	109	33	78	91	17
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	212	199	190	220	205	202	126	22	33	857	91	133	33	82	85	17
COMPLETELY/MOSTLY AGREE	607	108	102	97	113	96	90	54	21	24	405	45	63	24	45	27	7
	50%	51%	50%	51%	52%	48%	45%	50%	84%	80%	47%	51%	58%	72%	58%	30%	43%
COMPLETELY/MOSTLY DISAGREE	559	96	91	89	87	94	103	43	4	3	415	39	42	9	30	57	8
	46%	45%	45%	46%	40%	47%	51%	39%	16%	9%	48%	45%	38%	28%	38%	63%	48%
Completely agree	506	91	76	85	97	84	73	25	13	22	330	39	50	21	32	10	4
	41%	43%	37%	44%	45%	42%	36%	23%	54%	73%	38%	44%	46%	62%	41%	12%	26%
Mostly agree	101	18	27	12	15	12	17	29	8	2	75	6	13	3	13	17	3
	8%	8%	13%	6%	7%	6%	8%	27%	31%	7%	9%	7%	12%	10%	16%	19%	16%
Mostly disagree	143	32	22	22	21	21	24	27	2	2	94	12	15	5	17	20	-
	12%	15%	11%	11%	10%	11%	12%	25%	6%	7%	11%	14%	14%	15%	22%	22%	-
Completely disagree	416	64	69	67	66	73	78	16	2	1	321	28	27	4	13	38	8
	34%	30%	34%	35%	30%	36%	39%	15%	10%	3%	37%	31%	24%	13%	17%	41%	48%
DNR – Don't know/Refused	58	7	10	6	17	10	8	12	-	3	41	4	4	-	3	6	2
	5%	4%	5%	3%	8%	5%	4%	11%	-	11%	5%	4%	4%	-	4%	6%	9%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QMessage_Foreign1 - VERSION B] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements
 -Four years ago, the United States was brokering peace treaties, the world was at peace and for the first time in a long time, the U.S. was not involved in a major war. Now, the world is on fire with major wars in Ukraine and the Middle East, and weak leadership in the White House has made it worse, starting with the Biden Administration' s rushed and haphazard withdrawal from Afghanistan

	Total	Marital x Gender				Age x Gender								Region Category			
		Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	1225	378	268	331	222	113	117	160	176	123	150	177	208	175	357	213	480
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	370	257	351	221	122	124	163	178	115	147	174	205	174	390	211	453
COMPLETELY/MOSTLY AGREE	607	188	104	197	112	51	67	95	98	57	67	90	83	79	196	109	223
	50%	50%	39%	60%	50%	45%	57%	59%	55%	47%	45%	51%	40%	45%	55%	51%	46%
COMPLETELY/MOSTLY DISAGREE	559	174	144	123	104	55	48	61	74	53	76	77	116	89	144	91	235
	46%	46%	54%	37%	47%	49%	41%	38%	42%	43%	50%	43%	56%	51%	40%	43%	49%
Completely agree	506	159	79	170	92	42	56	81	85	42	57	80	63	59	164	94	189
	41%	42%	30%	51%	42%	37%	48%	51%	48%	34%	38%	45%	30%	34%	46%	44%	39%
Mostly agree	101	29	25	27	20	9	11	13	12	15	10	10	19	20	32	15	34
	8%	8%	9%	8%	9%	8%	10%	8%	7%	12%	7%	6%	9%	11%	9%	7%	7%
Mostly disagree	143	42	47	29	23	16	8	15	16	23	20	17	29	24	41	24	55
	12%	11%	18%	9%	10%	14%	7%	9%	9%	18%	13%	10%	14%	14%	11%	11%	11%
Completely disagree	416	132	97	94	81	39	40	46	58	31	56	59	87	65	103	68	180
	34%	35%	36%	28%	37%	35%	34%	29%	33%	25%	37%	34%	42%	37%	29%	32%	38%
DNR – Don' t know/Refused	58	16	20	11	5	7	1	5	5	13	8	11	10	7	16	13	22
	5%	4%	8%	3%	2%	6%	1%	3%	3%	10%	5%	6%	5%	4%	5%	6%	5%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QMessage_Foreign2] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements
 -Instead of spending billions on foreign countries and failing to secure our border, the Biden Administration should be more focused on dealing with the real problems Americans face here at home

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	2401	1126	1275	455	535	665	746	1774	280	192	68	86
	100	100	100	100	100	100	100	100	100	100	100	100
COMPLETELY/MOSTLY AGREE	1505	725	780	315	359	426	405	1148	139	120	43	55
	63%	64%	61%	69%	67%	64%	54%	65%	50%	62%	63%	64%
COMPLETELY/MOSTLY DISAGREE	805	359	445	122	153	218	312	565	125	68	19	28
	34%	32%	35%	27%	29%	33%	42%	32%	44%	35%	29%	32%
Completely agree	1111	565	546	229	271	322	289	857	93	93	31	37
	46%	50%	43%	50%	51%	48%	39%	48%	33%	48%	46%	43%
Mostly agree	394	160	234	87	88	104	115	291	47	27	12	18
	16%	14%	18%	19%	16%	16%	15%	16%	17%	14%	17%	21%
Mostly disagree	392	170	222	71	75	89	157	263	66	30	11	22
	16%	15%	17%	15%	14%	13%	21%	15%	24%	15%	16%	25%
Completely disagree	413	190	223	52	78	129	155	302	58	38	9	6
	17%	17%	18%	11%	15%	19%	21%	17%	21%	20%	13%	7%
DNR – Don't know/Refused	91	42	49	18	23	21	30	61	17	5	6	3
	4%	4%	4%	4%	4%	3%	4%	3%	6%	3%	8%	3%

Echelon Insights
 Focus 2024 Survey
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[QMessage_Foreign2] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements

-Instead of spending billions on foreign countries and failing to secure our border, the Biden Administration should be more focused on dealing with the real problems Americans face here at home

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	2401	1557	844	1104	671	453	174	834	772	795	1200	1069	582	395	1149
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
COMPLETELY/MOSTLY AGREE	1505	1016	489	754	395	263	94	644	497	364	1037	371	392	248	721
	63%	65%	58%	68%	59%	58%	54%	77%	64%	46%	86%	35%	67%	63%	63%
COMPLETELY/MOSTLY DISAGREE	805	486	319	317	248	169	71	174	238	393	141	637	167	123	395
	34%	31%	38%	29%	37%	37%	41%	21%	31%	49%	12%	60%	29%	31%	34%
Completely agree	1111	775	336	583	274	192	62	543	357	211	905	141	283	183	547
	46%	50%	40%	53%	41%	42%	36%	65%	46%	26%	75%	13%	49%	46%	48%
Mostly agree	394	241	153	170	121	71	32	100	140	154	132	230	109	66	174
	16%	15%	18%	15%	18%	16%	18%	12%	18%	19%	11%	21%	19%	17%	15%
Mostly disagree	392	239	153	153	110	86	43	73	129	190	53	317	83	56	193
	16%	15%	18%	14%	16%	19%	24%	9%	17%	24%	4%	30%	14%	14%	17%
Completely disagree	413	247	166	164	137	83	28	101	110	203	89	320	84	67	202
	17%	16%	20%	15%	20%	18%	16%	12%	14%	26%	7%	30%	14%	17%	18%
DNR – Don't know/Refused	91	55	37	33	28	22	8	17	36	38	21	61	23	23	33
	4%	4%	4%	3%	4%	5%	5%	2%	5%	5%	2%	6%	4%	6%	3%

Echelon Insights
 Focus 2024 Survey
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[QMessage_Foreign2] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements

-Instead of spending billions on foreign countries and failing to secure our border, the Biden Administration should be more focused on dealing with the real problems Americans face here at home

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	2401	401	400	400	399	401	400	214	63	72	1701	157	222	55	137	154	26
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
COMPLETELY/MOSTLY AGREE	1505	254	249	243	247	253	260	162	46	61	1015	100	160	47	97	69	11
	63%	63%	62%	61%	62%	63%	65%	76%	74%	85%	60%	64%	72%	85%	71%	45%	42%
COMPLETELY/MOSTLY DISAGREE	805	135	138	140	134	131	125	39	14	7	621	51	53	7	30	71	14
	34%	34%	35%	35%	34%	33%	31%	18%	23%	10%	37%	33%	24%	13%	22%	46%	54%
Completely agree	1111	197	182	185	186	179	183	106	35	47	738	71	123	43	70	32	4
	46%	49%	45%	46%	47%	45%	46%	50%	55%	65%	43%	45%	55%	79%	51%	21%	14%
Mostly agree	394	57	67	57	62	75	76	56	12	14	278	29	37	4	27	37	7
	16%	14%	17%	14%	15%	19%	19%	26%	19%	19%	16%	18%	17%	7%	20%	24%	28%
Mostly disagree	392	62	65	79	72	61	53	30	12	5	289	29	32	3	22	42	7
	16%	16%	16%	20%	18%	15%	13%	14%	19%	6%	17%	19%	14%	6%	16%	27%	26%
Completely disagree	413	73	73	61	63	71	72	9	2	2	332	22	21	4	8	29	7
	17%	18%	18%	15%	16%	18%	18%	4%	4%	3%	20%	14%	10%	7%	6%	19%	28%
DNR – Don't know/Refused	91	12	13	17	18	16	16	12	2	4	64	6	9	1	10	14	1
	4%	3%	3%	4%	4%	4%	4%	6%	4%	6%	4%	4%	4%	2%	7%	9%	4%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QMessage_Foreign2] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements

-Instead of spending billions on foreign countries and failing to secure our border, the Biden Administration should be more focused on dealing with the real problems Americans face here at home

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	2401	701	543	654	439	226	237	321	342	229	297	344	405	348	743	440	870
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
COMPLETELY/MOSTLY AGREE	1505	451	315	437	272	151	153	209	212	165	207	217	192	212	482	275	536
	63%	64%	58%	67%	62%	66%	64%	65%	62%	72%	69%	63%	47%	61%	65%	62%	62%
COMPLETELY/MOSTLY DISAGREE	805	226	208	189	155	67	76	98	119	56	77	120	193	118	231	146	310
	34%	32%	38%	29%	35%	29%	32%	31%	35%	24%	26%	35%	48%	34%	31%	33%	36%
Completely agree	1111	335	202	345	209	116	126	162	161	113	145	160	128	149	374	201	387
	46%	48%	37%	53%	48%	51%	53%	50%	47%	49%	49%	47%	32%	43%	50%	46%	44%
Mostly agree	394	116	113	92	63	35	27	47	51	52	61	57	64	63	108	74	149
	16%	17%	21%	14%	14%	15%	11%	15%	15%	23%	21%	16%	16%	18%	14%	17%	17%
Mostly disagree	392	108	113	89	74	36	32	43	59	35	43	46	98	62	110	81	139
	16%	15%	21%	14%	17%	16%	14%	13%	17%	15%	15%	14%	24%	18%	15%	18%	16%
Completely disagree	413	118	95	100	81	31	43	55	60	21	34	73	95	56	120	66	171
	17%	17%	18%	15%	18%	14%	18%	17%	17%	9%	11%	21%	24%	16%	16%	15%	20%
DNR – Don't know/Refused	91	24	20	28	12	9	9	13	11	9	14	8	19	18	30	19	24
	4%	3%	4%	4%	3%	4%	4%	4%	3%	4%	5%	2%	5%	5%	4%	4%	3%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QMessage_GasPrices - VERSION A] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements
 -Under the influence of radical environmentalists, the Biden Administration has done everything possible to hobble our domestic energy industry, canceling drilling projects that would have brought gas prices down

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	1176	560	616	219	268	327	362	873	140	77	34	53
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	570	603	210	252	335	376	866	132	86	36	53
COMPLETELY/MOSTLY AGREE	612	317	295	101	148	175	188	484	44	37	15	32
	52%	57%	48%	46%	55%	53%	52%	55%	32%	48%	43%	61%
COMPLETELY/MOSTLY DISAGREE	486	214	273	97	99	136	154	340	74	34	18	21
	41%	38%	44%	44%	37%	42%	43%	39%	53%	45%	52%	39%
Completely agree	454	232	223	68	117	135	134	364	26	29	9	26
	39%	41%	36%	31%	44%	41%	37%	42%	18%	38%	27%	49%
Mostly agree	157	85	72	34	31	39	53	120	19	8	5	6
	13%	15%	12%	15%	12%	12%	15%	14%	13%	10%	16%	11%
Mostly disagree	145	55	90	31	27	30	57	86	23	16	5	15
	12%	10%	15%	14%	10%	9%	16%	10%	17%	20%	16%	28%
Completely disagree	342	159	183	66	72	106	97	254	51	19	12	6
	29%	28%	30%	30%	27%	33%	27%	29%	36%	25%	36%	11%
DNR – Don't know/Refused	78	29	49	21	20	16	20	49	22	5	2	0
	7%	5%	8%	10%	8%	5%	6%	6%	16%	7%	5%	1%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QMessage_GasPrices - VERSION A] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements
 -Under the influence of radical environmentalists, the Biden Administration has done everything possible to hobble our domestic energy industry, canceling drilling projects that would have brought gas prices down

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	1176	781	395	554	319	228	76	420	376	380	617	495	275	201	564
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	766	407	557	309	209	98	420	374	379	614	488	269	201	569
COMPLETELY/MOSTLY AGREE	612	411	201	318	165	92	36	303	186	123	500	91	128	101	312
	52%	53%	51%	58%	52%	40%	47%	72%	50%	32%	81%	18%	47%	50%	55%
COMPLETELY/MOSTLY DISAGREE	486	317	170	201	139	116	30	100	152	234	85	374	127	85	218
	41%	41%	43%	36%	44%	51%	40%	24%	40%	62%	14%	75%	46%	42%	39%
Completely agree	454	303	152	238	126	65	25	247	124	84	404	42	87	77	237
	39%	39%	38%	43%	40%	28%	33%	59%	33%	22%	65%	8%	32%	38%	42%
Mostly agree	157	108	50	80	39	28	10	56	63	38	96	50	41	24	75
	13%	14%	13%	15%	12%	12%	14%	13%	17%	10%	16%	10%	15%	12%	13%
Mostly disagree	145	103	41	51	35	53	6	30	43	71	24	107	46	22	61
	12%	13%	10%	9%	11%	23%	8%	7%	11%	19%	4%	22%	17%	11%	11%
Completely disagree	342	213	128	150	104	63	24	70	108	163	61	267	81	63	157
	29%	27%	32%	27%	33%	28%	32%	17%	29%	43%	10%	54%	29%	32%	28%
DNR – Don't know/Refused	78	54	24	35	14	19	10	17	38	23	32	31	19	14	34
	7%	7%	6%	6%	4%	8%	13%	4%	10%	6%	5%	6%	7%	7%	6%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QMessage_GasPrices - VERSION A] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements
 -Under the influence of radical environmentalists, the Biden Administration has done everything possible to hobble our domestic energy industry, canceling drilling projects that would have brought gas prices down

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	1176	189	197	209	182	200	199	105	38	42	840	69	114	22	59	63	9
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	189	201	210	180	195	198	113	31	46	824	70	128	21	62	71	10
COMPLETELY/MOSTLY AGREE	612	94	99	119	86	101	112	44	20	29	435	29	66	19	30	15	3
	52%	50%	50%	57%	47%	51%	56%	42%	52%	68%	52%	42%	58%	86%	50%	24%	36%
COMPLETELY/MOSTLY DISAGREE	486	82	84	78	81	83	79	41	10	7	359	35	36	0	18	39	5
	41%	43%	43%	37%	44%	41%	39%	39%	27%	17%	43%	51%	32%	2%	30%	62%	52%
Completely agree	454	68	76	95	62	75	80	23	12	15	322	20	49	16	24	6	1
	39%	36%	38%	45%	34%	38%	40%	22%	32%	36%	38%	29%	43%	76%	41%	9%	8%
Mostly agree	157	27	24	24	24	26	32	21	8	13	113	9	17	2	5	9	3
	13%	14%	12%	12%	13%	13%	16%	20%	21%	32%	13%	12%	15%	10%	9%	15%	28%
Mostly disagree	145	25	24	23	20	24	28	19	5	4	113	8	11	-	7	21	1
	12%	13%	12%	11%	11%	12%	14%	18%	13%	9%	13%	12%	10%	13%	34%	34%	7%
Completely disagree	342	57	60	55	61	59	50	22	6	4	246	27	25	0	10	18	4
	29%	30%	31%	26%	33%	29%	25%	21%	15%	8%	29%	39%	22%	2%	17%	28%	46%
DNR – Don't know/Refused	78	13	14	12	15	16	8	20	8	6	45	5	12	2	12	9	1
	7%	7%	7%	6%	8%	8%	4%	19%	20%	15%	5%	7%	10%	12%	20%	14%	12%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QMessage_GasPrices - VERSION A] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements
 -Under the influence of radical environmentalists, the Biden Administration has done everything possible to hobble our domestic energy industry, canceling drilling projects that would have brought gas prices down

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	1176	323	275	324	218	113	121	160	165	106	148	167	196	173	386	227	390
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	320	262	346	206	113	124	158	175	97	128	177	201	180	414	214	365
COMPLETELY/MOSTLY AGREE	612	177	114	196	112	52	71	92	102	49	77	83	86	78	224	120	190
	52%	55%	42%	60%	51%	46%	59%	57%	62%	47%	52%	50%	44%	45%	58%	53%	49%
COMPLETELY/MOSTLY DISAGREE	486	128	136	116	89	46	47	67	54	51	53	69	100	81	141	91	173
	41%	40%	49%	36%	41%	40%	39%	42%	33%	48%	36%	42%	51%	47%	36%	40%	44%
Completely agree	454	143	78	147	78	38	58	68	68	29	60	67	67	53	168	85	147
	39%	44%	28%	45%	36%	34%	48%	43%	41%	28%	40%	40%	34%	31%	43%	38%	38%
Mostly agree	157	34	37	49	34	13	14	24	34	20	18	16	19	25	56	34	43
	13%	11%	13%	15%	16%	12%	11%	15%	21%	19%	12%	9%	10%	14%	14%	15%	11%
Mostly disagree	145	32	55	24	26	17	8	15	15	14	19	15	41	33	44	29	39
	12%	10%	20%	7%	12%	15%	7%	9%	9%	13%	13%	9%	21%	19%	11%	13%	10%
Completely disagree	342	97	81	92	63	29	38	52	39	37	34	54	58	48	97	62	134
	29%	30%	29%	28%	29%	25%	32%	33%	24%	35%	23%	32%	30%	28%	25%	27%	34%
DNR – Don't know/Refused	78	18	25	12	17	16	3	1	9	5	18	15	11	13	22	16	27
	7%	6%	9%	4%	8%	14%	2%	1%	6%	5%	12%	9%	6%	8%	6%	7%	7%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QMessage_GasPrices - VERSION B] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements
 -The Biden Administration has done everything possible to hobble our domestic energy industry, canceling drilling projects that would have brought gas prices down

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	1225	566	658	236	267	338	385	902	141	116	34	32
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	587	641	237	271	337	383	882	148	125	36	37
COMPLETELY/MOSTLY AGREE	606	318	288	105	133	183	185	467	51	56	15	18
	49%	56%	44%	45%	50%	54%	48%	52%	36%	49%	43%	54%
COMPLETELY/MOSTLY DISAGREE	518	226	292	100	113	133	172	361	80	52	15	10
	42%	40%	44%	42%	43%	39%	45%	40%	57%	45%	43%	32%
Completely agree	470	246	224	73	107	148	143	373	29	40	12	16
	38%	43%	34%	31%	40%	44%	37%	41%	21%	35%	35%	48%
Mostly agree	136	72	64	32	26	35	43	93	22	16	3	2
	11%	13%	10%	14%	10%	10%	11%	10%	15%	14%	8%	6%
Mostly disagree	154	62	92	33	33	40	48	113	18	16	2	5
	13%	11%	14%	14%	12%	12%	13%	13%	13%	14%	7%	14%
Completely disagree	364	165	200	67	81	93	124	248	62	36	12	6
	30%	29%	30%	28%	30%	27%	32%	28%	44%	31%	36%	18%
DNR – Don't know/Refused	100	22	79	31	21	22	27	74	9	8	5	4
	8%	4%	12%	13%	8%	7%	7%	8%	7%	7%	15%	13%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

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 -The Biden Administration has done everything possible to hobble our domestic energy industry, canceling drilling projects that would have brought gas prices down

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	1225	775	450	550	352	225	98	414	395	415	582	573	307	194	586
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	746	482	535	347	211	135	414	401	413	584	557	296	197	601
COMPLETELY/MOSTLY AGREE	606	412	194	317	150	95	45	294	201	111	469	100	158	99	298
	49%	53%	43%	58%	42%	42%	46%	71%	51%	27%	81%	17%	51%	51%	51%
COMPLETELY/MOSTLY DISAGREE	518	296	222	188	173	109	48	107	148	263	97	401	124	80	246
	42%	38%	49%	34%	49%	48%	50%	26%	38%	63%	17%	70%	40%	41%	42%
Completely agree	470	329	141	259	114	70	27	257	137	77	407	53	121	80	231
	38%	42%	31%	47%	32%	31%	27%	62%	35%	18%	70%	9%	39%	41%	39%
Mostly agree	136	83	53	58	35	25	18	37	64	34	63	47	37	20	68
	11%	11%	12%	11%	10%	11%	18%	9%	16%	8%	11%	8%	12%	10%	12%
Mostly disagree	154	89	65	63	50	26	16	20	57	77	28	116	43	18	67
	13%	11%	15%	11%	14%	11%	16%	5%	14%	18%	5%	20%	14%	9%	11%
Completely disagree	364	208	156	125	124	83	33	87	91	186	69	285	81	62	179
	30%	27%	35%	23%	35%	37%	34%	21%	23%	45%	12%	50%	26%	32%	31%
DNR – Don't know/Refused	100	67	34	45	29	22	5	13	47	41	16	72	25	14	42
	8%	9%	8%	8%	8%	10%	5%	3%	12%	10%	3%	13%	8%	7%	7%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

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 -The Biden Administration has done everything possible to hobble our domestic energy industry, canceling drilling projects that would have brought gas prices down

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	1225	212	203	191	217	200	201	109	25	30	861	88	109	33	78	91	17
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	212	199	190	220	205	202	126	22	33	857	91	133	33	82	85	17
COMPLETELY/MOSTLY AGREE	606	103	103	98	114	96	92	55	15	25	412	40	49	27	46	31	4
	49%	48%	51%	51%	52%	48%	45%	50%	62%	83%	48%	45%	45%	83%	58%	34%	23%
COMPLETELY/MOSTLY DISAGREE	518	93	84	82	83	79	96	36	8	2	387	40	42	3	19	51	11
	42%	44%	42%	43%	38%	40%	48%	33%	34%	6%	45%	45%	39%	10%	24%	56%	65%
Completely agree	470	72	78	79	89	81	71	16	11	14	327	34	32	23	34	15	4
	38%	34%	39%	41%	41%	40%	35%	14%	44%	46%	38%	38%	30%	71%	43%	16%	23%
Mostly agree	136	31	25	19	25	16	20	39	4	11	85	6	17	4	12	16	-
	11%	15%	12%	10%	11%	8%	10%	36%	17%	36%	10%	7%	16%	12%	15%	18%	-
Mostly disagree	154	25	22	35	27	20	27	20	5	0	111	8	19	2	12	17	4
	13%	12%	11%	18%	12%	10%	13%	18%	22%	1%	13%	9%	17%	5%	15%	18%	23%
Completely disagree	364	68	63	47	57	60	69	17	3	2	275	31	23	2	7	34	7
	30%	32%	31%	25%	26%	30%	34%	15%	12%	5%	32%	36%	21%	5%	9%	38%	42%
DNR – Don't know/Refused	100	16	15	11	20	24	14	18	1	3	63	9	17	2	14	9	2
	8%	8%	7%	6%	9%	12%	7%	16%	5%	11%	7%	10%	16%	7%	18%	10%	12%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QMessage_GasPrices - VERSION B] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements
 -The Biden Administration has done everything possible to hobble our domestic energy industry, canceling drilling projects that would have brought gas prices down

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	1225	378	268	331	222	113	117	160	176	123	150	177	208	175	357	213	480
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	370	257	351	221	122	124	163	178	115	147	174	205	174	390	211	453
COMPLETELY/MOSTLY AGREE	606	175	110	201	113	55	67	92	104	50	66	90	81	76	204	104	223
	49%	46%	41%	61%	51%	48%	57%	58%	59%	41%	44%	51%	39%	43%	57%	49%	46%
COMPLETELY/MOSTLY DISAGREE	518	169	118	119	97	54	44	62	65	46	69	70	107	87	127	89	215
	42%	45%	44%	36%	44%	48%	38%	39%	37%	37%	46%	40%	51%	50%	36%	42%	45%
Completely agree	470	143	78	156	86	40	50	74	82	33	56	74	61	47	160	80	182
	38%	38%	29%	47%	39%	35%	43%	46%	46%	27%	38%	42%	29%	27%	45%	38%	38%
Mostly agree	136	32	32	45	27	15	17	18	23	17	10	17	20	29	43	24	40
	11%	8%	12%	14%	12%	13%	14%	11%	13%	14%	6%	10%	10%	16%	12%	11%	8%
Mostly disagree	154	53	39	37	24	13	15	17	17	20	18	23	31	36	39	24	55
	13%	14%	15%	11%	11%	11%	13%	10%	10%	17%	12%	13%	15%	20%	11%	11%	11%
Completely disagree	364	116	79	83	73	41	30	46	48	25	51	47	76	52	88	65	160
	30%	31%	30%	25%	33%	36%	25%	28%	27%	21%	34%	27%	36%	30%	25%	30%	33%
DNR – Don't know/Refused	100	34	39	11	11	4	6	6	6	27	15	16	21	12	26	20	42
	8%	9%	15%	3%	5%	4%	5%	4%	4%	22%	10%	9%	10%	7%	7%	10%	9%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QMessage_EVs] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements

-In a time when Americans are struggling to afford the basic essentials, the Biden Administration wants to force people to buy electric vehicles that most people can't afford and that don't work as well as gas-powered cars

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	2401	1126	1275	455	535	665	746	1774	280	192	68	86
	100	100	100	100	100	100	100	100	100	100	100	100
COMPLETELY/MOSTLY AGREE	1239	617	621	220	279	387	354	964	86	92	41	55
	52%	55%	49%	48%	52%	58%	47%	54%	31%	48%	60%	64%
COMPLETELY/MOSTLY DISAGREE	1023	456	567	210	220	246	348	711	173	91	22	26
	43%	41%	44%	46%	41%	37%	47%	40%	62%	48%	32%	30%
Completely agree	952	476	476	148	208	320	276	760	56	69	30	37
	40%	42%	37%	32%	39%	48%	37%	43%	20%	36%	44%	43%
Mostly agree	287	142	145	72	71	67	78	204	30	24	11	18
	12%	13%	11%	16%	13%	10%	10%	11%	11%	12%	16%	21%
Mostly disagree	314	138	176	72	57	60	125	214	59	30	6	5
	13%	12%	14%	16%	11%	9%	17%	12%	21%	15%	9%	5%
Completely disagree	709	319	390	137	163	186	223	497	113	62	16	21
	30%	28%	31%	30%	30%	28%	30%	28%	40%	32%	23%	25%
DNR – Don't know/Refused	139	53	87	26	36	33	45	99	21	9	5	5
	6%	5%	7%	6%	7%	5%	6%	6%	8%	5%	7%	6%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QMessage_EVs] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements

-In a time when Americans are struggling to afford the basic essentials, the Biden Administration wants to force people to buy electric vehicles that most people can't afford and that don't work as well as gas-powered cars

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	2401	1557	844	1104	671	453	174	834	772	795	1200	1069	582	395	1149
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
COMPLETELY/MOSTLY AGREE	1239	835	403	631	333	205	70	602	389	247	953	223	291	210	611
	52%	54%	48%	57%	50%	45%	40%	72%	50%	31%	79%	21%	50%	53%	53%
COMPLETELY/MOSTLY DISAGREE	1023	638	385	412	299	226	86	207	328	489	211	757	256	163	478
	43%	41%	46%	37%	45%	50%	49%	25%	42%	61%	18%	71%	44%	41%	42%
Completely agree	952	650	302	510	250	140	52	506	277	169	812	100	220	163	477
	40%	42%	36%	46%	37%	31%	30%	61%	36%	21%	68%	9%	38%	41%	41%
Mostly agree	287	185	102	120	84	65	18	97	112	78	141	123	71	47	135
	12%	12%	12%	11%	12%	14%	10%	12%	14%	10%	12%	11%	12%	12%	12%
Mostly disagree	314	208	106	130	84	78	22	50	111	154	48	243	82	53	142
	13%	13%	13%	12%	12%	17%	13%	6%	14%	19%	4%	23%	14%	13%	12%
Completely disagree	709	430	279	282	215	148	64	157	217	335	163	514	174	111	336
	30%	28%	33%	26%	32%	33%	37%	19%	28%	42%	14%	48%	30%	28%	29%
DNR – Don't know/Refused	139	83	56	61	38	22	18	25	55	59	36	88	35	22	60
	6%	5%	7%	6%	6%	5%	10%	3%	7%	7%	3%	8%	6%	5%	5%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QMessage_EVs] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements

-In a time when Americans are struggling to afford the basic essentials, the Biden Administration wants to force people to buy electric vehicles that most people can't afford and that don't work as well as gas-powered cars

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	2401	401	400	400	399	401	400	214	63	72	1701	157	222	55	137	154	26
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
COMPLETELY/MOSTLY AGREE	1239	201	195	219	213	201	210	105	41	52	869	76	111	42	71	40	7
	52%	50%	49%	55%	53%	50%	52%	49%	66%	72%	51%	48%	50%	77%	52%	26%	27%
COMPLETELY/MOSTLY DISAGREE	1023	179	166	163	164	175	176	86	18	11	739	76	89	9	49	95	17
	43%	45%	41%	41%	41%	44%	44%	40%	28%	15%	43%	49%	40%	17%	36%	62%	67%
Completely agree	952	155	150	173	169	148	158	63	25	39	662	61	85	34	52	22	2
	40%	39%	37%	43%	42%	37%	39%	30%	41%	54%	39%	39%	38%	62%	38%	14%	8%
Mostly agree	287	46	46	47	44	53	52	41	16	13	208	15	25	8	19	17	5
	12%	11%	11%	12%	11%	13%	13%	19%	25%	18%	12%	10%	11%	15%	14%	11%	19%
Mostly disagree	314	53	55	51	50	49	56	34	13	5	234	18	28	4	15	43	11
	13%	13%	14%	13%	13%	12%	14%	16%	21%	7%	14%	11%	12%	7%	11%	28%	41%
Completely disagree	709	126	111	112	114	126	120	52	5	6	505	59	61	5	34	52	7
	30%	32%	28%	28%	28%	31%	30%	24%	8%	8%	30%	37%	28%	9%	25%	34%	25%
DNR – Don't know/Refused	139	21	39	17	23	25	15	24	4	9	92	5	23	3	17	19	2
	6%	5%	10%	4%	6%	6%	4%	11%	6%	13%	5%	3%	10%	6%	12%	12%	6%

Echelon Insights
Focus 2024 Survey
N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QMessage_EV] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements

-In a time when Americans are struggling to afford the basic essentials, the Biden Administration wants to force people to buy electric vehicles that most people can't afford and that don't work as well as gas-powered cars

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	2401	701	543	654	439	226	237	321	342	229	297	344	405	348	743	440	870
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
COMPLETELY/MOSTLY AGREE	1239	374	237	387	216	111	130	195	180	109	148	191	174	159	429	226	425
	52%	53%	44%	59%	49%	49%	55%	61%	53%	47%	50%	56%	43%	46%	58%	51%	49%
COMPLETELY/MOSTLY DISAGREE	1023	290	265	236	204	107	93	114	142	103	127	131	205	156	281	186	399
	43%	41%	49%	36%	46%	47%	39%	36%	42%	45%	43%	38%	51%	45%	38%	42%	46%
Completely agree	952	308	160	312	156	75	99	155	146	72	108	165	130	112	347	162	330
	40%	44%	30%	48%	35%	33%	42%	48%	43%	32%	36%	48%	32%	32%	47%	37%	38%
Mostly agree	287	66	76	76	60	36	31	41	34	36	40	26	43	47	82	64	95
	12%	9%	14%	12%	14%	16%	13%	13%	10%	16%	13%	8%	11%	13%	11%	15%	11%
Mostly disagree	314	84	88	76	56	32	26	29	50	41	31	31	74	52	94	65	103
	13%	12%	16%	12%	13%	14%	11%	9%	15%	18%	10%	9%	18%	15%	13%	15%	12%
Completely disagree	709	205	176	160	148	75	67	85	92	62	96	101	131	104	188	121	296
	30%	29%	32%	24%	34%	33%	28%	26%	27%	27%	32%	29%	32%	30%	25%	27%	34%
DNR – Don't know/Refused	139	37	42	31	20	9	14	11	19	18	22	21	26	33	33	28	46
	6%	5%	8%	5%	5%	4%	6%	4%	6%	8%	7%	6%	6%	9%	4%	6%	5%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QMessage_StudentLoans - VERSION A] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements
 -The Biden Administration forgiving student loans is unfair to the tens of millions of people who were responsible and paid off their loans

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	1176	560	616	219	268	327	362	873	140	77	34	53
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	570	603	210	252	335	376	866	132	86	36	53
COMPLETELY/MOSTLY AGREE	650	328	322	97	145	213	195	532	41	37	13	27
	55%	59%	52%	44%	54%	65%	54%	61%	30%	48%	39%	51%
COMPLETELY/MOSTLY DISAGREE	464	205	260	100	113	105	146	313	91	32	19	9
	39%	37%	42%	46%	42%	32%	40%	36%	66%	42%	57%	16%
Completely agree	514	261	252	77	107	172	159	423	29	29	13	20
	44%	47%	41%	35%	40%	53%	44%	48%	21%	38%	37%	38%
Mostly agree	137	67	70	21	38	42	36	109	12	7	1	7
	12%	12%	11%	9%	14%	13%	10%	13%	9%	10%	2%	13%
Mostly disagree	147	59	88	32	24	35	55	106	23	11	6	1
	12%	11%	14%	15%	9%	11%	15%	12%	17%	14%	17%	2%
Completely disagree	317	146	172	68	89	70	91	207	68	21	14	7
	27%	26%	28%	31%	33%	21%	25%	24%	49%	28%	41%	14%
DNR – Don't know/Refused	62	27	35	22	10	8	22	28	7	8	1	18
	5%	5%	6%	10%	4%	3%	6%	3%	5%	10%	4%	33%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QMessage_StudentLoans - VERSION A] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements
 -The Biden Administration forgiving student loans is unfair to the tens of millions of people who were responsible and paid off their loans

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	1176	781	395	554	319	228	76	420	376	380	617	495	275	201	564
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	766	407	557	309	209	98	420	374	379	614	488	269	201	569
COMPLETELY/MOSTLY AGREE	650	444	206	350	182	94	24	302	204	144	490	133	140	107	329
	55%	57%	52%	63%	57%	41%	32%	72%	54%	38%	79%	27%	51%	53%	58%
COMPLETELY/MOSTLY DISAGREE	464	290	174	182	130	108	44	98	148	218	97	338	122	85	203
	39%	37%	44%	33%	41%	47%	58%	23%	39%	57%	16%	68%	44%	42%	36%
Completely agree	514	349	164	277	146	73	18	259	155	100	428	65	109	82	267
	44%	45%	42%	50%	46%	32%	24%	62%	41%	26%	69%	13%	40%	41%	47%
Mostly agree	137	94	42	73	37	22	6	43	49	44	62	68	30	25	62
	12%	12%	11%	13%	11%	10%	7%	10%	13%	12%	10%	14%	11%	12%	11%
Mostly disagree	147	99	48	65	41	34	8	24	63	59	34	104	45	24	60
	12%	13%	12%	12%	13%	15%	10%	6%	17%	16%	5%	21%	16%	12%	11%
Completely disagree	317	191	126	117	90	74	36	74	84	159	63	233	77	61	143
	27%	25%	32%	21%	28%	33%	48%	18%	22%	42%	10%	47%	28%	30%	25%
DNR – Don't know/Refused	62	47	14	22	6	25	8	20	24	18	31	25	13	10	31
	5%	6%	4%	4%	2%	11%	11%	5%	6%	5%	5%	5%	5%	5%	6%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QMessage_StudentLoans - VERSION A] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements
 -The Biden Administration forgiving student loans is unfair to the tens of millions of people who were responsible and paid off their loans

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	1176	189	197	209	182	200	199	105	38	42	840	69	114	22	59	63	9
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	189	201	210	180	195	198	113	31	46	824	70	128	21	62	71	10
COMPLETELY/MOSTLY AGREE	650	105	111	119	85	112	117	53	17	29	473	34	59	7	22	28	5
	55%	55%	57%	57%	47%	56%	59%	51%	45%	69%	56%	48%	52%	30%	38%	45%	55%
COMPLETELY/MOSTLY DISAGREE	464	76	79	80	79	76	75	43	12	9	327	35	47	5	20	27	2
	39%	40%	40%	38%	43%	38%	38%	41%	32%	22%	39%	50%	41%	22%	34%	43%	27%
Completely agree	514	85	91	93	69	89	87	43	14	16	375	27	48	6	20	16	4
	44%	45%	46%	45%	38%	44%	44%	41%	36%	38%	45%	40%	42%	29%	33%	25%	44%
Mostly agree	137	20	21	26	17	23	31	10	3	13	98	6	11	0	3	12	1
	12%	10%	11%	12%	9%	12%	15%	10%	9%	31%	12%	9%	10%	1%	5%	20%	10%
Mostly disagree	147	22	18	29	24	21	32	14	8	4	99	10	19	1	6	10	-
	12%	12%	9%	14%	13%	10%	16%	13%	21%	11%	12%	15%	17%	6%	10%	16%	-
Completely disagree	317	53	61	51	55	55	43	29	4	5	227	25	28	3	14	17	2
	27%	28%	31%	24%	30%	28%	22%	28%	11%	11%	27%	36%	25%	16%	24%	27%	27%
DNR – Don't know/Refused	62	9	7	10	18	12	6	9	9	4	40	1	8	10	17	8	2
	5%	5%	3%	5%	10%	6%	3%	8%	23%	10%	5%	1%	7%	48%	28%	13%	18%

Echelon Insights
 Focus 2024 Survey
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[QMessage_StudentLoans - VERSION A] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements
 -The Biden Administration forgiving student loans is unfair to the tens of millions of people who were responsible and paid off their loans

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	1176	323	275	324	218	113	121	160	165	106	148	167	196	173	386	227	390
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1173	320	262	346	206	113	124	158	175	97	128	177	201	180	414	214	365
COMPLETELY/MOSTLY AGREE	650	189	127	201	116	49	70	104	105	49	74	109	90	75	230	118	226
	55%	58%	46%	62%	53%	43%	58%	65%	63%	46%	50%	65%	46%	44%	60%	52%	58%
COMPLETELY/MOSTLY DISAGREE	464	114	135	113	86	53	46	51	55	47	67	54	91	91	131	95	147
	39%	35%	49%	35%	39%	46%	38%	32%	33%	45%	46%	33%	46%	53%	34%	42%	38%
Completely agree	514	156	92	161	92	40	58	78	86	37	49	94	73	57	188	92	176
	44%	48%	33%	50%	42%	35%	48%	48%	52%	35%	33%	56%	37%	33%	49%	41%	45%
Mostly agree	137	32	36	40	24	9	12	27	19	12	26	15	17	18	42	26	51
	12%	10%	13%	13%	11%	8%	10%	17%	11%	11%	17%	9%	9%	10%	11%	12%	13%
Mostly disagree	147	40	45	31	26	16	8	19	16	16	16	17	39	32	38	37	40
	12%	12%	16%	9%	12%	14%	7%	12%	10%	15%	11%	10%	20%	18%	10%	16%	10%
Completely disagree	317	75	90	83	60	37	38	32	39	31	51	38	52	59	92	58	107
	27%	23%	33%	26%	27%	32%	32%	20%	23%	29%	35%	23%	26%	34%	24%	26%	27%
DNR – Don't know/Refused	62	20	13	9	16	12	4	5	6	10	6	3	16	6	26	13	17
	5%	6%	5%	3%	7%	11%	3%	3%	4%	9%	4%	2%	8%	4%	7%	6%	4%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QMessage_StudentLoans - VERSION B] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements
 -The Biden Administration forgiving student loans is unfair to the tens of millions of people who were responsible and paid off their loans, and to those who never went to college, who earn less money to begin with

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	1225	566	658	236	267	338	385	902	141	116	34	32
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	587	641	237	271	337	383	882	148	125	36	37
COMPLETELY/MOSTLY AGREE	644	323	321	105	133	199	207	505	52	54	15	17
	53%	57%	49%	45%	50%	59%	54%	56%	37%	47%	45%	53%
COMPLETELY/MOSTLY DISAGREE	525	224	301	121	123	128	153	361	80	55	15	15
	43%	40%	46%	51%	46%	38%	40%	40%	57%	48%	43%	45%
Completely agree	492	264	228	69	98	165	160	397	27	39	12	17
	40%	47%	35%	29%	37%	49%	42%	44%	20%	34%	35%	53%
Mostly agree	152	59	93	36	35	34	47	109	25	15	3	0
	12%	10%	14%	15%	13%	10%	12%	12%	18%	13%	10%	1%
Mostly disagree	165	67	98	36	34	32	62	127	15	17	4	2
	14%	12%	15%	15%	13%	10%	16%	14%	11%	15%	11%	7%
Completely disagree	360	157	202	85	89	95	91	234	65	38	11	12
	29%	28%	31%	36%	33%	28%	24%	26%	46%	33%	32%	38%
DNR – Don't know/Refused	55	19	36	10	11	11	24	36	8	6	4	0
	5%	3%	6%	4%	4%	3%	6%	4%	6%	6%	13%	1%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QMessage_StudentLoans - VERSION B] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements
 -The Biden Administration forgiving student loans is unfair to the tens of millions of people who were responsible and paid off their loans, and to those who never went to college, who earn less money to begin with

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	1225	775	450	550	352	225	98	414	395	415	582	573	307	194	586
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	746	482	535	347	211	135	414	401	413	584	557	296	197	601
COMPLETELY/MOSTLY AGREE	644	444	200	343	163	101	38	292	209	143	465	148	165	113	309
	53%	57%	45%	62%	46%	45%	39%	71%	53%	34%	80%	26%	54%	58%	53%
COMPLETELY/MOSTLY DISAGREE	525	294	231	184	176	110	55	109	169	247	99	393	123	73	259
	43%	38%	51%	33%	50%	49%	56%	26%	43%	59%	17%	69%	40%	37%	44%
Completely agree	492	338	155	271	126	67	29	257	148	88	399	70	120	88	245
	40%	44%	34%	49%	36%	30%	30%	62%	37%	21%	68%	12%	39%	46%	42%
Mostly agree	152	106	46	72	37	35	9	36	62	55	66	78	46	25	63
	12%	14%	10%	13%	10%	15%	9%	9%	16%	13%	11%	14%	15%	13%	11%
Mostly disagree	165	96	69	69	58	27	12	30	62	73	34	120	33	21	87
	14%	12%	15%	13%	16%	12%	12%	7%	16%	18%	6%	21%	11%	11%	15%
Completely disagree	360	197	162	115	119	82	43	79	107	174	65	273	90	52	172
	29%	25%	36%	21%	34%	36%	44%	19%	27%	42%	11%	48%	29%	27%	29%
DNR – Don't know/Refused	55	38	18	23	13	15	5	13	17	26	19	32	19	8	18
	5%	5%	4%	4%	4%	6%	5%	3%	4%	6%	3%	6%	6%	4%	3%

Echelon Insights
 Focus 2024 Survey
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 -The Biden Administration forgiving student loans is unfair to the tens of millions of people who were responsible and paid off their loans, and to those who never went to college, who earn less money to begin with

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	1225	212	203	191	217	200	201	109	25	30	861	88	109	33	78	91	17
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	212	199	190	220	205	202	126	22	33	857	91	133	33	82	85	17
COMPLETELY/MOSTLY AGREE	644	114	104	115	107	103	102	51	13	20	448	48	56	12	31	38	8
	53%	54%	51%	60%	49%	51%	51%	47%	51%	67%	52%	54%	51%	35%	40%	42%	48%
COMPLETELY/MOSTLY DISAGREE	525	90	88	70	97	85	94	54	12	8	374	38	45	17	42	42	6
	43%	43%	43%	37%	45%	42%	47%	49%	49%	28%	43%	43%	42%	52%	53%	46%	35%
Completely agree	492	88	76	80	90	74	85	35	10	17	353	32	36	10	25	15	3
	40%	42%	37%	42%	42%	37%	42%	32%	41%	55%	41%	36%	34%	30%	32%	16%	15%
Mostly agree	152	25	29	35	17	29	17	16	2	3	96	16	19	1	6	24	6
	12%	12%	14%	18%	8%	15%	9%	15%	10%	11%	11%	18%	18%	4%	8%	26%	33%
Mostly disagree	165	29	27	30	31	24	24	16	5	5	112	14	16	9	17	15	3
	14%	14%	14%	15%	14%	12%	12%	14%	19%	17%	13%	16%	14%	26%	22%	17%	15%
Completely disagree	360	61	61	41	66	61	71	38	7	3	262	24	30	9	25	27	3
	29%	29%	30%	21%	30%	30%	35%	35%	30%	10%	30%	27%	27%	26%	31%	30%	20%
DNR – Don't know/Refused	55	8	10	6	13	13	5	4	-	2	39	3	7	4	6	10	3
	5%	4%	5%	3%	6%	6%	2%	4%		6%	4%	3%	7%	13%	7%	11%	17%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QMessage_StudentLoans - VERSION B] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements
 -The Biden Administration forgiving student loans is unfair to the tens of millions of people who were responsible and paid off their loans, and to those who never went to college, who earn less money to begin with

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	1225	378	268	331	222	113	117	160	176	123	150	177	208	175	357	213	480
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1228	370	257	351	221	122	124	163	178	115	147	174	205	174	390	211	453
COMPLETELY/MOSTLY AGREE	644	204	113	208	111	50	62	97	114	55	71	102	93	85	209	112	238
	53%	54%	42%	63%	50%	45%	53%	61%	65%	45%	48%	57%	45%	49%	59%	53%	50%
COMPLETELY/MOSTLY DISAGREE	525	162	133	108	106	58	49	61	57	63	74	67	96	78	134	91	222
	43%	43%	50%	33%	48%	51%	42%	38%	32%	52%	49%	38%	46%	45%	38%	43%	46%
Completely agree	492	151	75	176	85	37	50	87	92	32	49	78	69	57	165	87	183
	40%	40%	28%	53%	38%	32%	42%	54%	52%	26%	33%	44%	33%	33%	46%	41%	38%
Mostly agree	152	53	39	32	27	14	12	11	22	22	23	24	24	28	44	26	55
	12%	14%	14%	10%	12%	12%	10%	7%	13%	18%	15%	13%	12%	16%	12%	12%	12%
Mostly disagree	165	52	45	41	25	11	12	21	23	25	22	11	40	23	42	30	70
	14%	14%	17%	12%	11%	10%	10%	13%	13%	20%	15%	6%	19%	13%	12%	14%	14%
Completely disagree	360	110	88	67	81	46	37	40	34	39	52	56	57	55	92	61	152
	29%	29%	33%	20%	37%	41%	32%	25%	19%	31%	34%	31%	27%	31%	26%	29%	32%
DNR – Don't know/Refused	55	12	21	14	4	5	6	2	5	5	4	9	19	12	14	10	20
	5%	3%	8%	4%	2%	5%	6%	1%	3%	4%	3%	5%	9%	7%	4%	5%	4%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QMessage_HealthCare] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements

-Under Obamacare, health insurance premiums have continued to skyrocket and the Biden Administration is just doubling down on it. It's time for a new direction to bring health care costs down

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	2401	1126	1275	455	535	665	746	1774	280	192	68	86
	100	100	100	100	100	100	100	100	100	100	100	100
COMPLETELY/MOSTLY AGREE	1406	678	728	265	324	401	416	1103	95	113	35	59
	59%	60%	57%	58%	61%	60%	56%	62%	34%	59%	51%	69%
COMPLETELY/MOSTLY DISAGREE	830	372	458	150	184	222	274	564	161	62	23	21
	35%	33%	36%	33%	34%	33%	37%	32%	57%	32%	34%	24%
Completely agree	1006	497	509	183	232	321	269	797	64	82	24	39
	42%	44%	40%	40%	43%	48%	36%	45%	23%	42%	35%	45%
Mostly agree	400	181	219	81	92	80	146	306	31	31	11	21
	17%	16%	17%	18%	17%	12%	20%	17%	11%	16%	16%	24%
Mostly disagree	278	118	160	67	61	70	80	209	35	19	8	7
	12%	10%	13%	15%	11%	11%	11%	12%	12%	10%	11%	8%
Completely disagree	552	254	298	83	123	152	194	355	126	42	15	14
	23%	23%	23%	18%	23%	23%	26%	20%	45%	22%	23%	16%
DNR – Don't know/Refused	165	76	89	41	27	41	56	107	24	18	10	6
	7%	7%	7%	9%	5%	6%	8%	6%	9%	9%	15%	7%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QMessage_HealthCare] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements

-Under Obamacare, health insurance premiums have continued to skyrocket and the Biden Administration is just doubling down on it It' s time for a new direction to bring health care costs down

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	2401	1557	844	1104	671	453	174	834	772	795	1200	1069	582	395	1149
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
COMPLETELY/MOSTLY AGREE	1406	953	452	718	385	235	67	622	479	304	1001	312	366	222	677
	59%	61%	54%	65%	57%	52%	39%	75%	62%	38%	83%	29%	63%	56%	59%
COMPLETELY/MOSTLY DISAGREE	830	508	322	329	234	178	88	155	243	433	121	680	183	134	408
	35%	33%	38%	30%	35%	39%	51%	19%	31%	54%	10%	64%	31%	34%	35%
Completely agree	1006	709	297	547	251	162	46	526	298	182	822	130	252	163	496
	42%	46%	35%	50%	37%	36%	27%	63%	39%	23%	68%	12%	43%	41%	43%
Mostly agree	400	244	155	171	134	73	21	96	181	122	180	181	113	59	181
	17%	16%	18%	16%	20%	16%	12%	12%	24%	15%	15%	17%	19%	15%	16%
Mostly disagree	278	159	119	113	96	46	23	54	108	116	49	215	65	34	151
	12%	10%	14%	10%	14%	10%	13%	6%	14%	15%	4%	20%	11%	9%	13%
Completely disagree	552	348	203	216	139	132	65	101	134	317	72	465	117	100	257
	23%	22%	24%	20%	21%	29%	37%	12%	17%	40%	6%	43%	20%	25%	22%
DNR – Don' t know/Refused	165	96	70	56	51	39	19	58	50	58	77	77	34	39	65
	7%	6%	8%	5%	8%	9%	11%	7%	6%	7%	6%	7%	6%	10%	6%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QMessage_HealthCare] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements

-Under Obamacare, health insurance premiums have continued to skyrocket and the Biden Administration is just doubling down on it It's time for a new direction to bring health care costs down

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	2401	401	400	400	399	401	400	214	63	72	1701	157	222	55	137	154	26
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
COMPLETELY/MOSTLY AGREE	1406	248	247	221	229	231	229	145	45	58	975	83	142	41	92	68	11
	59%	62%	62%	55%	58%	58%	57%	68%	72%	79%	57%	53%	64%	76%	67%	44%	44%
COMPLETELY/MOSTLY DISAGREE	830	130	126	153	145	134	143	51	10	6	614	57	64	11	32	70	13
	35%	32%	31%	38%	36%	33%	36%	24%	16%	9%	36%	36%	29%	21%	24%	45%	50%
Completely agree	1006	179	183	168	157	161	157	81	28	43	682	58	105	37	59	44	7
	42%	45%	46%	42%	39%	40%	39%	38%	45%	60%	40%	37%	47%	67%	43%	28%	25%
Mostly agree	400	68	64	53	72	70	72	64	17	14	292	26	37	5	33	25	5
	17%	17%	16%	13%	18%	17%	18%	30%	27%	19%	17%	16%	17%	8%	24%	16%	19%
Mostly disagree	278	50	39	46	46	34	63	24	5	4	195	18	20	4	13	30	6
	12%	12%	10%	12%	12%	9%	16%	11%	8%	6%	11%	11%	9%	7%	9%	20%	23%
Completely disagree	552	80	86	107	99	99	80	27	5	2	419	39	44	8	20	40	7
	23%	20%	22%	27%	25%	25%	20%	12%	8%	3%	25%	25%	20%	14%	14%	26%	27%
DNR – Don't know/Refused	165	24	28	26	24	36	28	18	8	9	112	17	16	2	13	15	1
	7%	6%	7%	7%	6%	9%	7%	9%	12%	12%	7%	11%	7%	3%	9%	10%	6%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QMessage_HealthCare] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements

-Under Obamacare, health insurance premiums have continued to skyrocket and the Biden Administration is just doubling down on it It' s time for a new direction to bring health care costs down

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	2401	701	543	654	439	226	237	321	342	229	297	344	405	348	743	440	870
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
COMPLETELY/MOSTLY AGREE	1406	417	296	418	246	120	153	200	205	145	171	201	211	182	476	255	493
	59%	59%	54%	64%	56%	53%	64%	62%	60%	63%	58%	58%	52%	52%	64%	58%	57%
COMPLETELY/MOSTLY DISAGREE	830	248	198	195	162	79	75	101	117	71	109	121	157	139	214	151	326
	35%	35%	36%	30%	37%	35%	32%	32%	34%	31%	37%	35%	39%	40%	29%	34%	37%
Completely agree	1006	306	193	305	183	90	112	158	138	93	120	164	132	124	347	190	345
	42%	44%	35%	47%	42%	40%	47%	49%	40%	41%	40%	48%	33%	36%	47%	43%	40%
Mostly agree	400	111	103	113	63	30	41	43	67	51	51	37	79	57	129	65	148
	17%	16%	19%	17%	14%	13%	17%	13%	20%	22%	17%	11%	20%	17%	17%	15%	17%
Mostly disagree	278	92	68	62	54	32	22	25	39	35	39	45	40	47	72	45	114
	12%	13%	13%	9%	12%	14%	9%	8%	12%	15%	13%	13%	10%	14%	10%	10%	13%
Completely disagree	552	157	130	133	109	47	54	76	77	36	69	75	117	92	142	106	212
	23%	22%	24%	20%	25%	21%	23%	24%	23%	16%	23%	22%	29%	27%	19%	24%	24%
DNR – Don' t know/Refused	165	36	49	41	32	27	9	19	20	13	17	22	36	27	53	34	52
	7%	5%	9%	6%	7%	12%	4%	6%	6%	6%	6%	6%	9%	8%	7%	8%	6%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QBidenAdminSuccessPost] Sometimes, people change their minds during the course of a survey Based on what you know and anything new you have learned, would you rate the Biden Administration a placeholder?

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	2401	1126	1275	455	535	665	746	1774	280	192	68	86
	100	100	100	100	100	100	100	100	100	100	100	100
A TOTAL/MOSTLY A SUCCESS	987	436	551	179	209	244	355	649	197	90	21	31
	41%	39%	43%	39%	39%	37%	48%	37%	70%	47%	31%	36%
A TOTAL/MOSTLY A FAILURE	1307	649	658	245	300	400	362	1058	72	87	44	46
	54%	58%	52%	54%	56%	60%	49%	60%	26%	45%	65%	54%
A total success	316	142	174	53	74	80	108	187	74	35	9	10
	13%	13%	14%	12%	14%	12%	14%	11%	26%	18%	13%	12%
Mostly a success	671	294	377	126	134	164	247	461	123	55	12	21
	28%	26%	30%	28%	25%	25%	33%	26%	44%	29%	17%	24%
Mostly a failure	277	128	150	78	68	67	64	213	32	16	9	7
	12%	11%	12%	17%	13%	10%	9%	12%	11%	9%	14%	8%
A total failure	1029	521	508	167	231	333	299	845	40	71	35	39
	43%	46%	40%	37%	43%	50%	40%	48%	14%	37%	51%	46%
Unsure	107	41	66	31	27	21	29	68	12	16	3	9
	4%	4%	5%	7%	5%	3%	4%	4%	4%	8%	5%	10%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QBidenAdminSuccessPost] Sometimes, people change their minds during the course of a survey Based on what you know and anything new you have learned, would you rate the Biden Administration a placeholder?

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	2401	1557	844	1104	671	453	174	834	772	795	1200	1069	582	395	1149
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A TOTAL/MOSTLY A SUCCESS	987	608	379	363	286	245	93	126	287	574	59	909	220	172	462
	41%	39%	45%	33%	43%	54%	53%	15%	37%	72%	5%	85%	38%	44%	40%
A TOTAL/MOSTLY A FAILURE	1307	882	425	704	353	178	71	687	434	186	1129	85	332	207	652
	54%	57%	50%	64%	53%	39%	41%	82%	56%	23%	94%	8%	57%	53%	57%
A total success	316	204	111	109	78	95	33	55	58	202	40	273	74	46	145
	13%	13%	13%	10%	12%	21%	19%	7%	8%	25%	3%	26%	13%	12%	13%
Mostly a success	671	404	267	253	208	151	60	71	229	372	19	636	146	126	317
	28%	26%	32%	23%	31%	33%	34%	8%	30%	47%	2%	59%	25%	32%	28%
Mostly a failure	277	172	105	129	84	43	21	92	130	56	153	65	72	41	139
	12%	11%	12%	12%	12%	10%	12%	11%	17%	7%	13%	6%	12%	10%	12%
A total failure	1029	709	320	575	270	134	50	595	304	130	976	20	260	167	512
	43%	46%	38%	52%	40%	30%	29%	71%	39%	16%	81%	2%	45%	42%	45%
Unsure	107	67	41	37	31	30	9	21	50	36	12	75	31	16	36
	4%	4%	5%	3%	5%	7%	5%	3%	7%	5%	1%	7%	5%	4%	3%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QBidenAdminSuccessPost] Sometimes, people change their minds during the course of a survey Based on what you know and anything new you have learned, would you rate the Biden Administration a placeholder?

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	2401 100	401 100	400 100	400 100	399 100	401 100	400 100	214 100	63 100	72 100	1701 100	157 100	222 100	55 100	137 100	154 100	26 100
A TOTAL/MOSTLY A SUCCESS	987 41%	166 41%	157 39%	167 42%	165 41%	168 42%	164 41%	39 18%	14 23%	2 3%	739 43%	63 40%	69 31%	55 100%	85 62%	61 40%	-
A TOTAL/MOSTLY A FAILURE	1307 54%	224 56%	219 55%	220 55%	221 55%	213 53%	210 52%	148 69%	47 74%	68 94%	894 53%	83 53%	142 64%	-	41 30%	54 35%	26 100%
A total success	316 13%	53 13%	53 13%	54 14%	56 14%	55 14%	44 11%	3 1%	5 9%	1 2%	239 14%	22 14%	22 10%	40 73%	43 31%	-	-
Mostly a success	671 28%	114 28%	104 26%	113 28%	108 27%	113 28%	120 30%	36 17%	9 14%	1 1%	500 29%	40 26%	47 21%	15 27%	42 31%	61 40%	-
Mostly a failure	277 12%	35 9%	39 10%	52 13%	64 16%	43 11%	44 11%	90 42%	19 31%	21 29%	180 11%	24 15%	39 17%	-	41 30%	42 27%	19 74%
A total failure	1029 43%	189 47%	179 45%	168 42%	157 39%	170 42%	166 42%	57 27%	27 43%	47 65%	715 42%	60 38%	103 46%	-	-	12 7%	7 26%
Unsure	107 4%	11 3%	25 6%	13 3%	13 3%	19 5%	26 7%	27 13%	2 3%	2 3%	68 4%	11 7%	12 5%	-	11 8%	39 25%	-

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QBidenAdminSuccessPost] Sometimes, people change their minds during the course of a survey Based on what you know and anything new you have learned, would you rate the Biden Administration a placeholder?

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	2401	701	543	654	439	226	237	321	342	229	297	344	405	348	743	440	870
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A TOTAL/MOSTLY A SUCCESS	987	287	247	236	186	92	93	110	141	88	116	134	214	179	250	184	374
	41%	41%	45%	36%	42%	40%	39%	34%	41%	38%	39%	39%	53%	52%	34%	42%	43%
A TOTAL/MOSTLY A FAILURE	1307	388	259	404	232	120	137	199	193	125	162	201	170	154	463	232	458
	54%	55%	48%	62%	53%	53%	58%	62%	56%	54%	55%	58%	42%	44%	62%	53%	53%
A total success	316	97	68	73	61	31	33	39	39	22	42	41	69	69	74	57	116
	13%	14%	12%	11%	14%	14%	14%	12%	11%	10%	14%	12%	17%	20%	10%	13%	13%
Mostly a success	671	190	179	163	125	60	60	71	102	66	74	93	145	110	176	127	258
	28%	27%	33%	25%	28%	27%	25%	22%	30%	29%	25%	27%	36%	32%	24%	29%	30%
Mostly a failure	277	70	78	70	55	31	35	35	27	47	33	32	37	37	84	59	98
	12%	10%	14%	11%	13%	14%	15%	11%	8%	21%	11%	9%	9%	11%	11%	13%	11%
A total failure	1029	319	181	334	177	90	102	164	166	77	129	169	133	117	379	174	360
	43%	45%	33%	51%	40%	40%	43%	51%	48%	34%	43%	49%	33%	34%	51%	39%	41%
Unsure	107	26	37	15	21	14	7	12	8	16	19	9	21	14	31	24	39
	4%	4%	7%	2%	5%	6%	3%	4%	2%	7%	6%	3%	5%	4%	4%	5%	4%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QGender] What is your gender?

	Total		Gender		Age				Race				
	Total		Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	2401		1126	1275	455	535	665	746	1774	280	192	68	86
	100		100	100	100	100	100	100	100	100	100	100	100
Man	1126		1126	-	226	237	321	342	821	139	97	24	45
	47%		100%		50%	44%	48%	46%	46%	50%	50%	36%	53%
Woman	1275		-	1275	229	297	344	405	954	141	96	44	41
	53%			100%	50%	56%	52%	54%	54%	50%	50%	64%	47%
Prefer not to say	-		-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QGender] What is your gender?

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	2401	1557	844	1104	671	453	174	834	772	795	1200	1069	582	395	1149
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Man	1126	719	408	503	318	216	90	417	376	333	607	460	263	201	548
	47%	46%	48%	46%	47%	48%	52%	50%	49%	42%	51%	43%	45%	51%	48%
Woman	1275	838	437	601	353	237	84	417	395	462	592	608	319	194	601
	53%	54%	52%	54%	53%	52%	48%	50%	51%	58%	49%	57%	55%	49%	52%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QGender] What is your gender?

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	2401	401	400	400	399	401	400	214	63	72	1701	157	222	55	137	154	26
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Man	1126	188	178	186	193	187	193	94	33	38	791	87	114	26	65	56	6
	47%	47%	44%	47%	48%	47%	48%	44%	52%	52%	47%	55%	51%	47%	47%	36%	24%
Woman	1275	213	222	214	206	213	207	120	30	35	910	71	108	29	72	98	20
	53%	53%	56%	53%	52%	53%	52%	56%	48%	48%	53%	45%	49%	53%	53%	64%	76%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QGender] What is your gender?

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	2401	701	543	654	439	226	237	321	342	229	297	344	405	348	743	440	870
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Man	1126	-	-	654	439	226	237	321	342	-	-	-	-	165	365	213	384
	47%			100%	100%	100%	100%	100%	100%					47%	49%	48%	44%
Woman	1275	701	543	-	-	-	-	-	-	229	297	344	405	183	378	227	487
	53%	100%	100%							100%	100%	100%	100%	53%	51%	52%	56%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QRace] What is your race or ethnicity?

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	2401	1126	1275	455	535	665	746	1774	280	192	68	86
	100	100	100	100	100	100	100	100	100	100	100	100
White	1793	831	962	303	398	511	580	1774	-	8	-	11
	75%	74%	75%	67%	75%	77%	78%	100%		4%		12%
Black or African American	280	139	141	63	64	73	81	-	280	-	-	-
	12%	12%	11%	14%	12%	11%	11%		100%			
Hispanic or Latino	192	97	96	60	45	40	47	-	-	192	-	-
	8%	9%	8%	13%	8%	6%	6%			100%		
Asian	65	24	42	16	9	21	19	-	-	1	64	1
	3%	2%	3%	4%	2%	3%	2%			*%	94%	1%
Native American or Alaska Native	16	5	11	4	2	5	5	-	-	2	-	14
	1%	*%	1%	1%	*%	1%	1%			1%		16%
Native Hawaiian or Other Pacific Islander	5	2	4	1	0	-	4	-	-	-	4	1
	*%	*%	*%	*%	*%		1%				6%	1%
Something else	70	42	29	16	21	22	11	-	-	1	-	70
	3%	4%	2%	4%	4%	3%	1%			*%		81%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QRace] What is your race or ethnicity?

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	2401	1557	844	1104	671	453	174	834	772	795	1200	1069	582	395	1149
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
White	1793	1116	676	1104	671	13	6	695	577	520	970	732	430	275	909
	75%	72%	80%	100%	100%	3%	3%	83%	75%	65%	81%	69%	74%	70%	79%
Black or African American	280	195	86	-	-	195	86	29	77	175	51	209	61	63	101
	12%	13%	10%			43%	49%	3%	10%	22%	4%	20%	10%	16%	9%
Hispanic or Latino	192	152	40	-	-	152	40	58	68	66	87	88	56	43	75
	8%	10%	5%			34%	23%	7%	9%	8%	7%	8%	10%	11%	7%
Asian	65	47	18	-	-	47	18	24	23	18	41	23	20	6	29
	3%	3%	2%			10%	10%	3%	3%	2%	3%	2%	3%	2%	3%
Native American or Alaska Native	16	11	5	-	-	11	5	5	6	4	9	6	6	2	6
	1%	1%	1%			2%	3%	1%	1%	1%	1%	1%	1%	1%	1%
Native Hawaiian or Other Pacific Islander	5	3	2	-	-	3	2	-	1	4	3	2	3	-	1
	*%	*%	*%			1%	1%		*%	1%	*%	*%	1%		*%
Something else	70	46	24	-	-	46	24	28	27	16	43	20	16	9	36
	3%	3%	3%			10%	14%	3%	3%	2%	4%	2%	3%	2%	3%

Echelon Insights
Focus 2024 Survey
N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QRace] What is your race or ethnicity?

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	2401 100	401 100	400 100	400 100	399 100	401 100	400 100	214 100	63 100	72 100	1701 100	157 100	222 100	55 100	137 100	154 100	26 100
White	1793 75%	287 71%	250 63%	325 81%	247 62%	331 83%	354 88%	148 69%	26 42%	59 81%	1312 77%	112 71%	154 69%	24 43%	82 60%	80 52%	14 54%
Black or African American	280 12%	20 5%	113 28%	45 11%	50 12%	34 9%	19 5%	28 13%	17 27%	7 10%	187 11%	19 12%	27 12%	9 16%	16 12%	35 23%	7 27%
Hispanic or Latino	192 8%	67 17%	16 4%	14 4%	60 15%	18 5%	16 4%	22 10%	11 18%	5 7%	111 7%	17 11%	30 13%	13 24%	18 13%	30 20%	5 19%
Asian	65 3%	11 3%	8 2%	7 2%	28 7%	8 2%	5 1%	4 2%	4 7%	1 1%	37 2%	10 6%	6 3%	1 2%	5 3%	4 3%	-
Native American or Alaska Native	16 1%	1 *	-	3 1%	8 2%	2 *	1 *	1 *	-	0 1%	11 1%	-	2 1%	-	5 3%	1 1%	1 3%
Native Hawaiian or Other Pacific Islander	5 *	1 *	2 *	-	1 *	-	1 *	-	1 2%	0 *	4 *	-	0 *	-	-	1 1%	1 4%
Something else	70 3%	21 5%	11 3%	10 2%	11 3%	8 2%	9 2%	14 7%	3 5%	1 1%	49 3%	5 3%	9 4%	8 15%	12 8%	5 3%	-

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QRace] What is your race or ethnicity?

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	2401	701	543	654	439	226	237	321	342	229	297	344	405	348	743	440	870
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
White	1793	557	390	519	297	139	167	249	276	164	231	262	305	160	617	337	678
	75%	79%	72%	79%	68%	61%	70%	78%	81%	72%	78%	76%	75%	46%	83%	77%	78%
Black or African American	280	59	73	60	69	35	34	27	43	28	29	46	38	113	51	42	74
	12%	8%	13%	9%	16%	15%	14%	8%	12%	12%	10%	13%	9%	32%	7%	10%	9%
Hispanic or Latino	192	44	48	42	52	37	24	24	12	23	21	16	35	58	37	35	62
	8%	6%	9%	6%	12%	16%	10%	7%	3%	10%	7%	5%	9%	17%	5%	8%	7%
Asian	65	24	16	14	10	8	2	9	5	8	7	13	13	7	14	15	29
	3%	3%	3%	2%	2%	3%	1%	3%	2%	4%	2%	4%	3%	2%	2%	3%	3%
Native American or Alaska Native	16	5	6	3	0	1	1	1	1	3	1	4	4	2	9	1	5
	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Native Hawaiian or Other Pacific Islander	5	2	1	1	1	-	-	-	2	1	0	-	2	-	2	1	2
	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%
Something else	70	12	16	20	18	12	12	15	3	4	9	8	7	13	18	14	27
	3%	2%	3%	3%	4%	5%	5%	5%	1%	2%	3%	2%	2%	4%	2%	3%	3%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QEducation] What is the highest level of education you have completed?

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	2401	1126	1275	455	535	665	746	1774	280	192	68	86
	100	100	100	100	100	100	100	100	100	100	100	100
High school or less	781	350	431	135	155	216	275	565	104	73	24	14
	33%	31%	34%	30%	29%	33%	37%	32%	37%	38%	36%	16%
Some college	495	227	269	100	110	132	154	355	63	46	10	22
	21%	20%	21%	22%	21%	20%	21%	20%	22%	24%	15%	25%
Associate degree	280	143	138	45	57	88	91	183	28	33	15	21
	12%	13%	11%	10%	11%	13%	12%	10%	10%	17%	22%	24%
Bachelor's degree	544	267	277	125	136	154	129	428	55	28	12	20
	23%	24%	22%	27%	25%	23%	17%	24%	20%	15%	18%	23%
Graduate degree	300	140	160	51	76	75	98	242	31	12	6	9
	13%	12%	13%	11%	14%	11%	13%	14%	11%	6%	9%	11%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QEducation] What is the highest level of education you have completed?

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	2401	1557	844	1104	671	453	174	834	772	795	1200	1069	582	395	1149
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
High school or less	781	781	-	565	-	216	-	276	242	263	419	325	229	123	322
	33%	50%		51%		48%		33%	31%	33%	35%	30%	39%	31%	28%
Some college	495	495	-	355	-	140	-	169	179	147	257	209	156	97	196
	21%	32%		32%		31%		20%	23%	19%	21%	20%	27%	24%	17%
Associate degree	280	280	-	183	-	97	-	103	85	92	162	107	72	59	119
	12%	18%		17%		21%		12%	11%	12%	14%	10%	12%	15%	10%
Bachelor's degree	544	-	544	-	428	-	116	193	164	188	241	265	93	73	310
	23%		64%		64%		67%	23%	21%	24%	20%	25%	16%	19%	27%
Graduate degree	300	-	300	-	242	-	58	93	102	105	120	162	32	43	201
	13%		36%		36%		33%	11%	13%	13%	10%	15%	5%	11%	18%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
Focus 2024 Survey
N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QEducation] What is the highest level of education you have completed?

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	2401	401	400	400	399	401	400	214	63	72	1701	157	222	55	137	154	26
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
High school or less	781	114	128	133	128	147	131	60	23	27	557	43	76	17	47	68	9
	33%	28%	32%	33%	32%	37%	33%	28%	37%	37%	33%	27%	34%	31%	34%	44%	33%
Some college	495	111	77	74	88	61	84	45	8	20	330	34	51	14	28	39	5
	21%	28%	19%	19%	22%	15%	21%	21%	13%	28%	19%	22%	23%	26%	21%	25%	18%
Associate degree	280	38	41	55	64	40	42	18	12	7	208	11	22	6	18	11	3
	12%	9%	10%	14%	16%	10%	10%	8%	19%	10%	12%	7%	10%	11%	13%	7%	12%
Bachelor's degree	544	89	97	86	79	96	97	55	13	13	381	46	43	15	31	22	9
	23%	22%	24%	21%	20%	24%	24%	26%	21%	18%	22%	29%	19%	27%	22%	14%	33%
Graduate degree	300	49	57	52	40	57	46	36	6	5	224	23	30	3	13	14	1
	13%	12%	14%	13%	10%	14%	11%	17%	10%	7%	13%	15%	14%	5%	10%	9%	3%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QEducation] What is the highest level of education you have completed?

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	2401 100	701 100	543 100	654 100	439 100	226 100	237 100	321 100	342 100	229 100	297 100	344 100	405 100	348 100	743 100	440 100	870 100
High school or less	781 33%	232 33%	188 35%	201 31%	132 30%	64 28%	67 28%	100 31%	120 35%	71 31%	88 30%	117 34%	155 38%	122 35%	309 42%	145 33%	205 24%
Some college	495 21%	130 19%	133 25%	109 17%	114 26%	54 24%	49 21%	63 20%	61 18%	46 20%	61 21%	69 20%	92 23%	76 22%	155 21%	104 24%	160 18%
Associate degree	280 12%	78 11%	55 10%	85 13%	53 12%	26 11%	33 14%	40 12%	45 13%	19 8%	25 8%	48 14%	46 11%	40 12%	88 12%	46 11%	106 12%
Bachelor's degree	544 23%	164 23%	106 19%	166 25%	98 22%	64 28%	58 25%	77 24%	67 20%	61 27%	78 26%	76 22%	62 15%	65 19%	125 17%	89 20%	266 31%
Graduate degree	300 13%	97 14%	61 11%	93 14%	43 10%	20 9%	31 13%	41 13%	48 14%	31 14%	45 15%	34 10%	49 12%	46 13%	66 9%	55 12%	134 15%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QEmployment] What is your current employment status?

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	2401	1126	1275	455	535	665	746	1774	280	192	68	86
	100	100	100	100	100	100	100	100	100	100	100	100
Employed full-time	1066	538	529	253	339	366	108	798	117	93	22	35
	44%	48%	41%	56%	63%	55%	14%	45%	42%	48%	33%	41%
Employed part-time	122	43	79	40	30	21	31	93	6	10	7	6
	5%	4%	6%	9%	6%	3%	4%	5%	2%	5%	10%	7%
Freelance, contract, or temporary work	66	36	29	14	19	21	11	44	6	8	2	5
	3%	3%	2%	3%	4%	3%	1%	3%	2%	4%	3%	5%
Gig economy work like ride shares, food delivery, or dog walking	20	12	8	8	6	6	1	15	1	1	1	2
	1%	1%	1%	2%	1%	1%	*%	1%	*%	1%	1%	2%
Unemployed and looking for work	35	22	13	12	6	12	6	16	8	7	2	3
	1%	2%	1%	3%	1%	2%	1%	1%	3%	3%	2%	3%
Stay-at-home parent or caregiver	55	14	41	16	16	19	4	40	1	9	4	-
	2%	1%	3%	3%	3%	3%	1%	2%	*%	5%	6%	
Full time student	41	13	28	29	5	8	-	30	5	4	0	1
	2%	1%	2%	6%	1%	1%		2%	2%	2%	*%	2%
Retired	848	380	468	69	75	156	547	646	104	48	26	24
	35%	34%	37%	15%	14%	24%	73%	36%	37%	25%	38%	27%
Something else	120	57	63	11	32	46	31	77	25	10	1	6
	5%	5%	5%	3%	6%	7%	4%	4%	9%	5%	2%	7%
Prefer not to say	28	11	17	3	7	10	7	13	7	2	2	3
	1%	1%	1%	1%	1%	2%	1%	1%	3%	1%	2%	4%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QEmployment] What is your current employment status?

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	2401	1557	844	1104	671	453	174	834	772	795	1200	1069	582	395	1149
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Employed full-time	1066	637	429	458	340	179	89	369	383	314	547	459	143	177	674
	44%	41%	51%	42%	51%	40%	51%	44%	50%	39%	46%	43%	25%	45%	59%
Employed part-time	122	77	45	55	38	22	8	49	42	31	63	50	34	19	59
	5%	5%	5%	5%	6%	5%	4%	6%	5%	4%	5%	5%	6%	5%	5%
Freelance, contract, or temporary work	66	43	22	27	17	16	5	19	32	15	42	20	24	7	25
	3%	3%	3%	2%	3%	4%	3%	2%	4%	2%	3%	2%	4%	2%	2%
Gig economy work like ride shares, food delivery, or dog walking	20	12	9	11	5	1	4	11	6	3	16	5	9	2	8
	1%	1%	1%	1%	1%	*%	2%	1%	1%	*%	1%	*%	2%	*%	1%
Unemployed and looking for work	35	25	10	12	4	13	6	11	15	9	15	17	16	2	10
	1%	2%	1%	1%	1%	3%	3%	1%	2%	1%	1%	2%	3%	1%	1%
Stay-at-home parent or caregiver	55	35	19	24	16	12	3	18	26	10	34	17	15	5	26
	2%	2%	2%	2%	2%	3%	2%	2%	3%	1%	3%	2%	3%	1%	2%
Full time student	41	30	11	20	10	10	1	13	16	12	19	19	16	4	15
	2%	2%	1%	2%	1%	2%	1%	2%	2%	1%	2%	2%	3%	1%	1%
Retired	848	593	255	437	209	156	46	296	195	357	388	424	263	164	285
	35%	38%	30%	40%	31%	34%	26%	36%	25%	45%	32%	40%	45%	41%	25%
Something else	120	84	36	51	26	34	10	42	49	29	61	49	56	13	42
	5%	5%	4%	5%	4%	7%	5%	5%	6%	4%	5%	5%	10%	3%	4%
Prefer not to say	28	20	8	8	5	11	3	6	7	15	16	9	5	3	6
	1%	1%	1%	1%	1%	3%	2%	1%	1%	2%	1%	1%	1%	1%	*%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QEmployment] What is your current employment status?

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	2401	401	400	400	399	401	400	214	63	72	1701	157	222	55	137	154	26
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Employed full-time	1066	173	190	160	158	193	193	110	36	38	728	79	108	31	66	57	13
	44%	43%	48%	40%	39%	48%	48%	51%	57%	52%	43%	50%	48%	57%	48%	37%	50%
Employed part-time	122	27	17	17	20	20	20	13	6	7	85	16	4	0	5	9	2
	5%	7%	4%	4%	5%	5%	5%	6%	9%	9%	5%	10%	2%	*%	4%	6%	9%
Freelance, contract, or temporary work	66	10	16	5	17	9	8	6	2	2	42	-	7	1	4	3	-
	3%	2%	4%	1%	4%	2%	2%	3%	3%	3%	2%		3%	1%	3%	2%	
Gig economy work like ride shares, food delivery, or dog walking	20	2	5	6	1	2	3	1	-	1	13	1	4	1	1	2	-
	1%	*%	1%	2%	*%	1%	1%	*%		1%	1%	1%	2%	1%	1%	1%	
Unemployed and looking for work	35	6	6	7	9	1	7	5	-	0	20	2	5	3	7	1	0
	1%	2%	1%	2%	2%	*%	2%	2%		*%	1%	1%	2%	5%	5%	1%	1%
Stay-at-home parent or caregiver	55	10	7	5	16	5	12	6	3	1	30	5	10	-	2	6	-
	2%	2%	2%	1%	4%	1%	3%	3%	5%	1%	2%	3%	4%		1%	4%	
Full time student	41	8	3	5	4	15	6	7	-	7	22	5	8	1	3	6	2
	2%	2%	1%	1%	1%	4%	2%	3%		10%	1%	3%	4%	2%	2%	4%	6%
Retired	848	136	134	167	157	122	131	48	15	12	666	39	60	13	41	63	6
	35%	34%	34%	42%	39%	31%	33%	22%	24%	17%	39%	25%	27%	24%	30%	41%	25%
Something else	120	19	18	26	13	24	19	15	1	1	80	6	15	4	7	7	2
	5%	5%	5%	7%	3%	6%	5%	7%	2%	2%	5%	4%	7%	8%	5%	5%	7%
Prefer not to say	28	10	2	3	3	8	2	3	-	3	15	2	1	0	2	-	-
	1%	2%	1%	1%	1%	2%	*%	2%		5%	1%	2%	1%	*%	2%		

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QEmployment] What is your current employment status?

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	2401	701	543	654	439	226	237	321	342	229	297	344	405	348	743	440	870
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Employed full-time	1066	318	199	323	200	136	159	188	55	118	180	178	53	153	318	184	411
	44%	45%	37%	49%	46%	60%	67%	59%	16%	51%	61%	52%	13%	44%	43%	42%	47%
Employed part-time	122	47	32	22	21	12	11	5	16	28	19	17	15	14	26	22	59
	5%	7%	6%	3%	5%	5%	5%	1%	5%	12%	6%	5%	4%	4%	3%	5%	7%
Freelance, contract, or temporary work	66	16	14	20	17	11	8	8	9	3	11	13	2	7	22	12	24
	3%	2%	3%	3%	4%	5%	4%	2%	3%	1%	4%	4%	*%	2%	3%	3%	3%
Gig economy work like ride shares, food delivery, or dog walking	20	6	2	5	7	6	1	4	1	1	5	2	-	3	6	3	8
	1%	1%	*%	1%	2%	3%	*%	1%	*%	1%	2%	1%	-	1%	1%	1%	1%
Unemployed and looking for work	35	4	8	7	15	7	3	8	5	4	3	5	1	12	9	10	4
	1%	1%	1%	1%	3%	3%	1%	2%	1%	2%	1%	1%	*%	3%	1%	2%	1%
Stay-at-home parent or caregiver	55	31	10	11	2	3	3	7	1	13	13	12	3	7	18	8	21
	2%	4%	2%	2%	*%	1%	1%	2%	*%	5%	4%	3%	1%	2%	2%	2%	2%
Full time student	41	7	21	1	12	11	1	1	-	18	4	6	-	1	13	10	18
	2%	1%	4%	*%	3%	5%	*%	*%	-	8%	1%	2%	-	*%	2%	2%	2%
Retired	848	234	228	234	136	29	36	79	235	40	39	77	312	127	294	152	275
	35%	33%	42%	36%	31%	13%	15%	25%	69%	18%	13%	22%	77%	36%	40%	35%	32%
Something else	120	34	28	30	24	8	14	18	18	3	19	28	13	19	30	34	38
	5%	5%	5%	5%	6%	4%	6%	6%	5%	2%	6%	8%	3%	5%	4%	8%	4%
Prefer not to say	28	4	3	1	4	3	3	3	2	0	4	7	5	5	6	5	11
	1%	1%	*%	*%	1%	1%	1%	1%	1%	*%	1%	2%	1%	1%	1%	1%	1%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QKids] Do you currently have children under the age of 18 in your home?

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	2401	1126	1275	455	535	665	746	1774	280	192	68	86
	100	100	100	100	100	100	100	100	100	100	100	100
Yes	564	267	297	130	267	127	41	420	56	51	12	25
	24%	24%	23%	29%	50%	19%	6%	24%	20%	27%	18%	29%
No	1799	844	954	318	256	523	701	1337	215	136	53	57
	75%	75%	75%	70%	48%	79%	94%	75%	77%	71%	79%	67%
Prefer not to say	38	15	23	7	12	15	4	18	9	5	2	4
	2%	1%	2%	2%	2%	2%	0%	1%	3%	3%	4%	4%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QKids] Do you currently have children under the age of 18 in your home?

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	2401	1557	844	1104	671	453	174	834	772	795	1200	1069	582	395	1149
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	564	363	201	262	158	101	43	192	221	152	308	214	99	71	364
	24%	23%	24%	24%	24%	22%	25%	23%	29%	19%	26%	20%	17%	18%	32%
No	1799	1171	627	835	502	337	125	628	539	632	876	837	480	317	779
	75%	75%	74%	76%	75%	74%	72%	75%	70%	80%	73%	78%	82%	80%	68%
Prefer not to say	38	22	16	7	10	15	6	14	13	11	15	18	2	7	7
	2%	1%	2%	1%	2%	3%	3%	2%	2%	1%	1%	2%	0%	2%	1%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QKids] Do you currently have children under the age of 18 in your home?

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	2401	401	400	400	399	401	400	214	63	72	1701	157	222	55	137	154	26
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	564	96	93	75	85	103	111	73	19	22	360	42	77	15	32	30	8
	24%	24%	23%	19%	21%	26%	28%	34%	30%	31%	21%	27%	35%	28%	24%	19%	30%
No	1799	297	297	315	311	293	285	134	42	50	1313	114	141	39	104	122	17
	75%	74%	74%	79%	78%	73%	71%	63%	66%	69%	77%	73%	64%	72%	76%	79%	66%
Prefer not to say	38	7	10	10	3	4	4	6	2	-	28	1	3	0	0	2	1
	2%	2%	2%	2%	1%	1%	1%	3%	3%	-	2%	1%	2%	*%	*%	1%	4%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QKids] Do you currently have children under the age of 18 in your home?

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	2401	701	543	654	439	226	237	321	342	229	297	344	405	348	743	440	870
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	564	201	94	194	69	51	123	76	17	79	144	51	24	78	189	98	200
	24%	29%	17%	30%	16%	23%	52%	24%	5%	34%	48%	15%	6%	22%	25%	22%	23%
No	1799	495	444	458	366	173	109	240	322	145	146	283	379	257	548	333	661
	75%	71%	82%	70%	83%	76%	46%	75%	94%	64%	49%	82%	94%	74%	74%	76%	76%
Prefer not to say	38	5	6	2	4	3	5	5	2	5	7	10	2	13	7	9	10
	2%	1%	1%	0%	1%	1%	2%	1%	1%	2%	2%	3%	0%	4%	1%	2%	1%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QIncome] Which range includes your annual household income?

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	2401	1126	1275	455	535	665	746	1774	280	192	68	86
	100	100	100	100	100	100	100	100	100	100	100	100
Less than \$30,000 per year	269	105	164	57	46	66	100	199	27	27	11	6
	11%	9%	13%	13%	9%	10%	13%	11%	10%	14%	16%	7%
\$30,000 to \$49,999 per year	313	158	155	61	49	81	122	223	34	29	10	17
	13%	14%	12%	13%	9%	12%	16%	13%	12%	15%	15%	20%
\$50,000 to \$74,999 per year	395	201	194	71	83	109	132	271	63	43	6	11
	16%	18%	15%	16%	15%	16%	18%	15%	23%	23%	9%	13%
\$75,000 to \$125,000 per year	538	243	295	110	130	153	146	412	47	48	12	19
	22%	22%	23%	24%	24%	23%	20%	23%	17%	25%	18%	22%
More than \$125,000 per year	612	306	306	111	198	182	121	493	55	27	17	20
	25%	27%	24%	24%	37%	27%	16%	28%	19%	14%	25%	23%
Prefer not to say	275	115	160	45	29	75	125	178	55	18	11	12
	11%	10%	13%	10%	5%	11%	17%	10%	20%	10%	16%	14%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QIncome] Which range includes your annual household income?

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	2401	1557	844	1104	671	453	174	834	772	795	1200	1069	582	395	1149
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Less than \$30,000 per year	269	219	51	156	43	63	8	100	89	80	149	107	269	-	-
	11%	14%	6%	14%	6%	14%	4%	12%	12%	10%	12%	10%	46%		
\$30,000 to \$49,999 per year	313	238	74	169	54	70	20	92	114	107	155	134	313	-	-
	13%	15%	9%	15%	8%	15%	12%	11%	15%	14%	13%	13%	54%		
\$50,000 to \$74,999 per year	395	279	116	178	92	100	24	139	114	142	189	176	-	395	-
	16%	18%	14%	16%	14%	22%	14%	17%	15%	18%	16%	17%		100%	
\$75,000 to \$125,000 per year	538	333	205	250	161	82	44	207	154	176	279	232	-	-	538
	22%	21%	24%	23%	24%	18%	25%	25%	20%	22%	23%	22%			47%
More than \$125,000 per year	612	305	307	230	262	75	44	208	225	179	313	277	-	-	612
	25%	20%	36%	21%	39%	16%	26%	25%	29%	22%	26%	26%			53%
Prefer not to say	275	183	92	120	58	64	33	88	77	110	114	142	-	-	-
	11%	12%	11%	11%	9%	14%	19%	11%	10%	14%	10%	13%			

Echelon Insights
Focus 2024 Survey
N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QIncome] Which range includes your annual household income?

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	2401 100	401 100	400 100	400 100	399 100	401 100	400 100	214 100	63 100	72 100	1701 100	157 100	222 100	55 100	137 100	154 100	26 100
Less than \$30,000 per year	269 11%	40 10%	44 11%	37 9%	59 15%	50 12%	39 10%	24 11%	8 13%	19 26%	172 10%	19 12%	38 17%	3 6%	10 8%	26 17%	2 10%
\$30,000 to \$49,999 per year	313 13%	55 14%	50 12%	65 16%	47 12%	42 10%	54 13%	35 16%	8 12%	16 22%	215 13%	15 9%	37 17%	10 18%	27 20%	22 14%	6 22%
\$50,000 to \$74,999 per year	395 16%	75 19%	58 14%	55 14%	65 16%	69 17%	74 18%	46 22%	11 18%	8 11%	276 16%	37 23%	26 12%	7 13%	21 15%	25 16%	0 1%
\$75,000 to \$125,000 per year	538 22%	85 21%	79 20%	102 26%	83 21%	91 23%	98 24%	42 20%	13 21%	9 12%	390 23%	30 19%	52 23%	15 28%	26 19%	31 20%	9 35%
More than \$125,000 per year	612 25%	113 28%	111 28%	90 23%	103 26%	105 26%	89 22%	49 23%	14 22%	15 21%	438 26%	44 28%	56 25%	9 16%	26 19%	26 17%	6 24%
Prefer not to say	275 11%	33 8%	59 15%	49 12%	42 11%	44 11%	46 12%	19 9%	9 14%	6 8%	209 12%	13 8%	13 6%	10 19%	27 20%	24 15%	2 7%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QIncome] Which range includes your annual household income?

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	2401 100	701 100	543 100	654 100	439 100	226 100	237 100	321 100	342 100	229 100	297 100	344 100	405 100	348 100	743 100	440 100	870 100
Less than \$30,000 per year	269 11%	27 4%	137 25%	23 4%	81 18%	28 12%	14 6%	31 10%	32 9%	29 13%	32 11%	35 10%	68 17%	57 16%	86 12%	53 12%	73 8%
\$30,000 to \$49,999 per year	313 13%	51 7%	102 19%	64 10%	93 21%	34 15%	25 11%	36 11%	62 18%	27 12%	24 8%	45 13%	59 15%	56 16%	113 15%	58 13%	86 10%
\$50,000 to \$74,999 per year	395 16%	96 14%	93 17%	107 16%	92 21%	39 17%	43 18%	59 18%	60 18%	32 14%	40 14%	50 14%	72 18%	67 19%	125 17%	85 19%	118 14%
\$75,000 to \$125,000 per year	538 22%	200 29%	94 17%	156 24%	84 19%	48 21%	58 24%	66 21%	70 21%	62 27%	72 24%	86 25%	75 19%	58 17%	168 23%	113 26%	199 23%
More than \$125,000 per year	612 25%	246 35%	59 11%	249 38%	54 12%	59 26%	89 38%	96 30%	62 18%	52 23%	109 37%	86 25%	59 15%	69 20%	159 21%	91 21%	292 34%
Prefer not to say	275 11%	81 12%	59 11%	55 8%	35 8%	19 8%	9 4%	32 10%	55 16%	27 12%	21 7%	42 12%	70 17%	41 12%	92 12%	40 9%	102 12%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[Q2020Ballot] Which candidate did you vote for in the 2020 presidential election?

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	2401	1126	1275	455	535	665	746	1774	280	192	68	86
	100	100	100	100	100	100	100	100	100	100	100	100
Donald Trump	1094	552	543	172	251	344	327	913	25	72	37	48
	46%	49%	43%	38%	47%	52%	44%	51%	9%	37%	54%	56%
Joe Biden	1118	488	630	211	252	275	380	719	234	103	28	35
	47%	43%	49%	46%	47%	41%	51%	41%	83%	53%	42%	41%
Jo Jorgensen	11	4	7	6	4	1	-	7	1	2	-	0
	*%	*%	1%	1%	1%	*%	-	*%	*%	1%	-	*%
Howie Hawkins	2	1	1	1	-	1	-	1	1	-	-	-
	*%	*%	*%	*%	-	*%	-	*%	*%	-	-	-
Kanye West	2	1	1	1	1	-	-	1	-	-	-	1
	*%	*%	*%	*%	*%	-	-	*%	-	-	-	1%
Someone else	22	12	10	4	3	7	8	17	2	3	0	-
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	-
I did not vote	112	50	62	53	19	22	18	87	11	12	2	1
	5%	4%	5%	12%	4%	3%	2%	5%	4%	6%	2%	1%
Unsure	40	18	21	7	5	14	13	29	7	2	1	1
	2%	2%	2%	2%	1%	2%	2%	2%	2%	1%	1%	2%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[Q2020Ballot] Which candidate did you vote for in the 2020 presidential election?

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	2401	1557	844	1104	671	453	174	834	772	795	1200	1069	582	395	1149
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Donald Trump	1094	758	336	624	289	134	47	645	313	137	1044	27	258	173	555
	46%	49%	40%	57%	43%	30%	27%	77%	41%	17%	87%	3%	44%	44%	48%
Joe Biden	1118	670	448	385	334	285	114	130	351	637	63	990	256	192	535
	47%	43%	53%	35%	50%	63%	66%	16%	46%	80%	5%	93%	44%	49%	47%
Jo Jorgensen	11	4	7	2	5	2	1	1	7	2	6	1	2	4	4
	%	%	1%	%	1%	%	1%	%	1%	%	%	%	%	1%	%
Howie Hawkins	2	1	0	1	0	1	0	-	2	-	0	2	0	1	1
	%	%	%	%	%	%	%		%		%	%	%	%	%
Kanye West	2	1	1	1	-	-	1	-	2	-	0	1	1	-	0
	%	%	%	%			%		%		%	%	%		%
Someone else	22	13	9	9	8	3	1	3	17	2	3	8	4	4	11
	1%	1%	1%	1%	1%	1%	1%	%	2%	%	%	1%	1%	1%	1%
I did not vote	112	85	27	65	22	20	6	40	61	11	72	26	47	16	35
	5%	5%	3%	6%	3%	4%	3%	5%	8%	1%	6%	2%	8%	4%	3%
Unsure	40	24	15	17	12	8	3	14	18	7	11	14	14	7	9
	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	1%	1%	2%	2%	1%

Echelon Insights
Focus 2024 Survey
N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[Q2020Ballot] Which candidate did you vote for in the 2020 presidential election?

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	2401 100	401 100	400 100	400 100	399 100	401 100	400 100	214 100	63 100	72 100	1701 100	157 100	222 100	55 100	137 100	154 100	26 100
Donald Trump	1094 46%	181 45%	185 46%	185 46%	175 44%	181 45%	188 47%	55 26%	-	-	785 46%	51 33%	95 43%	35 65%	66 48%	19 12%	2 7%
Joe Biden	1118 47%	182 45%	185 46%	195 49%	183 46%	184 46%	189 47%	100 47%	63 100%	-	824 48%	81 51%	81 37%	17 30%	53 38%	115 75%	19 76%
Jo Jorgensen	11 *%	2 *%	2 *%	2 1%	4 1%	0 *%	1 *%	4 2%	-	-	4 *%	2 1%	3 1%	0 1%	1 1%	1 *%	-
Howie Hawkins	2 *%	1 *%	-	-	-	0 *%	1 *%	2 1%	-	-	1 *%	0 *%	-	-	-	-	-
Kanye West	2 *%	-	-	-	2 *%	-	-	1 1%	-	-	1 *%	-	0 *%	-	-	1 *%	-
Someone else	22 1%	3 1%	3 1%	4 1%	3 1%	4 1%	5 1%	12 6%	-	-	16 1%	2 1%	2 1%	1 1%	3 2%	2 2%	1 3%
I did not vote	112 5%	26 6%	19 5%	8 2%	22 6%	27 7%	10 3%	24 11%	-	72 100%	41 2%	18 11%	39 18%	2 3%	13 9%	11 7%	3 10%
Unsure	40 2%	7 2%	6 2%	5 1%	10 2%	5 1%	7 2%	16 7%	-	-	30 2%	3 2%	2 1%	-	1 1%	6 4%	1 4%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[Q2020Ballot] Which candidate did you vote for in the 2020 presidential election?

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	2401 100	701 100	543 100	654 100	439 100	226 100	237 100	321 100	342 100	229 100	297 100	344 100	405 100	348 100	743 100	440 100	870 100
Donald Trump	1094 46%	339 48%	196 36%	364 56%	177 40%	83 37%	121 51%	171 53%	177 52%	89 39%	130 44%	173 50%	151 37%	120 34%	405 55%	194 44%	376 43%
Joe Biden	1118 47%	321 46%	291 54%	256 39%	212 48%	114 50%	101 43%	124 39%	149 44%	98 43%	151 51%	151 44%	231 57%	193 55%	286 38%	215 49%	425 49%
Jo Jorgensen	11 *	3 %	3 1%	2 *	3 1%	3 2%	1 *	-	-	2 1%	3 1%	1 *	-	2 1%	4 *	0 *	5 1%
Howie Hawkins	2 *	1 %	0 %	1 %	-	0 *	-	1 *	-	1 *	-	0 *	-	1 *	1 %	-	1 %
Kanye West	2 *	-	1 %	0 %	1 %	1 *	-	-	-	-	1 *	-	-	-	-	1 *	1 %
Someone else	22 1%	4 1%	5 1%	6 1%	5 1%	1 1%	1 1%	5 2%	4 1%	3 1%	2 1%	2 1%	4 1%	2 1%	6 1%	4 1%	10 1%
I did not vote	112 5%	21 3%	40 7%	13 2%	36 8%	21 9%	11 5%	10 3%	7 2%	32 14%	8 3%	12 3%	11 3%	18 5%	33 4%	21 5%	40 5%
Unsure	40 2%	11 2%	7 1%	12 2%	5 1%	2 1%	2 1%	9 3%	5 1%	5 2%	3 1%	5 1%	9 2%	12 4%	9 1%	5 1%	13 1%

Echelon Insights
Focus 2024 Survey
N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QIdeology] Regardless of how you typically vote, would you say you consider yourself to be...?

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	2401	1126	1275	455	535	665	746	1774	280	192	68	86
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT CONSERVATIVE	1039	536	502	150	235	322	331	834	56	72	28	48
	43%	48%	39%	33%	44%	49%	44%	47%	20%	37%	42%	56%
VERY/SOMEWHAT LIBERAL	650	255	396	150	144	153	204	449	112	64	17	8
	27%	23%	31%	33%	27%	23%	27%	25%	40%	33%	25%	10%
Very conservative	439	220	218	57	102	129	151	370	11	30	11	17
	18%	20%	17%	13%	19%	19%	20%	21%	4%	16%	16%	20%
Somewhat conservative	600	316	284	93	133	194	180	464	46	42	18	30
	25%	28%	22%	20%	25%	29%	24%	26%	16%	22%	26%	36%
Moderate	621	304	318	134	139	167	181	433	93	47	22	27
	26%	27%	25%	30%	26%	25%	24%	24%	33%	24%	32%	31%
Somewhat liberal	337	129	208	62	75	74	126	245	56	26	6	4
	14%	11%	16%	14%	14%	11%	17%	14%	20%	13%	10%	5%
Very liberal	313	126	187	88	69	78	78	204	56	38	11	4
	13%	11%	15%	19%	13%	12%	10%	12%	20%	20%	16%	5%
Unsure	91	32	59	21	17	22	30	58	19	10	0	3
	4%	3%	5%	5%	3%	3%	4%	3%	7%	5%	1%	3%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QIdeology] Regardless of how you typically vote, would you say you consider yourself to be...?

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	2401	1557	844	1104	671	453	174	834	772	795	1200	1069	582	395	1149
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT CONSERVATIVE	1039	700	339	551	283	149	56	612	262	165	879	119	247	170	517
	43%	45%	40%	50%	42%	33%	32%	73%	34%	21%	73%	11%	42%	43%	45%
VERY/SOMEWHAT LIBERAL	650	392	258	248	201	144	57	77	161	413	36	589	169	114	294
	27%	25%	31%	22%	30%	32%	33%	9%	21%	52%	3%	55%	29%	29%	26%
Very conservative	439	305	134	249	122	56	12	308	67	64	416	19	109	66	212
	18%	20%	16%	23%	18%	12%	7%	37%	9%	8%	35%	2%	19%	17%	18%
Somewhat conservative	600	395	205	303	161	93	44	303	195	101	464	100	138	104	305
	25%	25%	24%	27%	24%	20%	25%	36%	25%	13%	39%	9%	24%	26%	27%
Moderate	621	402	220	268	164	133	55	119	309	193	243	323	132	93	322
	26%	26%	26%	24%	25%	29%	32%	14%	40%	24%	20%	30%	23%	24%	28%
Somewhat liberal	337	194	144	134	111	59	33	37	107	193	20	310	72	63	164
	14%	12%	17%	12%	16%	13%	19%	4%	14%	24%	2%	29%	12%	16%	14%
Very liberal	313	198	115	113	91	85	24	40	53	220	15	280	98	52	130
	13%	13%	14%	10%	14%	19%	14%	5%	7%	28%	1%	26%	17%	13%	11%
Unsure	91	63	28	36	22	27	5	26	41	24	41	38	33	17	17
	4%	4%	3%	3%	3%	6%	3%	3%	5%	3%	3%	4%	6%	4%	1%

Echelon Insights
Focus 2024 Survey
N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[Ideology] Regardless of how you typically vote, would you say you consider yourself to be...?

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	2401 100	401 100	400 100	400 100	399 100	401 100	400 100	214 100	63 100	72 100	1701 100	157 100	222 100	55 100	137 100	154 100	26 100
VERY/SOMEWHAT CONSERVATIVE	1039 43%	170 42%	182 45%	180 45%	167 42%	160 40%	179 45%	70 33%	22 35%	39 54%	737 43%	62 39%	94 42%	31 56%	68 50%	43 28%	4 16%
VERY/SOMEWHAT LIBERAL	650 27%	121 30%	97 24%	97 24%	111 28%	111 28%	114 29%	46 22%	8 13%	5 7%	482 28%	54 34%	52 23%	3 6%	20 14%	56 36%	11 44%
Very conservative	439 18%	75 19%	63 16%	81 20%	71 18%	73 18%	76 19%	7 3%	5 8%	10 14%	316 19%	35 22%	36 16%	14 26%	23 17%	13 9%	-
Somewhat conservative	600 25%	96 24%	119 30%	99 25%	97 24%	88 22%	102 26%	63 30%	17 27%	29 40%	421 25%	27 17%	58 26%	17 31%	45 33%	29 19%	4 16%
Moderate	621 26%	98 24%	103 26%	118 30%	108 27%	110 28%	84 21%	86 40%	32 51%	23 32%	427 25%	38 24%	67 30%	12 23%	36 26%	47 31%	10 41%
Somewhat liberal	337 14%	61 15%	50 13%	50 12%	58 15%	49 12%	69 17%	17 8%	5 8%	2 2%	256 15%	20 13%	26 12%	2 3%	4 3%	27 17%	5 21%
Very liberal	313 13%	60 15%	47 12%	47 12%	53 13%	62 15%	45 11%	29 14%	3 5%	3 5%	226 13%	33 21%	26 12%	1 2%	15 11%	29 19%	6 23%
Unsure	91 4%	12 3%	18 5%	5 1%	13 3%	19 5%	23 6%	12 5%	1 1%	5 7%	56 3%	4 2%	9 4%	8 15%	13 10%	8 5%	-

Echelon Insights
Focus 2024 Survey
N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[Ideology] Regardless of how you typically vote, would you say you consider yourself to be...?

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	2401 100	701 100	543 100	654 100	439 100	226 100	237 100	321 100	342 100	229 100	297 100	344 100	405 100	348 100	743 100	440 100	870 100
VERY/SOMEWHAT CONSERVATIVE	1039 43%	309 44%	186 34%	341 52%	184 42%	83 37%	111 47%	166 52%	176 51%	67 29%	124 42%	156 45%	155 38%	131 38%	360 48%	175 40%	373 43%
VERY/SOMEWHAT LIBERAL	650 27%	197 28%	188 35%	115 18%	129 29%	71 32%	53 23%	64 20%	66 19%	78 34%	90 30%	89 26%	138 34%	111 32%	160 22%	117 27%	263 30%
Very conservative	439 18%	140 20%	75 14%	150 23%	66 15%	34 15%	48 20%	59 18%	79 23%	23 10%	54 18%	69 20%	71 18%	51 15%	162 22%	77 17%	148 17%
Somewhat conservative	600 25%	169 24%	111 20%	191 29%	118 27%	49 22%	63 27%	107 33%	96 28%	43 19%	70 24%	87 25%	84 21%	79 23%	198 27%	98 22%	225 26%
Moderate	621 26%	176 25%	134 25%	185 28%	110 25%	64 28%	68 29%	83 26%	89 26%	71 31%	71 24%	85 25%	92 23%	94 27%	184 25%	128 29%	215 25%
Somewhat liberal	337 14%	110 16%	92 17%	70 11%	57 13%	32 14%	28 12%	30 9%	40 12%	30 13%	47 16%	45 13%	87 21%	61 18%	83 11%	58 13%	136 16%
Very liberal	313 13%	87 12%	97 18%	45 7%	72 16%	39 17%	26 11%	34 11%	26 8%	49 21%	43 14%	44 13%	52 13%	50 14%	77 10%	59 13%	126 15%
Unsure	91 4%	18 3%	35 6%	13 2%	16 4%	8 4%	4 2%	8 3%	11 3%	13 6%	12 4%	14 4%	19 5%	12 3%	39 5%	20 5%	19 2%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QMarital] What is your current marital status?

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	2401	1126	1275	455	535	665	746	1774	280	192	68	86
	100	100	100	100	100	100	100	100	100	100	100	100
Single, never married	415	207	208	185	81	84	64	264	66	58	10	17
	17%	18%	16%	41%	15%	13%	9%	15%	23%	30%	15%	20%
Married	1355	654	701	206	334	400	415	1071	119	86	41	37
	56%	58%	55%	45%	62%	60%	56%	60%	42%	45%	61%	44%
Separated / Divorced / Widowed	567	232	335	60	108	154	245	410	76	42	15	24
	24%	21%	26%	13%	20%	23%	33%	23%	27%	22%	22%	28%
Prefer not to say	63	33	30	4	11	26	22	29	20	6	2	7
	3%	3%	2%	1%	2%	4%	3%	2%	7%	3%	2%	8%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QMarital] What is your current marital status?

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	2401	1557	844	1104	671	453	174	834	772	795	1200	1069	582	395	1149
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Single, never married	415	262	153	151	113	111	40	111	156	148	165	205	182	82	111
	17%	17%	18%	14%	17%	24%	23%	13%	20%	19%	14%	19%	31%	21%	10%
Married	1355	835	520	638	434	198	87	513	417	425	750	554	165	203	852
	56%	54%	62%	58%	65%	44%	50%	62%	54%	53%	63%	52%	28%	51%	74%
Separated / Divorced / Widowed	567	413	154	293	117	120	37	186	189	192	263	272	230	102	181
	24%	27%	18%	27%	18%	27%	21%	22%	24%	24%	22%	25%	40%	26%	16%
Prefer not to say	63	46	17	22	7	24	10	23	10	30	21	37	5	7	7
	3%	3%	2%	2%	1%	5%	6%	3%	1%	4%	2%	3%	1%	2%	1%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QMarital] What is your current marital status?

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	2401	401	400	400	399	401	400	214	63	72	1701	157	222	55	137	154	26
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Single, never married	415	71	61	42	78	88	75	65	12	32	244	50	60	17	35	33	7
	17%	18%	15%	10%	20%	22%	19%	30%	19%	45%	14%	32%	27%	32%	25%	21%	27%
Married	1355	214	226	256	200	218	242	96	37	25	992	77	114	30	65	69	13
	56%	53%	56%	64%	50%	54%	60%	45%	59%	34%	58%	49%	51%	54%	48%	45%	49%
Separated / Divorced / Widowed	567	104	99	92	114	81	78	47	12	14	421	25	42	7	36	48	6
	24%	26%	25%	23%	29%	20%	19%	22%	18%	19%	25%	16%	19%	14%	26%	31%	24%
Prefer not to say	63	13	14	11	6	13	6	5	2	2	44	6	5	0	1	4	-
	3%	3%	4%	3%	2%	3%	1%	3%	3%	3%	3%	4%	2%	*%	1%	3%	

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QMarital] What is your current marital status?

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	2401	701	543	654	439	226	237	321	342	229	297	344	405	348	743	440	870
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Single, never married	415	-	208	-	207	103	42	39	23	82	40	45	41	76	106	79	154
	17%		38%		47%	45%	18%	12%	7%	36%	13%	13%	10%	22%	14%	18%	18%
Married	1355	701	-	654	-	89	142	194	230	117	193	206	185	154	435	237	529
	56%	100%		100%		39%	60%	60%	67%	51%	65%	60%	46%	44%	59%	54%	61%
Separated / Divorced / Widowed	567	-	335	-	232	33	49	70	80	27	59	84	165	103	180	116	169
	24%		62%		53%	15%	21%	22%	23%	12%	20%	25%	41%	30%	24%	26%	19%
Prefer not to say	63	-	-	-	-	1	5	18	8	2	6	8	14	15	22	8	18
	3%					1%	2%	6%	2%	1%	2%	2%	3%	4%	3%	2%	2%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QReligionNew] What is your present religion, if any?

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	2401	1126	1275	455	535	665	746	1774	280	192	68	86
	100	100	100	100	100	100	100	100	100	100	100	100
Protestant	270	118	152	21	46	74	129	230	21	9	3	7
	11%	11%	12%	5%	9%	11%	17%	13%	7%	5%	4%	8%
Roman Catholic	402	186	216	38	79	124	160	325	14	45	11	7
	17%	17%	17%	8%	15%	19%	21%	18%	5%	23%	17%	8%
Mormon (Church of Jesus Christ of Latter-day Saints or LDS)	41	15	26	11	10	10	10	38	-	3	-	0
	2%	1%	2%	2%	2%	2%	1%	2%		2%		*%
Just Christian	727	352	375	141	181	194	211	514	114	57	23	18
	30%	31%	29%	31%	34%	29%	28%	29%	41%	30%	34%	21%
Jewish	27	13	14	5	4	7	11	17	3	1	3	3
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	4%	4%
Muslim	17	11	6	2	7	8	1	10	6	-	-	1
	1%	1%	*%	*%	1%	1%	*%	1%	2%			1%
Atheist	196	105	91	61	43	48	44	143	23	16	5	9
	8%	9%	7%	13%	8%	7%	6%	8%	8%	8%	7%	11%
Something else (Please specify)	126	60	66	18	30	32	46	78	37	2	4	5
	5%	5%	5%	4%	6%	5%	6%	4%	13%	1%	6%	6%
Nothing in particular	595	266	329	159	135	167	134	420	63	57	20	35
	25%	24%	26%	35%	25%	25%	18%	24%	22%	30%	29%	41%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QReligionNew] What is your present religion, if any?

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	2401	1557	844	1104	671	453	174	834	772	795	1200	1069	582	395	1149
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Protestant	270	162	108	137	93	25	15	110	87	73	149	108	59	40	125
	11%	10%	13%	12%	14%	6%	9%	13%	11%	9%	12%	10%	10%	10%	11%
Roman Catholic	402	236	167	177	148	59	18	151	99	152	230	159	89	65	211
	17%	15%	20%	16%	22%	13%	11%	18%	13%	19%	19%	15%	15%	16%	18%
Mormon (Church of Jesus Christ of Latter-day Saints or LDS)	41	30	11	28	10	2	1	21	12	9	28	11	5	6	24
	2%	2%	1%	3%	1%	1%	1%	2%	2%	1%	2%	1%	1%	2%	2%
Just Christian	727	511	216	354	160	157	56	322	207	198	459	236	184	133	328
	30%	33%	26%	32%	24%	35%	32%	39%	27%	25%	38%	22%	32%	34%	29%
Jewish	27	17	11	8	9	9	2	9	7	11	9	16	5	2	18
	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	*%	2%
Muslim	17	14	4	9	1	5	3	4	5	9	5	7	3	5	6
	1%	1%	*%	1%	*%	1%	2%	*%	1%	1%	*%	1%	*%	1%	1%
Atheist	196	115	81	80	62	34	19	27	88	80	34	146	63	27	85
	8%	7%	10%	7%	9%	8%	11%	3%	11%	10%	3%	14%	11%	7%	7%
Something else (Please specify)	126	94	31	56	22	38	9	31	37	58	53	68	39	25	51
	5%	6%	4%	5%	3%	8%	5%	4%	5%	7%	4%	6%	7%	6%	4%
Nothing in particular	595	379	215	255	165	124	51	160	229	206	231	318	135	91	301
	25%	24%	26%	23%	25%	27%	29%	19%	30%	26%	19%	30%	23%	23%	26%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QReligionNew] What is your present religion, if any?

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	2401 100	401 100	400 100	400 100	399 100	401 100	400 100	214 100	63 100	72 100	1701 100	157 100	222 100	55 100	137 100	154 100	26 100
Protestant	270 11%	32 8%	60 15%	52 13%	40 10%	38 9%	49 12%	17 8%	1 2%	5 7%	211 12%	8 5%	21 9%	1 2%	9 7%	12 8%	1 3%
Roman Catholic	402 17%	58 14%	32 8%	65 16%	52 13%	102 25%	93 23%	21 10%	14 23%	10 14%	311 18%	21 13%	24 11%	1 2%	13 10%	24 15%	1 4%
Mormon (Church of Jesus Christ of Latter-day Saints or LDS)	41 2%	22 6%	2 *	2 1%	12 3%	2 *	1 *	4 2%	-	-	31 2%	3 2%	3 1%	-	2 1%	-	-
Just Christian	727 30%	117 29%	174 43%	118 30%	114 28%	90 22%	114 29%	59 28%	17 28%	28 39%	494 29%	49 31%	82 37%	17 30%	38 28%	65 42%	14 56%
Jewish	27 1%	5 1%	2 1%	3 1%	6 1%	7 2%	4 1%	2 1%	4 7%	-	23 1%	3 2%	1 *	-	-	1 1%	1 4%
Muslim	17 1%	2 1%	3 1%	2 1%	2 1%	7 2%	-	5 2%	2 3%	-	12 1%	1 *	4 2%	2 3%	3 2%	-	-
Atheist	196 8%	37 9%	27 7%	31 8%	33 8%	41 10%	27 7%	27 13%	2 4%	6 9%	137 8%	17 11%	16 7%	1 3%	16 12%	12 8%	4 14%
Something else (Please specify)	126 5%	20 5%	26 7%	17 4%	17 4%	27 7%	18 5%	8 4%	3 5%	1 2%	89 5%	9 6%	10 5%	-	-	3 2%	-
Nothing in particular	595 25%	108 27%	73 18%	109 27%	124 31%	87 22%	93 23%	70 33%	18 29%	21 30%	392 23%	48 31%	62 28%	32 59%	55 40%	37 24%	5 19%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QReligionNew] What is your present religion, if any?

	Marital x Gender					Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	2401	701	543	654	439	226	237	321	342	229	297	344	405	348	743	440	870
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Protestant	270	91	59	75	40	11	20	33	55	10	27	41	74	34	94	40	103
	11%	13%	11%	12%	9%	5%	8%	10%	16%	4%	9%	12%	18%	10%	13%	9%	12%
Roman Catholic	402	141	71	113	72	16	42	57	71	22	38	67	89	39	116	89	157
	17%	20%	13%	17%	16%	7%	18%	18%	21%	10%	13%	20%	22%	11%	16%	20%	18%
Mormon (Church of Jesus Christ of Latter-day Saints or LDS)	41	22	4	11	4	6	4	3	2	5	6	7	9	4	10	9	18
	2%	3%	1%	2%	1%	3%	2%	1%	1%	2%	2%	2%	2%	1%	1%	2%	2%
Just Christian	727	198	167	219	125	71	81	91	109	71	99	103	102	120	238	116	252
	30%	28%	31%	34%	29%	31%	34%	28%	32%	31%	33%	30%	25%	35%	32%	26%	29%
Jewish	27	9	5	6	7	3	-	2	8	2	4	5	3	2	2	5	18
	1%	1%	1%	1%	2%	2%		1%	2%	1%	1%	2%	1%	1%	1%	1%	2%
Muslim	17	3	4	5	4	1	4	5	1	1	2	3	-	3	6	3	4
	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%		1%	1%	1%	1%
Atheist	196	43	43	47	55	34	22	28	21	26	21	20	23	19	67	43	67
	8%	6%	8%	7%	13%	15%	9%	9%	6%	12%	7%	6%	6%	6%	9%	10%	8%
Something else (Please specify)	126	34	30	29	31	10	13	19	18	8	17	14	27	29	41	24	32
	5%	5%	6%	4%	7%	5%	5%	6%	5%	3%	6%	4%	7%	8%	6%	5%	4%
Nothing in particular	595	161	159	148	101	73	52	83	58	85	83	84	76	96	170	111	218
	25%	23%	29%	23%	23%	32%	22%	26%	17%	37%	28%	24%	19%	28%	23%	25%	25%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QBornAgain] Would you describe yourself as a born-again or evangelical Christian, or not?

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	2035	938	1098	370	451	569	645	1527	212	173	57	66
	100	100	100	100	100	100	100	100	100	100	100	100
Yes, born-again or evangelical Christian	541	241	300	84	119	154	183	405	67	35	15	20
	27%	26%	27%	23%	26%	27%	28%	27%	31%	20%	26%	29%
No, not born-again or evangelical Christian	1289	588	701	233	291	358	406	973	125	115	41	35
	63%	63%	64%	63%	65%	63%	63%	64%	59%	66%	72%	53%
DNR – Don't know/Refused	205	109	96	52	41	57	55	149	20	23	1	12
	10%	12%	9%	14%	9%	10%	9%	10%	10%	14%	2%	17%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QBornAgain] Would you describe yourself as a born-again or evangelical Christian, or not?

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	2035	1317	718	950	577	367	141	763	635	638	1098	831	472	336	989
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes, born-again or evangelical Christian	541	385	156	282	123	103	33	268	125	147	376	147	148	104	218
	27%	29%	22%	30%	21%	28%	23%	35%	20%	23%	34%	18%	31%	31%	22%
No, not born-again or evangelical Christian	1289	781	508	555	419	226	90	407	438	444	582	632	262	208	692
	63%	59%	71%	58%	73%	62%	64%	53%	69%	70%	53%	76%	56%	62%	70%
DNR – Don't know/Refused	205	152	54	114	35	38	18	87	72	46	140	52	61	24	79
	10%	12%	7%	12%	6%	10%	13%	11%	11%	7%	13%	6%	13%	7%	8%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QBornAgain] Would you describe yourself as a born-again or evangelical Christian, or not?

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	2035	337	341	346	342	318	351	171	51	65	1440	128	192	51	117	138	21
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes, born-again or evangelical Christian	541	81	135	100	70	77	79	31	6	20	383	24	48	17	32	34	3
	27%	24%	40%	29%	20%	24%	22%	18%	12%	30%	27%	19%	25%	34%	27%	24%	15%
No, not born-again or evangelical Christian	1289	221	159	210	250	211	238	120	34	31	935	91	118	25	64	90	18
	63%	66%	47%	61%	73%	66%	68%	70%	66%	48%	65%	71%	62%	49%	54%	65%	85%
DNR – Don't know/Refused	205	34	47	36	23	30	34	21	11	14	122	13	25	9	22	15	-
	10%	10%	14%	10%	7%	10%	10%	12%	21%	21%	8%	10%	13%	18%	19%	11%	-

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QBornAgain] Would you describe yourself as a born-again or evangelical Christian, or not?

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	2035	612	461	567	342	177	199	268	294	193	253	302	351	294	628	366	748
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes, born-again or evangelical Christian	541	171	121	154	80	34	52	65	90	50	67	90	93	98	199	86	158
	27%	28%	26%	27%	23%	19%	26%	24%	31%	26%	27%	30%	26%	33%	32%	23%	21%
No, not born-again or evangelical Christian	1289	393	297	359	218	114	128	174	170	119	163	184	236	166	353	249	521
	63%	64%	64%	63%	64%	64%	65%	65%	58%	62%	65%	61%	67%	57%	56%	68%	70%
DNR – Don't know/Refused	205	47	43	54	44	29	18	28	33	24	22	28	22	30	76	31	69
	10%	8%	9%	10%	13%	16%	9%	11%	11%	12%	9%	9%	6%	10%	12%	9%	9%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QChurchOld] How often do you currently attend a religious service?

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	2401	1126	1275	455	535	665	746	1774	280	192	68	86
	100	100	100	100	100	100	100	100	100	100	100	100
At least once a week	649	275	375	112	135	155	248	465	95	41	22	27
	27%	24%	29%	25%	25%	23%	33%	26%	34%	21%	33%	31%
Once or twice a month	247	126	122	35	61	74	78	181	34	20	5	7
	10%	11%	10%	8%	11%	11%	10%	10%	12%	10%	7%	9%
A few times a year	350	160	190	66	80	85	118	263	25	36	6	20
	15%	14%	15%	15%	15%	13%	16%	15%	9%	19%	9%	23%
Usually just for religious holidays	218	125	93	37	40	79	62	174	11	18	8	6
	9%	11%	7%	8%	7%	12%	8%	10%	4%	9%	12%	7%
Never	766	368	397	182	195	213	175	580	85	66	16	19
	32%	33%	31%	40%	37%	32%	23%	33%	30%	34%	24%	22%
Prefer not to say	170	72	98	22	24	59	65	112	30	12	10	7
	7%	6%	8%	5%	4%	9%	9%	6%	11%	6%	15%	8%

Echelon Insights
Focus 2024 Survey
N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QChurchOld] How often do you currently attend a religious service?

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	2401	1557	844	1104	671	453	174	834	772	795	1200	1069	582	395	1149
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
At least once a week	649	428	221	290	175	138	46	268	174	207	375	241	169	93	298
	27%	27%	26%	26%	26%	31%	27%	32%	23%	26%	31%	23%	29%	24%	26%
Once or twice a month	247	152	95	114	66	38	29	94	71	81	139	95	54	44	125
	10%	10%	11%	10%	10%	8%	17%	11%	9%	10%	12%	9%	9%	11%	11%
A few times a year	350	233	117	165	97	68	20	150	117	83	219	111	82	71	165
	15%	15%	14%	15%	14%	15%	11%	18%	15%	10%	18%	10%	14%	18%	14%
Usually just for religious holidays	218	130	88	100	75	30	14	75	78	64	111	93	45	33	130
	9%	8%	10%	9%	11%	7%	8%	9%	10%	8%	9%	9%	8%	8%	11%
Never	766	496	270	357	224	139	46	187	274	305	274	449	195	135	396
	32%	32%	32%	32%	33%	31%	27%	22%	35%	38%	23%	42%	34%	34%	34%
Prefer not to say	170	118	53	78	34	40	19	59	57	54	80	79	36	19	37
	7%	8%	6%	7%	5%	9%	11%	7%	7%	7%	7%	7%	6%	5%	3%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QChurchOld] How often do you currently attend a religious service?

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	2401 100	401 100	400 100	400 100	399 100	401 100	400 100	214 100	63 100	72 100	1701 100	157 100	222 100	55 100	137 100	154 100	26 100
At least once a week	649 27%	106 27%	146 37%	116 29%	96 24%	102 25%	83 21%	51 24%	16 26%	16 22%	476 28%	32 21%	55 25%	17 31%	36 26%	45 29%	4 16%
Once or twice a month	247 10%	32 8%	51 13%	52 13%	20 5%	32 8%	61 15%	20 9%	11 18%	6 8%	168 10%	13 8%	35 16%	10 18%	16 12%	15 10%	2 8%
A few times a year	350 15%	53 13%	66 16%	50 12%	58 15%	60 15%	63 16%	38 18%	7 11%	16 22%	263 15%	11 7%	28 13%	4 7%	21 15%	24 16%	4 15%
Usually just for religious holidays	218 9%	34 8%	33 8%	35 9%	37 9%	38 9%	42 11%	26 12%	4 7%	5 6%	155 9%	15 10%	21 9%	3 6%	13 9%	16 10%	2 7%
Never	766 32%	148 37%	72 18%	121 30%	154 39%	142 36%	128 32%	67 31%	17 28%	28 39%	518 30%	75 47%	78 35%	15 28%	39 29%	41 27%	14 53%
Prefer not to say	170 7%	27 7%	33 8%	26 7%	34 9%	27 7%	23 6%	13 6%	6 10%	3 4%	121 7%	11 7%	6 3%	6 11%	12 9%	12 8%	-

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QChurchOld] How often do you currently attend a religious service?

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	2401	701	543	654	439	226	237	321	342	229	297	344	405	348	743	440	870
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
At least once a week	649	222	147	183	88	51	53	63	108	61	82	92	140	115	208	108	218
	27%	32%	27%	28%	20%	23%	22%	20%	32%	27%	28%	27%	34%	33%	28%	25%	25%
Once or twice a month	247	80	37	80	43	22	32	34	38	13	29	40	40	39	68	46	94
	10%	11%	7%	12%	10%	10%	13%	11%	11%	6%	10%	12%	10%	11%	9%	11%	11%
A few times a year	350	96	94	102	54	29	41	45	44	37	39	40	74	33	122	69	126
	15%	14%	17%	16%	12%	13%	17%	14%	13%	16%	13%	12%	18%	10%	16%	16%	15%
Usually just for religious holidays	218	53	40	68	55	18	24	38	45	19	16	41	18	24	56	38	100
	9%	8%	7%	10%	13%	8%	10%	12%	13%	8%	5%	12%	4%	7%	7%	9%	11%
Never	766	203	191	188	173	92	79	116	81	90	116	96	94	110	231	152	273
	32%	29%	35%	29%	39%	41%	33%	36%	24%	39%	39%	28%	23%	32%	31%	35%	31%
Prefer not to say	170	47	34	34	25	14	9	24	25	9	15	35	39	26	58	26	59
	7%	7%	6%	5%	6%	6%	4%	8%	7%	4%	5%	10%	10%	8%	8%	6%	7%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QRegVote] Are you at least 18 years old and registered to vote in [STATE]?

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	2401	1126	1275	455	535	665	746	1774	280	192	68	86
	100	100	100	100	100	100	100	100	100	100	100	100
Yes	2401	1126	1275	455	535	665	746	1774	280	192	68	86
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	-	-	-	-	-	-	-	-	-	-	-	-
DNR – Don't know/Refused	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QRegVote] Are you at least 18 years old and registered to vote in [STATE]?

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	2401	1557	844	1104	671	453	174	834	772	795	1200	1069	582	395	1149
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	2401	1557	844	1104	671	453	174	834	772	795	1200	1069	582	395	1149
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DNR – Don't know/Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QRegVote] Are you at least 18 years old and registered to vote in [STATE]?

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	2401	401	400	400	399	401	400	214	63	72	1701	157	222	55	137	154	26
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	2401	401	400	400	399	401	400	214	63	72	1701	157	222	55	137	154	26
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DNR – Don't know/Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QRegVote] Are you at least 18 years old and registered to vote in [STATE]?

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	2401	701	543	654	439	226	237	321	342	229	297	344	405	348	743	440	870
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	2401	701	543	654	439	226	237	321	342	229	297	344	405	348	743	440	870
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DNR – Don't know/Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QV11k] What are the chances that you will vote in the November 2024 general election for President, Congress, and other offices?

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	2401	1126	1275	455	535	665	746	1774	280	192	68	86
	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY VOTE	2337	1102	1234	426	523	654	734	1734	268	183	65	86
	97%	98%	97%	94%	98%	98%	98%	98%	96%	95%	96%	100%
50-50/WILL NOT VOTE	64	24	40	29	12	11	13	40	12	9	3	0
	3%	2%	3%	6%	2%	2%	2%	2%	4%	5%	4%	0%
Definitely vote	2213	1052	1161	380	497	622	714	1644	253	169	63	83
	92%	93%	91%	83%	93%	94%	96%	93%	90%	88%	93%	97%
Probably vote	124	50	74	47	25	33	20	90	15	14	2	3
	5%	4%	6%	10%	5%	5%	3%	5%	5%	7%	3%	3%
50-50	64	24	40	29	12	11	13	40	12	9	3	0
	3%	2%	3%	6%	2%	2%	2%	2%	4%	5%	4%	0%
Will not vote	-	-	-	-	-	-	-	-	-	-	-	-
DNR – Don't know/Refused	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QV1k] What are the chances that you will vote in the November 2024 general election for President, Congress, and other offices?

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	2401	1557	844	1104	671	453	174	834	772	795	1200	1069	582	395	1149
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY VOTE	2337	1508	829	1072	662	436	166	811	743	782	1165	1047	549	387	1132
	97%	97%	98%	97%	99%	96%	96%	97%	96%	98%	97%	98%	94%	98%	98%
50-50/WILL NOT VOTE	64	48	16	32	8	17	7	23	29	13	35	21	32	7	18
	3%	3%	2%	3%	1%	4%	4%	3%	4%	2%	3%	2%	6%	2%	2%
Definitely vote	2213	1417	795	1011	634	407	161	783	673	757	1104	1004	508	370	1086
	92%	91%	94%	92%	94%	90%	93%	94%	87%	95%	92%	94%	87%	94%	94%
Probably vote	124	91	33	61	28	29	5	28	70	26	60	43	42	18	46
	5%	6%	4%	6%	4%	6%	3%	3%	9%	3%	5%	4%	7%	4%	4%
50-50	64	48	16	32	8	17	7	23	29	13	35	21	32	7	18
	3%	3%	2%	3%	1%	4%	4%	3%	4%	2%	3%	2%	6%	2%	2%
Will not vote	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DNR – Don't know/Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QV1k] What are the chances that you will vote in the November 2024 general election for President, Congress, and other offices?

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	2401 100	401 100	400 100	400 100	399 100	401 100	400 100	214 100	63 100	72 100	1701 100	157 100	222 100	55 100	137 100	154 100	26 100
DEFINITELY/PROBABLY VOTE	2337 97%	395 98%	389 97%	389 97%	384 96%	388 97%	393 98%	198 92%	58 93%	60 83%	1674 98%	154 98%	204 92%	54 99%	131 96%	139 90%	22 83%
50-50/WILL NOT VOTE	64 3%	6 2%	11 3%	11 3%	15 4%	13 3%	8 2%	16 8%	5 7%	12 17%	27 2%	3 2%	18 8%	1 1%	6 4%	15 10%	4 17%
Definitely vote	2213 92%	365 91%	369 92%	380 95%	358 90%	368 92%	373 93%	168 78%	53 84%	46 64%	1612 95%	144 91%	177 79%	49 90%	115 84%	127 82%	19 72%
Probably vote	124 5%	30 7%	20 5%	9 2%	26 7%	20 5%	20 5%	30 14%	5 8%	14 19%	62 4%	11 7%	28 12%	5 9%	17 12%	12 8%	3 12%
50-50	64 3%	6 2%	11 3%	11 3%	15 4%	13 3%	8 2%	16 8%	5 7%	12 17%	27 2%	3 2%	18 8%	1 1%	6 4%	15 10%	4 17%
Will not vote	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DNR – Don't know/Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QV1k] What are the chances that you will vote in the November 2024 general election for President, Congress, and other offices?

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	2401 100	701 100	543 100	654 100	439 100	226 100	237 100	321 100	342 100	229 100	297 100	344 100	405 100	348 100	743 100	440 100	870 100
DEFINITELY/PROBABLY VOTE	2337 97%	683 97%	522 96%	641 98%	429 98%	218 96%	234 98%	317 99%	334 98%	209 91%	289 97%	337 98%	400 99%	336 97%	716 96%	427 97%	857 99%
50-50/WILL NOT VOTE	64 3%	18 3%	21 4%	13 2%	10 2%	9 4%	4 2%	4 1%	7 2%	20 9%	8 3%	6 2%	5 1%	11 3%	27 4%	13 3%	13 1%
Definitely vote	2213 92%	650 93%	481 89%	623 95%	400 91%	197 87%	225 95%	301 94%	328 96%	183 80%	272 91%	321 93%	386 95%	317 91%	678 91%	403 92%	816 94%
Probably vote	124 5%	33 5%	40 7%	19 3%	29 7%	20 9%	8 3%	16 5%	6 2%	26 11%	17 6%	17 5%	14 3%	20 6%	39 5%	24 6%	41 5%
50-50	64 3%	18 3%	21 4%	13 2%	10 2%	9 4%	4 2%	4 1%	7 2%	20 9%	8 3%	6 2%	5 1%	11 3%	27 4%	13 3%	13 1%
Will not vote	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DNR – Don't know/Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QAge] What is your age?

	Total		Gender		Age				Race				
	Total		Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	2400		1125	1275	455	535	665	745	1774	280	192	67	86
	100		100	100	100	100	100	100	100	100	100	100	100
18-34	455		226	229	455	-	-	-	296	63	60	15	21
	19%		20%	18%	100%				17%	23%	31%	23%	24%
35-49	535		237	297	-	535	-	-	394	64	45	9	22
	22%		21%	23%		100%			22%	23%	24%	14%	26%
50-64	665		321	344	-	-	665	-	504	73	40	21	27
	28%		29%	27%			100%		28%	26%	21%	31%	32%
65+	745		341	405	-	-	-	745	580	81	47	22	16
	31%		30%	32%			100%		33%	29%	24%	32%	19%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[OAge] What is your age?

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	2400	1556	844	1104	671	452	174	833	772	795	1199	1069	581	395	1149
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
18-34	455	279	176	162	133	117	43	136	179	140	224	199	118	71	221
	19%	18%	21%	15%	20%	26%	25%	16%	23%	18%	19%	19%	20%	18%	19%
35-49	535	322	212	228	166	94	46	173	193	168	269	229	95	83	328
	22%	21%	25%	21%	25%	21%	26%	21%	25%	21%	22%	21%	16%	21%	28%
50-64	665	436	229	322	182	113	47	274	195	196	371	263	146	109	335
	28%	28%	27%	29%	27%	25%	27%	33%	25%	25%	31%	25%	25%	28%	29%
65+	745	518	227	391	189	127	38	250	204	292	335	378	221	132	267
	31%	33%	27%	35%	28%	28%	22%	30%	26%	37%	28%	35%	38%	33%	23%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QAge] What is your age?

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	2400	401	400	400	398	401	400	214	63	72	1700	157	222	55	137	154	26
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
18-34	455	77	79	79	79	75	67	56	22	28	195	54	88	30	53	35	10
	19%	19%	20%	20%	20%	19%	17%	26%	35%	39%	11%	35%	40%	54%	38%	23%	39%
35-49	535	83	96	88	93	89	85	65	11	16	363	45	62	15	34	23	7
	22%	21%	24%	22%	23%	22%	21%	31%	18%	21%	21%	28%	28%	27%	25%	15%	26%
50-64	665	103	116	110	107	110	119	46	16	15	499	29	53	6	18	35	1
	28%	26%	29%	27%	27%	27%	30%	21%	25%	21%	29%	18%	24%	12%	13%	22%	5%
65+	745	137	110	123	119	126	130	46	13	13	642	29	20	4	33	61	7
	31%	34%	27%	31%	30%	32%	32%	22%	21%	19%	38%	19%	9%	7%	24%	40%	29%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QAge] What is your age?

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	2400 100	701 100	543 100	653 100	439 100	226 100	237 100	321 100	341 100	229 100	297 100	344 100	405 100	348 100	742 100	440 100	870 100
18-34	455 19%	117 17%	109 20%	89 14%	136 31%	226 100%	-	-	-	229 100%	-	-	-	81 23%	118 16%	80 18%	176 20%
35-49	535 22%	193 27%	99 18%	142 22%	90 21%	-	237 100%	-	-	-	297 100%	-	-	83 24%	151 20%	92 21%	208 24%
50-64	665 28%	206 29%	129 24%	194 30%	109 25%	-	-	321 100%	-	-	-	344 100%	-	98 28%	212 29%	116 26%	239 27%
65+	745 31%	185 26%	206 38%	229 35%	103 24%	-	-	-	341 100%	-	-	-	405 100%	86 25%	261 35%	152 34%	247 28%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QPartyID] Do you consider yourself a...?

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	2401	1126	1275	455	535	665	746	1774	280	192	68	86
	100	100	100	100	100	100	100	100	100	100	100	100
Republican	834	417	417	136	173	274	251	691	29	58	23	33
	35%	37%	33%	30%	32%	41%	34%	39%	10%	30%	34%	39%
Democrat	795	333	462	140	168	196	292	513	175	66	21	19
	33%	30%	36%	31%	31%	29%	39%	29%	62%	34%	32%	22%
Independent	627	316	311	130	158	167	172	470	61	46	21	30
	26%	28%	24%	29%	30%	25%	23%	27%	22%	24%	31%	34%
Member of another party	33	16	17	10	6	5	12	25	3	4	-	1
	1%	1%	1%	2%	1%	1%	2%	1%	1%	2%		1%
Unsure	111	44	67	39	29	23	20	74	13	19	2	3
	5%	4%	5%	9%	5%	3%	3%	4%	5%	10%	4%	3%

Echelon Insights
Focus 2024 Survey
N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QPartyID] Do you consider yourself a...?

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	2401	1557	844	1104	671	453	174	834	772	795	1200	1069	582	395	1149
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Republican	834	548	286	445	246	103	40	834	-	-	704	115	192	139	415
	35%	35%	34%	40%	37%	23%	23%	100%			59%	11%	33%	35%	36%
Democrat	795	502	293	299	214	203	78	-	-	795	146	623	188	142	355
	33%	32%	35%	27%	32%	45%	45%			100%	12%	58%	32%	36%	31%
Independent	627	404	223	295	175	109	47	-	627	-	286	283	149	99	324
	26%	26%	26%	27%	26%	24%	27%		81%		24%	26%	26%	25%	28%
Member of another party	33	21	12	14	11	7	1	-	33	-	20	10	13	2	14
	1%	1%	1%	1%	2%	2%	1%		4%		2%	1%	2%	1%	1%
Unsure	111	81	31	51	24	30	7	-	111	-	44	38	41	12	41
	5%	5%	4%	5%	4%	7%	4%		14%		4%	4%	7%	3%	4%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QPartyID] Do you consider yourself a...?

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	2401	401	400	400	399	401	400	214	63	72	1701	157	222	55	137	154	26
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Republican	834	146	152	138	115	156	126	16	22	38	588	45	82	26	49	27	4
	35%	36%	38%	35%	29%	39%	32%	7%	35%	53%	35%	29%	37%	47%	36%	17%	16%
Democrat	795	110	125	125	137	160	137	26	14	2	602	57	54	14	31	79	14
	33%	28%	31%	31%	34%	40%	34%	12%	23%	3%	35%	36%	24%	26%	22%	51%	54%
Independent	627	123	102	106	126	64	106	126	17	23	422	44	71	10	44	35	6
	26%	31%	26%	27%	32%	16%	26%	59%	28%	31%	25%	28%	32%	19%	32%	22%	22%
Member of another party	33	7	2	7	8	4	5	7	-	3	26	2	1	2	2	0	-
	1%	2%	1%	2%	2%	1%	1%	3%		5%	2%	1%	1%	3%	2%	%	
Unsure	111	15	18	23	13	16	27	39	9	6	63	10	13	3	11	14	2
	5%	4%	5%	6%	3%	4%	7%	18%	14%	9%	4%	6%	6%	5%	8%	9%	8%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QPartyID] Do you consider yourself a...?

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	2401	701	543	654	439	226	237	321	342	229	297	344	405	348	743	440	870
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Republican	834	253	154	260	144	79	85	133	120	57	89	141	130	97	291	158	289
	35%	36%	28%	40%	33%	35%	36%	41%	35%	25%	30%	41%	32%	28%	39%	36%	33%
Democrat	795	239	208	186	131	58	71	81	123	82	97	115	168	151	214	124	305
	33%	34%	38%	28%	30%	26%	30%	25%	36%	36%	33%	33%	42%	44%	29%	28%	35%
Independent	627	165	142	175	138	68	71	97	81	62	88	70	91	78	189	130	230
	26%	24%	26%	27%	31%	30%	30%	30%	24%	27%	29%	20%	22%	22%	25%	30%	26%
Member of another party	33	8	8	7	9	6	2	2	6	4	4	3	6	2	11	5	16
	1%	1%	1%	1%	2%	3%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	2%
Unsure	111	35	30	26	18	15	10	8	11	24	20	15	9	19	38	23	30
	5%	5%	6%	4%	4%	7%	4%	3%	3%	11%	7%	4%	2%	6%	5%	5%	3%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QPartyGOP] Would you say you are...?

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	834	417	417	136	173	274	251	691	29	58	23	33
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	834	424	410	136	167	278	253	651	52	72	28	31
Firmly a Republican	643	327	316	110	121	213	199	539	19	46	19	20
	77%	78%	76%	80%	70%	78%	79%	78%	66%	78%	82%	61%
Not firmly a Republican	192	91	101	27	52	61	52	152	10	13	4	13
	23%	22%	24%	20%	30%	22%	21%	22%	34%	22%	18%	39%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QPartyGOP] Would you say you are...?

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	834	548	286	445	246	103	40	834	-	-	704	115	192	139	415
	100	100	100	100	100	100	100	100			100	100	100	100	100
Unweighted Total	834	540	294	426	225	114	69	834	-	-	687	125	188	143	420
Firmly a Republican	643	433	209	355	184	78	25	643	-	-	589	47	155	104	317
	77%	79%	73%	80%	75%	76%	64%	77%			84%	41%	81%	75%	76%
Not firmly a Republican	192	115	77	90	62	25	15	192	-	-	114	68	36	35	99
	23%	21%	27%	20%	25%	24%	36%	23%			16%	59%	19%	25%	24%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QPartyGOP] Would you say you are...?

	Total	State						Swing			Vote History			Moved by Messaging			
		AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	834	146	152	138	115	156	126	16	22	38	588	45	82	26	49	27	4
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	834	151	155	139	127	151	111	22	18	41	581	51	97	27	55	27	5
Firmly a Republican	643	112	121	109	91	110	100	7	17	27	443	35	73	17	35	16	4
	77%	77%	79%	79%	79%	70%	79%	42%	76%	70%	75%	77%	88%	67%	71%	62%	100%
Not firmly a Republican	192	34	31	29	24	47	26	9	5	12	145	11	10	9	14	10	-
	23%	23%	21%	21%	21%	30%	21%	58%	24%	30%	25%	23%	12%	33%	29%	38%	-

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QPartyGOP] Would you say you are...?

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	834	253	154	260	144	79	85	133	120	57	89	141	130	97	291	158	289
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	834	254	147	274	139	81	85	133	125	55	82	145	128	112	303	149	270
Firmly a Republican	643	196	113	202	117	63	60	106	97	46	61	107	101	77	222	117	227
	77%	77%	73%	78%	81%	79%	71%	80%	81%	82%	69%	76%	78%	80%	76%	74%	79%
Not firmly a Republican	192	58	41	58	27	16	24	27	23	10	28	34	29	19	69	41	62
	23%	23%	27%	22%	19%	21%	29%	20%	19%	18%	31%	24%	22%	20%	24%	26%	21%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QPartyDem] Would you say you are...?

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	795	333	462	140	168	196	292	513	175	66	21	19
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	792	336	456	128	162	196	306	557	134	60	17	24
Firmly a Democrat	615	250	365	107	127	152	229	381	151	49	19	14
	77%	75%	79%	76%	76%	78%	78%	74%	86%	74%	89%	75%
Not firmly a Democrat	180	83	97	33	41	43	63	132	24	17	2	5
	23%	25%	21%	24%	24%	22%	22%	26%	14%	26%	11%	25%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QPartyDem] Would you say you are...?

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	795	502	293	299	214	203	78	-	-	795	146	623	188	142	355
	100	100	100	100	100	100	100			100	100	100	100	100	100
Unweighted Total	792	481	311	328	229	153	82	-	-	792	155	611	180	138	370
Firmly a Democrat	615	397	218	227	154	169	64	-	-	615	74	528	153	104	271
	77%	79%	75%	76%	72%	83%	82%			77%	50%	85%	82%	73%	76%
Not firmly a Democrat	180	105	75	72	60	34	14	-	-	180	72	96	34	38	85
	23%	21%	25%	24%	28%	17%	18%			23%	50%	15%	18%	27%	24%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QPartyDem] Would you say you are...?

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	795	110	125	125	137	160	137	26	14	2	602	57	54	14	31	79	14
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	792	107	115	120	141	156	153	26	12	3	615	49	55	12	30	80	15
Firmly a Democrat	615	83	105	104	101	115	107	14	11	0	465	44	42	9	18	58	11
	77%	75%	84%	83%	74%	72%	78%	53%	76%	23%	77%	78%	78%	65%	57%	74%	81%
Not firmly a Democrat	180	27	20	22	36	45	30	12	3	2	137	13	12	5	13	21	3
	23%	25%	16%	17%	26%	28%	22%	47%	24%	77%	23%	22%	22%	35%	43%	26%	19%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QPartyDem] Would you say you are...?

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	795	239	208	186	131	58	71	81	123	82	97	115	168	151	214	124	305
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	792	241	200	197	125	54	72	80	130	74	90	116	176	133	236	133	290
Firmly a Democrat	615	187	166	132	104	47	53	62	88	59	74	91	141	126	159	93	237
	77%	78%	80%	71%	79%	81%	75%	76%	71%	73%	76%	79%	84%	83%	74%	75%	78%
Not firmly a Democrat	180	52	42	54	28	11	18	19	36	22	23	24	27	25	55	31	68
	23%	22%	20%	29%	21%	19%	25%	24%	29%	27%	24%	21%	16%	17%	26%	25%	22%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QPartyLeanView] Even if neither political party perfectly represents your views, who do you agree with more often on issues that are important to you?

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	772	376	395	179	193	195	204	570	77	68	23	33
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	775	397	378	183	194	198	200	540	94	79	27	35
Republicans	275	142	133	51	84	74	67	211	17	25	12	12
	36%	38%	34%	28%	43%	38%	33%	37%	22%	36%	51%	35%
Democrats	259	130	129	57	58	68	75	200	30	18	3	8
	34%	34%	33%	32%	30%	35%	37%	35%	39%	26%	12%	23%
Both equally often	139	65	75	35	37	35	32	99	17	13	7	4
	18%	17%	19%	20%	19%	18%	16%	17%	22%	19%	30%	12%
Unsure	99	40	59	36	15	18	30	61	13	13	2	10
	13%	11%	15%	20%	8%	9%	15%	11%	17%	19%	7%	30%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QPartyLeanView] Even if neither political party perfectly represents your views, who do you agree with more often on issues that are important to you?

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	772	506	265	360	210	146	55	-	772	-	350	331	202	114	379
	100	100	100	100	100	100	100	-	100	-	100	100	100	100	100
Unweighted Total	775	491	284	338	202	153	82	-	775	-	356	309	197	117	380
Republicans	275	185	90	141	70	44	20	-	275	-	228	27	79	41	135
	36%	37%	34%	39%	33%	30%	37%	-	36%	-	65%	8%	39%	36%	36%
Democrats	259	161	97	119	80	42	17	-	259	-	27	217	67	48	125
	34%	32%	37%	33%	38%	29%	30%	-	34%	-	8%	66%	33%	42%	33%
Both equally often	139	93	46	61	38	32	8	-	139	-	58	54	27	14	75
	18%	18%	17%	17%	18%	22%	15%	-	18%	-	17%	16%	13%	13%	20%
Unsure	99	67	32	39	22	28	10	-	99	-	37	33	29	10	44
	13%	13%	12%	11%	10%	19%	18%	-	13%	-	11%	10%	14%	8%	12%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QPartyLeanView] Even if neither political party perfectly represents your views, who do you agree with more often on issues that are important to you?

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	772	145	123	136	147	84	137	172	26	32	511	55	86	15	57	48	8
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	775	143	130	141	132	93	136	191	23	35	485	61	109	15	59	49	7
Republicans	275	50	49	50	52	32	43	68	12	22	191	14	33	7	20	7	-
	36%	34%	40%	37%	35%	38%	31%	39%	44%	69%	37%	26%	38%	45%	36%	14%	
Democrats	259	60	30	44	37	31	57	48	4	4	188	17	24	1	10	20	2
	34%	41%	24%	32%	25%	37%	41%	28%	15%	13%	37%	30%	28%	7%	17%	42%	31%
Both equally often	139	19	29	21	36	8	26	27	9	1	76	21	15	5	16	14	3
	18%	13%	24%	15%	24%	10%	19%	16%	35%	3%	15%	38%	17%	36%	28%	29%	36%
Unsure	99	16	15	22	23	12	11	29	1	5	55	3	14	2	11	8	3
	13%	11%	12%	16%	15%	15%	8%	17%	6%	14%	11%	6%	17%	12%	20%	16%	33%

Echelon Insights
 Focus 2024 Survey
 N=2,401 Registered Voters in the Likely Electorate in AZ, GA, MI, NV, PA, WI, March 12-19, 2024, Margin of Error=+/-2.3 Percentage Points

[QPartyLeanView] Even if neither political party perfectly represents your views, who do you agree with more often on issues that are important to you?

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	772	209	181	208	164	89	82	107	98	90	111	88	106	100	237	158	276
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	775	195	172	226	163	100	91	108	98	83	103	90	102	109	265	143	258
Republicans	275	78	54	70	70	31	40	38	34	20	44	36	33	36	82	52	106
	36%	38%	30%	34%	43%	35%	48%	35%	35%	22%	40%	41%	31%	36%	35%	33%	38%
Democrats	259	66	63	73	54	29	24	42	34	28	34	26	41	31	78	53	96
	34%	32%	35%	35%	33%	33%	29%	39%	35%	31%	30%	29%	39%	31%	33%	34%	35%
Both equally often	139	41	32	40	25	14	13	19	18	21	23	17	14	21	41	37	41
	18%	20%	18%	19%	15%	16%	16%	18%	19%	23%	21%	19%	13%	21%	17%	23%	15%
Unsure	99	23	33	25	15	15	5	9	12	21	10	9	18	12	37	17	33
	13%	11%	18%	12%	9%	17%	6%	8%	12%	23%	9%	10%	17%	12%	15%	11%	12%

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[QPartyConsolidated] QParty and QPartyLeanView

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	2401	1126	1275	455	535	665	746	1774	280	192	68	86
	100	100	100	100	100	100	100	100	100	100	100	100
Total Republican+Republican-leaning Independents	1110	559	550	187	257	348	317	902	45	83	35	45
	46%	50%	43%	41%	48%	52%	43%	51%	16%	43%	52%	52%
Total Democratic+Democratic-leaning Independents	1054	462	591	197	226	263	367	713	205	84	24	27
	44%	41%	46%	43%	42%	40%	49%	40%	73%	44%	36%	32%
Total Independent	238	105	133	71	51	53	62	160	30	26	8	14
	10%	9%	10%	16%	10%	8%	8%	9%	11%	13%	12%	16%

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	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	2401	1557	844	1104	671	453	174	834	772	795	1200	1069	582	395	1149
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Total Republican+Republican-leaning Independents	1110	733	376	586	316	148	60	834	275	-	932	141	271	180	550
	46%	47%	45%	53%	47%	33%	35%	100%	36%	-	78%	13%	47%	46%	48%
Total Democratic+Democratic-leaning Independents	1054	664	390	418	295	246	95	-	259	795	173	840	254	190	480
	44%	43%	46%	38%	44%	54%	55%	-	34%	100%	14%	79%	44%	48%	42%
Total Independent	238	160	78	100	60	60	18	-	238	-	95	87	56	24	119
	10%	10%	9%	9%	9%	13%	10%	-	31%	-	8%	8%	10%	6%	10%

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	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Swing	Biden 2020 to Trump 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2022 and not 2020	Did Not Vote in Either	Switched To Support	Moved Toward Support	Moved Toward Oppose	Switched To Oppose
Total	2401	401	400	400	399	401	400	214	63	72	1701	157	222	55	137	154	26
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Total Republican+Republican-leaning Independents	1110	196	202	188	167	189	169	84	34	60	780	60	115	33	70	33	4
	46%	49%	50%	47%	42%	47%	42%	39%	54%	83%	46%	38%	52%	60%	51%	22%	16%
Total Democratic+Democratic-leaning Independents	1054	170	155	169	174	192	194	74	18	6	790	74	78	15	40	99	16
	44%	43%	39%	42%	44%	48%	48%	35%	29%	9%	46%	47%	35%	27%	30%	64%	63%
Total Independent	238	35	44	42	58	20	38	56	11	6	131	24	29	7	27	21	5
	10%	9%	11%	11%	15%	5%	9%	26%	17%	8%	8%	15%	13%	13%	20%	14%	21%

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Total	2401	701	543	654	439	226	237	321	342	229	297	344	405	348	743	440	870
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Total Republican+Republican-leaning Independents	1110	332	208	330	214	110	124	171	154	77	133	177	163	132	373	209	395
	46%	47%	38%	51%	49%	49%	52%	53%	45%	33%	45%	52%	40%	38%	50%	48%	45%
Total Democratic+Democratic-leaning Independents	1054	305	271	259	186	87	95	123	158	110	131	141	209	182	292	177	402
	44%	44%	50%	40%	42%	38%	40%	38%	46%	48%	44%	41%	52%	52%	39%	40%	46%
Total Independent	238	64	65	64	40	29	18	28	30	42	33	26	32	33	78	53	74
	10%	9%	12%	10%	9%	13%	8%	9%	9%	18%	11%	7%	8%	10%	10%	12%	8%