

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	401	188	213	77	83	103	137	281	20	67	9	24
	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	151	62	89	25	30	33	63	104	14	28	-	4
	38%	33%	42%	33%	36%	32%	46%	37%	72%	42%	-	18%
STRONGLY/SOMEWHAT DISAPPROVE	244	126	118	50	53	69	71	174	5	36	9	20
	61%	67%	55%	65%	64%	67%	52%	62%	24%	54%	100%	82%
Strongly approve	94	39	55	10	13	18	52	64	10	17	-	3
	23%	21%	26%	14%	16%	18%	38%	23%	50%	25%	-	13%
Somewhat approve	58	24	34	15	17	14	12	40	4	12	-	1
	14%	13%	16%	19%	20%	14%	8%	14%	22%	17%	-	5%
Somewhat disapprove	33	19	13	15	8	4	6	21	3	5	-	5
	8%	10%	6%	20%	9%	4%	4%	7%	13%	7%	-	19%
Strongly disapprove	211	107	105	35	45	65	66	153	2	32	9	15
	53%	57%	49%	45%	54%	63%	48%	55%	12%	47%	100%	63%
DNR – Don't know/Refused	6	-	6	2	-	1	3	2	1	3	-	-
	1%	-	3%	2%	-	1%	2%	1%	3%	4%	-	-

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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	401 100	263 100	138 100	172 100	108 100	91 100	30 100	146 100	145 100	110 100	203 100	179 100	95 100	75 100	198 100
STRONGLY/SOMEWHAT APPROVE	151 38%	86 33%	66 48%	52 30%	52 48%	34 37%	13 45%	25 17%	50 35%	76 69%	5 2%	145 81%	36 37%	29 39%	78 39%
STRONGLY/SOMEWHAT DISAPPROVE	244 61%	172 65%	72 52%	118 69%	56 52%	54 59%	16 55%	121 83%	91 63%	32 29%	198 98%	28 15%	60 63%	45 60%	118 59%
Strongly approve	94 23%	53 20%	41 30%	31 18%	33 31%	22 24%	8 27%	20 13%	21 15%	53 48%	4 2%	88 49%	24 26%	17 23%	46 23%
Somewhat approve	58 14%	33 13%	25 18%	21 12%	19 18%	12 13%	5 18%	5 4%	29 20%	23 21%	0 0%	57 32%	11 12%	12 16%	32 16%
Somewhat disapprove	33 8%	20 7%	13 9%	10 6%	10 10%	9 10%	3 9%	9 6%	19 13%	5 5%	12 6%	17 10%	9 9%	3 4%	19 10%
Strongly disapprove	211 53%	152 58%	59 43%	108 62%	45 42%	44 49%	14 47%	112 77%	72 50%	27 24%	186 92%	10 6%	51 53%	42 56%	98 50%
DNR – Don't know/Refused	6 1%	6 2%	-	2 1%	-	3 4%	-	-	3 2%	3 2%	-	6 3%	-	1 1%	2 1%

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Total	401 100	401 100	-	-	-	-	-	25 100	8 100	20 100	268 100	63 100	38 100	8 100	19 100	19 100	1 100
STRONGLY/SOMEWHAT APPROVE	151 38%	151 38%	-	-	-	-	-	3 12%	-	0 2%	113 42%	19 31%	9 24%	-	2 12%	18 97%	1 100%
STRONGLY/SOMEWHAT DISAPPROVE	244 61%	244 61%	-	-	-	-	-	22 88%	8 100%	20 98%	149 56%	44 69%	29 76%	8 100%	17 88%	1 3%	-
Strongly approve	94 23%	94 23%	-	-	-	-	-	1 4%	-	0 1%	75 28%	11 18%	4 10%	-	-	14 72%	-
Somewhat approve	58 14%	58 14%	-	-	-	-	-	2 8%	-	0 1%	38 14%	8 13%	5 14%	-	2 12%	5 25%	1 100%
Somewhat disapprove	33 8%	33 8%	-	-	-	-	-	4 15%	5 63%	0 2%	24 9%	4 6%	1 4%	2 21%	5 29%	-	-
Strongly disapprove	211 53%	211 53%	-	-	-	-	-	18 73%	3 37%	19 96%	125 47%	40 63%	27 72%	6 79%	11 59%	1 3%	-
DNR – Don't know/Refused	6 1%	6 1%	-	-	-	-	-	-	-	-	6 2%	-	-	-	-	-	-

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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	401 100	107 100	100 100	107 100	74 100	47 100	29 100	52 100	61 100	31 100	55 100	51 100	76 100	55 100	70 100	111 100	165 100
STRONGLY/SOMEWHAT APPROVE	151 38%	40 38%	44 44%	37 34%	25 34%	15 33%	9 31%	14 28%	24 39%	10 33%	21 39%	18 35%	39 52%	19 34%	27 39%	45 40%	60 36%
STRONGLY/SOMEWHAT DISAPPROVE	244 61%	62 58%	55 55%	70 66%	49 66%	31 67%	20 69%	38 72%	37 61%	19 61%	33 61%	32 62%	34 45%	36 64%	43 61%	63 57%	102 62%
Strongly approve	94 23%	28 26%	23 23%	21 19%	18 24%	7 15%	5 19%	7 13%	20 32%	3 11%	8 15%	12 23%	32 42%	16 28%	17 24%	30 27%	31 19%
Somewhat approve	58 14%	13 12%	21 21%	16 15%	7 10%	8 17%	4 12%	8 15%	4 7%	7 22%	13 25%	6 13%	7 10%	3 6%	11 15%	15 13%	29 18%
Somewhat disapprove	33 8%	9 9%	4 4%	7 6%	12 16%	12 25%	3 10%	2 3%	3 5%	4 12%	5 9%	2 5%	3 3%	5 8%	2 3%	8 7%	17 11%
Strongly disapprove	211 53%	52 49%	51 51%	63 59%	37 49%	20 42%	17 58%	36 69%	34 56%	15 49%	28 52%	29 57%	32 41%	31 56%	41 58%	55 50%	85 51%
DNR – Don't know/Refused	6 1%	5 4%	1 1%	-	-	-	-	-	-	2 6%	-	1 3%	3 4%	1 1%	-	3 2%	2 1%

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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	401	188	213	77	83	103	137	281	20	67	9	24
	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	202	107	96	37	39	59	67	151	1	25	8	19
	50%	57%	45%	48%	47%	57%	49%	54%	4%	36%	85%	78%
STRONGLY/SOMEWHAT DISAPPROVE	197	80	117	40	43	45	69	128	19	43	1	5
	49%	42%	55%	51%	52%	43%	50%	46%	96%	63%	15%	22%
Strongly approve	129	74	56	15	25	40	50	107	1	12	2	8
	32%	39%	26%	19%	30%	39%	36%	38%	4%	18%	24%	31%
Somewhat approve	73	33	40	23	14	19	18	44	-	12	6	11
	18%	18%	19%	29%	17%	18%	13%	16%	-	18%	62%	47%
Somewhat disapprove	25	10	15	8	5	6	6	16	1	8	-	0
	6%	5%	7%	10%	5%	6%	5%	6%	3%	12%	-	1%
Strongly disapprove	172	70	102	32	39	39	63	112	19	35	1	5
	43%	37%	48%	41%	46%	38%	46%	40%	93%	51%	15%	20%
DNR – Don't know/Refused	2	2	-	0	1	-	1	2	-	0	-	-
	*%	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	401	263	138	172	108	91	30	146	145	110	203	179	95	75	198
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	202	142	60	101	50	41	11	115	63	25	188	11	46	39	98
	50%	54%	44%	59%	46%	45%	36%	79%	43%	23%	93%	6%	48%	53%	50%
STRONGLY/SOMEWHAT DISAPPROVE	197	119	77	70	59	50	18	31	81	85	14	168	49	35	98
	49%	45%	56%	40%	54%	55%	62%	21%	56%	77%	7%	94%	51%	47%	50%
Strongly approve	129	90	40	72	35	18	5	73	34	22	124	6	32	27	56
	32%	34%	29%	42%	32%	20%	17%	50%	24%	20%	61%	3%	33%	37%	28%
Somewhat approve	73	52	21	29	15	23	6	42	29	3	64	5	14	12	42
	18%	20%	15%	17%	14%	25%	20%	29%	20%	2%	31%	3%	15%	16%	21%
Somewhat disapprove	25	17	8	11	5	6	3	7	12	6	12	8	7	2	14
	6%	6%	6%	7%	4%	6%	11%	5%	8%	5%	6%	5%	7%	3%	7%
Strongly disapprove	172	102	69	58	54	44	15	24	69	79	2	160	42	33	84
	43%	39%	50%	34%	50%	49%	52%	16%	48%	72%	1%	89%	44%	44%	43%
DNR – Don't know/Refused	2	2	0	2	-	-	0	1	1	0	1	-	0	-	2
	*%	1%	*%	1%			1%	*%	1%	*%	1%		*%		1%

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Total	401 100	401 100	-	-	-	-	-	25 100	8 100	20 100	268 100	63 100	38 100	8 100	19 100	19 100	1 100
STRONGLY/SOMEWHAT APPROVE	202 50%	202 50%	-	-	-	-	-	8 32%	6 74%	17 84%	126 47%	37 59%	20 53%	5 57%	9 47%	1 5%	-
STRONGLY/SOMEWHAT DISAPPROVE	197 49%	197 49%	-	-	-	-	-	17 66%	2 26%	2 11%	141 53%	26 41%	17 44%	3 43%	10 53%	18 95%	1 100%
Strongly approve	129 32%	129 32%	-	-	-	-	-	-	-	13 64%	79 29%	26 41%	11 30%	4 48%	5 29%	0 1%	-
Somewhat approve	73 18%	73 18%	-	-	-	-	-	8 32%	6 74%	4 20%	48 18%	11 18%	9 23%	1 9%	4 19%	1 3%	-
Somewhat disapprove	25 6%	25 6%	-	-	-	-	-	7 26%	2 26%	2 11%	13 5%	5 9%	4 9%	0 4%	1 6%	3 18%	-
Strongly disapprove	172 43%	172 43%	-	-	-	-	-	10 39%	-	-	128 48%	20 32%	13 35%	3 39%	9 46%	15 77%	1 100%
DNR – Don't know/Refused	2 *%	2 *%	-	-	-	-	-	1 3%	-	1 5%	1 *%	0 1%	1 3%	-	-	-	-

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Total	401 100	107 100	100 100	107 100	74 100	47 100	29 100	52 100	61 100	31 100	55 100	51 100	76 100	55 100	70 100	111 100	165 100
STRONGLY/SOMEWHAT APPROVE	202 50%	48 45%	47 47%	64 60%	37 50%	22 47%	16 56%	33 63%	36 59%	15 50%	23 42%	26 51%	31 41%	27 49%	37 53%	57 52%	81 49%
STRONGLY/SOMEWHAT DISAPPROVE	197 49%	59 55%	53 53%	43 40%	36 48%	24 52%	12 40%	19 37%	24 40%	15 50%	32 58%	25 49%	45 59%	27 48%	33 47%	53 48%	84 51%
Strongly approve	129 32%	26 24%	30 30%	48 45%	21 28%	9 20%	11 38%	26 51%	27 44%	6 18%	14 26%	13 26%	23 30%	18 33%	29 41%	37 33%	46 28%
Somewhat approve	73 18%	22 21%	16 16%	16 15%	17 22%	13 27%	5 18%	6 12%	9 15%	10 32%	9 16%	12 24%	9 11%	9 16%	9 12%	20 18%	35 21%
Somewhat disapprove	25 6%	12 11%	3 3%	6 6%	3 4%	4 8%	1 5%	1 2%	3 5%	4 13%	3 6%	4 9%	3 4%	5 9%	3 4%	3 3%	14 9%
Strongly disapprove	172 43%	47 44%	50 50%	36 34%	32 44%	20 44%	10 36%	18 34%	21 35%	11 37%	28 52%	21 41%	42 55%	22 40%	30 43%	50 45%	70 42%
DNR – Don't know/Refused	2 *%	-	-	1 1%	1 2%	0 1%	1 4%	-	1 1%	-	-	-	-	1 2%	-	1 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	401	188	213	77	83	103	137	281	20	67	9	24
	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY/LEAN THE REPUBLICAN CANDIDATE	199	105	94	33	41	63	62	145	1	26	8	19
	50%	56%	44%	43%	49%	61%	45%	52%	4%	39%	85%	80%
DEFINITELY/PROBABLY/LEAN THE DEMOCRATIC CANDIDATE	175	72	103	37	36	35	66	118	19	34	1	3
	44%	38%	48%	48%	43%	34%	48%	42%	93%	50%	15%	13%
Definitely the Republican candidate	152	79	73	20	31	51	49	116	1	19	6	10
	38%	42%	34%	26%	38%	50%	36%	41%	4%	29%	64%	44%
Probably the Republican candidate	43	23	19	13	8	11	11	26	-	6	2	9
	11%	12%	9%	16%	10%	11%	8%	9%	-	9%	21%	36%
Lean, the Republican candidate	4	2	2	0	1	1	2	3	-	1	-	-
	1%	1%	1%	0%	1%	1%	1%	1%	-	1%	-	-
Probably the Democratic candidate	32	17	15	11	8	6	7	23	2	5	1	-
	8%	9%	7%	14%	10%	6%	5%	8%	12%	8%	15%	-
Definitely the Democratic candidate	140	53	87	26	28	29	57	94	15	28	-	3
	35%	28%	41%	34%	34%	28%	42%	33%	77%	41%	-	13%
Lean, the Democratic candidate	3	2	1	1	-	-	2	1	1	1	-	-
	1%	1%	0%	1%	-	-	2%	0%	5%	1%	-	-
Unsure	27	11	16	7	6	5	9	17	0	8	-	2
	7%	6%	7%	9%	8%	5%	6%	6%	3%	11%	-	7%

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Total	401	263	138	172	108	91	30	146	145	110	203	179	95	75	198
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY/LEAN THE REPUBLICAN CANDIDATE	199	140	59	98	47	42	12	116	58	25	192	0	51	37	95
	50%	53%	43%	57%	44%	47%	39%	79%	40%	23%	95%	*%	53%	49%	48%
DEFINITELY/PROBABLY/LEAN THE DEMOCRATIC CANDIDATE	175	103	71	61	57	43	14	22	68	85	3	167	38	36	88
	44%	39%	52%	35%	53%	47%	48%	15%	47%	77%	2%	93%	40%	48%	45%
Definitely the Republican candidate	152	106	46	76	40	30	7	94	35	23	151	-	32	25	79
	38%	40%	34%	44%	37%	33%	22%	64%	24%	21%	74%	-	34%	34%	40%
Probably the Republican candidate	43	31	12	19	7	12	5	22	19	2	38	-	15	11	15
	11%	12%	9%	11%	7%	13%	17%	15%	13%	2%	19%	-	16%	15%	8%
Lean, the Republican candidate	4	4	0	3	0	1	-	-	4	-	3	0	3	-	1
	1%	1%	*%	2%	*%	1%	-	-	3%	-	1%	*%	3%	-	1%
Probably the Democratic candidate	32	19	12	13	10	6	2	4	21	7	1	26	6	5	19
	8%	7%	9%	8%	9%	7%	8%	3%	15%	6%	1%	15%	7%	7%	9%
Definitely the Democratic candidate	140	83	57	48	46	35	11	18	44	77	1	138	31	30	69
	35%	32%	41%	28%	42%	39%	37%	13%	31%	70%	*%	77%	33%	40%	35%
Lean, the Democratic candidate	3	1	2	-	1	1	1	-	2	1	1	2	1	1	1
	1%	*%	2%	-	1%	1%	3%	-	2%	1%	*%	1%	1%	1%	1%
Unsure	27	19	8	13	4	6	4	8	18	1	8	12	6	2	14
	7%	7%	6%	8%	4%	7%	13%	5%	13%	*%	4%	7%	7%	3%	7%

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Total	401 100	401 100	-	-	-	-	-	25 100	8 100	20 100	268 100	63 100	38 100	8 100	19 100	19 100	1 100			
DEFINITELY/PROBABLY/LEAN THE REPUBLICAN CANDIDATE	199 50%	199 50%	-	-	-	-	-	9 37%	7 92%	19 97%	120 45%	38 60%	22 57%	5 57%	9 50%	1 5%	-			
DEFINITELY/PROBABLY/LEAN THE DEMOCRATIC CANDIDATE	175 44%	175 44%	-	-	-	-	-	7 28%	-	0 1%	130 49%	21 34%	13 34%	2 21%	7 37%	15 80%	1 100%			
Definitely the Republican candidate	152 38%	152 38%	-	-	-	-	-	3 13%	2 29%	13 62%	89 33%	30 48%	16 42%	4 48%	8 41%	1 5%	-			
Probably the Republican candidate	43 11%	43 11%	-	-	-	-	-	5 20%	5 63%	6 29%	29 11%	7 10%	4 11%	1 9%	2 9%	-	-			
Lean, the Republican candidate	4 1%	4 1%	-	-	-	-	-	1 4%	-	1 5%	2 1%	1 1%	1 4%	-	-	-	-			
Probably the Democratic candidate	32 8%	32 8%	-	-	-	-	-	6 22%	-	0 1%	21 8%	4 6%	4 12%	1 12%	4 19%	1 7%	1 100%			
Definitely the Democratic candidate	140 35%	140 35%	-	-	-	-	-	2 6%	-	-	108 40%	17 28%	8 20%	1 9%	3 18%	14 73%	-			
Lean, the Democratic candidate	3 1%	3 1%	-	-	-	-	-	-	-	-	1 *	-	1 2%	-	-	-	-			
Unsure	27 7%	27 7%	-	-	-	-	-	9 35%	1 8%	0 2%	18 7%	4 7%	3 9%	2 22%	2 13%	3 15%	-			

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	401	107	100	107	74	47	29	52	61	31	55	51	76	55	70	111	165
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY/LEAN THE REPUBLICAN CANDIDATE	199	50	43	62	38	22	16	34	32	11	24	29	30	27	36	54	82
	50%	47%	43%	58%	51%	48%	57%	66%	52%	34%	45%	57%	40%	49%	52%	49%	50%
DEFINITELY/PROBABLY/LEAN THE DEMOCRATIC CANDIDATE	175	50	48	39	32	20	11	15	25	17	25	20	41	26	27	51	71
	44%	47%	48%	36%	43%	44%	40%	29%	42%	56%	45%	39%	54%	47%	38%	46%	43%
Definitely the Republican candidate	152	41	32	52	22	12	12	31	25	8	19	21	25	20	30	38	64
	38%	38%	32%	48%	30%	25%	43%	59%	40%	27%	35%	40%	33%	36%	43%	34%	39%
Probably the Republican candidate	43	10	9	10	13	10	3	3	7	2	5	8	4	6	6	13	18
	11%	9%	9%	9%	18%	22%	11%	6%	12%	8%	10%	16%	5%	11%	9%	12%	11%
Lean, the Republican candidate	4	-	2	-	2	0	1	1	-	-	-	-	2	1	-	3	-
	1%		2%		3%	1%	4%	2%					3%	2%		3%	
Probably the Democratic candidate	32	7	7	7	9	7	4	3	4	4	4	4	3	5	4	8	13
	8%	7%	7%	7%	12%	15%	13%	5%	6%	11%	8%	7%	4%	9%	6%	8%	8%
Definitely the Democratic candidate	140	42	40	30	22	13	8	12	20	13	21	16	38	20	22	41	56
	35%	40%	40%	28%	29%	28%	27%	24%	32%	42%	38%	32%	50%	36%	32%	37%	34%
Lean, the Democratic candidate	3	-	1	1	1	-	-	-	2	1	-	-	-	1	-	1	1
	1%		1%	1%	1%				4%	2%				1%		1%	1%
Unsure	27	7	9	6	5	4	1	3	4	3	5	2	5	2	7	5	12
	7%	6%	9%	6%	6%	9%	3%	5%	6%	10%	10%	5%	6%	4%	10%	5%	7%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	401	188	213	77	83	103	137	281	20	67	9	24
	100	100	100	100	100	100	100	100	100	100	100	100
DONALD TRUMP, DEFINITELY/ PROBABLY/LEAN	203	106	97	37	41	62	62	147	1	28	8	19
	51%	56%	46%	48%	50%	60%	45%	52%	7%	42%	85%	80%
JOE BIDEN, DEFINITELY/ PROBABLY/LEAN	179	72	107	36	36	37	71	122	18	33	1	5
	45%	38%	50%	46%	43%	36%	52%	44%	88%	49%	15%	20%
Donald Trump, definitely	182	98	84	29	34	60	59	134	1	23	8	16
	45%	52%	39%	37%	41%	58%	43%	48%	7%	34%	85%	66%
Donald Trump, probably	20	8	12	8	6	3	3	12	-	5	-	3
	5%	4%	6%	11%	8%	3%	2%	4%	-	7%	-	14%
Donald Trump, lean	1	-	1	-	1	-	-	1	-	-	-	-
	*%		*%		1%			*%				
Joe Biden, probably	18	7	11	9	3	1	5	10	3	3	-	1
	4%	4%	5%	12%	3%	1%	3%	4%	17%	5%	-	5%
Joe Biden, definitely	159	64	95	25	33	36	64	109	14	30	1	4
	40%	34%	45%	33%	39%	35%	47%	39%	71%	45%	15%	15%
Joe Biden, lean	3	2	1	1	-	-	2	3	-	-	-	-
	1%	1%	*%	1%			1%	1%				
Unsure	19	10	9	5	6	4	4	12	1	6	-	-
	5%	5%	4%	6%	8%	4%	3%	4%	5%	9%		

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	401	263	138	172	108	91	30	146	145	110	203	179	95	75	198
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DONALD TRUMP, DEFINITELY/ PROBABLY/LEAN	203	146	57	102	44	44	12	117	58	28	203	-	53	35	97
	51%	56%	41%	59%	41%	48%	41%	80%	40%	25%	100%	-	55%	47%	49%
JOE BIDEN, DEFINITELY/ PROBABLY/LEAN	179	105	74	62	60	43	14	25	71	83	-	179	39	35	91
	45%	40%	54%	36%	56%	47%	47%	17%	49%	75%	-	100%	41%	47%	46%
Donald Trump, definitely	182	132	50	93	40	39	9	107	48	26	182	-	43	33	91
	45%	50%	36%	54%	37%	42%	32%	74%	33%	23%	90%	-	46%	44%	46%
Donald Trump, probably	20	14	7	8	4	5	3	10	9	2	20	-	9	3	6
	5%	5%	5%	5%	4%	6%	10%	7%	6%	2%	10%	-	9%	4%	3%
Donald Trump, lean	1	1	-	1	-	-	-	-	1	-	1	-	1	-	-
	1%	1%	0%	1%	0%	0%	0%	0%	1%	0%	1%	0%	1%	0%	0%
Joe Biden, probably	18	12	6	7	3	5	3	2	13	3	-	18	3	8	6
	4%	5%	4%	4%	3%	5%	9%	2%	9%	2%	-	10%	3%	10%	3%
Joe Biden, definitely	159	93	65	55	54	38	11	22	56	80	-	159	35	27	83
	40%	35%	47%	32%	50%	42%	38%	15%	39%	73%	-	100%	37%	36%	42%
Joe Biden, lean	3	-	3	-	3	-	-	-	3	-	-	3	1	-	2
	1%	0%	2%	0%	3%	0%	0%	0%	2%	0%	-	2%	1%	0%	1%
Unsure	19	12	7	8	4	4	3	4	15	-	-	-	3	4	10
	5%	5%	5%	5%	4%	4%	12%	3%	11%	0%	-	-	4%	6%	5%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 Percentage Points

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

	Total	State						Swing	Swing Voters		Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	401 100	401 100	-	-	-	-	-	25 100	8 100	20 100	268 100	63 100	38 100	8 100	19 100	19 100	1 100
DONALD TRUMP, DEFINITELY/ PROBABLY/LEAN	203 51%	203 51%	-	-	-	-	-	3 13%	8 100%	20 100%	122 45%	39 62%	23 61%	5 61%	10 55%	1 7%	-
JOE BIDEN, DEFINITELY/ PROBABLY/LEAN	179 45%	179 45%	-	-	-	-	-	3 10%	-	-	137 51%	21 34%	12 32%	3 39%	8 45%	16 87%	1 100%
Donald Trump, definitely	182 45%	182 45%	-	-	-	-	-	-	6 74%	18 89%	111 41%	36 58%	19 50%	5 57%	9 45%	1 7%	-
Donald Trump, probably	20 5%	20 5%	-	-	-	-	-	3 13%	1 17%	2 11%	11 4%	2 4%	3 9%	0 4%	2 10%	-	-
Donald Trump, lean	1 *%	1 *%	-	-	-	-	-	-	1 8%	-	-	-	1 2%	-	-	-	-
Joe Biden, probably	18 4%	18 4%	-	-	-	-	-	3 10%	-	-	12 5%	2 3%	2 5%	1 12%	3 15%	2 10%	-
Joe Biden, definitely	159 40%	159 40%	-	-	-	-	-	-	-	-	122 46%	19 31%	9 24%	2 27%	6 29%	15 77%	1 100%
Joe Biden, lean	3 1%	3 1%	-	-	-	-	-	-	-	-	2 1%	-	1 2%	-	-	-	-
Unsure	19 5%	19 5%	-	-	-	-	-	19 76%	-	-	9 4%	3 5%	3 8%	-	-	1 6%	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	401	107	100	107	74	47	29	52	61	31	55	51	76	55	70	111	165
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DONALD TRUMP, DEFINITELY/ PROBABLY/LEAN	203	52	44	63	38	24	17	32	32	13	24	30	30	28	36	55	83
	51%	48%	44%	59%	51%	52%	61%	61%	53%	42%	43%	59%	39%	51%	52%	50%	50%
JOE BIDEN, DEFINITELY/ PROBABLY/LEAN	179	50	52	40	32	19	11	17	26	17	25	20	45	25	30	50	74
	45%	46%	52%	37%	43%	40%	39%	32%	43%	55%	45%	40%	59%	45%	43%	45%	45%
Donald Trump, definitely	182	42	42	60	32	20	15	32	31	9	19	28	28	23	35	49	75
	45%	39%	42%	56%	43%	42%	53%	61%	51%	29%	35%	54%	37%	42%	49%	44%	45%
Donald Trump, probably	20	10	1	3	5	4	2	-	1	4	4	3	2	5	2	6	8
	5%	9%	1%	2%	7%	9%	9%	-	2%	13%	7%	5%	2%	8%	3%	5%	5%
Donald Trump, lean	1	-	1	-	-	-	-	-	-	-	1	-	-	1	-	-	-
	*%		1%								1%			1%			
Joe Biden, probably	18	6	5	3	4	3	-	1	3	6	3	-	2	5	2	4	7
	4%	6%	5%	3%	5%	7%		1%	5%	20%	5%		2%	9%	3%	3%	4%
Joe Biden, definitely	159	44	46	35	28	15	11	16	21	10	22	20	43	19	28	46	65
	40%	41%	47%	33%	38%	33%	39%	31%	35%	32%	40%	40%	56%	35%	40%	42%	39%
Joe Biden, lean	3	-	1	2	-	-	-	-	2	1	-	-	-	1	-	-	2
	1%		1%	2%					3%	3%				2%			1%
Unsure	19	6	3	5	5	4	-	3	3	1	6	0	1	2	4	6	8
	5%	5%	3%	4%	7%	9%		7%	4%	3%	12%	1%	2%	3%	5%	5%	5%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	401	188	213	77	83	103	137	281	20	67	9	24
	100	100	100	100	100	100	100	100	100	100	100	100
A TOTAL/MOSTLY A SUCCESS	157	64	93	27	32	34	64	103	16	33	1	4
	39%	34%	44%	35%	38%	33%	47%	37%	79%	49%	15%	18%
A TOTAL/MOSTLY A FAILURE	230	117	113	45	49	67	70	165	3	34	8	20
	57%	62%	53%	58%	58%	64%	51%	59%	17%	51%	85%	82%
A total success	43	23	21	7	5	8	24	25	7	12	-	0
	11%	12%	10%	8%	6%	8%	17%	9%	33%	18%	-	1%
Mostly a success	113	41	72	20	27	26	40	78	9	21	1	4
	28%	22%	34%	26%	32%	25%	29%	28%	46%	31%	15%	17%
Mostly a failure	46	25	21	16	8	6	16	30	3	7	-	6
	11%	13%	10%	20%	10%	6%	11%	11%	14%	11%	-	26%
A total failure	184	92	91	29	40	60	54	135	1	27	8	13
	46%	49%	43%	38%	48%	58%	39%	48%	3%	40%	85%	56%
Unsure	14	7	7	5	3	2	4	13	1	0	-	-
	4%	4%	3%	7%	3%	2%	3%	5%	4%	1%	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	401	263	138	172	108	91	30	146	145	110	203	179	95	75	198
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A TOTAL/MOSTLY A SUCCESS	157	93	64	52	51	41	13	23	53	81	3	152	35	30	80
	39%	35%	47%	30%	47%	45%	45%	16%	36%	74%	2%	85%	37%	40%	40%
A TOTAL/MOSTLY A FAILURE	230	162	68	112	53	50	15	120	83	27	199	14	57	43	109
	57%	62%	49%	65%	49%	55%	51%	82%	58%	24%	98%	8%	60%	58%	55%
A total success	43	29	14	12	12	17	2	7	6	30	2	41	14	8	19
	11%	11%	10%	7%	12%	18%	7%	5%	4%	27%	1%	23%	14%	10%	9%
Mostly a success	113	64	50	39	38	24	11	16	46	51	2	111	21	22	61
	28%	24%	36%	23%	36%	27%	38%	11%	32%	46%	1%	62%	22%	30%	31%
Mostly a failure	46	30	16	18	12	12	4	17	26	3	28	10	15	6	24
	11%	11%	12%	10%	11%	13%	14%	12%	18%	3%	14%	5%	16%	8%	12%
A total failure	184	132	52	94	41	38	11	103	58	24	171	4	42	37	85
	46%	50%	38%	55%	38%	42%	37%	70%	40%	21%	85%	2%	44%	50%	43%
Unsure	14	9	6	9	4	-	1	3	9	2	0	13	3	2	9
	4%	3%	4%	5%	4%	-	4%	2%	6%	2%	*%	7%	3%	2%	4%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 Percentage Points

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

	Total	State						Swing	Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure	
Total	401 100	401 100	-	-	-	-	-	25 100	8 100	20 100	268 100	63 100	38 100	8 100	19 100	19 100	1 100	
A TOTAL/MOSTLY A SUCCESS	157 39%	157 39%	-	-	-	-	-	3 12%	-	1 4%	119 44%	18 29%	11 30%	-	-	17 90%	1 100%	
A TOTAL/MOSTLY A FAILURE	230 57%	230 57%	-	-	-	-	-	21 84%	8 100%	19 96%	138 52%	43 68%	26 68%	8 100%	13 71%	-	-	
A total success	43 11%	43 11%	-	-	-	-	-	1 4%	-	-	35 13%	4 7%	3 8%	-	-	13 69%	-	
Mostly a success	113 28%	113 28%	-	-	-	-	-	2 8%	-	1 4%	84 31%	14 22%	8 22%	-	-	4 21%	1 100%	
Mostly a failure	46 11%	46 11%	-	-	-	-	-	10 41%	5 71%	4 19%	32 12%	5 8%	5 13%	2 25%	3 16%	-	-	
A total failure	184 46%	184 46%	-	-	-	-	-	11 43%	2 29%	15 76%	107 40%	38 60%	21 55%	6 75%	10 55%	-	-	
Unsure	14 4%	14 4%	-	-	-	-	-	1 4%	-	-	11 4%	2 3%	1 2%	-	5 29%	2 10%	-	

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	401 100	107 100	100 100	107 100	74 100	47 100	29 100	52 100	61 100	31 100	55 100	51 100	76 100	55 100	70 100	111 100	165 100
A TOTAL/MOSTLY A SUCCESS	157 39%	42 39%	46 46%	34 32%	29 39%	16 34%	9 33%	16 31%	22 37%	11 36%	22 41%	18 35%	42 55%	21 38%	28 40%	47 43%	61 37%
A TOTAL/MOSTLY A FAILURE	230 57%	60 56%	52 52%	70 65%	42 56%	28 60%	16 57%	36 69%	37 60%	17 55%	32 59%	31 60%	33 43%	32 58%	40 57%	62 56%	95 58%
A total success	43 11%	11 10%	8 8%	8 8%	14 18%	5 12%	4 12%	4 7%	10 16%	1 3%	2 3%	4 9%	14 18%	7 12%	6 9%	13 12%	18 11%
Mostly a success	113 28%	32 30%	37 37%	26 24%	15 20%	10 22%	6 21%	13 24%	12 20%	10 32%	21 38%	14 27%	28 37%	14 26%	22 31%	35 31%	43 26%
Mostly a failure	46 11%	14 14%	7 7%	11 10%	14 18%	11 23%	1 3%	4 7%	9 15%	5 17%	8 14%	2 5%	6 8%	5 9%	8 11%	15 13%	19 11%
A total failure	184 46%	45 42%	45 45%	59 55%	28 38%	18 38%	16 55%	32 61%	27 45%	12 38%	25 45%	28 55%	27 35%	27 49%	33 47%	47 42%	77 47%
Unsure	14 4%	5 5%	2 2%	3 3%	4 5%	3 5%	3 10%	-	2 3%	3 9%	-	2 5%	2 2%	2 4%	2 3%	1 1%	9 5%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	401	188	213	77	83	103	137	281	20	67	9	24
	100	100	100	100	100	100	100	100	100	100	100	100
Biden policies to blame	205	109	96	37	41	63	64	150	2	31	4	18
	51%	58%	45%	48%	49%	61%	47%	53%	12%	46%	45%	75%
Due to factors outside their control	169	72	97	28	40	36	64	112	15	32	5	5
	42%	38%	46%	37%	48%	35%	47%	40%	73%	47%	55%	21%
Not a problem	11	6	6	3	-	2	7	6	2	2	-	1
	3%	3%	3%	3%		2%	5%	2%	8%	3%		4%
Unsure	16	2	14	10	2	2	2	12	1	3	-	-
	4%	1%	7%	12%	2%	2%	2%	4%	6%	4%		

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	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	401	263	138	172	108	91	30	146	145	110	203	179	95	75	198
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Biden policies to blame	205	149	56	106	43	42	13	105	71	29	186	8	55	41	89
	51%	56%	41%	62%	40%	47%	44%	72%	49%	26%	92%	5%	58%	55%	45%
Due to factors outside their control	169	95	74	54	59	41	15	36	62	71	14	149	32	29	97
	42%	36%	54%	31%	54%	46%	51%	24%	43%	64%	7%	83%	33%	39%	49%
Not a problem	11	8	3	3	3	5	-	1	3	7	-	11	3	3	5
	3%	3%	2%	2%	3%	5%	-	1%	2%	7%	-	6%	4%	4%	3%
Unsure	16	11	5	9	3	2	2	5	8	3	3	11	5	2	8
	4%	4%	3%	5%	3%	2%	5%	3%	5%	3%	2%	6%	6%	3%	4%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	401 100	401 100	-	-	-	-	-	25 100	8 100	20 100	268 100	63 100	38 100	8 100	19 100	19 100	1 100			
Biden policies to blame	205 51%	205 51%	-	-	-	-	-	15 58%	6 74%	17 83%	122 45%	39 62%	25 66%	7 82%	12 66%	0 1%	-			
Due to factors outside their control	169 42%	169 42%	-	-	-	-	-	8 32%	1 17%	3 17%	127 47%	19 30%	12 30%	1 18%	5 24%	12 65%	1 100%			
Not a problem	11 3%	11 3%	-	-	-	-	-	-	-	-	10 4%	-	-	-	-	2 12%	-			
Unsure	16 4%	16 4%	-	-	-	-	-	3 11%	1 8%	-	8 3%	5 7%	2 4%	-	2 10%	4 22%	-			

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	401	107	100	107	74	47	29	52	61	31	55	51	76	55	70	111	165
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Biden policies to blame	205	49	45	65	39	24	17	35	34	13	24	28	30	29	40	57	79
	51%	46%	45%	60%	52%	51%	58%	67%	55%	42%	45%	56%	39%	53%	57%	51%	48%
Due to factors outside their control	169	47	46	40	31	18	12	16	25	10	28	20	39	21	27	53	68
	42%	44%	46%	37%	42%	39%	42%	31%	41%	33%	52%	38%	51%	38%	39%	48%	41%
Not a problem	11	4	2	2	4	3	-	1	2	-	-	1	5	2	1	1	8
	3%	3%	2%	2%	5%	6%		2%	3%			2%	6%	3%	1%	1%	5%
Unsure	16	7	7	1	1	2	-	-	-	8	2	2	2	4	2	-	10
	4%	7%	7%	1%	1%	4%				25%	3%	4%	3%	6%	3%		6%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	401	188	213	77	83	103	137	281	20	67	9	24
	100	100	100	100	100	100	100	100	100	100	100	100
Biden policies to blame	213	113	101	32	48	61	72	165	5	27	4	13
	53%	60%	47%	41%	58%	60%	52%	59%	24%	40%	45%	53%
Due to factors outside their control	142	56	86	27	27	36	52	84	15	29	4	10
	35%	30%	41%	35%	32%	35%	38%	30%	76%	44%	40%	43%
Not a problem	23	13	10	10	6	4	4	17	-	3	1	1
	6%	7%	5%	13%	7%	4%	3%	6%	-	5%	15%	5%
Unsure	23	7	16	9	2	2	10	15	-	8	-	-
	6%	4%	7%	11%	3%	2%	7%	5%	-	12%	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	401	263	138	172	108	91	30	146	145	110	203	179	95	75	198
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Biden policies to blame	213	142	71	110	55	32	16	110	71	32	183	18	54	39	104
	53%	54%	52%	64%	51%	35%	55%	75%	49%	29%	90%	10%	56%	52%	52%
Due to factors outside their control	142	81	61	34	50	47	11	33	47	62	18	122	27	25	78
	35%	31%	44%	20%	46%	52%	38%	23%	32%	56%	9%	68%	28%	34%	39%
Not a problem	23	18	5	14	4	4	1	2	15	6	0	19	9	3	10
	6%	7%	4%	8%	3%	5%	5%	1%	10%	6%	0%	10%	10%	4%	5%
Unsure	23	22	1	14	0	7	1	1	12	10	1	20	5	7	6
	6%	8%	1%	8%	0%	8%	2%	1%	8%	9%	1%	11%	6%	10%	3%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	401 100	401 100	-	-	-	-	-	25 100	8 100	20 100	268 100	63 100	38 100	8 100	19 100	19 100	1 100			
Biden policies to blame	213 53%	213 53%	-	-	-	-	-	16 62%	3 37%	19 96%	130 49%	41 65%	23 61%	6 73%	9 49%	3 18%	-			
Due to factors outside their control	142 35%	142 35%	-	-	-	-	-	2 8%	5 63%	0 2%	113 42%	10 16%	10 25%	2 27%	7 38%	11 58%	1 100%			
Not a problem	23 6%	23 6%	-	-	-	-	-	4 16%	-	0 1%	11 4%	5 7%	4 11%	-	2 8%	-	-			
Unsure	23 6%	23 6%	-	-	-	-	-	4 14%	-	-	13 5%	7 12%	1 3%	-	1 5%	5 24%	-			

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	401	107	100	107	74	47	29	52	61	31	55	51	76	55	70	111	165
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Biden policies to blame	213	61	38	72	35	22	17	34	39	10	31	27	32	27	40	61	85
	53%	57%	38%	67%	47%	47%	60%	65%	65%	31%	57%	54%	42%	50%	57%	55%	51%
Due to factors outside their control	142	40	41	29	26	18	8	15	16	10	19	22	36	19	24	41	58
	35%	38%	42%	27%	35%	38%	27%	28%	26%	32%	35%	42%	47%	35%	34%	37%	35%
Not a problem	23	1	9	5	8	5	4	4	1	5	2	0	3	5	5	2	11
	6%	1%	9%	4%	11%	10%	13%	7%	2%	17%	3%	1%	4%	9%	8%	2%	7%
Unsure	23	5	11	1	5	2	-	-	5	6	2	2	5	4	0	7	12
	6%	5%	11%	1%	7%	5%			8%	21%	4%	3%	7%	7%	1%	6%	7%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	401	188	213	77	83	103	137	281	20	67	9	24
	100	100	100	100	100	100	100	100	100	100	100	100
Biden policies to blame	172	94	79	29	35	55	54	128	2	24	5	14
	43%	50%	37%	38%	42%	53%	39%	46%	9%	35%	55%	59%
Due to factors outside their control	158	68	90	31	35	39	53	99	16	30	4	8
	40%	36%	42%	41%	42%	37%	39%	35%	82%	45%	45%	35%
Not a problem	41	13	28	5	7	6	23	33	0	6	-	1
	10%	7%	13%	7%	9%	5%	17%	12%	3%	9%	-	5%
Unsure	29	13	16	12	6	4	6	20	1	7	-	0
	7%	7%	7%	15%	8%	4%	5%	7%	6%	10%	-	1%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	401	263	138	172	108	91	30	146	145	110	203	179	95	75	198
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Biden policies to blame	172	115	58	83	45	32	12	94	55	24	163	1	44	31	83
	43%	44%	42%	48%	42%	36%	42%	64%	38%	21%	80%	1%	46%	41%	42%
Due to factors outside their control	158	100	59	55	44	45	15	39	57	63	29	125	36	30	84
	40%	38%	43%	32%	41%	49%	50%	27%	39%	57%	15%	70%	37%	40%	43%
Not a problem	41	23	18	15	18	7	0	7	15	19	-	39	6	8	24
	10%	9%	13%	9%	17%	8%	2%	5%	10%	17%	-	22%	6%	10%	12%
Unsure	29	26	3	19	1	7	2	6	18	5	11	13	10	6	8
	7%	10%	2%	11%	1%	7%	7%	4%	12%	4%	5%	7%	11%	8%	4%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	401 100	401 100	-	-	-	-	-	25 100	8 100	20 100	268 100	63 100	38 100	8 100	19 100	19 100	1 100			
Biden policies to blame	172 43%	172 43%	-	-	-	-	-	10 41%	4 46%	14 70%	106 40%	33 53%	14 38%	4 43%	6 32%	2 10%	-			
Due to factors outside their control	158 40%	158 40%	-	-	-	-	-	5 20%	3 45%	1 4%	111 41%	22 35%	14 37%	3 39%	10 52%	12 64%	1 100%			
Not a problem	41 10%	41 10%	-	-	-	-	-	2 9%	-	-	35 13%	5 8%	1 3%	-	-	2 12%	-			
Unsure	29 7%	29 7%	-	-	-	-	-	8 30%	1 8%	5 26%	16 6%	2 4%	8 22%	1 18%	3 16%	3 14%	-			

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	401	107	100	107	74	47	29	52	61	31	55	51	76	55	70	111	165
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Biden policies to blame	172	44	33	60	29	21	12	32	29	8	22	23	25	24	34	45	69
	43%	41%	33%	56%	39%	44%	43%	61%	48%	28%	41%	45%	33%	44%	49%	41%	42%
Due to factors outside their control	158	48	38	34	33	18	12	15	23	14	23	23	30	19	25	50	65
	40%	45%	38%	32%	44%	38%	41%	30%	38%	45%	43%	45%	39%	34%	35%	45%	39%
Not a problem	41	13	14	9	4	3	2	4	4	2	5	2	19	4	8	10	19
	10%	12%	14%	8%	5%	7%	7%	7%	7%	6%	9%	4%	25%	8%	12%	9%	11%
Unsure	29	1	14	3	9	5	3	2	4	7	4	3	2	8	3	5	12
	7%	1%	14%	3%	12%	11%	9%	3%	7%	21%	7%	6%	3%	15%	5%	5%	7%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	189	85	105	33	42	59	56	139	4	24	6	17
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	94	95	35	44	59	51	133	4	29	5	18
Biden Administration	60	23	37	8	10	19	23	46	3	7	-	4
	32%	28%	35%	25%	23%	33%	41%	33%	73%	29%		24%
Trump Administration	106	50	56	18	23	37	28	72	1	15	6	12
	56%	60%	53%	54%	55%	63%	50%	52%	27%	62%	100%	72%
Both equally	6	4	2	3	-	-	3	6	-	-	-	-
	3%	5%	2%	9%			5%	4%				
Neither	12	3	9	2	8	0	2	10	-	2	-	1
	7%	4%	9%	5%	20%	1%	4%	7%		6%		4%
Unsure	5	4	1	2	1	2	-	4	-	1	-	-
	3%	4%	1%	7%	2%	4%		3%		3%		

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	189	125	64	86	53	39	11	74	72	43	103	78	38	34	100
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	126	63	84	49	42	14	72	69	48	107	72	38	35	98
Biden Administration	60	39	21	28	18	11	3	9	23	28	2	58	14	10	32
	32%	31%	32%	32%	34%	29%	25%	12%	32%	64%	2%	74%	37%	31%	32%
Trump Administration	106	76	30	50	22	26	8	63	32	11	100	3	22	17	54
	56%	61%	47%	59%	42%	66%	69%	85%	44%	25%	97%	4%	57%	52%	54%
Both equally	6	2	4	2	4	-	-	-	5	1	-	6	-	2	4
	3%	2%	6%	2%	7%	-	-	-	7%	2%	-	8%	-	6%	4%
Neither	12	4	8	2	8	2	-	2	7	3	1	7	1	4	6
	7%	3%	13%	2%	15%	6%	-	2%	10%	8%	1%	9%	3%	11%	6%
Unsure	5	4	1	4	1	-	1	-	5	-	-	4	1	-	4
	3%	3%	2%	4%	1%	-	6%	-	7%	-	-	5%	2%	-	4%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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 Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	189 100	189 100	-	-	-	-	-	11 100	5 100	14 100	125 100	33 100	16 100	2 100	4 100	3 100	-
Unweighted Total	189	189	-	-	-	-	-	12	3	13	125	28	20	2	5	4	-
Biden Administration	60 32%	60 32%	-	-	-	-	-	-	-	1 4%	44 35%	8 26%	4 23%	-	-	2 89%	-
Trump Administration	106 56%	106 56%	-	-	-	-	-	5 44%	5 100%	13 96%	67 53%	20 61%	11 67%	1 61%	3 81%	0 11%	-
Both equally	6 3%	6 3%	-	-	-	-	-	-	-	-	5 4%	-	-	-	-	-	-
Neither	12 7%	12 7%	-	-	-	-	-	4 36%	-	-	7 5%	3 9%	2 9%	1 39%	1 19%	-	-
Unsure	5 3%	5 3%	-	-	-	-	-	2 20%	-	-	3 2%	1 4%	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	189	43	57	45	34	18	13	26	28	15	29	33	28	23	38	57	72	
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
Unweighted Total	189	39	51	55	35	23	19	24	28	12	25	35	23	22	46	58	63	
Biden Administration	60	10	23	15	8	3	3	8	9	5	7	11	14	7	16	20	17	
	32%	22%	41%	34%	23%	17%	24%	33%	31%	34%	23%	33%	50%	32%	42%	36%	23%	
Trump Administration	106	26	28	22	23	10	8	17	16	8	15	20	13	13	20	30	42	
	56%	61%	49%	50%	67%	55%	64%	65%	56%	52%	52%	61%	45%	59%	52%	54%	59%	
Both equally	6	-	2	3	1	1	-	-	3	2	-	-	-	2	-	2	2	
	3%		4%	7%	3%	6%			11%	14%				9%		4%	3%	
Neither	12	6	4	2	1	2	1	-	1	-	7	0	1	-	2	2	8	
	7%	13%	6%	4%	2%	9%	6%		2%		26%	1%	5%		4%	4%	12%	
Unsure	5	1	-	2	2	2	1	1	-	-	-	1	-	-	1	2	3	
	3%	3%		5%	5%	13%	6%	3%				4%			2%	3%	4%	

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	212	104	108	45	42	44	81	142	16	43	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	212	106	106	49	46	45	72	134	19	48	3	8
Biden Administration	86	37	48	16	18	15	37	49	10	24	1	1
	40%	36%	45%	35%	44%	33%	45%	35%	67%	54%	39%	16%
Trump Administration	97	60	37	17	18	25	37	74	1	13	2	6
	46%	58%	34%	38%	44%	55%	45%	52%	7%	30%	61%	84%
Both equally	3	2	1	1	1	-	1	1	1	1	-	-
	1%	2%	1%	1%	3%		2%	1%	7%	1%		
Neither	22	5	18	10	4	5	3	15	2	5	-	-
	11%	5%	16%	23%	9%	11%	4%	11%	10%	12%		
Unsure	4	-	4	1	-	-	3	2	1	1	-	-
	2%		4%	2%			4%	1%	9%	2%		

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	212 100	138 100	73 100	87 100	55 100	51 100	18 100	72 100	72 100	67 100	100 100	101 100	57 100	41 100	98 100
Unweighted Total	212	134	78	84	50	50	28	79	74	59	104	96	56	38	103
Biden Administration	86 40%	50 36%	35 48%	23 26%	27 48%	28 54%	9 49%	13 18%	29 39%	44 65%	- 83%	84 83%	19 34%	16 40%	43 43%
Trump Administration	97 46%	67 49%	29 40%	51 59%	24 43%	16 32%	6 33%	50 70%	32 44%	15 22%	91 91%	3 3%	30 53%	19 45%	43 43%
Both equally	3 1%	1 *	2 3%	-	1 2%	1 1%	1 6%	1 1%	2 3%	-	1 1%	1 1%	1 1%	-	2 2%
Neither	22 11%	16 12%	6 8%	12 13%	4 7%	5 9%	2 13%	6 8%	9 13%	7 11%	7 7%	9 9%	4 7%	5 13%	11 11%
Unsure	4 2%	4 3%	-	2 2%	-	2 4%	-	2 3%	1 1%	1 2%	1 1%	3 3%	3 6%	1 2%	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	212 100	212 100	-	-	-	-	-	14 100	3 100	6 100	142 100	30 100	22 100	6 100	15 100	16 100	1 100			
Unweighted Total	212	212	-	-	-	-	-	18	2	7	144	24	28	7	17	11	1			
Biden Administration	86 40%	86 40%	-	-	-	-	-	2 15%	-	-	68 48%	7 22%	7 34%	2 27%	4 24%	12 77%	1 100%			
Trump Administration	97 46%	97 46%	-	-	-	-	-	4 29%	3 100%	5 89%	60 42%	13 45%	12 53%	3 45%	4 26%	1 3%	-			
Both equally	3 1%	3 1%	-	-	-	-	-	1 8%	-	-	2 2%	-	-	-	1 4%	-	-			
Neither	22 11%	22 11%	-	-	-	-	-	6 42%	-	1 11%	8 6%	9 31%	3 13%	2 28%	7 46%	-	-			
Unsure	4 2%	4 2%	-	-	-	-	-	1 6%	-	-	3 2%	1 3%	-	-	-	3 20%	-			

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	212	64	43	62	40	29	16	26	33	16	26	18	48	33	32	54	93
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	212	66	38	60	44	31	18	27	30	18	28	18	42	31	44	56	81
Biden Administration	86	28	19	17	20	12	6	8	11	4	12	7	25	14	11	24	37
	40%	44%	44%	27%	49%	42%	40%	29%	34%	24%	47%	39%	53%	42%	34%	44%	40%
Trump Administration	97	20	17	44	15	12	9	18	20	5	9	7	16	17	17	23	40
	46%	31%	39%	71%	37%	43%	58%	67%	62%	30%	36%	38%	34%	51%	53%	42%	43%
Both equally	3	1	-	1	1	1	-	-	1	-	1	-	-	-	-	1	2
	1%	2%		2%	1%	2%			4%		4%					2%	2%
Neither	22	10	7	-	5	4	0	1	-	7	3	4	3	2	2	5	12
	11%	16%	17%		12%	13%	2%	3%		41%	13%	23%	7%	7%	7%	10%	13%
Unsure	4	4	-	-	-	-	-	-	-	1	-	-	3	-	2	1	1
	2%	6%								5%			7%		6%	2%	2%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	189	85	105	33	42	59	56	139	4	24	6	17
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	94	95	35	44	59	51	133	4	29	5	18
Biden Administration	55	25	31	5	12	17	21	43	4	5	-	3
	29%	29%	29%	15%	28%	30%	38%	31%	100%	22%	-	16%
Trump Administration	95	47	49	19	20	32	24	66	-	13	5	12
	50%	55%	47%	56%	49%	54%	44%	48%	-	54%	86%	69%
Both equally	5	3	2	1	3	1	-	5	-	-	-	-
	2%	3%	2%	3%	6%	2%	-	3%	-	-	-	-
Neither	31	11	21	8	7	6	10	22	-	6	1	3
	17%	13%	20%	25%	17%	10%	18%	16%	-	24%	14%	15%
Unsure	2	-	2	-	-	2	-	2	-	-	-	-
	1%	-	2%	-	-	4%	-	2%	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	189	125	64	86	53	39	11	74	72	43	103	78	38	34	100
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	126	63	84	49	42	14	72	69	48	107	72	38	35	98
Biden Administration	55	32	23	24	19	9	4	6	23	27	1	54	14	8	29
	29%	26%	36%	28%	37%	22%	32%	8%	31%	62%	1%	70%	37%	23%	29%
Trump Administration	95	69	26	45	21	25	5	58	28	10	94	-	17	14	53
	50%	56%	40%	52%	40%	63%	40%	78%	38%	23%	91%	-	45%	43%	53%
Both equally	5	2	3	2	3	-	-	1	4	-	-	5	-	1	4
	2%	1%	5%	2%	6%	-	-	1%	6%	-	-	6%	-	2%	4%
Neither	31	19	12	13	9	6	3	10	15	6	8	17	7	11	12
	17%	15%	19%	15%	17%	15%	28%	13%	21%	15%	8%	21%	18%	32%	12%
Unsure	2	2	-	2	-	-	-	-	2	-	-	2	-	-	2
	1%	2%	-	3%	-	-	-	-	3%	-	-	3%	-	-	2%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	189 100	189 100	-	-	-	-	-	11 100	5 100	14 100	125 100	33 100	16 100	2 100	4 100	3 100	-			
Unweighted Total	189	189	-	-	-	-	-	12	3	13	125	28	20	2	5	4	-			
Biden Administration	55 29%	55 29%	-	-	-	-	-	1 6%	1 13%	-	42 33%	7 21%	2 15%	-	-	2 67%	-			
Trump Administration	95 50%	95 50%	-	-	-	-	-	4 32%	4 87%	11 81%	61 49%	19 58%	7 44%	2 100%	4 100%	0 11%	-			
Both equally	5 2%	5 2%	-	-	-	-	-	-	-	-	2 1%	2 6%	-	-	-	-	-			
Neither	31 17%	31 17%	-	-	-	-	-	7 62%	-	3 19%	18 15%	5 15%	7 41%	-	-	1 22%	-			
Unsure	2 1%	2 1%	-	-	-	-	-	-	-	-	2 2%	-	-	-	-	-	-			

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	189	43	57	45	34	18	13	26	28	15	29	33	28	23	38	57	72
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	39	51	55	35	23	19	24	28	12	25	35	23	22	46	58	63
Biden Administration	55	12	15	17	8	3	3	8	10	2	8	9	11	6	15	18	16
	29%	28%	26%	38%	22%	18%	25%	32%	36%	12%	29%	28%	40%	29%	39%	31%	23%
Trump Administration	95	26	22	21	21	12	7	16	12	7	13	16	13	10	19	31	35
	50%	59%	39%	47%	60%	64%	57%	61%	42%	46%	45%	49%	45%	47%	50%	55%	49%
Both equally	5	2	-	2	1	1	1	1	-	-	2	-	-	-	-	2	3
	2%	5%		4%	3%	6%	5%	4%			7%					3%	4%
Neither	31	3	17	5	5	2	2	1	6	6	5	5	4	6	4	4	18
	17%	8%	31%	12%	15%	12%	13%	3%	22%	41%	19%	15%	15%	25%	12%	7%	25%
Unsure	2	-	2	-	-	-	-	-	-	-	-	2	-	-	-	2	-
	1%		4%									8%			4%		

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	212	104	108	45	42	44	81	142	16	43	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	212	106	106	49	46	45	72	134	19	48	3	8
Biden Administration	87	36	50	16	18	15	38	49	10	27	-	1
	41%	35%	47%	36%	45%	33%	46%	34%	64%	62%	-	16%
Trump Administration	96	57	40	19	15	24	38	74	1	14	2	6
	46%	55%	37%	43%	37%	54%	47%	52%	7%	31%	61%	84%
Both equally	6	3	3	-	1	3	2	6	-	-	-	-
	3%	3%	2%	-	2%	6%	3%	4%	-	-	-	-
Neither	15	5	10	8	4	2	1	8	3	2	1	-
	7%	4%	9%	17%	10%	4%	1%	6%	18%	5%	39%	-
Unsure	7	2	5	2	3	1	2	5	2	1	-	-
	4%	2%	5%	4%	6%	3%	2%	3%	11%	2%	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	212	138	73	87	55	51	18	72	72	67	100	101	57	41	98
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	212	134	78	84	50	50	28	79	74	59	104	96	56	38	103
Biden Administration	87	51	36	22	27	29	9	14	26	47	1	84	19	18	41
	41%	37%	48%	26%	48%	56%	49%	19%	36%	70%	1%	83%	33%	45%	42%
Trump Administration	96	68	29	51	23	17	6	51	32	13	92	2	29	20	43
	46%	49%	39%	59%	41%	33%	32%	71%	45%	20%	92%	2%	50%	48%	43%
Both equally	6	4	2	4	2	-	-	-	3	3	4	2	-	-	6
	3%	3%	3%	4%	4%	-	-	-	5%	4%	4%	2%	-	-	6%
Neither	15	9	5	5	3	4	2	4	7	4	3	9	7	1	5
	7%	7%	7%	6%	6%	8%	11%	5%	10%	6%	3%	8%	12%	3%	5%
Unsure	7	6	1	5	-	1	1	4	4	-	1	4	2	2	3
	4%	4%	2%	6%	-	2%	8%	5%	5%	-	1%	4%	4%	5%	3%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	212 100	212 100	-	-	-	-	-	14 100	3 100	6 100	142 100	30 100	22 100	6 100	15 100	16 100	1 100			
Unweighted Total	212	212	-	-	-	-	-	18	2	7	144	24	28	7	17	11	1			
Biden Administration	87 41%	87 41%	-	-	-	-	-	4 27%	-	-	68 48%	7 25%	6 29%	2 27%	4 26%	13 78%	1 100%			
Trump Administration	96 46%	96 46%	-	-	-	-	-	3 24%	3 100%	5 78%	60 42%	15 50%	10 46%	4 67%	8 51%	1 3%	-			
Both equally	6 3%	6 3%	-	-	-	-	-	-	-	1 16%	2 2%	3 9%	1 5%	-	-	-	-			
Neither	15 7%	15 7%	-	-	-	-	-	4 27%	-	0 6%	5 4%	5 16%	4 18%	0 6%	3 20%	1 7%	-			
Unsure	7 4%	7 4%	-	-	-	-	-	3 22%	-	-	7 5%	-	0 2%	-	0 3%	2 11%	-			

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	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	212	64	43	62	40	29	16	26	33	16	26	18	48	33	32	54	93
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	212	66	38	60	44	31	18	27	30	18	28	18	42	31	44	56	81
Biden Administration	87	30	20	17	19	11	7	8	10	4	11	7	27	15	10	24	37
	41%	46%	46%	28%	46%	40%	46%	29%	31%	28%	44%	39%	57%	47%	32%	45%	40%
Trump Administration	96	21	18	42	14	13	7	16	20	6	8	7	18	13	18	23	42
	46%	33%	43%	68%	36%	47%	43%	63%	62%	37%	33%	41%	37%	41%	54%	43%	45%
Both equally	6	3	-	1	2	-	1	-	2	-	-	3	-	1	-	-	5
	3%	4%		2%	5%		6%		7%			15%		3%			5%
Neither	15	6	4	-	5	4	-	1	-	4	4	1	1	2	3	4	6
	7%	10%	9%		12%	13%		3%		24%	16%	5%	3%	7%	8%	7%	7%
Unsure	7	4	1	2	0	-	1	1	-	2	2	-	2	1	2	3	2
	4%	7%	2%	3%	1%		5%	5%		11%	7%	4%		2%	6%	5%	2%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	189	85	105	33	42	59	56	139	4	24	6	17
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	94	95	35	44	59	51	133	4	29	5	18
Biden Administration	69	25	44	9	14	20	26	54	4	7	-	4
	37%	30%	42%	28%	34%	35%	46%	39%	100%	27%	-	24%
Trump Administration	86	40	46	13	19	29	25	62	-	11	5	8
	46%	48%	44%	40%	45%	49%	45%	45%	-	47%	86%	45%
Both equally	2	2	0	-	1	1	-	1	-	1	-	1
	1%	2%	0%	-	2%	2%	-	1%	-	4%	-	3%
Neither	20	11	9	6	8	4	2	16	-	4	-	-
	10%	13%	8%	19%	19%	6%	4%	11%	-	17%	-	-
Unsure	12	6	6	4	-	5	3	6	-	1	1	5
	6%	7%	6%	13%	-	8%	5%	4%	-	4%	14%	27%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	189	125	64	86	53	39	11	74	72	43	103	78	38	34	100
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	126	63	84	49	42	14	72	69	48	107	72	38	35	98
Biden Administration	69	42	27	32	22	10	5	8	30	30	2	66	14	10	41
	37%	34%	41%	38%	41%	26%	41%	11%	42%	70%	2%	85%	35%	29%	42%
Trump Administration	86	62	24	41	21	21	3	55	21	10	86	0	16	15	45
	46%	50%	38%	48%	40%	52%	28%	74%	30%	23%	84%	0%	41%	44%	45%
Both equally	2	2	1	-	1	2	-	1	1	-	2	-	0	1	1
	1%	1%	1%	-	1%	4%	-	1%	2%	-	2%	-	1%	2%	1%
Neither	20	10	10	8	7	2	2	2	15	3	4	10	4	8	6
	10%	8%	15%	10%	14%	5%	19%	2%	21%	7%	4%	12%	11%	23%	6%
Unsure	12	9	3	4	2	5	1	8	4	-	9	2	4	1	7
	6%	7%	5%	4%	4%	13%	12%	11%	6%	-	9%	2%	12%	2%	7%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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 Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	189 100	189 100	-	-	-	-	-	11 100	5 100	14 100	125 100	33 100	16 100	2 100	4 100	3 100	-
Unweighted Total	189	189	-	-	-	-	-	12	3	13	125	28	20	2	5	4	-
Biden Administration	69 37%	69 37%	-	-	-	-	-	1 6%	-	0 1%	50 40%	11 34%	4 22%	-	-	2 67%	-
Trump Administration	86 46%	86 46%	-	-	-	-	-	2 18%	-	10 75%	57 45%	17 53%	6 38%	2 100%	3 83%	0 11%	-
Both equally	2 1%	2 1%	-	-	-	-	-	1 6%	-	0 3%	1 *	-	1 6%	-	-	1 22%	-
Neither	20 10%	20 10%	-	-	-	-	-	7 59%	1 30%	-	12 10%	3 9%	2 13%	-	1 17%	-	-
Unsure	12 6%	12 6%	-	-	-	-	-	1 12%	3 70%	3 21%	7 5%	1 3%	3 20%	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	189	43	57	45	34	18	13	26	28	15	29	33	28	23	38	57	72
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	39	51	55	35	23	19	24	28	12	25	35	23	22	46	58	63
Biden Administration	69	16	25	18	7	3	4	7	12	6	10	14	14	5	17	24	23
	37%	36%	43%	40%	22%	18%	32%	25%	41%	40%	35%	42%	50%	23%	45%	42%	32%
Trump Administration	86	24	21	19	16	6	6	15	13	7	13	14	12	10	17	28	30
	46%	56%	36%	42%	47%	35%	45%	56%	48%	46%	45%	43%	42%	47%	45%	50%	42%
Both equally	2	-	0	-	2	-	1	1	-	-	0	-	-	1	-	1	-
	1%		1%		5%		5%	5%			2%			5%		2%	
Neither	20	3	6	6	4	4	2	4	1	2	5	-	1	6	3	2	9
	10%	6%	11%	13%	13%	23%	18%	14%	3%	14%	19%		5%	26%	8%	3%	12%
Unsure	12	1	5	2	4	4	-	-	2	-	-	5	1	-	0	2	10
	6%	2%	9%	4%	13%	24%			7%			15%	3%		1%	3%	14%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	212	104	108	45	42	44	81	142	16	43	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	212	106	106	49	46	45	72	134	19	48	3	8
Biden Administration	77	33	44	15	15	11	35	45	10	21	1	-
	36%	32%	40%	33%	37%	26%	43%	31%	62%	49%	39%	-
Trump Administration	95	59	36	18	16	25	37	76	1	11	2	5
	45%	57%	33%	40%	39%	55%	45%	54%	7%	25%	61%	67%
Both equally	9	7	2	1	2	3	3	4	3	2	-	-
	4%	7%	2%	2%	5%	6%	4%	3%	17%	5%	-	-
Neither	22	3	19	7	6	6	3	13	-	7	-	2
	11%	3%	18%	16%	16%	13%	4%	9%	-	15%	-	33%
Unsure	9	1	7	4	1	-	3	4	2	3	-	-
	4%	1%	7%	9%	3%	-	4%	3%	14%	6%	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	212	138	73	87	55	51	18	72	72	67	100	101	57	41	98
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	212	134	78	84	50	50	28	79	74	59	104	96	56	38	103
Biden Administration	77	45	31	20	24	25	7	12	23	41	-	76	19	15	34
	36%	33%	43%	23%	44%	49%	39%	17%	32%	61%		75%	33%	37%	35%
Trump Administration	95	65	30	53	24	13	6	52	29	14	92	1	30	20	41
	45%	47%	41%	61%	43%	25%	34%	72%	40%	21%	92%	1%	53%	49%	41%
Both equally	9	3	6	1	3	2	2	0	7	2	-	8	1	0	7
	4%	2%	8%	1%	6%	5%	12%	1%	9%	3%		8%	2%	1%	8%
Neither	22	18	5	9	4	8	1	4	9	9	7	10	4	5	13
	11%	13%	6%	11%	7%	16%	4%	6%	12%	14%	7%	10%	7%	11%	13%
Unsure	9	7	2	4	-	3	2	3	5	1	1	6	3	1	3
	4%	5%	3%	4%		5%	11%	4%	7%	1%	1%	6%	6%	2%	3%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	212 100	212 100	-	-	-	-	-	14 100	3 100	6 100	142 100	30 100	22 100	6 100	15 100	16 100	1 100			
Unweighted Total	212	212	-	-	-	-	-	18	2	7	144	24	28	7	17	11	1			
Biden Administration	77 36%	77 36%	-	-	-	-	-	3 19%	-	-	59 42%	8 28%	7 32%	-	2 16%	12 77%	-			
Trump Administration	95 45%	95 45%	-	-	-	-	-	3 21%	3 100%	5 89%	58 40%	15 49%	12 55%	3 45%	6 40%	1 3%	-			
Both equally	9 4%	9 4%	-	-	-	-	-	1 8%	-	-	9 6%	-	-	1 12%	1 5%	1 9%	1 100%			
Neither	22 11%	22 11%	-	-	-	-	-	5 39%	-	1 11%	10 7%	5 17%	3 12%	0 6%	3 17%	-	-			
Unsure	9 4%	9 4%	-	-	-	-	-	2 14%	-	-	7 5%	2 6%	0 1%	2 38%	3 22%	2 11%	-			

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	212	64	43	62	40	29	16	26	33	16	26	18	48	33	32	54	93
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	212	66	38	60	44	31	18	27	30	18	28	18	42	31	44	56	81
Biden Administration	77	27	15	14	19	12	6	5	10	3	9	7	25	16	9	21	30
	36%	42%	36%	22%	47%	41%	40%	18%	31%	20%	35%	36%	51%	49%	29%	39%	32%
Trump Administration	95	19	17	44	15	13	8	18	20	5	8	7	16	14	17	23	41
	45%	29%	40%	70%	37%	45%	52%	67%	62%	31%	31%	38%	34%	43%	51%	42%	45%
Both equally	9	2	-	5	2	1	1	3	2	-	1	-	1	-	2	1	6
	4%	3%		8%	5%	3%	5%	11%	7%		5%		2%		5%	2%	7%
Neither	22	11	8	-	3	2	0	1	-	5	6	5	3	2	2	6	12
	11%	18%	19%		8%	7%	2%	3%		31%	24%	26%	7%	7%	8%	11%	13%
Unsure	9	5	2	-	1	1	-	-	-	3	1	-	3	0	2	3	3
	4%	8%	6%		3%	5%				17%	5%		7%	1%	7%	5%	4%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	189	85	105	33	42	59	56	139	4	24	6	17
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	94	95	35	44	59	51	133	4	29	5	18
Biden Administration	50	20	30	6	10	14	20	37	3	5	-	4
	26%	24%	28%	17%	25%	24%	35%	27%	78%	21%	-	23%
Trump Administration	89	41	48	15	19	31	25	65	1	11	5	8
	47%	48%	46%	45%	45%	52%	44%	47%	22%	45%	86%	48%
Both equally	1	1	-	-	0	1	-	-	-	0	-	1
	1%	1%	-	-	0%	2%	-	-	-	2%	-	4%
Neither	40	18	21	9	11	10	10	31	-	7	1	1
	21%	22%	20%	27%	27%	16%	17%	22%	-	31%	14%	4%
Unsure	10	4	5	3	1	3	2	6	-	1	-	3
	5%	5%	5%	10%	3%	6%	3%	4%	-	2%	-	21%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	189	125	64	86	53	39	11	74	72	43	103	78	38	34	100
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	126	63	84	49	42	14	72	69	48	107	72	38	35	98
Biden Administration	50	28	21	20	17	8	4	5	16	28	1	48	12	8	27
	26%	23%	33%	23%	33%	21%	33%	7%	23%	64%	1%	62%	30%	23%	27%
Trump Administration	89	64	25	44	21	20	4	54	26	10	84	3	18	15	45
	47%	51%	39%	51%	39%	52%	37%	73%	36%	23%	82%	4%	47%	46%	45%
Both equally	1	1	-	-	-	1	-	-	1	1	1	-	-	1	1
	1%	1%				3%			1%	1%	1%			2%	1%
Neither	40	23	17	17	14	6	3	7	27	5	8	25	7	9	22
	21%	18%	26%	20%	26%	15%	26%	10%	38%	12%	7%	32%	17%	28%	22%
Unsure	10	8	1	5	1	3	1	7	2	-	8	1	2	1	6
	5%	7%	2%	6%	2%	9%	5%	10%	3%		8%	2%	5%	3%	6%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	189 100	189 100	-	-	-	-	-	11 100	5 100	14 100	125 100	33 100	16 100	2 100	4 100	3 100	-			
Unweighted Total	189	189	-	-	-	-	-	12	3	13	125	28	20	2	5	4	-			
Biden Administration	50 26%	50 26%	-	-	-	-	-	1 6%	-	-	39 31%	6 17%	1 9%	-	-	2 67%	-			
Trump Administration	89 47%	89 47%	-	-	-	-	-	4 32%	-	13 93%	56 44%	16 50%	10 59%	1 61%	2 41%	1 33%	-			
Both equally	1 1%	1 1%	-	-	-	-	-	-	-	0 1%	1 *%	0 1%	0 1%	-	-	-	-			
Neither	40 21%	40 21%	-	-	-	-	-	7 62%	1 30%	-	23 18%	9 28%	4 26%	1 39%	1 36%	-	-			
Unsure	10 5%	10 5%	-	-	-	-	-	-	3 70%	1 6%	8 6%	1 4%	1 5%	-	1 23%	-	-			

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	189	43	57	45	34	18	13	26	28	15	29	33	28	23	38	57	72
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	39	51	55	35	23	19	24	28	12	25	35	23	22	46	58	63
Biden Administration	50	12	14	14	6	3	2	6	9	3	8	8	10	4	16	17	13
	26%	27%	25%	32%	16%	15%	18%	22%	33%	19%	28%	25%	37%	18%	42%	30%	18%
Trump Administration	89	22	26	19	16	6	6	15	13	9	12	16	12	14	19	27	31
	47%	52%	46%	43%	48%	34%	50%	59%	47%	60%	42%	47%	42%	60%	49%	47%	42%
Both equally	1	-	-	0	1	-	0	1	-	-	-	-	-	0	-	1	-
	1%			1%	2%		1%	4%						1%		2%	
Neither	40	6	15	11	7	6	4	4	5	3	7	6	5	5	3	10	21
	21%	15%	26%	24%	21%	33%	31%	15%	17%	21%	26%	18%	18%	21%	8%	18%	30%
Unsure	10	3	1	-	4	3	-	-	1	-	1	3	1	-	1	2	7
	5%	7%	2%		13%	19%			3%		4%	10%	3%		1%	4%	10%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	212	104	108	45	42	44	81	142	16	43	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	212	106	106	49	46	45	72	134	19	48	3	8
Biden Administration	46	21	25	12	10	5	19	19	5	20	1	-
	22%	20%	23%	27%	24%	11%	23%	14%	35%	46%	39%	-
Trump Administration	107	61	46	18	21	28	40	83	4	12	2	6
	51%	59%	43%	41%	51%	63%	49%	58%	26%	28%	61%	84%
Both equally	14	11	4	3	2	4	5	13	-	1	-	-
	7%	10%	4%	6%	5%	9%	7%	9%	-	3%	-	-
Neither	34	9	24	9	7	6	12	23	4	5	-	1
	16%	9%	22%	19%	17%	14%	14%	16%	27%	12%	-	16%
Unsure	10	2	9	3	1	1	5	4	2	5	-	-
	5%	2%	8%	7%	3%	2%	6%	3%	13%	11%	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	212	138	73	87	55	51	18	72	72	67	100	101	57	41	98
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	212	134	78	84	50	50	28	79	74	59	104	96	56	38	103
Biden Administration	46	30	16	9	10	21	6	8	10	28	1	44	13	10	19
	22%	22%	22%	11%	18%	40%	35%	11%	14%	41%	1%	44%	22%	24%	19%
Trump Administration	107	74	33	57	26	16	8	53	37	17	94	8	32	20	50
	51%	53%	46%	66%	46%	32%	44%	74%	51%	26%	94%	8%	57%	49%	51%
Both equally	14	6	8	6	7	-	1	2	9	3	1	13	1	1	12
	7%	4%	11%	7%	13%		7%	3%	12%	5%	1%	13%	3%	2%	12%
Neither	34	18	15	10	13	8	2	7	12	14	3	27	8	7	14
	16%	13%	21%	12%	23%	16%	13%	10%	17%	20%	3%	27%	14%	18%	14%
Unsure	10	10	0	4	-	6	0	1	4	5	1	9	3	3	3
	5%	7%	*%	4%		12%	2%	2%	6%	8%	1%	9%	5%	7%	3%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	212 100	212 100	-	-	-	-	-	14 100	3 100	6 100	142 100	30 100	22 100	6 100	15 100	16 100	1 100			
Unweighted Total	212	212	-	-	-	-	-	18	2	7	144	24	28	7	17	11	1			
Biden Administration	46 22%	46 22%	-	-	-	-	-	3 22%	-	-	31 21%	5 16%	6 28%	-	2 13%	6 37%	-			
Trump Administration	107 51%	107 51%	-	-	-	-	-	6 46%	3 100%	5 89%	67 47%	17 57%	12 57%	4 60%	5 32%	2 15%	-			
Both equally	14 7%	14 7%	-	-	-	-	-	1 5%	-	0 5%	12 8%	2 8%	-	-	-	2 14%	-			
Neither	34 16%	34 16%	-	-	-	-	-	4 27%	-	0 6%	24 17%	5 16%	3 15%	1 18%	5 36%	1 9%	1 100%			
Unsure	10 5%	10 5%	-	-	-	-	-	-	-	-	9 6%	1 3%	-	1 23%	3 20%	4 26%	-			

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	212	64	43	62	40	29	16	26	33	16	26	18	48	33	32	54	93
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	212	66	38	60	44	31	18	27	30	18	28	18	42	31	44	56	81
Biden Administration	46	12	12	9	11	8	6	2	5	4	4	3	14	12	7	10	17
	22%	19%	28%	15%	28%	26%	40%	6%	16%	28%	14%	18%	29%	36%	22%	19%	18%
Trump Administration	107	31	15	45	16	13	8	18	22	5	13	10	18	16	19	29	43
	51%	49%	35%	71%	40%	47%	52%	67%	66%	31%	51%	57%	37%	49%	59%	54%	47%
Both equally	14	3	1	3	7	3	0	3	5	-	2	1	1	1	1	2	10
	7%	5%	1%	5%	18%	10%	2%	11%	14%		7%	7%	2%	4%	2%	4%	11%
Neither	34	15	9	5	4	4	1	4	1	5	6	2	11	4	5	10	15
	16%	23%	22%	8%	9%	14%	5%	15%	2%	29%	24%	13%	23%	11%	15%	19%	16%
Unsure	10	3	6	0	1	1	-	-	1	2	1	1	4	-	0	2	8
	5%	4%	14%	1%	3%	3%			2%	12%	5%	5%	9%		1%	3%	9%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	189	85	105	33	42	59	56	139	4	24	6	17
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	94	95	35	44	59	51	133	4	29	5	18
Biden Administration	82	35	47	12	18	25	27	61	4	10	0	6
	43%	41%	45%	36%	44%	42%	48%	44%	100%	41%	4%	38%
Trump Administration	53	27	27	7	12	20	15	38	-	7	4	4
	28%	32%	25%	20%	28%	34%	27%	28%	-	31%	65%	24%
Both equally	2	1	1	0	-	1	1	-	-	1	-	1
	1%	1%	1%	1%	-	2%	1%	-	-	3%	-	8%
Neither	34	16	18	9	10	8	8	26	-	5	2	2
	18%	19%	17%	26%	24%	13%	14%	19%	-	19%	32%	9%
Unsure	17	5	12	6	1	5	5	13	-	1	-	3
	9%	6%	11%	17%	3%	9%	9%	9%	-	5%	-	21%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	189	125	64	86	53	39	11	74	72	43	103	78	38	34	100
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	126	63	84	49	42	14	72	69	48	107	72	38	35	98
Biden Administration	82	54	28	38	24	16	5	11	40	31	13	67	19	17	42
	43%	43%	44%	44%	45%	41%	41%	15%	55%	72%	13%	86%	51%	49%	42%
Trump Administration	53	42	11	28	10	14	1	37	9	8	52	0	10	7	29
	28%	34%	18%	33%	19%	35%	13%	49%	13%	18%	51%	0%	27%	22%	29%
Both equally	2	2	-	-	-	2	-	1	1	0	2	-	2	-	-
	1%	2%				6%		2%	1%	1%	2%		5%		
Neither	34	17	18	13	13	3	5	14	18	3	20	9	5	8	18
	18%	13%	27%	16%	24%	8%	41%	19%	24%	6%	19%	11%	13%	23%	18%
Unsure	17	10	7	6	6	4	1	11	5	1	15	2	2	2	11
	9%	8%	11%	7%	12%	10%	5%	15%	7%	3%	15%	3%	4%	6%	11%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	189 100	189 100	-	-	-	-	-	11 100	5 100	14 100	125 100	33 100	16 100	2 100	4 100	3 100	-			
Unweighted Total	189	189	-	-	-	-	-	12	3	13	125	28	20	2	5	4	-			
Biden Administration	82 43%	82 43%	-	-	-	-	-	2 16%	1 13%	3 21%	56 45%	14 41%	7 43%	1 61%	2 47%	2 67%	-			
Trump Administration	53 28%	53 28%	-	-	-	-	-	1 6%	-	8 54%	35 28%	11 32%	4 25%	-	0 11%	1 22%	-			
Both equally	2 1%	2 1%	-	-	-	-	-	-	-	0 2%	1 1%	1 3%	-	-	-	0 11%	-			
Neither	34 18%	34 18%	-	-	-	-	-	8 72%	1 17%	2 14%	20 16%	5 17%	5 32%	1 39%	2 42%	-	-			
Unsure	17 9%	17 9%	-	-	-	-	-	1 6%	3 70%	1 9%	14 11%	2 6%	-	-	-	-	-			

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	189	43	57	45	34	18	13	26	28	15	29	33	28	23	38	57	72
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	39	51	55	35	23	19	24	28	12	25	35	23	22	46	58	63
Biden Administration	82	16	29	20	13	6	4	12	13	6	14	13	14	9	19	28	26
	43%	36%	51%	45%	39%	33%	30%	47%	46%	40%	50%	39%	50%	40%	50%	49%	37%
Trump Administration	53	10	16	11	12	4	4	11	8	2	8	9	7	8	9	20	17
	28%	23%	29%	25%	34%	23%	29%	42%	29%	16%	28%	27%	25%	35%	23%	34%	24%
Both equally	2	-	1	1	0	0	-	-	1	-	-	1	-	-	1	-	1
	1%		2%	2%	1%	2%			3%			3%			2%		2%
Neither	34	8	7	12	5	4	5	1	6	4	5	6	2	4	5	8	17
	18%	20%	13%	26%	14%	23%	40%	6%	20%	30%	17%	19%	9%	19%	13%	14%	23%
Unsure	17	9	3	1	4	3	-	1	1	2	1	4	4	1	4	1	10
	9%	20%	5%	3%	12%	19%		5%	3%	14%	4%	12%	16%	6%	11%	3%	14%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	212	104	108	45	42	44	81	142	16	43	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	212	106	106	49	46	45	72	134	19	48	3	8
Biden Administration	74	28	45	10	14	13	36	39	11	23	-	1
	35%	27%	42%	23%	34%	30%	45%	27%	73%	52%	-	14%
Trump Administration	62	36	26	11	8	16	27	50	1	9	1	1
	29%	35%	24%	24%	19%	37%	34%	35%	7%	21%	28%	20%
Both equally	6	4	2	2	1	-	3	5	-	1	-	-
	3%	4%	2%	5%	2%	-	4%	4%	-	2%	-	-
Neither	47	23	23	16	12	12	7	30	3	7	2	4
	22%	23%	22%	37%	28%	27%	8%	21%	20%	15%	72%	59%
Unsure	22	11	11	5	7	3	7	18	-	4	-	1
	11%	11%	10%	11%	17%	7%	9%	13%	-	9%	-	7%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	212 100	138 100	73 100	87 100	55 100	51 100	18 100	72 100	72 100	67 100	100 100	101 100	57 100	41 100	98 100
Unweighted Total	212	134	78	84	50	50	28	79	74	59	104	96	56	38	103
Biden Administration	74 35%	43 31%	30 41%	16 18%	23 41%	28 53%	8 42%	13 18%	15 21%	45 67%	1 1%	70 70%	18 32%	16 38%	33 34%
Trump Administration	62 29%	47 34%	15 21%	36 41%	14 25%	11 22%	1 8%	33 46%	13 18%	16 24%	60 60%	2 2%	19 33%	15 36%	26 27%
Both equally	6 3%	3 2%	3 4%	2 3%	3 5%	1 1%	0 2%	2 2%	4 5%	1 1%	4 4%	2 2%	1 2%	3 6%	2 2%
Neither	47 22%	31 22%	16 21%	20 23%	10 18%	11 21%	6 31%	12 17%	29 41%	5 8%	18 18%	23 23%	13 23%	4 10%	27 27%
Unsure	22 11%	14 10%	9 12%	13 15%	5 10%	1 2%	3 17%	12 16%	11 15%	-	17 17%	4 4%	6 10%	4 10%	10 11%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	212 100	212 100	-	-	-	-	-	14 100	3 100	6 100	142 100	30 100	22 100	6 100	15 100	16 100	1 100			
Unweighted Total	212	212	-	-	-	-	-	18	2	7	144	24	28	7	17	11	1			
Biden Administration	74 35%	74 35%	-	-	-	-	-	2 15%	-	-	62 44%	3 10%	5 22%	2 27%	4 27%	12 71%	1 100%			
Trump Administration	62 29%	62 29%	-	-	-	-	-	3 20%	3 100%	3 45%	32 22%	15 50%	9 40%	3 45%	3 23%	1 3%	-			
Both equally	6 3%	6 3%	-	-	-	-	-	0 3%	-	-	3 2%	2 8%	1 5%	-	2 12%	-	-			
Neither	47 22%	47 22%	-	-	-	-	-	6 41%	-	2 38%	27 19%	7 25%	6 29%	2 28%	5 35%	2 14%	-			
Unsure	22 11%	22 11%	-	-	-	-	-	3 20%	-	1 16%	18 12%	2 7%	1 5%	-	0 3%	2 11%	-			

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	212	64	43	62	40	29	16	26	33	16	26	18	48	33	32	54	93
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	212	66	38	60	44	31	18	27	30	18	28	18	42	31	44	56	81
Biden Administration	74	27	17	13	15	6	7	7	8	4	7	6	28	11	9	23	31
	35%	42%	40%	21%	37%	22%	46%	27%	24%	23%	27%	34%	59%	33%	28%	43%	33%
Trump Administration	62	15	11	28	8	7	4	10	16	4	4	6	12	14	15	10	24
	29%	23%	26%	44%	21%	25%	26%	37%	47%	23%	15%	36%	25%	42%	46%	18%	26%
Both equally	6	0	2	3	0	0	-	-	3	2	1	-	-	1	1	-	4
	3%	0%	5%	6%	1%	1%			10%	11%	3%			3%	4%		4%
Neither	47	16	7	8	15	10	1	8	4	6	11	4	3	6	3	10	28
	22%	26%	16%	13%	38%	36%	5%	31%	12%	38%	42%	21%	5%	19%	8%	19%	30%
Unsure	22	5	6	10	1	4	4	1	2	1	3	2	5	1	4	10	7
	11%	9%	13%	16%	3%	15%	24%	5%	6%	5%	13%	9%	11%	3%	14%	19%	7%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	401	188	213	77	83	103	137	281	20	67	9	24
	100	100	100	100	100	100	100	100	100	100	100	100
Agenda A: Businesses, cost of living, border security, criminal penalties	210	108	102	35	41	63	71	155	2	28	8	17
	52%	57%	48%	45%	49%	61%	52%	55%	12%	41%	85%	72%
Agenda B: Clean energy, price gouging, abortion, democracy	177	75	102	40	38	38	61	119	17	33	1	7
	44%	40%	48%	52%	45%	37%	44%	43%	85%	49%	15%	28%
Unsure	14	5	9	2	5	2	5	6	1	7	-	0
	3%	3%	4%	3%	6%	2%	4%	2%	3%	10%		1%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	401	263	138	172	108	91	30	146	145	110	203	179	95	75	198
	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	210	145	65	103	52	42	13	113	69	27	182	18	47	36	108
	52%	55%	47%	60%	48%	47%	42%	78%	48%	25%	90%	10%	50%	48%	54%
Agenda B: Clean energy, price gouging, abortion, democracy	177	106	71	63	56	43	15	29	71	77	13	156	42	37	87
	44%	40%	52%	37%	52%	47%	50%	20%	49%	70%	7%	87%	44%	50%	44%
Unsure	14	12	2	6	-	6	2	3	5	6	7	5	6	1	3
	3%	4%	2%	4%		6%	7%	2%	3%	5%	4%	3%	7%	2%	2%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	401	401	-	-	-	-	-	25	8	20	268	63	38	8	19	19	1
	100	100						100	100	100	100	100	100	100	100	100	100
Agenda A: Businesses, cost of living, border security, criminal penalties	210	210	-	-	-	-	-	14	5	18	136	32	23	7	11	6	-
	52%	52%						56%	65%	88%	51%	51%	60%	84%	59%	33%	
Agenda B: Clean energy, price gouging, abortion, democracy	177	177	-	-	-	-	-	9	3	1	124	26	14	1	7	13	1
	44%	44%						35%	35%	6%	46%	42%	37%	16%	35%	67%	100%
Unsure	14	14	-	-	-	-	-	2	-	1	8	5	1	-	1	-	-
	3%	3%						9%		6%	3%	7%	3%		6%		

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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			
	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	401	107	100	107	74	47	29	52	61	31	55	51	76	55	70	111	165
	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	210	58	44	67	36	22	14	32	39	13	26	31	32	25	39	55	91
	52%	55%	44%	62%	48%	48%	50%	62%	64%	41%	48%	60%	42%	46%	55%	50%	55%
Agenda B: Clean energy, price gouging, abortion, democracy	177	43	54	38	36	24	12	18	21	16	26	20	40	29	29	50	69
	44%	41%	54%	35%	49%	52%	42%	34%	35%	52%	47%	40%	52%	52%	42%	45%	42%
Unsure	14	5	3	2	2	-	2	2	1	2	2	-	4	1	2	6	5
	3%	5%	3%	2%	3%		8%	4%	1%	7%	5%		6%	2%	3%	5%	3%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	149	70	79	24	33	42	51	108	6	24	1	10
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	142	70	72	25	34	36	47	102	7	25	1	7
Democrat	8	3	5	-	4	1	3	4	-	5	-	-
	5%	5%	6%		13%	2%	6%	3%		19%		
Republican	120	60	61	21	23	35	41	92	6	13	1	8
	81%	86%	76%	87%	71%	85%	81%	86%	100%	53%	100%	81%
DNR – Don't know/Refused	20	6	14	3	5	5	7	12	-	7	-	2
	14%	9%	18%	13%	16%	12%	14%	11%		28%		19%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	149	102	47	71	37	31	10	50	57	42	74	65	44	21	73
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	142	94	48	66	36	28	12	49	56	37	70	61	38	19	74
Democrat	8	5	3	2	2	3	1	1	3	4	2	6	2	-	5
	5%	5%	7%	2%	5%	11%	12%	3%	5%	9%	2%	9%	4%		7%
Republican	120	79	42	59	34	20	8	37	49	35	62	51	33	16	62
	81%	77%	88%	83%	91%	65%	76%	75%	85%	81%	84%	80%	74%	77%	85%
DNR – Don't know/Refused	20	18	3	10	1	7	1	11	5	4	10	7	10	5	6
	14%	18%	5%	15%	4%	24%	12%	22%	9%	10%	14%	11%	22%	23%	8%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	149	149	-	-	-	-	-	11	5	10	100	22	13	-	3	10	-			
	100	100						100	100	100	100	100	100		100	100				
Unweighted Total	142	142	-	-	-	-	-	12	3	8	96	18	14	-	3	7	-			
Democrat	8	8	-	-	-	-	-	1	-	1	5	1	2	-	-	2	-			
	5%	5%						6%		10%	5%	6%	12%			25%				
Republican	120	120	-	-	-	-	-	8	3	9	81	17	10	-	3	3	-			
	81%	81%						69%	64%	90%	81%	79%	74%		100%	33%				
DNR – Don't know/Refused	20	20	-	-	-	-	-	3	2	-	14	3	2	-	-	4	-			
	14%	14%						25%	36%		14%	16%	14%			42%				

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 Percentage Points

[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	149	42	35	31	37	18	13	18	20	6	20	23	31	19	30	42	58
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	142	40	30	33	35	20	13	16	21	5	21	20	26	16	35	42	49
Democrat	8	3	1	1	3	-	2	-	1	-	2	1	2	2	1	4	2
	5%	8%	4%	3%	7%		19%		5%		10%	4%	6%	8%	4%	8%	3%
Republican	120	31	27	28	31	16	8	17	18	4	15	18	23	16	21	32	52
	81%	74%	78%	89%	83%	89%	59%	95%	91%	79%	78%	78%	74%	81%	72%	75%	90%
DNR – Don't know/Refused	20	7	7	3	4	2	3	1	1	1	2	4	6	2	7	7	4
	14%	18%	19%	9%	10%	11%	22%	5%	4%	21%	12%	18%	20%	10%	24%	17%	7%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	144	64	80	24	32	31	57	109	5	24	1	5
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	144	64	80	24	34	35	51	106	5	25	1	7
Democrat	120	60	60	21	28	26	44	94	3	16	1	5
	83%	93%	75%	86%	88%	84%	78%	86%	69%	68%	100%	100%
Republican	11	3	8	1	3	3	5	7	1	3	-	-
	8%	5%	10%	2%	8%	10%	9%	6%	31%	13%	-	-
DNR – Don't know/Refused	13	1	12	3	1	2	7	8	-	5	-	-
	9%	1%	15%	12%	4%	6%	13%	8%	-	19%	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	144	94	50	67	43	27	8	54	44	46	76	67	25	33	69
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	144	94	50	69	37	25	13	57	44	43	78	64	29	30	71
Democrat	120	76	44	57	36	18	7	45	35	40	64	54	18	30	61
	83%	81%	87%	86%	85%	68%	93%	82%	79%	88%	84%	81%	71%	91%	89%
Republican	11	8	3	4	3	4	1	4	5	2	7	4	5	-	3
	8%	9%	6%	7%	6%	15%	7%	8%	12%	4%	10%	6%	21%		5%
DNR – Don't know/Refused	13	9	4	5	4	5	-	6	4	4	5	8	2	3	5
	9%	10%	7%	7%	9%	17%		10%	9%	8%	6%	13%	7%	9%	7%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	144	144	-	-	-	-	-	5	2	4	96	27	11	-	5	4	-			
	100	100						100	100	100	100	100	100		100	100				
Unweighted Total	144	144	-	-	-	-	-	6	2	5	103	19	14	-	6	2	-			
Democrat	120	120	-	-	-	-	-	4	1	3	80	19	11	-	3	2	-			
	83%	83%						84%	38%	70%	84%	72%	100%		72%	61%				
Republican	11	11	-	-	-	-	-	-	1	1	6	5	-	-	1	1	-			
	8%	8%							62%	30%	6%	17%			14%	39%				
DNR – Don't know/Refused	13	13	-	-	-	-	-	1	-	-	10	3	-	-	1	-	-			
	9%	9%						16%			10%	12%			14%					

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	144	44	34	43	16	10	14	14	26	15	19	17	30	18	24	42	60
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	144	42	34	45	16	10	20	13	21	14	14	22	30	17	34	43	50
Democrat	120	32	28	40	15	9	13	13	25	12	15	13	19	14	21	31	53
	83%	73%	83%	93%	92%	90%	95%	91%	95%	83%	83%	78%	64%	80%	86%	75%	89%
Republican	11	6	2	2	1	-	1	1	1	1	2	2	4	3	2	1	6
	8%	14%	5%	5%	8%		5%	9%	5%	4%	11%	10%	13%	14%	8%	3%	10%
DNR – Don't know/Refused	13	6	4	1	-	1	-	-	-	2	1	2	7	1	2	9	1
	9%	14%	12%	2%		10%				14%	6%	11%	23%	6%	7%	23%	2%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	401	188	213	77	83	103	137	281	20	67	9	24
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	401	200	201	84	90	104	123	267	23	77	8	26
Government and politicians	197	96	101	35	37	57	68	138	1	33	6	18
	49%	51%	47%	45%	45%	55%	50%	49%	3%	49%	71%	76%
Supply chain disruptions and pandemic-related factors	149	72	77	32	31	31	54	109	11	19	1	9
	37%	38%	36%	42%	37%	30%	40%	39%	53%	28%	15%	38%
Wars and foreign conflicts	93	48	45	28	26	23	15	65	4	18	1	6
	23%	25%	21%	37%	32%	23%	11%	23%	18%	26%	15%	23%
Corporate greed and price gouging	204	88	116	46	40	51	67	131	15	42	8	8
	51%	47%	55%	59%	48%	50%	49%	47%	76%	63%	85%	34%
None of these	8	5	3	-	1	2	5	4	1	3	-	-
	2%	3%	1%		1%	2%	4%	1%	3%	5%		
Unsure	5	1	4	-	3	-	1	5	-	-	-	-
	1%	*%	2%		4%		1%	2%				

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	401	263	138	172	108	91	30	146	145	110	203	179	95	75	198
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	401	260	141	168	99	92	42	151	143	107	211	168	94	73	201
Government and politicians	197	137	60	91	48	46	13	89	75	33	152	34	43	33	102
	49%	52%	44%	53%	44%	50%	43%	61%	52%	30%	75%	19%	46%	44%	52%
Supply chain disruptions and pandemic-related factors	149	88	61	56	53	32	8	51	50	49	53	92	29	30	79
	37%	34%	44%	33%	49%	35%	26%	35%	34%	44%	26%	51%	31%	40%	40%
Wars and foreign conflicts	93	64	30	43	21	20	8	36	37	21	62	28	22	16	52
	23%	24%	22%	25%	20%	22%	29%	24%	25%	19%	31%	15%	23%	21%	26%
Corporate greed and price gouging	204	131	74	75	56	55	18	52	82	71	60	133	56	49	86
	51%	50%	54%	44%	51%	61%	62%	35%	57%	64%	29%	75%	59%	66%	43%
None of these	8	5	3	2	2	3	1	3	1	4	3	3	2	0	2
	2%	2%	2%	1%	2%	4%	2%	2%	1%	4%	2%	2%	2%	1%	1%
Unsure	5	4	1	4	1	-	-	4	1	-	5	-	2	-	2
	1%	1%	1%	2%	1%	-	-	3%	*%	-	2%	-	2%	-	1%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	401	401	-	-	-	-	-	25	8	20	268	63	38	8	19	19	1
	100	100						100	100	100	100	100	100	100	100	100	100
Unweighted Total	401	401	-	-	-	-	-	30	5	20	269	52	48	9	22	15	1
Government and politicians	197	197	-	-	-	-	-	15	6	14	128	29	23	5	8	4	-
	49%	49%						60%	82%	71%	48%	47%	60%	64%	43%	19%	
Supply chain disruptions and pandemic-related factors	149	149	-	-	-	-	-	6	4	5	108	20	12	1	3	11	-
	37%	37%						23%	54%	25%	40%	32%	31%	9%	15%	56%	
Wars and foreign conflicts	93	93	-	-	-	-	-	7	1	7	54	21	8	4	9	-	-
	23%	23%						28%	18%	34%	20%	33%	20%	48%	49%		
Corporate greed and price gouging	204	204	-	-	-	-	-	13	3	3	133	33	18	5	14	14	1
	51%	51%						53%	35%	16%	50%	52%	48%	59%	72%	73%	100%
None of these	8	8	-	-	-	-	-	1	-	2	7	-	1	-	-	1	-
	2%	2%						5%		10%	3%		2%		3%		
Unsure	5	5	-	-	-	-	-	-	-	-	3	1	1	-	1	-	-
	1%	1%									1%	2%	2%	4%			

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	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	401	107	100	107	74	47	29	52	61	31	55	51	76	55	70	111	165
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	401	105	89	115	79	54	37	51	58	30	53	53	65	53	90	114	144
Government and politicians	197	48	52	57	33	23	15	26	33	12	23	31	35	29	29	50	88
	49%	45%	52%	53%	45%	48%	51%	50%	54%	39%	42%	60%	46%	53%	42%	45%	54%
Supply chain disruptions and pandemic-related factors	149	46	29	45	26	20	8	18	26	13	23	13	29	21	29	41	58
	37%	43%	29%	42%	35%	43%	29%	35%	42%	41%	41%	26%	38%	38%	41%	37%	35%
Wars and foreign conflicts	93	24	21	30	17	18	11	14	5	11	16	9	10	15	19	21	38
	23%	22%	22%	28%	23%	38%	37%	27%	9%	35%	29%	18%	13%	28%	27%	19%	23%
Corporate greed and price gouging	204	49	63	50	37	26	13	24	25	20	27	28	42	33	33	60	79
	51%	46%	64%	46%	50%	56%	46%	45%	41%	65%	49%	54%	55%	59%	46%	54%	48%
None of these	8	3	-	1	3	-	1	2	2	-	0	-	3	1	1	5	1
	2%	3%		1%	5%		2%	4%	4%		1%		4%	1%	2%	5%	1%
Unsure	5	3	-	1	-	-	-	-	1	-	3	-	1	-	1	1	2
	1%	2%		1%					1%		6%		1%		2%	1%	1%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	189	85	105	33	42	59	56	139	4	24	6	17
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	94	95	35	44	59	51	133	4	29	5	18
MEAN	2.75	2.69	2.81	2.70	3.41	2.96	2.09	2.75	1.44	3.22	3.06	2.34
1 - Do not worry at all	66	29	36	10	6	19	31	48	3	6	0	8
	35%	35%	35%	30%	15%	32%	56%	35%	78%	23%	4%	49%
2	25	14	11	6	6	8	6	18	-	4	1	3
	13%	17%	11%	19%	14%	13%	10%	13%	-	16%	16%	17%
3	32	15	17	7	11	6	9	23	1	3	4	1
	17%	18%	16%	21%	25%	10%	17%	17%	22%	14%	66%	9%
4	20	5	14	4	3	11	2	17	-	3	-	-
	10%	6%	14%	11%	6%	19%	4%	12%	-	11%	-	-
5 - Worry about it a great deal	45	20	25	6	16	16	7	32	-	9	1	4
	24%	24%	24%	19%	38%	27%	13%	23%	-	36%	14%	25%
Unsure	1	-	1	-	1	-	-	1	-	-	-	-
	*%	-	1%	-	2%	-	-	1%	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	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	189	125	64	86	53	39	11	74	72	43	103	78	38	34	100
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	126	63	84	49	42	14	72	69	48	107	72	38	35	98
MEAN	2.75	2.73	2.81	2.72	2.80	2.73	2.84	2.75	2.82	2.65	2.98	2.39	3.16	3.09	2.50
1 - Do not worry at all	66	44	22	30	19	14	3	29	19	17	30	33	11	8	40
	35%	35%	34%	35%	35%	36%	29%	39%	27%	41%	29%	42%	29%	24%	40%
2	25	16	10	9	9	7	1	5	14	6	13	12	4	5	16
	13%	12%	15%	10%	18%	18%	5%	7%	19%	15%	13%	15%	10%	14%	16%
3	32	23	10	18	5	5	5	13	14	5	16	15	6	8	16
	17%	18%	15%	21%	9%	12%	42%	18%	20%	11%	16%	19%	15%	23%	16%
4	20	15	4	13	4	2	0	7	10	3	12	7	4	3	10
	10%	12%	7%	15%	8%	6%	4%	9%	14%	6%	12%	9%	10%	9%	10%
5 - Worry about it a great deal	45	27	19	16	16	11	2	19	14	12	30	11	14	10	18
	24%	22%	29%	18%	30%	29%	21%	26%	20%	28%	29%	15%	36%	30%	18%
Unsure	1	1	-	1	-	-	-	1	-	-	1	-	-	-	1
	*%	1%		1%				1%			1%				1%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	189 100	189 100	-	-	-	-	-	11 100	5 100	14 100	125 100	33 100	16 100	2 100	4 100	3 100	-			
Unweighted Total	189	189	-	-	-	-	-	12	3	13	125	28	20	2	5	4	-			
MEAN	2.75	2.75	-	-	-	-	-	2.97	1.86	3.55	2.43	3.31	3.77	1.00	1.62	1.99	-			
1 - Do not worry at all	66 35%	66 35%	-	-	-	-	-	4 31%	3 70%	3 24%	54 43%	6 19%	2 13%	2 100%	3 72%	2 67%	-			
2	25 13%	25 13%	-	-	-	-	-	2 18%	-	1 5%	18 14%	5 15%	0 2%	-	0 11%	0 11%	-			
3	32 17%	32 17%	-	-	-	-	-	1 12%	1 17%	1 10%	19 15%	6 20%	4 26%	-	-	-	-			
4	20 10%	20 10%	-	-	-	-	-	-	-	2 14%	11 9%	4 12%	2 12%	-	1 17%	-	-			
5 - Worry about it a great deal	45 24%	45 24%	-	-	-	-	-	4 39%	1 13%	7 47%	22 18%	12 35%	8 46%	-	-	1 22%	-			
Unsure	1 *%	1 *%	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-			

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	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	189	43	57	45	34	18	13	26	28	15	29	33	28	23	38	57	72
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	39	51	55	35	23	19	24	28	12	25	35	23	22	46	58	63
MEAN	2.75	2.77	2.96	2.48	2.64	2.72	3.70	2.67	2.22	2.68	3.28	3.19	1.95	2.91	2.28	3.14	2.65
1 - Do not worry at all	66	14	19	16	14	6	-	11	12	4	6	8	19	6	15	16	28
	35%	33%	33%	35%	40%	35%		42%	44%	24%	21%	24%	67%	28%	40%	29%	39%
2	25	7	3	9	5	3	1	5	5	3	4	3	1	1	9	4	11
	13%	15%	6%	20%	15%	17%	10%	18%	19%	22%	15%	9%	2%	6%	23%	7%	16%
3	32	7	11	9	5	2	6	2	6	5	5	4	3	8	7	10	8
	17%	15%	19%	21%	14%	12%	43%	6%	22%	31%	17%	12%	12%	34%	18%	17%	11%
4	20	5	9	4	1	2	2	-	1	1	1	11	1	3	3	8	6
	10%	12%	16%	10%	3%	13%	14%		4%	8%	3%	34%	4%	12%	7%	14%	9%
5 - Worry about it a great deal	45	10	15	6	10	4	4	9	3	2	12	7	4	5	4	18	18
	24%	23%	26%	14%	28%	23%	33%	34%	12%	15%	41%	21%	14%	20%	12%	33%	25%
Unsure	1	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1
	*%	2%									2%						1%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 Percentage Points

[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	189	85	105	33	42	59	56	139	4	24	6	17
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	94	95	35	44	59	51	133	4	29	5	18
MEAN	2.41	2.29	2.50	2.50	2.85	2.60	1.78	2.29	1.88	2.87	2.76	2.70
1 - Do not worry at all	71	34	37	10	8	20	33	56	3	6	-	6
	38%	41%	35%	29%	19%	35%	59%	40%	78%	23%	-	37%
2	35	17	18	6	10	11	9	25	-	6	3	1
	19%	20%	18%	19%	24%	18%	15%	18%	-	23%	53%	8%
3	28	12	16	9	9	8	1	20	-	4	2	2
	15%	14%	15%	29%	22%	14%	1%	14%	-	16%	33%	14%
4	24	7	17	6	7	7	4	17	-	4	-	3
	13%	8%	17%	18%	18%	13%	7%	13%	-	16%	-	18%
5 - Worry about it a great deal	23	11	12	2	6	10	5	13	1	5	1	3
	12%	12%	12%	5%	15%	18%	8%	10%	22%	21%	14%	18%
Unsure	8	4	4	0	1	2	5	7	-	-	-	1
	4%	5%	4%	1%	2%	3%	9%	5%	-	-	-	7%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 Percentage Points

[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	189	125	64	86	53	39	11	74	72	43	103	78	38	34	100
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	126	63	84	49	42	14	72	69	48	107	72	38	35	98
MEAN	2.41	2.42	2.38	2.34	2.21	2.58	3.16	2.56	2.55	1.93	2.74	1.89	2.98	2.68	2.20
1 - Do not worry at all	71	44	27	31	25	13	2	27	20	25	29	41	9	11	43
	38%	35%	42%	36%	47%	34%	18%	36%	27%	58%	28%	53%	22%	33%	43%
2	35	24	11	16	9	8	2	12	19	4	18	14	8	4	19
	19%	19%	17%	19%	18%	20%	16%	16%	26%	10%	17%	18%	22%	13%	19%
3	28	17	10	12	8	5	3	11	13	4	17	10	1	6	17
	15%	14%	16%	14%	14%	14%	24%	14%	18%	10%	17%	13%	4%	17%	17%
4	24	17	7	13	5	5	2	8	10	7	18	5	6	7	9
	13%	14%	11%	15%	9%	12%	19%	11%	13%	16%	17%	7%	16%	22%	9%
5 - Worry about it a great deal	23	14	9	7	6	7	3	13	9	1	16	4	9	4	9
	12%	11%	14%	8%	12%	18%	24%	18%	12%	3%	16%	5%	25%	13%	9%
Unsure	8	8	-	7	-	1	-	4	3	1	5	3	5	1	2
	4%	6%	-	8%	-	3%	-	5%	4%	3%	5%	4%	12%	2%	3%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 Percentage Points

[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 Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	189 100	189 100	-	-	-	-	-	11 100	5 100	14 100	125 100	33 100	16 100	2 100	4 100	3 100	-
Unweighted Total	189	189	-	-	-	-	-	12	3	13	125	28	20	2	5	4	-
MEAN	2.41	2.41	-	-	-	-	-	2.98	1.90	2.84	2.14	2.68	3.23	2.55	2.56	1.98	-
1 - Do not worry at all	71 38%	71 38%	-	-	-	-	-	2 16%	3 70%	1 9%	59 47%	9 28%	2 13%	1 61%	2 47%	2 67%	-
2	35 19%	35 19%	-	-	-	-	-	3 26%	-	6 46%	25 20%	4 12%	3 19%	-	0 11%	-	-
3	28 15%	28 15%	-	-	-	-	-	3 24%	-	1 4%	12 10%	10 31%	3 20%	-	-	-	-
4	24 13%	24 13%	-	-	-	-	-	1 12%	1 30%	2 15%	12 9%	4 13%	3 19%	-	1 23%	-	-
5 - Worry about it a great deal	23 12%	23 12%	-	-	-	-	-	3 22%	-	2 17%	13 11%	4 12%	4 24%	1 39%	1 19%	1 22%	-
Unsure	8 4%	8 4%	-	-	-	-	-	-	-	1 8%	5 4%	1 3%	1 5%	-	-	0 11%	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 Percentage Points

[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	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	189	43	57	45	34	18	13	26	28	15	29	33	28	23	38	57	72
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	39	51	55	35	23	19	24	28	12	25	35	23	22	46	58	63
MEAN	2.41	2.46	2.58	2.05	2.55	2.35	2.52	2.49	1.90	2.67	3.00	2.68	1.68	2.90	2.01	2.66	2.28
1 - Do not worry at all	71	16	17	21	12	6	4	11	14	4	4	10	19	6	21	15	29
	38%	38%	30%	48%	34%	32%	29%	41%	51%	27%	15%	30%	68%	26%	54%	27%	41%
2	35	7	12	10	7	4	3	4	6	2	7	7	3	3	6	15	10
	19%	15%	21%	22%	21%	22%	24%	15%	21%	14%	24%	20%	10%	15%	16%	27%	14%
3	28	7	9	7	2	5	3	4	-	5	6	4	1	3	4	4	18
	15%	17%	15%	16%	5%	26%	25%	16%	-	32%	21%	13%	2%	13%	9%	6%	24%
4	24	7	11	3	4	3	1	3	1	3	6	5	3	6	4	6	9
	13%	16%	19%	7%	11%	14%	8%	10%	3%	22%	22%	15%	10%	26%	9%	10%	13%
5 - Worry about it a great deal	23	5	6	3	6	1	2	5	3	1	4	6	1	4	3	12	4
	12%	12%	11%	7%	19%	4%	14%	18%	12%	6%	16%	17%	5%	16%	9%	20%	6%
Unsure	8	1	3	-	4	0	-	-	4	-	1	2	1	1	1	5	1
	4%	2%	5%	-	12%	2%	-	-	13%	-	3%	5%	5%	4%	1%	9%	2%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 Percentage Points

[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	189	85	105	33	42	59	56	139	4	24	6	17
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	94	95	35	44	59	51	133	4	29	5	18
MEAN	3.56	3.52	3.59	3.61	3.66	3.79	3.19	3.53	3.47	3.86	3.74	3.25
1 - Do not worry at all	26	12	14	5	3	7	11	18	1	2	-	5
	14%	14%	13%	16%	7%	12%	19%	13%	19%	10%		27%
2	19	5	14	2	6	6	6	16	-	2	0	2
	10%	6%	14%	6%	14%	10%	10%	11%		6%	4%	10%
3	36	22	15	7	9	7	13	27	1	4	2	2
	19%	26%	14%	21%	22%	13%	22%	19%	27%	19%	33%	11%
4	38	18	19	5	8	11	12	27	1	5	3	3
	20%	21%	19%	16%	20%	19%	22%	19%	22%	19%	49%	16%
5 - Worry about it a great deal	69	27	42	13	15	27	13	49	1	11	1	6
	36%	31%	40%	41%	37%	47%	22%	36%	32%	46%	14%	37%
Unsure	2	2	-	-	-	-	2	2	-	-	-	-
	1%	2%					3%	1%				

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 Percentage Points

[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	189	125	64	86	53	39	11	74	72	43	103	78	38	34	100
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	126	63	84	49	42	14	72	69	48	107	72	38	35	98
MEAN	3.56	3.57	3.52	3.59	3.45	3.54	3.87	3.60	3.65	3.33	3.78	3.19	3.95	4.00	3.29
1 - Do not worry at all	26	18	8	11	7	7	1	11	6	8	11	15	3	4	15
	14%	14%	12%	13%	13%	17%	7%	15%	9%	20%	11%	19%	7%	12%	15%
2	19	12	7	9	7	3	-	5	10	5	6	14	3	1	12
	10%	10%	11%	10%	13%	8%	-	6%	13%	12%	5%	17%	8%	4%	12%
3	36	22	14	17	10	6	4	17	11	9	21	13	6	4	23
	19%	18%	22%	19%	20%	14%	32%	22%	15%	21%	20%	17%	16%	12%	23%
4	38	23	15	14	13	9	2	13	20	5	24	11	5	5	26
	20%	18%	23%	16%	24%	22%	20%	17%	27%	12%	23%	14%	14%	16%	26%
5 - Worry about it a great deal	69	48	21	33	16	15	5	29	24	15	42	24	19	19	23
	36%	38%	32%	39%	30%	38%	41%	39%	34%	36%	40%	30%	50%	56%	23%
Unsure	2	2	-	2	-	-	-	-	2	-	-	2	2	-	-
	1%	1%	-	2%	-	-	-	-	2%	-	-	2%	4%	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 Percentage Points

[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	State						Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	189 100	189 100	-	-	-	-	-	11 100	5 100	14 100	125 100	33 100	16 100	2 100	4 100	3 100	-
Unweighted Total	189	189	-	-	-	-	-	12	3	13	125	28	20	2	5	4	-
MEAN	3.56	3.56	-	-	-	-	-	4.16	1.64	4.28	3.38	3.95	4.23	1.78	2.93	2.51	-
1 - Do not worry at all	26 14%	26 14%	-	-	-	-	-	-	3 70%	-	21 16%	3 8%	1 6%	1 61%	1 30%	1 26%	-
2	19 10%	19 10%	-	-	-	-	-	-	1 13%	1 4%	14 11%	1 3%	1 8%	-	0 11%	1 42%	-
3	36 19%	36 19%	-	-	-	-	-	2 22%	-	2 16%	22 18%	10 29%	2 13%	1 39%	1 19%	0 11%	-
4	38 20%	38 20%	-	-	-	-	-	4 40%	1 17%	4 27%	32 26%	2 6%	0 3%	-	1 17%	-	-
5 - Worry about it a great deal	69 36%	69 36%	-	-	-	-	-	4 38%	-	7 53%	35 28%	18 54%	12 70%	-	1 23%	1 22%	-
Unsure	2 1%	2 1%	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 Percentage Points

[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	189	43	57	45	34	18	13	26	28	15	29	33	28	23	38	57	72
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	39	51	55	35	23	19	24	28	12	25	35	23	22	46	58	63
MEAN	3.56	3.44	3.78	3.53	3.30	2.97	3.76	3.97	3.32	4.39	3.62	3.65	3.06	4.23	3.10	3.56	3.58
1 - Do not worry at all	26	5	7	6	6	5	1	2	3	-	2	5	8	-	9	7	10
	14%	12%	12%	13%	17%	29%	9%	9%	11%		6%	14%	28%		22%	13%	14%
2	19	6	8	3	2	2	1	1	2	-	5	5	4	3	6	6	4
	10%	13%	13%	7%	5%	10%	6%	2%	6%		18%	16%	15%	14%	15%	11%	6%
3	36	8	6	12	9	4	3	5	10	3	6	2	3	1	8	10	17
	19%	19%	11%	27%	25%	20%	22%	20%	36%	23%	22%	7%	9%	4%	21%	18%	23%
4	38	14	6	9	9	3	3	5	7	2	5	7	5	6	5	10	16
	20%	32%	10%	20%	27%	16%	24%	19%	26%	16%	18%	20%	19%	25%	14%	18%	22%
5 - Worry about it a great deal	69	10	30	15	7	4	5	13	4	9	10	15	8	13	11	21	25
	36%	24%	53%	33%	21%	24%	38%	50%	16%	61%	36%	44%	29%	56%	28%	37%	35%
Unsure	2	-	-	-	2	-	-	-	2	-	-	-	-	-	-	2	-
	1%				5%				6%							3%	

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	189	85	105	33	42	59	56	139	4	24	6	17
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	94	95	35	44	59	51	133	4	29	5	18
MEAN	3.47	3.45	3.48	3.78	4.32	3.64	2.44	3.48	1.22	4.14	3.29	3.03
1 - Do not worry at all	30	13	17	-	-	9	21	23	3	1	-	3
	16%	15%	17%			15%	38%	17%	78%	4%		16%
2	23	8	15	6	2	6	9	19	1	1	-	1
	12%	9%	14%	19%	4%	9%	17%	14%	22%	6%		6%
3	32	17	15	8	6	8	10	16	-	4	5	8
	17%	21%	14%	26%	13%	14%	18%	11%		17%	86%	46%
4	32	18	14	5	12	10	4	25	-	4	-	2
	17%	21%	13%	16%	29%	17%	8%	18%		17%		13%
5 - Worry about it a great deal	70	27	43	13	22	25	9	53	-	13	1	2
	37%	31%	41%	40%	54%	43%	15%	38%		56%	14%	14%
Unsure	3	2	1	-	-	1	2	2	-	-	-	1
	1%	2%	1%			1%	4%	1%				3%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	189	125	64	86	53	39	11	74	72	43	103	78	38	34	100
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	126	63	84	49	42	14	72	69	48	107	72	38	35	98
MEAN	3.47	3.53	3.36	3.55	3.38	3.49	3.23	3.70	3.51	3.04	3.87	2.89	3.65	3.48	3.38
1 - Do not worry at all	30	18	12	13	10	5	2	10	7	14	9	22	5	6	15
	16%	15%	19%	15%	19%	13%	18%	13%	10%	32%	9%	28%	13%	19%	15%
2	23	13	10	11	8	1	2	3	13	6	5	14	3	5	15
	12%	10%	15%	13%	15%	4%	18%	5%	18%	13%	5%	19%	7%	15%	15%
3	32	27	6	13	2	14	3	18	10	4	24	8	10	1	17
	17%	22%	9%	16%	5%	35%	27%	25%	14%	9%	24%	10%	25%	4%	17%
4	32	15	17	9	17	6	-	8	18	5	13	19	4	8	18
	17%	12%	26%	10%	31%	16%	-	11%	26%	11%	12%	24%	10%	24%	19%
5 - Worry about it a great deal	70	49	20	37	16	12	4	32	23	15	49	15	17	13	32
	37%	40%	31%	43%	30%	31%	38%	43%	32%	35%	48%	19%	44%	38%	32%
Unsure	3	3	-	2	-	1	-	3	-	-	3	-	1	-	2
	1%	2%	-	2%	-	1%	-	3%	-	-	2%	-	1%	-	2%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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 Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	189	189	-	-	-	-	-	11	5	14	125	33	16	2	4	3	-
	100	100	-	-	-	-	-	100	100	100	100	100	100	100	100	100	-
Unweighted Total	189	189	-	-	-	-	-	12	3	13	125	28	20	2	5	4	-
MEAN	3.47	3.47	-	-	-	-	-	4.05	3.26	4.05	3.21	3.95	4.12	2.16	3.51	3.03	-
1 - Do not worry at all	30	30	-	-	-	-	-	1	-	1	29	-	1	1	1	1	-
	16%	16%	-	-	-	-	-	6%	-	9%	23%	-	6%	61%	30%	26%	-
2	23	23	-	-	-	-	-	3	-	1	14	6	1	-	-	-	-
	12%	12%	-	-	-	-	-	24%	-	6%	11%	17%	7%	-	-	-	-
3	32	32	-	-	-	-	-	-	4	2	20	7	1	-	-	1	-
	17%	17%	-	-	-	-	-	-	87%	15%	16%	22%	6%	-	-	42%	-
4	32	32	-	-	-	-	-	-	-	1	21	2	5	1	1	0	-
	17%	17%	-	-	-	-	-	-	-	11%	17%	7%	29%	39%	30%	11%	-
5 - Worry about it a great deal	70	70	-	-	-	-	-	8	1	8	39	17	8	-	2	1	-
	37%	37%	-	-	-	-	-	70%	13%	59%	31%	53%	51%	-	40%	22%	-
Unsure	3	3	-	-	-	-	-	-	-	-	3	-	-	-	-	-	-
	1%	1%	-	-	-	-	-	-	-	-	2%	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	189	43	57	45	34	18	13	26	28	15	29	33	28	23	38	57	72
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	39	51	55	35	23	19	24	28	12	25	35	23	22	46	58	63
MEAN	3.47	3.73	3.35	3.41	3.36	3.75	4.24	3.61	2.69	3.80	4.36	3.66	2.21	3.89	3.13	3.54	3.47
1 - Do not worry at all	30	5	11	7	5	-	-	4	9	-	-	5	13	2	11	6	12
	16%	12%	19%	15%	16%			16%	31%			15%	45%	9%	29%	10%	16%
2	23	5	9	5	3	1	1	2	4	5	1	3	5	2	5	8	8
	12%	12%	16%	12%	8%	5%	5%	9%	15%	35%	3%	10%	18%	9%	13%	14%	10%
3	32	4	10	8	9	8	3	2	4	-	3	6	6	3	3	11	15
	17%	9%	18%	19%	26%	46%	20%	9%	14%		10%	17%	23%	13%	9%	19%	21%
4	32	11	2	12	6	3	3	8	4	2	9	3	-	5	7	10	10
	17%	26%	4%	27%	17%	17%	21%	29%	16%	14%	32%	8%		23%	17%	17%	14%
5 - Worry about it a great deal	70	18	24	12	10	6	7	9	5	7	15	16	4	10	12	20	27
	37%	41%	42%	28%	28%	32%	54%	37%	17%	51%	54%	48%	14%	46%	33%	35%	38%
Unsure	3	-	1	-	2	-	-	-	2	-	-	1	-	-	-	3	-
	1%		1%		6%				7%			2%				4%	

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	189	85	105	33	42	59	56	139	4	24	6	17
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	94	95	35	44	59	51	133	4	29	5	18
MEAN	3.08	3.01	3.14	3.06	3.17	3.11	2.99	3.10	1.88	3.44	4.05	2.34
1 - Do not worry at all	48	22	26	8	8	13	19	33	3	3	0	8
	25%	26%	25%	23%	20%	23%	34%	24%	78%	13%	4%	50%
2	19	10	8	5	4	9	1	16	-	3	-	-
	10%	12%	8%	14%	9%	16%	1%	12%	-	11%	-	-
3	37	15	21	4	12	10	10	25	-	5	2	5
	19%	18%	20%	13%	29%	18%	18%	18%	-	22%	33%	27%
4	41	17	24	11	7	9	14	32	-	6	1	2
	21%	20%	23%	34%	16%	15%	25%	23%	-	24%	14%	11%
5 - Worry about it a great deal	45	20	25	5	11	17	12	32	1	7	3	2
	24%	23%	24%	16%	25%	28%	22%	23%	22%	29%	49%	12%
Unsure	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	189	125	64	86	53	39	11	74	72	43	103	78	38	34	100
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	126	63	84	49	42	14	72	69	48	107	72	38	35	98
MEAN	3.08	3.30	2.65	3.41	2.60	3.06	2.86	3.31	3.00	2.81	3.60	2.32	3.71	3.37	2.72
1 - Do not worry at all	48	25	24	13	21	12	3	14	18	16	13	34	6	5	34
	25%	20%	37%	15%	39%	31%	27%	19%	25%	36%	13%	43%	16%	16%	34%
2	19	11	8	9	7	1	1	7	9	3	8	11	3	2	12
	10%	9%	12%	11%	12%	4%	12%	10%	12%	6%	8%	14%	7%	5%	12%
3	37	25	12	16	9	9	3	14	14	8	19	17	4	11	19
	19%	20%	18%	19%	16%	23%	26%	19%	20%	19%	19%	22%	11%	32%	19%
4	41	31	10	24	8	6	2	17	16	8	29	9	9	7	18
	21%	25%	15%	29%	14%	16%	18%	23%	22%	17%	28%	12%	23%	22%	18%
5 - Worry about it a great deal	45	33	11	23	10	11	2	21	15	9	33	8	17	9	17
	24%	27%	18%	27%	18%	27%	17%	29%	20%	21%	33%	10%	43%	26%	17%
Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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 Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	189 100	189 100	-	-	-	-	-	11 100	5 100	14 100	125 100	33 100	16 100	2 100	4 100	3 100	-
Unweighted Total	189	189	-	-	-	-	-	12	3	13	125	28	20	2	5	4	-
MEAN	3.08	3.08	-	-	-	-	-	3.68	1.56	4.42	2.91	3.16	3.71	1.78	3.43	2.09	-
1 - Do not worry at all	48 25%	48 25%	-	-	-	-	-	2 20%	3 70%	0 1%	39 31%	6 19%	3 17%	1 61%	1 30%	2 67%	-
2	19 10%	19 10%	-	-	-	-	-	-	1 17%	-	13 11%	3 9%	-	-	-	-	-
3	37 19%	37 19%	-	-	-	-	-	1 6%	-	0 3%	23 18%	8 25%	4 22%	1 39%	1 19%	0 11%	-
4	41 21%	41 21%	-	-	-	-	-	5 41%	1 13%	6 46%	22 18%	10 29%	3 17%	-	-	-	-
5 - Worry about it a great deal	45 24%	45 24%	-	-	-	-	-	4 33%	-	7 49%	28 23%	6 17%	7 44%	-	2 51%	1 22%	-
Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	189	43	57	45	34	18	13	26	28	15	29	33	28	23	38	57	72
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	39	51	55	35	23	19	24	28	12	25	35	23	22	46	58	63
MEAN	3.08	2.87	3.38	2.71	3.21	2.85	3.24	3.03	2.99	3.31	3.14	3.17	2.99	3.66	2.64	3.52	2.78
1 - Do not worry at all	48 25%	14 31%	10 18%	14 31%	8 24%	4 24%	2 12%	6 25%	10 36%	3 22%	7 24%	7 21%	9 32%	3 11%	14 38%	7 12%	25 34%
2	19 10%	4 10%	4 6%	8 19%	2 6%	4 23%	3 22%	3 13%	-	1 3%	1 4%	6 18%	1 2%	2 9%	2 7%	8 13%	7 9%
3	37 19%	8 18%	12 22%	8 18%	7 21%	3 15%	4 31%	6 21%	3 12%	2 10%	8 28%	5 15%	7 24%	3 15%	9 24%	11 19%	13 19%
4	41 21%	9 22%	14 25%	5 11%	8 23%	4 20%	-	4 15%	9 34%	7 51%	7 23%	5 15%	4 16%	7 32%	7 18%	13 23%	14 19%
5 - Worry about it a great deal	45 24%	8 19%	16 28%	9 21%	9 26%	3 18%	5 35%	7 25%	5 19%	2 14%	6 21%	10 31%	7 25%	7 33%	5 14%	19 33%	13 19%
Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	189	85	105	33	42	59	56	139	4	24	6	17
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	94	95	35	44	59	51	133	4	29	5	18
MEAN	3.25	3.19	3.30	3.72	3.95	3.24	2.48	3.08	1.88	3.95	4.53	3.62
1 - Do not worry at all	51	25	26	2	4	17	29	40	3	4	-	4
	27%	29%	25%	6%	9%	28%	51%	29%	78%	16%	-	23%
2	14	9	5	7	1	4	2	14	-	-	-	-
	7%	11%	4%	21%	2%	7%	3%	10%	-	-	-	-
3	28	9	18	6	8	7	7	21	-	4	-	3
	15%	11%	17%	18%	19%	12%	12%	15%	-	17%	-	16%
4	29	8	21	2	11	9	8	23	-	2	3	2
	16%	10%	20%	6%	26%	15%	14%	16%	-	6%	47%	15%
5 - Worry about it a great deal	67	33	34	16	18	21	11	41	1	15	3	8
	35%	39%	32%	49%	44%	36%	20%	29%	22%	60%	53%	47%
Unsure	1	-	1	-	-	1	-	1	-	-	-	-
	*%	-	1%	-	-	1%	-	*%	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	189	125	64	86	53	39	11	74	72	43	103	78	38	34	100
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	126	63	84	49	42	14	72	69	48	107	72	38	35	98
MEAN	3.25	3.36	3.04	3.16	2.96	3.82	3.43	3.36	3.36	2.89	3.52	2.77	3.84	3.44	3.06
1 - Do not worry at all	51	32	19	24	16	9	3	19	14	18	22	28	8	8	27
	27%	26%	29%	28%	31%	22%	22%	26%	19%	41%	22%	36%	21%	24%	28%
2	14	5	8	5	8	-	-	4	8	2	4	9	1	3	9
	7%	4%	13%	6%	16%	-	-	5%	11%	4%	4%	12%	2%	10%	9%
3	28	21	7	17	4	4	3	11	13	4	16	11	3	3	19
	15%	17%	10%	20%	8%	10%	24%	14%	18%	9%	16%	15%	8%	8%	19%
4	29	18	11	14	9	4	2	11	11	8	19	10	4	5	19
	16%	15%	17%	16%	17%	11%	20%	15%	15%	18%	18%	13%	9%	14%	19%
5 - Worry about it a great deal	67	48	19	26	15	22	4	29	26	12	42	19	23	15	26
	35%	39%	29%	30%	28%	57%	34%	39%	36%	28%	41%	24%	60%	44%	26%
Unsure	1	-	1	-	1	-	-	1	-	-	-	1	-	-	1
	*%		1%		1%			1%				1%			1%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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 Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	189 100	189 100	-	-	-	-	-	11 100	5 100	14 100	125 100	33 100	16 100	2 100	4 100	3 100	-
Unweighted Total	189	189	-	-	-	-	-	12	3	13	125	28	20	2	5	4	-
MEAN	3.25	3.25	-	-	-	-	-	4.10	4.66	4.27	2.89	3.85	4.12	1.78	1.98	2.20	-
1 - Do not worry at all	51 27%	51 27%	-	-	-	-	-	1 6%	-	1 9%	45 36%	2 6%	3 17%	1 61%	2 53%	2 67%	-
2	14 7%	14 7%	-	-	-	-	-	1 6%	-	-	9 7%	3 9%	-	-	1 17%	-	-
3	28 15%	28 15%	-	-	-	-	-	2 18%	1 17%	-	19 15%	7 20%	1 5%	1 39%	1 19%	-	-
4	29 16%	29 16%	-	-	-	-	-	2 14%	-	5 38%	20 16%	8 24%	1 9%	-	-	0 11%	-
5 - Worry about it a great deal	67 35%	67 35%	-	-	-	-	-	6 57%	4 83%	7 53%	33 26%	13 41%	11 69%	-	0 11%	1 22%	-
Unsure	1 *%	1 *%	-	-	-	-	-	-	-	-	1 *%	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	189	43	57	45	34	18	13	26	28	15	29	33	28	23	38	57	72
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	39	51	55	35	23	19	24	28	12	25	35	23	22	46	58	63
MEAN	3.25	3.18	3.49	2.76	3.58	3.99	3.34	3.13	2.67	3.39	4.22	3.32	2.29	3.61	2.66	3.37	3.36
1 - Do not worry at all	51	10	13	17	8	2	3	8	12	-	1	9	17	3	16	14	18
	27%	24%	23%	38%	22%	10%	22%	32%	43%		3%	26%	60%	12%	41%	25%	26%
2	14	2	2	6	3	2	1	4	2	5	-	-	-	2	5	3	4
	7%	5%	4%	14%	7%	13%	5%	17%	6%	31%				9%	12%	6%	5%
3	28	10	9	5	3	2	3	1	4	4	5	6	3	5	4	8	11
	15%	22%	15%	11%	8%	9%	23%	3%	14%	29%	17%	19%	10%	21%	11%	14%	15%
4	29	10	11	3	5	1	2	1	4	1	9	7	4	5	5	9	11
	16%	24%	19%	7%	15%	4%	17%	5%	15%	9%	30%	23%	13%	20%	12%	16%	16%
5 - Worry about it a great deal	67	10	23	13	16	12	4	11	6	5	14	10	5	8	9	22	28
	35%	23%	40%	29%	48%	64%	33%	44%	21%	31%	49%	30%	18%	37%	24%	38%	39%
Unsure	1	1	-	-	-	-	-	-	-	-	-	1	-	-	-	1	-
	1%	1%										2%				1%	

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	189	85	105	33	42	59	56	139	4	24	6	17
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	94	95	35	44	59	51	133	4	29	5	18
MEAN	4.18	4.07	4.26	4.33	4.43	4.11	3.98	4.18	3.60	4.48	2.97	4.28
1 - Do not worry at all	8	3	4	-	1	4	2	7	-	1	-	-
	4%	4%	4%		4%	7%	4%	5%		4%		
2	11	4	7	1	1	3	6	5	1	1	4	-
	6%	4%	7%	3%	2%	5%	11%	4%	27%	4%	66%	
3	26	17	9	4	3	11	7	22	1	0	-	3
	14%	20%	9%	13%	8%	19%	13%	16%	19%	2%		21%
4	39	20	20	11	7	5	16	29	1	4	0	5
	21%	23%	19%	33%	18%	9%	28%	21%	22%	17%	4%	31%
5 - Worry about it a great deal	104	41	63	17	27	35	25	77	1	16	2	8
	55%	48%	61%	51%	65%	60%	44%	55%	32%	68%	30%	49%
Unsure	1	-	1	-	1	-	-	-	-	1	-	-
	1%		1%		3%					5%		

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	189	125	64	86	53	39	11	74	72	43	103	78	38	34	100
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	126	63	84	49	42	14	72	69	48	107	72	38	35	98
MEAN	4.18	4.29	3.96	4.33	3.94	4.20	4.04	4.30	4.22	3.89	4.48	3.77	4.46	4.30	4.02
1 - Do not worry at all	8	3	5	2	5	1	-	2	4	2	2	6	-	1	6
	4%	2%	7%	2%	9%	3%	-	2%	5%	5%	2%	8%	-	4%	6%
2	11	7	4	3	2	4	2	4	2	5	4	5	2	1	7
	6%	5%	6%	3%	4%	10%	19%	5%	3%	11%	4%	7%	5%	4%	7%
3	26	16	11	12	10	4	1	10	11	5	8	17	4	4	15
	14%	13%	16%	14%	18%	10%	7%	14%	15%	11%	8%	22%	10%	13%	15%
4	39	25	14	17	12	8	3	13	12	14	18	20	6	6	22
	21%	20%	22%	20%	22%	19%	25%	18%	17%	32%	17%	26%	16%	17%	23%
5 - Worry about it a great deal	104	74	30	52	25	22	6	45	43	17	71	28	25	21	49
	55%	59%	47%	60%	47%	56%	49%	61%	59%	38%	69%	36%	65%	63%	50%
Unsure	1	1	-	-	-	1	-	-	-	1	-	1	1	-	-
	1%	1%	-	-	-	3%	-	-	-	3%	-	1%	3%	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	189	189	-	-	-	-	-	11	5	14	125	33	16	2	4	3	-			
	100	100	-	-	-	-	-	100	100	100	100	100	100	100	100	100	-			
Unweighted Total	189	189	-	-	-	-	-	12	3	13	125	28	20	2	5	4	-			
MEAN	4.18	4.18	-	-	-	-	-	4.27	3.43	4.48	4.05	4.58	4.18	5.00	4.78	3.71	-			
1 - Do not worry at all	8 4%	8 4%	-	-	-	-	-	-	-	-	7 5%	-	1 7%	-	-	-	-			
2	11 6%	11 6%	-	-	-	-	-	1 12%	-	-	8 7%	-	2 14%	-	-	1 26%	-			
3	26 14%	26 14%	-	-	-	-	-	2 14%	3 70%	2 17%	21 16%	3 10%	1 5%	-	0 11%	-	-			
4	39 21%	39 21%	-	-	-	-	-	1 8%	1 17%	2 17%	26 21%	8 23%	0 2%	-	-	1 52%	-			
5 - Worry about it a great deal	104 55%	104 55%	-	-	-	-	-	7 66%	1 13%	9 65%	63 50%	22 67%	12 72%	2 100%	3 89%	1 22%	-			
Unsure	1 1%	1 1%	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-			

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	189	43	57	45	34	18	13	26	28	15	29	33	28	23	38	57	72
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	39	51	55	35	23	19	24	28	12	25	35	23	22	46	58	63
MEAN	4.18	4.33	4.24	3.94	4.13	4.08	4.52	3.88	4.04	4.63	4.39	4.29	3.92	4.53	4.02	4.31	4.04
1 - Do not worry at all	8	2	2	3	-	-	0	3	-	-	1	1	2	-	2	1	4
	4%	5%	4%	7%	-	-	4%	11%	-	-	3%	4%	8%	-	6%	2%	6%
2	11	1	6	4	-	1	-	1	2	-	1	2	4	1	1	3	5
	6%	3%	10%	8%	-	5%	-	4%	7%	-	3%	6%	15%	4%	4%	6%	7%
3	26	3	4	8	10	4	1	7	5	1	2	4	2	2	9	4	12
	14%	8%	8%	17%	29%	21%	11%	26%	20%	3%	7%	14%	7%	9%	24%	7%	16%
4	39	9	8	8	10	6	2	1	10	4	6	4	5	4	7	16	13
	21%	22%	14%	19%	30%	35%	12%	6%	37%	30%	20%	12%	19%	16%	17%	28%	18%
5 - Worry about it a great deal	104	27	36	22	14	7	9	14	10	10	18	22	14	16	19	32	38
	55%	62%	62%	49%	41%	39%	74%	54%	37%	66%	62%	65%	51%	71%	50%	55%	53%
Unsure	1	-	1	-	-	-	-	-	-	-	1	-	-	-	-	1	-
	1%	-	2%	-	-	-	-	-	-	-	4%	-	-	-	-	2%	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	212	104	108	45	42	44	81	142	16	43	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	212	106	106	49	46	45	72	134	19	48	3	8
Very positive impact	105	57	48	19	19	23	44	74	5	19	2	6
	50%	55%	44%	43%	45%	53%	54%	52%	30%	43%	61%	83%
Somewhat positive impact	59	24	35	13	9	11	26	38	5	16	-	0
	28%	23%	33%	29%	23%	25%	32%	27%	35%	37%	-	2%
Little to no positive impact	40	22	19	10	11	9	10	29	4	5	1	1
	19%	21%	17%	21%	27%	21%	13%	20%	27%	11%	39%	16%
Unsure	7	1	6	3	2	1	1	1	1	4	-	-
	3%	1%	6%	7%	6%	1%	1%	1%	8%	9%	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	212	138	73	87	55	51	18	72	72	67	100	101	57	41	98
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	212	134	78	84	50	50	28	79	74	59	104	96	56	38	103
Very positive impact	105	66	39	45	29	21	10	53	29	22	80	20	26	21	51
	50%	48%	53%	52%	52%	41%	56%	74%	41%	33%	80%	19%	46%	50%	52%
Somewhat positive impact	59	46	13	30	8	16	5	12	22	25	17	40	16	13	27
	28%	34%	18%	35%	14%	32%	29%	16%	31%	38%	17%	40%	28%	31%	28%
Little to no positive impact	40	21	20	11	18	10	1	7	17	17	3	35	12	7	19
	19%	15%	27%	13%	33%	19%	8%	9%	24%	25%	3%	35%	21%	17%	20%
Unsure	7	5	2	1	1	4	1	1	3	3	1	6	3	1	1
	3%	4%	2%	1%	1%	8%	7%	1%	5%	4%	1%	6%	5%	2%	1%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	212	212	-	-	-	-	-	14	3	6	142	30	22	6	15	16	1			
	100	100						100	100	100	100	100	100	100	100	100	100			
Unweighted Total	212	212	-	-	-	-	-	18	2	7	144	24	28	7	17	11	1			
Very positive impact	105	105	-	-	-	-	-	5	1	3	69	12	9	4	4	4	-			
	50%	50%						38%	49%	51%	49%	39%	41%	59%	27%	26%				
Somewhat positive impact	59	59	-	-	-	-	-	4	1	2	40	12	6	3	7	8	-			
	28%	28%						29%	51%	28%	28%	41%	27%	41%	46%	49%				
Little to no positive impact	40	40	-	-	-	-	-	3	-	1	30	4	6	-	2	3	1			
	19%	19%						21%		21%	21%	13%	27%		16%	18%	100%			
Unsure	7	7	-	-	-	-	-	2	-	-	2	2	1	-	2	1	-			
	3%	3%						11%			2%	7%	4%		10%	7%				

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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			
		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	212	64	43	62	40	29	16	26	33	16	26	18	48	33	32	54	93
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	212	66	38	60	44	31	18	27	30	18	28	18	42	31	44	56	81
Very positive impact	105	28	20	44	13	12	8	17	20	7	10	7	24	14	16	29	46
	50%	44%	46%	70%	33%	43%	51%	63%	61%	43%	41%	38%	49%	42%	49%	55%	50%
Somewhat positive impact	59	23	12	10	14	7	2	5	10	6	8	6	16	6	7	17	29
	28%	36%	28%	17%	34%	25%	12%	18%	31%	36%	30%	34%	33%	20%	23%	32%	31%
Little to no positive impact	40	12	5	8	13	9	6	5	3	1	5	5	8	11	7	7	15
	19%	19%	11%	14%	32%	30%	37%	18%	8%	6%	20%	26%	16%	33%	23%	14%	16%
Unsure	7	-	6	-	1	1	-	-	-	2	2	1	1	2	2	-	3
	3%		14%		1%	2%				16%	9%	3%	1%	5%	5%		4%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	212	104	108	45	42	44	81	142	16	43	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	212	106	106	49	46	45	72	134	19	48	3	8
Very positive impact	87	55	32	15	15	23	35	69	1	10	2	6
	41%	53%	30%	34%	36%	51%	43%	48%	5%	23%	61%	83%
Somewhat positive impact	14	3	11	4	2	4	5	12	-	2	-	0
	7%	3%	10%	8%	4%	8%	6%	8%		5%		2%
Little to no positive impact	96	42	54	20	23	17	36	57	12	25	1	1
	45%	40%	50%	45%	56%	38%	44%	40%	76%	58%	39%	16%
Unsure	14	3	11	6	2	1	5	5	3	6	-	-
	7%	3%	10%	13%	4%	3%	7%	4%	19%	14%		

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	212	138	73	87	55	51	18	72	72	67	100	101	57	41	98
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	212	134	78	84	50	50	28	79	74	59	104	96	56	38	103
Very positive impact	87	61	27	47	21	14	5	47	28	13	83	3	24	18	40
	41%	44%	36%	54%	38%	26%	29%	65%	39%	19%	83%	3%	42%	45%	41%
Somewhat positive impact	14	11	3	9	2	2	1	5	5	4	12	2	6	2	6
	7%	8%	4%	11%	4%	3%	3%	8%	6%	6%	12%	2%	10%	4%	6%
Little to no positive impact	96	56	40	26	30	30	9	17	33	46	1	86	19	20	49
	45%	41%	54%	30%	55%	58%	52%	24%	46%	68%	1%	86%	33%	49%	50%
Unsure	14	10	4	4	1	6	3	3	7	5	3	10	9	1	3
	7%	7%	6%	4%	3%	12%	15%	4%	9%	7%	3%	10%	15%	2%	3%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	212	212	-	-	-	-	-	14	3	6	142	30	22	6	15	16	1
	100	100						100	100	100	100	100	100	100	100	100	100
Unweighted Total	212	212	-	-	-	-	-	18	2	7	144	24	28	7	17	11	1
Very positive impact	87	87	-	-	-	-	-	1	3	4	50	16	10	3	5	3	-
	41%	41%						8%	100%	71%	35%	54%	44%	45%	30%	21%	
Somewhat positive impact	14	14	-	-	-	-	-	1	-	0	8	3	1	-	1	-	-
	7%	7%						9%		2%	5%	9%	6%		10%		
Little to no positive impact	96	96	-	-	-	-	-	9	-	1	76	9	8	1	5	9	1
	45%	45%						66%		16%	54%	29%	38%	12%	32%	56%	100%
Unsure	14	14	-	-	-	-	-	2	-	1	8	3	3	3	4	4	-
	7%	7%						18%		11%	6%	9%	12%	43%	28%	23%	

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	212	64	43	62	40	29	16	26	33	16	26	18	48	33	32	54	93
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	212	66	38	60	44	31	18	27	30	18	28	18	42	31	44	56	81
Very positive impact	87	19	13	39	16	12	7	16	21	4	8	6	14	14	15	21	37
	41%	30%	31%	62%	40%	40%	43%	61%	63%	22%	32%	35%	29%	42%	48%	39%	40%
Somewhat positive impact	14	5	6	3	-	2	0	-	1	2	1	4	4	1	2	4	7
	7%	7%	14%	6%	-	7%	3%	-	3%	10%	5%	21%	8%	4%	6%	7%	8%
Little to no positive impact	96	35	18	20	21	13	8	9	11	7	15	8	25	16	12	26	42
	45%	55%	42%	32%	52%	45%	52%	35%	34%	46%	58%	41%	51%	48%	38%	48%	45%
Unsure	14	5	6	0	3	2	0	1	-	4	1	1	5	2	3	3	7
	7%	8%	14%	1%	8%	8%	2%	3%	-	22%	5%	3%	11%	6%	8%	6%	7%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	212	104	108	45	42	44	81	142	16	43	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	212	106	106	49	46	45	72	134	19	48	3	8
Very positive impact	95	38	57	20	17	17	41	65	6	20	2	1
	45%	36%	53%	44%	41%	37%	51%	45%	41%	47%	72%	17%
Somewhat positive impact	60	36	24	18	13	15	15	40	6	13	1	-
	28%	35%	22%	40%	30%	33%	18%	28%	39%	31%	28%	-
Little to no positive impact	48	28	21	5	12	13	19	32	3	7	-	6
	23%	27%	19%	10%	28%	28%	24%	22%	20%	17%	-	83%
Unsure	8	2	6	2	-	1	5	6	-	2	-	-
	4%	2%	6%	5%	-	1%	7%	4%	-	5%	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	212	138	73	87	55	51	18	72	72	67	100	101	57	41	98
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	212	134	78	84	50	50	28	79	74	59	104	96	56	38	103
Very positive impact	95	59	36	34	30	24	6	25	32	38	28	62	30	22	35
	45%	42%	50%	39%	55%	47%	34%	35%	44%	56%	28%	62%	53%	54%	36%
Somewhat positive impact	60	40	20	25	15	15	6	19	21	20	32	28	16	8	32
	28%	29%	28%	29%	27%	29%	31%	27%	29%	29%	32%	27%	29%	19%	33%
Little to no positive impact	48	33	15	23	9	10	6	23	16	10	35	8	5	11	30
	23%	24%	21%	26%	16%	20%	35%	31%	22%	15%	35%	8%	8%	27%	30%
Unsure	8	7	1	5	1	2	-	5	4	-	5	3	6	-	1
	4%	5%	2%	5%	2%	4%	-	6%	5%	-	5%	3%	10%	-	1%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	212	212	-	-	-	-	-	14	3	6	142	30	22	6	15	16	1			
	100	100						100	100	100	100	100	100	100	100	100	100			
Unweighted Total	212	212	-	-	-	-	-	18	2	7	144	24	28	7	17	11	1			
Very positive impact	95	95	-	-	-	-	-	6	1	1	66	15	7	1	7	6	-			
	45%	45%						45%	51%	13%	46%	49%	34%	21%	47%	38%				
Somewhat positive impact	60	60	-	-	-	-	-	1	-	5	33	11	10	3	4	6	1			
	28%	28%						10%		87%	23%	36%	47%	45%	24%	40%	100%			
Little to no positive impact	48	48	-	-	-	-	-	5	-	-	38	3	3	2	4	2	-			
	23%	23%						38%			27%	11%	16%	35%	29%	11%				
Unsure	8	8	-	-	-	-	-	1	1	-	5	1	1	-	-	2	-			
	4%	4%						6%	49%		4%	3%	3%			11%				

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	212	64	43	62	40	29	16	26	33	16	26	18	48	33	32	54	93
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	212	66	38	60	44	31	18	27	30	18	28	18	42	31	44	56	81
Very positive impact	95	34	22	19	18	10	7	8	13	10	10	9	28	11	13	30	40
	45%	54%	51%	30%	45%	35%	44%	30%	39%	62%	40%	47%	59%	34%	42%	57%	43%
Somewhat positive impact	60	11	13	21	15	15	4	9	9	3	9	6	6	12	9	9	30
	28%	17%	30%	34%	38%	51%	25%	33%	28%	21%	34%	34%	12%	37%	26%	17%	33%
Little to no positive impact	48	16	5	22	6	3	5	10	10	2	7	3	9	7	7	11	23
	23%	25%	11%	35%	14%	10%	31%	37%	31%	11%	27%	15%	19%	22%	21%	21%	24%
Unsure	8	2	4	1	1	1	-	-	1	1	-	1	5	2	3	3	-
	4%	4%	9%	1%	3%	5%			2%	6%		4%	10%	7%	10%	5%	

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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				
		Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	212	104	108	45	42	44	81	142	16	43	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	212	106	106	49	46	45	72	134	19	48	3	8
Very positive impact	83	34	48	17	18	14	33	53	7	21	1	1
	39%	33%	45%	39%	43%	32%	41%	37%	42%	48%	39%	16%
Somewhat positive impact	41	23	19	15	1	6	20	29	4	7	1	-
	20%	22%	17%	33%	2%	14%	24%	20%	26%	17%	33%	-
Little to no positive impact	80	44	36	12	22	24	22	57	5	10	1	6
	38%	43%	33%	27%	52%	54%	27%	40%	32%	24%	28%	83%
Unsure	8	3	5	0	1	-	6	3	-	5	-	0
	4%	3%	5%	1%	3%	-	8%	2%	-	11%	-	2%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	212	138	73	87	55	51	18	72	72	67	100	101	57	41	98
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	212	134	78	84	50	50	28	79	74	59	104	96	56	38	103
Very positive impact	83	55	28	32	21	23	7	16	29	38	13	65	28	18	32
	39%	40%	38%	36%	38%	45%	37%	22%	39%	56%	13%	64%	49%	43%	32%
Somewhat positive impact	41	21	21	14	16	7	5	10	16	16	21	20	12	8	19
	20%	15%	28%	16%	28%	14%	29%	13%	22%	24%	21%	20%	22%	20%	20%
Little to no positive impact	80	56	24	39	19	17	5	46	24	10	65	9	16	15	44
	38%	41%	32%	45%	34%	34%	27%	64%	33%	15%	65%	9%	28%	37%	45%
Unsure	8	7	1	3	-	4	1	1	4	3	1	7	1	-	3
	4%	5%	2%	3%		7%	8%	1%	6%	5%	1%	7%	2%		3%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	212	212	-	-	-	-	-	14	3	6	142	30	22	6	15	16	1			
	100	100						100	100	100	100	100	100	100	100	100	100			
Unweighted Total	212	212	-	-	-	-	-	18	2	7	144	24	28	7	17	11	1			
Very positive impact	83	83	-	-	-	-	-	6	1	1	61	8	7	3	7	9	-			
	39%	39%						44%	51%	11%	43%	25%	32%	43%	49%	57%				
Somewhat positive impact	41	41	-	-	-	-	-	1	1	1	21	12	5	1	3	2	-			
	20%	20%						9%	49%	20%	15%	40%	25%	12%	18%	13%				
Little to no positive impact	80	80	-	-	-	-	-	6	-	4	56	7	9	3	5	3	1			
	38%	38%						47%		67%	39%	22%	43%	45%	33%	16%	100%			
Unsure	8	8	-	-	-	-	-	0	-	0	4	4	0	-	-	2	-			
	4%	4%						1%		2%	3%	12%	1%		14%					

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	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	212	64	43	62	40	29	16	26	33	16	26	18	48	33	32	54	93
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	212	66	38	60	44	31	18	27	30	18	28	18	42	31	44	56	81
Very positive impact	83	29	18	15	19	11	7	7	9	6	10	8	24	11	14	23	34
	39%	45%	43%	24%	46%	38%	47%	25%	29%	40%	40%	43%	50%	35%	44%	43%	37%
Somewhat positive impact	41	11	8	14	8	9	-	3	11	6	1	3	9	7	5	10	19
	20%	17%	19%	23%	21%	30%		11%	33%	38%	3%	18%	18%	21%	17%	19%	20%
Little to no positive impact	80	22	14	33	11	9	8	17	10	3	13	7	12	15	11	17	37
	38%	34%	32%	53%	26%	30%	53%	64%	31%	21%	52%	39%	24%	44%	34%	32%	40%
Unsure	8	3	3	-	3	0	-	-	2	0	1	-	4	-	2	3	3
	4%	4%	6%		7%	1%			7%	1%	5%		8%		5%	6%	3%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	401	188	213	77	83	103	137	281	20	67	9	24
	100	100	100	100	100	100	100	100	100	100	100	100
A humanitarian problem	158	68	90	38	31	33	56	100	15	34	1	8
	39%	36%	42%	49%	38%	32%	41%	36%	73%	50%	15%	34%
A security problem	220	110	110	34	48	67	71	166	4	29	8	14
	55%	58%	52%	44%	58%	65%	52%	59%	20%	42%	85%	58%
Unsure	23	10	13	6	4	3	10	15	1	5	-	2
	6%	5%	6%	7%	5%	3%	8%	5%	7%	7%		7%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	401	263	138	172	108	91	30	146	145	110	203	179	95	75	198
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A humanitarian problem	158	96	62	51	49	45	13	27	58	73	16	135	42	28	73
	39%	36%	45%	30%	45%	50%	45%	18%	40%	66%	8%	75%	44%	37%	37%
A security problem	220	148	72	109	57	39	15	115	71	34	182	26	50	42	112
	55%	56%	52%	63%	53%	43%	50%	79%	49%	31%	90%	14%	53%	56%	57%
Unsure	23	19	4	13	2	6	2	5	15	3	5	18	3	5	13
	6%	7%	3%	7%	2%	7%	5%	3%	10%	3%	2%	10%	3%	7%	7%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	401 100	401 100	-	-	-	-	-	25 100	8 100	20 100	268 100	63 100	38 100	8 100	19 100	19 100	1 100			
A humanitarian problem	158 39%	158 39%	-	-	-	-	-	9 36%	5 63%	2 9%	113 42%	20 31%	14 37%	3 43%	8 40%	12 62%	1 100%			
A security problem	220 55%	220 55%	-	-	-	-	-	15 59%	1 19%	18 90%	143 53%	37 59%	21 56%	5 57%	8 45%	3 17%	-			
Unsure	23 6%	23 6%	-	-	-	-	-	1 5%	1 17%	0 1%	12 4%	6 10%	3 7%	-	3 15%	4 20%	-			

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	401	107	100	107	74	47	29	52	61	31	55	51	76	55	70	111	165
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A humanitarian problem	158	41	47	33	33	23	9	16	21	15	23	17	35	23	28	44	63
	39%	38%	47%	31%	44%	49%	30%	30%	34%	49%	41%	34%	46%	42%	40%	39%	38%
A security problem	220	60	47	72	33	20	18	35	37	14	30	31	34	25	40	63	91
	55%	56%	48%	67%	44%	43%	62%	68%	60%	46%	56%	61%	45%	46%	57%	57%	55%
Unsure	23	6	5	2	9	4	2	1	3	2	2	2	7	7	2	4	11
	6%	6%	5%	1%	12%	8%	7%	2%	5%	5%	3%	4%	9%	12%	2%	3%	7%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	189	85	105	33	42	59	56	139	4	24	6	17
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	94	95	35	44	59	51	133	4	29	5	18
MEAN	4.04	3.99	4.07	3.69	4.11	4.03	4.19	4.00	4.35	4.19	4.71	3.85
1 - Do not worry at all	7	3	4	2	1	3	1	7	-	-	-	-
	4%	4%	4%	6%	3%	6%	2%	5%				
2	19	11	8	7	3	5	3	12	-	3	-	5
	10%	13%	7%	22%	7%	9%	6%	8%		11%		27%
3	31	12	20	5	6	10	10	25	1	3	1	1
	16%	14%	19%	16%	16%	16%	17%	18%	19%	14%	14%	6%
4	35	15	19	3	10	8	13	25	1	5	-	4
	18%	18%	19%	10%	25%	14%	23%	18%	27%	19%		22%
5 - Worry about it a great deal	98	43	54	15	21	32	29	69	2	13	5	8
	52%	51%	52%	46%	50%	55%	53%	50%	54%	56%	86%	45%
Unsure	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	189	125	64	86	53	39	11	74	72	43	103	78	38	34	100
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	126	63	84	49	42	14	72	69	48	107	72	38	35	98
MEAN	4.04	4.01	4.08	3.95	4.06	4.14	4.19	4.35	3.93	3.68	4.50	3.45	3.92	4.31	3.95
1 - Do not worry at all	7	4	3	4	3	-	-	2	3	3	-	5	-	1	6
	4%	3%	4%	5%	5%	-	-	2%	4%	6%	-	7%	-	2%	6%
2	19	13	6	6	5	6	1	6	7	6	6	12	7	2	8
	10%	10%	10%	8%	10%	16%	9%	9%	9%	14%	6%	16%	19%	6%	8%
3	31	24	7	20	6	4	2	7	13	12	11	21	7	6	16
	16%	19%	11%	23%	11%	11%	14%	9%	18%	27%	10%	26%	19%	17%	16%
4	35	20	14	14	11	7	3	10	19	6	13	22	5	4	24
	18%	16%	22%	16%	22%	17%	24%	13%	27%	13%	12%	28%	14%	11%	24%
5 - Worry about it a great deal	98	64	34	42	28	22	6	50	30	17	73	18	19	22	46
	52%	51%	53%	49%	53%	56%	53%	67%	42%	40%	72%	23%	49%	65%	46%
Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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 Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	189	189	-	-	-	-	-	11	5	14	125	33	16	2	4	3	-
	100	100	-	-	-	-	-	100	100	100	100	100	100	100	100	100	-
Unweighted Total	189	189	-	-	-	-	-	12	3	13	125	28	20	2	5	4	-
MEAN	4.04	4.04	-	-	-	-	-	3.83	2.47	4.24	3.98	4.24	3.85	5.00	4.49	3.71	-
1 - Do not worry at all	7	7	-	-	-	-	-	2	-	-	5	-	-	-	-	-	-
	4%	4%	-	-	-	-	-	16%	-	-	4%	-	-	-	-	-	-
2	19	19	-	-	-	-	-	0	3	2	12	3	4	-	1	1	-
	10%	10%	-	-	-	-	-	4%	70%	14%	10%	8%	22%	-	17%	26%	-
3	31	31	-	-	-	-	-	2	1	1	21	6	4	-	-	-	-
	16%	16%	-	-	-	-	-	18%	13%	4%	17%	18%	23%	-	-	-	-
4	35	35	-	-	-	-	-	1	1	3	27	5	0	-	-	1	-
	18%	18%	-	-	-	-	-	4%	17%	25%	21%	14%	2%	-	-	52%	-
5 - Worry about it a great deal	98	98	-	-	-	-	-	6	-	8	60	19	9	2	3	1	-
	52%	52%	-	-	-	-	-	57%	-	57%	48%	59%	53%	100%	83%	22%	-
Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	189	43	57	45	34	18	13	26	28	15	29	33	28	23	38	57	72
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	39	51	55	35	23	19	24	28	12	25	35	23	22	46	58	63
MEAN	4.04	4.12	4.03	3.95	3.90	3.70	4.13	4.09	4.02	3.68	4.10	3.99	4.36	4.15	4.02	4.15	3.92
1 - Do not worry at all	7	2	2	1	2	1	-	1	1	1	1	2	-	-	1	3	3
	4%	5%	3%	3%	5%	5%		5%	3%	6%	4%	6%			2%	6%	4%
2	19	-	8	6	5	5	2	3	1	2	1	2	2	2	4	5	8
	10%		13%	13%	16%	27%	15%	12%	5%	15%	4%	7%	6%	9%	10%	9%	11%
3	31	10	8	8	4	2	2	3	6	4	5	7	4	5	7	5	14
	16%	23%	14%	18%	10%	8%	12%	10%	21%	26%	17%	21%	14%	22%	18%	9%	19%
4	35	8	10	8	7	2	2	3	7	1	8	5	5	3	8	10	13
	18%	20%	17%	17%	21%	12%	17%	13%	26%	8%	28%	14%	19%	15%	22%	17%	18%
5 - Worry about it a great deal	98	22	30	22	17	9	7	15	12	7	14	17	17	12	18	34	34
	52%	52%	52%	48%	48%	48%	55%	59%	44%	44%	47%	52%	61%	54%	47%	59%	47%
Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	189	85	105	33	42	59	56	139	4	24	6	17
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	94	95	35	44	59	51	133	4	29	5	18
MEAN	3.58	3.65	3.52	3.72	3.30	3.69	3.57	3.49	3.37	3.85	4.65	3.61
1 - Do not worry at all	15	7	8	3	3	5	4	13	-	1	-	1
	8%	9%	7%	9%	8%	8%	8%	9%	-	5%	-	5%
2	30	9	21	3	13	9	5	25	1	2	-	1
	16%	10%	20%	9%	31%	16%	9%	18%	27%	9%	-	8%
3	40	20	19	8	7	8	18	26	1	4	1	7
	21%	24%	18%	24%	16%	13%	31%	19%	32%	18%	17%	41%
4	37	19	18	6	5	16	10	28	1	7	-	2
	20%	22%	18%	18%	13%	27%	18%	20%	19%	30%	-	11%
5 - Worry about it a great deal	65	30	36	13	13	22	17	45	1	9	5	6
	34%	35%	34%	40%	32%	37%	30%	32%	22%	38%	83%	35%
Unsure	2	-	2	-	-	-	2	2	-	-	-	-
	1%	-	2%	-	-	-	4%	2%	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	189	125	64	86	53	39	11	74	72	43	103	78	38	34	100
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	126	63	84	49	42	14	72	69	48	107	72	38	35	98
MEAN	3.58	3.68	3.38	3.65	3.23	3.74	4.07	3.57	3.57	3.60	3.75	3.36	3.67	3.93	3.46
1 - Do not worry at all	15	10	5	8	5	2	-	9	4	2	9	4	4	-	8
	8%	8%	8%	9%	9%	6%	-	13%	5%	4%	9%	5%	11%	-	8%
2	30	13	17	10	15	3	2	9	13	7	12	17	4	3	19
	16%	10%	26%	12%	29%	8%	15%	13%	18%	17%	11%	22%	10%	10%	19%
3	40	28	12	16	10	12	2	13	16	11	18	20	7	9	22
	21%	22%	19%	18%	20%	30%	16%	18%	22%	25%	17%	26%	19%	28%	22%
4	37	27	10	20	8	8	2	10	16	11	17	19	8	6	21
	20%	22%	16%	23%	15%	20%	18%	14%	23%	25%	17%	25%	22%	19%	21%
5 - Worry about it a great deal	65	45	21	30	15	14	6	29	23	13	44	17	15	14	30
	34%	36%	32%	35%	27%	37%	52%	40%	32%	30%	43%	22%	39%	41%	30%
Unsure	2	2	-	2	-	-	-	2	-	-	2	-	-	1	-
	1%	2%	-	3%	-	-	-	3%	-	-	2%	-	-	2%	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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 Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	189	189	-	-	-	-	-	11	5	14	125	33	16	2	4	3	-
	100	100	-	-	-	-	-	100	100	100	100	100	100	100	100	100	-
Unweighted Total	189	189	-	-	-	-	-	12	3	13	125	28	20	2	5	4	-
MEAN	3.58	3.58	-	-	-	-	-	3.53	3.21	2.80	3.57	3.76	3.26	3.45	3.92	2.82	-
1 - Do not worry at all	15	15	-	-	-	-	-	2	-	4	8	3	4	1	1	1	-
	8%	8%	-	-	-	-	-	14%	-	27%	7%	9%	23%	39%	19%	26%	-
2	30	30	-	-	-	-	-	1	1	4	20	5	1	-	0	0	-
	16%	16%	-	-	-	-	-	8%	13%	28%	16%	15%	4%	-	11%	11%	-
3	40	40	-	-	-	-	-	2	3	2	26	5	5	-	-	1	-
	21%	21%	-	-	-	-	-	22%	70%	14%	21%	15%	29%	-	-	42%	-
4	37	37	-	-	-	-	-	3	-	-	32	2	2	-	-	-	-
	20%	20%	-	-	-	-	-	24%	-	-	26%	7%	14%	-	-	-	-
5 - Worry about it a great deal	65	65	-	-	-	-	-	4	1	4	38	16	5	1	3	1	-
	34%	34%	-	-	-	-	-	32%	17%	31%	30%	49%	31%	61%	70%	22%	-
Unsure	2	2	-	-	-	-	-	-	-	-	1	2	-	-	-	-	-
	1%	1%	-	-	-	-	-	-	-	-	*%	6%	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	189	43	57	45	34	18	13	26	28	15	29	33	28	23	38	57	72	
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
Unweighted Total	189	39	51	55	35	23	19	24	28	12	25	35	23	22	46	58	63	
MEAN	3.58	3.41	3.58	3.58	3.55	3.26	3.73	3.99	3.54	4.29	3.11	3.46	3.60	3.91	3.59	3.76	3.33	
1 - Do not worry at all	15	4	4	4	4	3	0	1	3	-	3	3	1	1	5	3	5	
	8%	9%	6%	8%	10%	16%	1%	4%	11%		11%	10%	4%	6%	13%	6%	7%	
2	30	10	11	6	3	2	2	2	3	1	11	8	2	3	1	6	19	
	16%	24%	19%	13%	8%	9%	18%	6%	11%	8%	37%	23%	6%	14%	3%	11%	27%	
3	40	5	12	9	11	6	4	4	7	2	3	4	11	1	9	15	14	
	21%	12%	20%	20%	33%	34%	28%	15%	24%	12%	11%	11%	38%	4%	24%	27%	20%	
4	37	10	8	13	5	3	2	9	5	4	4	7	5	7	12	5	13	
	20%	23%	13%	28%	15%	14%	13%	36%	20%	24%	12%	20%	16%	33%	31%	8%	18%	
5 - Worry about it a great deal	65	13	21	13	12	5	5	10	9	8	8	12	8	9	11	25	20	
	34%	30%	38%	30%	34%	27%	40%	39%	34%	56%	29%	35%	27%	42%	28%	44%	28%	
Unsure	2	1	2	-	-	-	-	-	-	-	-	-	2	-	-	2	-	
	1%	1%	3%										9%		4%			

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	189	85	105	33	42	59	56	139	4	24	6	17
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	94	95	35	44	59	51	133	4	29	5	18
MEAN	3.43	3.37	3.48	3.22	3.67	3.59	3.21	3.38	2.39	3.68	4.51	3.41
1 - Do not worry at all	37	16	21	7	7	11	12	29	1	3	-	5
	20%	19%	20%	23%	16%	18%	22%	21%	19%	13%	-	27%
2	24	16	8	6	5	5	8	17	1	4	-	2
	13%	19%	8%	19%	12%	8%	14%	12%	22%	16%	-	12%
3	30	8	22	3	6	10	10	24	3	3	-	-
	16%	9%	21%	9%	15%	18%	17%	17%	59%	13%	-	-
4	18	10	8	4	2	4	9	11	-	2	3	2
	10%	11%	8%	12%	4%	6%	15%	8%	-	7%	49%	14%
5 - Worry about it a great deal	81	35	46	12	22	29	18	58	-	12	3	8
	43%	41%	44%	37%	53%	49%	32%	42%	-	51%	51%	47%
Unsure	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	189	125	64	86	53	39	11	74	72	43	103	78	38	34	100
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	126	63	84	49	42	14	72	69	48	107	72	38	35	98
MEAN	3.43	3.52	3.25	3.52	3.15	3.54	3.69	4.09	3.33	2.45	4.48	2.01	3.33	3.71	3.28
1 - Do not worry at all	37	23	14	16	12	7	2	7	13	17	4	31	7	4	24
	20%	18%	22%	19%	23%	17%	17%	10%	18%	39%	4%	40%	18%	12%	24%
2	24	13	11	8	9	5	2	3	13	8	1	23	6	5	11
	13%	10%	17%	9%	18%	13%	15%	5%	18%	18%	1%	29%	15%	15%	11%
3	30	20	9	16	8	4	1	8	13	9	10	20	9	4	16
	16%	16%	14%	19%	15%	11%	10%	10%	18%	21%	10%	25%	23%	13%	16%
4	18	14	4	7	4	7	-	13	5	0	14	1	2	3	11
	10%	11%	6%	8%	8%	17%	-	18%	6%	0%	14%	1%	6%	10%	11%
5 - Worry about it a great deal	81	55	26	39	19	16	7	43	29	9	73	4	15	17	38
	43%	44%	40%	45%	36%	42%	59%	58%	40%	21%	71%	5%	39%	50%	38%
Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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 Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	189 100	189 100	-	-	-	-	-	11 100	5 100	14 100	125 100	33 100	16 100	2 100	4 100	3 100	-
Unweighted Total	189	189	-	-	-	-	-	12	3	13	125	28	20	2	5	4	-
MEAN	3.43	3.43	-	-	-	-	-	4.00	2.20	4.30	3.28	3.64	4.03	5.00	5.00	1.99	-
1 - Do not worry at all	37 20%	37 20%	-	-	-	-	-	1 13%	3 70%	-	29 23%	5 15%	1 6%	-	-	2 67%	-
2	24 13%	24 13%	-	-	-	-	-	0 4%	-	0 2%	15 12%	3 10%	2 12%	-	-	0 11%	-
3	30 16%	30 16%	-	-	-	-	-	1 6%	-	4 31%	21 17%	5 16%	3 18%	-	-	-	-
4	18 10%	18 10%	-	-	-	-	-	3 26%	-	0 1%	11 9%	5 15%	0 1%	-	-	-	-
5 - Worry about it a great deal	81 43%	81 43%	-	-	-	-	-	6 51%	1 30%	9 65%	49 39%	15 45%	10 63%	2 100%	4 100%	1 22%	-
Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	189	43	57	45	34	18	13	26	28	15	29	33	28	23	38	57	72
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	39	51	55	35	23	19	24	28	12	25	35	23	22	46	58	63
MEAN	3.43	3.74	3.37	3.40	3.13	2.98	3.95	3.59	3.16	3.50	3.55	3.59	3.27	3.90	3.27	3.50	3.31
1 - Do not worry at all	37	8	11	7	9	5	1	5	5	3	6	5	7	5	9	7	17
	20%	18%	19%	15%	26%	27%	5%	21%	18%	17%	20%	17%	25%	20%	22%	13%	23%
2	24	1	7	11	5	4	3	4	5	2	2	1	2	1	7	11	5
	13%	1%	13%	24%	15%	21%	22%	16%	19%	17%	7%	3%	8%	6%	18%	19%	7%
3	30	8	12	5	3	2	0	1	5	1	6	10	5	1	4	8	16
	16%	19%	21%	10%	10%	10%	4%	3%	18%	8%	21%	30%	17%	4%	11%	15%	22%
4	18	4	4	3	6	2	2	2	5	2	-	2	4	0	2	7	8
	10%	10%	7%	7%	19%	10%	13%	6%	16%	14%	-	6%	15%	1%	6%	13%	12%
5 - Worry about it a great deal	81	22	23	19	11	6	7	14	8	6	15	15	10	15	16	23	26
	43%	51%	40%	43%	31%	31%	56%	55%	28%	43%	51%	44%	35%	68%	42%	41%	36%
Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	189	85	105	33	42	59	56	139	4	24	6	17
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	94	95	35	44	59	51	133	4	29	5	18
MEAN	3.45	3.30	3.57	3.31	3.19	3.92	3.23	3.39	3.94	3.51	4.51	3.40
1 - Do not worry at all	32	13	19	2	11	8	11	26	1	5	-	-
	17%	16%	18%	8%	26%	13%	20%	19%	27%	20%		
2	27	16	10	12	5	3	7	18	-	3	-	6
	14%	19%	10%	36%	11%	5%	13%	13%		11%		38%
3	26	15	11	2	5	9	11	21	-	2	-	3
	14%	17%	11%	5%	13%	15%	19%	15%		10%		16%
4	34	13	21	7	8	6	13	25	-	4	3	3
	18%	15%	20%	21%	19%	11%	23%	18%		16%	49%	16%
5 - Worry about it a great deal	71	28	43	10	13	33	14	49	3	10	3	5
	37%	33%	41%	31%	31%	56%	26%	36%	73%	43%	51%	30%
Unsure	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	189	125	64	86	53	39	11	74	72	43	103	78	38	34	100
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	126	63	84	49	42	14	72	69	48	107	72	38	35	98
MEAN	3.45	3.55	3.25	3.56	3.10	3.52	3.95	3.85	3.36	2.91	4.05	2.61	3.50	3.46	3.30
1 - Do not worry at all	32	17	15	12	14	5	1	2	15	15	0	31	8	6	18
	17%	14%	23%	14%	26%	12%	10%	3%	20%	34%	0%	40%	21%	18%	18%
2	27	17	10	9	8	8	1	11	10	6	12	13	4	5	15
	14%	14%	15%	11%	16%	20%	9%	15%	13%	13%	12%	17%	10%	14%	15%
3	26	19	7	15	6	4	1	13	10	4	18	7	3	4	17
	14%	15%	12%	18%	12%	10%	11%	18%	13%	8%	17%	9%	9%	12%	17%
4	34	24	10	16	9	8	2	15	11	8	25	9	6	5	18
	18%	19%	16%	19%	16%	20%	13%	21%	15%	18%	24%	12%	17%	14%	18%
5 - Worry about it a great deal	71	48	23	33	16	15	6	32	27	12	48	18	16	14	32
	37%	38%	35%	39%	31%	38%	56%	43%	37%	27%	47%	23%	43%	41%	32%
Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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 Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	189	189	-	-	-	-	-	11	5	14	125	33	16	2	4	3	-
	100	100	-	-	-	-	-	100	100	100	100	100	100	100	100	100	-
Unweighted Total	189	189	-	-	-	-	-	12	3	13	125	28	20	2	5	4	-
MEAN	3.45	3.45	-	-	-	-	-	4.01	2.17	4.12	3.25	3.80	3.77	5.00	4.16	2.46	-
1 - Do not worry at all	32	32	-	-	-	-	-	0	-	-	27	2	2	-	-	1	-
	17%	17%	-	-	-	-	-	4%	-	-	22%	5%	12%	-	-	42%	-
2	27	27	-	-	-	-	-	2	4	1	15	7	2	-	1	1	-
	14%	14%	-	-	-	-	-	20%	83%	4%	12%	21%	14%	-	28%	26%	-
3	26	26	-	-	-	-	-	1	1	2	22	1	2	-	-	-	-
	14%	14%	-	-	-	-	-	12%	17%	14%	18%	5%	14%	-	-	-	-
4	34	34	-	-	-	-	-	-	-	7	23	9	1	-	-	0	-
	18%	18%	-	-	-	-	-	-	-	47%	18%	28%	5%	-	-	11%	-
5 - Worry about it a great deal	71	71	-	-	-	-	-	7	-	5	39	14	9	2	3	1	-
	37%	37%	-	-	-	-	-	64%	-	34%	31%	42%	55%	100%	72%	22%	-
Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	189	43	57	45	34	18	13	26	28	15	29	33	28	23	38	57	72
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	39	51	55	35	23	19	24	28	12	25	35	23	22	46	58	63
MEAN	3.45	3.45	3.70	3.14	3.26	3.18	3.35	3.61	3.06	3.47	3.12	4.16	3.40	3.65	3.14	3.58	3.45
1 - Do not worry at all	32	8	10	8	6	1	1	5	6	1	9	3	5	5	7	11	9
	17%	18%	17%	17%	16%	7%	11%	18%	22%	8%	32%	9%	18%	20%	18%	19%	13%
2	27	3	6	9	7	7	2	3	4	4	3	-	3	2	9	5	11
	14%	8%	11%	20%	22%	41%	16%	12%	13%	29%	9%	-	12%	9%	23%	8%	16%
3	26	8	3	9	6	1	3	3	7	1	2	5	4	1	6	6	13
	14%	18%	6%	20%	17%	7%	26%	13%	25%	3%	7%	16%	13%	4%	16%	11%	18%
4	34	10	11	8	4	3	3	2	5	4	5	4	8	5	6	11	13
	18%	23%	20%	18%	11%	17%	21%	8%	18%	25%	18%	13%	28%	20%	15%	19%	18%
5 - Worry about it a great deal	71	14	27	11	12	5	3	13	6	5	10	20	8	11	11	25	25
	37%	33%	47%	25%	34%	28%	26%	50%	22%	34%	34%	61%	30%	47%	28%	43%	35%
Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	189	85	105	33	42	59	56	139	4	24	6	17
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	94	95	35	44	59	51	133	4	29	5	18
MEAN	3.45	3.30	3.56	2.78	3.46	3.71	3.55	3.50	1.73	3.69	3.18	3.16
1 - Do not worry at all	40	20	19	12	10	9	9	29	1	4	1	5
	21%	24%	18%	37%	24%	15%	16%	21%	27%	18%	17%	27%
2	15	9	6	2	4	3	7	10	3	2	-	1
	8%	11%	6%	6%	9%	5%	12%	7%	73%	8%		3%
3	29	14	15	5	4	11	9	18	-	3	3	4
	15%	16%	14%	17%	9%	18%	16%	13%		13%	49%	25%
4	29	8	21	7	2	12	8	23	-	3	1	3
	15%	9%	20%	20%	5%	21%	14%	16%		11%	14%	16%
5 - Worry about it a great deal	74	34	40	6	20	25	24	56	-	12	1	5
	39%	40%	39%	20%	47%	42%	42%	41%		51%	19%	28%
Unsure	3	-	3	-	3	-	-	3	-	-	-	-
	1%		3%		7%			2%				

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	189	125	64	86	53	39	11	74	72	43	103	78	38	34	100
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	126	63	84	49	42	14	72	69	48	107	72	38	35	98
MEAN	3.45	3.52	3.29	3.60	3.34	3.35	3.07	3.92	3.23	3.01	4.08	2.55	3.50	3.41	3.35
1 - Do not worry at all	40	22	18	14	15	8	3	9	18	13	8	30	7	7	23
	21%	17%	28%	16%	28%	20%	28%	12%	24%	30%	8%	39%	19%	19%	23%
2	15	9	7	6	4	3	3	2	8	5	3	12	4	4	7
	8%	7%	10%	6%	8%	8%	22%	2%	12%	11%	3%	15%	10%	11%	7%
3	29	23	5	14	5	10	0	13	11	5	19	8	5	4	17
	15%	19%	8%	16%	9%	25%	4%	17%	15%	12%	19%	10%	13%	12%	17%
4	29	24	5	19	4	5	1	13	7	9	14	13	7	7	12
	15%	19%	8%	22%	8%	13%	7%	18%	10%	20%	13%	17%	19%	22%	12%
5 - Worry about it a great deal	74	47	28	33	23	14	4	37	26	11	58	13	15	12	38
	39%	37%	43%	39%	44%	34%	39%	50%	36%	26%	56%	16%	40%	34%	38%
Unsure	3	1	2	1	2	-	-	1	2	-	1	2	-	-	3
	1%	1%	3%	1%	4%	-	-	1%	3%	-	1%	3%	-	-	3%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	189	189	-	-	-	-	-	11	5	14	125	33	16	2	4	3	-
	100	100						100	100	100	100	100	100	100	100	100	
Unweighted Total	189	189	-	-	-	-	-	12	3	13	125	28	20	2	5	4	-
MEAN	3.45	3.45	-	-	-	-	-	3.67	1.69	4.20	3.42	3.45	3.64	5.00	4.42	3.03	-
1 - Do not worry at all	40	40	-	-	-	-	-	1	4	-	24	9	3	-	-	1	-
	21%	21%						12%	83%		19%	27%	20%		26%		
2	15	15	-	-	-	-	-	-	-	2	11	1	0	-	-	-	-
	8%	8%								14%	9%	4%	2%				
3	29	29	-	-	-	-	-	3	-	1	23	2	3	-	1	1	-
	15%	15%						30%		9%	18%	5%	19%		23%	42%	
4	29	29	-	-	-	-	-	3	-	3	21	5	2	-	0	0	-
	15%	15%						24%		20%	17%	16%	13%		11%	11%	
5 - Worry about it a great deal	74	74	-	-	-	-	-	4	1	8	46	14	8	2	2	1	-
	39%	39%						34%	17%	57%	36%	42%	46%	100%	66%	22%	
Unsure	3	3	-	-	-	-	-	-	-	-	1	2	-	-	-	-	-
	1%	1%									1%	6%					

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	189	43	57	45	34	18	13	26	28	15	29	33	28	23	38	57	72
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	39	51	55	35	23	19	24	28	12	25	35	23	22	46	58	63
MEAN	3.45	3.86	3.36	3.30	3.10	2.57	3.83	3.58	3.29	3.04	3.27	3.81	3.81	3.17	3.41	3.44	3.56
1 - Do not worry at all	40	7	13	12	9	8	2	5	5	5	8	3	4	9	7	9	15
	21%	16%	22%	26%	25%	42%	17%	21%	18%	32%	27%	9%	14%	41%	18%	16%	20%
2	15	1	4	4	5	2	1	1	5	1	2	1	2	-	5	9	2
	8%	3%	6%	9%	15%	9%	11%	5%	17%	3%	8%	4%	7%		13%	15%	2%
3	29	4	10	7	6	3	1	4	5	2	3	6	4	1	6	12	10
	15%	9%	17%	15%	19%	19%	8%	17%	18%	14%	9%	19%	14%	6%	16%	20%	13%
4	29	8	12	4	3	2	0	2	3	5	2	10	5	2	7	4	16
	15%	18%	22%	9%	8%	11%	1%	8%	12%	31%	6%	30%	17%	10%	18%	6%	23%
5 - Worry about it a great deal	74	21	19	18	12	3	8	13	10	3	11	12	14	10	14	24	27
	39%	48%	33%	41%	34%	19%	63%	48%	35%	20%	40%	37%	49%	44%	36%	42%	37%
Unsure	3	3	-	-	-	-	-	-	-	-	3	-	-	-	-	-	3
	1%	6%									10%						4%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	212	104	108	45	42	44	81	142	16	43	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	212	106	106	49	46	45	72	134	19	48	3	8
Very positive impact	85	47	38	9	13	25	38	65	0	11	2	6
	40%	45%	35%	20%	32%	56%	47%	46%	2%	26%	61%	83%
Somewhat positive impact	35	19	17	9	8	6	12	27	3	6	-	-
	17%	18%	16%	21%	20%	15%	14%	19%	20%	13%		
Little to no positive impact	78	34	44	25	16	11	26	45	11	21	1	1
	37%	33%	41%	56%	39%	24%	32%	31%	69%	48%	39%	16%
Unsure	13	4	9	2	4	2	5	5	1	6	-	0
	6%	4%	8%	4%	9%	5%	6%	4%	9%	13%		2%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	212	138	73	87	55	51	18	72	72	67	100	101	57	41	98
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	212	134	78	84	50	50	28	79	74	59	104	96	56	38	103
Very positive impact	85	60	25	44	22	16	4	37	27	21	72	10	18	17	41
	40%	43%	34%	51%	39%	31%	20%	51%	38%	31%	72%	10%	31%	42%	41%
Somewhat positive impact	35	21	15	16	11	5	4	15	12	8	17	16	14	7	13
	17%	15%	20%	18%	20%	10%	20%	21%	17%	12%	17%	16%	25%	18%	14%
Little to no positive impact	78	48	30	22	22	26	8	19	26	33	7	66	22	16	38
	37%	35%	41%	26%	40%	50%	46%	26%	36%	50%	7%	65%	38%	40%	39%
Unsure	13	9	3	5	1	5	3	1	7	5	3	9	3	0	6
	6%	7%	4%	5%	1%	9%	14%	1%	9%	8%	3%	9%	6%	1%	6%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	212	212	-	-	-	-	-	14	3	6	142	30	22	6	15	16	1
	100	100						100	100	100	100	100	100	100	100	100	100
Unweighted Total	212	212	-	-	-	-	-	18	2	7	144	24	28	7	17	11	1
Very positive impact	85	85	-	-	-	-	-	3	-	2	54	15	5	2	3	2	-
	40%	40%						19%		28%	38%	49%	25%	33%	18%	14%	
Somewhat positive impact	35	35	-	-	-	-	-	4	-	3	26	3	4	1	5	3	-
	17%	17%						28%		43%	18%	11%	17%	12%	31%	21%	
Little to no positive impact	78	78	-	-	-	-	-	7	3	1	53	10	11	1	5	9	-
	37%	37%						49%	100%	11%	37%	32%	51%	21%	34%	56%	
Unsure	13	13	-	-	-	-	-	1	-	1	9	2	2	2	3	1	1
	6%	6%						4%		18%	6%	8%	7%	35%	17%	9%	100%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	212	64	43	62	40	29	16	26	33	16	26	18	48	33	32	54	93
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	212	66	38	60	44	31	18	27	30	18	28	18	42	31	44	56	81
Very positive impact	85	22	15	35	12	8	6	14	19	1	7	11	19	12	12	22	40
	40%	34%	35%	56%	29%	27%	38%	53%	58%	7%	29%	60%	39%	36%	36%	41%	43%
Somewhat positive impact	35	11	6	10	8	4	5	5	5	5	3	2	7	3	6	8	19
	17%	16%	15%	16%	20%	14%	34%	17%	14%	32%	11%	11%	14%	8%	20%	14%	20%
Little to no positive impact	78	27	18	15	19	15	3	6	9	10	13	4	17	17	11	20	30
	37%	42%	41%	24%	48%	54%	22%	24%	27%	60%	50%	25%	36%	52%	35%	37%	33%
Unsure	13	5	4	3	1	1	1	1	-	0	3	1	5	1	3	4	4
	6%	8%	9%	4%	3%	5%	6%	5%		1%	10%	5%	11%	4%	9%	8%	4%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	212	104	108	45	42	44	81	142	16	43	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	212	106	106	49	46	45	72	134	19	48	3	8
Very positive impact	90	54	36	11	11	30	37	75	1	8	1	5
	43%	52%	33%	25%	27%	68%	46%	53%	7%	19%	28%	66%
Somewhat positive impact	23	8	15	8	8	2	5	13	1	6	1	1
	11%	7%	14%	18%	19%	4%	7%	9%	8%	13%	33%	19%
Little to no positive impact	92	40	52	22	21	12	37	54	12	23	1	1
	43%	39%	48%	49%	51%	28%	45%	38%	80%	54%	39%	16%
Unsure	7	1	5	4	1	-	2	-	1	6	-	-
	3%	1%	5%	8%	3%	-	2%	-	4%	14%	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	212	138	73	87	55	51	18	72	72	67	100	101	57	41	98
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	212	134	78	84	50	50	28	79	74	59	104	96	56	38	103
Very positive impact	90	60	29	50	25	10	5	46	25	18	81	5	23	19	42
	43%	44%	40%	58%	45%	20%	26%	65%	35%	27%	80%	5%	39%	45%	43%
Somewhat positive impact	23	16	7	10	3	6	4	10	10	3	16	6	7	6	10
	11%	12%	9%	12%	6%	12%	20%	14%	14%	4%	16%	6%	12%	14%	10%
Little to no positive impact	92	57	35	26	27	31	8	14	33	45	3	85	26	15	43
	43%	41%	47%	31%	49%	60%	42%	20%	45%	67%	3%	85%	46%	37%	44%
Unsure	7	4	2	-	-	4	2	1	4	2	1	4	1	1	3
	3%	3%	3%			9%	12%	2%	5%	3%	1%	4%	2%	3%	3%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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 Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	212	212	-	-	-	-	-	14	3	6	142	30	22	6	15	16	1
	100	100						100	100	100	100	100	100	100	100	100	100
Unweighted Total	212	212	-	-	-	-	-	18	2	7	144	24	28	7	17	11	1
Very positive impact	90	90	-	-	-	-	-	4	-	3	56	14	8	3	3	2	-
	43%	43%						29%		48%	40%	47%	35%	45%	23%	10%	
Somewhat positive impact	23	23	-	-	-	-	-	3	-	3	15	4	4	-	3	4	-
	11%	11%						20%		41%	10%	14%	18%		21%	25%	
Little to no positive impact	92	92	-	-	-	-	-	5	1	1	69	11	9	3	8	11	1
	43%	43%						38%	51%	11%	48%	36%	43%	55%	56%	65%	100%
Unsure	7	7	-	-	-	-	-	2	1	-	2	1	1	-	-	-	-
	3%	3%						12%	49%		2%	4%	4%				

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	212	64	43	62	40	29	16	26	33	16	26	18	48	33	32	54	93
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	212	66	38	60	44	31	18	27	30	18	28	18	42	31	44	56	81
Very positive impact	90	20	15	44	10	9	6	18	20	2	5	12	17	11	17	23	39
	43%	31%	34%	71%	24%	33%	41%	69%	62%	12%	18%	67%	35%	33%	53%	43%	42%
Somewhat positive impact	23	10	5	1	6	4	2	2	-	4	6	-	5	3	3	6	11
	11%	16%	12%	2%	15%	14%	12%	7%		24%	24%		11%	8%	9%	12%	12%
Little to no positive impact	92	31	21	17	23	14	7	6	13	8	14	6	24	16	10	23	42
	43%	48%	49%	27%	57%	48%	48%	25%	38%	50%	53%	33%	50%	50%	32%	43%	45%
Unsure	7	3	2	-	1	1	-	-	-	2	1	-	2	3	2	1	1
	3%	5%	5%		3%	5%				15%	5%		4%	8%	6%	2%	1%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	212	104	108	45	42	44	81	142	16	43	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	212	106	106	49	46	45	72	134	19	48	3	8
Very positive impact	104	60	43	15	19	28	42	82	2	12	2	6
	49%	58%	40%	33%	46%	63%	52%	57%	11%	29%	61%	83%
Somewhat positive impact	46	17	29	5	8	8	25	31	1	14	-	-
	22%	16%	27%	11%	20%	19%	30%	22%	10%	32%		
Little to no positive impact	51	23	28	21	13	6	11	26	9	13	1	1
	24%	22%	26%	46%	31%	13%	14%	18%	57%	31%	39%	16%
Unsure	11	4	7	5	1	2	3	4	4	4	-	0
	5%	3%	7%	11%	3%	5%	4%	3%	23%	8%		2%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	212	138	73	87	55	51	18	72	72	67	100	101	57	41	98
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	212	134	78	84	50	50	28	79	74	59	104	96	56	38	103
Very positive impact	104	69	35	54	28	15	7	46	38	20	82	17	22	20	51
	49%	50%	47%	62%	50%	30%	38%	63%	53%	30%	82%	17%	38%	49%	52%
Somewhat positive impact	46	31	15	18	12	13	2	19	12	15	15	29	18	8	18
	22%	23%	20%	21%	22%	25%	14%	26%	17%	22%	15%	29%	31%	19%	19%
Little to no positive impact	51	33	18	14	13	20	5	7	17	27	1	44	15	11	23
	24%	24%	24%	16%	23%	38%	28%	10%	24%	40%	1%	44%	26%	27%	24%
Unsure	11	5	6	1	3	4	4	1	5	5	1	10	3	2	5
	5%	3%	9%	1%	5%	7%	20%	1%	7%	8%	1%	10%	4%	5%	5%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	212	212	-	-	-	-	-	14	3	6	142	30	22	6	15	16	1
	100	100						100	100	100	100	100	100	100	100	100	100
Unweighted Total	212	212	-	-	-	-	-	18	2	7	144	24	28	7	17	11	1
Very positive impact	104	104	-	-	-	-	-	5	-	5	66	18	8	3	5	3	-
	49%	49%						33%		78%	46%	59%	37%	50%	32%	21%	
Somewhat positive impact	46	46	-	-	-	-	-	2	3	1	35	5	4	1	5	7	-
	22%	22%						12%	100%	20%	24%	18%	17%	23%	34%	45%	
Little to no positive impact	51	51	-	-	-	-	-	8	-	-	33	5	9	1	3	4	-
	24%	24%						54%			23%	18%	42%	12%	23%	26%	
Unsure	11	11	-	-	-	-	-	0	-	0	9	1	1	1	2	1	1
	5%	5%						1%		2%	6%	4%	4%	15%	11%	9%	100%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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			
		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	212	64	43	62	40	29	16	26	33	16	26	18	48	33	32	54	93
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	212	66	38	60	44	31	18	27	30	18	28	18	42	31	44	56	81
Very positive impact	104	29	13	42	19	12	9	16	23	2	11	12	19	15	15	28	46
	49%	45%	31%	67%	46%	44%	54%	61%	71%	13%	41%	67%	39%	45%	48%	52%	49%
Somewhat positive impact	46	13	16	10	6	2	4	6	5	3	4	2	19	4	7	14	20
	22%	20%	38%	17%	15%	6%	24%	22%	17%	19%	17%	14%	40%	13%	21%	27%	22%
Little to no positive impact	51	18	10	9	13	12	3	3	4	8	10	3	7	12	6	10	23
	24%	29%	23%	14%	33%	43%	22%	12%	13%	52%	37%	16%	15%	37%	19%	19%	24%
Unsure	11	4	4	1	2	2	-	1	-	3	1	1	3	1	4	2	4
	5%	6%	8%	2%	6%	8%		5%		16%	5%	4%	6%	4%	12%	3%	4%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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				
		Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	212	104	108	45	42	44	81	142	16	43	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	212	106	106	49	46	45	72	134	19	48	3	8
Very positive impact	63	30	34	16	11	11	26	38	6	19	-	1
	30%	29%	31%	35%	26%	26%	32%	26%	40%	43%	-	16%
Somewhat positive impact	51	17	35	12	12	7	20	34	5	9	2	1
	24%	16%	32%	27%	30%	16%	25%	24%	33%	21%	72%	16%
Little to no positive impact	87	52	35	15	18	24	30	65	4	11	1	5
	41%	50%	33%	33%	44%	53%	37%	46%	28%	26%	28%	69%
Unsure	10	5	4	2	-	2	5	5	-	4	-	-
	5%	5%	4%	5%	-	5%	7%	4%	-	10%	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	212	138	73	87	55	51	18	72	72	67	100	101	57	41	98
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	212	134	78	84	50	50	28	79	74	59	104	96	56	38	103
Very positive impact	63	36	27	17	21	20	6	14	17	32	15	43	18	21	24
	30%	26%	37%	19%	38%	38%	35%	20%	23%	48%	15%	42%	31%	50%	25%
Somewhat positive impact	51	35	17	24	10	11	7	13	23	15	17	32	16	4	23
	24%	25%	23%	28%	18%	21%	38%	18%	32%	22%	17%	32%	28%	9%	24%
Little to no positive impact	87	60	27	43	22	17	5	41	30	16	62	22	20	13	47
	41%	43%	37%	50%	40%	33%	27%	56%	42%	24%	62%	21%	35%	32%	48%
Unsure	10	7	2	3	2	4	-	4	2	4	5	4	3	3	3
	5%	5%	3%	3%	4%	8%	-	5%	3%	6%	5%	4%	6%	8%	3%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	212	212	-	-	-	-	-	14	3	6	142	30	22	6	15	16	1			
	100	100						100	100	100	100	100	100	100	100	100	100			
Unweighted Total	212	212	-	-	-	-	-	18	2	7	144	24	28	7	17	11	1			
Very positive impact	63	63	-	-	-	-	-	7	3	2	41	8	7	2	5	6	-			
	30%	30%						51%	100%	27%	29%	27%	34%	33%	36%	38%				
Somewhat positive impact	51	51	-	-	-	-	-	2	-	0	38	8	3	1	3	4	-			
	24%	24%						15%		2%	26%	27%	15%	23%	21%	23%				
Little to no positive impact	87	87	-	-	-	-	-	5	-	4	57	13	8	2	6	5	1			
	41%	41%						34%		71%	40%	44%	37%	36%	40%	30%	100%			
Unsure	10	10	-	-	-	-	-	-	-	-	6	1	3	1	1	2	-			
	5%	5%									4%	2%	13%	8%	4%	9%				

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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			
		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	212	64	43	62	40	29	16	26	33	16	26	18	48	33	32	54	93
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	212	66	38	60	44	31	18	27	30	18	28	18	42	31	44	56	81
Very positive impact	63	20	13	16	13	9	4	6	11	6	6	6	15	13	7	16	27
	30%	32%	31%	26%	33%	33%	27%	21%	32%	39%	25%	32%	31%	38%	22%	31%	29%
Somewhat positive impact	51	22	12	9	8	6	2	3	6	6	11	4	14	6	11	14	21
	24%	34%	27%	14%	20%	22%	11%	12%	17%	35%	42%	22%	30%	17%	34%	25%	23%
Little to no positive impact	87	20	15	35	16	11	10	17	14	4	8	7	16	13	12	22	39
	41%	32%	36%	56%	41%	37%	63%	64%	43%	26%	33%	38%	33%	40%	38%	41%	43%
Unsure	10	2	3	3	3	2	-	1	2	-	-	1	3	2	2	1	5
	5%	3%	6%	4%	6%	7%		3%	7%			8%	6%	5%	6%	3%	5%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	212	104	108	45	42	44	81	142	16	43	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	212	106	106	49	46	45	72	134	19	48	3	8
Very positive impact	86	41	46	21	18	11	37	52	11	23	-	1
	41%	39%	42%	48%	42%	24%	46%	37%	68%	52%	-	17%
Somewhat positive impact	55	23	32	10	10	13	22	41	4	8	1	-
	26%	22%	30%	21%	23%	30%	27%	29%	24%	19%	39%	-
Little to no positive impact	62	36	26	13	14	20	15	45	1	8	2	6
	29%	35%	24%	29%	34%	45%	19%	32%	7%	19%	61%	83%
Unsure	8	4	4	1	-	1	7	4	-	4	-	-
	4%	4%	4%	2%	-	2%	8%	3%	-	9%	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	212	138	73	87	55	51	18	72	72	67	100	101	57	41	98
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	212	134	78	84	50	50	28	79	74	59	104	96	56	38	103
Very positive impact	86	53	34	28	24	25	10	14	28	44	18	62	23	23	37
	41%	38%	46%	32%	43%	48%	55%	20%	39%	65%	18%	62%	40%	55%	38%
Somewhat positive impact	55	39	16	28	14	11	2	22	20	13	23	30	15	9	22
	26%	28%	22%	32%	25%	21%	14%	30%	28%	19%	23%	29%	26%	23%	22%
Little to no positive impact	62	41	22	29	16	12	6	33	24	6	55	5	16	9	35
	29%	29%	29%	33%	29%	23%	31%	45%	33%	9%	55%	5%	27%	22%	36%
Unsure	8	6	2	2	2	4	-	3	1	4	4	4	4	-	3
	4%	5%	2%	3%	3%	8%	-	4%	1%	7%	4%	4%	7%	-	3%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	212	212	-	-	-	-	-	14	3	6	142	30	22	6	15	16	1			
	100	100						100	100	100	100	100	100	100	100	100	100			
Unweighted Total	212	212	-	-	-	-	-	18	2	7	144	24	28	7	17	11	1			
Very positive impact	86	86	-	-	-	-	-	8	1	2	58	16	7	2	5	8	1			
	41%	41%						56%	51%	29%	41%	52%	33%	29%	35%	52%	100%			
Somewhat positive impact	55	55	-	-	-	-	-	4	-	1	38	7	6	2	5	5	-			
	26%	26%						29%		20%	27%	22%	29%	35%	31%	33%				
Little to no positive impact	62	62	-	-	-	-	-	2	1	3	40	8	6	2	5	1	-			
	29%	29%						15%	49%	51%	28%	26%	28%	36%	34%	3%				
Unsure	8	8	-	-	-	-	-	-	-	-	6	-	2	-	-	2	-			
	4%	4%									4%		10%		12%					

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	212	64	43	62	40	29	16	26	33	16	26	18	48	33	32	54	93
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	212	66	38	60	44	31	18	27	30	18	28	18	42	31	44	56	81
Very positive impact	86	25	20	24	16	13	7	5	16	9	11	6	21	16	11	15	44
	41%	38%	46%	39%	40%	45%	44%	18%	49%	53%	41%	32%	43%	49%	34%	29%	48%
Somewhat positive impact	55	18	14	11	11	7	3	7	6	3	6	7	16	5	13	19	18
	26%	28%	32%	18%	28%	24%	21%	26%	17%	17%	24%	36%	34%	16%	40%	35%	19%
Little to no positive impact	62	19	7	23	13	9	5	14	8	4	9	6	8	11	8	17	27
	29%	30%	16%	37%	32%	31%	34%	53%	23%	26%	34%	33%	16%	33%	24%	31%	29%
Unsure	8	2	2	4	-	-	-	1	3	1	-	-	3	1	1	3	4
	4%	3%	5%	7%				3%	10%	4%			7%	2%	2%	6%	4%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	189	85	105	33	42	59	56	139	4	24	6	17
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	94	95	35	44	59	51	133	4	29	5	18
A GREAT DEAL OF/QUITE A BIT OF BLAME	109	48	61	18	31	31	28	77	-	18	5	10
	58%	56%	59%	55%	75%	53%	51%	55%	-	74%	83%	59%
ONLY A LITTLE BLAME/NO BLAME AT ALL	70	34	36	13	9	23	25	53	4	5	1	6
	37%	40%	34%	39%	22%	39%	44%	38%	100%	20%	17%	36%
A great deal of blame	57	31	26	7	11	20	19	37	-	9	4	7
	30%	37%	25%	21%	28%	34%	34%	27%	-	38%	67%	41%
Quite a bit of blame	52	17	35	11	20	11	9	39	-	9	1	3
	27%	20%	34%	34%	48%	19%	17%	28%	-	36%	16%	17%
Only a little blame	56	29	27	12	9	15	21	43	4	2	1	6
	30%	34%	26%	36%	21%	25%	37%	31%	81%	9%	17%	36%
No blame at all	13	5	9	1	0	8	4	10	1	3	-	-
	7%	5%	8%	3%	1%	13%	7%	7%	19%	11%	-	-
Unsure	11	3	7	2	1	4	3	9	-	1	-	1
	6%	4%	7%	6%	3%	8%	5%	6%	-	5%	-	5%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	189	125	64	86	53	39	11	74	72	43	103	78	38	34	100
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	126	63	84	49	42	14	72	69	48	107	72	38	35	98
A GREAT DEAL OF/QUITE A BIT OF BLAME	109	78	31	52	25	26	7	45	43	21	73	30	18	23	56
	58%	62%	49%	61%	47%	66%	57%	61%	60%	48%	71%	38%	48%	69%	57%
ONLY A LITTLE BLAME/NO BLAME AT ALL	70	38	31	27	26	11	5	25	24	20	27	41	18	10	37
	37%	31%	49%	31%	50%	29%	43%	34%	34%	46%	26%	52%	46%	31%	37%
A great deal of blame	57	45	12	30	8	15	5	28	17	12	47	9	11	10	28
	30%	36%	19%	35%	15%	39%	39%	38%	23%	29%	46%	12%	30%	31%	28%
Quite a bit of blame	52	33	19	22	17	11	2	17	27	8	26	20	7	13	28
	27%	26%	29%	26%	32%	27%	18%	23%	37%	19%	25%	26%	18%	38%	28%
Only a little blame	56	30	26	21	22	9	4	22	21	14	24	30	15	10	28
	30%	24%	40%	25%	42%	23%	32%	29%	29%	32%	23%	39%	38%	29%	29%
No blame at all	13	8	5	6	4	2	1	4	4	6	3	11	3	1	8
	7%	6%	8%	7%	7%	5%	11%	5%	5%	14%	3%	14%	8%	2%	8%
Unsure	11	9	2	7	2	2	-	4	4	2	3	8	2	-	7
	6%	7%	3%	8%	3%	5%	-	5%	6%	6%	3%	10%	6%	-	7%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	189	189	-	-	-	-	-	11	5	14	125	33	16	2	4	3	-			
	100	100	-	-	-	-	-	100	100	100	100	100	100	100	100	100	-			
Unweighted Total	189	189	-	-	-	-	-	12	3	13	125	28	20	2	5	4	-			
A GREAT DEAL OF/QUITE A BIT OF BLAME	109	109	-	-	-	-	-	9	1	8	67	24	10	2	3	1	-			
	58%	58%	-	-	-	-	-	78%	30%	55%	54%	72%	61%	100%	77%	33%	-			
ONLY A LITTLE BLAME/NO BLAME AT ALL	70	70	-	-	-	-	-	3	3	6	54	5	5	-	1	1	-			
	37%	37%	-	-	-	-	-	22%	70%	42%	43%	15%	31%	-	23%	42%	-			
A great deal of blame	57	57	-	-	-	-	-	1	1	2	37	14	4	1	2	1	-			
	30%	30%	-	-	-	-	-	12%	30%	16%	30%	41%	24%	61%	58%	33%	-			
Quite a bit of blame	52	52	-	-	-	-	-	7	-	5	30	10	6	1	1	-	-			
	27%	27%	-	-	-	-	-	66%	-	38%	24%	31%	37%	39%	19%	-	-			
Only a little blame	56	56	-	-	-	-	-	3	3	6	43	5	4	-	1	-	-			
	30%	30%	-	-	-	-	-	22%	70%	42%	34%	15%	25%	-	23%	-	-			
No blame at all	13	13	-	-	-	-	-	-	-	-	11	-	1	-	-	1	-			
	7%	7%	-	-	-	-	-	-	-	-	9%	-	6%	-	-	42%	-			
Unsure	11	11	-	-	-	-	-	-	-	0	4	4	1	-	-	1	-			
	6%	6%	-	-	-	-	-	-	-	3%	3%	13%	8%	-	-	26%	-			

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	189	43	57	45	34	18	13	26	28	15	29	33	28	23	38	57	72
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	39	51	55	35	23	19	24	28	12	25	35	23	22	46	58	63
A GREAT DEAL OF/QUITE A BIT OF BLAME	109	29	31	32	11	8	11	16	13	10	21	16	15	14	24	30	41
	58%	68%	54%	71%	33%	46%	84%	61%	46%	65%	71%	48%	55%	62%	63%	53%	57%
ONLY A LITTLE BLAME/NO BLAME AT ALL	70	11	21	11	22	9	2	8	14	4	7	15	10	6	14	23	27
	37%	26%	38%	25%	65%	49%	16%	32%	51%	26%	24%	45%	37%	27%	37%	40%	37%
A great deal of blame	57	9	16	18	8	5	5	11	10	2	6	9	9	6	12	17	23
	30%	21%	29%	41%	24%	26%	42%	42%	36%	14%	21%	28%	32%	28%	30%	29%	32%
Quite a bit of blame	52	20	15	13	3	4	5	5	3	8	14	7	6	8	13	13	18
	27%	48%	26%	29%	9%	20%	42%	19%	10%	52%	50%	20%	23%	34%	33%	24%	25%
Only a little blame	56	8	17	8	20	8	2	6	14	4	7	9	7	6	9	21	20
	30%	20%	30%	19%	59%	45%	12%	22%	49%	26%	24%	28%	26%	27%	24%	37%	27%
No blame at all	13	3	4	3	2	1	0	3	1	-	-	5	3	-	5	2	7
	7%	6%	7%	6%	5%	5%	4%	10%	3%			16%	12%		12%	3%	10%
Unsure	11	3	5	2	1	1	-	2	1	1	1	3	2	3	-	4	4
	6%	6%	8%	4%	3%	5%		7%	2%	9%	4%	8%	8%	11%		7%	6%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	189	85	105	33	42	59	56	139	4	24	6	17
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	94	95	35	44	59	51	133	4	29	5	18
A GREAT DEAL OF/QUIE A BIT OF BLAME	118	50	68	19	30	39	30	80	-	18	6	14
	62%	59%	65%	59%	73%	66%	53%	58%	-	74%	100%	84%
ONLY A LITTLE BLAME/NO BLAME AT ALL	60	30	31	11	11	18	20	48	3	6	-	3
	32%	35%	29%	35%	27%	31%	35%	35%	68%	26%	-	16%
A great deal of blame	54	29	25	7	13	23	11	38	-	11	0	6
	29%	34%	24%	22%	32%	39%	19%	27%	-	44%	4%	35%
Quite a bit of blame	64	21	43	12	17	16	19	43	-	7	5	8
	34%	25%	41%	37%	41%	27%	34%	31%	-	30%	96%	49%
Only a little blame	50	28	22	10	10	15	14	44	2	3	-	1
	26%	33%	21%	31%	25%	26%	25%	31%	48%	13%	-	7%
No blame at all	10	2	9	1	1	3	6	5	1	3	-	2
	6%	2%	8%	3%	2%	5%	10%	3%	19%	13%	-	10%
Unsure	11	5	6	2	-	2	7	10	1	-	-	-
	6%	6%	6%	7%	-	4%	12%	7%	32%	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	189	125	64	86	53	39	11	74	72	43	103	78	38	34	100
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	126	63	84	49	42	14	72	69	48	107	72	38	35	98
A GREAT DEAL OF/QUITE A BIT OF BLAME	118	83	35	53	27	30	7	52	45	21	80	33	22	20	64
	62%	67%	54%	62%	52%	77%	63%	70%	63%	49%	77%	43%	57%	61%	65%
ONLY A LITTLE BLAME/NO BLAME AT ALL	60	33	27	26	23	8	4	20	23	17	22	35	15	11	30
	32%	27%	42%	30%	43%	20%	37%	27%	32%	40%	22%	44%	39%	32%	30%
A great deal of blame	54	39	15	25	12	14	3	24	20	10	41	11	9	11	27
	29%	31%	23%	29%	24%	36%	22%	32%	28%	23%	40%	14%	23%	31%	27%
Quite a bit of blame	64	44	20	28	15	16	5	28	25	11	39	22	13	10	37
	34%	35%	30%	33%	28%	41%	41%	37%	35%	26%	38%	29%	34%	30%	38%
Only a little blame	50	26	24	22	21	3	3	16	20	13	20	26	12	10	24
	26%	20%	38%	26%	41%	9%	26%	22%	28%	31%	20%	33%	31%	29%	24%
No blame at all	10	8	3	3	1	4	1	4	3	4	2	8	3	1	6
	6%	6%	4%	4%	3%	11%	11%	5%	4%	9%	2%	11%	8%	3%	6%
Unsure	11	8	3	7	3	1	-	3	4	5	1	10	2	2	5
	6%	7%	4%	8%	5%	4%	-	3%	5%	11%	1%	13%	4%	7%	5%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	189 100	189 100	-	-	-	-	-	11 100	5 100	14 100	125 100	33 100	16 100	2 100	4 100	3 100	-			
Unweighted Total	189	189	-	-	-	-	-	12	3	13	125	28	20	2	5	4	-			
A GREAT DEAL OF/QUITE A BIT OF BLAME	118 62%	118 62%	-	-	-	-	-	5 44%	4 87%	10 71%	72 57%	24 72%	11 67%	2 100%	4 100%	1 33%	-			
ONLY A LITTLE BLAME/NO BLAME AT ALL	60 32%	60 32%	-	-	-	-	-	6 56%	1 13%	4 29%	46 36%	6 18%	5 33%	-	-	1 42%	-			
A great deal of blame	54 29%	54 29%	-	-	-	-	-	2 21%	1 17%	0 1%	32 26%	11 35%	7 41%	2 100%	3 72%	1 22%	-			
Quite a bit of blame	64 34%	64 34%	-	-	-	-	-	3 23%	3 70%	10 69%	40 32%	12 37%	4 26%	-	1 28%	0 11%	-			
Only a little blame	50 26%	50 26%	-	-	-	-	-	6 56%	1 13%	4 29%	36 29%	5 15%	5 33%	-	-	-	-			
No blame at all	10 6%	10 6%	-	-	-	-	-	-	-	-	9 7%	1 3%	-	-	-	1 42%	-			
Unsure	11 6%	11 6%	-	-	-	-	-	-	-	-	8 6%	3 10%	-	-	-	1 26%	-			

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	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	189	43	57	45	34	18	13	26	28	15	29	33	28	23	38	57	72
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	39	51	55	35	23	19	24	28	12	25	35	23	22	46	58	63
A GREAT DEAL OF/QUITE A BIT OF BLAME	118	30	37	23	21	13	8	14	15	6	22	25	15	15	20	37	46
	62%	69%	66%	52%	61%	71%	64%	53%	54%	44%	77%	76%	52%	66%	53%	65%	64%
ONLY A LITTLE BLAME/NO BLAME AT ALL	60	12	15	18	12	4	5	11	10	7	7	7	10	6	16	15	23
	32%	29%	26%	41%	34%	24%	36%	43%	35%	48%	23%	21%	35%	28%	42%	26%	33%
A great deal of blame	54	12	13	15	8	4	6	12	7	3	8	11	4	5	11	14	24
	29%	27%	22%	34%	23%	21%	44%	46%	25%	23%	27%	32%	13%	23%	28%	25%	33%
Quite a bit of blame	64	18	25	8	13	9	3	2	8	3	14	14	11	10	10	23	22
	34%	41%	44%	17%	39%	50%	20%	6%	28%	21%	50%	43%	39%	43%	26%	40%	30%
Only a little blame	50	12	8	17	11	4	4	11	8	6	6	4	6	5	11	14	20
	26%	28%	15%	38%	31%	24%	32%	43%	30%	40%	22%	13%	21%	23%	30%	24%	28%
No blame at all	10	0	6	1	1	-	0	-	1	1	0	3	4	1	5	1	3
	6%	1%	11%	3%	2%		4%		5%	8%	1%	8%	15%	5%	13%	2%	5%
Unsure	11	1	5	3	2	1	-	1	3	1	-	1	4	1	2	5	3
	6%	3%	8%	8%	5%	5%		4%	11%	9%		3%	13%	6%	4%	9%	4%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	189	85	105	33	42	59	56	139	4	24	6	17
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	94	95	35	44	59	51	133	4	29	5	18
A GREAT DEAL OF/QUITE A BIT OF BLAME	137	61	76	20	34	42	41	97	2	22	6	10
	72%	72%	72%	61%	81%	71%	73%	70%	52%	90%	100%	58%
ONLY A LITTLE BLAME/NO BLAME AT ALL	43	21	22	12	8	15	9	33	2	2	-	6
	23%	24%	21%	35%	19%	25%	16%	24%	48%	8%	-	35%
A great deal of blame	56	29	27	4	10	25	17	37	1	7	4	6
	30%	34%	25%	11%	24%	43%	30%	27%	32%	31%	70%	35%
Quite a bit of blame	81	31	49	16	24	16	24	60	1	14	2	4
	43%	37%	47%	50%	57%	27%	43%	43%	19%	59%	30%	23%
Only a little blame	40	20	20	10	8	15	7	31	2	1	-	6
	21%	24%	19%	32%	19%	25%	12%	22%	48%	3%	-	35%
No blame at all	3	1	3	1	-	-	2	2	-	1	-	-
	2%	1%	2%	3%	-	-	4%	2%	-	5%	-	-
Unsure	10	3	7	1	-	3	6	8	-	1	-	1
	5%	4%	6%	4%	-	5%	11%	6%	-	2%	-	7%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	189	125	64	86	53	39	11	74	72	43	103	78	38	34	100
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	126	63	84	49	42	14	72	69	48	107	72	38	35	98
A GREAT DEAL OF/QUITE A BIT OF BLAME	137	98	39	66	31	32	7	54	50	33	86	44	32	22	71
	72%	78%	60%	77%	59%	81%	64%	73%	69%	75%	84%	57%	84%	65%	71%
ONLY A LITTLE BLAME/NO BLAME AT ALL	43	21	22	15	18	6	4	16	20	7	15	25	6	9	24
	23%	17%	34%	17%	34%	16%	32%	22%	28%	15%	15%	32%	16%	27%	24%
A great deal of blame	56	39	17	23	14	16	2	27	15	14	42	11	13	7	30
	30%	31%	26%	27%	27%	41%	21%	36%	21%	31%	41%	14%	33%	20%	30%
Quite a bit of blame	81	59	22	43	17	16	5	27	34	19	43	33	20	15	41
	43%	47%	34%	50%	32%	40%	43%	37%	48%	44%	42%	43%	51%	44%	41%
Only a little blame	40	20	20	15	16	5	4	15	18	7	14	25	6	7	23
	21%	16%	31%	17%	30%	13%	32%	21%	25%	15%	14%	31%	16%	20%	23%
No blame at all	3	1	2	-	2	1	-	1	3	-	1	1	-	3	1
	2%	1%	3%		4%	3%		1%	3%		1%	1%		7%	1%
Unsure	10	6	4	5	3	1	1	4	2	4	2	8	-	3	5
	5%	5%	6%	6%	6%	3%	5%	5%	3%	9%	2%	11%		8%	5%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	189	189	-	-	-	-	-	11	5	14	125	33	16	2	4	3	-			
	100	100	-	-	-	-	-	100	100	100	100	100	100	100	100	100	-			
Unweighted Total	189	189	-	-	-	-	-	12	3	13	125	28	20	2	5	4	-			
A GREAT DEAL OF/QUITE A BIT OF BLAME	137	137	-	-	-	-	-	8	1	13	87	25	13	1	2	2	-			
	72%	72%	-	-	-	-	-	74%	17%	91%	70%	75%	81%	39%	47%	74%	-			
ONLY A LITTLE BLAME/NO BLAME AT ALL	43	43	-	-	-	-	-	3	4	1	32	5	3	-	1	-	-			
	23%	23%	-	-	-	-	-	26%	83%	9%	25%	15%	19%	-	23%	-	-			
A great deal of blame	56	56	-	-	-	-	-	2	-	5	35	8	8	1	1	-	-			
	30%	30%	-	-	-	-	-	21%	-	34%	28%	24%	47%	39%	36%	-	-			
Quite a bit of blame	81	81	-	-	-	-	-	6	1	8	52	17	6	-	0	2	-			
	43%	43%	-	-	-	-	-	53%	17%	57%	42%	50%	34%	-	11%	74%	-			
Only a little blame	40	40	-	-	-	-	-	2	4	1	29	4	3	-	1	-	-			
	21%	21%	-	-	-	-	-	14%	83%	9%	23%	11%	19%	-	23%	-	-			
No blame at all	3	3	-	-	-	-	-	1	-	-	2	1	-	-	-	-	-			
	2%	2%	-	-	-	-	-	12%	-	-	2%	3%	-	-	-	-	-			
Unsure	10	10	-	-	-	-	-	-	-	-	7	3	-	1	1	1	-			
	5%	5%	-	-	-	-	-	-	-	-	5%	10%	-	61%	30%	26%	-			

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	189	43	57	45	34	18	13	26	28	15	29	33	28	23	38	57	72
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	39	51	55	35	23	19	24	28	12	25	35	23	22	46	58	63
A GREAT DEAL OF/QUITE A BIT OF BLAME	137	31	41	29	26	11	10	17	23	9	24	24	18	16	27	46	47
	72%	73%	72%	65%	75%	59%	77%	67%	82%	63%	83%	73%	65%	70%	72%	81%	66%
ONLY A LITTLE BLAME/NO BLAME AT ALL	43	10	11	12	8	7	3	7	3	4	5	7	6	5	9	8	20
	23%	24%	19%	27%	25%	41%	23%	29%	10%	28%	17%	21%	21%	24%	25%	13%	28%
A great deal of blame	56	8	18	15	9	3	4	14	8	1	6	12	9	6	12	20	18
	30%	19%	31%	34%	27%	15%	33%	54%	30%	6%	20%	35%	30%	27%	31%	36%	24%
Quite a bit of blame	81	23	23	14	17	8	6	3	14	8	18	13	10	10	16	25	30
	43%	54%	41%	31%	48%	44%	44%	13%	51%	57%	63%	39%	35%	43%	41%	45%	41%
Only a little blame	40	9	9	12	8	7	3	7	2	3	5	7	5	4	9	8	19
	21%	21%	17%	27%	22%	41%	23%	29%	8%	20%	17%	21%	16%	19%	23%	13%	27%
No blame at all	3	1	1	-	1	-	-	-	1	1	-	-	1	1	1	-	1
	2%	3%	2%		2%				3%	8%			5%	5%	2%		2%
Unsure	10	1	6	3	-	-	-	1	2	1	-	2	4	1	1	3	4
	5%	3%	10%	7%				4%	8%	9%		5%	13%	6%	3%	6%	6%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	189	85	105	33	42	59	56	139	4	24	6	17
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	94	95	35	44	59	51	133	4	29	5	18
A GREAT DEAL OF/QUITE A BIT OF BLAME	54	25	29	9	15	15	14	39	1	9	1	5
	28%	29%	27%	28%	36%	25%	26%	28%	19%	36%	14%	27%
ONLY A LITTLE BLAME/NO BLAME AT ALL	130	56	74	21	27	41	41	94	4	15	5	12
	69%	66%	71%	65%	64%	70%	73%	68%	81%	64%	86%	70%
A great deal of blame	26	11	15	7	6	10	4	17	-	6	1	2
	14%	13%	14%	21%	15%	17%	6%	12%		26%	14%	14%
Quite a bit of blame	27	14	14	2	9	5	11	22	1	2	-	2
	14%	16%	13%	7%	22%	8%	20%	16%	19%	9%		13%
Only a little blame	80	35	45	18	15	19	27	57	2	11	4	6
	42%	41%	43%	56%	36%	33%	49%	41%	54%	45%	68%	38%
No blame at all	50	21	29	3	12	22	13	38	1	5	1	5
	26%	24%	28%	9%	28%	37%	24%	27%	27%	20%	17%	32%
Unsure	6	4	2	2	-	3	1	5	-	-	-	1
	3%	5%	2%	7%		5%	1%	4%				3%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	189	125	64	86	53	39	11	74	72	43	103	78	38	34	100
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	126	63	84	49	42	14	72	69	48	107	72	38	35	98
A GREAT DEAL OF/QUITE A BIT OF BLAME	54	33	21	22	17	11	4	11	28	14	16	36	16	9	24
	28%	26%	32%	26%	32%	28%	34%	14%	39%	33%	16%	46%	42%	28%	24%
ONLY A LITTLE BLAME/NO BLAME AT ALL	130	87	43	60	35	28	8	60	43	27	84	39	22	24	72
	69%	70%	66%	70%	66%	71%	66%	81%	60%	62%	82%	50%	58%	70%	72%
A great deal of blame	26	17	9	10	7	7	2	8	15	4	10	15	6	7	12
	14%	14%	14%	12%	13%	18%	20%	11%	20%	8%	9%	19%	15%	20%	12%
Quite a bit of blame	27	15	12	12	10	4	2	3	14	11	7	21	10	3	13
	14%	12%	18%	14%	19%	10%	14%	4%	19%	25%	6%	26%	27%	8%	13%
Only a little blame	80	56	24	37	19	19	4	31	32	17	45	30	11	13	49
	42%	45%	37%	44%	37%	48%	39%	42%	45%	39%	44%	38%	29%	37%	49%
No blame at all	50	31	19	22	16	9	3	29	11	10	39	9	11	11	23
	26%	25%	29%	26%	29%	23%	28%	39%	15%	23%	38%	12%	30%	33%	23%
Unsure	6	5	1	4	1	1	-	3	1	2	2	4	-	1	3
	3%	4%	2%	5%	2%	1%	-	5%	1%	5%	2%	5%	-	2%	3%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	189	189	-	-	-	-	-	11	5	14	125	33	16	2	4	3	-			
	100	100	-	-	-	-	-	100	100	100	100	100	100	100	100	100	-			
Unweighted Total	189	189	-	-	-	-	-	12	3	13	125	28	20	2	5	4	-			
A GREAT DEAL OF/QUITE A BIT OF BLAME	54 28%	54 28%	-	-	-	-	-	2 14%	1 13%	1 4%	31 25%	11 34%	6 35%	-	1 17%	1 22%	-			
ONLY A LITTLE BLAME/NO BLAME AT ALL	130 69%	130 69%	-	-	-	-	-	10 86%	4 87%	13 96%	91 72%	20 62%	10 60%	2 100%	3 83%	1 52%	-			
A great deal of blame	26 14%	26 14%	-	-	-	-	-	2 14%	-	0 3%	14 11%	5 17%	5 30%	-	-	1 22%	-			
Quite a bit of blame	27 14%	27 14%	-	-	-	-	-	-	1 13%	0 1%	17 14%	6 18%	1 5%	-	1 17%	-	-			
Only a little blame	80 42%	80 42%	-	-	-	-	-	8 73%	4 87%	8 54%	57 46%	12 38%	5 31%	-	1 34%	1 52%	-			
No blame at all	50 26%	50 26%	-	-	-	-	-	1 12%	-	6 42%	34 27%	8 24%	5 29%	2 100%	2 49%	-	-			
Unsure	6 3%	6 3%	-	-	-	-	-	-	-	-	4 3%	1 4%	1 5%	-	-	1 26%	-			

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	189	43	57	45	34	18	13	26	28	15	29	33	28	23	38	57	72
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	39	51	55	35	23	19	24	28	12	25	35	23	22	46	58	63
A GREAT DEAL OF/QUITE A BIT OF BLAME	54	11	17	16	9	5	5	7	8	5	10	7	6	13	12	14	15
	28%	25%	29%	35%	25%	26%	38%	28%	29%	31%	35%	22%	23%	56%	32%	25%	21%
ONLY A LITTLE BLAME/NO BLAME AT ALL	130	32	39	27	25	13	8	16	19	9	19	25	22	9	25	40	56
	69%	74%	68%	59%	73%	69%	62%	62%	69%	60%	65%	76%	77%	38%	66%	70%	79%
A great deal of blame	26	6	9	8	3	3	2	5	2	4	4	5	2	7	5	6	8
	14%	14%	16%	17%	9%	16%	15%	19%	6%	28%	15%	15%	7%	33%	13%	10%	12%
Quite a bit of blame	27	5	8	8	6	2	3	2	6	1	6	3	5	5	7	9	6
	14%	11%	13%	18%	16%	10%	23%	9%	23%	3%	21%	8%	16%	23%	18%	15%	9%
Only a little blame	80	18	25	16	18	11	5	5	14	7	10	15	13	5	15	26	35
	42%	41%	44%	36%	52%	61%	41%	18%	50%	50%	34%	44%	48%	22%	38%	45%	48%
No blame at all	50	14	14	10	7	2	3	11	5	2	9	10	8	4	11	14	22
	26%	33%	24%	23%	21%	9%	21%	44%	18%	10%	31%	32%	30%	17%	28%	24%	30%
Unsure	6	1	1	3	1	1	-	2	1	1	-	1	-	1	1	3	1
	3%	1%	2%	6%	2%	5%		9%	2%	9%		2%		6%	2%	5%	1%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	189	85	105	33	42	59	56	139	4	24	6	17
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	94	95	35	44	59	51	133	4	29	5	18
A GREAT DEAL OF/QUITE A BIT OF BLAME	132	63	69	25	31	39	38	90	3	19	6	15
	70%	74%	66%	75%	74%	66%	67%	65%	59%	78%	100%	89%
ONLY A LITTLE BLAME/NO BLAME AT ALL	51	19	32	7	10	17	17	42	2	5	-	2
	27%	23%	30%	21%	25%	28%	30%	31%	41%	20%	-	11%
A great deal of blame	79	35	43	10	22	28	18	55	1	9	5	8
	42%	42%	41%	31%	53%	48%	33%	40%	32%	38%	86%	49%
Quite a bit of blame	53	28	25	15	9	10	19	35	1	10	1	7
	28%	33%	24%	44%	21%	17%	35%	25%	27%	40%	14%	40%
Only a little blame	38	16	22	5	10	11	12	32	2	4	-	0
	20%	19%	21%	15%	25%	18%	21%	23%	41%	16%	-	2%
No blame at all	13	3	10	2	-	6	5	11	-	1	-	2
	7%	4%	9%	6%	-	10%	9%	8%	-	4%	-	10%
Unsure	7	3	4	1	0	4	1	6	-	0	-	-
	4%	3%	4%	4%	1%	6%	3%	5%	-	2%	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	189	125	64	86	53	39	11	74	72	43	103	78	38	34	100
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	126	63	84	49	42	14	72	69	48	107	72	38	35	98
A GREAT DEAL OF/QUITE A BIT OF BLAME	132	89	43	56	34	33	9	65	46	21	97	29	28	21	69
	70%	71%	66%	66%	64%	84%	78%	87%	64%	49%	94%	36%	74%	64%	69%
ONLY A LITTLE BLAME/NO BLAME AT ALL	51	32	19	26	17	6	3	7	25	19	5	43	10	11	27
	27%	25%	30%	30%	31%	15%	22%	10%	34%	43%	5%	55%	25%	34%	27%
A great deal of blame	79	56	23	36	19	20	4	44	23	12	69	7	14	13	42
	42%	45%	36%	42%	36%	50%	33%	60%	31%	28%	68%	9%	37%	39%	42%
Quite a bit of blame	53	33	20	20	15	13	5	20	23	9	27	22	14	8	27
	28%	27%	31%	24%	28%	33%	45%	28%	32%	21%	27%	28%	37%	25%	27%
Only a little blame	38	22	16	19	13	3	3	4	19	14	5	30	7	9	19
	20%	18%	24%	22%	25%	9%	22%	6%	27%	33%	5%	39%	18%	28%	19%
No blame at all	13	10	3	7	3	3	-	3	6	4	-	13	3	2	8
	7%	8%	5%	8%	7%	7%	-	4%	8%	10%	-	17%	7%	6%	8%
Unsure	7	4	3	4	3	0	-	2	1	3	0	6	0	1	4
	4%	3%	4%	4%	5%	1%	-	3%	2%	8%	**%	8%	1%	2%	4%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	189	189	-	-	-	-	-	11	5	14	125	33	16	2	4	3	-			
	100	100						100	100	100	100	100	100	100	100	100				
Unweighted Total	189	189	-	-	-	-	-	12	3	13	125	28	20	2	5	4	-			
A GREAT DEAL OF/QUITE A BIT OF BLAME	132 70%	132 70%	-	-	-	-	-	8 74%	4 87%	13 95%	81 64%	26 79%	14 87%	2 100%	4 100%	2 64%	-			
ONLY A LITTLE BLAME/NO BLAME AT ALL	51 27%	51 27%	-	-	-	-	-	3 26%	1 13%	0 2%	40 32%	6 18%	2 10%	-	-	0 11%	-			
A great deal of blame	79 42%	79 42%	-	-	-	-	-	4 39%	-	11 78%	49 39%	12 38%	12 74%	2 100%	2 49%	1 22%	-			
Quite a bit of blame	53 28%	53 28%	-	-	-	-	-	4 35%	4 87%	2 17%	32 25%	13 41%	2 13%	-	2 51%	1 42%	-			
Only a little blame	38 20%	38 20%	-	-	-	-	-	3 26%	1 13%	0 2%	28 22%	6 18%	1 4%	-	-	0 11%	-			
No blame at all	13 7%	13 7%	-	-	-	-	-	-	-	-	12 10%	-	1 6%	-	-	-	-			
Unsure	7 4%	7 4%	-	-	-	-	-	-	-	0 3%	5 4%	1 4%	0 3%	-	-	1 26%	-			

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	189	43	57	45	34	18	13	26	28	15	29	33	28	23	38	57	72
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	39	51	55	35	23	19	24	28	12	25	35	23	22	46	58	63
A GREAT DEAL OF/QUITE A BIT OF BLAME	132	32	34	30	27	14	11	18	21	11	20	21	17	15	25	41	51
	70%	74%	60%	68%	79%	76%	83%	69%	75%	74%	70%	63%	60%	66%	64%	73%	71%
ONLY A LITTLE BLAME/NO BLAME AT ALL	51	8	21	12	7	4	2	7	6	3	8	10	11	6	13	13	19
	27%	20%	36%	26%	21%	24%	17%	27%	20%	17%	29%	29%	40%	26%	34%	23%	26%
A great deal of blame	79	19	23	18	12	6	7	15	7	4	15	13	11	9	14	24	31
	42%	45%	40%	40%	34%	33%	53%	58%	27%	28%	52%	40%	39%	40%	38%	43%	43%
Quite a bit of blame	53	13	12	12	15	8	4	3	13	7	5	7	6	6	10	17	20
	28%	29%	20%	28%	44%	43%	30%	10%	48%	46%	17%	23%	21%	26%	27%	30%	27%
Only a little blame	38	6	13	10	6	4	2	5	4	1	8	6	7	4	7	13	13
	20%	15%	23%	23%	16%	24%	17%	19%	15%	3%	29%	17%	27%	18%	19%	23%	19%
No blame at all	13	2	8	2	2	-	-	2	1	2	-	4	4	2	6	-	6
	7%	5%	14%	4%	5%			8%	5%	14%		12%	13%	9%	15%		8%
Unsure	7	3	2	3	-	-	-	1	1	1	0	3	-	2	1	2	2
	4%	6%	3%	6%				4%	5%	9%	2%	8%		8%	2%	4%	3%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	189	85	105	33	42	59	56	139	4	24	6	17
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	94	95	35	44	59	51	133	4	29	5	18
A GREAT DEAL OF/QUITE A BIT OF BLAME	109	48	61	18	31	31	28	77	-	18	5	10
	58%	56%	59%	55%	75%	53%	51%	55%	-	74%	83%	59%
ONLY A LITTLE BLAME/NO BLAME AT ALL	70	34	36	13	9	23	25	53	4	5	1	6
	37%	40%	34%	39%	22%	39%	44%	38%	100%	20%	17%	36%
A great deal of blame	57	31	26	7	11	20	19	37	-	9	4	7
	30%	37%	25%	21%	28%	34%	34%	27%	-	38%	67%	41%
Quite a bit of blame	52	17	35	11	20	11	9	39	-	9	1	3
	27%	20%	34%	34%	48%	19%	17%	28%	-	36%	16%	17%
Only a little blame	56	29	27	12	9	15	21	43	4	2	1	6
	30%	34%	26%	36%	21%	25%	37%	31%	81%	9%	17%	36%
No blame at all	13	5	9	1	0	8	4	10	1	3	-	-
	7%	5%	8%	3%	1%	13%	7%	7%	19%	11%	-	-
Unsure	11	3	7	2	1	4	3	9	-	1	-	1
	6%	4%	7%	6%	3%	8%	5%	6%	-	5%	-	5%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	189	125	64	86	53	39	11	74	72	43	103	78	38	34	100
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	126	63	84	49	42	14	72	69	48	107	72	38	35	98
A GREAT DEAL OF/QUITE A BIT OF BLAME	109	78	31	52	25	26	7	45	43	21	73	30	18	23	56
	58%	62%	49%	61%	47%	66%	57%	61%	60%	48%	71%	38%	48%	69%	57%
ONLY A LITTLE BLAME/NO BLAME AT ALL	70	38	31	27	26	11	5	25	24	20	27	41	18	10	37
	37%	31%	49%	31%	50%	29%	43%	34%	34%	46%	26%	52%	46%	31%	37%
A great deal of blame	57	45	12	30	8	15	5	28	17	12	47	9	11	10	28
	30%	36%	19%	35%	15%	39%	39%	38%	23%	29%	46%	12%	30%	31%	28%
Quite a bit of blame	52	33	19	22	17	11	2	17	27	8	26	20	7	13	28
	27%	26%	29%	26%	32%	27%	18%	23%	37%	19%	25%	26%	18%	38%	28%
Only a little blame	56	30	26	21	22	9	4	22	21	14	24	30	15	10	28
	30%	24%	40%	25%	42%	23%	32%	29%	29%	32%	23%	39%	38%	29%	29%
No blame at all	13	8	5	6	4	2	1	4	4	6	3	11	3	1	8
	7%	6%	8%	7%	7%	5%	11%	5%	5%	14%	3%	14%	8%	2%	8%
Unsure	11	9	2	7	2	2	-	4	4	2	3	8	2	-	7
	6%	7%	3%	8%	3%	5%	-	5%	6%	6%	3%	10%	6%	-	7%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	189	189	-	-	-	-	-	11	5	14	125	33	16	2	4	3	-			
	100	100	-	-	-	-	-	100	100	100	100	100	100	100	100	100	-			
Unweighted Total	189	189	-	-	-	-	-	12	3	13	125	28	20	2	5	4	-			
A GREAT DEAL OF/QUITE A BIT OF BLAME	109	109	-	-	-	-	-	9	1	8	67	24	10	2	3	1	-			
	58%	58%	-	-	-	-	-	78%	30%	55%	54%	72%	61%	100%	77%	33%	-			
ONLY A LITTLE BLAME/NO BLAME AT ALL	70	70	-	-	-	-	-	3	3	6	54	5	5	-	1	1	-			
	37%	37%	-	-	-	-	-	22%	70%	42%	43%	15%	31%	-	23%	42%	-			
A great deal of blame	57	57	-	-	-	-	-	1	1	2	37	14	4	1	2	1	-			
	30%	30%	-	-	-	-	-	12%	30%	16%	30%	41%	24%	61%	58%	33%	-			
Quite a bit of blame	52	52	-	-	-	-	-	7	-	5	30	10	6	1	1	-	-			
	27%	27%	-	-	-	-	-	66%	-	38%	24%	31%	37%	39%	19%	-	-			
Only a little blame	56	56	-	-	-	-	-	3	3	6	43	5	4	-	1	-	-			
	30%	30%	-	-	-	-	-	22%	70%	42%	34%	15%	25%	-	23%	-	-			
No blame at all	13	13	-	-	-	-	-	-	-	-	11	-	1	-	-	1	-			
	7%	7%	-	-	-	-	-	-	-	-	9%	-	6%	-	-	42%	-			
Unsure	11	11	-	-	-	-	-	-	-	0	4	4	1	-	-	1	-			
	6%	6%	-	-	-	-	-	-	-	3%	3%	13%	8%	-	-	26%	-			

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	189	43	57	45	34	18	13	26	28	15	29	33	28	23	38	57	72
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	39	51	55	35	23	19	24	28	12	25	35	23	22	46	58	63
A GREAT DEAL OF/QUITE A BIT OF BLAME	109	29	31	32	11	8	11	16	13	10	21	16	15	14	24	30	41
	58%	68%	54%	71%	33%	46%	84%	61%	46%	65%	71%	48%	55%	62%	63%	53%	57%
ONLY A LITTLE BLAME/NO BLAME AT ALL	70	11	21	11	22	9	2	8	14	4	7	15	10	6	14	23	27
	37%	26%	38%	25%	65%	49%	16%	32%	51%	26%	24%	45%	37%	27%	37%	40%	37%
A great deal of blame	57	9	16	18	8	5	5	11	10	2	6	9	9	6	12	17	23
	30%	21%	29%	41%	24%	26%	42%	42%	36%	14%	21%	28%	32%	28%	30%	29%	32%
Quite a bit of blame	52	20	15	13	3	4	5	5	3	8	14	7	6	8	13	13	18
	27%	48%	26%	29%	9%	20%	42%	19%	10%	52%	50%	20%	23%	34%	33%	24%	25%
Only a little blame	56	8	17	8	20	8	2	6	14	4	7	9	7	6	9	21	20
	30%	20%	30%	19%	59%	45%	12%	22%	49%	26%	24%	28%	26%	27%	24%	37%	27%
No blame at all	13	3	4	3	2	1	0	3	1	-	-	5	3	-	5	2	7
	7%	6%	7%	6%	5%	5%	4%	10%	3%			16%	12%		12%	3%	10%
Unsure	11	3	5	2	1	1	-	2	1	1	1	3	2	3	-	4	4
	6%	6%	8%	4%	3%	5%		7%	2%	9%	4%	8%	8%	11%		7%	6%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	189	85	105	33	42	59	56	139	4	24	6	17
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	94	95	35	44	59	51	133	4	29	5	18
A GREAT DEAL OF/QUITE A BIT OF BLAME	118	50	68	19	30	39	30	80	-	18	6	14
	62%	59%	65%	59%	73%	66%	53%	58%	-	74%	100%	84%
ONLY A LITTLE BLAME/NO BLAME AT ALL	60	30	31	11	11	18	20	48	3	6	-	3
	32%	35%	29%	35%	27%	31%	35%	35%	68%	26%	-	16%
A great deal of blame	54	29	25	7	13	23	11	38	-	11	0	6
	29%	34%	24%	22%	32%	39%	19%	27%	-	44%	4%	35%
Quite a bit of blame	64	21	43	12	17	16	19	43	-	7	5	8
	34%	25%	41%	37%	41%	27%	34%	31%	-	30%	96%	49%
Only a little blame	50	28	22	10	10	15	14	44	2	3	-	1
	26%	33%	21%	31%	25%	26%	25%	31%	48%	13%	-	7%
No blame at all	10	2	9	1	1	3	6	5	1	3	-	2
	6%	2%	8%	3%	2%	5%	10%	3%	19%	13%	-	10%
Unsure	11	5	6	2	-	2	7	10	1	-	-	-
	6%	6%	6%	7%	-	4%	12%	7%	32%	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	189	125	64	86	53	39	11	74	72	43	103	78	38	34	100
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	126	63	84	49	42	14	72	69	48	107	72	38	35	98
A GREAT DEAL OF/QUITE A BIT OF BLAME	118	83	35	53	27	30	7	52	45	21	80	33	22	20	64
	62%	67%	54%	62%	52%	77%	63%	70%	63%	49%	77%	43%	57%	61%	65%
ONLY A LITTLE BLAME/NO BLAME AT ALL	60	33	27	26	23	8	4	20	23	17	22	35	15	11	30
	32%	27%	42%	30%	43%	20%	37%	27%	32%	40%	22%	44%	39%	32%	30%
A great deal of blame	54	39	15	25	12	14	3	24	20	10	41	11	9	11	27
	29%	31%	23%	29%	24%	36%	22%	32%	28%	23%	40%	14%	23%	31%	27%
Quite a bit of blame	64	44	20	28	15	16	5	28	25	11	39	22	13	10	37
	34%	35%	30%	33%	28%	41%	41%	37%	35%	26%	38%	29%	34%	30%	38%
Only a little blame	50	26	24	22	21	3	3	16	20	13	20	26	12	10	24
	26%	20%	38%	26%	41%	9%	26%	22%	28%	31%	20%	33%	31%	29%	24%
No blame at all	10	8	3	3	1	4	1	4	3	4	2	8	3	1	6
	6%	6%	4%	4%	3%	11%	11%	5%	4%	9%	2%	11%	8%	3%	6%
Unsure	11	8	3	7	3	1	-	3	4	5	1	10	2	2	5
	6%	7%	4%	8%	5%	4%	-	3%	5%	11%	1%	13%	4%	7%	5%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	189	189	-	-	-	-	-	11	5	14	125	33	16	2	4	3	-			
	100	100	-	-	-	-	-	100	100	100	100	100	100	100	100	100	100			
Unweighted Total	189	189	-	-	-	-	-	12	3	13	125	28	20	2	5	4	-			
A GREAT DEAL OF/QUITE A BIT OF BLAME	118	118	-	-	-	-	-	5	4	10	72	24	11	2	4	1	-			
	62%	62%	-	-	-	-	-	44%	87%	71%	57%	72%	67%	100%	100%	33%	-			
ONLY A LITTLE BLAME/NO BLAME AT ALL	60	60	-	-	-	-	-	6	1	4	46	6	5	-	-	1	-			
	32%	32%	-	-	-	-	-	56%	13%	29%	36%	18%	33%	-	-	42%	-			
A great deal of blame	54	54	-	-	-	-	-	2	1	0	32	11	7	2	3	1	-			
	29%	29%	-	-	-	-	-	21%	17%	1%	26%	35%	41%	100%	72%	22%	-			
Quite a bit of blame	64	64	-	-	-	-	-	3	3	10	40	12	4	-	1	0	-			
	34%	34%	-	-	-	-	-	23%	70%	69%	32%	37%	26%	-	28%	11%	-			
Only a little blame	50	50	-	-	-	-	-	6	1	4	36	5	5	-	-	-	-			
	26%	26%	-	-	-	-	-	56%	13%	29%	29%	15%	33%	-	-	-	-			
No blame at all	10	10	-	-	-	-	-	-	-	-	9	1	-	-	-	1	-			
	6%	6%	-	-	-	-	-	-	-	-	7%	3%	-	-	-	42%	-			
Unsure	11	11	-	-	-	-	-	-	-	-	8	3	-	-	-	1	-			
	6%	6%	-	-	-	-	-	-	-	-	6%	10%	-	-	-	26%	-			

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	189	43	57	45	34	18	13	26	28	15	29	33	28	23	38	57	72	
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
Unweighted Total	189	39	51	55	35	23	19	24	28	12	25	35	23	22	46	58	63	
A GREAT DEAL OF/QUITE A BIT OF BLAME	118	30	37	23	21	13	8	14	15	6	22	25	15	15	20	37	46	
	62%	69%	66%	52%	61%	71%	64%	53%	54%	44%	77%	76%	52%	66%	53%	65%	64%	
ONLY A LITTLE BLAME/NO BLAME AT ALL	60	12	15	18	12	4	5	11	10	7	7	7	10	6	16	15	23	
	32%	29%	26%	41%	34%	24%	36%	43%	35%	48%	23%	21%	35%	28%	42%	26%	33%	
A great deal of blame	54	12	13	15	8	4	6	12	7	3	8	11	4	5	11	14	24	
	29%	27%	22%	34%	23%	21%	44%	46%	25%	23%	27%	32%	13%	23%	28%	25%	33%	
Quite a bit of blame	64	18	25	8	13	9	3	2	8	3	14	14	11	10	10	23	22	
	34%	41%	44%	17%	39%	50%	20%	6%	28%	21%	50%	43%	39%	43%	26%	40%	30%	
Only a little blame	50	12	8	17	11	4	4	11	8	6	6	4	6	5	11	14	20	
	26%	28%	15%	38%	31%	24%	32%	43%	30%	40%	22%	13%	21%	23%	30%	24%	28%	
No blame at all	10	0	6	1	1	-	0	-	1	1	0	3	4	1	5	1	3	
	6%	1%	11%	3%	2%		4%		5%	8%	1%	8%	15%	5%	13%	2%	5%	
Unsure	11	1	5	3	2	1	-	1	3	1	-	1	4	1	2	5	3	
	6%	3%	8%	8%	5%	5%		4%	11%	9%		3%	13%	6%	4%	9%	4%	

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	189	85	105	33	42	59	56	139	4	24	6	17
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	94	95	35	44	59	51	133	4	29	5	18
A GREAT DEAL OF/QUITE A BIT OF BLAME	137	61	76	20	34	42	41	97	2	22	6	10
	72%	72%	72%	61%	81%	71%	73%	70%	52%	90%	100%	58%
ONLY A LITTLE BLAME/NO BLAME AT ALL	43	21	22	12	8	15	9	33	2	2	-	6
	23%	24%	21%	35%	19%	25%	16%	24%	48%	8%	-	35%
A great deal of blame	56	29	27	4	10	25	17	37	1	7	4	6
	30%	34%	25%	11%	24%	43%	30%	27%	32%	31%	70%	35%
Quite a bit of blame	81	31	49	16	24	16	24	60	1	14	2	4
	43%	37%	47%	50%	57%	27%	43%	43%	19%	59%	30%	23%
Only a little blame	40	20	20	10	8	15	7	31	2	1	-	6
	21%	24%	19%	32%	19%	25%	12%	22%	48%	3%	-	35%
No blame at all	3	1	3	1	-	-	2	2	-	1	-	-
	2%	1%	2%	3%	-	-	4%	2%	-	5%	-	-
Unsure	10	3	7	1	-	3	6	8	-	1	-	1
	5%	4%	6%	4%	-	5%	11%	6%	-	2%	-	7%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	189	125	64	86	53	39	11	74	72	43	103	78	38	34	100
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	126	63	84	49	42	14	72	69	48	107	72	38	35	98
A GREAT DEAL OF/QUITE A BIT OF BLAME	137	98	39	66	31	32	7	54	50	33	86	44	32	22	71
	72%	78%	60%	77%	59%	81%	64%	73%	69%	75%	84%	57%	84%	65%	71%
ONLY A LITTLE BLAME/NO BLAME AT ALL	43	21	22	15	18	6	4	16	20	7	15	25	6	9	24
	23%	17%	34%	17%	34%	16%	32%	22%	28%	15%	15%	32%	16%	27%	24%
A great deal of blame	56	39	17	23	14	16	2	27	15	14	42	11	13	7	30
	30%	31%	26%	27%	27%	41%	21%	36%	21%	31%	41%	14%	33%	20%	30%
Quite a bit of blame	81	59	22	43	17	16	5	27	34	19	43	33	20	15	41
	43%	47%	34%	50%	32%	40%	43%	37%	48%	44%	42%	43%	51%	44%	41%
Only a little blame	40	20	20	15	16	5	4	15	18	7	14	25	6	7	23
	21%	16%	31%	17%	30%	13%	32%	21%	25%	15%	14%	31%	16%	20%	23%
No blame at all	3	1	2	-	2	1	-	1	3	-	1	1	-	3	1
	2%	1%	3%		4%	3%		1%	3%		1%	1%		7%	1%
Unsure	10	6	4	5	3	1	1	4	2	4	2	8	-	3	5
	5%	5%	6%	6%	6%	3%	5%	5%	3%	9%	2%	11%		8%	5%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	189	189	-	-	-	-	-	11	5	14	125	33	16	2	4	3	-			
	100	100	-	-	-	-	-	100	100	100	100	100	100	100	100	100	-			
Unweighted Total	189	189	-	-	-	-	-	12	3	13	125	28	20	2	5	4	-			
A GREAT DEAL OF/QUITE A BIT OF BLAME	137	137	-	-	-	-	-	8	1	13	87	25	13	1	2	2	-			
	72%	72%	-	-	-	-	-	74%	17%	91%	70%	75%	81%	39%	47%	74%	-			
ONLY A LITTLE BLAME/NO BLAME AT ALL	43	43	-	-	-	-	-	3	4	1	32	5	3	-	1	-	-			
	23%	23%	-	-	-	-	-	26%	83%	9%	25%	15%	19%	-	23%	-	-			
A great deal of blame	56	56	-	-	-	-	-	2	-	5	35	8	8	1	1	-	-			
	30%	30%	-	-	-	-	-	21%	-	34%	28%	24%	47%	39%	36%	-	-			
Quite a bit of blame	81	81	-	-	-	-	-	6	1	8	52	17	6	-	0	2	-			
	43%	43%	-	-	-	-	-	53%	17%	57%	42%	50%	34%	-	11%	74%	-			
Only a little blame	40	40	-	-	-	-	-	2	4	1	29	4	3	-	1	-	-			
	21%	21%	-	-	-	-	-	14%	83%	9%	23%	11%	19%	-	23%	-	-			
No blame at all	3	3	-	-	-	-	-	1	-	-	2	1	-	-	-	-	-			
	2%	2%	-	-	-	-	-	12%	-	-	2%	3%	-	-	-	-	-			
Unsure	10	10	-	-	-	-	-	-	-	-	7	3	-	1	1	1	-			
	5%	5%	-	-	-	-	-	-	-	-	5%	10%	-	61%	30%	26%	-			

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	189	43	57	45	34	18	13	26	28	15	29	33	28	23	38	57	72
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	39	51	55	35	23	19	24	28	12	25	35	23	22	46	58	63
A GREAT DEAL OF/QUITE A BIT OF BLAME	137	31	41	29	26	11	10	17	23	9	24	24	18	16	27	46	47
	72%	73%	72%	65%	75%	59%	77%	67%	82%	63%	83%	73%	65%	70%	72%	81%	66%
ONLY A LITTLE BLAME/NO BLAME AT ALL	43	10	11	12	8	7	3	7	3	4	5	7	6	5	9	8	20
	23%	24%	19%	27%	25%	41%	23%	29%	10%	28%	17%	21%	21%	24%	25%	13%	28%
A great deal of blame	56	8	18	15	9	3	4	14	8	1	6	12	9	6	12	20	18
	30%	19%	31%	34%	27%	15%	33%	54%	30%	6%	20%	35%	30%	27%	31%	36%	24%
Quite a bit of blame	81	23	23	14	17	8	6	3	14	8	18	13	10	10	16	25	30
	43%	54%	41%	31%	48%	44%	44%	13%	51%	57%	63%	39%	35%	43%	41%	45%	41%
Only a little blame	40	9	9	12	8	7	3	7	2	3	5	7	5	4	9	8	19
	21%	21%	17%	27%	22%	41%	23%	29%	8%	20%	17%	21%	16%	19%	23%	13%	27%
No blame at all	3	1	1	-	1	-	-	-	1	1	-	-	1	1	1	-	1
	2%	3%	2%		2%				3%	8%			5%	5%	2%		2%
Unsure	10	1	6	3	-	-	-	1	2	1	-	2	4	1	1	3	4
	5%	3%	10%	7%				4%	8%	9%		5%	13%	6%	3%	6%	6%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	189	85	105	33	42	59	56	139	4	24	6	17
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	94	95	35	44	59	51	133	4	29	5	18
A GREAT DEAL OF/QUITE A BIT OF BLAME	54	25	29	9	15	15	14	39	1	9	1	5
	28%	29%	27%	28%	36%	25%	26%	28%	19%	36%	14%	27%
ONLY A LITTLE BLAME/NO BLAME AT ALL	130	56	74	21	27	41	41	94	4	15	5	12
	69%	66%	71%	65%	64%	70%	73%	68%	81%	64%	86%	70%
A great deal of blame	26	11	15	7	6	10	4	17	-	6	1	2
	14%	13%	14%	21%	15%	17%	6%	12%		26%	14%	14%
Quite a bit of blame	27	14	14	2	9	5	11	22	1	2	-	2
	14%	16%	13%	7%	22%	8%	20%	16%	19%	9%		13%
Only a little blame	80	35	45	18	15	19	27	57	2	11	4	6
	42%	41%	43%	56%	36%	33%	49%	41%	54%	45%	68%	38%
No blame at all	50	21	29	3	12	22	13	38	1	5	1	5
	26%	24%	28%	9%	28%	37%	24%	27%	27%	20%	17%	32%
Unsure	6	4	2	2	-	3	1	5	-	-	-	1
	3%	5%	2%	7%		5%	1%	4%				3%

Echelon Insights
Focus 2024 Survey
N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	189	125	64	86	53	39	11	74	72	43	103	78	38	34	100
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	126	63	84	49	42	14	72	69	48	107	72	38	35	98
A GREAT DEAL OF/QUITE A BIT OF BLAME	54	33	21	22	17	11	4	11	28	14	16	36	16	9	24
	28%	26%	32%	26%	32%	28%	34%	14%	39%	33%	16%	46%	42%	28%	24%
ONLY A LITTLE BLAME/NO BLAME AT ALL	130	87	43	60	35	28	8	60	43	27	84	39	22	24	72
	69%	70%	66%	70%	66%	71%	66%	81%	60%	62%	82%	50%	58%	70%	72%
A great deal of blame	26	17	9	10	7	7	2	8	15	4	10	15	6	7	12
	14%	14%	14%	12%	13%	18%	20%	11%	20%	8%	9%	19%	15%	20%	12%
Quite a bit of blame	27	15	12	12	10	4	2	3	14	11	7	21	10	3	13
	14%	12%	18%	14%	19%	10%	14%	4%	19%	25%	6%	26%	27%	8%	13%
Only a little blame	80	56	24	37	19	19	4	31	32	17	45	30	11	13	49
	42%	45%	37%	44%	37%	48%	39%	42%	45%	39%	44%	38%	29%	37%	49%
No blame at all	50	31	19	22	16	9	3	29	11	10	39	9	11	11	23
	26%	25%	29%	26%	29%	23%	28%	39%	15%	23%	38%	12%	30%	33%	23%
Unsure	6	5	1	4	1	1	-	3	1	2	2	4	-	1	3
	3%	4%	2%	5%	2%	1%	-	5%	1%	5%	2%	5%	-	2%	3%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	189	189	-	-	-	-	-	11	5	14	125	33	16	2	4	3	-			
	100	100	-	-	-	-	-	100	100	100	100	100	100	100	100	100	-			
Unweighted Total	189	189	-	-	-	-	-	12	3	13	125	28	20	2	5	4	-			
A GREAT DEAL OF/QUITE A BIT OF BLAME	54	54	-	-	-	-	-	2	1	1	31	11	6	-	1	1	-			
	28%	28%	-	-	-	-	-	14%	13%	4%	25%	34%	35%	-	17%	22%	-			
ONLY A LITTLE BLAME/NO BLAME AT ALL	130	130	-	-	-	-	-	10	4	13	91	20	10	2	3	1	-			
	69%	69%	-	-	-	-	-	86%	87%	96%	72%	62%	60%	100%	83%	52%	-			
A great deal of blame	26	26	-	-	-	-	-	2	-	0	14	5	5	-	-	1	-			
	14%	14%	-	-	-	-	-	14%	-	3%	11%	17%	30%	-	-	22%	-			
Quite a bit of blame	27	27	-	-	-	-	-	-	1	0	17	6	1	-	1	-	-			
	14%	14%	-	-	-	-	-	-	13%	1%	14%	18%	5%	-	17%	-	-			
Only a little blame	80	80	-	-	-	-	-	8	4	8	57	12	5	-	1	1	-			
	42%	42%	-	-	-	-	-	73%	87%	54%	46%	38%	31%	-	34%	52%	-			
No blame at all	50	50	-	-	-	-	-	1	-	6	34	8	5	2	2	-	-			
	26%	26%	-	-	-	-	-	12%	-	42%	27%	24%	29%	100%	49%	-	-			
Unsure	6	6	-	-	-	-	-	-	-	-	4	1	1	-	-	1	-			
	3%	3%	-	-	-	-	-	-	-	-	3%	4%	5%	-	-	26%	-			

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	189	43	57	45	34	18	13	26	28	15	29	33	28	23	38	57	72
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	39	51	55	35	23	19	24	28	12	25	35	23	22	46	58	63
A GREAT DEAL OF/QUITE A BIT OF BLAME	54	11	17	16	9	5	5	7	8	5	10	7	6	13	12	14	15
	28%	25%	29%	35%	25%	26%	38%	28%	29%	31%	35%	22%	23%	56%	32%	25%	21%
ONLY A LITTLE BLAME/NO BLAME AT ALL	130	32	39	27	25	13	8	16	19	9	19	25	22	9	25	40	56
	69%	74%	68%	59%	73%	69%	62%	62%	69%	60%	65%	76%	77%	38%	66%	70%	79%
A great deal of blame	26	6	9	8	3	3	2	5	2	4	4	5	2	7	5	6	8
	14%	14%	16%	17%	9%	16%	15%	19%	6%	28%	15%	15%	7%	33%	13%	10%	12%
Quite a bit of blame	27	5	8	8	6	2	3	2	6	1	6	3	5	5	7	9	6
	14%	11%	13%	18%	16%	10%	23%	9%	23%	3%	21%	8%	16%	23%	18%	15%	9%
Only a little blame	80	18	25	16	18	11	5	5	14	7	10	15	13	5	15	26	35
	42%	41%	44%	36%	52%	61%	41%	18%	50%	50%	34%	44%	48%	22%	38%	45%	48%
No blame at all	50	14	14	10	7	2	3	11	5	2	9	10	8	4	11	14	22
	26%	33%	24%	23%	21%	9%	21%	44%	18%	10%	31%	32%	30%	17%	28%	24%	30%
Unsure	6	1	1	3	1	1	-	2	1	1	-	1	-	1	1	3	1
	3%	1%	2%	6%	2%	5%		9%	2%	9%		2%		6%	2%	5%	1%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	189	85	105	33	42	59	56	139	4	24	6	17
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	94	95	35	44	59	51	133	4	29	5	18
A GREAT DEAL OF/QUITE A BIT OF BLAME	132	63	69	25	31	39	38	90	3	19	6	15
	70%	74%	66%	75%	74%	66%	67%	65%	59%	78%	100%	89%
ONLY A LITTLE BLAME/NO BLAME AT ALL	51	19	32	7	10	17	17	42	2	5	-	2
	27%	23%	30%	21%	25%	28%	30%	31%	41%	20%	-	11%
A great deal of blame	79	35	43	10	22	28	18	55	1	9	5	8
	42%	42%	41%	31%	53%	48%	33%	40%	32%	38%	86%	49%
Quite a bit of blame	53	28	25	15	9	10	19	35	1	10	1	7
	28%	33%	24%	44%	21%	17%	35%	25%	27%	40%	14%	40%
Only a little blame	38	16	22	5	10	11	12	32	2	4	-	0
	20%	19%	21%	15%	25%	18%	21%	23%	41%	16%	-	2%
No blame at all	13	3	10	2	-	6	5	11	-	1	-	2
	7%	4%	9%	6%	-	10%	9%	8%	-	4%	-	10%
Unsure	7	3	4	1	0	4	1	6	-	0	-	-
	4%	3%	4%	4%	1%	6%	3%	5%	-	2%	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	189	125	64	86	53	39	11	74	72	43	103	78	38	34	100
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	126	63	84	49	42	14	72	69	48	107	72	38	35	98
A GREAT DEAL OF/QUITE A BIT OF BLAME	132	89	43	56	34	33	9	65	46	21	97	29	28	21	69
	70%	71%	66%	66%	64%	84%	78%	87%	64%	49%	94%	36%	74%	64%	69%
ONLY A LITTLE BLAME/NO BLAME AT ALL	51	32	19	26	17	6	3	7	25	19	5	43	10	11	27
	27%	25%	30%	30%	31%	15%	22%	10%	34%	43%	5%	55%	25%	34%	27%
A great deal of blame	79	56	23	36	19	20	4	44	23	12	69	7	14	13	42
	42%	45%	36%	42%	36%	50%	33%	60%	31%	28%	68%	9%	37%	39%	42%
Quite a bit of blame	53	33	20	20	15	13	5	20	23	9	27	22	14	8	27
	28%	27%	31%	24%	28%	33%	45%	28%	32%	21%	27%	28%	37%	25%	27%
Only a little blame	38	22	16	19	13	3	3	4	19	14	5	30	7	9	19
	20%	18%	24%	22%	25%	9%	22%	6%	27%	33%	5%	39%	18%	28%	19%
No blame at all	13	10	3	7	3	3	-	3	6	4	-	13	3	2	8
	7%	8%	5%	8%	7%	7%	-	4%	8%	10%	-	17%	7%	6%	8%
Unsure	7	4	3	4	3	0	-	2	1	3	0	6	0	1	4
	4%	3%	4%	4%	5%	1%	-	3%	2%	8%	0%	8%	1%	2%	4%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	189	189	-	-	-	-	-	11	5	14	125	33	16	2	4	3	-			
	100	100	-	-	-	-	-	100	100	100	100	100	100	100	100	100	100			
Unweighted Total	189	189	-	-	-	-	-	12	3	13	125	28	20	2	5	4	-			
A GREAT DEAL OF/QUITE A BIT OF BLAME	132	132	-	-	-	-	-	8	4	13	81	26	14	2	4	2	-			
	70%	70%	-	-	-	-	-	74%	87%	95%	64%	79%	87%	100%	100%	64%	-			
ONLY A LITTLE BLAME/NO BLAME AT ALL	51	51	-	-	-	-	-	3	1	0	40	6	2	-	-	0	-			
	27%	27%	-	-	-	-	-	26%	13%	2%	32%	18%	10%	-	-	11%	-			
A great deal of blame	79	79	-	-	-	-	-	4	-	11	49	12	12	2	2	1	-			
	42%	42%	-	-	-	-	-	39%	-	78%	39%	38%	74%	100%	49%	22%	-			
Quite a bit of blame	53	53	-	-	-	-	-	4	4	2	32	13	2	-	2	1	-			
	28%	28%	-	-	-	-	-	35%	87%	17%	25%	41%	13%	-	51%	42%	-			
Only a little blame	38	38	-	-	-	-	-	3	1	0	28	6	1	-	-	0	-			
	20%	20%	-	-	-	-	-	26%	13%	2%	22%	18%	4%	-	-	11%	-			
No blame at all	13	13	-	-	-	-	-	-	-	-	12	-	1	-	-	-	-			
	7%	7%	-	-	-	-	-	-	-	-	10%	-	6%	-	-	-	-			
Unsure	7	7	-	-	-	-	-	-	-	0	5	1	0	-	-	1	-			
	4%	4%	-	-	-	-	-	-	-	3%	4%	4%	3%	-	-	26%	-			

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	189	43	57	45	34	18	13	26	28	15	29	33	28	23	38	57	72
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	39	51	55	35	23	19	24	28	12	25	35	23	22	46	58	63
A GREAT DEAL OF/QUITE A BIT OF BLAME	132	32	34	30	27	14	11	18	21	11	20	21	17	15	25	41	51
	70%	74%	60%	68%	79%	76%	83%	69%	75%	74%	70%	63%	60%	66%	64%	73%	71%
ONLY A LITTLE BLAME/NO BLAME AT ALL	51	8	21	12	7	4	2	7	6	3	8	10	11	6	13	13	19
	27%	20%	36%	26%	21%	24%	17%	27%	20%	17%	29%	29%	40%	26%	34%	23%	26%
A great deal of blame	79	19	23	18	12	6	7	15	7	4	15	13	11	9	14	24	31
	42%	45%	40%	40%	34%	33%	53%	58%	27%	28%	52%	40%	39%	40%	38%	43%	43%
Quite a bit of blame	53	13	12	12	15	8	4	3	13	7	5	7	6	6	10	17	20
	28%	29%	20%	28%	44%	43%	30%	10%	48%	46%	17%	23%	21%	26%	27%	30%	27%
Only a little blame	38	6	13	10	6	4	2	5	4	1	8	6	7	4	7	13	13
	20%	15%	23%	23%	16%	24%	17%	19%	15%	3%	29%	17%	27%	18%	19%	23%	19%
No blame at all	13	2	8	2	2	-	-	2	1	2	-	4	4	2	6	-	6
	7%	5%	14%	4%	5%			8%	5%	14%		12%	13%	9%	15%		8%
Unsure	7	3	2	3	-	-	-	1	1	1	0	3	-	2	1	2	2
	4%	6%	3%	6%				4%	5%	9%	2%	8%		8%	2%	4%	3%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	401	188	213	77	83	103	137	281	20	67	9	24
	100	100	100	100	100	100	100	100	100	100	100	100
Crime is primarily a product of insufficient law enforcement resources and action	124	72	53	18	24	32	50	89	4	18	2	11
	31%	38%	25%	23%	29%	31%	37%	32%	20%	26%	25%	47%
Crime is primarily a product of environmental factors, such as poor economic conditions, lack of education, and not enou	239	103	137	54	50	60	75	162	14	46	6	12
	60%	55%	64%	70%	61%	58%	55%	58%	72%	68%	64%	49%
Unsure	37	14	23	5	9	12	11	30	2	4	1	1
	9%	8%	11%	7%	10%	12%	8%	11%	8%	6%	11%	4%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	401	263	138	172	108	91	30	146	145	110	203	179	95	75	198
	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	124	87	37	60	29	27	8	58	43	23	100	22	25	24	61
	31%	33%	27%	35%	27%	30%	26%	40%	30%	21%	49%	12%	26%	32%	31%
Crime is primarily a product of environmental factors, such as poor economic conditions, lack of education, and not enou	239	149	90	91	71	58	19	74	83	82	79	147	61	48	115
	60%	57%	66%	53%	65%	64%	66%	51%	57%	75%	39%	82%	64%	64%	58%
Unsure	37	27	11	22	8	5	3	14	19	5	24	10	9	3	22
	9%	10%	8%	13%	7%	6%	8%	9%	13%	4%	12%	5%	10%	4%	11%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 Percentage Points

[QCrimeRoot] Which statement comes closer to your view?

	Total	State						Swing	Swing Voters		Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	401 100	401 100	-	-	-	-	-	25 100	8 100	20 100	268 100	63 100	38 100	8 100	19 100	19 100	1 100
Crime is primarily a product of insufficient law enforcement resources and action	124 31%	124 31%	-	-	-	-	-	2 9%	1 17%	7 33%	87 32%	18 28%	9 23%	4 46%	5 25%	5 26%	1 100%
Crime is primarily a product of environmental factors, such as poor economic conditions, lack of education, and not enou	239 60%	239 60%	-	-	-	-	-	16 63%	6 83%	9 44%	155 58%	40 63%	26 69%	4 54%	13 68%	13 66%	-
Unsure	37 9%	37 9%	-	-	-	-	-	7 29%	-	5 23%	26 10%	5 9%	3 8%	-	1 7%	1 8%	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	401	107	100	107	74	47	29	52	61	31	55	51	76	55	70	111	165
	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	124	32	19	46	22	13	10	19	30	5	14	13	21	20	22	37	44
	31%	30%	20%	42%	29%	28%	35%	36%	49%	16%	26%	25%	27%	36%	32%	34%	27%
Crime is primarily a product of environmental factors, such as poor economic conditions, lack of education, and not enou	239	62	71	53	47	32	15	27	29	22	35	33	47	32	41	65	101
	60%	58%	71%	50%	63%	68%	54%	51%	47%	73%	64%	64%	61%	59%	59%	58%	61%
Unsure	37	14	9	8	6	2	3	7	2	4	5	5	9	3	7	9	19
	9%	13%	9%	8%	8%	4%	11%	13%	4%	12%	10%	11%	12%	5%	9%	8%	12%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	189	85	105	33	42	59	56	139	4	24	6	17
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	94	95	35	44	59	51	133	4	29	5	18
MEAN	3.68	3.65	3.71	3.48	3.97	3.66	3.60	3.58	3.20	4.05	4.71	3.72
1 - Do not worry at all	14	5	8	-	2	4	8	12	1	1	-	-
	7%	6%	8%		4%	8%	13%	8%	19%	4%		
2	23	9	14	7	3	7	6	20	-	0	-	3
	12%	10%	14%	22%	8%	11%	10%	14%		2%		16%
3	46	23	24	13	10	16	7	32	1	6	1	6
	24%	27%	23%	38%	24%	28%	13%	23%	22%	26%	14%	35%
4	34	22	12	4	6	8	16	24	3	5	-	2
	18%	26%	11%	11%	14%	14%	29%	18%	59%	21%		11%
5- Worry about it a great deal	73	26	46	10	21	23	19	50	-	11	5	6
	38%	31%	44%	30%	49%	39%	34%	36%		47%	86%	38%
Unsure	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	189	125	64	86	53	39	11	74	72	43	103	78	38	34	100
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	126	63	84	49	42	14	72	69	48	107	72	38	35	98
MEAN	3.68	3.73	3.58	3.60	3.55	4.01	3.69	4.06	3.57	3.22	4.29	2.85	3.86	3.81	3.49
1 - Do not worry at all	14	9	5	8	4	1	1	3	6	5	-	14	-	2	12
	7%	7%	8%	9%	8%	3%	7%	4%	8%	11%	-	17%	-	6%	12%
2	23	13	10	11	9	2	1	7	10	7	4	16	4	4	13
	12%	11%	15%	13%	16%	5%	9%	9%	14%	15%	4%	21%	11%	11%	13%
3	46	30	17	18	14	11	3	14	17	15	21	25	12	8	25
	24%	24%	26%	22%	27%	29%	23%	18%	24%	36%	20%	32%	31%	23%	25%
4	34	24	10	18	7	6	3	11	16	7	18	15	8	6	15
	18%	19%	15%	20%	13%	16%	27%	15%	22%	16%	18%	19%	21%	18%	15%
5- Worry about it a great deal	73	49	23	30	20	19	4	40	23	9	60	8	14	14	35
	38%	39%	36%	36%	37%	48%	33%	54%	32%	22%	58%	11%	38%	43%	35%
Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	189	189	-	-	-	-	-	11	5	14	125	33	16	2	4	3	-			
	100	100	-	-	-	-	-	100	100	100	100	100	100	100	100	100	100			
Unweighted Total	189	189	-	-	-	-	-	12	3	13	125	28	20	2	5	4	-			
MEAN	3.68	3.68	-	-	-	-	-	3.75	2.87	4.48	3.62	3.66	3.78	5.00	4.89	3.18	-			
1 - Do not worry at all	14	14	-	-	-	-	-	-	-	-	10	4	-	-	-	-	-			
	7%	7%	-	-	-	-	-	-	-	-	8%	12%	-	-	-	-	-			
2	23	23	-	-	-	-	-	2	1	-	17	4	2	-	-	1	-			
	12%	12%	-	-	-	-	-	20%	13%	-	13%	12%	14%	-	-	26%	-			
3	46	46	-	-	-	-	-	3	4	2	30	6	6	-	-	1	-			
	24%	24%	-	-	-	-	-	26%	87%	17%	24%	17%	36%	-	-	52%	-			
4	34	34	-	-	-	-	-	1	-	2	24	6	1	-	0	-	-			
	18%	18%	-	-	-	-	-	12%	-	17%	19%	18%	9%	-	11%	-	-			
5- Worry about it a great deal	73	73	-	-	-	-	-	5	-	9	45	14	7	2	3	1	-			
	38%	38%	-	-	-	-	-	42%	-	66%	36%	41%	42%	100%	89%	22%	-			
Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	189	43	57	45	34	18	13	26	28	15	29	33	28	23	38	57	72
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	39	51	55	35	23	19	24	28	12	25	35	23	22	46	58	63
MEAN	3.68	3.81	3.64	3.46	3.82	3.44	3.85	3.55	3.78	3.54	4.02	3.74	3.42	4.12	3.42	3.88	3.52
1 - Do not worry at all	14	2	5	3	2	-	1	2	2	-	1	2	5	-	4	3	7
	7%	5%	9%	8%	5%		5%	9%	8%		3%	6%	19%		11%	5%	9%
2	23	5	10	7	0	4	2	2	1	3	2	5	4	1	6	7	10
	12%	11%	17%	16%	1%	21%	12%	7%	5%	22%	6%	15%	16%	3%	15%	12%	14%
3	46	11	11	10	13	7	2	10	4	6	8	7	3	7	11	10	19
	24%	26%	19%	22%	37%	36%	15%	37%	16%	40%	28%	21%	10%	30%	28%	17%	27%
4	34	6	6	14	7	4	4	3	12	-	2	5	4	5	6	12	11
	18%	14%	10%	32%	19%	19%	28%	12%	42%		8%	15%	16%	20%	15%	22%	16%
5- Worry about it a great deal	73	19	25	10	13	4	5	9	8	6	15	14	11	11	12	25	25
	38%	44%	44%	23%	37%	23%	40%	34%	29%	38%	54%	43%	40%	47%	32%	44%	34%
Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	212	104	108	45	42	44	81	142	16	43	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	212	106	106	49	46	45	72	134	19	48	3	8
MEAN	3.44	3.54	3.35	3.10	2.98	3.48	3.84	3.49	3.15	3.27	3.44	4.02
1 - Do not worry at all	57	27	29	14	15	12	15	39	4	11	1	1
	27%	26%	27%	32%	35%	28%	19%	27%	29%	25%	39%	16%
2	11	5	5	3	2	5	-	7	1	3	-	-
	5%	5%	5%	8%	5%	11%		5%	7%	6%		
3	25	10	15	6	5	2	13	12	3	9	-	1
	12%	9%	14%	13%	12%	4%	16%	8%	20%	20%		17%
4	15	4	11	3	6	-	5	10	1	3	-	0
	7%	4%	10%	7%	16%		6%	7%	8%	8%		2%
5- Worry about it a great deal	100	55	45	17	12	26	46	72	6	16	2	5
	47%	53%	41%	37%	29%	58%	57%	50%	36%	37%	61%	66%
Unsure	5	2	3	2	1	-	2	3	-	2	-	-
	2%	2%	3%	3%	3%		3%	2%		5%		

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	212 100	138 100	73 100	87 100	55 100	51 100	18 100	72 100	72 100	67 100	100 100	101 100	57 100	41 100	98 100
Unweighted Total	212	134	78	84	50	50	28	79	74	59	104	96	56	38	103
MEAN	3.44	3.43	3.45	3.56	3.38	3.22	3.65	3.98	3.35	2.93	4.35	2.52	3.36	3.41	3.43
1 - Do not worry at all	57 27%	37 26%	20 27%	23 26%	16 29%	14 27%	4 21%	12 16%	19 26%	26 39%	7 7%	46 46%	14 25%	10 25%	30 31%
2	11 5%	7 5%	4 5%	4 5%	2 4%	3 5%	1 7%	3 4%	6 9%	1 1%	5 5%	5 5%	3 6%	4 9%	3 3%
3	25 12%	15 11%	9 13%	5 6%	7 13%	11 21%	2 12%	6 9%	9 12%	10 14%	6 6%	17 17%	10 18%	4 11%	7 8%
4	15 7%	13 9%	2 3%	9 10%	1 2%	4 8%	1 4%	5 7%	5 8%	4 6%	8 8%	5 5%	4 6%	1 2%	6 6%
5- Worry about it a great deal	100 47%	63 46%	37 50%	45 51%	27 49%	18 36%	10 56%	46 63%	32 44%	22 33%	73 73%	23 23%	25 43%	20 49%	49 50%
Unsure	5 2%	4 3%	1 2%	1 2%	1 3%	2 4%	-	-	1 1%	4 6%	1 1%	4 4%	1 1%	2 4%	2 2%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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 Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	212 100	212 100	-	-	-	-	-	14 100	3 100	6 100	142 100	30 100	22 100	6 100	15 100	16 100	1 100
Unweighted Total	212	212	-	-	-	-	-	18	2	7	144	24	28	7	17	11	1
MEAN	3.44	3.44	-	-	-	-	-	3.25	1.99	4.44	3.46	2.97	3.64	3.87	2.53	2.10	5.00
1 - Do not worry at all	57 27%	57 27%	-	-	-	-	-	4 27%	1 51%	0 6%	38 26%	13 45%	5 21%	0 6%	7 47%	8 51%	-
2	11 5%	11 5%	-	-	-	-	-	1 8%	-	0 5%	5 4%	-	1 6%	1 15%	1 9%	-	-
3	25 12%	25 12%	-	-	-	-	-	2 17%	1 49%	-	20 14%	2 8%	1 5%	1 23%	2 14%	4 28%	-
4	15 7%	15 7%	-	-	-	-	-	1 10%	-	1 18%	8 6%	3 8%	2 8%	-	1 4%	1 3%	-
5- Worry about it a great deal	100 47%	100 47%	-	-	-	-	-	5 38%	-	4 71%	68 48%	12 39%	11 49%	4 57%	4 26%	1 9%	1 100%
Unsure	5 2%	5 2%	-	-	-	-	-	-	-	-	3 2%	-	2 10%	-	-	2 9%	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	212	64	43	62	40	29	16	26	33	16	26	18	48	33	32	54	93
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	212	66	38	60	44	31	18	27	30	18	28	18	42	31	44	56	81
MEAN	3.44	3.27	3.53	3.92	2.90	3.11	2.83	3.97	3.89	3.09	3.07	2.77	3.80	3.31	3.67	3.77	3.22
1 - Do not worry at all	57	17	10	11	16	9	8	4	6	6	6	8	9	7	7	9	33
	27%	27%	25%	18%	40%	30%	51%	17%	19%	35%	25%	44%	19%	20%	23%	18%	36%
2	11	2	3	4	2	2	0	3	-	2	2	2	-	3	-	2	5
	5%	3%	8%	6%	4%	6%	2%	12%		11%	8%	9%		10%		4%	6%
3	25	11	4	5	4	5	-	-	5	1	5	2	8	8	5	8	4
	12%	17%	10%	9%	11%	17%			14%	5%	19%	9%	16%	24%	15%	14%	5%
4	15	9	1	1	3	2	1	-	1	1	5	-	4	1	2	5	6
	7%	14%	3%	1%	6%	5%	6%		4%	8%	21%		8%	3%	7%	10%	7%
5- Worry about it a great deal	100	22	23	41	14	10	6	19	20	7	6	7	26	13	16	28	43
	47%	35%	53%	66%	34%	35%	40%	71%	61%	41%	22%	38%	54%	38%	51%	52%	46%
Unsure	5	2	1	1	2	2	-	-	1	-	1	-	1	2	1	1	1
	2%	3%	2%	1%	4%	5%			2%		6%		3%	5%	4%	3%	1%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	189	85	105	33	42	59	56	139	4	24	6	17
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	94	95	35	44	59	51	133	4	29	5	18
MEAN	3.39	3.27	3.49	3.20	3.58	3.61	3.14	3.30	2.62	3.92	4.27	3.27
1 - Do not worry at all	50	23	27	10	11	14	16	41	1	4	1	3
	27%	27%	26%	29%	26%	23%	29%	30%	32%	17%	17%	15%
2	17	10	7	6	-	3	8	10	-	1	-	6
	9%	12%	6%	19%		5%	14%	7%		5%		33%
3	13	6	8	0	5	4	4	10	2	2	-	0
	7%	7%	7%	1%	11%	7%	8%	7%	41%	7%		1%
4	22	12	10	1	6	7	8	16	1	3	0	2
	12%	14%	10%	3%	15%	12%	15%	11%	27%	13%	4%	11%
5- Worry about it a great deal	84	34	50	16	20	29	20	59	-	14	4	7
	44%	40%	48%	47%	48%	49%	35%	43%		58%	79%	40%
Unsure	3	-	3	-	-	3	-	3	-	-	-	-
	1%		2%			4%		2%				

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	189	125	64	86	53	39	11	74	72	43	103	78	38	34	100
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	126	63	84	49	42	14	72	69	48	107	72	38	35	98
MEAN	3.39	3.48	3.22	3.41	3.13	3.62	3.65	4.15	3.13	2.53	4.46	1.90	3.33	3.68	3.26
1 - Do not worry at all	50	31	19	24	17	7	2	7	21	22	3	46	13	7	26
	27%	25%	30%	28%	32%	17%	18%	9%	29%	51%	3%	59%	34%	21%	26%
2	17	14	3	7	3	7	-	6	8	3	7	9	2	2	12
	9%	11%	5%	8%	6%	17%	-	8%	12%	7%	7%	12%	5%	7%	12%
3	13	4	10	3	7	1	3	4	7	2	4	9	2	2	9
	7%	3%	15%	4%	13%	2%	27%	5%	10%	5%	4%	12%	4%	7%	9%
4	22	13	9	8	7	5	1	10	8	5	16	6	3	4	11
	12%	11%	13%	10%	14%	13%	10%	13%	11%	10%	15%	8%	8%	13%	11%
5- Worry about it a great deal	84	61	23	41	18	20	5	47	26	11	73	5	18	17	39
	44%	49%	36%	48%	34%	51%	45%	63%	36%	26%	71%	7%	49%	52%	39%
Unsure	3	2	1	2	1	-	-	1	1	-	1	2	-	-	3
	1%	2%	1%	2%	1%	-	-	2%	2%	-	1%	3%	-	-	3%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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 Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	189 100	189 100	-	-	-	-	-	11 100	5 100	14 100	125 100	33 100	16 100	2 100	4 100	3 100	-
Unweighted Total	189	189	-	-	-	-	-	12	3	13	125	28	20	2	5	4	-
MEAN	3.39	3.39	-	-	-	-	-	4.05	2.90	4.14	3.33	3.53	3.73	5.00	4.66	3.54	-
1 - Do not worry at all	50 27%	50 27%	-	-	-	-	-	2 16%	-	0 2%	31 25%	9 28%	4 23%	-	-	1 36%	-
2	17 9%	17 9%	-	-	-	-	-	1 6%	3 70%	2 14%	15 12%	1 2%	1 7%	-	-	-	-
3	13 7%	13 7%	-	-	-	-	-	1 6%	-	1 4%	8 7%	3 10%	1 6%	-	-	-	-
4	22 12%	22 12%	-	-	-	-	-	-	-	4 27%	18 15%	3 8%	0 2%	-	1 34%	-	-
5- Worry about it a great deal	84 44%	84 44%	-	-	-	-	-	8 72%	1 30%	7 53%	50 40%	17 52%	10 62%	2 100%	2 66%	2 64%	-
Unsure	3 1%	3 1%	-	-	-	-	-	-	-	-	3 2%	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	189	43	57	45	34	18	13	26	28	15	29	33	28	23	38	57	72
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	39	51	55	35	23	19	24	28	12	25	35	23	22	46	58	63
MEAN	3.39	3.97	3.19	3.13	3.27	2.94	3.74	3.62	2.96	3.52	3.51	3.60	3.32	3.76	3.12	3.20	3.56
1 - Do not worry at all	50 27%	7 16%	19 34%	16 36%	6 19%	5 30%	3 25%	7 29%	7 26%	4 28%	8 27%	6 19%	9 32%	6 26%	12 32%	16 28%	16 23%
2	17 9%	-	6 11%	2 5%	8 23%	5 26%	-	1 2%	5 18%	2 12%	-	2 8%	3 9%	-	3 9%	8 15%	5 7%
3	13 7%	3 8%	2 4%	4 10%	1 3%	0 2%	1 7%	1 3%	4 13%	-	4 13%	3 10%	1 3%	1 3%	4 9%	3 6%	6 8%
4	22 12%	8 18%	2 4%	3 6%	8 23%	1 5%	2 14%	3 12%	6 21%	-	4 15%	4 11%	2 8%	3 14%	4 11%	6 10%	9 12%
5- Worry about it a great deal	84 44%	23 52%	27 47%	19 42%	11 32%	7 37%	7 55%	14 54%	6 22%	9 60%	13 45%	15 45%	14 48%	13 58%	14 37%	23 40%	34 48%
Unsure	3 1%	3 6%	-	-	-	-	-	-	-	-	-	3 8%	-	-	1 1%	1 1%	1 2%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	212	104	108	45	42	44	81	142	16	43	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	212	106	106	49	46	45	72	134	19	48	3	8
MEAN	3.26	3.03	3.47	3.41	3.44	2.80	3.34	3.32	3.94	3.09	3.22	1.80
1 - Do not worry at all	61	33	28	10	13	15	24	38	2	15	1	5
	29%	32%	26%	22%	31%	33%	29%	27%	15%	34%	28%	75%
2	18	9	9	5	2	8	3	14	-	4	-	-
	8%	9%	8%	11%	6%	19%	3%	10%		9%		
3	21	13	8	7	1	5	8	12	3	4	1	1
	10%	13%	7%	16%	2%	10%	10%	8%	20%	10%	33%	9%
4	14	5	9	2	3	5	4	12	1	1	-	-
	6%	5%	8%	5%	7%	10%	4%	8%	4%	2%		
5- Worry about it a great deal	90	37	53	20	22	12	36	60	9	18	1	1
	43%	36%	49%	46%	52%	27%	45%	42%	59%	42%	39%	16%
Unsure	7	6	1	-	1	0	7	7	0	1	-	-
	4%	6%	1%		2%	1%	8%	5%	1%	2%		

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	212 100	138 100	73 100	87 100	55 100	51 100	18 100	72 100	72 100	67 100	100 100	101 100	57 100	41 100	98 100
Unweighted Total	212	134	78	84	50	50	28	79	74	59	104	96	56	38	103
MEAN	3.26	3.12	3.55	3.18	3.55	3.02	3.54	2.54	3.45	3.88	2.10	4.31	3.25	3.37	3.30
1 - Do not worry at all	61 29%	44 32%	17 23%	25 29%	12 23%	19 37%	4 24%	33 46%	14 20%	14 21%	47 47%	12 11%	15 26%	9 21%	31 31%
2	18 8%	12 9%	6 8%	8 9%	6 11%	4 8%	- -	8 11%	10 14%	- -	16 16%	2 2%	5 9%	5 13%	6 6%
3	21 10%	16 12%	5 7%	11 13%	1 2%	6 11%	4 21%	8 12%	8 11%	5 7%	15 15%	5 5%	10 17%	2 6%	9 9%
4	14 6%	11 8%	3 4%	9 11%	2 4%	1 3%	0 2%	5 7%	5 6%	4 6%	6 6%	7 7%	3 5%	4 10%	7 7%
5- Worry about it a great deal	90 43%	53 38%	37 50%	32 37%	28 51%	21 41%	9 49%	18 25%	33 45%	40 59%	10 10%	75 75%	23 40%	16 39%	45 46%
Unsure	7 4%	1 1%	6 8%	1 1%	5 10%	0 %	1 4%	1 1%	2 3%	5 7%	7 7%	- -	2 3%	5 11%	0 1%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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 Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	212 100	212 100	-	-	-	-	-	14 100	3 100	6 100	142 100	30 100	22 100	6 100	15 100	16 100	1 100
Unweighted Total	212	212	-	-	-	-	-	18	2	7	144	24	28	7	17	11	1
MEAN	3.26	3.26	-	-	-	-	-	3.47	2.49	1.98	3.30	3.45	3.31	2.60	3.16	3.09	3.00
1 - Do not worry at all	61 29%	61 29%	-	-	-	-	-	3 22%	-	3 51%	46 32%	3 11%	6 28%	3 47%	4 24%	7 44%	-
2	18 8%	18 8%	-	-	-	-	-	1 9%	1 51%	1 16%	7 5%	5 16%	2 10%	1 12%	3 19%	-	-
3	21 10%	21 10%	-	-	-	-	-	2 13%	1 49%	1 22%	12 9%	4 14%	2 9%	1 8%	1 7%	1 9%	1 100%
4	14 6%	14 6%	-	-	-	-	-	2 13%	-	0 5%	9 6%	3 11%	-	-	2 10%	-	-
5- Worry about it a great deal	90 43%	90 43%	-	-	-	-	-	6 43%	-	0 6%	66 46%	10 32%	10 47%	2 33%	5 36%	8 48%	-
Unsure	7 4%	7 4%	-	-	-	-	-	-	-	-	2 1%	5 15%	1 6%	-	0 3%	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	212	64	43	62	40	29	16	26	33	16	26	18	48	33	32	54	93
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	212	66	38	60	44	31	18	27	30	18	28	18	42	31	44	56	81
MEAN	3.26	3.30	3.69	2.77	3.44	3.08	3.23	2.45	3.42	4.00	3.57	3.32	3.30	3.35	2.98	3.41	3.25
1 - Do not worry at all	61	22	7	22	10	10	5	11	7	-	8	3	17	8	13	15	26
	29%	34%	16%	36%	25%	35%	34%	42%	20%		30%	19%	36%	23%	40%	28%	28%
2	18	3	6	7	3	1	1	5	3	4	1	4	-	5	-	2	11
	8%	5%	13%	11%	6%	4%	6%	18%	8%	23%	5%	20%		14%		4%	12%
3	21	3	5	7	6	5	1	4	4	2	0	1	5	3	5	6	7
	10%	5%	11%	12%	14%	19%	3%	15%	11%	12%	2%	3%	10%	10%	14%	12%	8%
4	14	7	1	2	3	1	2	-	2	1	1	5	2	3	3	3	4
	6%	11%	3%	3%	7%	3%	12%		6%	9%	5%	25%	3%	9%	10%	5%	5%
5- Worry about it a great deal	90	29	23	18	19	11	7	6	13	9	15	6	23	14	11	25	40
	43%	45%	54%	29%	47%	39%	42%	24%	39%	57%	58%	33%	48%	43%	33%	47%	43%
Unsure	7	0	1	6	-	-	0	0	5	-	0	-	1	0	1	2	5
	4%	*%	3%	10%			3%	1%	16%		1%		3%	1%	2%	3%	5%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	189	85	105	33	42	59	56	139	4	24	6	17
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	94	95	35	44	59	51	133	4	29	5	18
MEAN	3.11	3.06	3.14	3.38	2.82	3.03	3.24	3.05	3.90	3.44	1.84	3.30
1 - Do not worry at all	37	18	19	3	12	13	9	30	-	3	1	3
	19%	21%	18%	9%	29%	21%	17%	21%	-	12%	16%	20%
2	38	15	23	9	8	12	8	28	-	4	5	2
	20%	17%	22%	27%	20%	21%	15%	20%	-	15%	84%	10%
3	35	16	19	4	8	9	14	25	1	6	-	2
	18%	19%	18%	11%	19%	16%	25%	18%	32%	27%	-	14%
4	28	17	12	8	2	10	8	19	2	2	-	5
	15%	20%	11%	24%	6%	17%	14%	14%	46%	8%	-	32%
5- Worry about it a great deal	52	20	32	10	11	14	16	38	1	9	-	4
	27%	23%	31%	30%	27%	24%	29%	27%	22%	37%	-	24%
Unsure	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	189	125	64	86	53	39	11	74	72	43	103	78	38	34	100
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	126	63	84	49	42	14	72	69	48	107	72	38	35	98
MEAN	3.11	3.14	3.05	3.04	3.07	3.35	2.95	2.54	3.24	3.85	2.42	4.02	3.37	3.23	3.10
1 - Do not worry at all	37	23	14	16	13	6	1	21	12	4	32	4	8	1	20
	19%	18%	22%	19%	25%	16%	7%	28%	16%	10%	31%	5%	22%	3%	20%
2	38	24	13	19	8	5	5	20	18	0	28	7	3	10	23
	20%	20%	21%	23%	16%	13%	43%	27%	25%	1%	27%	8%	7%	31%	23%
3	35	25	10	16	8	9	2	15	10	11	21	12	9	9	11
	18%	20%	15%	19%	16%	22%	14%	20%	13%	24%	20%	16%	25%	27%	11%
4	28	19	9	11	7	7	2	11	7	10	10	18	2	6	18
	15%	15%	15%	13%	14%	19%	18%	15%	10%	23%	10%	23%	6%	17%	18%
5- Worry about it a great deal	52	34	18	22	16	12	2	8	26	18	11	38	15	7	27
	27%	27%	27%	26%	29%	30%	18%	11%	35%	41%	11%	49%	41%	22%	28%
Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	189 100	189 100	-	-	-	-	-	11 100	5 100	14 100	125 100	33 100	16 100	2 100	4 100	3 100	-			
Unweighted Total	189	189	-	-	-	-	-	12	3	13	125	28	20	2	5	4	-			
MEAN	3.11	3.11	-	-	-	-	-	2.88	3.23	2.08	3.10	3.19	2.91	4.61	3.10	3.98	-			
1 - Do not worry at all	37 19%	37 19%	-	-	-	-	-	1 8%	1 17%	6 46%	23 18%	9 28%	3 19%	-	1 17%	-	-			
2	38 20%	38 20%	-	-	-	-	-	5 47%	1 13%	3 20%	27 22%	3 9%	5 28%	-	1 34%	0 11%	-			
3	35 18%	35 18%	-	-	-	-	-	2 14%	-	3 25%	23 18%	6 17%	3 20%	-	-	1 22%	-			
4	28 15%	28 15%	-	-	-	-	-	1 10%	3 70%	-	21 17%	3 9%	2 10%	1 39%	1 19%	1 26%	-			
5- Worry about it a great deal	52 27%	52 27%	-	-	-	-	-	2 21%	-	1 10%	32 26%	12 37%	4 23%	1 61%	1 30%	1 42%	-			
Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	189	43	57	45	34	18	13	26	28	15	29	33	28	23	38	57	72
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	39	51	55	35	23	19	24	28	12	25	35	23	22	46	58	63
MEAN	3.11	2.98	3.22	3.08	3.20	3.54	2.29	2.98	3.18	3.19	3.06	3.06	3.29	3.27	3.37	3.19	2.85
1 - Do not worry at all	37	8	11	10	5	2	5	6	5	1	7	7	4	3	8	9	17
	19%	19%	19%	23%	13%	10%	38%	23%	19%	8%	24%	20%	14%	13%	20%	16%	24%
2	38	13	10	8	7	3	3	6	3	6	6	6	5	6	3	10	18
	20%	30%	18%	18%	19%	15%	20%	24%	11%	42%	20%	19%	19%	28%	9%	18%	25%
3	35	5	11	6	8	3	3	2	7	1	5	7	7	3	6	13	12
	18%	12%	20%	13%	24%	16%	25%	9%	26%	3%	16%	21%	24%	15%	15%	23%	17%
4	28	5	5	9	7	5	1	5	5	2	2	5	2	1	10	8	9
	15%	13%	10%	20%	21%	30%	6%	19%	20%	17%	5%	16%	9%	6%	26%	14%	12%
5- Worry about it a great deal	52	12	19	12	8	5	1	6	7	4	10	8	10	8	11	16	16
	27%	27%	34%	26%	22%	29%	10%	24%	24%	30%	34%	24%	34%	38%	30%	28%	22%
Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	212	104	108	45	42	44	81	142	16	43	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	212	106	106	49	46	45	72	134	19	48	3	8
MEAN	4.08	4.01	4.15	3.89	3.73	4.34	4.22	4.18	4.08	3.84	3.27	4.11
1 - Do not worry at all	10	5	4	1	3	2	4	8	1	-	-	1
	5%	5%	4%	2%	8%	4%	5%	5%	6%	-	-	16%
2	18	13	4	8	4	1	5	9	-	7	1	-
	8%	13%	4%	17%	9%	2%	7%	6%	-	17%	39%	-
3	32	11	20	7	11	4	10	16	5	10	1	-
	15%	11%	19%	15%	26%	9%	12%	12%	29%	22%	28%	-
4	39	17	22	10	7	11	11	26	2	9	-	2
	18%	17%	20%	23%	17%	25%	14%	19%	10%	21%	-	27%
5- Worry about it a great deal	113	56	57	19	17	27	50	82	9	17	1	4
	53%	54%	53%	44%	41%	60%	62%	58%	55%	40%	33%	58%
Unsure	1	1	-	-	-	-	1	1	-	-	-	-
	*%	1%	-	-	-	-	1%	1%	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	212	138	73	87	55	51	18	72	72	67	100	101	57	41	98
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	212	134	78	84	50	50	28	79	74	59	104	96	56	38	103
MEAN	4.08	4.05	4.14	4.21	4.13	3.79	4.17	4.41	3.86	3.97	4.51	3.69	4.10	4.27	3.99
1 - Do not worry at all	10	7	2	5	2	2	-	3	6	1	2	7	-	2	8
	5%	5%	3%	6%	4%	4%		3%	9%	1%	2%	7%		4%	8%
2	18	10	8	3	6	7	1	2	7	9	2	13	7	2	9
	8%	7%	10%	3%	11%	14%	8%	2%	10%	14%	2%	13%	12%	4%	10%
3	32	23	9	13	4	10	5	7	11	14	9	22	10	5	12
	15%	17%	12%	14%	7%	20%	26%	9%	15%	21%	9%	22%	17%	12%	12%
4	39	25	14	13	13	11	1	14	14	11	17	22	12	9	15
	18%	18%	19%	15%	23%	22%	6%	19%	19%	16%	17%	22%	20%	21%	15%
5- Worry about it a great deal	113	73	40	53	29	20	11	47	34	32	69	37	29	24	54
	53%	53%	55%	61%	53%	39%	59%	66%	46%	48%	69%	37%	51%	59%	55%
Unsure	1	-	1	-	1	-	-	-	1	-	1	-	-	-	-
	*%		1%		1%				1%		1%				

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	212	212	-	-	-	-	-	14	3	6	142	30	22	6	15	16	1			
	100	100						100	100	100	100	100	100	100	100	100	100			
Unweighted Total	212	212	-	-	-	-	-	18	2	7	144	24	28	7	17	11	1			
MEAN	4.08	4.08	-	-	-	-	-	3.73	2.49	4.63	4.14	4.06	3.56	4.37	3.81	3.33	5.00			
1 - Do not worry at all	10	10	-	-	-	-	-	1	-	-	7	2	0	-	2	2	-			
	5%	5%						8%			5%	8%	1%		10%	14%				
2	18	18	-	-	-	-	-	2	1	0	6	3	7	0	1	3	-			
	8%	8%						17%	51%	6%	4%	11%	33%	6%	9%	16%				
3	32	32	-	-	-	-	-	3	1	-	24	5	2	1	2	4	-			
	15%	15%						23%	49%		17%	15%	9%	12%	13%	27%				
4	39	39	-	-	-	-	-	-	-	1	28	-	4	1	4	1	-			
	18%	18%								20%	20%		18%	23%	27%	9%				
5- Worry about it a great deal	113	113	-	-	-	-	-	7	-	5	77	20	8	4	6	6	1			
	53%	53%						53%		74%	54%	66%	36%	60%	41%	34%	100%			
Unsure	1	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-			
	*%	*%											3%							

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	212	64	43	62	40	29	16	26	33	16	26	18	48	33	32	54	93
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	212	66	38	60	44	31	18	27	30	18	28	18	42	31	44	56	81
MEAN	4.08	4.06	4.25	4.20	3.69	3.92	3.83	4.38	3.88	3.84	3.67	4.29	4.45	3.72	4.11	4.45	3.99
1 - Do not worry at all	10	2	2	2	4	-	2	1	3	1	2	1	1	2	2	-	5
	5%	4%	4%	2%	10%		10%	2%	10%	4%	7%	6%	1%	7%	7%		5%
2	18	4	-	7	7	6	3	1	3	1	1	-	2	7	2	2	6
	8%	7%		11%	16%	22%	19%	3%	10%	8%	3%		4%	21%	7%	5%	7%
3	32	13	8	7	5	3	1	2	5	4	9	2	5	4	5	7	16
	15%	20%	18%	11%	11%	10%	8%	8%	15%	24%	36%	12%	10%	13%	15%	12%	17%
4	39	12	10	9	8	6	1	7	4	4	6	4	8	4	3	9	23
	18%	19%	23%	14%	21%	21%	6%	26%	11%	25%	24%	22%	16%	11%	10%	17%	25%
5- Worry about it a great deal	113	33	23	38	17	13	9	16	17	6	8	11	33	16	19	36	43
	53%	51%	55%	60%	42%	47%	58%	60%	53%	38%	30%	60%	68%	48%	59%	66%	46%
Unsure	1	-	-	1	-	-	-	-	1	-	-	-	-	-	1	-	-
	1%			1%					2%					2%			

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	189	85	105	33	42	59	56	139	4	24	6	17
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	94	95	35	44	59	51	133	4	29	5	18
MEAN	3.68	3.55	3.79	3.61	3.73	3.78	3.58	3.67	3.68	4.01	4.22	3.11
1 - Do not worry at all	9	5	4	1	3	3	2	6	-	1	-	2
	5%	6%	3%	3%	7%	5%	3%	4%	-	4%	-	12%
2	27	16	11	9	2	6	10	21	-	1	1	4
	14%	19%	11%	27%	6%	10%	17%	15%	-	5%	14%	24%
3	41	15	26	4	13	12	11	29	1	5	1	5
	21%	17%	25%	13%	32%	21%	19%	21%	32%	20%	17%	29%
4	51	25	26	7	7	16	21	39	3	7	-	2
	27%	29%	25%	21%	18%	27%	38%	28%	68%	29%	-	12%
5- Worry about it a great deal	61	24	37	12	16	21	12	43	-	10	4	4
	32%	28%	36%	36%	38%	36%	22%	31%	-	42%	68%	23%
Unsure	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	189	125	64	86	53	39	11	74	72	43	103	78	38	34	100
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	126	63	84	49	42	14	72	69	48	107	72	38	35	98
MEAN	3.68	3.73	3.59	3.73	3.57	3.73	3.64	3.47	3.87	3.72	3.52	3.86	4.04	3.87	3.52
1 - Do not worry at all	9	6	3	4	2	2	1	8	1	1	9	-	2	1	4
	5%	5%	5%	5%	4%	5%	7%	10%	1%	1%	9%	-	5%	2%	4%
2	27	16	11	11	10	5	1	12	10	4	18	8	2	2	17
	14%	13%	17%	13%	18%	12%	12%	17%	14%	10%	17%	11%	5%	7%	17%
3	41	26	15	16	13	10	2	16	14	10	22	17	6	11	23
	21%	21%	23%	19%	24%	25%	20%	22%	19%	24%	21%	22%	15%	32%	23%
4	51	35	16	27	13	8	4	13	19	19	20	30	11	6	32
	27%	28%	25%	31%	24%	21%	32%	18%	27%	44%	19%	38%	29%	19%	32%
5- Worry about it a great deal	61	42	19	27	16	15	3	25	28	9	34	23	17	13	23
	32%	34%	30%	32%	30%	37%	29%	33%	38%	21%	33%	29%	45%	40%	23%
Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	189	189	-	-	-	-	-	11	5	14	125	33	16	2	4	3	-			
	100	100	-	-	-	-	-	100	100	100	100	100	100	100	100	100	-			
Unweighted Total	189	189	-	-	-	-	-	12	3	13	125	28	20	2	5	4	-			
MEAN	3.68	3.68	-	-	-	-	-	3.66	2.56	3.91	3.61	3.66	4.08	4.61	4.08	4.07	-			
1 - Do not worry at all	9 5%	9 5%	-	-	-	-	-	-	-	-	3 3%	5 14%	1 7%	-	-	-	-			
2	27 14%	27 14%	-	-	-	-	-	3 26%	3 70%	-	24 19%	1 4%	0 2%	-	1 17%	-	-			
3	41 21%	41 21%	-	-	-	-	-	2 18%	1 17%	6 39%	26 21%	9 28%	3 17%	-	0 11%	1 26%	-			
4	51 27%	51 27%	-	-	-	-	-	2 20%	-	4 30%	38 30%	4 11%	4 23%	1 39%	1 19%	1 42%	-			
5- Worry about it a great deal	61 32%	61 32%	-	-	-	-	-	4 36%	1 13%	4 30%	34 27%	14 44%	8 50%	1 61%	2 53%	1 33%	-			
Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	189	43	57	45	34	18	13	26	28	15	29	33	28	23	38	57	72
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	39	51	55	35	23	19	24	28	12	25	35	23	22	46	58	63
MEAN	3.68	3.66	3.84	3.30	3.72	3.35	3.04	4.01	3.49	3.93	4.03	3.61	3.67	4.47	3.59	3.84	3.36
1 - Do not worry at all	9	-	4	5	1	1	3	2	-	-	1	1	2	-	1	4	3
	5%		6%	10%	3%	5%	20%	8%			2%	3%	7%		3%	8%	5%
2	27	7	4	8	6	5	2	1	7	4	-	5	2	1	7	3	17
	14%	17%	6%	19%	18%	29%	18%	3%	26%	25%		16%	8%	3%	18%	5%	23%
3	41	11	14	8	7	2	3	5	5	2	10	8	6	3	6	14	18
	21%	27%	25%	17%	20%	12%	24%	18%	17%	14%	35%	23%	22%	14%	17%	24%	24%
4	51	13	12	17	8	7	2	6	10	0	5	10	11	3	16	13	19
	27%	29%	21%	39%	22%	36%	16%	22%	38%	2%	18%	31%	38%	14%	43%	23%	26%
5- Worry about it a great deal	61	12	23	7	13	3	3	13	5	9	13	9	7	15	8	23	15
	32%	27%	41%	15%	37%	18%	22%	49%	19%	58%	45%	27%	25%	68%	20%	41%	21%
Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	189	85	105	33	42	59	56	139	4	24	6	17
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	94	95	35	44	59	51	133	4	29	5	18
There's a problem with age-inappropriate discussions in schools	100	44	56	14	23	35	28	76	3	12	2	7
	53%	52%	53%	41%	56%	60%	49%	55%	59%	49%	37%	44%
The issue is being blown out of proportion	79	33	45	11	18	22	28	56	2	12	4	5
	42%	39%	43%	34%	42%	37%	51%	41%	41%	51%	63%	28%
Unsure	11	7	4	8	1	2	-	6	-	-	-	5
	6%	9%	3%	25%	2%	4%	-	4%	-	-	-	28%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	189	125	64	86	53	39	11	74	72	43	103	78	38	34	100
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	126	63	84	49	42	14	72	69	48	107	72	38	35	98
There's a problem with age-inappropriate discussions in schools	100	70	29	52	24	18	6	51	34	15	83	12	20	19	47
	53%	56%	45%	61%	44%	46%	50%	69%	47%	35%	81%	15%	52%	57%	47%
The issue is being blown out of proportion	79	47	32	30	26	16	6	18	33	28	12	63	17	15	43
	42%	38%	49%	36%	49%	42%	50%	24%	46%	65%	12%	81%	46%	43%	43%
Unsure	11	7	3	3	3	5	-	6	5	0	7	3	1	-	10
	6%	6%	5%	3%	6%	12%	-	8%	7%	1%	7%	4%	3%	-	10%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	189 100	189 100	-	-	-	-	-	11 100	5 100	14 100	125 100	33 100	16 100	2 100	4 100	3 100	-			
Unweighted Total	189	189	-	-	-	-	12	3	13	125	28	20	2	5	4	-				
There's a problem with age-inappropriate discussions in schools	100 53%	100 53%	-	-	-	-	7 60%	1 30%	13 94%	67 53%	15 47%	11 67%	1 39%	3 70%	-	-				
The issue is being blown out of proportion	79 42%	79 42%	-	-	-	-	3 25%	-	1 4%	52 42%	15 47%	5 31%	1 61%	1 30%	2 89%	-				
Unsure	11 6%	11 6%	-	-	-	-	2 14%	3 70%	0 2%	6 5%	2 6%	0 2%	-	-	0 11%	-				

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	189	43	57	45	34	18	13	26	28	15	29	33	28	23	38	57	72
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	39	51	55	35	23	19	24	28	12	25	35	23	22	46	58	63
There's a problem with age-inappropriate discussions in schools	100	26	29	21	18	7	8	14	15	6	16	21	13	11	21	29	39
	53%	60%	50%	47%	52%	40%	59%	56%	54%	44%	55%	63%	45%	50%	54%	52%	54%
The issue is being blown out of proportion	79	14	28	22	11	5	5	11	13	6	13	11	15	11	17	25	25
	42%	32%	50%	49%	31%	27%	36%	42%	46%	42%	45%	33%	55%	50%	45%	44%	35%
Unsure	11	4	-	2	6	6	1	1	-	2	-	1	-	-	0	3	8
	6%	8%		4%	16%	33%	5%	3%		14%		4%			1%	5%	11%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	105	58	47	23	20	26	36	74	9	17	1	3
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	106	61	45	25	23	25	33	70	11	21	1	3
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	64	36	28	8	17	18	21	49	2	10	-	3
	61%	62%	60%	34%	83%	71%	59%	66%	26%	57%	-	100%
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	34	19	15	14	2	7	11	22	5	6	1	-
	33%	34%	32%	60%	12%	26%	31%	29%	58%	35%	100%	-
DNR – Don't know/Refused/Unsure	6	2	4	1	1	1	3	4	1	1	-	-
	6%	4%	9%	6%	5%	3%	10%	5%	16%	8%	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	105	71	34	49	25	22	9	34	36	35	45	56	29	20	51
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	106	66	40	45	25	21	15	40	34	32	49	54	28	19	53
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	64	47	17	38	11	10	5	25	23	17	43	17	15	12	33
	61%	67%	49%	77%	45%	45%	60%	73%	63%	48%	96%	31%	52%	60%	65%
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	34	20	15	11	11	9	4	6	11	17	1	34	9	8	16
	33%	28%	43%	22%	44%	42%	40%	18%	31%	48%	1%	60%	31%	40%	32%
DNR – Don't know/Refused/Unsure	6	4	3	1	3	3	-	3	2	1	1	5	5	-	2
	6%	5%	8%	2%	11%	13%		9%	6%	4%	3%	9%	16%		3%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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 Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	105 100	105 100	-	-	-	-	-	5 100	1 100	3 100	73 100	15 100	11 100	3 100	9 100	10 100	-
Unweighted Total	106	106	-	-	-	-	-	5	1	2	75	13	12	4	10	6	-
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	64 61%	64 61%	-	-	-	-	-	4 85%	-	3 100%	43 58%	14 94%	5 46%	1 43%	5 63%	7 70%	-
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	34 33%	34 33%	-	-	-	-	-	1 15%	-	-	26 35%	1 6%	6 54%	2 57%	3 37%	2 15%	-
DNR – Don't know/Refused/Unsure	6 6%	6 6%	-	-	-	-	-	-	1 100%	-	5 7%	-	-	-	-	1 15%	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	105	28	17	32	25	18	12	13	14	5	8	12	21	19	16	19	50
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	106	28	16	34	25	20	15	12	14	5	8	13	19	16	22	22	46
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	64	14	12	23	13	6	10	9	12	2	7	9	9	8	11	9	35
	61%	51%	71%	72%	51%	31%	77%	70%	83%	46%	92%	73%	43%	43%	70%	49%	70%
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	34	12	3	8	11	11	2	4	2	3	1	3	9	10	5	9	11
	33%	42%	17%	25%	43%	62%	15%	30%	17%	54%	8%	22%	41%	50%	30%	47%	21%
DNR – Don't know/Refused/Unsure	6	2	2	1	1	1	1	-	-	-	-	1	3	1	-	1	4
	6%	7%	12%	3%	5%	7%	8%	-	-	-	-	5%	16%	7%	-	3%	9%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	107	46	61	22	21	19	45	68	6	26	2	4
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	106	45	61	24	23	20	39	64	8	27	2	5
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	66	36	30	12	8	17	29	42	2	17	2	3
	62%	79%	49%	55%	40%	90%	63%	62%	33%	63%	100%	73%
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	34	10	24	10	11	2	11	19	4	9	-	1
	32%	21%	40%	45%	51%	10%	25%	28%	67%	35%	-	27%
DNR – Don't know/Refused/Unsure	7	-	7	-	2	-	5	7	-	1	-	-
	7%	-	12%	-	9%	-	12%	10%	-	3%	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	107	67	40	37	31	30	9	38	37	33	55	45	28	21	47
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	106	68	38	39	25	29	13	39	40	27	55	42	28	19	50
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	66	42	24	24	18	18	6	30	24	12	50	11	16	13	30
	62%	62%	61%	64%	60%	60%	65%	79%	64%	38%	91%	24%	57%	62%	64%
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	34	21	13	10	9	11	3	5	11	18	3	29	11	8	11
	32%	31%	32%	26%	31%	38%	35%	12%	30%	55%	6%	64%	39%	38%	23%
DNR – Don't know/Refused/Unsure	7	4	3	4	3	1	-	3	2	2	2	5	1	-	6
	7%	7%	7%	10%	9%	2%		8%	5%	7%	3%	12%	4%		13%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	Swing Voters		Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	107 100	107 100	-	-	-	-	-	9 100	1 100	3 100	69 100	15 100	11 100	3 100	7 100	6 100	1 100
Unweighted Total	106	106	-	-	-	-	-	13	1	5	69	11	16	3	7	5	1
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	66 62%	66 62%	-	-	-	-	-	7 76%	1 100%	3 89%	37 54%	12 81%	8 73%	3 89%	4 55%	2 39%	1 100%
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	34 32%	34 32%	-	-	-	-	-	2 24%	-	0 11%	24 35%	3 19%	3 27%	0 11%	3 45%	4 61%	-
DNR – Don't know/Refused/Unsure	7 7%	7 7%	-	-	-	-	-	-	-	-	7 10%	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	107	36	25	31	15	10	3	13	19	11	18	6	27	13	16	35	43
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	106	38	22	26	19	11	3	15	16	13	20	5	23	15	22	34	35
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	66	19	10	28	8	7	1	13	14	5	7	4	14	10	8	21	27
	62%	54%	41%	91%	55%	70%	39%	100%	76%	42%	40%	66%	54%	73%	52%	59%	63%
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	34	14	10	3	7	3	2	-	4	6	9	2	7	4	7	8	15
	32%	39%	41%	9%	45%	30%	61%	-	24%	58%	49%	34%	26%	27%	44%	24%	35%
DNR – Don't know/Refused/Unsure	7	3	5	-	-	-	-	-	-	-	2	-	5	-	1	6	1
	7%	7%	18%	-	-	-	-	-	-	-	11%	-	20%	-	4%	17%	2%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	401	188	213	77	83	103	137	281	20	67	9	24
	100	100	100	100	100	100	100	100	100	100	100	100
Closer to where I think it ought to be	117	58	59	26	25	38	28	89	1	12	4	11
	29%	31%	28%	34%	31%	37%	20%	32%	6%	17%	46%	47%
Further from where I think it ought to be	231	104	127	46	46	50	89	160	16	41	5	10
	58%	55%	60%	59%	56%	48%	65%	57%	78%	61%	54%	41%
DNR – Don't know/Refused/Unsure	53	27	26	6	11	15	20	32	3	15	-	3
	13%	14%	12%	8%	14%	15%	15%	11%	16%	22%		12%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	401	263	138	172	108	91	30	146	145	110	203	179	95	75	198
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Closer to where I think it ought to be	117	75	42	54	35	21	7	64	38	15	105	9	24	19	62
	29%	29%	30%	31%	32%	24%	23%	44%	26%	13%	52%	5%	25%	25%	31%
Further from where I think it ought to be	231	142	89	88	71	54	17	57	86	88	59	162	55	45	116
	58%	54%	64%	51%	66%	60%	59%	39%	60%	80%	29%	90%	58%	60%	59%
DNR – Don't know/Refused/Unsure	53	45	7	30	2	15	5	25	20	7	39	8	16	11	20
	13%	17%	5%	17%	2%	17%	18%	17%	14%	7%	19%	5%	17%	15%	10%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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 Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	401 100	401 100	-	-	-	-	-	25 100	8 100	20 100	268 100	63 100	38 100	8 100	19 100	19 100	1 100
Closer to where I think it ought to be	117 29%	117 29%	-	-	-	-	-	7 27%	-	8 42%	75 28%	19 30%	9 24%	3 34%	6 30%	2 11%	-
Further from where I think it ought to be	231 58%	231 58%	-	-	-	-	-	11 43%	6 82%	8 38%	160 60%	35 56%	24 63%	4 48%	10 53%	11 60%	1 100%
DNR – Don't know/Refused/Unsure	53 13%	53 13%	-	-	-	-	-	7 29%	1 18%	4 20%	33 12%	9 14%	5 13%	1 18%	3 17%	6 30%	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	401 100	107 100	100 100	107 100	74 100	47 100	29 100	52 100	61 100	31 100	55 100	51 100	76 100	55 100	70 100	111 100	165 100
Closer to where I think it ought to be	117 29%	33 31%	26 26%	37 35%	16 21%	17 36%	8 29%	21 40%	11 19%	9 30%	17 31%	17 33%	16 21%	18 32%	21 30%	29 26%	49 30%
Further from where I think it ought to be	231 58%	67 62%	54 55%	55 51%	48 65%	28 61%	17 59%	22 42%	37 61%	17 56%	30 54%	28 55%	52 68%	33 60%	43 61%	65 59%	90 55%
DNR – Don't know/Refused/Unsure	53 13%	7 7%	19 19%	15 14%	10 14%	1 3%	3 12%	9 18%	12 20%	4 14%	8 14%	6 12%	8 10%	4 8%	7 9%	16 15%	25 15%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	401	188	213	77	83	103	137	281	20	67	9	24
	100	100	100	100	100	100	100	100	100	100	100	100
Still support that candidate	121	58	63	18	29	39	35	91	4	15	3	8
	30%	31%	30%	24%	34%	38%	25%	32%	18%	23%	36%	32%
At least have to be comfortable with their position on abortion in order to support them	137	69	69	36	27	32	42	88	7	28	4	10
	34%	37%	32%	46%	33%	31%	31%	31%	35%	42%	45%	40%
I would not support that candidate	143	62	81	23	27	33	60	101	9	24	2	7
	36%	33%	38%	30%	33%	32%	44%	36%	47%	35%	19%	28%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	401	263	138	172	108	91	30	146	145	110	203	179	95	75	198
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Still support that candidate	121	78	42	60	31	18	11	62	41	17	87	25	22	15	65
	30%	30%	31%	35%	28%	20%	39%	43%	29%	15%	43%	14%	23%	21%	33%
At least have to be comfortable with their position on abortion in order to support them	137	98	39	56	32	42	7	40	58	39	69	65	36	25	72
	34%	37%	28%	33%	30%	47%	23%	28%	40%	35%	34%	36%	38%	34%	36%
I would not support that candidate	143	86	57	56	45	30	11	43	45	55	46	89	36	34	61
	36%	33%	41%	33%	42%	33%	39%	30%	31%	50%	23%	50%	38%	46%	31%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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 Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	401 100	401 100	-	-	-	-	-	25 100	8 100	20 100	268 100	63 100	38 100	8 100	19 100	19 100	1 100
Still support that candidate	121 30%	121 30%	-	-	-	-	-	11 44%	1 11%	12 57%	77 29%	18 29%	12 31%	1 9%	6 33%	3 16%	-
At least have to be comfortable with their position on abortion in order to support them	137 34%	137 34%	-	-	-	-	-	6 23%	5 71%	4 21%	88 33%	21 34%	19 50%	3 38%	7 38%	8 41%	1 100%
I would not support that candidate	143 36%	143 36%	-	-	-	-	-	8 33%	1 18%	4 22%	103 38%	23 37%	7 19%	4 54%	5 29%	8 43%	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	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	401	107	100	107	74	47	29	52	61	31	55	51	76	55	70	111	165
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Still support that candidate	121	44	18	28	25	8	10	21	18	10	18	18	16	18	14	35	54
	30%	41%	18%	26%	34%	18%	36%	39%	30%	33%	33%	36%	21%	32%	20%	31%	33%
At least have to be comfortable with their position on abortion in order to support them	137	26	40	39	29	27	12	14	17	9	16	18	26	21	21	38	57
	34%	25%	40%	36%	39%	57%	41%	27%	27%	30%	29%	35%	34%	38%	30%	35%	35%
I would not support that candidate	143	37	42	40	20	12	7	18	26	11	21	15	34	17	35	37	54
	36%	34%	42%	38%	27%	25%	23%	34%	43%	37%	38%	29%	45%	30%	50%	34%	33%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	189	85	105	33	42	59	56	139	4	24	6	17
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	94	95	35	44	59	51	133	4	29	5	18
COMPLETELY/MOSTLY AGREE	105	46	59	18	27	34	26	73	1	15	2	14
	55%	55%	56%	55%	64%	58%	46%	53%	32%	63%	37%	81%
COMPLETELY/MOSTLY DISAGREE	75	36	38	11	14	23	27	56	3	8	4	3
	39%	43%	37%	34%	33%	39%	49%	41%	68%	35%	63%	19%
Completely agree	79	33	46	10	18	30	21	55	1	12	2	8
	42%	39%	44%	30%	43%	51%	37%	40%	32%	49%	37%	48%
Mostly agree	26	14	13	8	9	4	5	18	-	3	-	5
	14%	16%	12%	25%	21%	7%	9%	13%	-	14%	-	32%
Mostly disagree	21	10	11	6	3	3	10	13	-	3	3	2
	11%	12%	10%	18%	6%	5%	18%	9%	-	14%	49%	13%
Completely disagree	53	26	27	5	11	20	17	43	3	5	1	1
	28%	30%	26%	16%	26%	34%	31%	31%	68%	21%	14%	7%
DNR – Don't know/Refused	10	2	8	4	1	2	3	9	-	1	-	-
	5%	3%	7%	11%	3%	3%	5%	7%	-	2%	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	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	189	125	64	86	53	39	11	74	72	43	103	78	38	34	100
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	126	63	84	49	42	14	72	69	48	107	72	38	35	98
COMPLETELY/MOSTLY AGREE	105	72	33	44	29	27	5	57	32	16	88	13	21	22	50
	55%	57%	52%	52%	54%	70%	40%	77%	44%	37%	86%	16%	56%	65%	50%
COMPLETELY/MOSTLY DISAGREE	75	44	30	32	24	12	6	16	33	26	12	60	15	9	45
	39%	35%	47%	38%	46%	30%	56%	21%	45%	60%	12%	77%	40%	27%	45%
Completely agree	79	56	23	36	19	20	4	46	20	13	69	8	16	16	36
	42%	45%	35%	42%	36%	50%	32%	62%	28%	30%	67%	10%	42%	48%	36%
Mostly agree	26	16	11	8	10	8	1	11	12	3	19	5	6	6	14
	14%	12%	17%	9%	19%	20%	7%	15%	16%	8%	19%	6%	14%	17%	14%
Mostly disagree	21	13	8	6	7	6	2	5	11	5	5	15	3	2	15
	11%	10%	13%	7%	12%	16%	16%	7%	15%	13%	5%	19%	8%	6%	15%
Completely disagree	53	31	22	26	17	5	5	11	22	21	7	45	12	7	30
	28%	25%	34%	30%	33%	14%	40%	14%	30%	48%	7%	57%	32%	22%	30%
DNR – Don' t know/Refused	10	9	1	9	-	-	1	1	8	1	2	6	1	3	5
	5%	7%	1%	11%			5%	1%	11%	2%	2%	7%	3%	8%	5%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	State						Swing			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	189	189	-	-	-	-	-	11	5	14	125	33	16	2	4	3	-			
	100	100	-	-	-	-	-	100	100	100	100	100	100	100	100	100	-			
Unweighted Total	189	189	-	-	-	-	-	12	3	13	125	28	20	2	5	4	-			
COMPLETELY/MOSTLY AGREE	105	105	-	-	-	-	-	6	4	14	65	21	11	2	3	1	-			
	55%	55%	-	-	-	-	-	57%	87%	98%	52%	65%	66%	100%	83%	48%	-			
COMPLETELY/MOSTLY DISAGREE	75	75	-	-	-	-	-	3	-	0	52	11	5	-	-	1	-			
	39%	39%	-	-	-	-	-	29%	-	2%	41%	33%	30%	-	-	52%	-			
Completely agree	79	79	-	-	-	-	-	4	-	12	49	13	10	2	3	1	-			
	42%	42%	-	-	-	-	-	33%	-	83%	39%	38%	59%	100%	83%	26%	-			
Mostly agree	26	26	-	-	-	-	-	3	4	2	16	9	1	-	-	1	-			
	14%	14%	-	-	-	-	-	24%	87%	15%	13%	27%	7%	-	-	22%	-			
Mostly disagree	21	21	-	-	-	-	-	1	-	-	14	2	1	-	-	1	-			
	11%	11%	-	-	-	-	-	8%	-	-	12%	5%	7%	-	-	42%	-			
Completely disagree	53	53	-	-	-	-	-	2	-	0	38	9	4	-	-	0	-			
	28%	28%	-	-	-	-	-	21%	-	2%	30%	28%	23%	-	-	11%	-			
DNR – Don' t know/Refused	10	10	-	-	-	-	-	2	1	-	8	1	1	-	1	-	-			
	5%	5%	-	-	-	-	-	14%	13%	-	7%	2%	4%	-	17%	-	-			

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	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	189	43	57	45	34	18	13	26	28	15	29	33	28	23	38	57	72
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	39	51	55	35	23	19	24	28	12	25	35	23	22	46	58	63
COMPLETELY/MOSTLY AGREE	105	27	29	23	19	10	7	16	12	8	19	18	14	14	19	28	44
	55%	63%	52%	50%	57%	58%	58%	63%	43%	52%	67%	54%	49%	62%	49%	50%	61%
COMPLETELY/MOSTLY DISAGREE	75	14	22	22	13	7	5	10	15	4	9	13	12	6	18	28	23
	39%	33%	38%	48%	39%	39%	37%	37%	54%	27%	31%	40%	43%	26%	47%	49%	32%
Completely agree	79	18	25	19	9	4	4	15	9	6	14	15	12	13	17	22	26
	42%	43%	44%	43%	27%	24%	34%	59%	32%	38%	47%	45%	42%	58%	45%	39%	37%
Mostly agree	26	9	4	3	10	6	3	1	3	2	6	3	2	1	2	6	18
	14%	20%	8%	8%	29%	33%	24%	5%	12%	14%	20%	9%	7%	4%	4%	11%	25%
Mostly disagree	21	1	9	5	5	4	2	0	5	2	1	2	5	-	2	15	4
	11%	3%	15%	12%	14%	19%	12%	2%	18%	15%	4%	8%	18%		6%	27%	5%
Completely disagree	53	13	13	16	8	3	3	9	10	2	8	11	7	6	16	13	19
	28%	30%	23%	36%	24%	19%	25%	35%	36%	12%	27%	32%	25%	26%	41%	23%	26%
DNR – Don' t know/Refused	10	2	6	1	2	1	1	-	1	3	1	2	2	3	2	1	5
	5%	5%	10%	1%	5%	4%	5%		3%	20%	2%	6%	7%	12%	4%	1%	7%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	212	104	108	45	42	44	81	142	16	43	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	212	106	106	49	46	45	72	134	19	48	3	8
COMPLETELY/MOSTLY AGREE	110	58	52	21	20	26	43	79	5	18	2	6
	52%	56%	48%	48%	48%	58%	53%	55%	35%	41%	61%	84%
COMPLETELY/MOSTLY DISAGREE	95	43	52	19	21	18	38	61	10	22	1	1
	45%	41%	48%	43%	49%	40%	46%	43%	65%	51%	39%	16%
Completely agree	85	46	39	14	15	23	34	62	2	14	2	5
	40%	45%	36%	31%	36%	51%	42%	44%	15%	31%	61%	67%
Mostly agree	24	12	13	7	5	3	9	16	3	4	-	1
	12%	11%	12%	17%	12%	7%	11%	11%	19%	9%	-	17%
Mostly disagree	29	13	16	7	6	1	16	14	4	11	-	-
	14%	12%	15%	15%	14%	1%	19%	10%	26%	24%	-	-
Completely disagree	67	30	37	13	15	17	22	47	6	11	1	1
	32%	29%	34%	28%	36%	39%	27%	33%	39%	26%	39%	16%
DNR – Don't know/Refused	7	3	4	4	1	1	1	3	-	4	-	-
	3%	2%	4%	9%	2%	2%	1%	2%	-	9%	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	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	212	138	73	87	55	51	18	72	72	67	100	101	57	41	98
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	212	134	78	84	50	50	28	79	74	59	104	96	56	38	103
COMPLETELY/MOSTLY AGREE	110	78	32	54	24	24	7	51	38	21	91	14	32	18	52
	52%	57%	43%	62%	44%	47%	40%	71%	52%	32%	91%	14%	56%	43%	53%
COMPLETELY/MOSTLY DISAGREE	95	55	40	31	30	25	10	20	30	45	8	83	25	21	41
	45%	40%	54%	35%	54%	48%	54%	28%	41%	67%	8%	82%	44%	52%	42%
Completely agree	85	63	22	46	17	18	5	40	25	20	76	7	19	17	43
	40%	46%	30%	53%	30%	34%	29%	56%	35%	29%	76%	7%	34%	41%	44%
Mostly agree	24	15	10	9	8	6	2	11	12	1	15	7	13	1	9
	12%	11%	13%	10%	14%	12%	11%	15%	17%	2%	15%	7%	23%	2%	10%
Mostly disagree	29	23	6	11	3	12	3	1	11	17	3	24	8	7	9
	14%	17%	8%	13%	5%	23%	16%	1%	16%	25%	3%	24%	15%	18%	9%
Completely disagree	67	32	34	19	27	13	7	20	19	29	5	59	17	14	33
	32%	23%	47%	22%	49%	25%	38%	27%	26%	42%	5%	58%	29%	34%	33%
DNR – Don't know/Refused	7	5	2	2	1	3	1	1	5	1	2	4	-	2	5
	3%	3%	3%	2%	2%	5%	6%	1%	7%	1%	2%	4%		5%	5%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	State						Swing			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	212	212	-	-	-	-	-	14	3	6	142	30	22	6	15	16	1			
	100	100						100	100	100	100	100	100	100	100	100	100			
Unweighted Total	212	212	-	-	-	-	-	18	2	7	144	24	28	7	17	11	1			
COMPLETELY/MOSTLY AGREE	110	110	-	-	-	-	-	6	3	4	67	19	13	5	8	5	1			
	52%	52%						41%	100%	73%	47%	64%	61%	82%	53%	28%	100%			
COMPLETELY/MOSTLY DISAGREE	95	95	-	-	-	-	-	6	-	1	73	10	7	1	7	11	-			
	45%	45%						41%		11%	51%	34%	34%	18%	47%	65%				
Completely agree	85	85	-	-	-	-	-	4	1	2	50	18	9	4	6	1	-			
	40%	40%						25%	51%	30%	35%	62%	44%	60%	39%	5%				
Mostly agree	24	24	-	-	-	-	-	2	1	3	17	1	4	1	2	4	1			
	12%	12%						16%	49%	43%	12%	2%	18%	23%	13%	23%	100%			
Mostly disagree	29	29	-	-	-	-	-	2	-	1	20	5	3	0	5	8	-			
	14%	14%						15%		11%	14%	16%	15%	6%	31%	47%				
Completely disagree	67	67	-	-	-	-	-	4	-	-	53	5	4	1	2	3	-			
	32%	32%						26%			37%	18%	20%	12%	16%	19%				
DNR – Don't know/Refused	7	7	-	-	-	-	-	3	-	1	3	1	1	-	-	1	-			
	3%	3%						19%		16%	2%	3%	5%			7%				

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	212	64	43	62	40	29	16	26	33	16	26	18	48	33	32	54	93
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	212	66	38	60	44	31	18	27	30	18	28	18	42	31	44	56	81
COMPLETELY/MOSTLY AGREE	110	33	19	42	16	14	7	16	21	7	13	10	21	16	20	29	46
	52%	51%	44%	67%	40%	48%	46%	59%	65%	46%	49%	56%	44%	48%	61%	53%	49%
COMPLETELY/MOSTLY DISAGREE	95	30	21	19	23	13	7	11	12	6	13	7	26	15	13	24	43
	45%	46%	50%	31%	56%	46%	48%	41%	35%	38%	51%	39%	54%	47%	39%	45%	46%
Completely agree	85	24	15	35	12	8	7	14	17	6	8	8	16	13	14	24	34
	40%	38%	35%	55%	29%	26%	46%	54%	52%	39%	30%	47%	34%	39%	45%	45%	37%
Mostly agree	24	9	4	8	4	6	-	1	4	1	5	2	5	3	5	5	12
	12%	13%	10%	12%	11%	22%		5%	13%	7%	19%	9%	10%	9%	16%	9%	13%
Mostly disagree	29	6	9	4	8	5	3	-	5	1	3	1	11	6	2	6	14
	14%	10%	22%	7%	19%	19%	17%		15%	8%	12%	3%	23%	18%	7%	11%	16%
Completely disagree	67	23	12	15	15	8	5	11	7	5	10	7	15	9	10	18	28
	32%	37%	28%	24%	37%	27%	31%	41%	21%	30%	39%	36%	32%	29%	32%	34%	31%
DNR – Don't know/Refused	7	2	2	1	1	2	1	-	-	3	-	1	1	2	-	1	4
	3%	3%	6%	2%	4%	5%	6%			16%		5%	1%	5%		2%	4%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	189	85	105	33	42	59	56	139	4	24	6	17
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	94	95	35	44	59	51	133	4	29	5	18
COMPLETELY/MOSTLY AGREE	111	46	65	15	25	41	30	79	1	16	4	10
	58%	54%	62%	46%	60%	69%	53%	57%	27%	69%	70%	61%
COMPLETELY/MOSTLY DISAGREE	69	31	37	12	14	18	25	53	3	8	2	3
	36%	37%	36%	36%	34%	31%	44%	38%	73%	31%	30%	18%
Completely agree	89	36	53	12	21	33	23	63	-	13	4	8
	47%	43%	50%	36%	51%	56%	41%	46%	-	56%	70%	50%
Mostly agree	22	9	12	3	4	8	7	15	1	3	-	2
	11%	11%	12%	11%	9%	13%	12%	11%	27%	13%	-	11%
Mostly disagree	27	12	15	7	6	5	9	20	2	4	-	1
	14%	14%	15%	22%	15%	8%	16%	14%	52%	17%	-	7%
Completely disagree	42	20	22	5	8	14	16	34	1	4	2	2
	22%	23%	21%	14%	19%	23%	28%	24%	22%	15%	30%	11%
DNR – Don't know/Refused	10	7	3	6	3	-	1	6	-	-	-	3
	5%	9%	2%	18%	6%	-	3%	5%	-	-	-	21%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	189	125	64	86	53	39	11	74	72	43	103	78	38	34	100
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	126	63	84	49	42	14	72	69	48	107	72	38	35	98
COMPLETELY/MOSTLY AGREE	111	77	34	52	27	26	6	57	39	15	90	16	24	20	54
	58%	62%	52%	60%	52%	65%	55%	78%	54%	34%	88%	20%	63%	59%	54%
COMPLETELY/MOSTLY DISAGREE	69	40	29	30	24	10	5	13	28	29	8	60	12	14	39
	36%	32%	45%	35%	45%	26%	45%	17%	38%	66%	8%	76%	31%	41%	39%
Completely agree	89	64	25	41	22	22	3	49	29	11	81	5	14	17	47
	47%	51%	39%	48%	42%	57%	28%	67%	40%	26%	79%	7%	36%	49%	47%
Mostly agree	22	13	8	10	5	3	3	8	10	3	9	10	10	3	7
	11%	11%	13%	12%	10%	8%	26%	11%	14%	8%	9%	13%	27%	10%	7%
Mostly disagree	27	14	13	8	11	6	2	3	14	10	3	24	3	6	17
	14%	11%	20%	10%	21%	15%	14%	4%	19%	24%	3%	31%	8%	19%	17%
Completely disagree	42	26	16	21	12	4	4	10	14	18	5	35	9	7	22
	22%	21%	25%	25%	23%	11%	32%	13%	19%	43%	5%	45%	23%	22%	22%
DNR – Don't know/Refused	10	8	2	4	2	3	-	4	6	-	4	3	2	-	7
	5%	6%	3%	5%	4%	9%	-	5%	8%	-	4%	4%	5%	-	7%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	189	189	-	-	-	-	-	11	5	14	125	33	16	2	4	3	-			
	100	100	-	-	-	-	-	100	100	100	100	100	100	100	100	100	-			
Unweighted Total	189	189	-	-	-	-	-	12	3	13	125	28	20	2	5	4	-			
COMPLETELY/MOSTLY AGREE	111	111	-	-	-	-	-	8	1	14	71	19	11	2	4	1	-			
	58%	58%	-	-	-	-	-	69%	30%	99%	57%	59%	64%	100%	100%	36%	-			
COMPLETELY/MOSTLY DISAGREE	69	69	-	-	-	-	-	1	-	0	49	10	5	-	-	2	-			
	36%	36%	-	-	-	-	-	8%	-	1%	39%	30%	33%	-	-	64%	-			
Completely agree	89	89	-	-	-	-	-	5	1	8	57	17	8	2	4	1	-			
	47%	47%	-	-	-	-	-	46%	17%	55%	45%	53%	48%	100%	100%	26%	-			
Mostly agree	22	22	-	-	-	-	-	3	1	6	15	2	3	-	-	0	-			
	11%	11%	-	-	-	-	-	23%	13%	44%	12%	6%	16%	-	-	11%	-			
Mostly disagree	27	27	-	-	-	-	-	-	-	0	20	1	4	-	-	2	-			
	14%	14%	-	-	-	-	-	-	-	1%	16%	3%	24%	-	-	64%	-			
Completely disagree	42	42	-	-	-	-	-	1	-	-	29	9	1	-	-	-	-			
	22%	22%	-	-	-	-	-	8%	-	-	23%	27%	9%	-	-	-	-			
DNR – Don't know/Refused	10	10	-	-	-	-	-	3	3	-	5	4	0	-	-	-	-			
	5%	5%	-	-	-	-	-	23%	70%	-	4%	11%	3%	-	-	-	-			

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	189	43	57	45	34	18	13	26	28	15	29	33	28	23	38	57	72
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	39	51	55	35	23	19	24	28	12	25	35	23	22	46	58	63
COMPLETELY/MOSTLY AGREE	111	29	35	27	14	6	7	17	15	9	17	24	15	15	21	31	43
	58%	67%	61%	61%	42%	35%	58%	66%	54%	60%	61%	72%	52%	67%	56%	55%	60%
COMPLETELY/MOSTLY DISAGREE	69	12	22	17	13	6	5	9	12	6	9	9	13	7	14	25	22
	36%	28%	38%	38%	38%	32%	39%	34%	42%	40%	32%	28%	46%	33%	37%	44%	31%
Completely agree	89	29	23	23	10	6	7	14	10	6	15	19	13	11	18	27	33
	47%	67%	40%	51%	28%	34%	51%	53%	36%	38%	51%	58%	47%	49%	48%	47%	46%
Mostly agree	22	-	12	5	5	0	1	3	5	3	3	4	2	4	3	5	10
	11%		21%	10%	14%	2%	7%	13%	18%	22%	10%	14%	6%	18%	7%	8%	14%
Mostly disagree	27	6	7	5	6	5	1	2	3	3	5	2	6	4	6	8	9
	14%	13%	13%	11%	16%	25%	11%	9%	12%	18%	17%	7%	20%	19%	15%	15%	12%
Completely disagree	42	6	14	12	7	1	4	7	8	3	4	7	7	3	8	16	14
	22%	15%	25%	26%	22%	7%	27%	26%	30%	22%	15%	21%	26%	15%	22%	29%	19%
DNR – Don't know/Refused	10	2	0	0	7	6	0	-	1	-	2	-	0	-	3	1	6
	5%	5%	1%	1%	20%	33%	4%		3%		7%		2%		7%	2%	9%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	212	104	108	45	42	44	81	142	16	43	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	212	106	106	49	46	45	72	134	19	48	3	8
COMPLETELY/MOSTLY AGREE	114	61	53	18	20	29	47	82	4	20	2	5
	54%	59%	49%	41%	48%	65%	58%	58%	27%	47%	61%	70%
COMPLETELY/MOSTLY DISAGREE	81	40	41	23	17	14	27	47	10	21	1	2
	38%	39%	37%	53%	40%	32%	33%	33%	62%	48%	39%	30%
Completely agree	92	55	37	16	19	23	35	70	3	12	2	5
	44%	53%	35%	36%	45%	51%	43%	49%	21%	28%	61%	69%
Mostly agree	22	6	15	2	1	6	12	13	1	8	-	0
	10%	6%	14%	5%	3%	14%	15%	9%	6%	19%	-	2%
Mostly disagree	33	14	19	13	3	3	14	16	4	13	-	-
	15%	14%	17%	29%	7%	7%	17%	11%	24%	30%	-	-
Completely disagree	48	26	22	10	14	11	13	31	6	8	1	2
	23%	25%	20%	23%	33%	25%	16%	22%	39%	18%	39%	30%
DNR – Don't know/Refused	17	2	15	3	5	1	8	13	2	2	-	-
	8%	2%	14%	7%	12%	3%	9%	9%	11%	5%	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	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	212	138	73	87	55	51	18	72	72	67	100	101	57	41	98
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	212	134	78	84	50	50	28	79	74	59	104	96	56	38	103
COMPLETELY/MOSTLY AGREE	114	81	33	56	27	25	6	49	37	27	87	22	33	23	50
	54%	59%	45%	64%	48%	49%	35%	68%	52%	41%	87%	21%	58%	55%	51%
COMPLETELY/MOSTLY DISAGREE	81	51	30	26	21	25	9	18	28	35	11	67	17	18	39
	38%	37%	40%	30%	37%	49%	49%	25%	39%	51%	11%	66%	31%	44%	39%
Completely agree	92	62	30	46	24	17	6	43	29	20	77	12	22	18	47
	44%	45%	41%	53%	44%	32%	32%	60%	40%	30%	77%	12%	38%	43%	48%
Mostly agree	22	19	3	10	3	9	1	6	9	7	10	10	11	5	3
	10%	14%	4%	12%	5%	17%	3%	9%	12%	10%	10%	10%	20%	12%	3%
Mostly disagree	33	22	10	9	7	13	4	7	12	14	6	26	8	10	12
	15%	16%	14%	11%	12%	26%	20%	10%	16%	20%	6%	25%	13%	24%	13%
Completely disagree	48	29	19	17	14	12	5	10	17	21	5	41	10	8	26
	23%	21%	26%	20%	25%	23%	29%	14%	23%	31%	5%	41%	17%	20%	27%
DNR – Don't know/Refused	17	6	11	5	8	1	3	5	7	5	2	13	7	1	10
	8%	4%	15%	6%	15%	2%	16%	7%	9%	8%	2%	13%	12%	1%	10%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	State						Swing			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	212	212	-	-	-	-	-	14	3	6	142	30	22	6	15	16	1			
	100	100	-	-	-	-	-	100	100	100	100	100	100	100	100	100	100			
Unweighted Total	212	212	-	-	-	-	-	18	2	7	144	24	28	7	17	11	1			
COMPLETELY/MOSTLY AGREE	114	114	-	-	-	-	-	8	1	4	73	19	11	4	5	5	-			
	54%	54%	-	-	-	-	-	55%	51%	73%	52%	63%	52%	60%	34%	30%	-			
COMPLETELY/MOSTLY DISAGREE	81	81	-	-	-	-	-	3	1	0	56	9	9	2	10	9	1			
	38%	38%	-	-	-	-	-	25%	49%	5%	40%	31%	42%	35%	64%	53%	100%			
Completely agree	92	92	-	-	-	-	-	3	-	3	59	14	9	4	4	1	-			
	44%	44%	-	-	-	-	-	22%	-	51%	41%	48%	40%	60%	29%	5%	-			
Mostly agree	22	22	-	-	-	-	-	5	1	1	15	4	3	-	1	4	-			
	10%	10%	-	-	-	-	-	33%	51%	22%	10%	15%	13%	-	5%	25%	-			
Mostly disagree	33	33	-	-	-	-	-	1	1	0	20	6	3	1	5	6	-			
	15%	15%	-	-	-	-	-	7%	49%	5%	14%	21%	16%	23%	32%	35%	-			
Completely disagree	48	48	-	-	-	-	-	2	-	-	37	3	6	1	5	3	1			
	23%	23%	-	-	-	-	-	18%	-	-	26%	10%	26%	12%	32%	18%	100%			
DNR – Don't know/Refused	17	17	-	-	-	-	-	3	-	1	13	2	1	0	0	3	-			
	8%	8%	-	-	-	-	-	20%	-	22%	9%	6%	6%	6%	2%	17%	-			

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	212	64	43	62	40	29	16	26	33	16	26	18	48	33	32	54	93
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	212	66	38	60	44	31	18	27	30	18	28	18	42	31	44	56	81
COMPLETELY/MOSTLY AGREE	114	33	18	45	16	15	7	16	23	4	13	13	24	15	19	33	46
	54%	52%	42%	72%	39%	51%	46%	62%	70%	23%	50%	69%	49%	47%	60%	62%	50%
COMPLETELY/MOSTLY DISAGREE	81	25	15	17	23	13	7	10	10	11	9	4	17	16	11	16	38
	38%	40%	36%	27%	58%	45%	48%	38%	30%	66%	35%	23%	35%	49%	34%	29%	41%
Completely agree	92	27	11	39	16	14	7	15	19	2	12	8	16	12	14	27	39
	44%	42%	25%	63%	39%	50%	43%	57%	57%	11%	46%	43%	33%	36%	45%	51%	42%
Mostly agree	22	6	8	6	-	0	0	1	4	2	1	5	8	4	5	6	7
	10%	10%	18%	9%		1%	3%	5%	13%	11%	4%	26%	16%	11%	15%	11%	8%
Mostly disagree	33	11	7	3	11	7	1	2	4	6	2	2	9	9	1	8	15
	15%	17%	17%	4%	28%	26%	7%	6%	13%	36%	7%	8%	20%	26%	3%	15%	16%
Completely disagree	48	14	8	14	12	6	6	8	6	5	7	3	7	7	10	7	23
	23%	22%	18%	22%	30%	19%	40%	32%	17%	30%	28%	15%	15%	23%	32%	14%	24%
DNR – Don't know/Refused	17	5	9	1	1	1	1	-	-	2	4	1	8	1	2	5	9
	8%	9%	22%	2%	3%	4%	6%			12%	15%	8%	16%	4%	6%	9%	10%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	401 100	188 100	213 100	77 100	83 100	103 100	137 100	281 100	20 100	67 100	9 100	24 100
COMPLETELY/MOSTLY AGREE	204 51%	105 56%	98 46%	35 45%	43 51%	57 55%	69 50%	152 54%	4 19%	26 38%	7 76%	16 66%
COMPLETELY/MOSTLY DISAGREE	179 45%	74 39%	105 49%	36 47%	40 48%	40 39%	63 46%	119 43%	14 73%	35 52%	2 24%	8 34%
Completely agree	153 38%	82 43%	72 34%	25 32%	38 46%	42 41%	49 35%	116 41%	3 14%	21 31%	3 36%	10 43%
Mostly agree	50 13%	24 13%	27 13%	10 13%	5 6%	15 14%	20 15%	35 13%	1 5%	5 7%	4 40%	6 24%
Mostly disagree	47 12%	19 10%	28 13%	10 13%	10 12%	12 12%	15 11%	28 10%	8 39%	9 13%	-	3 12%
Completely disagree	132 33%	55 29%	77 36%	27 34%	30 36%	28 27%	47 35%	91 33%	7 34%	26 39%	2 24%	5 22%
DNR – Don't know/Refused	18 5%	9 5%	9 4%	6 8%	1 1%	6 6%	5 4%	10 3%	2 8%	7 10%	-	-

Echelon Insights
 Focus 2024 Survey
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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	401	263	138	172	108	91	30	146	145	110	203	179	95	75	198
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
COMPLETELY/MOSTLY AGREE	204	140	64	100	52	40	12	104	69	31	174	21	49	33	105
	51%	53%	46%	58%	48%	44%	41%	71%	48%	28%	86%	11%	52%	44%	53%
COMPLETELY/MOSTLY DISAGREE	179	110	69	67	52	43	17	39	69	71	23	148	40	39	86
	45%	42%	50%	39%	48%	47%	56%	27%	48%	65%	11%	83%	42%	52%	43%
Completely agree	153	102	51	75	41	27	10	77	52	24	139	9	35	28	77
	38%	39%	37%	43%	38%	30%	34%	53%	36%	22%	69%	5%	36%	38%	39%
Mostly agree	50	38	13	25	11	13	2	27	17	7	35	11	14	5	28
	13%	14%	9%	14%	10%	14%	7%	18%	12%	6%	17%	6%	15%	6%	14%
Mostly disagree	47	30	18	15	13	15	5	8	24	16	4	38	12	14	18
	12%	11%	13%	9%	12%	16%	16%	5%	16%	15%	2%	21%	13%	19%	9%
Completely disagree	132	80	51	52	39	28	12	31	45	55	19	110	28	24	68
	33%	31%	37%	30%	36%	31%	40%	21%	31%	50%	9%	62%	29%	32%	35%
DNR – Don't know/Refused	18	13	5	6	4	8	1	3	7	8	6	10	6	3	7
	5%	5%	3%	3%	4%	8%	3%	2%	5%	7%	3%	6%	6%	4%	3%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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 Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	401	401	-	-	-	-	-	25	8	20	268	63	38	8	19	19	1
	100	100						100	100	100	100	100	100	100	100	100	100
COMPLETELY/MOSTLY AGREE	204	204	-	-	-	-	-	11	6	19	130	39	21	6	11	9	-
	51%	51%						45%	74%	95%	49%	63%	54%	75%	58%	45%	
COMPLETELY/MOSTLY DISAGREE	179	179	-	-	-	-	-	11	1	1	127	22	16	2	7	10	1
	45%	45%						44%	17%	5%	47%	35%	42%	25%	39%	55%	100%
Completely agree	153	153	-	-	-	-	-	7	2	14	96	31	14	5	9	3	-
	38%	38%						27%	29%	72%	36%	49%	38%	57%	50%	16%	
Mostly agree	50	50	-	-	-	-	-	5	3	5	34	8	6	1	1	6	-
	13%	13%						18%	45%	23%	13%	13%	16%	18%	8%	29%	
Mostly disagree	47	47	-	-	-	-	-	8	1	-	33	3	4	-	2	3	1
	12%	12%						30%	17%		12%	5%	10%		9%	18%	100%
Completely disagree	132	132	-	-	-	-	-	4	-	1	94	19	12	2	6	7	-
	33%	33%						14%		5%	35%	30%	31%	25%	30%	36%	
DNR – Don't know/Refused	18	18	-	-	-	-	-	3	1	-	11	2	2	-	1	-	-
	5%	5%						11%	8%		4%	3%	4%		3%		

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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			
		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	401	107	100	107	74	47	29	52	61	31	55	51	76	55	70	111	165
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
COMPLETELY/MOSTLY AGREE	204	54	41	65	36	23	16	29	38	12	27	29	31	24	38	54	88
	51%	50%	41%	60%	49%	50%	55%	55%	62%	38%	49%	56%	41%	43%	54%	49%	53%
COMPLETELY/MOSTLY DISAGREE	179	47	56	39	33	20	13	20	21	17	27	20	41	26	30	50	73
	45%	44%	56%	36%	44%	42%	45%	39%	35%	54%	49%	39%	54%	47%	43%	45%	44%
Completely agree	153	39	31	55	23	16	15	23	28	9	23	19	20	23	30	40	60
	38%	36%	31%	51%	31%	34%	52%	44%	46%	28%	43%	38%	27%	41%	43%	36%	37%
Mostly agree	50	15	10	10	14	7	1	6	10	3	4	9	11	1	8	14	27
	13%	14%	10%	9%	18%	16%	4%	11%	16%	10%	7%	18%	14%	2%	11%	13%	17%
Mostly disagree	47	7	21	10	8	5	3	5	6	5	7	7	9	10	6	12	20
	12%	6%	21%	10%	11%	11%	10%	10%	10%	15%	13%	14%	12%	17%	8%	11%	12%
Completely disagree	132	40	35	28	25	15	10	15	15	12	20	13	32	17	24	37	53
	33%	37%	35%	26%	33%	31%	35%	29%	25%	39%	36%	26%	42%	30%	34%	34%	32%
DNR – Don't know/Refused	18	6	3	4	5	4	-	3	2	3	1	2	4	5	2	7	4
	5%	6%	3%	3%	7%	8%		6%	3%	8%	1%	5%	5%	10%	3%	6%	2%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	189	85	105	33	42	59	56	139	4	24	6	17
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	94	95	35	44	59	51	133	4	29	5	18
COMPLETELY/MOSTLY AGREE	112	50	62	22	26	36	28	76	3	17	2	14
	59%	59%	60%	66%	64%	61%	50%	55%	59%	72%	37%	84%
COMPLETELY/MOSTLY DISAGREE	73	30	42	10	15	23	25	59	2	7	4	2
	38%	36%	40%	30%	36%	39%	44%	42%	41%	28%	63%	11%
Completely agree	88	39	50	13	22	33	21	60	-	15	2	11
	47%	46%	48%	38%	54%	55%	37%	44%	-	61%	37%	67%
Mostly agree	24	11	13	9	4	3	7	16	3	2	-	3
	13%	13%	12%	28%	10%	6%	13%	12%	59%	10%	-	17%
Mostly disagree	12	5	7	1	2	4	4	7	-	2	3	-
	6%	6%	7%	3%	6%	7%	7%	5%	-	7%	49%	-
Completely disagree	61	25	35	9	13	19	21	51	2	5	1	2
	32%	30%	34%	27%	30%	31%	37%	37%	41%	21%	14%	11%
DNR – Don't know/Refused	4	4	-	1	-	-	3	4	-	-	-	1
	2%	5%	-	4%	-	-	5%	3%	-	-	-	4%

Echelon Insights
 Focus 2024 Survey
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[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	189	125	64	86	53	39	11	74	72	43	103	78	38	34	100
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	126	63	84	49	42	14	72	69	48	107	72	38	35	98
COMPLETELY/MOSTLY AGREE	112	78	34	48	28	30	6	56	39	18	90	16	22	22	57
	59%	63%	53%	56%	53%	76%	55%	76%	53%	41%	88%	21%	59%	64%	57%
COMPLETELY/MOSTLY DISAGREE	73	45	27	37	22	9	5	17	31	24	12	59	15	12	39
	38%	36%	42%	43%	42%	23%	45%	23%	43%	57%	11%	75%	39%	36%	39%
Completely agree	88	64	24	41	20	23	5	46	32	11	78	6	17	17	43
	47%	51%	37%	48%	37%	60%	40%	62%	44%	25%	76%	7%	44%	50%	44%
Mostly agree	24	14	10	8	8	6	2	10	6	7	12	11	6	5	13
	13%	11%	16%	9%	16%	16%	15%	14%	9%	17%	12%	14%	15%	14%	14%
Mostly disagree	12	8	4	4	3	4	1	5	5	2	4	8	1	1	10
	6%	6%	6%	5%	6%	10%	6%	7%	7%	5%	4%	10%	2%	2%	10%
Completely disagree	61	37	23	32	19	5	5	12	26	22	8	51	14	11	29
	32%	30%	36%	38%	36%	13%	39%	17%	36%	52%	8%	66%	37%	34%	29%
DNR – Don't know/Refused	4	1	3	1	3	1	-	1	3	1	1	3	1	-	4
	2%	1%	5%	1%	6%	2%	-	1%	4%	2%	1%	4%	2%	-	4%

Echelon Insights
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[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	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	189	189	-	-	-	-	-	11	5	14	125	33	16	2	4	3	-
	100	100						100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	189	-	-	-	-	-	12	3	13	125	28	20	2	5	4	-
COMPLETELY/MOSTLY AGREE	112	112	-	-	-	-	-	8	5	13	71	19	11	1	3	2	-
	59%	59%						70%	100%	94%	56%	59%	68%	61%	81%	78%	
COMPLETELY/MOSTLY DISAGREE	73	73	-	-	-	-	-	3	-	1	51	13	5	-	-	1	-
	38%	38%						24%		6%	41%	39%	32%			22%	
Completely agree	88	88	-	-	-	-	-	7	4	11	54	16	11	1	3	1	-
	47%	47%						61%	87%	79%	43%	50%	64%	61%	81%	26%	
Mostly agree	24	24	-	-	-	-	-	1	1	2	17	3	1	-	-	1	-
	13%	13%						8%	13%	16%	14%	9%	4%			52%	
Mostly disagree	12	12	-	-	-	-	-	1	-	-	11	0	1	-	-	1	-
	6%	6%						12%			9%	1%	4%			22%	
Completely disagree	61	61	-	-	-	-	-	1	-	1	40	12	5	-	-	-	-
	32%	32%						13%		6%	32%	38%	28%				
DNR – Don't know/Refused	4	4	-	-	-	-	-	1	-	-	4	1	-	1	1	-	-
	2%	2%						6%			3%	2%		39%	19%		

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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	189	43	57	45	34	18	13	26	28	15	29	33	28	23	38	57	72
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	39	51	55	35	23	19	24	28	12	25	35	23	22	46	58	63
COMPLETELY/MOSTLY AGREE	112	26	34	23	22	13	8	16	14	9	19	20	14	14	20	34	44
	59%	61%	60%	52%	65%	72%	59%	60%	49%	59%	66%	62%	52%	63%	53%	60%	61%
COMPLETELY/MOSTLY DISAGREE	73	17	23	20	10	4	5	10	11	6	10	13	14	8	18	21	25
	38%	39%	40%	44%	28%	21%	41%	40%	40%	41%	34%	38%	48%	37%	47%	37%	35%
Completely agree	88	22	27	18	16	7	8	14	11	6	15	19	10	13	18	26	32
	47%	51%	47%	40%	48%	38%	59%	53%	38%	38%	51%	57%	37%	60%	46%	45%	44%
Mostly agree	24	4	7	5	6	6	-	2	3	3	4	1	4	1	2	8	13
	13%	10%	13%	12%	17%	34%		7%	11%	21%	14%	4%	15%	3%	6%	15%	17%
Mostly disagree	12	3	3	4	1	1	1	2	1	-	1	2	3	1	2	6	3
	6%	8%	6%	10%	2%	5%	10%	8%	2%		4%	7%	12%	3%	6%	10%	5%
Completely disagree	61	14	19	15	9	3	4	8	11	6	9	10	10	8	15	16	22
	32%	31%	34%	34%	26%	15%	31%	31%	38%	41%	30%	31%	36%	35%	41%	27%	30%
DNR – Don't know/Refused	4	-	-	2	2	1	-	-	3	-	-	-	-	-	-	2	3
	2%			4%	7%	8%			11%						3%	4%	

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 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	212	104	108	45	42	44	81	142	16	43	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	212	106	106	49	46	45	72	134	19	48	3	8
COMPLETELY/MOSTLY AGREE	108	60	48	22	20	24	42	78	5	17	2	6
	51%	58%	45%	50%	48%	54%	52%	55%	32%	40%	61%	84%
COMPLETELY/MOSTLY DISAGREE	96	42	54	19	20	18	38	61	9	23	1	1
	45%	40%	50%	43%	49%	41%	47%	43%	61%	52%	39%	16%
Completely agree	91	52	39	18	18	21	34	71	2	13	2	4
	43%	50%	36%	40%	43%	47%	42%	50%	13%	29%	61%	51%
Mostly agree	18	8	9	4	2	3	8	7	3	5	-	2
	8%	8%	9%	10%	6%	7%	10%	5%	18%	11%		34%
Mostly disagree	32	13	19	9	7	3	14	17	5	9	-	1
	15%	13%	18%	19%	16%	7%	17%	12%	32%	22%		16%
Completely disagree	64	28	35	11	14	15	24	45	4	13	1	-
	30%	27%	33%	24%	33%	34%	30%	32%	29%	30%	39%	
DNR – Don't know/Refused	7	2	6	3	1	2	1	3	1	3	-	-
	4%	2%	5%	7%	3%	6%	1%	2%	8%	8%		

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	212	138	73	87	55	51	18	72	72	67	100	101	57	41	98
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	212	134	78	84	50	50	28	79	74	59	104	96	56	38	103
COMPLETELY/MOSTLY AGREE	108	78	31	55	23	23	7	49	39	21	91	15	33	18	50
	51%	56%	42%	63%	42%	45%	41%	68%	54%	31%	91%	15%	57%	45%	51%
COMPLETELY/MOSTLY DISAGREE	96	56	40	30	31	26	9	22	31	44	8	81	22	22	43
	45%	40%	55%	35%	57%	50%	48%	30%	42%	65%	8%	80%	39%	53%	44%
Completely agree	91	66	25	50	21	16	4	42	31	18	81	8	24	18	43
	43%	48%	34%	57%	38%	31%	23%	58%	43%	27%	81%	8%	43%	43%	44%
Mostly agree	18	12	5	5	2	7	3	7	8	2	10	7	8	1	7
	8%	9%	7%	6%	4%	14%	18%	10%	11%	4%	10%	7%	14%	2%	8%
Mostly disagree	32	24	9	10	7	13	2	2	14	16	0	26	8	9	11
	15%	17%	12%	12%	12%	26%	12%	3%	20%	23%	0%	26%	14%	22%	11%
Completely disagree	64	32	31	20	25	12	7	20	16	28	8	55	14	13	32
	30%	23%	43%	23%	45%	24%	36%	27%	22%	42%	8%	54%	25%	31%	33%
DNR – Don't know/Refused	7	5	3	2	1	3	2	2	3	3	1	5	2	1	4
	4%	3%	4%	2%	2%	5%	11%	2%	4%	5%	1%	5%	4%	2%	5%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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 Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	212	212	-	-	-	-	-	14	3	6	142	30	22	6	15	16	1
	100	100						100	100	100	100	100	100	100	100	100	100
Unweighted Total	212	212	-	-	-	-	-	18	2	7	144	24	28	7	17	11	1
COMPLETELY/MOSTLY AGREE	108	108	-	-	-	-	-	3	3	6	64	18	15	6	8	5	1
	51%	51%						25%	100%	100%	45%	61%	68%	88%	55%	28%	100%
COMPLETELY/MOSTLY DISAGREE	96	96	-	-	-	-	-	9	-	-	73	11	7	1	7	9	-
	45%	45%						62%			51%	37%	32%	12%	45%	58%	
Completely agree	91	91	-	-	-	-	-	2	-	5	54	16	12	5	7	1	-
	43%	43%						13%		75%	38%	54%	57%	73%	49%	5%	
Mostly agree	18	18	-	-	-	-	-	2	3	2	10	2	2	1	1	4	1
	8%	8%						12%	100%	25%	7%	6%	11%	15%	6%	23%	100%
Mostly disagree	32	32	-	-	-	-	-	7	-	-	24	6	2	-	2	5	-
	15%	15%						53%			17%	19%	11%		13%	28%	
Completely disagree	64	64	-	-	-	-	-	1	-	-	49	5	5	1	5	5	-
	30%	30%						9%			34%	18%	21%	12%	32%	30%	
DNR – Don't know/Refused	7	7	-	-	-	-	-	2	-	-	6	1	-	-	-	2	-
	4%	4%						14%			4%	3%				14%	

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	212	64	43	62	40	29	16	26	33	16	26	18	48	33	32	54	93
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	212	66	38	60	44	31	18	27	30	18	28	18	42	31	44	56	81
COMPLETELY/MOSTLY AGREE	108	30	18	42	18	15	9	14	21	7	11	10	21	16	19	26	47
	51%	48%	41%	67%	45%	54%	58%	55%	65%	43%	42%	52%	43%	50%	59%	48%	51%
COMPLETELY/MOSTLY DISAGREE	96	30	23	19	21	12	7	11	12	7	14	7	26	16	13	26	41
	45%	47%	54%	31%	53%	42%	42%	43%	35%	45%	53%	37%	55%	48%	41%	49%	44%
Completely agree	91	22	17	37	16	13	9	13	18	5	9	8	17	12	15	22	43
	43%	34%	39%	58%	39%	46%	56%	48%	53%	30%	35%	46%	35%	36%	47%	40%	46%
Mostly agree	18	9	1	6	3	2	0	2	4	2	2	1	4	5	4	4	5
	8%	14%	2%	9%	6%	8%	2%	6%	12%	14%	8%	7%	8%	14%	13%	8%	5%
Mostly disagree	32	9	10	5	7	5	1	3	4	3	6	-	10	6	1	6	19
	15%	13%	25%	8%	18%	19%	5%	11%	12%	20%	23%	-	21%	19%	4%	11%	20%
Completely disagree	64	21	13	14	14	7	6	8	8	4	8	7	17	10	12	20	22
	30%	33%	29%	23%	35%	23%	37%	32%	23%	25%	30%	37%	34%	29%	37%	38%	23%
DNR – Don't know/Refused	7	4	2	1	1	1	-	1	-	2	1	2	1	1	-	2	5
	4%	6%	5%	2%	2%	4%	-	2%	-	11%	5%	10%	2%	2%	-	3%	5%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	401 100	188 100	213 100	77 100	83 100	103 100	137 100	281 100	20 100	67 100	9 100	24 100
COMPLETELY/MOSTLY AGREE	254 63%	121 64%	133 63%	52 67%	59 70%	69 67%	75 54%	180 64%	8 40%	41 61%	7 76%	18 74%
COMPLETELY/MOSTLY DISAGREE	135 34%	60 32%	76 36%	22 28%	23 27%	32 31%	59 43%	93 33%	9 46%	25 36%	2 24%	6 26%
Completely agree	197 49%	97 51%	100 47%	37 48%	49 58%	56 55%	55 40%	141 50%	6 30%	31 47%	6 67%	13 53%
Mostly agree	57 14%	24 13%	33 16%	15 19%	10 12%	12 12%	20 15%	40 14%	2 10%	10 14%	1 9%	5 21%
Mostly disagree	62 16%	28 15%	34 16%	15 19%	13 15%	8 7%	27 20%	36 13%	5 26%	13 19%	2 24%	6 26%
Completely disagree	73 18%	32 17%	42 20%	7 9%	10 12%	25 24%	32 23%	57 20%	4 20%	12 18%	-	-
DNR – Don't know/Refused	12 3%	8 4%	4 2%	4 5%	2 2%	2 2%	4 3%	7 3%	3 14%	2 3%	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	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	401 100	263 100	138 100	172 100	108 100	91 100	30 100	146 100	145 100	110 100	203 100	179 100	95 100	75 100	198 100
COMPLETELY/MOSTLY AGREE	254 63%	174 66%	80 58%	120 70%	60 56%	54 59%	20 67%	107 73%	97 67%	50 45%	180 89%	59 33%	66 69%	51 68%	120 61%
COMPLETELY/MOSTLY DISAGREE	135 34%	83 31%	53 38%	49 28%	45 41%	34 38%	8 27%	36 25%	44 30%	55 50%	20 10%	112 62%	28 30%	20 27%	74 37%
Completely agree	197 49%	134 51%	63 45%	94 54%	47 43%	41 45%	16 53%	93 64%	70 49%	33 30%	158 78%	27 15%	49 51%	38 51%	97 49%
Mostly agree	57 14%	39 15%	18 13%	26 15%	13 12%	13 14%	4 15%	14 9%	26 18%	17 15%	22 11%	31 17%	17 18%	13 17%	23 12%
Mostly disagree	62 16%	38 14%	24 18%	19 11%	17 16%	19 21%	7 24%	16 11%	22 16%	24 21%	11 5%	50 28%	12 12%	8 11%	36 18%
Completely disagree	73 18%	45 17%	28 21%	30 17%	27 25%	15 16%	1 3%	20 14%	21 15%	32 29%	9 5%	62 34%	16 17%	11 15%	37 19%
DNR – Don't know/Refused	12 3%	7 3%	5 4%	4 2%	3 3%	3 3%	2 5%	3 2%	4 3%	5 4%	3 1%	8 5%	1 1%	4 6%	4 2%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	State						Swing			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	401 100	401 100	-	-	-	-	-	25 100	8 100	20 100	268 100	63 100	38 100	8 100	19 100	19 100	1 100			
COMPLETELY/MOSTLY AGREE	254 63%	254 63%	-	-	-	-	-	19 77%	3 37%	19 97%	159 59%	47 75%	26 69%	8 100%	16 87%	8 43%	-			
COMPLETELY/MOSTLY DISAGREE	135 34%	135 34%	-	-	-	-	-	5 21%	5 63%	1 3%	102 38%	14 23%	10 26%	-	3 13%	8 42%	1 100%			
Completely agree	197 49%	197 49%	-	-	-	-	-	14 54%	3 37%	13 64%	120 45%	38 61%	21 56%	6 77%	13 67%	5 26%	-			
Mostly agree	57 14%	57 14%	-	-	-	-	-	6 23%	-	7 33%	39 15%	9 15%	5 13%	2 23%	4 20%	3 17%	-			
Mostly disagree	62 16%	62 16%	-	-	-	-	-	2 9%	3 45%	1 3%	40 15%	10 16%	7 19%	-	3 13%	3 15%	-			
Completely disagree	73 18%	73 18%	-	-	-	-	-	3 12%	1 17%	-	63 23%	5 7%	2 6%	-	-	5 27%	1 100%			
DNR – Don't know/Refused	12 3%	12 3%	-	-	-	-	-	1 3%	-	-	7 2%	1 2%	2 5%	-	-	3 14%	-			

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	401	107	100	107	74	47	29	52	61	31	55	51	76	55	70	111	165
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
COMPLETELY/MOSTLY AGREE	254	74	56	72	43	30	18	35	37	21	40	34	38	34	44	67	108
	63%	69%	57%	67%	58%	65%	65%	67%	60%	69%	73%	66%	50%	61%	63%	61%	66%
COMPLETELY/MOSTLY DISAGREE	135	33	41	30	29	14	10	15	21	8	13	17	37	17	25	40	54
	34%	31%	41%	28%	39%	29%	34%	28%	35%	27%	24%	34%	49%	31%	35%	36%	33%
Completely agree	197	55	43	62	31	25	15	30	27	12	34	26	27	25	37	48	86
	49%	51%	43%	58%	41%	53%	53%	57%	45%	40%	61%	52%	36%	45%	53%	44%	52%
Mostly agree	57	19	13	10	13	6	3	5	9	9	7	7	10	9	7	19	22
	14%	18%	13%	9%	17%	13%	12%	10%	15%	29%	12%	14%	14%	16%	10%	17%	13%
Mostly disagree	62	15	19	13	14	8	4	3	13	7	9	5	14	6	12	20	24
	16%	14%	19%	12%	19%	17%	14%	6%	21%	23%	16%	9%	18%	12%	17%	18%	15%
Completely disagree	73	18	22	17	14	6	5	12	8	1	4	13	23	11	13	20	30
	18%	17%	22%	16%	19%	12%	19%	23%	14%	4%	8%	25%	31%	20%	18%	18%	18%
DNR – Don't know/Refused	12	0	2	6	3	3	1	2	3	1	2	-	1	4	1	3	3
	3%	%	2%	5%	3%	6%	2%	4%	4%	3%	3%		1%	8%	2%	3%	2%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	189	85	105	33	42	59	56	139	4	24	6	17
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	94	95	35	44	59	51	133	4	29	5	18
COMPLETELY/MOSTLY AGREE	94	45	49	13	21	32	28	69	1	11	2	11
	50%	54%	47%	40%	52%	54%	50%	49%	27%	48%	37%	67%
COMPLETELY/MOSTLY DISAGREE	82	34	48	17	16	24	25	59	3	11	4	5
	43%	40%	46%	51%	39%	41%	44%	43%	73%	45%	63%	32%
Completely agree	68	32	36	9	16	25	18	47	-	10	1	9
	36%	37%	34%	26%	38%	42%	33%	34%	-	42%	21%	53%
Mostly agree	27	14	13	4	6	7	10	21	1	1	1	2
	14%	16%	12%	13%	14%	12%	17%	15%	27%	5%	16%	14%
Mostly disagree	25	8	17	9	6	2	8	13	2	3	3	5
	13%	10%	16%	28%	13%	4%	15%	9%	52%	14%	49%	27%
Completely disagree	57	26	31	7	11	22	16	47	1	8	1	1
	30%	30%	30%	23%	26%	37%	29%	34%	22%	32%	14%	5%
DNR – Don't know/Refused	13	5	8	3	4	2	3	11	-	2	-	0
	7%	6%	7%	9%	9%	4%	6%	8%	-	7%	-	2%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	189	125	64	86	53	39	11	74	72	43	103	78	38	34	100
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	126	63	84	49	42	14	72	69	48	107	72	38	35	98
COMPLETELY/MOSTLY AGREE	94	62	32	42	27	20	6	48	32	14	78	12	17	17	51
	50%	50%	50%	49%	50%	51%	50%	65%	44%	33%	76%	15%	45%	51%	51%
COMPLETELY/MOSTLY DISAGREE	82	54	28	36	23	18	5	24	32	27	21	60	19	14	43
	43%	43%	44%	42%	43%	45%	45%	32%	44%	62%	21%	77%	49%	41%	43%
Completely agree	68	49	18	33	15	17	3	37	19	11	62	4	11	13	35
	36%	40%	28%	38%	28%	43%	28%	50%	27%	26%	60%	6%	29%	39%	35%
Mostly agree	27	13	14	10	12	3	2	11	13	3	16	7	6	4	16
	14%	10%	22%	11%	22%	8%	21%	15%	18%	7%	15%	9%	16%	12%	16%
Mostly disagree	25	16	10	6	7	10	3	10	6	9	10	16	6	6	11
	13%	13%	15%	7%	13%	26%	23%	14%	9%	20%	9%	20%	15%	19%	11%
Completely disagree	57	38	18	31	16	8	3	13	25	18	11	44	13	7	31
	30%	31%	29%	36%	30%	19%	22%	18%	35%	42%	11%	57%	34%	22%	31%
DNR – Don't know/Refused	13	9	4	7	4	1	1	2	8	2	4	6	2	3	6
	7%	7%	6%	8%	7%	4%	5%	3%	12%	4%	4%	8%	7%	8%	6%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	189	189	-	-	-	-	-	11	5	14	125	33	16	2	4	3	-			
	100	100	-	-	-	-	-	100	100	100	100	100	100	100	100	100	-			
Unweighted Total	189	189	-	-	-	-	-	12	3	13	125	28	20	2	5	4	-			
COMPLETELY/MOSTLY AGREE	94	94	-	-	-	-	-	8	1	12	61	15	11	2	3	-	-			
	50%	50%	-	-	-	-	-	69%	17%	86%	49%	46%	66%	100%	77%	-	-			
COMPLETELY/MOSTLY DISAGREE	82	82	-	-	-	-	-	1	3	2	58	14	4	-	1	2	-			
	43%	43%	-	-	-	-	-	8%	70%	12%	47%	43%	23%	-	23%	89%	-			
Completely agree	68	68	-	-	-	-	-	1	1	5	39	14	10	2	3	-	-			
	36%	36%	-	-	-	-	-	10%	17%	35%	31%	42%	60%	100%	77%	-	-			
Mostly agree	27	27	-	-	-	-	-	7	-	7	22	1	1	-	-	-	-			
	14%	14%	-	-	-	-	-	59%	-	51%	17%	3%	6%	-	-	-	-			
Mostly disagree	25	25	-	-	-	-	-	-	3	1	19	3	1	-	1	2	-			
	13%	13%	-	-	-	-	-	-	70%	9%	15%	8%	9%	-	23%	64%	-			
Completely disagree	57	57	-	-	-	-	-	1	-	0	39	11	2	-	-	1	-			
	30%	30%	-	-	-	-	-	8%	-	3%	31%	34%	14%	-	-	26%	-			
DNR – Don't know/Refused	13	13	-	-	-	-	-	3	1	0	6	4	2	-	-	0	-			
	7%	7%	-	-	-	-	-	23%	13%	2%	5%	12%	11%	-	-	11%	-			

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	189	43	57	45	34	18	13	26	28	15	29	33	28	23	38	57	72
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	39	51	55	35	23	19	24	28	12	25	35	23	22	46	58	63
COMPLETELY/MOSTLY AGREE	94	25	23	24	16	7	7	16	15	6	14	16	13	11	20	26	37
	50%	59%	40%	55%	46%	41%	55%	61%	55%	38%	50%	49%	45%	49%	53%	46%	51%
COMPLETELY/MOSTLY DISAGREE	82	14	32	20	13	9	6	10	9	8	11	14	15	11	16	26	29
	43%	32%	56%	45%	39%	49%	45%	39%	33%	54%	37%	43%	55%	49%	42%	46%	40%
Completely agree	68	17	19	18	9	5	7	12	8	4	9	13	10	9	19	18	21
	36%	39%	34%	40%	27%	27%	54%	45%	29%	25%	30%	40%	37%	42%	51%	31%	29%
Mostly agree	27	9	3	6	7	2	0	4	7	2	6	3	2	1	1	9	16
	14%	20%	6%	14%	19%	13%	1%	16%	26%	14%	20%	9%	9%	7%	2%	15%	22%
Mostly disagree	25	3	12	3	6	5	1	-	2	4	4	2	6	3	6	8	8
	13%	7%	21%	6%	16%	29%	10%	-	6%	27%	15%	7%	23%	15%	15%	15%	11%
Completely disagree	57	10	20	18	8	4	4	10	8	4	6	12	9	7	11	18	21
	30%	24%	35%	39%	22%	19%	35%	39%	27%	27%	22%	36%	32%	33%	28%	32%	29%
DNR – Don't know/Refused	13	4	2	-	5	2	-	-	3	1	4	2	-	1	2	4	6
	7%	9%	4%	-	15%	11%	-	-	12%	8%	13%	8%	-	3%	4%	8%	9%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	212	104	108	45	42	44	81	142	16	43	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	212	106	106	49	46	45	72	134	19	48	3	8
COMPLETELY/MOSTLY AGREE	103	57	45	19	19	22	44	76	4	16	2	5
	48%	55%	42%	43%	45%	49%	54%	53%	26%	36%	61%	69%
COMPLETELY/MOSTLY DISAGREE	93	42	51	20	18	20	35	57	10	23	1	1
	44%	40%	47%	44%	44%	44%	43%	40%	67%	52%	39%	14%
Completely agree	72	43	28	13	13	18	28	55	2	9	2	4
	34%	42%	26%	29%	30%	40%	34%	39%	11%	20%	61%	52%
Mostly agree	31	14	17	6	6	4	16	21	2	7	-	1
	15%	13%	16%	13%	14%	8%	19%	14%	14%	16%	-	17%
Mostly disagree	25	14	11	6	5	6	8	13	3	10	-	-
	12%	14%	10%	12%	13%	13%	10%	9%	18%	22%	-	-
Completely disagree	68	28	40	14	13	14	27	45	8	13	1	1
	32%	27%	37%	31%	31%	31%	33%	31%	49%	31%	39%	14%
DNR – Don't know/Refused	16	5	12	6	5	3	3	9	1	5	-	1
	8%	5%	11%	14%	11%	7%	3%	6%	7%	11%	-	17%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	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	212	138	73	87	55	51	18	72	72	67	100	101	57	41	98
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	212	134	78	84	50	50	28	79	74	59	104	96	56	38	103
COMPLETELY/MOSTLY AGREE	103	69	34	52	24	17	10	44	36	22	77	18	29	19	51
	48%	50%	46%	60%	43%	33%	55%	62%	50%	33%	77%	18%	52%	47%	52%
COMPLETELY/MOSTLY DISAGREE	93	55	37	27	31	29	7	23	28	42	17	72	26	19	39
	44%	40%	51%	31%	55%	56%	38%	32%	39%	62%	17%	71%	45%	46%	39%
Completely agree	72	49	23	39	17	10	6	34	20	17	67	4	18	15	37
	34%	35%	31%	44%	30%	20%	32%	48%	28%	26%	67%	4%	31%	37%	37%
Mostly agree	31	20	11	13	7	6	4	10	16	5	10	14	12	4	14
	15%	14%	15%	16%	13%	12%	23%	14%	22%	8%	10%	14%	21%	9%	15%
Mostly disagree	25	19	6	8	5	11	1	3	12	10	5	18	8	4	9
	12%	14%	8%	9%	8%	22%	7%	5%	16%	15%	5%	18%	14%	11%	9%
Completely disagree	68	36	32	19	26	18	6	20	16	32	12	54	18	15	30
	32%	26%	43%	21%	47%	34%	31%	27%	23%	47%	12%	54%	31%	35%	30%
DNR – Don't know/Refused	16	14	2	8	1	6	1	5	8	3	6	11	2	3	8
	8%	10%	3%	9%	2%	12%	7%	6%	11%	5%	6%	11%	3%	7%	8%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	State						Swing			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	212	212	-	-	-	-	-	14	3	6	142	30	22	6	15	16	1			
	100	100	-	-	-	-	-	100	100	100	100	100	100	100	100	100	100			
Unweighted Total	212	212	-	-	-	-	-	18	2	7	144	24	28	7	17	11	1			
COMPLETELY/MOSTLY AGREE	103 48%	103 48%	-	-	-	-	-	9 63%	-	5 77%	65 45%	20 69%	8 37%	4 65%	8 53%	7 44%	-			
COMPLETELY/MOSTLY DISAGREE	93 44%	93 44%	-	-	-	-	-	4 25%	3 100%	0 5%	68 48%	8 25%	10 45%	1 12%	4 26%	8 47%	1 100%			
Completely agree	72 34%	72 34%	-	-	-	-	-	1 9%	-	2 33%	45 32%	15 51%	4 17%	2 38%	5 35%	2 12%	-			
Mostly agree	31 15%	31 15%	-	-	-	-	-	8 54%	-	3 43%	20 14%	5 18%	4 20%	2 27%	3 18%	5 32%	-			
Mostly disagree	25 12%	25 12%	-	-	-	-	-	2 13%	3 100%	0 5%	17 12%	3 10%	3 16%	-	2 15%	1 9%	1 100%			
Completely disagree	68 32%	68 32%	-	-	-	-	-	2 12%	-	-	51 36%	5 15%	6 29%	1 12%	2 10%	6 38%	-			
DNR – Don't know/Refused	16 8%	16 8%	-	-	-	-	-	2 12%	-	1 18%	10 7%	2 6%	4 18%	1 23%	3 22%	2 9%	-			

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	212	64	43	62	40	29	16	26	33	16	26	18	48	33	32	54	93
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	212	66	38	60	44	31	18	27	30	18	28	18	42	31	44	56	81
COMPLETELY/MOSTLY AGREE	103	28	18	42	15	14	8	13	23	5	11	9	21	11	17	26	49
	48%	43%	41%	67%	38%	50%	50%	48%	69%	30%	42%	49%	43%	34%	52%	48%	53%
COMPLETELY/MOSTLY DISAGREE	93	29	21	19	22	13	7	13	9	7	12	7	26	18	14	26	35
	44%	46%	48%	30%	55%	45%	41%	49%	28%	42%	46%	37%	54%	56%	43%	48%	38%
Completely agree	72	17	11	33	10	9	7	11	16	4	5	7	12	7	12	19	34
	34%	26%	26%	53%	25%	32%	47%	41%	49%	24%	20%	40%	24%	20%	37%	35%	37%
Mostly agree	31	11	6	9	5	5	0	2	7	1	5	2	9	4	5	7	15
	15%	17%	15%	14%	13%	17%	3%	7%	20%	6%	21%	9%	19%	14%	15%	13%	16%
Mostly disagree	25	8	3	5	8	4	3	5	3	2	3	1	6	8	1	6	9
	12%	12%	7%	7%	21%	13%	17%	18%	8%	10%	11%	5%	11%	25%	5%	11%	10%
Completely disagree	68	21	17	14	14	9	4	8	7	5	9	6	20	10	12	20	26
	32%	34%	41%	22%	34%	32%	25%	31%	20%	31%	36%	32%	42%	31%	38%	36%	28%
DNR – Don't know/Refused	16	7	5	2	3	2	1	1	1	5	3	2	1	3	2	2	9
	8%	11%	11%	3%	7%	5%	9%	3%	3%	28%	12%	14%	3%	10%	6%	4%	10%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	401	188	213	77	83	103	137	281	20	67	9	24
	100	100	100	100	100	100	100	100	100	100	100	100
COMPLETELY/MOSTLY AGREE	201	98	103	39	43	63	55	145	3	30	5	18
	50%	52%	48%	51%	52%	61%	40%	52%	16%	44%	55%	74%
COMPLETELY/MOSTLY DISAGREE	179	81	98	37	34	34	74	120	16	33	4	6
	45%	43%	46%	47%	41%	33%	54%	43%	78%	49%	45%	25%
Completely agree	155	78	77	23	34	54	44	112	2	25	5	11
	39%	42%	36%	29%	40%	53%	32%	40%	9%	37%	55%	44%
Mostly agree	46	20	26	17	9	9	11	32	1	5	-	7
	11%	11%	12%	21%	11%	9%	8%	12%	7%	7%		30%
Mostly disagree	53	22	30	11	13	6	23	36	6	7	3	1
	13%	12%	14%	15%	15%	6%	17%	13%	29%	11%	31%	4%
Completely disagree	126	59	67	25	21	28	51	85	10	26	1	5
	32%	31%	32%	33%	26%	28%	38%	30%	49%	38%	15%	21%
DNR – Don't know/Refused	21	9	12	2	6	6	7	16	1	4	-	0
	5%	5%	6%	2%	8%	6%	5%	6%	6%	6%		1%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	401 100	263 100	138 100	172 100	108 100	91 100	30 100	146 100	145 100	110 100	203 100	179 100	95 100	75 100	198 100
COMPLETELY/MOSTLY AGREE	201 50%	137 52%	64 46%	92 54%	53 49%	44 49%	12 39%	102 70%	65 45%	33 30%	162 80%	27 15%	48 51%	43 58%	95 48%
COMPLETELY/MOSTLY DISAGREE	179 45%	114 43%	65 47%	71 41%	49 45%	43 47%	16 56%	40 28%	69 47%	70 64%	34 17%	139 78%	45 47%	30 40%	86 44%
Completely agree	155 39%	104 39%	51 37%	73 42%	40 37%	31 34%	12 39%	84 57%	46 32%	25 23%	137 68%	9 5%	39 41%	32 43%	72 37%
Mostly agree	46 11%	33 12%	13 9%	20 11%	13 12%	13 15%	-	18 12%	19 13%	8 8%	25 12%	17 10%	9 9%	11 14%	23 12%
Mostly disagree	53 13%	33 13%	19 14%	20 12%	15 14%	13 14%	4 14%	10 7%	25 18%	17 15%	7 3%	43 24%	10 11%	5 7%	30 15%
Completely disagree	126 32%	81 31%	46 33%	51 30%	34 31%	30 33%	12 41%	30 21%	43 30%	53 48%	27 13%	96 53%	35 36%	25 33%	57 29%
DNR – Don't know/Refused	21 5%	13 5%	9 6%	9 5%	7 6%	4 4%	2 5%	4 2%	11 7%	7 6%	7 3%	13 8%	2 2%	1 2%	16 8%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	401	401	-	-	-	-	-	25	8	20	268	63	38	8	19	19	1			
	100	100						100	100	100	100	100	100	100	100	100	100			
COMPLETELY/MOSTLY AGREE	201	201	-	-	-	-	-	16	6	16	129	33	20	5	8	4	-			
	50%	50%						64%	74%	80%	48%	53%	52%	57%	43%	24%				
COMPLETELY/MOSTLY DISAGREE	179	179	-	-	-	-	-	8	1	3	126	24	17	2	9	13	1			
	45%	45%						30%	18%	14%	47%	38%	44%	25%	49%	70%	100%			
Completely agree	155	155	-	-	-	-	-	9	2	14	96	27	16	4	7	4	-			
	39%	39%						35%	29%	69%	36%	43%	42%	48%	39%	19%				
Mostly agree	46	46	-	-	-	-	-	7	3	2	33	6	4	1	1	1	-			
	11%	11%						29%	45%	11%	12%	9%	10%	9%	4%	5%				
Mostly disagree	53	53	-	-	-	-	-	3	-	1	39	4	5	1	3	5	1			
	13%	13%						11%		6%	15%	7%	14%	9%	14%	27%	100%			
Completely disagree	126	126	-	-	-	-	-	5	1	2	87	19	11	1	7	8	-			
	32%	32%						19%	18%	8%	32%	31%	30%	16%	35%	43%				
DNR – Don't know/Refused	21	21	-	-	-	-	-	2	1	1	12	6	2	1	1	1	-			
	5%	5%						6%	8%	6%	5%	10%	5%	18%	8%	6%				

Echelon Insights
Focus 2024 Survey
N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	401	107	100	107	74	47	29	52	61	31	55	51	76	55	70	111	165
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
COMPLETELY/MOSTLY AGREE	201	54	46	60	33	25	15	31	27	14	28	33	28	27	35	51	88
	50%	51%	46%	56%	44%	54%	53%	59%	45%	45%	51%	64%	37%	48%	50%	46%	54%
COMPLETELY/MOSTLY DISAGREE	179	45	49	41	39	21	12	20	29	16	22	14	45	26	34	56	64
	45%	42%	49%	38%	52%	44%	41%	38%	48%	52%	40%	28%	60%	46%	48%	51%	39%
Completely agree	155	42	34	52	22	16	12	28	23	7	22	27	22	21	33	38	64
	39%	39%	34%	48%	30%	35%	41%	53%	37%	21%	40%	52%	28%	38%	46%	34%	39%
Mostly agree	46	12	12	9	10	9	3	3	5	7	6	6	6	6	2	13	25
	11%	12%	12%	8%	14%	20%	12%	5%	8%	24%	11%	12%	8%	11%	4%	11%	15%
Mostly disagree	53	17	12	11	10	5	4	3	10	6	8	3	13	5	10	17	20
	13%	16%	13%	11%	14%	12%	15%	5%	16%	19%	15%	6%	17%	10%	15%	15%	12%
Completely disagree	126	28	36	30	28	15	8	17	19	10	14	11	32	20	24	39	43
	32%	26%	36%	28%	38%	33%	27%	33%	31%	32%	25%	22%	42%	37%	34%	35%	26%
DNR – Don't know/Refused	21	7	5	5	3	1	2	2	5	1	5	4	3	3	1	4	13
	5%	7%	5%	5%	4%	2%	6%	3%	8%	3%	8%	8%	4%	5%	2%	4%	8%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	189	85	105	33	42	59	56	139	4	24	6	17
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	94	95	35	44	59	51	133	4	29	5	18
COMPLETELY/MOSTLY AGREE	105	46	59	16	22	39	28	78	1	15	3	8
	55%	55%	56%	49%	52%	66%	50%	57%	27%	62%	51%	46%
COMPLETELY/MOSTLY DISAGREE	76	32	43	13	20	19	24	56	3	9	3	4
	40%	38%	42%	40%	48%	33%	42%	40%	73%	38%	49%	26%
Completely agree	85	38	48	11	18	33	24	62	1	12	3	7
	45%	45%	45%	32%	43%	56%	43%	45%	27%	52%	51%	40%
Mostly agree	20	8	11	5	4	6	4	16	-	2	-	1
	10%	10%	11%	16%	9%	10%	8%	12%	-	10%	-	7%
Mostly disagree	22	9	13	6	4	6	6	16	2	2	-	1
	12%	11%	13%	19%	9%	10%	11%	12%	52%	10%	-	8%
Completely disagree	53	23	30	7	16	13	17	40	1	7	3	3
	28%	27%	29%	20%	39%	22%	31%	29%	22%	28%	49%	19%
DNR – Don't know/Refused	9	6	2	4	-	1	4	4	-	-	-	5
	5%	8%	2%	12%	-	1%	7%	3%	-	-	-	27%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	189	125	64	86	53	39	11	74	72	43	103	78	38	34	100
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	126	63	84	49	42	14	72	69	48	107	72	38	35	98
COMPLETELY/MOSTLY AGREE	105	70	35	50	28	20	7	51	38	16	80	19	21	15	58
	55%	56%	54%	59%	53%	50%	62%	70%	52%	36%	78%	24%	55%	44%	58%
COMPLETELY/MOSTLY DISAGREE	76	48	28	33	23	15	4	16	34	26	17	56	17	15	37
	40%	38%	43%	38%	44%	38%	38%	22%	47%	59%	17%	72%	45%	46%	37%
Completely agree	85	59	26	43	19	17	7	43	28	15	67	13	17	13	46
	45%	48%	40%	50%	37%	42%	57%	58%	38%	34%	65%	16%	46%	37%	46%
Mostly agree	20	11	9	8	9	3	1	8	10	1	13	6	4	2	12
	10%	8%	14%	9%	16%	8%	5%	11%	14%	2%	12%	8%	9%	7%	12%
Mostly disagree	22	17	6	12	5	5	1	2	12	9	4	17	7	6	7
	12%	13%	9%	14%	9%	13%	7%	2%	16%	20%	4%	22%	17%	18%	7%
Completely disagree	53	31	22	21	18	10	4	14	22	17	13	39	11	9	29
	28%	25%	34%	25%	35%	25%	31%	19%	31%	39%	13%	50%	28%	27%	29%
DNR – Don't know/Refused	9	7	2	2	2	5	-	7	0	2	6	3	-	3	5
	5%	6%	3%	3%	3%	12%	-	9%	1%	4%	6%	4%	-	10%	5%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	189	189	-	-	-	-	-	11	5	14	125	33	16	2	4	3	-			
	100	100	-	-	-	-	-	100	100	100	100	100	100	100	100	100	-			
Unweighted Total	189	189	-	-	-	-	-	12	3	13	125	28	20	2	5	4	-			
COMPLETELY/MOSTLY AGREE	105	105	-	-	-	-	-	9	1	11	68	19	9	1	1	1	-			
	55%	55%	-	-	-	-	-	84%	17%	80%	54%	59%	53%	39%	30%	42%	-			
COMPLETELY/MOSTLY DISAGREE	76	76	-	-	-	-	-	2	1	3	49	14	7	-	2	2	-			
	40%	40%	-	-	-	-	-	16%	13%	20%	39%	41%	44%	40%	58%	-				
Completely agree	85	85	-	-	-	-	-	8	1	6	55	14	9	1	1	1	-			
	45%	45%	-	-	-	-	-	69%	17%	41%	44%	44%	53%	39%	19%	42%	-			
Mostly agree	20	20	-	-	-	-	-	2	-	6	13	5	-	-	0	-	-			
	10%	10%	-	-	-	-	-	14%	-	39%	10%	15%	-	11%	-	-	-			
Mostly disagree	22	22	-	-	-	-	-	1	1	2	13	3	4	-	-	1	-			
	12%	12%	-	-	-	-	-	8%	13%	11%	10%	10%	26%	-	33%	-	-			
Completely disagree	53	53	-	-	-	-	-	1	-	1	37	10	3	-	2	1	-			
	28%	28%	-	-	-	-	-	8%	-	9%	29%	31%	19%	40%	26%	-	-			
DNR – Don't know/Refused	9	9	-	-	-	-	-	-	3	-	8	-	0	1	1	-	-			
	5%	5%	-	-	-	-	-	-	70%	-	7%	-	2%	61%	30%	-	-			

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	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	189	43	57	45	34	18	13	26	28	15	29	33	28	23	38	57	72
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	189	39	51	55	35	23	19	24	28	12	25	35	23	22	46	58	63
COMPLETELY/MOSTLY AGREE	105	29	27	24	17	8	6	15	17	8	16	24	11	12	19	29	45
	55%	67%	48%	54%	50%	44%	49%	57%	61%	54%	54%	73%	40%	51%	49%	52%	63%
COMPLETELY/MOSTLY DISAGREE	76	14	27	20	12	6	7	11	8	7	13	8	15	11	18	25	22
	40%	33%	48%	44%	35%	35%	51%	43%	30%	46%	46%	25%	54%	49%	47%	44%	30%
Completely agree	85	21	24	19	13	5	6	13	14	5	12	20	10	11	16	26	32
	45%	50%	42%	43%	39%	29%	44%	49%	51%	36%	43%	61%	35%	49%	43%	46%	44%
Mostly agree	20	8	3	5	4	3	1	2	3	3	3	4	1	1	2	3	13
	10%	18%	5%	10%	11%	15%	5%	8%	10%	18%	11%	12%	5%	2%	6%	6%	19%
Mostly disagree	22	2	9	4	5	3	1	3	2	3	3	3	4	6	2	8	5
	12%	5%	16%	10%	14%	17%	5%	13%	8%	22%	11%	8%	14%	28%	6%	15%	8%
Completely disagree	53	12	18	15	7	3	6	8	6	3	10	5	11	5	16	17	16
	28%	28%	32%	34%	21%	17%	47%	30%	22%	24%	35%	16%	40%	20%	41%	30%	22%
DNR – Don't know/Refused	9	-	2	1	5	4	-	-	3	-	-	1	2	-	2	2	5
	5%		4%	3%	15%	21%			9%			2%	6%		4%	4%	7%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	212	104	108	45	42	44	81	142	16	43	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	212	106	106	49	46	45	72	134	19	48	3	8
COMPLETELY/MOSTLY AGREE	114	58	56	16	23	28	46	88	4	16	1	5
	54%	56%	52%	36%	55%	64%	57%	62%	28%	37%	28%	63%
COMPLETELY/MOSTLY DISAGREE	90	46	44	28	17	16	28	50	10	25	2	3
	43%	44%	41%	64%	41%	36%	35%	35%	62%	58%	72%	37%
Completely agree	88	47	41	13	17	27	31	70	3	11	1	4
	42%	46%	38%	29%	42%	61%	38%	49%	16%	24%	28%	61%
Mostly agree	25	10	15	3	6	1	15	18	2	5	-	0
	12%	10%	14%	8%	14%	2%	19%	12%	12%	13%	-	2%
Mostly disagree	29	14	15	8	4	6	11	15	4	10	1	1
	14%	14%	14%	18%	10%	14%	14%	10%	24%	22%	33%	7%
Completely disagree	61	32	29	20	13	10	17	36	6	15	1	2
	29%	31%	27%	46%	32%	22%	21%	25%	39%	36%	39%	30%
DNR – Don't know/Refused	8	-	8	-	1	-	7	4	1	2	-	-
	4%	-	7%	-	3%	-	8%	3%	9%	5%	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	212	138	73	87	55	51	18	72	72	67	100	101	57	41	98
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	212	134	78	84	50	50	28	79	74	59	104	96	56	38	103
COMPLETELY/MOSTLY AGREE	114	77	37	56	31	21	5	48	39	27	83	27	33	24	51
	54%	56%	50%	65%	57%	40%	30%	66%	54%	39%	83%	26%	57%	58%	52%
COMPLETELY/MOSTLY DISAGREE	90	54	36	26	24	28	12	24	29	37	14	69	21	16	45
	43%	39%	49%	30%	43%	54%	65%	34%	40%	55%	14%	68%	37%	40%	45%
Completely agree	88	64	25	49	21	15	4	44	27	18	72	15	23	16	44
	42%	46%	34%	57%	37%	28%	22%	61%	37%	27%	72%	15%	41%	38%	45%
Mostly agree	25	13	12	7	11	6	1	4	13	8	11	11	9	8	7
	12%	9%	16%	8%	19%	12%	8%	6%	17%	12%	11%	11%	16%	20%	7%
Mostly disagree	29	17	12	7	7	10	5	8	13	8	7	21	7	3	15
	14%	12%	17%	8%	13%	19%	29%	12%	18%	12%	7%	20%	11%	6%	15%
Completely disagree	61	37	23	19	17	18	7	16	16	29	6	48	14	14	29
	29%	27%	32%	22%	30%	36%	37%	22%	22%	43%	6%	48%	25%	33%	30%
DNR – Don't know/Refused	8	7	1	4	-	3	1	-	4	4	3	5	3	1	2
	4%	5%	1%	5%		6%	5%		6%	6%	3%	5%	6%	2%	2%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	212	212	-	-	-	-	-	14	3	6	142	30	22	6	15	16	1
	100	100						100	100	100	100	100	100	100	100	100	100
Unweighted Total	212	212	-	-	-	-	-	18	2	7	144	24	28	7	17	11	1
COMPLETELY/MOSTLY AGREE	114	114	-	-	-	-	-	6	-	5	75	14	12	2	5	7	-
	54%	54%						40%		89%	53%	48%	56%	27%	32%	42%	
COMPLETELY/MOSTLY DISAGREE	90	90	-	-	-	-	-	8	3	1	59	16	10	3	9	8	1
	43%	43%						60%	100%	11%	42%	52%	44%	50%	58%	49%	100%
Completely agree	88	88	-	-	-	-	-	2	-	4	61	7	9	1	4	3	-
	42%	42%						16%		67%	43%	23%	42%	15%	27%	16%	
Mostly agree	25	25	-	-	-	-	-	3	-	1	14	8	3	1	1	4	-
	12%	12%						24%		22%	10%	25%	13%	12%	5%	26%	
Mostly disagree	29	29	-	-	-	-	-	3	1	0	16	8	3	2	2	4	1
	14%	14%						19%	49%	6%	11%	26%	12%	30%	12%	26%	100%
Completely disagree	61	61	-	-	-	-	-	6	1	0	43	8	7	1	7	4	-
	29%	29%						42%	51%	5%	30%	25%	32%	20%	46%	23%	
DNR – Don't know/Refused	8	8	-	-	-	-	-	-	-	-	8	-	-	1	1	1	-
	4%	4%									6%			23%	9%	9%	

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	212	64	43	62	40	29	16	26	33	16	26	18	48	33	32	54	93
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	212	66	38	60	44	31	18	27	30	18	28	18	42	31	44	56	81
COMPLETELY/MOSTLY AGREE	114	35	21	42	16	12	8	17	21	4	15	12	25	15	19	28	51
	54%	55%	48%	67%	39%	42%	49%	63%	64%	26%	59%	64%	52%	45%	60%	52%	55%
COMPLETELY/MOSTLY DISAGREE	90	25	18	21	24	16	8	10	12	12	9	6	17	17	13	23	38
	43%	39%	42%	33%	61%	58%	51%	37%	36%	74%	35%	36%	34%	52%	40%	42%	41%
Completely agree	88	27	14	33	14	10	8	16	13	3	10	11	18	13	17	22	37
	42%	42%	33%	53%	35%	36%	49%	62%	39%	16%	37%	61%	38%	39%	52%	40%	40%
Mostly agree	25	8	7	9	2	2	-	0	8	2	6	1	7	2	3	6	14
	12%	13%	15%	14%	4%	6%		1%	25%	10%	22%	4%	14%	7%	8%	12%	15%
Mostly disagree	29	8	7	6	7	3	1	5	5	5	3	2	6	7	4	8	11
	14%	13%	16%	10%	18%	11%	9%	18%	16%	30%	10%	9%	12%	21%	12%	14%	12%
Completely disagree	61	17	11	14	17	13	7	5	7	7	6	5	11	10	9	15	26
	29%	26%	26%	23%	43%	47%	42%	19%	20%	44%	25%	27%	22%	31%	28%	28%	28%
DNR – Don't know/Refused	8	4	4	-	-	-	-	-	-	-	1	-	7	1	-	3	4
	4%	6%	10%								6%		14%	3%	6%	6%	4%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	401	188	213	77	83	103	137	281	20	67	9	24
	100	100	100	100	100	100	100	100	100	100	100	100
COMPLETELY/MOSTLY AGREE	248	126	122	50	52	62	84	176	6	42	4	19
	62%	67%	57%	64%	63%	60%	61%	63%	31%	63%	46%	78%
COMPLETELY/MOSTLY DISAGREE	130	55	75	24	28	35	43	94	11	20	1	4
	32%	29%	35%	31%	33%	34%	32%	33%	55%	29%	15%	16%
Completely agree	179	94	85	34	40	53	53	128	3	31	4	13
	45%	50%	40%	43%	48%	51%	39%	46%	13%	46%	46%	56%
Mostly agree	68	32	37	16	12	9	31	49	4	11	-	5
	17%	17%	17%	21%	15%	9%	22%	17%	18%	16%		22%
Mostly disagree	50	18	32	15	13	10	12	35	3	9	1	1
	12%	10%	15%	19%	15%	10%	9%	13%	16%	13%	15%	4%
Completely disagree	80	37	43	10	15	24	31	58	8	11	-	3
	20%	20%	20%	12%	18%	24%	23%	21%	39%	17%		11%
DNR – Don't know/Refused	24	8	16	4	3	6	10	11	3	5	4	1
	6%	4%	7%	5%	4%	6%	7%	4%	14%	8%	40%	6%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	401	263	138	172	108	91	30	146	145	110	203	179	95	75	198
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
COMPLETELY/MOSTLY AGREE	248	171	76	113	63	58	13	108	87	53	174	58	62	44	123
	62%	65%	55%	66%	58%	64%	44%	74%	60%	48%	86%	33%	65%	59%	62%
COMPLETELY/MOSTLY DISAGREE	130	77	53	54	39	23	13	27	51	51	16	110	28	25	67
	32%	29%	38%	32%	36%	25%	45%	18%	36%	47%	8%	62%	29%	33%	34%
Completely agree	179	131	48	88	39	42	9	92	49	38	147	24	46	36	87
	45%	50%	35%	51%	36%	47%	30%	63%	34%	35%	73%	14%	48%	48%	44%
Mostly agree	68	40	28	25	24	16	4	17	37	14	27	34	17	8	36
	17%	15%	20%	14%	22%	17%	14%	12%	26%	13%	13%	19%	17%	11%	18%
Mostly disagree	50	31	18	20	16	11	3	9	25	15	7	42	13	9	23
	12%	12%	13%	11%	14%	13%	9%	6%	17%	14%	4%	24%	13%	12%	12%
Completely disagree	80	46	34	35	24	11	10	18	26	36	9	68	15	15	44
	20%	17%	25%	20%	22%	12%	35%	12%	18%	33%	5%	38%	16%	21%	22%
DNR – Don' t know/Refused	24	15	9	5	6	10	3	11	7	6	13	10	5	6	8
	6%	6%	6%	3%	5%	11%	11%	7%	5%	6%	6%	6%	5%	8%	4%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	401 100	401 100	-	-	-	-	-	25 100	8 100	20 100	268 100	63 100	38 100	8 100	19 100	19 100	1 100			
COMPLETELY/MOSTLY AGREE	248 62%	248 62%	-	-	-	-	-	20 80%	7 92%	19 97%	157 59%	40 64%	30 78%	7 84%	10 51%	11 60%	1 100%			
COMPLETELY/MOSTLY DISAGREE	130 32%	130 32%	-	-	-	-	-	4 17%	-	0 2%	92 35%	20 33%	7 19%	1 16%	8 43%	6 32%	-			
Completely agree	179 45%	179 45%	-	-	-	-	-	12 48%	5 63%	14 69%	110 41%	32 51%	21 56%	5 66%	7 35%	7 35%	-			
Mostly agree	68 17%	68 17%	-	-	-	-	-	8 32%	2 29%	6 28%	48 18%	9 14%	8 22%	1 18%	3 16%	5 26%	1 100%			
Mostly disagree	50 12%	50 12%	-	-	-	-	-	1 4%	-	-	30 11%	10 17%	4 12%	-	5 27%	2 12%	-			
Completely disagree	80 20%	80 20%	-	-	-	-	-	3 13%	-	0 2%	62 23%	10 16%	3 7%	1 16%	3 16%	4 20%	-			
DNR – Don' t know/Refused	24 6%	24 6%	-	-	-	-	-	1 3%	1 8%	0 1%	18 7%	2 3%	1 4%	-	1 6%	1 8%	-			

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	401	107	100	107	74	47	29	52	61	31	55	51	76	55	70	111	165
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
COMPLETELY/MOSTLY AGREE	248	64	55	77	44	34	19	34	39	16	33	28	45	34	43	66	105
	62%	60%	55%	72%	58%	72%	66%	65%	64%	51%	61%	55%	59%	61%	62%	60%	63%
COMPLETELY/MOSTLY DISAGREE	130	36	36	25	28	10	10	15	19	14	18	19	24	19	21	36	54
	32%	34%	36%	23%	38%	22%	34%	29%	32%	45%	33%	38%	31%	34%	30%	32%	33%
Completely agree	179	46	38	54	36	25	15	30	25	9	25	23	28	25	31	49	73
	45%	43%	39%	50%	49%	53%	52%	57%	41%	29%	46%	45%	37%	46%	44%	45%	45%
Mostly agree	68	18	16	23	7	9	4	4	14	7	8	5	17	8	12	17	31
	17%	17%	16%	22%	10%	20%	14%	8%	23%	22%	15%	10%	22%	15%	17%	15%	19%
Mostly disagree	50	16	15	5	12	5	5	3	5	10	8	7	7	15	8	9	17
	12%	15%	15%	5%	16%	10%	18%	6%	8%	32%	14%	14%	9%	28%	12%	8%	10%
Completely disagree	80	20	21	20	16	5	5	12	14	4	10	12	17	3	13	27	37
	20%	19%	21%	19%	21%	12%	16%	24%	24%	13%	19%	24%	22%	6%	18%	24%	22%
DNR – Don' t know/Refused	24	7	9	5	3	3	-	3	3	1	3	4	7	3	6	9	6
	6%	6%	9%	5%	4%	6%		5%	4%	4%	6%	7%	10%	5%	9%	8%	4%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	401	188	213	77	83	103	137	281	20	67	9	24
	100	100	100	100	100	100	100	100	100	100	100	100
A TOTAL/MOSTLY A SUCCESS	166	71	95	35	33	34	65	107	16	37	1	6
	41%	38%	45%	45%	39%	33%	48%	38%	79%	54%	15%	24%
A TOTAL/MOSTLY A FAILURE	224	112	112	39	49	67	69	167	3	29	8	18
	56%	60%	53%	51%	58%	65%	50%	59%	15%	43%	85%	74%
A total success	53	30	23	9	8	13	23	31	7	13	-	2
	13%	16%	11%	11%	10%	13%	17%	11%	33%	19%		8%
Mostly a success	114	41	72	26	25	21	42	75	9	24	1	4
	28%	22%	34%	34%	29%	20%	31%	27%	46%	36%	15%	16%
Mostly a failure	35	16	19	13	7	7	9	25	1	5	-	5
	9%	8%	9%	17%	8%	7%	6%	9%	7%	7%		19%
A total failure	189	96	92	26	42	60	60	142	2	24	8	13
	47%	51%	43%	34%	50%	59%	44%	51%	8%	35%	85%	55%
Unsure	11	5	6	3	2	2	3	7	1	2	-	0
	3%	3%	3%	4%	2%	2%	2%	2%	6%	3%		1%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	401	263	138	172	108	91	30	146	145	110	203	179	95	75	198
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A TOTAL/MOSTLY A SUCCESS	166	98	68	55	52	43	17	28	56	82	8	157	36	33	84
	41%	37%	50%	32%	48%	47%	56%	19%	39%	74%	4%	87%	38%	44%	42%
A TOTAL/MOSTLY A FAILURE	224	158	66	114	53	44	13	117	81	26	194	14	56	41	108
	56%	60%	48%	66%	49%	49%	44%	80%	56%	23%	96%	8%	59%	55%	55%
A total success	53	32	21	14	18	18	3	13	10	30	6	47	14	9	24
	13%	12%	15%	8%	16%	20%	11%	9%	7%	27%	3%	26%	15%	12%	12%
Mostly a success	114	66	47	41	34	25	13	15	46	52	3	109	22	24	59
	28%	25%	34%	24%	32%	28%	45%	10%	32%	47%	1%	61%	23%	32%	30%
Mostly a failure	35	23	12	13	11	10	1	15	18	2	19	11	9	5	20
	9%	9%	9%	8%	10%	11%	3%	10%	12%	2%	9%	6%	9%	7%	10%
A total failure	189	135	54	100	42	34	12	102	63	24	175	3	47	36	88
	47%	51%	39%	58%	39%	38%	41%	70%	44%	21%	86%	2%	50%	48%	44%
Unsure	11	7	4	3	4	4	-	1	7	3	1	9	3	0	6
	3%	3%	3%	2%	3%	4%	-	1%	5%	2%	*%	5%	3%	1%	3%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure	
Total	401 100	401 100	-	-	-	-	-	25 100	8 100	20 100	268 100	63 100	38 100	8 100	19 100	19 100	1 100	
A TOTAL/MOSTLY A SUCCESS	166 41%	166 41%	-	-	-	-	-	3 14%	-	1 5%	123 46%	23 36%	13 33%	8 100%	13 71%	13 69%	-	
A TOTAL/MOSTLY A FAILURE	224 56%	224 56%	-	-	-	-	-	20 81%	8 100%	19 94%	137 51%	40 64%	25 66%	-	4 23%	3 17%	1 100%	
A total success	53 13%	53 13%	-	-	-	-	-	-	-	0 2%	45 17%	4 7%	1 4%	7 86%	7 37%	-	-	
Mostly a success	114 28%	114 28%	-	-	-	-	-	3 14%	-	1 3%	77 29%	18 29%	11 29%	1 14%	6 34%	13 69%	-	
Mostly a failure	35 9%	35 9%	-	-	-	-	-	7 26%	4 54%	2 10%	22 8%	7 11%	4 11%	-	4 23%	3 17%	1 100%	
A total failure	189 47%	189 47%	-	-	-	-	-	14 55%	4 46%	17 84%	115 43%	33 53%	21 55%	-	-	-	-	
Unsure	11 3%	11 3%	-	-	-	-	-	1 5%	-	0 1%	8 3%	-	0 1%	-	1 5%	3 14%	-	

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	401	107	100	107	74	47	29	52	61	31	55	51	76	55	70	111	165
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A TOTAL/MOSTLY A SUCCESS	166	44	48	37	34	22	11	16	22	13	21	18	43	25	29	50	62
	41%	41%	48%	34%	45%	46%	40%	30%	37%	43%	39%	35%	56%	45%	41%	45%	38%
A TOTAL/MOSTLY A FAILURE	224	61	49	68	39	23	16	36	37	17	32	31	32	30	42	58	94
	56%	57%	50%	63%	52%	49%	57%	70%	60%	54%	59%	60%	42%	55%	59%	53%	57%
A total success	53	10	10	15	14	7	4	9	9	1	4	4	14	9	9	19	15
	13%	10%	10%	14%	19%	16%	16%	17%	15%	4%	7%	9%	18%	17%	13%	17%	9%
Mostly a success	114	33	38	22	19	14	7	7	13	12	18	14	29	16	20	31	47
	28%	31%	38%	21%	26%	31%	24%	13%	21%	39%	32%	27%	38%	29%	28%	28%	28%
Mostly a failure	35	14	6	9	6	7	1	4	4	7	5	3	5	2	7	6	20
	9%	13%	6%	9%	8%	14%	5%	8%	6%	21%	10%	5%	6%	4%	10%	6%	12%
A total failure	189	47	44	58	33	16	15	32	33	10	27	28	27	28	35	52	74
	47%	44%	44%	54%	44%	34%	52%	62%	54%	33%	49%	55%	36%	51%	49%	47%	45%
Unsure	11	2	2	3	2	2	1	-	2	1	1	2	1	-	-	2	9
	3%	2%	2%	3%	2%	5%	3%	-	3%	3%	2%	5%	1%	-	-	2%	5%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	401	188	213	77	83	103	137	281	20	67	9	24
	100	100	100	100	100	100	100	100	100	100	100	100
Man	188	188	-	47	29	52	61	137	13	27	2	11
	47%	100%		60%	34%	50%	44%	49%	63%	40%	17%	45%
Woman	213	-	213	31	55	51	76	144	7	41	7	13
	53%		100%	40%	66%	50%	56%	51%	37%	60%	83%	55%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	401	263	138	172	108	91	30	146	145	110	203	179	95	75	198
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Man	188	115	74	77	59	37	14	73	72	43	106	72	41	37	97
	47%	44%	53%	45%	55%	41%	48%	50%	50%	39%	52%	40%	43%	50%	49%
Woman	213	149	64	95	49	54	15	73	72	68	97	107	55	38	101
	53%	56%	47%	55%	45%	59%	52%	50%	50%	61%	48%	60%	57%	50%	51%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 Percentage Points

[QGender] What is your gender?

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	401 100	401 100	-	-	-	-	-	25 100	8 100	20 100	268 100	63 100	38 100	8 100	19 100	19 100	1 100
Man	188 47%	188 47%	-	-	-	-	-	11 44%	7 92%	12 59%	121 45%	24 38%	21 56%	5 64%	11 57%	9 46%	1 100%
Woman	213 53%	213 53%	-	-	-	-	-	14 56%	1 8%	8 41%	147 55%	39 62%	17 44%	3 36%	8 43%	10 54%	-
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	401	107	100	107	74	47	29	52	61	31	55	51	76	55	70	111	165
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Man	188	-	-	107	74	47	29	52	61	-	-	-	-	26	36	50	76
	47%			100%	100%	100%	100%	100%	100%					48%	51%	45%	46%
Woman	213	107	100	-	-	-	-	-	-	31	55	51	76	29	34	61	89
	53%	100%	100%							100%	100%	100%	100%	52%	49%	55%	54%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	401	188	213	77	83	103	137	281	20	67	9	24
	100	100	100	100	100	100	100	100	100	100	100	100
White	287	139	148	46	60	80	101	281	-	4	-	2
	71%	74%	70%	59%	72%	78%	74%	100%		6%		9%
Black or African American	20	13	7	5	3	3	8	-	20	-	-	-
	5%	7%	3%	7%	4%	3%	6%		100%			
Hispanic or Latino	67	27	41	21	13	12	21	-	-	67	-	-
	17%	14%	19%	28%	15%	12%	16%			100%		
Asian	11	3	8	4	2	2	3	-	-	1	9	1
	3%	1%	4%	5%	2%	2%	2%			1%	100%	4%
Native American or Alaska Native	1	-	1	-	1	1	-	-	-	-	-	1
	*%		1%		1%	1%						5%
Native Hawaiian or Other Pacific Islander	1	-	1	1	-	-	-	-	-	-	-	1
	*%		1%	1%								5%
Something else	21	10	11	5	6	6	4	-	-	-	-	21
	5%	5%	5%	6%	7%	6%	3%					86%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	401	263	138	172	108	91	30	146	145	110	203	179	95	75	198
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
White	287	176	111	172	108	4	2	109	106	71	147	127	66	52	149
	71%	67%	80%	100%	100%	4%	8%	75%	74%	64%	73%	71%	69%	69%	75%
Black or African American	20	10	10	-	-	10	10	1	7	12	1	18	7	5	7
	5%	4%	7%			11%	34%	1%	5%	11%	1%	10%	7%	6%	4%
Hispanic or Latino	67	55	12	-	-	55	12	16	23	28	28	33	19	16	23
	17%	21%	9%			61%	42%	11%	16%	25%	14%	19%	20%	22%	11%
Asian	11	7	3	-	-	7	3	6	5	-	8	2	2	1	7
	3%	3%	2%			8%	12%	4%	3%		4%	1%	2%	1%	4%
Native American or Alaska Native	1	1	1	-	-	1	1	1	1	-	1	-	-	-	1
	*%	*%	*%			1%	2%	*%	*%		1%				1%
Native Hawaiian or Other Pacific Islander	1	-	1	-	-	-	1	-	-	1	-	1	1	-	-
	*%		1%				4%			1%		1%	1%		
Something else	21	18	3	-	-	18	3	14	6	1	18	3	3	4	13
	5%	7%	2%			20%	9%	9%	4%	1%	9%	2%	3%	5%	6%

Echelon Insights
Focus 2024 Survey
N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 Percentage Points

[QRace] What is your race or ethnicity?

	Total	State						Swing	Swing Voters		Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	401 100	401 100	-	-	-	-	-	25 100	8 100	20 100	268 100	63 100	38 100	8 100	19 100	19 100	1 100
White	287 71%	287 71%	-	-	-	-	-	15 60%	1 8%	18 89%	201 75%	40 64%	22 56%	-	8 43%	5 26%	-
Black or African American	20 5%	20 5%	-	-	-	-	-	1 4%	-	-	17 6%	1 2%	0 1%	2 21%	3 13%	5 28%	1 100%
Hispanic or Latino	67 17%	67 17%	-	-	-	-	-	9 37%	4 46%	2 7%	27 10%	18 28%	14 37%	5 56%	6 34%	8 45%	-
Asian	11 3%	11 3%	-	-	-	-	-	-	-	0 1%	6 2%	1 2%	2 6%	-	-	-	-
Native American or Alaska Native	1 *%	1 *%	-	-	-	-	-	-	-	-	1 *%	1 1%	-	-	-	-	-
Native Hawaiian or Other Pacific Islander	1 *%	1 *%	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-
Something else	21 5%	21 5%	-	-	-	-	-	0 *%	3 45%	1 3%	17 6%	2 3%	0 1%	2 23%	2 10%	0 1%	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	401	107	100	107	74	47	29	52	61	31	55	51	76	55	70	111	165
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
White	287	78	67	84	50	25	21	41	51	20	38	39	50	26	52	82	127
	71%	73%	67%	78%	66%	55%	75%	79%	83%	66%	70%	77%	66%	46%	74%	74%	77%
Black or African American	20	4	3	6	6	4	1	3	5	1	2	1	3	4	4	5	7
	5%	4%	3%	5%	8%	9%	2%	5%	9%	4%	5%	2%	4%	7%	6%	5%	4%
Hispanic or Latino	67	16	22	15	11	11	5	6	5	10	8	6	17	22	10	16	20
	17%	15%	22%	14%	15%	24%	16%	12%	8%	33%	15%	12%	22%	39%	15%	14%	12%
Asian	11	3	5	-	3	3	-	-	-	1	2	2	3	1	1	5	3
	3%	3%	5%		3%	5%				4%	4%	4%	4%	2%	2%	4%	2%
Native American or Alaska Native	1	1	-	-	-	-	-	-	-	-	1	1	-	-	1	1	-
	*%	1%									1%	1%			1%	1%	
Native Hawaiian or Other Pacific Islander	1	-	1	-	-	-	-	-	-	1	-	-	-	-	1	-	-
	*%		1%						4%					2%			
Something else	21	5	6	3	6	4	3	2	-	0	3	4	4	3	3	3	11
	5%	4%	6%	3%	9%	9%	10%	5%		*%	6%	7%	5%	6%	4%	3%	7%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	401	188	213	77	83	103	137	281	20	67	9	24
	100	100	100	100	100	100	100	100	100	100	100	100
High school or less	114	46	68	21	19	28	46	74	5	28	3	4
	28%	24%	32%	27%	22%	27%	34%	26%	24%	42%	31%	19%
Some college	111	47	65	23	22	30	35	76	4	21	2	8
	28%	25%	30%	30%	27%	29%	26%	27%	22%	31%	27%	33%
Associate degree	38	22	16	9	6	10	12	23	1	6	1	7
	9%	11%	8%	12%	8%	10%	9%	8%	4%	9%	10%	30%
Bachelor's degree	89	53	36	16	24	23	26	73	5	9	1	2
	22%	28%	17%	20%	29%	22%	19%	26%	25%	13%	11%	6%
Graduate degree	49	21	29	8	12	11	17	35	5	4	2	3
	12%	11%	13%	11%	14%	11%	13%	13%	25%	6%	21%	12%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	401	263	138	172	108	91	30	146	145	110	203	179	95	75	198
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
High school or less	114	114	-	74	-	40	-	43	38	32	59	53	25	15	55
	28%	43%		43%		44%		30%	27%	29%	29%	30%	26%	20%	28%
Some college	111	111	-	76	-	36	-	39	41	32	61	45	38	21	49
	28%	42%		44%		40%		26%	28%	29%	30%	25%	40%	29%	25%
Associate degree	38	38	-	23	-	15	-	15	16	7	26	7	7	10	18
	9%	14%		13%		16%		10%	11%	6%	13%	4%	8%	14%	9%
Bachelor's degree	89	-	89	-	73	-	16	33	33	23	40	46	16	20	45
	22%		64%		67%		54%	23%	23%	21%	20%	26%	17%	27%	23%
Graduate degree	49	-	49	-	35	-	14	16	17	16	16	28	9	7	31
	12%		36%		33%		46%	11%	12%	15%	8%	16%	9%	10%	16%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 Percentage Points

[QEducation] What is the highest level of education you have completed?

	Total	State						Swing			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	401 100	401 100	-	-	-	-	-	25 100	8 100	20 100	268 100	63 100	38 100	8 100	19 100	19 100	1 100			
High school or less	114 28%	114 28%	-	-	-	-	-	6 23%	1 17%	3 16%	77 29%	23 37%	8 20%	4 54%	7 38%	9 48%	1 100%			
Some college	111 28%	111 28%	-	-	-	-	-	6 23%	-	8 41%	70 26%	16 25%	16 42%	1 7%	5 28%	7 36%	-			
Associate degree	38 9%	38 9%	-	-	-	-	-	5 20%	5 71%	1 7%	25 9%	7 11%	4 11%	1 14%	2 8%	1 4%	-			
Bachelor's degree	89 22%	89 22%	-	-	-	-	-	4 15%	-	7 36%	58 22%	11 17%	7 19%	1 16%	4 22%	-	-			
Graduate degree	49 12%	49 12%	-	-	-	-	-	5 19%	1 11%	-	38 14%	6 9%	3 7%	1 9%	1 4%	2 12%	-			
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	401	107	100	107	74	47	29	52	61	31	55	51	76	55	70	111	165
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
High school or less	114	28	37	26	14	11	8	15	13	10	11	14	34	17	21	34	41
	28%	26%	37%	24%	19%	24%	27%	28%	21%	32%	20%	26%	44%	31%	30%	31%	25%
Some college	111	30	34	20	27	14	5	14	14	10	17	16	22	13	18	31	49
	28%	28%	34%	18%	37%	29%	19%	27%	22%	32%	31%	31%	29%	24%	25%	28%	30%
Associate degree	38	7	7	13	8	6	4	4	7	3	3	6	5	7	6	11	13
	9%	7%	7%	12%	11%	13%	13%	9%	12%	10%	5%	11%	6%	13%	9%	10%	8%
Bachelor's degree	89	26	10	34	19	14	8	14	17	1	16	9	9	14	19	18	39
	22%	24%	10%	31%	26%	30%	27%	27%	28%	5%	30%	18%	12%	24%	26%	16%	24%
Graduate degree	49	15	12	15	6	2	4	5	10	7	8	7	7	4	6	16	22
	12%	14%	12%	14%	7%	3%	14%	9%	17%	22%	14%	13%	9%	8%	9%	15%	14%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
Focus 2024 Survey
N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	401	188	213	77	83	103	137	281	20	67	9	24
	100	100	100	100	100	100	100	100	100	100	100	100
Employed full-time	173	91	82	42	53	56	21	123	8	32	1	9
	43%	48%	38%	54%	64%	55%	16%	44%	42%	47%	10%	36%
Employed part-time	27	11	16	10	6	4	7	15	1	5	0	6
	7%	6%	8%	13%	7%	4%	5%	5%	6%	7%	2%	24%
Freelance, contract, or temporary work	10	5	5	3	3	3	1	6	0	2	1	-
	2%	3%	2%	4%	4%	2%	1%	2%	1%	3%	15%	
Gig economy work like ride shares, food delivery, or dog walking	2	1	1	1	0	1	-	-	1	1	1	-
	*%	*%	1%	1%	*%	1%			3%	1%	10%	
Unemployed and looking for work	6	1	5	4	1	1	-	2	1	2	1	-
	2%	1%	2%	5%	1%	1%		1%	5%	3%	12%	
Stay-at-home parent or caregiver	10	2	8	4	1	2	3	7	-	3	-	-
	2%	1%	4%	5%	2%	2%	2%	3%		4%		
Full time student	8	6	3	6	-	2	-	4	1	2	-	1
	2%	3%	1%	8%		2%		1%	5%	3%		6%
Retired	136	57	79	3	10	24	98	105	5	16	5	6
	34%	30%	37%	4%	12%	24%	72%	37%	23%	24%	51%	25%
Something else	19	11	8	3	8	3	5	10	3	4	-	2
	5%	6%	4%	4%	9%	3%	4%	4%	15%	6%		8%
Prefer not to say	10	3	7	1	1	7	1	9	-	1	-	-
	2%	2%	3%	1%	1%	7%	1%	3%		2%		

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	401	263	138	172	108	91	30	146	145	110	203	179	95	75	198
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Employed full-time	173	104	69	69	54	35	15	57	76	40	81	82	29	29	107
	43%	39%	50%	40%	50%	38%	51%	39%	52%	36%	40%	46%	30%	38%	54%
Employed part-time	27	18	9	8	7	10	2	12	9	6	15	10	5	5	17
	7%	7%	6%	5%	7%	11%	5%	8%	6%	5%	7%	6%	5%	7%	8%
Freelance, contract, or temporary work	10	8	2	6	1	2	1	3	6	1	6	4	4	2	2
	2%	3%	1%	3%	1%	3%	4%	2%	4%	*%	3%	2%	4%	2%	1%
Gig economy work like ride shares, food delivery, or dog walking	2	1	1	-	-	1	1	1	0	1	2	-	1	-	1
	*%	*%	1%			1%	4%	1%	*%	*%	1%		1%		1%
Unemployed and looking for work	6	4	2	2	-	2	2	3	2	1	3	2	1	1	4
	2%	2%	2%	1%		2%	7%	2%	1%	1%	2%	1%	2%	1%	2%
Stay-at-home parent or caregiver	10	7	3	4	3	3	-	3	5	2	3	6	3	1	5
	2%	3%	2%	2%	3%	3%		2%	4%	2%	2%	3%	3%	1%	3%
Full time student	8	6	2	2	1	3	1	3	3	2	6	2	6	-	2
	2%	2%	2%	1%	1%	4%	4%	2%	2%	2%	3%	1%	6%		1%
Retired	136	94	43	68	37	26	6	52	34	50	71	62	38	35	48
	34%	36%	31%	39%	34%	28%	20%	36%	24%	45%	35%	34%	40%	47%	24%
Something else	19	16	3	9	2	8	1	6	9	4	8	11	6	2	9
	5%	6%	2%	5%	2%	8%	4%	4%	6%	4%	4%	6%	6%	3%	4%
Prefer not to say	10	7	3	5	3	1	-	4	1	5	8	1	3	-	3
	2%	3%	2%	3%	3%	1%		3%	*%	5%	4%	1%	3%		1%

Echelon Insights
Focus 2024 Survey
N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 Percentage Points

[QEmployment] What is your current employment status?

	Total	State						Swing			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	401 100	401 100	-	-	-	-	-	25 100	8 100	20 100	268 100	63 100	38 100	8 100	19 100	19 100	1 100			
Employed full-time	173 43%	173 43%	-	-	-	-	-	12 49%	4 46%	9 44%	108 40%	31 50%	16 41%	3 41%	10 54%	7 35%	1 100%			
Employed part-time	27 7%	27 7%	-	-	-	-	-	4 16%	4 54%	0 1%	20 8%	2 3%	1 2%	-	1 3%	1 6%	-			
Freelance, contract, or temporary work	10 2%	10 2%	-	-	-	-	-	1 3%	-	2 10%	4 1%	2 3%	4 10%	-	-	-	-			
Gig economy work like ride shares, food delivery, or dog walking	2 *%	2 *%	-	-	-	-	-	-	-	0 1%	1 *%	1 1%	-	-	-	1 3%	-			
Unemployed and looking for work	6 2%	6 2%	-	-	-	-	-	2 7%	-	-	3 1%	2 4%	-	-	-	-	-			
Stay-at-home parent or caregiver	10 2%	10 2%	-	-	-	-	-	1 4%	-	-	5 2%	-	4 10%	-	-	-	-			
Full time student	8 2%	8 2%	-	-	-	-	-	1 2%	-	3 14%	3 1%	-	3 7%	1 12%	1 7%	0 1%	-			
Retired	136 34%	136 34%	-	-	-	-	-	3 13%	-	4 20%	105 39%	18 29%	10 26%	1 14%	4 21%	9 48%	-			
Something else	19 5%	19 5%	-	-	-	-	-	1 4%	-	-	15 6%	1 2%	2 4%	3 33%	3 14%	1 6%	-			
Prefer not to say	10 2%	10 2%	-	-	-	-	-	1 2%	-	2 10%	3 1%	5 8%	-	-	-	-	-			

Echelon Insights
Focus 2024 Survey
N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	401	107	100	107	74	47	29	52	61	31	55	51	76	55	70	111	165
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Employed full-time	173	47	33	54	34	26	18	34	13	16	34	23	9	27	24	46	75
	43%	44%	33%	50%	46%	56%	65%	65%	21%	51%	63%	45%	11%	50%	34%	42%	45%
Employed part-time	27	9	7	4	7	6	-	-	4	4	6	4	3	4	2	4	17
	7%	8%	7%	3%	10%	13%			7%	14%	10%	7%	3%	7%	3%	3%	10%
Freelance, contract, or temporary work	10	2	3	3	2	2	2	-	1	1	1	3	-	0	4	2	4
	2%	1%	3%	3%	3%	5%	6%		2%	3%	3%	5%		*%	5%	2%	2%
Gig economy work like ride shares, food delivery, or dog walking	2	1	1	-	1	-	0	0	-	1	-	1	-	-	-	1	1
	*%	*%	1%		1%		1%	1%		2%		2%				1%	1%
Unemployed and looking for work	6	2	3	1	0	1	-	-	-	3	1	1	-	2	1	2	1
	2%	2%	3%	1%	*%	2%				9%	2%	2%		3%	1%	2%	1%
Stay-at-home parent or caregiver	10	4	4	1	-	1	-	1	-	3	1	1	3	2	-	4	4
	2%	4%	4%	1%		2%		2%		9%	2%	2%	4%	4%		4%	2%
Full time student	8	1	2	-	6	6	-	-	-	1	-	2	-	1	2	2	4
	2%	1%	2%		8%	12%				3%		3%		1%	2%	2%	2%
Retired	136	34	44	39	17	0	5	12	40	3	5	12	59	15	36	40	45
	34%	31%	45%	37%	23%	1%	18%	23%	65%	10%	9%	24%	77%	28%	51%	36%	27%
Something else	19	4	2	6	5	3	3	3	2	-	5	-	3	3	2	7	8
	5%	4%	2%	6%	7%	7%	11%	6%	3%		8%		4%	5%	2%	6%	5%
Prefer not to say	10	4	-	-	2	1	-	2	1	-	1	5	-	1	-	3	6
	2%	4%			3%	1%		4%	2%		2%	11%		2%		3%	3%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	401	188	213	77	83	103	137	281	20	67	9	24
	100	100	100	100	100	100	100	100	100	100	100	100
Yes	96	43	53	23	44	20	9	69	4	16	1	7
	24%	23%	25%	30%	53%	20%	7%	24%	18%	24%	10%	29%
No	297	142	156	53	38	80	127	207	16	49	8	17
	74%	75%	73%	68%	46%	78%	93%	74%	81%	72%	90%	71%
Prefer not to say	7	3	4	2	1	3	1	5	0	2	-	-
	2%	2%	2%	3%	2%	3%	1%	2%	1%	3%		

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	401	263	138	172	108	91	30	146	145	110	203	179	95	75	198
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	96	61	35	40	29	21	7	34	42	20	52	39	15	15	63
	24%	23%	26%	23%	26%	23%	23%	23%	29%	18%	26%	22%	16%	20%	32%
No	297	197	101	129	78	67	23	110	100	87	147	138	80	58	132
	74%	75%	73%	75%	72%	74%	77%	76%	69%	79%	73%	77%	84%	78%	67%
Prefer not to say	7	5	2	3	2	2	-	1	3	3	4	2	-	1	3
	2%	2%	1%	2%	1%	3%	-	1%	2%	3%	2%	1%	-	1%	1%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 Percentage Points

[QKids] Do you currently have children under the age of 18 in your home?

	Total	State						Swing	Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure	
Total	401 100	401 100	-	-	-	-	-	25 100	8 100	20 100	268 100	63 100	38 100	8 100	19 100	19 100	1 100	
Yes	96 24%	96 24%	-	-	-	-	-	11 42%	3 35%	4 22%	66 25%	12 19%	5 13%	-	1 5%	3 16%	-	
No	297 74%	297 74%	-	-	-	-	-	13 52%	5 65%	16 78%	198 74%	50 79%	31 82%	8 100%	18 95%	16 84%	1 100%	
Prefer not to say	7 2%	7 2%	-	-	-	-	-	1 6%	-	-	4 1%	1 2%	2 5%	-	-	-	-	

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	401	107	100	107	74	47	29	52	61	31	55	51	76	55	70	111	165
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	96	33	19	34	9	13	16	10	4	10	28	10	5	17	10	24	45
	24%	31%	19%	31%	13%	27%	56%	20%	7%	34%	51%	19%	7%	31%	14%	22%	27%
No	297	73	80	74	64	34	11	41	56	19	26	39	71	36	60	83	118
	74%	68%	80%	69%	86%	72%	40%	78%	92%	62%	49%	77%	93%	66%	85%	75%	72%
Prefer not to say	7	1	1	-	1	1	1	1	1	1	0	2	-	2	1	3	2
	2%	1%	1%		1%	1%	4%	2%	2%	5%	0%	4%		3%	1%	3%	1%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	401	188	213	77	83	103	137	281	20	67	9	24
	100	100	100	100	100	100	100	100	100	100	100	100
Less than \$30,000 per year	40	16	25	11	1	12	16	25	2	9	1	3
	10%	8%	12%	15%	2%	12%	11%	9%	12%	14%	15%	11%
\$30,000 to \$49,999 per year	55	25	30	10	13	15	18	39	4	10	-	2
	14%	13%	14%	13%	15%	14%	13%	14%	21%	15%		9%
\$50,000 to \$74,999 per year	75	37	38	16	10	19	29	49	5	16	1	4
	19%	20%	18%	21%	12%	19%	21%	18%	23%	24%	9%	15%
\$75,000 to \$125,000 per year	85	51	34	18	15	23	29	65	1	13	2	4
	21%	27%	16%	23%	19%	22%	21%	23%	7%	19%	21%	16%
More than \$125,000 per year	113	46	67	19	39	26	28	82	6	10	5	10
	28%	24%	31%	24%	47%	25%	21%	29%	28%	14%	53%	43%
Prefer not to say	33	14	20	4	4	8	18	21	2	9	0	1
	8%	7%	9%	5%	5%	8%	13%	7%	9%	14%	2%	6%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	401	263	138	172	108	91	30	146	145	110	203	179	95	75	198
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Less than \$30,000 per year	40	33	7	19	5	14	2	16	13	11	26	13	40	-	-
	10%	13%	5%	11%	5%	15%	6%	11%	9%	10%	13%	8%	42%	-	-
\$30,000 to \$49,999 per year	55	37	18	24	15	13	3	11	24	19	27	26	55	-	-
	14%	14%	13%	14%	13%	14%	11%	8%	17%	17%	13%	14%	58%	-	-
\$50,000 to \$74,999 per year	75	47	28	26	23	21	5	21	25	29	35	35	-	75	-
	19%	18%	20%	15%	21%	23%	16%	14%	17%	26%	17%	19%	-	100%	-
\$75,000 to \$125,000 per year	85	56	29	44	21	12	8	40	25	20	43	35	-	-	85
	21%	21%	21%	25%	20%	13%	27%	27%	17%	18%	21%	19%	-	-	43%
More than \$125,000 per year	113	65	47	44	38	21	9	43	48	22	53	56	-	-	113
	28%	25%	34%	25%	36%	24%	30%	29%	33%	20%	26%	32%	-	-	57%
Prefer not to say	33	25	8	15	5	10	3	15	9	10	18	14	-	-	-
	8%	10%	6%	9%	5%	11%	9%	10%	6%	9%	9%	8%	-	-	-

Echelon Insights
Focus 2024 Survey
N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	401 100	401 100	-	-	-	-	-	25 100	8 100	20 100	268 100	63 100	38 100	8 100	19 100	19 100	1 100
Less than \$30,000 per year	40 10%	40 10%	-	-	-	-	-	1 3%	1 17%	7 34%	24 9%	4 7%	9 22%	1 12%	2 9%	3 17%	-
\$30,000 to \$49,999 per year	55 14%	55 14%	-	-	-	-	-	3 12%	2 26%	4 21%	34 13%	12 18%	7 19%	1 14%	3 16%	5 25%	-
\$50,000 to \$74,999 per year	75 19%	75 19%	-	-	-	-	-	6 25%	-	-	46 17%	15 23%	5 13%	2 20%	5 29%	5 24%	-
\$75,000 to \$125,000 per year	85 21%	85 21%	-	-	-	-	-	7 28%	-	3 15%	64 24%	6 9%	7 19%	2 28%	5 25%	2 9%	-
More than \$125,000 per year	113 28%	113 28%	-	-	-	-	-	6 23%	4 56%	4 22%	81 30%	17 27%	9 23%	1 9%	2 9%	4 20%	1 100%
Prefer not to say	33 8%	33 8%	-	-	-	-	-	2 9%	-	2 8%	19 7%	10 16%	1 3%	1 18%	2 12%	1 5%	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	401 100	107 100	100 100	107 100	74 100	47 100	29 100	52 100	61 100	31 100	55 100	51 100	76 100	55 100	70 100	111 100	165 100
Less than \$30,000 per year	40 10%	5 4%	20 20%	2 2%	13 18%	10 21%	- -	4 7%	3 4%	2 6%	1 2%	8 16%	13 17%	7 13%	8 11%	13 11%	13 8%
\$30,000 to \$49,999 per year	55 14%	9 8%	19 19%	8 8%	16 22%	6 12%	3 12%	8 14%	8 13%	4 13%	9 17%	7 14%	9 12%	8 14%	14 19%	16 14%	18 11%
\$50,000 to \$74,999 per year	75 19%	13 12%	24 24%	24 22%	13 18%	5 11%	4 15%	13 25%	14 23%	11 35%	6 11%	6 12%	15 19%	18 32%	12 17%	18 16%	27 16%
\$75,000 to \$125,000 per year	85 21%	18 17%	16 16%	30 28%	21 28%	14 30%	7 25%	13 24%	17 28%	4 13%	8 15%	10 20%	12 16%	8 14%	18 26%	29 26%	30 18%
More than \$125,000 per year	113 28%	53 50%	12 12%	37 34%	8 11%	11 24%	11 40%	12 22%	12 19%	8 25%	28 51%	14 28%	16 22%	10 17%	13 18%	28 25%	62 38%
Prefer not to say	33 8%	9 8%	8 8%	6 6%	2 2%	1 2%	2 7%	4 7%	7 12%	3 9%	2 3%	5 9%	10 14%	5 9%	7 9%	7 7%	15 9%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	401	188	213	77	83	103	137	281	20	67	9	24
	100	100	100	100	100	100	100	100	100	100	100	100
Donald Trump	181	87	94	29	37	53	61	132	1	25	7	15
	45%	46%	44%	38%	45%	51%	44%	47%	4%	37%	83%	62%
Joe Biden	182	80	102	38	40	38	66	119	17	36	1	8
	45%	42%	48%	49%	48%	37%	48%	43%	86%	53%	15%	34%
Jo Jorgensen	2	1	1	1	1	-	-	0	1	1	-	0
	*%	*%	1%	2%	1%			*%	3%	1%		1%
Howie Hawkins	1	-	1	1	-	-	-	-	1	-	-	-
	*%		*%	1%					3%			
Kanye West	-	-	-	-	-	-	-	-	-	-	-	-
Someone else	3	3	0	1	0	2	-	3	-	1	-	-
	1%	2%	*%	1%	*%	2%		1%		1%		
I did not vote	26	13	12	7	5	7	7	21	-	4	0	1
	6%	7%	6%	9%	6%	7%	5%	7%		6%	2%	2%
Unsure	7	5	3	1	-	3	4	5	1	1	-	-
	2%	2%	1%	1%		3%	3%	2%	3%	2%		

Echelon Insights
Focus 2024 Survey
N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	401	263	138	172	108	91	30	146	145	110	203	179	95	75	198
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Donald Trump	181	132	48	95	37	37	11	97	58	26	170	7	38	37	88
	45%	50%	35%	55%	34%	41%	38%	67%	40%	23%	84%	4%	40%	50%	45%
Joe Biden	182	106	75	61	59	46	17	29	72	81	8	164	42	31	97
	45%	40%	55%	35%	54%	50%	57%	20%	50%	73%	4%	91%	44%	41%	49%
Jo Jorgensen	2	1	1	-	0	1	1	0	-	2	2	-	1	0	-
	0%	0%	1%	0%	0%	1%	3%	0%	0%	1%	1%	0%	1%	0%	0%
Howie Hawkins	1	1	-	-	-	1	-	-	1	-	-	1	-	1	-
	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%
Kanye West	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Someone else	3	2	2	1	2	1	-	-	3	-	-	3	0	0	3
	1%	1%	1%	1%	2%	1%	0%	0%	2%	0%	0%	1%	0%	0%	1%
I did not vote	26	17	9	13	8	4	1	14	11	0	20	3	12	3	9
	6%	6%	6%	8%	7%	4%	3%	10%	7%	0%	10%	2%	12%	3%	5%
Unsure	7	5	2	3	2	2	-	5	-	2	3	3	3	2	1
	2%	2%	2%	2%	2%	2%	0%	4%	0%	2%	2%	1%	3%	3%	1%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 Percentage Points

[Q2020Ballot] Which candidate did you vote for in the 2020 presidential election?

	Total	State						Swing	Swing Voters		Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	401 100	401 100	-	-	-	-	-	25 100	8 100	20 100	268 100	63 100	38 100	8 100	19 100	19 100	1 100
Donald Trump	181 45%	181 45%	-	-	-	-	-	7 27%	-	-	117 44%	37 58%	14 37%	6 75%	11 61%	1 3%	-
Joe Biden	182 45%	182 45%	-	-	-	-	-	11 42%	8 100%	-	134 50%	24 38%	14 37%	2 21%	7 35%	16 83%	1 100%
Jo Jorgensen	2 *%	2 *%	-	-	-	-	-	0 2%	-	-	1 *%	1 1%	-	-	-	1 3%	-
Howie Hawkins	1 *%	1 *%	-	-	-	-	-	-	-	-	1 *%	-	-	-	-	-	-
Kanye West	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Someone else	3 1%	3 1%	-	-	-	-	-	1 5%	-	-	2 1%	0 *%	0 1%	-	-	-	-
I did not vote	26 6%	26 6%	-	-	-	-	-	5 19%	-	20 100%	10 4%	1 1%	9 23%	0 4%	1 4%	0 1%	-
Unsure	7 2%	7 2%	-	-	-	-	-	1 4%	-	-	4 1%	0 1%	1 2%	-	-	2 10%	-

Echelon Insights
Focus 2024 Survey
N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	401 100	107 100	100 100	107 100	74 100	47 100	29 100	52 100	61 100	31 100	55 100	51 100	76 100	55 100	70 100	111 100	165 100
Donald Trump	181 45%	46 43%	46 47%	58 54%	24 32%	16 34%	15 53%	25 48%	31 51%	13 43%	22 41%	28 55%	30 39%	23 41%	32 46%	51 47%	74 45%
Joe Biden	182 45%	50 47%	47 47%	41 39%	38 51%	25 54%	12 42%	18 34%	25 41%	13 42%	28 51%	20 40%	41 54%	24 43%	31 43%	51 46%	77 47%
Jo Jorgensen	2 *%	1 1%	0 *%	-	1 1%	1 2%	-	-	-	1 2%	1 1%	-	-	1 2%	0 1%	-	1 *%
Howie Hawkins	1 *%	1 1%	-	-	-	-	-	-	-	1 2%	-	-	-	1 1%	-	-	-
Kanye West	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Someone else	3 1%	0 *%	-	1 1%	2 3%	1 1%	-	2 4%	-	-	0 1%	-	-	0 1%	-	1 1%	2 1%
I did not vote	26 6%	7 6%	5 5%	4 3%	10 13%	4 9%	1 5%	4 8%	3 5%	3 9%	4 7%	2 5%	3 5%	4 6%	4 6%	7 6%	11 7%
Unsure	7 2%	2 2%	1 1%	4 4%	-	-	-	3 5%	2 3%	1 2%	-	-	2 2%	3 5%	3 4%	0 *%	1 1%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	401	188	213	77	83	103	137	281	20	67	9	24
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT CONSERVATIVE	170	92	78	25	35	56	54	125	2	25	4	15
	42%	49%	37%	33%	42%	54%	39%	45%	8%	36%	45%	62%
VERY/SOMEWHAT LIBERAL	121	44	77	27	25	28	41	82	10	24	1	2
	30%	23%	36%	34%	30%	27%	30%	29%	52%	36%	15%	10%
Very conservative	75	44	31	11	16	25	23	59	1	9	-	5
	19%	23%	14%	14%	19%	24%	16%	21%	4%	14%		23%
Somewhat conservative	96	48	47	14	19	31	31	66	1	15	4	9
	24%	26%	22%	18%	23%	30%	23%	24%	3%	23%	45%	39%
Moderate	98	50	48	23	21	17	36	67	8	13	4	6
	24%	27%	22%	30%	25%	17%	26%	24%	40%	19%	40%	26%
Somewhat liberal	61	22	39	9	15	13	24	47	2	11	1	0
	15%	12%	18%	12%	18%	12%	18%	17%	9%	16%	15%	1%
Very liberal	60	21	38	17	10	15	17	35	9	13	-	2
	15%	11%	18%	23%	12%	14%	12%	13%	43%	20%		9%
Unsure	12	2	10	2	2	2	6	6	-	6	-	1
	3%	1%	5%	3%	2%	2%	4%	2%		8%		2%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	401 100	263 100	138 100	172 100	108 100	91 100	30 100	146 100	145 100	110 100	203 100	179 100	95 100	75 100	198 100
VERY/SOMEWHAT CONSERVATIVE	170 42%	116 44%	54 39%	83 48%	42 39%	33 36%	12 42%	99 68%	52 36%	18 17%	149 73%	15 9%	40 42%	33 44%	83 42%
VERY/SOMEWHAT LIBERAL	121 30%	75 28%	46 33%	45 26%	37 34%	29 32%	9 31%	14 10%	40 28%	66 60%	5 2%	114 64%	29 31%	24 33%	56 28%
Very conservative	75 19%	49 19%	26 19%	35 20%	24 22%	14 15%	2 6%	49 34%	14 9%	12 11%	71 35%	3 1%	21 23%	15 20%	35 17%
Somewhat conservative	96 24%	67 25%	29 21%	48 28%	18 17%	19 21%	11 36%	50 35%	39 27%	7 6%	77 38%	13 7%	19 20%	18 24%	48 24%
Moderate	98 24%	63 24%	35 25%	40 23%	27 25%	23 25%	8 27%	28 20%	46 32%	23 21%	44 21%	45 25%	22 23%	15 20%	54 27%
Somewhat liberal	61 15%	37 14%	24 17%	26 15%	21 19%	11 12%	3 11%	3 2%	30 21%	28 25%	2 1%	60 33%	9 9%	16 21%	33 17%
Very liberal	60 15%	38 14%	22 16%	19 11%	16 15%	18 20%	6 20%	11 8%	10 7%	39 35%	3 2%	54 30%	21 22%	9 12%	23 12%
Unsure	12 3%	10 4%	3 2%	4 2%	3 3%	6 7%	-	4 3%	6 4%	2 2%	6 3%	5 3%	3 4%	3 3%	5 2%

Echelon Insights
Focus 2024 Survey
N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 Percentage Points

[QIdeology] Regardless of how you typically vote, would you say you consider yourself to be...?

	Total	State						Swing			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	401 100	401 100	-	-	-	-	-	25 100	8 100	20 100	268 100	63 100	38 100	8 100	19 100	19 100	1 100			
VERY/SOMEWHAT CONSERVATIVE	170 42%	170 42%	-	-	-	-	-	6 25%	1 17%	16 79%	107 40%	27 43%	18 46%	4 48%	8 41%	5 26%	-			
VERY/SOMEWHAT LIBERAL	121 30%	121 30%	-	-	-	-	-	4 17%	-	2 11%	89 33%	15 24%	10 26%	1 16%	5 25%	8 45%	1 100%			
Very conservative	75 19%	75 19%	-	-	-	-	-	1 4%	-	7 33%	45 17%	9 14%	9 24%	3 41%	6 29%	3 14%	-			
Somewhat conservative	96 24%	96 24%	-	-	-	-	-	5 21%	1 17%	9 47%	61 23%	18 28%	8 22%	1 7%	2 12%	2 12%	-			
Moderate	98 24%	98 24%	-	-	-	-	-	12 49%	6 83%	2 8%	64 24%	18 28%	9 23%	1 18%	5 26%	5 29%	-			
Somewhat liberal	61 15%	61 15%	-	-	-	-	-	2 6%	-	0 1%	45 17%	8 13%	5 14%	-	-	4 22%	-			
Very liberal	60 15%	60 15%	-	-	-	-	-	3 10%	-	2 9%	43 16%	7 12%	5 12%	1 16%	5 25%	4 23%	1 100%			
Unsure	12 3%	12 3%	-	-	-	-	-	2 10%	-	0 2%	8 3%	3 5%	2 4%	1 18%	1 8%	-	-			

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 Percentage Points

[QIdeology] 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	401 100	107 100	100 100	107 100	74 100	47 100	29 100	52 100	61 100	31 100	55 100	51 100	76 100	55 100	70 100	111 100	165 100
VERY/SOMEWHAT CONSERVATIVE	170 42%	42 40%	36 36%	52 49%	34 46%	17 37%	14 50%	33 63%	28 46%	8 27%	21 39%	23 45%	26 34%	21 37%	33 48%	49 44%	68 41%
VERY/SOMEWHAT LIBERAL	121 30%	38 35%	36 36%	21 20%	21 29%	16 33%	5 17%	10 19%	13 21%	11 36%	20 37%	18 34%	28 37%	20 36%	19 27%	33 30%	48 29%
Very conservative	75 19%	14 13%	16 16%	28 26%	15 20%	9 20%	8 29%	15 28%	12 19%	2 6%	8 14%	10 19%	11 15%	10 17%	15 21%	21 19%	29 18%
Somewhat conservative	96 24%	28 26%	19 19%	25 23%	19 26%	8 17%	6 21%	18 34%	16 27%	6 21%	13 24%	13 26%	15 19%	11 20%	19 26%	27 25%	39 24%
Moderate	98 24%	25 23%	20 20%	33 31%	17 23%	13 29%	9 33%	7 14%	20 33%	10 31%	12 22%	10 19%	16 21%	13 24%	16 22%	24 22%	45 27%
Somewhat liberal	61 15%	20 19%	17 17%	12 12%	10 13%	7 15%	1 4%	4 8%	10 16%	2 7%	14 25%	9 17%	14 19%	12 21%	9 13%	14 12%	26 16%
Very liberal	60 15%	18 16%	19 19%	9 8%	12 16%	9 19%	4 13%	6 11%	3 5%	9 28%	6 12%	9 18%	14 18%	8 15%	10 14%	20 18%	22 13%
Unsure	12 3%	2 2%	8 8%	1 1%	1 2%	1 1%	-	2 4%	-	2 6%	2 3%	1 1%	6 8%	2 3%	2 3%	5 4%	4 2%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	401	188	213	77	83	103	137	281	20	67	9	24
	100	100	100	100	100	100	100	100	100	100	100	100
Single, never married	71	39	32	36	12	11	11	33	5	23	2	7
	18%	21%	15%	47%	14%	10%	8%	12%	25%	35%	17%	31%
Married	214	107	107	30	57	56	70	161	10	32	3	9
	53%	57%	50%	39%	69%	55%	51%	57%	48%	47%	32%	38%
Separated / Divorced / Widowed	104	36	68	10	13	30	51	78	4	10	5	7
	26%	19%	32%	13%	15%	29%	37%	28%	19%	15%	51%	31%
Prefer not to say	13	7	6	1	1	7	4	8	2	3	-	0
	3%	3%	3%	1%	1%	6%	3%	3%	8%	4%	-	1%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	401	263	138	172	108	91	30	146	145	110	203	179	95	75	198
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Single, never married	71	53	17	22	12	31	6	17	28	25	28	40	32	17	16
	18%	20%	13%	13%	11%	34%	20%	12%	20%	23%	14%	22%	34%	22%	8%
Married	214	124	90	89	72	36	18	84	71	59	114	89	24	37	138
	53%	47%	65%	51%	67%	39%	59%	57%	49%	53%	56%	50%	25%	50%	70%
Separated / Divorced / Widowed	104	75	29	54	24	21	5	39	44	20	54	44	36	21	42
	26%	28%	21%	31%	22%	23%	16%	27%	31%	18%	27%	25%	38%	28%	21%
Prefer not to say	13	11	2	8	1	3	1	6	1	7	7	6	2	-	2
	3%	4%	1%	5%	*%	3%	4%	4%	*%	6%	3%	3%	2%		1%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 Percentage Points

[QMarital] What is your current marital status?

	Total	State						Swing			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	401 100	401 100	-	-	-	-	-	25 100	8 100	20 100	268 100	63 100	38 100	8 100	19 100	19 100	1 100			
Single, never married	71 18%	71 18%	-	-	-	-	-	5 19%	3 45%	9 44%	34 13%	13 21%	12 33%	2 29%	5 26%	5 25%	-			
Married	214 53%	214 53%	-	-	-	-	-	15 58%	2 29%	8 42%	155 58%	26 42%	17 44%	3 41%	7 39%	9 47%	1 100%			
Separated / Divorced / Widowed	104 26%	104 26%	-	-	-	-	-	5 20%	2 26%	3 14%	73 27%	18 28%	8 21%	2 29%	7 35%	4 23%	-			
Prefer not to say	13 3%	13 3%	-	-	-	-	-	1 2%	-	0 1%	6 2%	6 9%	1 3%	-	-	1 6%	-			

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	401	107	100	107	74	47	29	52	61	31	55	51	76	55	70	111	165
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Single, never married	71	-	32	-	39	25	4	5	4	11	8	6	7	17	10	17	27
	18%		32%		52%	54%	15%	9%	7%	36%	14%	12%	9%	30%	14%	16%	16%
Married	214	107	-	107	-	18	20	30	40	12	38	26	31	23	42	52	98
	53%	100%		100%		38%	69%	58%	65%	40%	69%	51%	40%	42%	59%	47%	59%
Separated / Divorced / Widowed	104	-	68	-	36	3	5	13	15	7	8	17	36	14	16	37	35
	26%		68%		48%	7%	17%	24%	25%	22%	15%	33%	47%	26%	23%	34%	22%
Prefer not to say	13	-	-	-	-	1	-	4	2	1	1	2	2	1	2	4	5
	3%					1%		8%	3%	2%	2%	4%	3%	2%	3%	4%	3%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	401	188	213	77	83	103	137	281	20	67	9	24
	100	100	100	100	100	100	100	100	100	100	100	100
Protestant	32	15	17	4	4	5	19	25	1	4	1	1
	8%	8%	8%	5%	4%	4%	14%	9%	4%	5%	12%	5%
Roman Catholic	58	33	25	7	7	17	27	42	0	16	-	0
	14%	17%	12%	10%	8%	16%	20%	15%	1%	23%	-	1%
Mormon (Church of Jesus Christ of Latter-day Saints or LDS)	22	8	14	8	6	3	4	20	-	2	-	-
	6%	4%	6%	11%	8%	3%	3%	7%	-	3%	-	-
Just Christian	117	44	73	16	26	37	38	77	9	23	2	6
	29%	23%	34%	21%	32%	36%	28%	27%	44%	34%	25%	26%
Jewish	5	5	-	3	-	-	2	2	-	-	-	3
	1%	3%	-	4%	-	-	1%	1%	-	-	-	14%
Muslim	2	1	1	1	-	1	1	2	-	-	-	-
	1%	1%	1%	1%	-	1%	1%	1%	-	-	-	-
Atheist	37	19	18	13	12	6	6	25	4	6	-	2
	9%	10%	8%	17%	14%	6%	4%	9%	18%	8%	-	9%
Something else (Please specify)	20	13	7	1	5	4	10	17	1	1	0	1
	5%	7%	3%	1%	6%	4%	7%	6%	6%	1%	2%	5%
Nothing in particular	108	49	59	24	24	31	30	71	6	17	5	10
	27%	26%	28%	31%	29%	30%	22%	25%	28%	25%	60%	40%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	401 100	263 100	138 100	172 100	108 100	91 100	30 100	146 100	145 100	110 100	203 100	179 100	95 100	75 100	198 100
Protestant	32 8%	12 4%	20 14%	8 5%	17 15%	4 4%	3 11%	13 9%	8 5%	11 10%	14 7%	16 9%	10 10%	9 12%	12 6%
Roman Catholic	58 14%	34 13%	24 17%	22 12%	21 19%	13 14%	3 10%	21 14%	15 11%	22 20%	38 19%	19 10%	13 14%	14 18%	26 13%
Mormon (Church of Jesus Christ of Latter-day Saints or LDS)	22 6%	14 5%	8 6%	13 8%	7 6%	1 1%	1 3%	10 7%	7 5%	5 5%	14 7%	7 4%	4 4%	4 5%	15 7%
Just Christian	117 29%	84 32%	33 24%	53 31%	24 22%	31 35%	9 29%	55 37%	40 28%	22 20%	77 38%	35 19%	32 33%	19 26%	53 27%
Jewish	5 1%	3 1%	2 1%	- -	2 2%	3 4%	- -	4 3%	1 1%	- -	5 2%	1 1%	- -	- -	5 3%
Muslim	2 1%	2 1%	1 1%	2 1%	1 1%	- -	- -	- -	1 1%	1 1%	- -	2 1%	- -	- -	2 1%
Atheist	37 9%	24 9%	12 9%	16 9%	9 8%	8 9%	3 11%	5 3%	14 10%	17 16%	1 1%	30 17%	11 12%	5 6%	16 8%
Something else (Please specify)	20 5%	15 6%	5 4%	13 8%	4 3%	2 2%	2 5%	6 4%	11 7%	3 3%	12 6%	8 5%	3 3%	4 5%	12 6%
Nothing in particular	108 27%	74 28%	34 25%	46 27%	25 23%	28 31%	9 31%	32 22%	47 32%	30 27%	42 21%	63 35%	22 23%	20 27%	57 29%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 Percentage Points

[QReligionNew] What is your present religion, if any?

	Total	State						Swing			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	401 100	401 100	-	-	-	-	-	25 100	8 100	20 100	268 100	63 100	38 100	8 100	19 100	19 100	1 100			
Protestant	32 8%	32 8%	-	-	-	-	-	1 5%	-	1 7%	25 9%	3 4%	4 11%	-	1 4%	4 19%	-			
Roman Catholic	58 14%	58 14%	-	-	-	-	-	1 4%	1 17%	3 16%	37 14%	10 17%	7 18%	-	1 3%	-	-			
Mormon (Church of Jesus Christ of Latter-day Saints or LDS)	22 6%	22 6%	-	-	-	-	-	4 16%	-	-	15 6%	3 5%	2 5%	-	-	-	-			
Just Christian	117 29%	117 29%	-	-	-	-	-	9 34%	1 8%	10 48%	74 28%	17 26%	12 32%	4 49%	7 37%	11 61%	1 100%			
Jewish	5 1%	5 1%	-	-	-	-	-	-	3 45%	-	5 2%	-	-	-	-	-	-			
Muslim	2 1%	2 1%	-	-	-	-	-	1 2%	-	-	2 1%	-	-	-	-	-	-			
Atheist	37 9%	37 9%	-	-	-	-	-	6 22%	-	0 1%	26 10%	7 11%	2 5%	-	2 12%	1 3%	-			
Something else (Please specify)	20 5%	20 5%	-	-	-	-	-	-	-	0 1%	16 6%	2 2%	1 2%	-	-	-	-			
Nothing in particular	108 27%	108 27%	-	-	-	-	-	4 15%	2 29%	5 26%	68 25%	22 34%	10 27%	4 51%	8 43%	3 17%	-			

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 Percentage Points

[QReligionNew] What is your present religion, if any?

	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	401 100	107 100	100 100	107 100	74 100	47 100	29 100	52 100	61 100	31 100	55 100	51 100	76 100	55 100	70 100	111 100	165 100
Protestant	32 8%	10 9%	6 6%	5 5%	9 13%	3 7%	2 6%	2 4%	8 14%	1 4%	2 3%	3 5%	11 14%	3 5%	5 8%	11 10%	12 7%
Roman Catholic	58 14%	13 12%	12 12%	22 21%	10 14%	5 10%	5 18%	10 19%	13 21%	3 8%	1 3%	7 14%	14 19%	10 17%	14 19%	16 14%	19 11%
Mormon (Church of Jesus Christ of Latter-day Saints or LDS)	22 6%	12 11%	2 2%	6 6%	2 3%	4 9%	3 10%	1 3%	- -	4 13%	4 6%	2 4%	4 5%	- -	3 5%	6 5%	13 8%
Just Christian	117 29%	36 34%	33 33%	31 29%	13 17%	11 23%	4 15%	16 30%	13 22%	5 17%	22 40%	21 41%	25 32%	20 35%	20 29%	27 24%	50 31%
Jewish	5 1%	- -	- -	1 1%	4 6%	3 7%	- -	- -	2 3%	- -	- -	- -	- -	- -	- -	1 1%	5 3%
Muslim	2 1%	1 1%	- -	1 1%	1 1%	- -	- -	1 1%	1 1%	1 2%	- -	- -	- -	- -	1 1%	1 1%	1 1%
Atheist	37 9%	7 7%	11 11%	8 8%	9 12%	7 16%	3 11%	4 8%	4 6%	6 18%	9 16%	2 3%	2 3%	6 11%	9 13%	8 7%	14 8%
Something else (Please specify)	20 5%	3 2%	4 4%	9 8%	4 5%	1 2%	4 12%	3 6%	5 8%	- -	1 2%	1 2%	5 6%	0 1%	5 8%	7 6%	7 4%
Nothing in particular	108 27%	25 24%	33 33%	23 22%	21 28%	12 26%	8 28%	15 28%	15 24%	12 38%	16 30%	16 31%	15 20%	17 31%	12 18%	34 31%	45 27%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	337	150	187	59	67	92	118	235	15	61	9	17
	100	100	100	100	100	100	100	100	100	100	100	100
Yes, born-again or evangelical Christian	81	27	54	11	20	25	26	50	3	18	3	7
	24%	18%	29%	18%	29%	27%	22%	21%	18%	30%	33%	41%
No, not born-again or evangelical Christian	221	104	117	37	46	59	80	165	12	32	6	6
	66%	70%	63%	62%	69%	64%	68%	70%	82%	53%	67%	36%
DNR – Don't know/Refused	34	18	16	12	1	9	12	20	-	10	-	4
	10%	12%	9%	20%	2%	10%	10%	9%	-	17%	-	23%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	337	219	118	142	93	77	25	130	117	89	185	139	81	66	162
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes, born-again or evangelical Christian	81	56	25	32	18	24	7	49	20	13	62	16	21	12	40
	24%	26%	21%	23%	19%	31%	28%	37%	17%	14%	34%	12%	26%	18%	25%
No, not born-again or evangelical Christian	221	134	88	93	72	41	16	69	85	68	98	114	50	49	111
	66%	61%	74%	66%	77%	53%	65%	53%	72%	76%	53%	82%	63%	74%	68%
DNR – Don't know/Refused	34	29	6	17	4	12	2	13	13	9	25	9	9	5	12
	10%	13%	5%	12%	4%	16%	7%	10%	11%	10%	13%	6%	12%	7%	7%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 Percentage Points

[QBornAgain] Would you describe yourself as a born-again or evangelical Christian, or not?

	Total	State						Swing	Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure	
Total	337 100	337 100	-	-	-	-	-	19 100	4 100	20 100	218 100	54 100	35 100	8 100	17 100	18 100	1 100	
Yes, born-again or evangelical Christian	81 24%	81 24%	-	-	-	-	-	4 21%	1 15%	8 41%	53 24%	14 26%	9 24%	5 57%	7 39%	6 32%	-	
No, not born-again or evangelical Christian	221 66%	221 66%	-	-	-	-	-	13 69%	2 52%	10 49%	148 68%	27 50%	24 68%	3 35%	9 56%	11 62%	1 100%	
DNR – Don't know/Refused	34 10%	34 10%	-	-	-	-	-	2 10%	1 33%	2 10%	17 8%	13 24%	3 7%	1 9%	1 4%	1 6%	-	

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	337	97	84	88	56	35	22	44	49	25	45	48	69	49	55	94	139
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes, born-again or evangelical Christian	81	28	21	17	10	7	3	10	8	4	16	15	18	16	11	25	29
	24%	29%	25%	20%	17%	19%	14%	22%	15%	16%	37%	31%	27%	32%	20%	27%	21%
No, not born-again or evangelical Christian	221	60	55	63	41	23	18	28	35	14	28	30	45	28	39	61	94
	66%	63%	66%	71%	72%	65%	83%	65%	72%	57%	62%	62%	65%	58%	70%	65%	67%
DNR – Don't know/Refused	34	8	8	8	6	5	1	6	6	7	1	3	6	5	5	8	16
	10%	8%	9%	9%	11%	15%	3%	13%	13%	27%	1%	7%	8%	10%	10%	8%	12%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	401	188	213	77	83	103	137	281	20	67	9	24
	100	100	100	100	100	100	100	100	100	100	100	100
At least once a week	106	50	56	22	24	23	38	72	4	19	1	10
	27%	27%	27%	28%	29%	22%	28%	26%	21%	29%	12%	42%
Once or twice a month	32	13	20	4	5	5	19	18	3	8	1	3
	8%	7%	9%	5%	6%	5%	14%	7%	13%	11%	9%	13%
A few times a year	53	19	34	11	6	15	22	35	2	9	3	4
	13%	10%	16%	14%	7%	14%	16%	12%	11%	14%	31%	17%
Usually just for religious holidays	34	27	7	7	5	9	14	28	1	3	1	0
	8%	14%	3%	9%	6%	9%	10%	10%	5%	5%	12%	2%
Never	148	68	81	31	41	39	37	110	9	22	2	6
	37%	36%	38%	40%	49%	38%	27%	39%	44%	32%	21%	26%
Prefer not to say	27	11	16	2	3	13	8	18	1	7	1	-
	7%	6%	7%	3%	4%	13%	6%	6%	6%	10%	15%	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	401	263	138	172	108	91	30	146	145	110	203	179	95	75	198
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
At least once a week	106	76	30	49	23	28	7	53	30	23	75	27	25	17	59
	27%	29%	22%	28%	21%	30%	24%	36%	21%	21%	37%	15%	26%	22%	30%
Once or twice a month	32	19	13	9	9	10	4	11	10	11	17	13	4	7	16
	8%	7%	10%	5%	8%	11%	15%	8%	7%	10%	8%	7%	4%	9%	8%
A few times a year	53	41	12	27	8	14	5	29	17	7	33	18	16	15	20
	13%	16%	9%	16%	7%	15%	16%	20%	12%	6%	16%	10%	17%	20%	10%
Usually just for religious holidays	34	18	16	13	16	5	1	12	14	8	20	12	5	9	19
	8%	7%	12%	7%	14%	6%	2%	8%	10%	7%	10%	7%	6%	12%	10%
Never	148	88	61	59	50	28	10	30	63	55	43	99	39	26	77
	37%	33%	44%	34%	47%	31%	34%	21%	44%	50%	21%	55%	41%	35%	39%
Prefer not to say	27	21	5	15	3	6	3	10	9	7	15	10	6	2	7
	7%	8%	4%	9%	3%	7%	9%	7%	6%	7%	8%	5%	7%	2%	3%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 Percentage Points

[QChurchOld] How often do you currently attend a religious service?

	Total	State						Swing			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	401 100	401 100	-	-	-	-	-	25 100	8 100	20 100	268 100	63 100	38 100	8 100	19 100	19 100	1 100			
At least once a week	106 27%	106 27%	-	-	-	-	-	8 30%	5 63%	5 25%	79 30%	13 20%	9 24%	3 33%	3 16%	8 41%	-			
Once or twice a month	32 8%	32 8%	-	-	-	-	-	3 11%	-	1 7%	22 8%	1 1%	5 13%	-	1 5%	3 13%	-			
A few times a year	53 13%	53 13%	-	-	-	-	-	4 15%	1 8%	5 23%	31 12%	13 20%	5 13%	1 9%	4 23%	3 15%	-			
Usually just for religious holidays	34 8%	34 8%	-	-	-	-	-	2 7%	-	3 16%	22 8%	5 8%	5 13%	-	-	1 6%	-			
Never	148 37%	148 37%	-	-	-	-	-	7 29%	1 11%	6 29%	100 37%	21 33%	13 34%	5 58%	10 52%	5 25%	1 100%			
Prefer not to say	27 7%	27 7%	-	-	-	-	-	2 7%	1 18%	0 1%	13 5%	11 17%	1 3%	-	1 4%	-	-			

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	401	107	100	107	74	47	29	52	61	31	55	51	76	55	70	111	165
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
At least once a week	106	35	19	33	16	15	8	13	13	7	16	9	25	17	21	27	42
	27%	33%	19%	31%	22%	33%	28%	26%	22%	22%	29%	18%	32%	30%	30%	25%	25%
Once or twice a month	32	16	3	8	5	2	3	2	6	2	2	3	13	2	4	12	15
	8%	15%	3%	8%	6%	5%	10%	4%	10%	7%	4%	6%	17%	4%	6%	10%	9%
A few times a year	53	7	27	13	7	5	2	6	6	6	4	9	15	5	11	21	16
	13%	6%	27%	12%	9%	10%	8%	11%	11%	20%	6%	17%	20%	9%	15%	19%	10%
Usually just for religious holidays	34	4	2	17	10	6	2	6	14	1	2	3	-	2	4	7	21
	8%	4%	2%	16%	14%	12%	9%	11%	22%	4%	4%	6%		4%	5%	6%	13%
Never	148	36	44	33	32	17	12	21	18	14	29	18	19	26	24	40	59
	37%	34%	45%	31%	44%	37%	42%	40%	29%	46%	53%	36%	25%	48%	34%	36%	36%
Prefer not to say	27	9	4	3	4	2	1	4	4	1	2	9	4	3	7	4	13
	7%	8%	4%	3%	5%	4%	4%	9%	6%	2%	4%	18%	5%	6%	10%	3%	8%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	401	188	213	77	83	103	137	281	20	67	9	24
	100	100	100	100	100	100	100	100	100	100	100	100
Yes	401	188	213	77	83	103	137	281	20	67	9	24
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	-	-	-	-	-	-	-	-	-	-	-	-
DNR – Don't know/Refused	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	401	263	138	172	108	91	30	146	145	110	203	179	95	75	198
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	401	263	138	172	108	91	30	146	145	110	203	179	95	75	198
	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=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 Percentage Points

[QRegVote] Are you at least 18 years old and registered to vote in [STATE]?

	Total	State						Swing			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	401 100	401 100	-	-	-	-	-	25 100	8 100	20 100	268 100	63 100	38 100	8 100	19 100	19 100	1 100			
Yes	401 100%	401 100%	-	-	-	-	-	25 100%	8 100%	20 100%	268 100%	63 100%	38 100%	8 100%	19 100%	19 100%	1 100%			
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
DNR – Don't know/Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	401	107	100	107	74	47	29	52	61	31	55	51	76	55	70	111	165
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	401	107	100	107	74	47	29	52	61	31	55	51	76	55	70	111	165
	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=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 Percentage Points

[QV1k] 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	401	188	213	77	83	103	137	281	20	67	9	24
	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY VOTE	395	187	208	73	83	103	135	279	19	64	9	24
	98%	99%	98%	95%	100%	100%	99%	99%	94%	95%	100%	100%
50-50/WILL NOT VOTE	6	2	5	4	0	-	2	2	1	3	-	-
	2%	1%	2%	5%	*%	-	1%	1%	6%	5%	-	-
Definitely vote	365	175	190	60	77	95	133	260	18	55	8	24
	91%	93%	89%	78%	93%	92%	97%	93%	89%	81%	90%	100%
Probably vote	30	12	18	13	6	8	3	18	1	9	1	-
	7%	6%	8%	17%	7%	8%	2%	7%	5%	14%	10%	-
50-50	6	2	5	4	0	-	2	2	1	3	-	-
	2%	1%	2%	5%	*%	-	1%	1%	6%	5%	-	-
Will not vote	-	-	-	-	-	-	-	-	-	-	-	-
DNR – Don't know/Refused	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	401	263	138	172	108	91	30	146	145	110	203	179	95	75	198
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY VOTE	395	258	137	171	108	87	28	143	142	110	200	176	91	74	196
	98%	98%	99%	99%	100%	96%	96%	98%	98%	99%	99%	99%	95%	99%	99%
50-50/WILL NOT VOTE	6	5	1	2	-	3	1	3	2	1	3	3	4	1	1
	2%	2%	1%	1%		4%	4%	2%	2%	1%	1%	1%	5%	1%	1%
Definitely vote	365	237	128	158	103	79	25	133	126	106	181	169	78	71	185
	91%	90%	93%	91%	95%	87%	86%	91%	87%	96%	89%	94%	82%	95%	94%
Probably vote	30	21	8	13	6	8	3	10	16	4	19	8	13	3	11
	7%	8%	6%	7%	5%	9%	10%	7%	11%	3%	10%	4%	13%	4%	6%
50-50	6	5	1	2	-	3	1	3	2	1	3	3	4	1	1
	2%	2%	1%	1%		4%	4%	2%	2%	1%	1%	1%	5%	1%	1%
Will not vote	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DNR – Don't know/Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	Swing Voters		Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	401 100	401 100	-	-	-	-	-	25 100	8 100	20 100	268 100	63 100	38 100	8 100	19 100	19 100	1 100
DEFINITELY/PROBABLY VOTE	395 98%	395 98%	-	-	-	-	-	23 93%	6 83%	20 98%	265 99%	62 99%	36 96%	8 96%	19 98%	16 87%	1 100%
50-50/WILL NOT VOTE	6 2%	6 2%	-	-	-	-	-	2 7%	1 17%	0 2%	3 1%	1 1%	2 4%	0 4%	0 2%	2 13%	-
Definitely vote	365 91%	365 91%	-	-	-	-	-	19 75%	5 71%	14 70%	253 95%	56 89%	28 73%	7 84%	17 88%	15 82%	1 100%
Probably vote	30 7%	30 7%	-	-	-	-	-	5 18%	1 11%	6 29%	12 5%	6 9%	9 23%	1 12%	2 10%	1 6%	-
50-50	6 2%	6 2%	-	-	-	-	-	2 7%	1 17%	0 2%	3 1%	1 1%	2 4%	0 4%	0 2%	2 13%	-
Will not vote	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DNR – Don't know/Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	401 100	107 100	100 100	107 100	74 100	47 100	29 100	52 100	61 100	31 100	55 100	51 100	76 100	55 100	70 100	111 100	165 100
DEFINITELY/PROBABLY VOTE	395 98%	103 96%	99 100%	107 100%	73 98%	45 96%	29 100%	52 100%	61 100%	28 92%	54 99%	51 100%	74 98%	52 94%	69 97%	110 99%	164 100%
50-50/WILL NOT VOTE	6 2%	4 4%	0 *%	-	2 2%	2 4%	-	-	-	3 8%	0 1%	-	2 2%	3 6%	2 3%	1 1%	1 *%
Definitely vote	365 91%	97 91%	87 87%	101 94%	67 90%	38 82%	26 90%	50 96%	61 100%	22 71%	51 94%	45 89%	72 94%	47 85%	66 93%	99 90%	153 93%
Probably vote	30 7%	5 5%	12 12%	6 6%	6 8%	7 15%	3 10%	2 4%	-	6 21%	3 5%	6 11%	3 4%	5 10%	3 4%	10 9%	11 7%
50-50	6 2%	4 4%	0 *%	-	2 2%	2 4%	-	-	-	3 8%	0 1%	-	2 2%	3 6%	2 3%	1 1%	1 *%
Will not vote	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DNR – Don't know/Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	401		188	213	77	83	103	137	281	20	67	9	24
	100		100	100	100	100	100	100	100	100	100	100	100
18-34	77		47	31	77	-	-	-	42	5	21	3	7
	19%		25%	15%	100%				15%	27%	32%	29%	28%
35-49	83		29	55	-	83	-	-	59	3	13	2	7
	21%		15%	26%		100%			21%	15%	19%	21%	29%
50-64	103		52	51	-	-	103	-	79	3	12	2	7
	26%		28%	24%			100%		28%	17%	18%	19%	28%
65+	137		61	76	-	-	-	137	101	8	21	3	4
	34%		32%	36%			100%		36%	41%	32%	31%	16%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	401	263	138	172	108	91	30	146	145	110	203	179	95	75	198
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
18-34	77	53	24	25	17	29	7	24	35	19	37	36	21	16	37
	19%	20%	18%	14%	16%	32%	25%	16%	24%	17%	18%	20%	22%	22%	18%
35-49	83	47	36	33	26	15	10	27	38	17	41	36	14	10	55
	21%	18%	26%	19%	24%	16%	33%	19%	27%	16%	20%	20%	15%	14%	28%
50-64	103	69	34	51	28	17	7	49	32	22	62	37	27	19	49
	26%	26%	25%	30%	26%	19%	22%	34%	22%	20%	31%	21%	28%	26%	25%
65+	137	94	43	63	38	30	6	45	39	52	62	71	33	29	57
	34%	36%	32%	37%	35%	33%	20%	31%	27%	48%	31%	40%	35%	39%	29%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 Percentage Points

[QAge] What is your age?

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	401 100	401 100	-	-	-	-	-	25 100	8 100	20 100	268 100	63 100	38 100	8 100	19 100	19 100	1 100
18-34	77 19%	77 19%	-	-	-	-	-	10 41%	5 63%	3 17%	30 11%	21 34%	12 32%	5 59%	11 61%	3 18%	-
35-49	83 21%	83 21%	-	-	-	-	-	6 25%	1 19%	5 25%	58 21%	11 18%	9 25%	-	3 14%	2 9%	-
50-64	103 26%	103 26%	-	-	-	-	-	5 18%	-	6 32%	69 26%	14 22%	10 27%	1 9%	2 9%	1 7%	1 100%
65+	137 34%	137 34%	-	-	-	-	-	4 16%	1 18%	5 26%	112 42%	16 26%	6 16%	3 31%	3 17%	12 65%	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	401 100	107 100	100 100	107 100	74 100	47 100	29 100	52 100	61 100	31 100	55 100	51 100	76 100	55 100	70 100	111 100	165 100
18-34	77 19%	12 11%	18 18%	18 16%	29 38%	47 100%	-	-	-	31 100%	-	-	-	18 32%	11 16%	14 13%	34 21%
35-49	83 21%	38 35%	16 16%	20 18%	9 12%	-	29 100%	-	-	-	55 100%	-	-	15 28%	11 16%	21 19%	36 22%
50-64	103 26%	26 25%	23 23%	30 28%	18 24%	-	-	52 100%	-	-	-	51 100%	-	15 28%	13 18%	26 24%	49 30%
65+	137 34%	31 29%	43 43%	40 37%	19 26%	-	-	-	61 100%	-	-	-	76 100%	7 12%	35 49%	49 44%	46 28%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	401	188	213	77	83	103	137	281	20	67	9	24
	100	100	100	100	100	100	100	100	100	100	100	100
Republican	146	73	73	24	27	49	45	109	1	16	5	14
	36%	39%	34%	31%	33%	48%	33%	39%	6%	24%	60%	60%
Democrat	110	43	68	19	17	22	52	68	12	28	-	3
	28%	23%	32%	24%	21%	21%	38%	24%	61%	42%	-	11%
Independent	123	65	57	29	31	31	32	93	6	15	3	6
	31%	35%	27%	37%	37%	30%	23%	33%	29%	23%	29%	25%
Member of another party	7	2	5	-	2	-	5	4	-	1	-	1
	2%	1%	2%	-	2%	-	4%	2%	-	2%	-	5%
Unsure	15	5	10	6	6	1	2	7	1	6	1	-
	4%	3%	5%	8%	7%	1%	2%	3%	3%	9%	10%	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	401	263	138	172	108	91	30	146	145	110	203	179	95	75	198
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Republican	146	97	49	69	40	29	9	146	-	-	117	25	28	21	83
	36%	37%	35%	40%	37%	31%	30%	100%			58%	14%	29%	28%	42%
Democrat	110	71	39	38	30	33	9	-	-	110	28	83	30	29	42
	28%	27%	28%	22%	27%	37%	32%			100%	14%	46%	31%	38%	21%
Independent	123	78	44	59	34	19	10	-	123	-	49	62	29	22	65
	31%	30%	32%	34%	31%	21%	35%		85%		24%	35%	30%	30%	33%
Member of another party	7	5	2	2	2	3	-	-	7	-	2	5	4	-	2
	2%	2%	1%	1%	2%	3%			5%		1%	3%	4%		1%
Unsure	15	12	3	5	2	7	1	-	15	-	7	4	5	3	6
	4%	4%	2%	3%	2%	8%	4%		10%		3%	2%	6%	4%	3%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 Percentage Points

[QPartyID] Do you consider yourself a...?

	Total	State						Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	401 100	401 100	-	-	-	-	-	25 100	8 100	20 100	268 100	63 100	38 100	8 100	19 100	19 100	1 100
Republican	146 36%	146 36%	-	-	-	-	-	4 16%	5 63%	14 71%	95 35%	20 32%	17 43%	5 57%	9 47%	2 13%	-
Democrat	110 28%	110 28%	-	-	-	-	-	-	-	0 2%	80 30%	19 30%	6 17%	1 12%	3 18%	12 62%	-
Independent	123 31%	123 31%	-	-	-	-	-	16 63%	1 11%	5 25%	80 30%	18 28%	13 35%	1 9%	4 22%	5 25%	1 100%
Member of another party	7 2%	7 2%	-	-	-	-	-	-	-	-	7 3%	-	-	1 18%	2 11%	-	-
Unsure	15 4%	15 4%	-	-	-	-	-	5 21%	2 26%	0 2%	6 2%	6 10%	2 5%	0 4%	0 2%	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	401	107	100	107	74	47	29	52	61	31	55	51	76	55	70	111	165
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Republican	146	39	32	44	24	18	11	24	20	6	16	25	26	12	28	50	55
	36%	37%	33%	41%	33%	38%	39%	46%	33%	20%	29%	50%	34%	22%	40%	45%	34%
Democrat	110	31	31	28	14	10	5	7	20	9	12	14	32	17	19	28	46
	28%	29%	31%	26%	18%	21%	19%	14%	33%	30%	22%	28%	42%	31%	27%	25%	28%
Independent	123	30	27	32	33	18	11	20	17	11	20	12	15	19	20	28	56
	31%	28%	28%	29%	45%	39%	37%	38%	27%	34%	37%	23%	20%	34%	29%	25%	34%
Member of another party	7	1	3	1	2	-	1	-	2	-	1	-	3	1	1	2	3
	2%	1%	3%	1%	2%		2%		3%		2%		5%	2%	1%	2%	2%
Unsure	15	5	5	3	2	1	1	1	2	5	5	-	-	5	2	4	4
	4%	5%	5%	3%	2%	2%	2%	2%	4%	16%	9%			10%	2%	3%	2%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	146	73	73	24	27	49	45	109	1	16	5	14
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	151	77	74	22	31	54	44	108	2	24	4	13
Firmly a Republican	112	65	47	21	19	38	33	84	1	14	4	9
	77%	89%	64%	89%	72%	77%	72%	77%	100%	88%	69%	60%
Not firmly a Republican	34	8	26	3	8	11	13	25	-	2	2	6
	23%	11%	36%	11%	28%	23%	28%	23%	-	12%	31%	40%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	146	97	49	69	40	29	9	146	-	-	117	25	28	21	83
	100	100	100	100	100	100	100	100			100	100	100	100	100
Unweighted Total	151	99	52	71	37	28	15	151	-	-	118	28	29	23	87
Firmly a Republican	112	77	35	55	28	22	6	112	-	-	102	7	21	17	62
	77%	79%	71%	81%	71%	76%	71%	77%			87%	29%	74%	81%	74%
Not firmly a Republican	34	20	14	13	12	7	3	34	-	-	15	18	7	4	21
	23%	21%	29%	19%	29%	24%	29%	23%			13%	71%	26%	19%	26%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 Percentage Points

[QPartyGOP] Would you say you are...?

	Total	State						Swing	Swing Voters		Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	146 100	146 100	-	-	-	-	-	4 100	5 100	14 100	95 100	20 100	17 100	5 100	9 100	2 100	-
Unweighted Total	151	151	-	-	-	-	-	5	2	10	102	16	21	5	10	2	-
Firmly a Republican	112 77%	112 77%	-	-	-	-	-	3 65%	5 100%	11 78%	63 66%	18 88%	17 100%	4 85%	8 92%	1 24%	-
Not firmly a Republican	34 23%	34 23%	-	-	-	-	-	1 35%	-	3 22%	32 34%	2 12%	-	1 15%	1 8%	2 76%	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	146	39	32	44	24	18	11	24	20	6	16	25	26	12	28	50	55
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	151	42	31	48	26	17	15	24	21	5	16	30	23	12	37	52	50
Firmly a Republican	112	24	23	38	22	16	8	23	18	5	11	16	15	12	22	36	42
	77%	61%	70%	87%	91%	92%	73%	94%	90%	80%	70%	62%	59%	94%	77%	71%	77%
Not firmly a Republican	34	15	10	6	2	1	3	2	2	1	5	10	11	1	6	14	13
	23%	39%	30%	13%	9%	8%	27%	6%	10%	20%	30%	38%	41%	6%	23%	29%	23%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	110	43	68	19	17	22	52	68	12	28	-	3
	100	100	100	100	100	100	100	100	100	100	-	100
Unweighted Total	107	46	61	20	19	21	47	66	12	24	-	5
Firmly a Democrat	83	28	56	15	11	16	41	47	10	24	-	2
	75%	64%	82%	79%	66%	75%	77%	69%	85%	86%	-	67%
Not firmly a Democrat	27	15	12	4	6	5	12	21	2	4	-	1
	25%	36%	18%	21%	34%	25%	23%	31%	15%	14%	-	33%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	110	71	39	38	30	33	9	-	-	110	28	83	30	29	42
	100	100	100	100	100	100	100	-	-	100	100	100	100	100	100
Unweighted Total	107	66	41	37	29	29	12	-	-	107	30	77	29	24	43
Firmly a Democrat	83	61	23	30	17	31	6	-	-	83	10	73	25	15	34
	75%	85%	58%	79%	57%	91%	62%	-	-	75%	37%	88%	85%	51%	82%
Not firmly a Democrat	27	11	16	8	13	3	4	-	-	27	17	10	5	14	8
	25%	15%	42%	21%	43%	9%	38%	-	-	25%	63%	12%	15%	49%	18%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 Percentage Points

[QPartyDem] Would you say you are...?

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	110	110	-	-	-	-	-	-	-	0	80	19	6	1	3	12	-
	100	100								100	100	100	100	100	100	100	
Unweighted Total	107	107	-	-	-	-	-	-	-	2	83	14	6	1	4	10	-
Firmly a Democrat	83	83	-	-	-	-	-	-	-	0	64	11	6	-	2	12	-
	75%	75%								100%	79%	60%	89%		48%	100%	
Not firmly a Democrat	27	27	-	-	-	-	-	-	-	-	17	7	1	1	2	-	-
	25%	25%									21%	40%	11%	100%	52%		

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	110	31	31	28	14	10	5	7	20	9	12	14	32	17	19	28	46
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	107	28	28	29	15	11	7	8	20	9	12	13	27	17	23	28	39
Firmly a Democrat	83	27	24	16	11	7	4	4	13	8	7	12	27	11	16	22	33
	75%	85%	77%	58%	81%	66%	75%	52%	65%	92%	62%	87%	85%	66%	84%	80%	72%
Not firmly a Democrat	27	5	7	12	3	3	1	3	7	1	5	2	5	6	3	5	13
	25%	15%	23%	42%	19%	34%	25%	48%	35%	8%	38%	13%	15%	34%	16%	20%	28%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	145	72	72	35	38	32	39	104	7	23	4	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	143	77	66	42	40	29	32	93	9	29	4	8
Republicans	50	27	22	7	14	9	19	35	0	8	2	4
	34%	38%	31%	20%	38%	28%	49%	34%	7%	36%	63%	50%
Democrats	60	29	31	17	16	13	14	47	6	4	1	2
	41%	40%	43%	49%	41%	39%	37%	45%	93%	16%	37%	30%
Both equally often	19	10	9	4	5	9	1	14	-	5	-	0
	13%	14%	13%	12%	13%	27%	4%	13%	-	23%	-	2%
Unsure	16	6	10	6	3	2	4	8	-	6	-	1
	11%	8%	13%	19%	8%	6%	11%	8%	-	26%	-	18%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 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	145	95	50	66	38	29	11	-	145	-	58	71	38	25	73
	100	100	100	100	100	100	100		100		100	100	100	100	100
Unweighted Total	143	95	48	60	33	35	15	-	143	-	63	63	36	26	71
Republicans	50	33	16	24	12	10	5	-	50	-	39	7	13	11	24
	34%	35%	33%	36%	30%	33%	43%		34%		67%	9%	36%	44%	33%
Democrats	60	38	22	29	18	8	5	-	60	-	5	49	19	10	29
	41%	40%	45%	44%	46%	29%	42%		41%		9%	69%	51%	38%	39%
Both equally often	19	12	8	7	7	5	0	-	19	-	5	11	3	2	13
	13%	12%	15%	10%	19%	18%	1%		13%		8%	15%	8%	10%	18%
Unsure	16	12	3	7	2	6	2	-	16	-	9	5	2	2	7
	11%	13%	7%	10%	5%	19%	14%		11%		16%	7%	5%	8%	10%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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 Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	145	145	-	-	-	-	-	21	3	5	92	24	15	3	7	5	1
	100	100						100	100	100	100	100	100	100	100	100	100
Unweighted Total	143	143	-	-	-	-	-	25	3	8	84	22	21	3	8	3	1
Republicans	50	50	-	-	-	-	-	4	2	5	35	6	4	-	2	1	-
	34%	34%						21%	78%	86%	38%	26%	24%		32%	23%	
Democrats	60	60	-	-	-	-	-	5	-	0	39	9	6	1	2	4	1
	41%	41%						25%		6%	43%	39%	43%	30%	26%	77%	100%
Both equally often	19	19	-	-	-	-	-	7	-	0	8	4	3	-	1	-	-
	13%	13%						31%		2%	9%	18%	22%		15%		
Unsure	16	16	-	-	-	-	-	5	1	0	10	4	2	2	2	-	-
	11%	11%						24%	22%	6%	11%	17%	11%	70%	27%		

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 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	145	36	36	35	37	19	12	21	21	16	27	12	18	26	23	33	63
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	143	35	30	38	38	26	15	19	17	16	25	10	15	24	30	34	55
Republicans	50	11	11	12	16	6	6	6	10	1	9	3	9	10	6	15	18
	34%	32%	30%	33%	43%	31%	49%	27%	49%	7%	33%	30%	49%	41%	29%	45%	28%
Democrats	60	16	15	14	15	11	4	8	7	6	12	5	7	11	7	13	28
	41%	44%	42%	40%	40%	56%	30%	38%	34%	41%	47%	41%	40%	43%	33%	40%	45%
Both equally often	19	5	4	7	3	1	1	6	1	3	4	2	1	2	6	3	8
	13%	13%	12%	19%	9%	8%	11%	31%	4%	17%	14%	22%	4%	8%	26%	10%	13%
Unsure	16	4	5	3	3	1	1	1	3	5	2	1	1	2	3	2	9
	11%	11%	15%	9%	8%	6%	11%	4%	13%	34%	7%	8%	8%	8%	13%	5%	14%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 Percentage Points

[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	401	188	213	77	83	103	137	281	20	67	9	24
	100	100	100	100	100	100	100	100	100	100	100	100
Total Republican+Republican-leaning Independents	196	100	95	31	42	58	65	144	2	25	8	18
	49%	53%	45%	40%	50%	57%	47%	51%	8%	37%	85%	75%
Total Democratic+Democratic-leaning Independents	170	72	99	36	33	34	67	115	18	32	1	5
	43%	38%	46%	46%	40%	33%	49%	41%	92%	47%	15%	19%
Total Independent	35	16	19	11	8	11	6	22	-	11	-	1
	9%	8%	9%	14%	10%	10%	4%	8%		16%		6%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 Percentage Points

[QPartyConsolidated] QParty and QPartyLeanView

	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	401	263	138	172	108	91	30	146	145	110	203	179	95	75	198
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Total Republican+Republican-leaning Independents	196	130	65	92	52	38	14	146	50	-	156	31	41	32	107
	49%	50%	47%	53%	48%	42%	46%	100%	34%		77%	17%	43%	43%	54%
Total Democratic+Democratic-leaning Independents	170	109	62	67	47	42	14	-	60	110	33	132	49	38	71
	43%	41%	45%	39%	44%	46%	48%		41%	100%	16%	74%	51%	51%	36%
Total Independent	35	24	11	13	9	11	2	-	35	-	14	16	5	4	20
	9%	9%	8%	8%	9%	12%	6%		24%		7%	9%	5%	6%	10%

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error=+/-5.7 Percentage Points

[QPartyConsolidated] QParty and QPartyLeanView

	Total	State						Swing	Swing Voters		Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	401 100	401 100	-	-	-	-	-	25 100	8 100	20 100	268 100	63 100	38 100	8 100	19 100	19 100	1 100
Total Republican+Republican-leaning Independents	196 49%	196 49%	-	-	-	-	-	8 33%	7 92%	19 94%	130 49%	26 42%	20 53%	5 57%	11 58%	3 19%	-
Total Democratic+Democratic-leaning Independents	170 43%	170 43%	-	-	-	-	-	5 21%	-	1 4%	120 45%	28 45%	13 34%	2 21%	5 27%	15 81%	1 100%
Total Independent	35 9%	35 9%	-	-	-	-	-	12 46%	1 8%	0 2%	18 7%	8 13%	5 13%	2 22%	3 15%	-	-

Echelon Insights
 Focus 2024 Survey
 N=401 Registered Voters in the Likely Electorate in AZ, March 12-19, 2024, Margin of Error= +/-5.7 Percentage Points

[QPartyConsolidated] QParty and QPartyLeanView

	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	401	107	100	107	74	47	29	52	61	31	55	51	76	55	70	111	165
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Total Republican+Republican-leaning Independents	196	51	43	56	40	24	17	30	30	7	25	29	34	23	35	65	73
	49%	48%	43%	52%	54%	51%	59%	57%	49%	24%	45%	56%	45%	41%	50%	58%	44%
Total Democratic+Democratic-leaning Independents	170	47	47	42	28	20	9	15	27	16	24	19	40	28	27	41	75
	43%	44%	47%	39%	38%	44%	31%	29%	45%	50%	45%	37%	52%	51%	38%	37%	45%
Total Independent	35	9	10	10	6	3	3	7	4	8	5	3	2	4	9	5	17
	9%	8%	10%	9%	8%	5%	9%	14%	6%	26%	10%	7%	3%	7%	12%	5%	10%