

Echelon Insights  
Focus 2024 Survey  
N=400 Registered Voters in the Likely Electorate in GA, 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	400	178	222	79	96	116	110	250	113	16	9	11
	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	156	63	93	35	34	37	49	61	80	6	3	6
	39%	36%	42%	45%	36%	32%	45%	24%	71%	35%	31%	52%
STRONGLY/SOMEWHAT DISAPPROVE	231	112	119	38	59	78	56	185	23	11	7	6
	58%	63%	53%	48%	62%	67%	51%	74%	21%	65%	69%	48%
Strongly approve	93	34	59	19	20	25	29	25	61	3	1	2
	23%	19%	26%	24%	21%	21%	26%	10%	55%	19%	12%	15%
Somewhat approve	63	29	34	16	14	12	20	36	19	3	2	4
	16%	16%	15%	21%	15%	10%	19%	14%	16%	16%	18%	37%
Somewhat disapprove	29	8	21	8	9	10	2	18	8	1	2	-
	7%	4%	9%	10%	9%	9%	2%	7%	7%	9%	19%	-
Strongly disapprove	202	104	98	30	50	68	54	167	16	9	5	6
	50%	59%	44%	38%	52%	59%	49%	67%	14%	56%	50%	48%
DNR – Don't know/Refused	13	2	11	6	2	1	4	4	9	-	-	-
	3%	1%	5%	7%	3%	1%	4%	2%	8%	-	-	-

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

	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	400 100	246 100	154 100	146 100	104 100	100 100	50 100	152 100	123 100	125 100	210 100	168 100	94 100	58 100	190 100
STRONGLY/SOMEWHAT APPROVE	156 39%	96 39%	60 39%	31 21%	30 29%	64 64%	30 61%	11 7%	37 30%	108 86%	7 3%	146 87%	35 38%	24 42%	72 38%
STRONGLY/SOMEWHAT DISAPPROVE	231 58%	141 57%	90 59%	111 76%	74 71%	30 30%	16 32%	139 91%	78 64%	14 11%	201 96%	13 7%	56 60%	31 53%	118 62%
Strongly approve	93 23%	58 23%	35 23%	13 9%	12 12%	45 45%	23 46%	6 4%	14 11%	73 59%	5 2%	88 52%	24 26%	14 25%	42 22%
Somewhat approve	63 16%	38 15%	25 16%	18 13%	18 17%	20 20%	7 15%	5 3%	24 19%	34 28%	2 1%	58 35%	11 12%	10 18%	30 16%
Somewhat disapprove	29 7%	12 5%	17 11%	8 5%	10 10%	4 4%	6 13%	14 9%	12 10%	3 3%	14 7%	9 5%	7 7%	5 8%	13 7%
Strongly disapprove	202 50%	128 52%	74 48%	103 70%	64 61%	26 26%	10 19%	125 82%	66 54%	10 8%	188 90%	4 2%	50 53%	26 45%	105 55%
DNR – Don't know/Refused	13 3%	10 4%	3 2%	4 3%	-	6 6%	3 7%	2 2%	7 6%	3 3%	1 1%	9 6%	2 2%	2 4%	0 *

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	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	400 100	-	400 100	-	-	-	-	33 100	18 100	12 100	280 100	57 100	42 100	14 100	27 100	41 100	5 100			
STRONGLY/SOMEWHAT APPROVE	156 39%	-	156 39%	-	-	-	-	6 18%	2 12%	-	111 39%	19 34%	11 27%	1 4%	5 17%	29 72%	4 8%			
STRONGLY/SOMEWHAT DISAPPROVE	231 58%	-	231 58%	-	-	-	-	21 62%	14 82%	12 100%	159 57%	35 62%	30 71%	13 96%	21 77%	9 22%	1 22%			
Strongly approve	93 23%	-	93 23%	-	-	-	-	0 0%	1 7%	-	67 24%	12 21%	8 19%	1 4%	1 2%	19 46%	4 8%			
Somewhat approve	63 16%	-	63 16%	-	-	-	-	6 18%	1 4%	-	44 16%	7 13%	3 8%	-	4 15%	11 26%	-			
Somewhat disapprove	29 7%	-	29 7%	-	-	-	-	8 25%	3 16%	3 24%	18 7%	5 9%	6 14%	3 24%	4 15%	7 17%	1 22%			
Strongly disapprove	202 50%	-	202 50%	-	-	-	-	12 37%	12 66%	9 76%	141 50%	30 53%	24 57%	10 72%	17 63%	2 5%	-			
DNR – Don't know/Refused	13 3%	-	13 3%	-	-	-	-	6 20%	1 7%	-	10 4%	2 4%	1 2%	-	1 5%	2 6%	-			

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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	400	125	89	101	71	33	45	50	50	46	52	66	59	117	116	-	167
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		100
STRONGLY/SOMEWHAT APPROVE	156	53	36	25	32	16	17	12	19	20	17	25	31	65	28	-	63
	39%	42%	41%	25%	45%	47%	38%	24%	37%	43%	34%	38%	52%	55%	24%		38%
STRONGLY/SOMEWHAT DISAPPROVE	231	68	46	76	37	17	25	38	32	20	34	40	24	50	82	-	99
	58%	54%	51%	75%	52%	53%	56%	76%	63%	44%	66%	61%	41%	43%	71%		59%
Strongly approve	93	35	21	16	17	9	11	6	9	10	9	19	20	45	13	-	34
	23%	28%	23%	15%	25%	26%	25%	11%	17%	23%	17%	29%	34%	39%	11%		21%
Somewhat approve	63	18	16	9	14	7	6	6	10	10	8	6	10	19	15	-	29
	16%	15%	18%	9%	20%	21%	14%	12%	20%	21%	16%	9%	18%	16%	13%		17%
Somewhat disapprove	29	9	10	4	4	3	2	2	1	4	7	8	1	9	11	-	9
	7%	7%	11%	4%	6%	10%	4%	3%	2%	10%	14%	13%	2%	8%	10%		5%
Strongly disapprove	202	59	36	72	33	14	23	36	31	16	27	32	23	41	70	-	90
	50%	47%	40%	71%	46%	43%	52%	73%	61%	35%	53%	48%	39%	35%	61%		54%
DNR – Don't know/Refused	13	4	7	-	2	-	2	-	-	6	-	1	4	3	6	-	5
	3%	3%	8%		3%		5%			12%		1%	8%	2%	5%		3%

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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	400	178	222	79	96	116	110	250	113	16	9	11
	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	214	101	113	37	51	70	56	171	19	13	6	6
	54%	57%	51%	47%	54%	60%	51%	68%	17%	76%	61%	48%
STRONGLY/SOMEWHAT DISAPPROVE	180	75	105	41	45	46	48	79	87	4	4	6
	45%	42%	47%	52%	46%	40%	44%	32%	78%	22%	39%	52%
Strongly approve	142	68	74	26	29	46	41	112	13	10	4	4
	36%	38%	33%	33%	30%	40%	38%	45%	11%	59%	47%	32%
Somewhat approve	72	33	39	11	22	24	15	60	7	3	1	2
	18%	19%	18%	14%	23%	21%	13%	24%	6%	17%	14%	16%
Somewhat disapprove	20	10	10	5	7	6	2	10	8	2	0	-
	5%	6%	5%	6%	7%	6%	2%	4%	7%	11%	1%	-
Strongly disapprove	159	65	95	36	38	40	46	68	80	2	4	6
	40%	36%	43%	46%	39%	34%	42%	27%	71%	10%	38%	52%
DNR – Don't know/Refused	6	2	5	0	-	-	6	-	6	0	-	-
	2%	1%	2%	0%	-	-	5%	-	5%	2%	-	-

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	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	400	246	154	146	104	100	50	152	123	125	210	168	94	58	190
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
STRONGLY/SOMEWHAT APPROVE	214	137	78	104	68	33	10	137	66	11	204	5	55	30	107
	54%	55%	51%	71%	65%	33%	20%	90%	54%	9%	97%	3%	58%	53%	56%
STRONGLY/SOMEWHAT DISAPPROVE	180	106	73	43	36	64	37	11	56	112	5	157	37	26	83
	45%	43%	48%	29%	35%	63%	74%	7%	46%	90%	2%	94%	40%	45%	44%
Strongly approve	142	97	46	71	41	26	5	101	35	6	139	3	41	22	67
	36%	39%	30%	48%	39%	26%	9%	66%	29%	5%	67%	2%	43%	39%	35%
Somewhat approve	72	40	32	33	27	7	5	37	31	4	65	2	14	8	39
	18%	16%	21%	22%	26%	7%	11%	24%	25%	3%	31%	1%	15%	14%	21%
Somewhat disapprove	20	11	9	6	5	5	5	1	12	7	1	10	4	3	8
	5%	4%	6%	4%	4%	5%	9%	1%	10%	5%	1%	6%	4%	5%	4%
Strongly disapprove	159	95	64	37	32	58	32	10	43	106	4	148	34	23	75
	40%	39%	42%	25%	30%	58%	65%	7%	35%	84%	2%	88%	36%	40%	39%
DNR – Don't know/Refused	6	4	3	-	-	4	3	4	1	2	0	5	2	1	-
	2%	1%	2%			4%	6%	2%	1%	2%	0%	3%	2%	2%	

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Total	400 100	- 100	400 100	-	-	-	-	33 100	18 100	12 100	280 100	57 100	42 100	14 100	27 100	41 100	5 100
STRONGLY/SOMEWHAT APPROVE	214 54%	- 54%	214 54%	-	-	-	-	8 24%	15 87%	11 97%	150 54%	32 56%	24 57%	10 72%	17 63%	11 27%	1 22%
STRONGLY/SOMEWHAT DISAPPROVE	180 45%	- 45%	180 45%	-	-	-	-	24 74%	2 13%	-	127 45%	21 38%	18 43%	4 28%	9 35%	28 70%	4 78%
Strongly approve	142 36%	- 36%	142 36%	-	-	-	-	-	9 52%	6 51%	96 34%	24 43%	16 38%	7 50%	11 42%	8 19%	1 16%
Somewhat approve	72 18%	- 18%	72 18%	-	-	-	-	8 24%	6 34%	5 46%	54 19%	8 14%	8 19%	3 22%	6 22%	3 8%	0 5%
Somewhat disapprove	20 5%	- 5%	20 5%	-	-	-	-	14 42%	1 4%	-	14 5%	3 6%	2 5%	1 7%	1 4%	2 6%	1 16%
Strongly disapprove	159 40%	- 40%	159 40%	-	-	-	-	10 32%	2 10%	-	113 40%	18 32%	16 38%	3 20%	8 31%	26 64%	3 62%
DNR – Don't know/Refused	6 2%	- 2%	6 2%	-	-	-	-	1 2%	-	0 3%	3 1%	3 6%	-	-	0 1%	1 3%	-

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	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	400	125	89	101	71	33	45	50	50	46	52	66	59	117	116	-	167
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		100
STRONGLY/SOMEWHAT APPROVE	214	71	38	66	36	14	21	34	32	23	30	36	24	45	73	-	97
	54%	57%	42%	65%	50%	43%	48%	68%	63%	50%	58%	54%	41%	38%	63%		58%
STRONGLY/SOMEWHAT DISAPPROVE	180	53	48	33	35	18	23	16	17	23	21	30	30	68	43	-	68
	45%	42%	54%	33%	50%	56%	52%	32%	34%	50%	42%	46%	51%	58%	37%		41%
Strongly approve	142	45	26	46	22	10	12	24	23	16	17	22	18	27	44	-	72
	36%	36%	30%	46%	32%	29%	27%	47%	46%	35%	33%	34%	30%	23%	38%		43%
Somewhat approve	72	26	11	20	13	4	10	11	8	7	13	13	6	19	29	-	25
	18%	21%	13%	20%	19%	14%	21%	21%	17%	15%	25%	20%	10%	16%	25%		15%
Somewhat disapprove	20	6	3	5	5	1	5	3	1	4	2	4	0	6	7	-	7
	5%	5%	4%	5%	7%	4%	11%	5%	3%	8%	4%	6%	1%	5%	6%		4%
Strongly disapprove	159	47	45	28	30	17	18	13	16	19	19	26	30	63	36	-	61
	40%	38%	50%	28%	42%	52%	41%	26%	32%	42%	38%	40%	51%	53%	31%		36%
DNR – Don't know/Refused	6	1	4	2	-	0	-	-	1	-	-	-	5	4	0	-	2
	2%	1%	4%	2%		1%			3%				8%	3%	*%		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	400	178	222	79	96	116	110	250	113	16	9	11
	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY/LEAN THE REPUBLICAN CANDIDATE	208	101	107	34	50	70	55	167	17	14	6	5
	52%	57%	48%	43%	52%	61%	50%	67%	15%	83%	62%	42%
DEFINITELY/PROBABLY/LEAN THE DEMOCRATIC CANDIDATE	161	65	96	37	38	40	45	63	88	2	4	4
	40%	36%	43%	48%	40%	34%	41%	25%	78%	10%	38%	34%
Definitely the Republican candidate	161	82	79	29	37	55	41	130	13	9	6	4
	40%	46%	36%	37%	38%	47%	37%	52%	11%	56%	62%	33%
Probably the Republican candidate	40	15	25	5	12	14	9	32	4	3	-	1
	10%	9%	11%	7%	13%	12%	9%	13%	4%	20%	-	8%
Lean, the Republican candidate	7	4	3	-	1	2	4	5	-	1	-	-
	2%	2%	1%	-	1%	2%	4%	2%	-	8%	-	-
Probably the Democratic candidate	22	9	12	9	6	2	6	14	7	0	-	-
	5%	5%	6%	11%	6%	2%	5%	6%	6%	3%	-	-
Definitely the Democratic candidate	135	52	82	29	32	36	38	47	80	1	3	3
	34%	29%	37%	37%	33%	31%	35%	19%	71%	8%	29%	27%
Lean, the Democratic candidate	4	3	1	-	1	2	1	1	1	-	1	1
	1%	2%	1%	-	1%	2%	1%	1%	1%	-	8%	7%
Unsure	31	12	19	7	8	6	10	20	7	1	-	3
	8%	7%	9%	9%	9%	5%	9%	8%	6%	6%	-	24%

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Total	400	246	154	146	104	100	50	152	123	125	210	168	94	58	190
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY/LEAN THE REPUBLICAN CANDIDATE	208	130	79	98	69	32	10	138	61	10	198	4	51	30	106
	52%	53%	51%	67%	66%	32%	19%	91%	50%	8%	94%	2%	55%	51%	56%
DEFINITELY/PROBABLY/LEAN THE DEMOCRATIC CANDIDATE	161	92	68	31	32	61	36	12	35	114	2	156	34	24	74
	40%	37%	44%	21%	31%	61%	72%	8%	29%	91%	1%	93%	36%	41%	39%
Definitely the Republican candidate	161	101	61	75	55	26	6	113	41	7	156	1	37	21	86
	40%	41%	40%	51%	53%	26%	12%	74%	33%	6%	74%	1%	39%	37%	45%
Probably the Republican candidate	40	23	17	18	14	5	3	22	17	1	36	2	12	4	20
	10%	9%	11%	12%	13%	5%	7%	14%	14%	1%	17%	1%	13%	7%	10%
Lean, the Republican candidate	7	6	1	5	1	1	-	3	3	1	6	1	2	4	-
	2%	2%	*%	3%	1%	1%	-	2%	2%	1%	3%	*%	2%	7%	-
Probably the Democratic candidate	22	12	10	7	7	5	2	1	17	3	-	19	5	6	8
	5%	5%	6%	5%	7%	5%	4%	1%	14%	3%	-	12%	6%	10%	4%
Definitely the Democratic candidate	135	79	56	22	25	56	31	10	16	108	2	133	26	17	65
	34%	32%	36%	15%	24%	56%	62%	7%	13%	86%	1%	79%	28%	30%	34%
Lean, the Democratic candidate	4	1	3	1	-	-	3	-	2	2	-	4	2	0	1
	1%	*%	2%	1%	-	-	6%	-	2%	2%	-	2%	2%	1%	*%
Unsure	31	24	7	18	3	7	4	3	26	2	10	8	9	4	10
	8%	10%	4%	12%	2%	7%	9%	2%	22%	2%	5%	5%	10%	7%	5%

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	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	400 100	- 400	- 100	-	-	-	-	33 100	18 100	12 100	280 100	57 100	42 100	14 100	27 100	41 100	5 100
DEFINITELY/PROBABLY/LEAN THE REPUBLICAN CANDIDATE	208 52%	- 52%	208 52%	-	-	-	-	10 30%	15 85%	10 88%	149 53%	28 50%	25 59%	10 72%	17 64%	11 28%	1 22%
DEFINITELY/PROBABLY/LEAN THE DEMOCRATIC CANDIDATE	161 40%	- 40%	161 40%	-	-	-	-	5 14%	2 12%	-	114 41%	20 35%	12 29%	3 20%	5 19%	24 60%	3 59%
Definitely the Republican candidate	161 40%	- 40%	161 40%	-	-	-	-	4 12%	12 66%	6 52%	116 41%	23 41%	19 45%	10 72%	15 55%	6 15%	-
Probably the Republican candidate	40 10%	- 10%	40 10%	-	-	-	-	5 15%	3 19%	3 29%	29 10%	4 7%	5 12%	-	2 6%	4 9%	1 22%
Lean, the Republican candidate	7 2%	- 2%	7 2%	-	-	-	-	1 3%	-	1 7%	5 2%	1 2%	1 2%	-	1 3%	1 3%	-
Probably the Democratic candidate	22 5%	- 5%	22 5%	-	-	-	-	4 12%	-	-	17 6%	4 7%	1 2%	-	1 3%	4 11%	1 16%
Definitely the Democratic candidate	135 34%	- 34%	135 34%	-	-	-	-	-	2 12%	-	94 33%	16 28%	10 25%	3 20%	4 13%	19 46%	2 43%
Lean, the Democratic candidate	4 1%	- 1%	4 1%	-	-	-	-	0 1%	-	-	3 1%	-	1 2%	-	1 3%	1 3%	-
Unsure	31 8%	- 8%	31 8%	-	-	-	-	19 56%	1 4%	1 12%	17 6%	8 15%	5 12%	1 7%	4 16%	5 12%	1 19%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400	125	89	101	71	33	45	50	50	46	52	66	59	117	116	-	167
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
DEFINITELY/PROBABLY/LEAN THE REPUBLICAN CANDIDATE	208	69	35	69	32	14	20	36	30	20	29	34	24	45	72	-	91
	52%	55%	40%	69%	45%	42%	46%	73%	60%	44%	57%	51%	41%	39%	62%	-	55%
DEFINITELY/PROBABLY/LEAN THE DEMOCRATIC CANDIDATE	161	48	45	26	32	16	20	12	17	22	18	28	28	63	32	-	65
	40%	38%	50%	26%	45%	47%	45%	24%	33%	48%	35%	42%	48%	54%	28%	-	39%
Definitely the Republican candidate	161	51	27	57	26	13	15	29	25	16	22	25	16	32	54	-	76
	40%	40%	30%	56%	36%	40%	33%	59%	50%	34%	43%	39%	27%	27%	46%	-	46%
Probably the Republican candidate	40	16	9	11	5	1	6	5	3	4	6	8	6	11	15	-	14
	10%	13%	10%	11%	6%	2%	13%	10%	7%	10%	12%	13%	10%	10%	13%	-	8%
Lean, the Republican candidate	7	2	-	2	2	-	-	2	2	-	1	-	2	2	3	-	1
	2%	2%	-	2%	3%	-	-	4%	4%	-	2%	-	4%	2%	3%	-	1%
Probably the Democratic candidate	22	5	7	5	3	2	4	0	3	6	2	2	3	7	4	-	11
	5%	4%	8%	5%	5%	7%	9%	0%	6%	14%	3%	3%	4%	6%	4%	-	6%
Definitely the Democratic candidate	135	43	37	19	28	13	15	11	12	15	16	25	26	56	25	-	54
	34%	34%	41%	19%	39%	41%	35%	22%	25%	34%	32%	38%	44%	47%	22%	-	32%
Lean, the Democratic candidate	4	-	1	2	1	-	1	1	1	-	-	1	-	0	3	-	1
	1%	-	1%	2%	1%	-	2%	2%	2%	-	-	2%	-	0%	2%	-	1%
Unsure	31	9	9	6	7	3	4	1	4	4	4	4	6	9	12	-	10
	8%	7%	10%	6%	9%	11%	9%	3%	7%	8%	8%	7%	11%	8%	10%	-	6%

Echelon Insights  
Focus 2024 Survey  
N=400 Registered Voters in the Likely Electorate in GA, 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	400	178	222	79	96	116	110	250	113	16	9	11
	100	100	100	100	100	100	100	100	100	100	100	100
DONALD TRUMP, DEFINITELY/ PROBABLY/LEAN	210	100	110	36	48	70	56	169	16	14	6	5
	52%	56%	49%	46%	50%	60%	51%	68%	14%	83%	61%	42%
JOE BIDEN, DEFINITELY/ PROBABLY/LEAN	168	66	102	42	37	41	48	71	88	2	4	4
	42%	37%	46%	53%	38%	35%	44%	28%	78%	10%	38%	34%
Donald Trump, definitely	183	89	94	34	37	64	49	147	15	11	6	5
	46%	50%	42%	43%	38%	55%	45%	59%	13%	64%	61%	42%
Donald Trump, probably	26	10	16	2	11	6	7	22	1	3	-	-
	7%	6%	7%	3%	12%	5%	7%	9%	1%	20%	-	-
Donald Trump, lean	0	0	-	-	-	-	0	-	0	-	-	-
	*%	*%					*%		*%			
Joe Biden, probably	22	7	14	10	3	4	5	12	8	0	-	1
	5%	4%	6%	12%	3%	3%	5%	5%	7%	3%	-	8%
Joe Biden, definitely	146	58	87	32	34	36	43	58	79	1	4	3
	36%	33%	39%	41%	35%	31%	39%	23%	70%	8%	38%	26%
Joe Biden, lean	0	-	0	-	-	0	-	-	0	-	-	-
	*%		*%			*%			*%			
Unsure	23	13	10	1	12	5	5	11	8	1	0	3
	6%	7%	5%	1%	12%	5%	5%	4%	7%	6%	1%	24%

Echelon Insights  
Focus 2024 Survey  
N=400 Registered Voters in the Likely Electorate in GA, 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	400	246	154	146	104	100	50	152	123	125	210	168	94	58	190
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DONALD TRUMP, DEFINITELY/ PROBABLY/LEAN	210	137	73	106	63	31	9	136	65	9	210	-	54	29	106
	52%	56%	47%	72%	61%	31%	19%	89%	53%	7%	100%	-	57%	51%	56%
JOE BIDEN, DEFINITELY/ PROBABLY/LEAN	168	97	71	35	35	61	36	13	41	114	-	168	35	23	77
	42%	39%	46%	24%	34%	61%	72%	8%	34%	91%	-	100%	38%	39%	41%
Donald Trump, definitely	183	126	57	98	49	28	8	120	55	8	183	-	50	25	91
	46%	51%	37%	67%	47%	28%	16%	79%	45%	6%	87%	-	53%	43%	48%
Donald Trump, probably	26	11	15	8	14	3	1	16	9	1	26	-	4	5	15
	7%	4%	10%	5%	14%	3%	2%	11%	8%	1%	13%	-	4%	8%	8%
Donald Trump, lean	0	0	-	-	-	0	-	-	0	-	0	-	-	-	0
	*%	*%	-	-	-	0%	-	-	0%	-	0%	-	-	-	0%
Joe Biden, probably	22	11	10	9	3	3	7	5	10	7	-	22	1	5	6
	5%	5%	7%	6%	3%	3%	14%	3%	8%	6%	-	13%	1%	8%	3%
Joe Biden, definitely	146	85	60	27	32	59	28	8	31	107	-	146	34	18	71
	36%	35%	39%	18%	31%	59%	57%	5%	25%	85%	-	87%	36%	32%	37%
Joe Biden, lean	0	-	0	-	-	-	0	-	0	-	-	0	-	-	-
	*%	-	0%	-	-	-	1%	-	0%	-	-	0%	-	-	-
Unsure	23	13	10	5	6	7	5	3	17	3	-	-	5	6	7
	6%	5%	7%	4%	5%	7%	9%	2%	14%	2%	-	-	5%	10%	4%

Echelon Insights  
Focus 2024 Survey  
N=400 Registered Voters in the Likely Electorate in GA, 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	400 100	-	400 100	-	-	-	-	33 100	18 100	12 100	280 100	57 100	42 100	14 100	27 100	41 100	5 100			
DONALD TRUMP, DEFINITELY/ PROBABLY/LEAN	210 52%	-	210 52%	-	-	-	-	4 11%	18 100%	12 100%	147 52%	30 54%	26 63%	10 72%	17 64%	9 22%	1 16%			
JOE BIDEN, DEFINITELY/ PROBABLY/LEAN	168 42%	-	168 42%	-	-	-	-	7 20%	-	-	118 42%	20 36%	14 34%	3 20%	6 22%	27 66%	4 78%			
Donald Trump, definitely	183 46%	-	183 46%	-	-	-	-	-	15 85%	10 81%	128 46%	29 51%	20 49%	10 72%	15 57%	7 17%	1 16%			
Donald Trump, probably	26 7%	-	26 7%	-	-	-	-	4 11%	3 15%	2 19%	19 7%	2 3%	6 14%	-	2 8%	2 5%	-			
Donald Trump, lean	0 *%	-	0 *%	-	-	-	-	-	-	-	0 *%	-	-	-	-	-	-			
Joe Biden, probably	22 5%	-	22 5%	-	-	-	-	7 20%	-	-	16 6%	3 5%	3 7%	-	2 6%	1 2%	-			
Joe Biden, definitely	146 36%	-	146 36%	-	-	-	-	-	-	-	102 36%	18 31%	12 28%	3 20%	4 16%	25 63%	4 78%			
Joe Biden, lean	0 *%	-	0 *%	-	-	-	-	-	-	-	0 *%	-	-	-	-	0 1%	-			
Unsure	23 6%	-	23 6%	-	-	-	-	23 69%	-	-	15 5%	6 10%	1 3%	1 7%	4 14%	5 12%	0 5%			

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400	125	89	101	71	33	45	50	50	46	52	66	59	117	116	-	167
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
DONALD TRUMP, DEFINITELY/ PROBABLY/LEAN	210	69	38	67	33	16	17	35	32	20	31	35	24	46	72	-	92
	52%	55%	42%	66%	47%	49%	39%	70%	63%	44%	59%	53%	41%	39%	62%	-	55%
JOE BIDEN, DEFINITELY/ PROBABLY/LEAN	168	54	45	28	31	16	18	13	19	26	19	28	29	65	35	-	68
	42%	43%	51%	28%	44%	49%	40%	26%	37%	56%	37%	43%	50%	55%	30%	-	41%
Donald Trump, definitely	183	56	35	57	32	15	14	31	29	19	22	33	20	41	61	-	81
	46%	45%	40%	57%	45%	45%	32%	62%	58%	41%	43%	50%	33%	35%	52%	-	49%
Donald Trump, probably	26	13	2	9	1	1	3	4	2	1	8	2	5	4	11	-	11
	7%	10%	3%	9%	1%	3%	6%	8%	5%	3%	16%	3%	8%	4%	10%	-	6%
Donald Trump, lean	0	-	-	0	-	-	-	-	0	-	-	-	-	0	-	-	-
	*%			*%					*%					*%			
Joe Biden, probably	22	6	8	4	2	1	2	3	2	9	1	1	4	8	8	-	6
	5%	5%	9%	4%	3%	2%	5%	6%	3%	20%	1%	2%	6%	6%	7%	-	4%
Joe Biden, definitely	146	48	37	24	29	16	16	10	17	17	18	27	26	57	27	-	62
	36%	38%	41%	24%	41%	47%	35%	20%	34%	37%	36%	40%	43%	49%	23%	-	37%
Joe Biden, lean	0	0	-	-	-	-	-	-	-	-	-	0	-	0	-	-	-
	*%	*%										1%		*%			
Unsure	23	2	7	6	7	1	10	2	-	-	2	3	5	7	9	-	7
	6%	2%	7%	6%	9%	2%	21%	5%			4%	5%	9%	6%	8%	-	4%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400	178	222	79	96	116	110	250	113	16	9	11
	100	100	100	100	100	100	100	100	100	100	100	100
A TOTAL/MOSTLY A SUCCESS	157	62	95	35	35	38	49	58	87	6	3	4
	39%	35%	43%	45%	36%	33%	45%	23%	77%	35%	31%	34%
A TOTAL/MOSTLY A FAILURE	220	109	111	36	56	74	55	177	21	11	6	5
	55%	61%	50%	46%	58%	64%	50%	71%	19%	65%	61%	45%
A total success	47	16	30	9	10	12	15	9	34	3	-	1
	12%	9%	14%	12%	10%	10%	14%	3%	30%	19%		8%
Mostly a success	110	45	65	26	25	26	34	49	53	3	3	3
	28%	26%	29%	32%	26%	22%	31%	20%	47%	16%	31%	27%
Mostly a failure	47	20	27	14	12	10	11	34	9	2	1	1
	12%	11%	12%	18%	12%	8%	10%	14%	8%	11%	6%	13%
A total failure	173	88	84	22	44	64	44	142	13	9	5	4
	43%	50%	38%	27%	45%	55%	40%	57%	11%	54%	55%	33%
Unsure	23	7	16	8	6	4	6	16	5	-	1	2
	6%	4%	7%	10%	6%	3%	5%	6%	4%		8%	21%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400	246	154	146	104	100	50	152	123	125	210	168	94	58	190
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A TOTAL/MOSTLY A SUCCESS	157	92	65	28	29	63	36	16	33	108	11	145	35	25	71
	39%	37%	42%	19%	28%	63%	72%	11%	27%	86%	5%	86%	37%	44%	37%
A TOTAL/MOSTLY A FAILURE	220	137	83	107	70	30	13	132	74	14	194	10	55	27	114
	55%	56%	54%	73%	67%	30%	25%	86%	61%	11%	93%	6%	59%	46%	60%
A total success	47	34	13	7	2	27	11	3	11	33	4	42	10	6	23
	12%	14%	8%	5%	2%	27%	22%	2%	9%	27%	2%	25%	11%	11%	12%
Mostly a success	110	58	52	22	27	36	25	13	23	74	6	102	25	19	48
	28%	24%	34%	15%	26%	36%	50%	9%	18%	59%	3%	61%	27%	32%	25%
Mostly a failure	47	25	22	18	17	7	5	21	20	6	28	8	13	2	26
	12%	10%	14%	12%	16%	7%	11%	14%	16%	5%	13%	5%	13%	4%	13%
A total failure	173	112	61	89	53	23	7	111	54	8	166	3	43	25	88
	43%	46%	39%	61%	51%	23%	15%	73%	44%	6%	79%	2%	45%	43%	47%
Unsure	23	17	6	11	5	7	1	5	15	4	5	13	4	6	5
	6%	7%	4%	7%	5%	7%	2%	3%	12%	3%	2%	7%	4%	10%	3%

Echelon Insights  
Focus 2024 Survey  
N=400 Registered Voters in the Likely Electorate in GA, 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	400 100	-	400 100	-	-	-	-	33 100	18 100	12 100	280 100	57 100	42 100	14 100	27 100	41 100	5 100			
A TOTAL/MOSTLY A SUCCESS	157 39%	-	157 39%	-	-	-	-	4 11%	5 28%	-	109 39%	21 37%	12 29%	-	-	32 79%	5 100%			
A TOTAL/MOSTLY A FAILURE	220 55%	-	220 55%	-	-	-	-	18 54%	12 66%	9 78%	151 54%	32 57%	29 69%	14 100%	21 79%	-	-			
A total success	47 12%	-	47 12%	-	-	-	-	-	1 5%	-	35 12%	4 7%	4 9%	-	-	15 37%	1 25%			
Mostly a success	110 28%	-	110 28%	-	-	-	-	4 11%	4 22%	-	74 27%	17 30%	9 20%	-	-	17 42%	4 75%			
Mostly a failure	47 12%	-	47 12%	-	-	-	-	12 36%	2 12%	1 12%	33 12%	5 9%	8 19%	4 30%	5 21%	-	-			
A total failure	173 43%	-	173 43%	-	-	-	-	6 18%	9 53%	8 66%	118 42%	27 48%	21 51%	10 70%	16 59%	-	-			
Unsure	23 6%	-	23 6%	-	-	-	-	12 36%	1 7%	3 22%	19 7%	3 6%	1 2%	-	5 21%	9 21%	-			

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400	125	89	101	71	33	45	50	50	46	52	66	59	117	116	-	167
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
A TOTAL/MOSTLY A SUCCESS	157	53	37	27	28	13	18	13	18	22	17	26	31	66	27	-	63
	39%	42%	42%	27%	40%	41%	40%	25%	36%	47%	33%	39%	53%	56%	24%	-	38%
A TOTAL/MOSTLY A FAILURE	220	64	44	73	36	17	24	37	31	19	31	37	24	47	80	-	94
	55%	51%	50%	73%	50%	51%	54%	74%	61%	42%	61%	56%	40%	40%	69%	-	56%
A total success	47	16	11	9	7	5	5	4	3	5	5	8	12	24	6	-	17
	12%	13%	12%	9%	10%	14%	10%	8%	6%	11%	10%	12%	20%	20%	5%	-	10%
Mostly a success	110	37	26	18	21	9	13	8	15	17	12	18	19	42	22	-	46
	28%	29%	29%	18%	30%	27%	29%	17%	30%	37%	23%	27%	32%	36%	19%	-	28%
Mostly a failure	47	12	13	13	7	4	7	4	5	10	5	6	6	14	18	-	15
	12%	9%	15%	13%	10%	13%	15%	8%	10%	22%	10%	8%	10%	12%	15%	-	9%
A total failure	173	53	31	60	29	12	17	33	26	9	26	31	18	32	62	-	79
	43%	42%	35%	60%	40%	38%	39%	66%	51%	20%	51%	47%	30%	28%	53%	-	47%
Unsure	23	8	8	0	7	3	3	0	2	5	3	4	4	5	9	-	10
	6%	6%	9%	*%	10%	9%	6%	1%	3%	11%	6%	6%	7%	4%	8%	-	6%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400	178	222	79	96	116	110	250	113	16	9	11
	100	100	100	100	100	100	100	100	100	100	100	100
Biden policies to blame	204	95	109	34	49	63	57	157	26	9	5	7
	51%	53%	49%	44%	51%	55%	52%	63%	23%	54%	51%	65%
Due to factors outside their control	169	75	93	29	45	47	47	77	81	3	4	3
	42%	42%	42%	37%	47%	41%	43%	31%	72%	19%	38%	27%
Not a problem	10	2	7	6	-	1	2	8	1	-	-	1
	2%	1%	3%	8%		1%	2%	3%	1%			8%
Unsure	18	6	13	9	2	4	4	9	4	4	1	0
	5%	3%	6%	12%	2%	3%	3%	3%	4%	27%	11%	1%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400	246	154	146	104	100	50	152	123	125	210	168	94	58	190
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Biden policies to blame	204	127	76	96	60	31	16	129	58	17	181	11	49	26	99
	51%	52%	50%	66%	58%	31%	32%	84%	47%	14%	87%	7%	52%	45%	52%
Due to factors outside their control	169	102	66	43	34	59	32	20	54	94	19	138	31	28	82
	42%	42%	43%	30%	33%	59%	65%	13%	44%	75%	9%	82%	33%	49%	43%
Not a problem	10	4	6	3	5	1	1	-	2	8	-	10	2	2	5
	2%	2%	4%	2%	5%	1%	2%		1%	6%		6%	2%	4%	3%
Unsure	18	13	6	4	5	9	0	4	9	6	9	8	12	1	3
	5%	5%	4%	2%	5%	9%	1%	2%	7%	5%	4%	5%	13%	2%	2%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400	-	400	-	-	-	-	33	18	12	280	57	42	14	27	41	5		
	100		100					100	100	100	100	100	100	100	100	100	100		
Biden policies to blame	204	-	204	-	-	-	-	13	12	11	140	32	25	10	17	5	1		
	51%		51%					38%	68%	90%	50%	57%	59%	72%	63%	11%	22%		
Due to factors outside their control	169	-	169	-	-	-	-	20	6	1	125	17	15	4	9	29	3		
	42%		42%					59%	32%	10%	44%	31%	35%	28%	34%	71%	62%		
Not a problem	10	-	10	-	-	-	-	-	-	-	4	2	-	-	-	-	-		
	2%		2%								2%	4%							
Unsure	18	-	18	-	-	-	-	1	-	-	11	5	3	-	1	7	1		
	5%		5%					3%			4%	8%	6%	3%	18%	16%			

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400	125	89	101	71	33	45	50	50	46	52	66	59	117	116	-	167
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
Biden policies to blame	204	62	42	66	29	14	19	32	30	20	30	31	27	50	64	-	89
	51%	50%	47%	65%	41%	43%	42%	64%	59%	44%	58%	47%	46%	43%	55%	-	54%
Due to factors outside their control	169	53	37	31	37	14	25	16	20	15	21	31	26	61	47	-	61
	42%	42%	42%	31%	53%	42%	55%	32%	41%	33%	40%	48%	45%	52%	40%	-	37%
Not a problem	10	5	2	2	1	2	-	-	-	4	-	1	2	-	3	-	6
	2%	4%	3%	2%	1%	7%	-	-	-	9%	-	2%	3%	-	3%	-	4%
Unsure	18	5	7	2	4	3	1	2	-	6	1	2	4	7	2	-	10
	5%	4%	8%	2%	5%	8%	3%	4%	-	14%	2%	3%	6%	6%	2%	-	6%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400	178	222	79	96	116	110	250	113	16	9	11
	100	100	100	100	100	100	100	100	100	100	100	100
Biden policies to blame	218	109	109	39	51	72	56	177	18	12	5	6
	55%	61%	49%	50%	53%	62%	51%	71%	16%	75%	58%	54%
Due to factors outside their control	149	59	90	31	34	36	48	59	79	4	4	4
	37%	33%	40%	40%	35%	31%	44%	23%	70%	22%	42%	33%
Not a problem	11	3	7	2	5	3	1	6	5	-	-	-
	3%	2%	3%	3%	5%	3%	1%	2%	4%	-	-	-
Unsure	22	6	16	6	6	5	5	9	11	0	-	2
	6%	3%	7%	7%	7%	5%	4%	4%	10%	3%	-	14%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400	246	154	146	104	100	50	152	123	125	210	168	94	58	190
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Biden policies to blame	218	134	84	106	70	28	14	134	71	14	195	15	54	29	114
	55%	55%	55%	73%	67%	28%	28%	88%	58%	11%	93%	9%	58%	51%	60%
Due to factors outside their control	149	93	55	31	27	62	28	15	38	96	14	125	32	23	64
	37%	38%	36%	21%	26%	62%	56%	10%	31%	77%	7%	75%	34%	39%	34%
Not a problem	11	5	6	4	2	1	3	2	7	3	-	7	0	2	6
	3%	2%	4%	3%	2%	1%	7%	1%	5%	2%		4%	1%	3%	3%
Unsure	22	13	9	5	4	9	5	2	7	13	1	21	7	4	7
	6%	5%	6%	3%	4%	9%	9%	1%	6%	10%	*%	12%	8%	7%	3%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400 100	-	400 100	-	-	-	-	33 100	18 100	12 100	280 100	57 100	42 100	14 100	27 100	41 100	5 100		
Biden policies to blame	218 55%	-	218 55%	-	-	-	-	12 37%	13 73%	10 88%	154 55%	29 51%	26 63%	10 72%	16 59%	11 27%	1 22%		
Due to factors outside their control	149 37%	-	149 37%	-	-	-	-	16 47%	5 27%	1 7%	105 38%	25 44%	9 21%	4 28%	9 35%	23 57%	1 19%		
Not a problem	11 3%	-	11 3%	-	-	-	-	4 12%	-	-	9 3%	0 1%	0 1%	-	-	1 2%	-		
Unsure	22 6%	-	22 6%	-	-	-	-	1 4%	-	1 5%	12 4%	2 4%	7 15%	-	2 6%	6 15%	3 59%		

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400	125	89	101	71	33	45	50	50	46	52	66	59	117	116	-	167
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
Biden policies to blame	218	66	39	75	33	18	20	40	32	22	31	32	24	45	77	-	97
	55%	53%	44%	75%	47%	54%	44%	80%	63%	47%	61%	48%	41%	38%	66%	-	58%
Due to factors outside their control	149	53	35	21	33	13	20	8	18	18	14	27	30	59	34	-	55
	37%	42%	39%	20%	47%	39%	44%	17%	36%	40%	28%	41%	51%	51%	29%	-	33%
Not a problem	11	3	4	2	1	-	3	1	-	2	2	2	1	4	1	-	6
	3%	2%	4%	2%	2%	-	6%	2%	-	5%	4%	4%	1%	3%	1%	-	3%
Unsure	22	4	11	3	3	2	3	1	0	4	4	5	4	9	4	-	9
	6%	3%	12%	3%	5%	7%	6%	2%	1%	9%	7%	7%	7%	8%	3%	-	5%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400	178	222	79	96	116	110	250	113	16	9	11
	100	100	100	100	100	100	100	100	100	100	100	100
Biden policies to blame	175	88	87	25	42	58	49	140	17	7	5	5
	44%	49%	39%	32%	44%	50%	45%	56%	15%	45%	57%	47%
Due to factors outside their control	181	73	108	32	50	48	51	82	83	6	4	6
	45%	41%	49%	41%	52%	41%	47%	33%	73%	34%	43%	52%
Not a problem	22	12	11	10	3	5	5	17	5	-	-	-
	6%	6%	5%	12%	3%	4%	4%	7%	5%	-	-	-
Unsure	22	6	16	12	1	5	5	11	8	4	-	0
	6%	3%	7%	15%	1%	4%	4%	4%	7%	22%	-	1%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400	246	154	146	104	100	50	152	123	125	210	168	94	58	190
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Biden policies to blame	175	113	62	88	52	24	11	114	51	9	165	2	43	22	90
	44%	46%	40%	60%	49%	24%	21%	75%	42%	8%	79%	1%	46%	38%	47%
Due to factors outside their control	181	113	68	45	37	68	31	34	57	91	38	129	39	27	83
	45%	46%	44%	31%	36%	68%	61%	22%	46%	72%	18%	77%	42%	47%	43%
Not a problem	22	10	13	6	11	3	2	0	6	16	-	22	1	5	14
	6%	4%	8%	4%	10%	3%	4%	0%	5%	13%	0%	13%	2%	8%	7%
Unsure	22	11	11	6	5	5	7	5	9	9	6	15	10	4	4
	6%	4%	7%	4%	5%	5%	13%	3%	7%	7%	3%	9%	10%	7%	2%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400 100	-	400 100	-	-	-	-	33 100	18 100	12 100	280 100	57 100	42 100	14 100	27 100	41 100	5 100			
Biden policies to blame	175 44%	-	175 44%	-	-	-	-	7 22%	11 65%	6 47%	126 45%	26 46%	16 38%	10 72%	15 57%	3 8%	1 16%			
Due to factors outside their control	181 45%	-	181 45%	-	-	-	-	22 67%	6 32%	6 48%	125 45%	26 45%	19 45%	4 28%	10 38%	28 68%	3 62%			
Not a problem	22 6%	-	22 6%	-	-	-	-	1 4%	-	-	12 4%	2 3%	4 9%	-	0 1%	4 10%	-			
Unsure	22 6%	-	22 6%	-	-	-	-	2 6%	1 4%	1 5%	16 6%	3 5%	3 8%	-	1 5%	6 14%	1 21%			

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400	125	89	101	71	33	45	50	50	46	52	66	59	117	116	-	167
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
Biden policies to blame	175	50	34	59	28	15	16	26	31	10	27	32	18	36	56	-	83
	44%	40%	38%	59%	40%	46%	35%	52%	61%	22%	52%	48%	31%	30%	48%	-	50%
Due to factors outside their control	181	59	46	32	34	12	27	17	17	20	23	30	34	68	51	-	61
	45%	47%	51%	32%	48%	35%	60%	35%	34%	45%	45%	46%	57%	58%	44%	-	37%
Not a problem	22	8	2	6	5	4	2	3	3	6	1	2	2	6	3	-	13
	6%	7%	2%	6%	7%	12%	3%	7%	5%	12%	3%	3%	4%	5%	3%	-	8%
Unsure	22	8	8	3	3	2	1	3	-	9	0	2	5	8	5	-	9
	6%	6%	9%	3%	4%	7%	2%	6%	-	21%	1%	3%	8%	6%	5%	-	6%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	87	111	40	39	57	61	123	58	6	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	201	88	113	36	40	62	63	120	61	6	5	9
Biden Administration	71	30	42	17	12	14	28	25	41	1	-	3
	36%	34%	38%	42%	31%	24%	47%	21%	72%	22%	-	43%
Trump Administration	107	48	59	20	21	38	29	89	8	3	3	4
	54%	55%	54%	50%	52%	66%	47%	72%	13%	48%	100%	55%
Both equally	10	6	3	-	2	6	2	3	5	1	-	-
	5%	7%	3%	-	5%	10%	4%	2%	9%	23%	-	-
Neither	8	2	6	2	5	-	1	5	3	-	-	-
	4%	2%	6%	5%	13%	-	2%	4%	6%	-	-	-
Unsure	1	1	0	1	-	-	0	0	-	0	-	0
	*%	1%	*%	2%	-	-	*%	*%	-	7%	-	2%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	126	71	75	49	51	22	80	52	66	110	81	40	30	103
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	201	126	75	73	47	53	28	84	55	62	111	79	38	33	104
Biden Administration	71	46	25	15	11	31	15	7	10	55	3	68	17	11	30
	36%	36%	36%	20%	22%	60%	67%	8%	19%	83%	3%	84%	43%	36%	29%
Trump Administration	107	70	37	56	33	14	4	69	34	4	104	1	21	13	64
	54%	56%	51%	75%	68%	27%	16%	87%	66%	6%	95%	2%	54%	43%	62%
Both equally	10	5	5	1	2	4	3	3	3	4	2	6	-	6	3
	5%	4%	7%	2%	3%	7%	14%	3%	6%	6%	2%	8%	-	20%	3%
Neither	8	5	3	2	3	3	0	1	4	4	-	6	1	-	6
	4%	4%	5%	3%	6%	5%	2%	1%	7%	6%	-	7%	3%	-	6%
Unsure	1	0	1	-	0	0	0	0	1	-	0	-	-	0	0
	*%	*%	1%	-	1%	*%	2%	*%	1%	-	*%	-	-	1%	*%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197 100	-	197 100	-	-	-	-	8 100	12 100	6 100	148 100	28 100	18 100	6 100	11 100	15 100	0 100
Unweighted Total	201	-	201	-	-	-	-	13	11	8	135	37	26	4	13	20	1
Biden Administration	71 36%	-	71 36%	-	-	-	-	-	3 29%	-	54 37%	10 37%	4 22%	-	1 6%	8 54%	-
Trump Administration	107 54%	-	107 54%	-	-	-	-	3 33%	8 65%	5 93%	79 53%	15 55%	13 72%	6 100%	9 83%	3 18%	-
Both equally	10 5%	-	10 5%	-	-	-	-	2 28%	1 6%	-	7 4%	2 6%	1 3%	-	-	3 17%	0 100%
Neither	8 4%	-	8 4%	-	-	-	-	3 32%	-	-	8 6%	-	-	-	1 7%	1 10%	-
Unsure	1 *%	-	1 *%	-	-	-	-	1 8%	-	0 7%	0 *%	0 1%	0 3%	-	0 3%	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	64	40	47	36	20	17	24	25	20	22	33	35	67	54	-	77
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
Unweighted Total	201	65	42	55	30	20	18	26	24	16	22	36	39	72	54	-	75
Biden Administration	71	20	18	10	17	8	9	2	10	9	3	11	18	34	13	-	24
	36%	30%	44%	21%	46%	40%	53%	10%	41%	45%	14%	35%	51%	51%	23%	-	32%
Trump Administration	107	41	18	29	18	11	5	16	15	9	15	21	14	24	37	-	46
	54%	63%	45%	63%	51%	56%	32%	67%	59%	45%	68%	65%	39%	35%	69%	-	60%
Both equally	10	3	-	5	1	-	1	6	-	-	1	-	2	5	2	-	2
	5%	4%	-	11%	4%	-	4%	23%	-	-	5%	-	6%	8%	4%	-	3%
Neither	8	2	4	2	-	-	2	-	-	2	3	-	1	3	2	-	4
	4%	3%	11%	4%	-	-	12%	-	-	10%	13%	-	4%	5%	3%	-	5%
Unsure	1	-	-	1	-	1	-	-	-	-	-	-	0	1	0	-	-
	*%	-	-	2%	-	4%	-	-	-	-	-	-	*%	1%	1%	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	203	91	112	39	57	59	49	127	55	11	6	4
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	199	92	107	31	53	65	50	124	55	10	6	4
Biden Administration	72	25	46	13	18	23	19	29	40	-	2	1
	35%	28%	42%	34%	31%	38%	38%	23%	73%	-	29%	20%
Trump Administration	100	53	47	15	31	32	21	79	6	10	3	1
	49%	58%	42%	39%	55%	54%	44%	63%	11%	96%	41%	34%
Both equally	-	-	-	-	-	-	-	-	-	-	-	-
Neither	25	10	15	10	8	4	3	14	9	0	2	-
	12%	10%	14%	26%	14%	7%	6%	11%	16%	4%	30%	-
Unsure	7	3	3	1	-	-	6	5	-	-	-	2
	3%	4%	3%	2%	-	-	12%	4%	-	-	-	46%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	203	120	83	71	55	49	27	72	71	59	100	87	54	28	87
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	199	115	84	68	56	47	28	71	75	53	101	80	55	29	87
Biden Administration	72	42	30	14	15	28	15	7	19	46	1	70	13	10	34
	35%	35%	36%	20%	27%	57%	56%	10%	26%	78%	1%	80%	23%	35%	39%
Trump Administration	100	62	38	46	33	15	5	65	32	4	93	-	34	12	43
	49%	51%	46%	65%	60%	32%	18%	89%	44%	6%	94%	-	63%	42%	50%
Both equally	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Neither	25	11	14	7	7	4	7	1	14	10	1	17	7	5	9
	12%	9%	17%	10%	12%	8%	26%	1%	20%	16%	1%	19%	13%	17%	10%
Unsure	7	6	1	4	1	2	-	-	7	-	4	1	-	2	1
	3%	5%	1%	5%	2%	4%	-	-	9%	-	4%	1%	-	6%	1%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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 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	203 100	-	203 100	-	-	-	-	25 100	6 100	6 100	132 100	29 100	24 100	8 100	16 100	25 100	5 100
Unweighted Total	199	-	199	-	-	-	-	27	6	5	124	30	34	8	17	23	5
Biden Administration	72 35%	-	72 35%	-	-	-	-	5 18%	-	-	47 36%	8 28%	7 27%	3 35%	4 27%	14 56%	4 83%
Trump Administration	100 49%	-	100 49%	-	-	-	-	7 30%	4 67%	5 86%	63 48%	17 59%	13 55%	5 65%	8 48%	4 17%	1 17%
Both equally	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Neither	25 12%	-	25 12%	-	-	-	-	9 34%	-	-	15 12%	4 13%	4 15%	-	-	5 20%	-
Unsure	7 3%	-	7 3%	-	-	-	-	5 18%	2 33%	1 14%	6 4%	-	1 3%	-	4 25%	2 6%	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	203	61	49	54	35	13	28	26	25	25	29	33	24	50	62	-	90
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
Unweighted Total	199	54	51	56	34	14	26	29	23	17	27	36	27	56	59	-	84
Biden Administration	72	29	16	13	9	5	7	6	8	8	11	16	11	21	21	-	31
	35%	48%	33%	25%	26%	37%	25%	24%	30%	32%	37%	49%	47%	41%	33%	-	34%
Trump Administration	100	25	21	36	17	4	16	19	15	11	16	13	7	19	34	-	47
	49%	41%	43%	67%	49%	31%	57%	73%	58%	43%	53%	40%	29%	37%	55%	-	52%
Both equally	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Neither	25	6	9	2	7	4	5	1	0	6	3	3	3	10	2	-	12
	12%	9%	19%	4%	21%	27%	18%	3%	1%	25%	10%	10%	11%	20%	3%	-	14%
Unsure	7	1	2	2	2	1	-	-	3	-	-	-	3	1	5	-	1
	3%	2%	4%	3%	4%	5%	-	-	11%	-	-	-	14%	1%	8%	-	1%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	87	111	40	39	57	61	123	58	6	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	201	88	113	36	40	62	63	120	61	6	5	9
Biden Administration	66	30	36	16	11	15	24	26	38	1	-	1
	33%	35%	32%	41%	27%	26%	39%	21%	66%	22%	-	12%
Trump Administration	103	50	53	18	19	39	27	81	11	3	3	5
	52%	57%	48%	45%	47%	69%	45%	66%	19%	55%	100%	68%
Both equally	8	3	5	1	4	2	2	6	1	-	-	1
	4%	3%	5%	2%	9%	3%	3%	5%	2%	-	-	18%
Neither	16	2	14	2	7	0	7	9	6	1	-	-
	8%	2%	13%	5%	17%	1%	11%	7%	10%	23%	-	-
Unsure	4	2	3	3	-	1	1	2	2	-	-	0
	2%	2%	2%	8%	-	1%	1%	2%	3%	-	-	2%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197 100	126 100	71 100	75 100	49 100	51 100	22 100	80 100	52 100	66 100	110 100	81 100	40 100	30 100	103 100
Unweighted Total	201	126	75	73	47	53	28	84	55	62	111	79	38	33	104
Biden Administration	66 33%	42 33%	24 33%	15 21%	10 21%	27 52%	13 59%	5 6%	10 20%	51 77%	3 3%	63 77%	18 45%	10 33%	27 26%
Trump Administration	103 52%	66 52%	37 53%	50 68%	30 62%	15 30%	7 31%	67 83%	32 63%	4 6%	99 90%	2 2%	19 47%	13 43%	63 62%
Both equally	8 4%	4 3%	4 5%	3 4%	3 6%	1 3%	1 4%	4 4%	3 5%	2 3%	3 3%	4 4%	1 3%	5 16%	2 1%
Neither	16 8%	10 8%	6 9%	3 5%	5 11%	6 12%	1 6%	3 4%	5 10%	7 11%	3 3%	10 13%	1 2%	2 8%	9 9%
Unsure	4 2%	4 3%	-	2 3%	-	2 4%	-	1 2%	1 3%	2 3%	1 1%	3 4%	2 4%	-	2 2%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197 100	-	197 100	-	-	-	-	8 100	12 100	6 100	148 100	28 100	18 100	6 100	11 100	15 100	0 100			
Unweighted Total	201	-	201	-	-	-	-	13	11	8	135	37	26	4	13	20	1			
Biden Administration	66 33%	-	66 33%	-	-	-	-	1 9%	2 17%	1 19%	49 33%	9 32%	5 25%	-	1 8%	10 65%	-			
Trump Administration	103 52%	-	103 52%	-	-	-	-	3 32%	10 80%	2 41%	80 54%	14 52%	9 49%	6 100%	9 78%	1 8%	-			
Both equally	8 4%	-	8 4%	-	-	-	-	2 23%	0 3%	2 39%	6 4%	0 1%	2 10%	-	1 8%	-	-			
Neither	16 8%	-	16 8%	-	-	-	-	3 34%	-	-	13 9%	2 6%	1 5%	-	1 7%	3 19%	0 100%			
Unsure	4 2%	-	4 2%	-	-	-	-	0 2%	-	-	0 *	2 9%	2 10%	-	-	1 8%	-			

Echelon Insights  
Focus 2024 Survey  
N=400 Registered Voters in the Likely Electorate in GA, 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	197	64	40	47	36	20	17	24	25	20	22	33	35	67	54	-	77
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
Unweighted Total	201	65	42	55	30	20	18	26	24	16	22	36	39	72	54	-	75
Biden Administration	66	15	19	13	15	6	8	7	8	10	2	8	15	28	14	-	23
	33%	23%	46%	27%	41%	31%	49%	30%	33%	51%	10%	24%	44%	42%	27%	-	30%
Trump Administration	103	38	14	31	17	11	7	16	16	7	12	23	11	25	34	-	44
	52%	58%	34%	67%	48%	57%	39%	65%	63%	32%	53%	71%	32%	38%	62%	-	58%
Both equally	8	2	3	1	2	1	1	1	-	-	2	1	2	4	2	-	1
	4%	2%	7%	1%	6%	3%	7%	4%	-	-	10%	3%	5%	6%	4%	-	2%
Neither	16	9	4	1	1	-	1	0	1	2	6	-	6	7	2	-	7
	8%	14%	10%	2%	3%	-	4%	1%	4%	10%	27%	-	17%	10%	3%	-	10%
Unsure	4	1	1	1	1	2	-	-	-	1	-	1	1	2	2	-	0
	2%	2%	3%	2%	2%	9%	-	-	-	6%	-	2%	2%	3%	4%	-	1%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	203	91	112	39	57	59	49	127	55	11	6	4
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	199	92	107	31	53	65	50	124	55	10	6	4
Biden Administration	72	24	47	16	16	22	18	29	39	0	3	1
	35%	27%	42%	41%	28%	37%	37%	23%	70%	4%	47%	20%
Trump Administration	105	56	49	16	34	31	24	81	10	10	3	1
	52%	61%	44%	41%	59%	53%	49%	64%	18%	96%	41%	34%
Both equally	3	1	2	-	-	-	3	1	-	-	-	2
	1%	1%	2%				6%	1%				46%
Neither	20	10	10	7	5	6	2	13	7	-	1	-
	10%	11%	9%	19%	9%	10%	4%	10%	12%		13%	
Unsure	4	1	3	-	2	-	2	4	-	-	-	-
	2%	1%	3%		3%		4%	3%				

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	203	120	83	71	55	49	27	72	71	59	100	87	54	28	87
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	199	115	84	68	56	47	28	71	75	53	101	80	55	29	87
Biden Administration	72	41	30	14	15	27	16	6	20	46	1	70	13	10	33
	35%	34%	37%	20%	27%	56%	57%	8%	28%	78%	1%	81%	25%	35%	38%
Trump Administration	105	68	37	49	32	19	5	65	36	4	95	1	36	14	43
	52%	56%	45%	68%	58%	39%	18%	89%	51%	6%	95%	1%	66%	51%	50%
Both equally	3	3	-	1	-	2	-	-	3	-	-	1	-	1	-
	1%	2%	-	1%	-	4%	-	-	4%	-	-	1%	-	3%	-
Neither	20	6	15	5	8	1	7	2	9	10	2	13	4	2	9
	10%	5%	18%	7%	14%	1%	25%	2%	13%	16%	2%	15%	7%	8%	11%
Unsure	4	3	1	3	1	-	-	-	4	-	2	2	1	1	2
	2%	2%	1%	4%	2%	-	-	-	5%	-	2%	2%	2%	3%	2%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	203 100	-	203 100	-	-	-	-	25 100	6 100	6 100	132 100	29 100	24 100	8 100	16 100	25 100	5 100			
Unweighted Total	199	-	199	-	-	-	-	27	6	5	124	30	34	8	17	23	5			
Biden Administration	72 35%	-	72 35%	-	-	-	-	5 21%	1 21%	-	45 34%	10 33%	7 28%	3 35%	5 30%	13 52%	4 83%			
Trump Administration	105 52%	-	105 52%	-	-	-	-	10 42%	4 79%	5 86%	67 51%	17 59%	14 58%	5 65%	8 48%	7 29%	1 17%			
Both equally	3 1%	-	3 1%	-	-	-	-	3 11%	-	-	3 2%	-	-	-	3 17%	-	-			
Neither	20 10%	-	20 10%	-	-	-	-	7 27%	-	-	15 11%	2 8%	3 14%	-	1 4%	2 9%	-			
Unsure	4 2%	-	4 2%	-	-	-	-	-	-	1 14%	2 1%	-	-	-	-	3 11%	-			

Echelon Insights  
Focus 2024 Survey  
N=400 Registered Voters in the Likely Electorate in GA, 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	203	61	49	54	35	13	28	26	25	25	29	33	24	50	62	-	90
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
Unweighted Total	199	54	51	56	34	14	26	29	23	17	27	36	27	56	59	-	84
Biden Administration	72	30	16	11	10	5	6	6	8	11	10	16	11	22	19	-	30
	35%	50%	33%	21%	28%	37%	22%	22%	30%	42%	34%	48%	45%	44%	31%	-	33%
Trump Administration	105	26	22	37	18	5	18	17	16	11	16	14	8	19	37	-	49
	52%	43%	45%	70%	53%	36%	66%	66%	63%	43%	53%	43%	35%	38%	59%	-	54%
Both equally	3	-	2	-	1	-	-	-	1	-	-	-	2	1	2	-	-
	1%		4%		2%				3%				9%	1%	3%		
Neither	20	2	8	5	5	4	3	3	-	4	2	3	2	6	5	-	9
	10%	4%	16%	9%	14%	27%	12%	12%		14%	7%	9%	8%	13%	7%		10%
Unsure	4	2	1	-	1	-	-	-	1	-	2	-	1	2	-	-	2
	2%	3%	2%		2%				3%		6%		5%	4%			2%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	87	111	40	39	57	61	123	58	6	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	201	88	113	36	40	62	63	120	61	6	5	9
Biden Administration	71	32	39	17	11	15	28	27	40	1	-	3
	36%	37%	35%	42%	27%	27%	46%	21%	69%	22%	-	43%
Trump Administration	103	46	57	20	19	38	26	87	7	3	3	4
	52%	53%	52%	49%	49%	67%	43%	70%	12%	48%	82%	55%
Both equally	4	2	2	0	1	0	2	0	3	1	-	-
	2%	2%	2%	1%	3%	1%	4%	**%	5%	23%	-	-
Neither	14	5	9	2	7	1	4	8	6	-	-	-
	7%	6%	8%	5%	17%	2%	6%	7%	10%	-	-	-
Unsure	5	1	4	1	1	2	1	2	2	0	1	0
	3%	2%	3%	2%	3%	4%	1%	1%	4%	7%	18%	2%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197 100	126 100	71 100	75 100	49 100	51 100	22 100	80 100	52 100	66 100	110 100	81 100	40 100	30 100	103 100
Unweighted Total	201	126	75	73	47	53	28	84	55	62	111	79	38	33	104
Biden Administration	71 36%	47 37%	24 34%	16 21%	11 22%	31 60%	14 61%	4 5%	9 18%	57 87%	2 2%	69 85%	16 40%	11 38%	31 30%
Trump Administration	103 52%	68 54%	35 49%	54 72%	33 67%	14 27%	2 11%	67 84%	33 64%	3 4%	100 91%	1 2%	20 49%	13 43%	62 60%
Both equally	4 2%	3 2%	2 2%	- 6%	0 1%	3 5%	1 6%	3 3%	2 3%	-	2 2%	2 3%	-	2 8%	2 2%
Neither	14 7%	8 7%	5 8%	4 6%	4 8%	4 8%	2 8%	2 2%	6 12%	6 8%	2 2%	8 10%	4 10%	1 3%	7 6%
Unsure	5 3%	1 *	5 6%	0 1%	1 3%	0 *	3 14%	4 5%	1 2%	-	4 4%	0 1%	0 1%	3 9%	2 2%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197 100	-	197 100	-	-	-	-	8 100	12 100	6 100	148 100	28 100	18 100	6 100	11 100	15 100	0 100
Unweighted Total	201	-	201	-	-	-	-	13	11	8	135	37	26	4	13	20	1
Biden Administration	71 36%	-	71 36%	-	-	-	-	0 4%	2 17%	-	54 37%	9 34%	5 25%	-	1 8%	9 57%	0 100%
Trump Administration	103 52%	-	103 52%	-	-	-	-	3 33%	7 61%	5 90%	77 52%	15 55%	11 62%	6 100%	9 82%	2 15%	-
Both equally	4 2%	-	4 2%	-	-	-	-	0 4%	-	-	3 2%	2 6%	-	-	-	2 11%	-
Neither	14 7%	-	14 7%	-	-	-	-	4 52%	-	-	12 8%	1 4%	-	-	1 7%	2 14%	-
Unsure	5 3%	-	5 3%	-	-	-	-	1 8%	3 22%	1 10%	2 2%	1 2%	2 13%	-	0 3%	0 3%	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	64	40	47	36	20	17	24	25	20	22	33	35	67	54	-	77
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
Unweighted Total	201	65	42	55	30	20	18	26	24	16	22	36	39	72	54	-	75
Biden Administration	71	19	17	13	16	8	7	6	10	9	3	9	18	33	15	-	24
	36%	30%	43%	28%	43%	40%	42%	27%	41%	45%	16%	27%	50%	49%	27%	-	31%
Trump Administration	103	39	17	28	18	11	5	17	14	9	14	21	12	22	37	-	44
	52%	60%	43%	59%	51%	54%	29%	68%	55%	45%	64%	65%	35%	33%	69%	-	58%
Both equally	4	2	-	1	1	0	1	0	-	-	-	-	2	4	-	-	1
	2%	3%	-	2%	4%	2%	8%	1%	-	-	-	-	6%	5%	-	-	1%
Neither	14	3	5	4	1	-	3	1	1	2	4	0	2	5	2	-	7
	7%	5%	12%	8%	3%	-	18%	3%	4%	10%	17%	1%	7%	8%	3%	-	9%
Unsure	5	1	0	1	-	1	0	0	-	-	1	2	1	3	0	-	1
	3%	1%	1%	3%	-	4%	2%	1%	-	-	4%	7%	2%	5%	1%	-	2%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	203	91	112	39	57	59	49	127	55	11	6	4
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	199	92	107	31	53	65	50	124	55	10	6	4
Biden Administration	57	23	34	7	18	16	16	20	35	-	1	1
	28%	25%	31%	18%	31%	27%	34%	16%	63%	-	17%	20%
Trump Administration	98	51	47	15	29	29	24	77	7	10	3	1
	48%	56%	42%	40%	52%	50%	49%	61%	12%	92%	43%	34%
Both equally	5	3	2	1	0	3	1	3	3	-	-	-
	3%	3%	2%	2%	1%	5%	3%	2%	5%	-	-	-
Neither	34	14	21	12	10	10	3	23	8	1	3	-
	17%	15%	18%	32%	17%	17%	5%	18%	15%	8%	41%	-
Unsure	9	1	8	3	-	1	5	4	2	-	-	2
	4%	1%	7%	8%	-	2%	9%	3%	5%	-	-	46%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	203	120	83	71	55	49	27	72	71	59	100	87	54	28	87
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	199	115	84	68	56	47	28	71	75	53	101	80	55	29	87
Biden Administration	57	33	24	9	11	24	12	6	11	39	-	57	12	8	27
	28%	27%	29%	12%	21%	50%	45%	8%	16%	67%		65%	21%	31%	31%
Trump Administration	98	62	36	46	31	17	4	62	32	4	90	0	34	15	38
	48%	52%	43%	64%	57%	34%	15%	85%	45%	6%	90%	0%	64%	53%	44%
Both equally	5	3	2	2	1	1	2	0	3	3	-	5	0	1	3
	3%	3%	3%	3%	1%	3%	6%	0%	4%	4%		6%	1%	3%	3%
Neither	34	16	18	11	12	5	7	2	21	11	6	22	6	4	18
	17%	13%	22%	15%	21%	10%	24%	3%	30%	19%	6%	25%	12%	14%	21%
Unsure	9	6	2	4	-	2	2	2	4	2	4	2	1	-	2
	4%	5%	3%	6%		4%	9%	3%	5%	4%	4%	3%	2%		2%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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 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	203 100	-	203 100	-	-	-	-	25 100	6 100	6 100	132 100	29 100	24 100	8 100	16 100	25 100	5 100
Unweighted Total	199	-	199	-	-	-	-	27	6	5	124	30	34	8	17	23	5
Biden Administration	57 28%	-	57 28%	-	-	-	-	1 2%	-	-	37 28%	7 25%	6 23%	3 35%	3 18%	11 46%	3 63%
Trump Administration	98 48%	-	98 48%	-	-	-	-	8 31%	4 67%	3 53%	66 50%	16 54%	12 50%	5 65%	8 48%	7 27%	1 17%
Both equally	5 3%	-	5 3%	-	-	-	-	2 7%	-	-	4 3%	0 2%	1 3%	-	1 9%	1 3%	-
Neither	34 17%	-	34 17%	-	-	-	-	11 44%	-	3 47%	16 12%	6 20%	5 22%	-	1 4%	6 22%	1 20%
Unsure	9 4%	-	9 4%	-	-	-	-	4 16%	2 33%	-	8 6%	-	1 3%	-	3 21%	1 3%	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	203	61	49	54	35	13	28	26	25	25	29	33	24	50	62	-	90
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
Unweighted Total	199	54	51	56	34	14	26	29	23	17	27	36	27	56	59	-	84
Biden Administration	57	20	13	11	10	5	7	4	8	2	11	12	9	19	13	-	25
	28%	33%	27%	20%	28%	37%	24%	14%	30%	9%	37%	37%	37%	38%	21%	-	28%
Trump Administration	98	24	22	35	16	4	15	17	16	11	15	12	8	18	34	-	46
	48%	40%	44%	65%	47%	31%	53%	65%	63%	45%	50%	37%	34%	35%	54%	-	51%
Both equally	5	2	1	1	2	1	0	1	1	-	-	2	1	1	2	-	3
	3%	3%	1%	3%	5%	5%	1%	5%	3%	-	-	5%	3%	2%	3%	-	3%
Neither	34	13	8	6	7	3	6	4	1	9	4	6	2	10	9	-	15
	17%	21%	16%	11%	20%	22%	21%	15%	3%	37%	13%	18%	8%	20%	14%	-	17%
Unsure	9	3	6	1	-	1	-	-	-	2	-	1	5	2	5	-	1
	4%	4%	11%	1%	-	5%	-	-	-	10%	-	3%	19%	5%	8%	-	1%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	87	111	40	39	57	61	123	58	6	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	201	88	113	36	40	62	63	120	61	6	5	9
Biden Administration	61	28	33	15	12	14	21	26	32	1	-	2
	31%	33%	30%	37%	30%	24%	34%	21%	55%	22%	-	30%
Trump Administration	96	45	51	17	19	36	24	78	8	3	3	4
	49%	52%	46%	43%	49%	63%	40%	63%	14%	55%	100%	55%
Both equally	10	3	6	-	-	4	5	1	7	1	-	-
	5%	4%	6%	-	-	8%	9%	1%	13%	23%	-	-
Neither	25	8	16	8	6	3	8	15	9	-	-	-
	12%	10%	15%	19%	16%	5%	13%	12%	16%	-	-	-
Unsure	5	1	4	0	2	-	3	3	2	-	-	1
	3%	2%	4%	1%	5%	-	5%	2%	3%	-	-	15%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197 100	126 100	71 100	75 100	49 100	51 100	22 100	80 100	52 100	66 100	110 100	81 100	40 100	30 100	103 100
Unweighted Total	201	126	75	73	47	53	28	84	55	62	111	79	38	33	104
Biden Administration	61 31%	42 33%	20 28%	17 22%	10 20%	25 48%	10 45%	2 2%	8 16%	51 78%	3 3%	58 72%	14 35%	9 31%	30 29%
Trump Administration	96 49%	64 51%	33 46%	50 67%	28 57%	13 26%	5 22%	65 82%	29 56%	2 3%	93 85%	1 2%	20 50%	15 51%	52 51%
Both equally	10 5%	7 5%	3 4%	1 1%	1 1%	6 12%	2 11%	5 7%	1 2%	4 5%	2 2%	7 9%	1 3%	4 14%	2 2%
Neither	25 12%	10 8%	14 20%	5 7%	10 21%	5 10%	4 18%	5 6%	12 23%	7 11%	11 10%	10 12%	3 9%	1 4%	15 14%
Unsure	5 3%	4 3%	2 3%	2 3%	1 2%	2 3%	1 4%	2 3%	2 3%	2 2%	1 1%	4 5%	1 3%	-	4 4%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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 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	197 100	-	197 100	-	-	-	-	8 100	12 100	6 100	148 100	28 100	18 100	6 100	11 100	15 100	0 100
Unweighted Total	201	-	201	-	-	-	-	13	11	8	135	37	26	4	13	20	1
Biden Administration	61 31%	-	61 31%	-	-	-	-	1 13%	2 14%	-	45 30%	9 33%	5 25%	-	1 6%	9 58%	-
Trump Administration	96 49%	-	96 49%	-	-	-	-	2 30%	8 70%	5 89%	72 49%	13 49%	11 60%	6 100%	10 92%	2 11%	-
Both equally	10 5%	-	10 5%	-	-	-	-	-	1 9%	-	5 3%	4 15%	1 4%	-	0 1%	2 12%	-
Neither	25 12%	-	25 12%	-	-	-	-	4 49%	1 7%	-	23 15%	0 1%	1 5%	-	-	2 11%	0 100%
Unsure	5 3%	-	5 3%	-	-	-	-	1 8%	-	1 11%	4 3%	1 2%	1 5%	-	-	1 7%	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	64	40	47	36	20	17	24	25	20	22	33	35	67	54	-	77
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
Unweighted Total	201	65	42	55	30	20	18	26	24	16	22	36	39	72	54	-	75
Biden Administration	61	17	13	12	15	8	10	4	7	7	2	10	14	28	11	-	22
	31%	27%	33%	26%	42%	40%	56%	17%	27%	33%	10%	30%	40%	42%	21%	-	29%
Trump Administration	96	32	16	27	18	11	6	16	12	6	13	20	12	18	36	-	43
	49%	50%	40%	57%	51%	57%	36%	65%	46%	29%	58%	61%	35%	27%	66%	-	56%
Both equally	10	3	3	2	1	-	-	3	-	-	-	1	5	5	2	-	3
	5%	5%	8%	4%	4%	-	-	14%	-	-	-	3%	15%	7%	4%	-	4%
Neither	25	10	5	6	1	0	1	1	6	8	5	2	2	12	5	-	8
	12%	16%	12%	12%	4%	1%	8%	4%	24%	37%	22%	6%	5%	18%	9%	-	10%
Unsure	5	1	3	0	-	0	-	-	1	-	2	-	2	4	-	-	1
	3%	2%	7%	1%	-	2%	-	-	4%	-	10%	-	5%	6%	-	-	2%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	203	91	112	39	57	59	49	127	55	11	6	4
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	199	92	107	31	53	65	50	124	55	10	6	4
Biden Administration	51	17	33	10	16	12	13	16	33	-	1	1
	25%	19%	30%	25%	29%	20%	27%	13%	60%		17%	20%
Trump Administration	105	54	51	15	30	33	28	82	7	10	3	4
	52%	60%	46%	39%	53%	55%	57%	65%	13%	96%	43%	80%
Both equally	5	3	3	-	1	4	1	4	1	-	-	-
	3%	3%	2%		1%	7%	2%	3%	2%			
Neither	35	15	20	11	8	10	5	22	9	0	3	-
	17%	16%	18%	28%	14%	18%	11%	18%	17%	4%	41%	
Unsure	7	2	5	3	2	0	2	3	5	-	-	-
	4%	2%	4%	8%	3%	1%	4%	2%	8%			

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	203 100	120 100	83 100	71 100	55 100	49 100	27 100	72 100	71 100	59 100	100 100	87 100	54 100	28 100	87 100
Unweighted Total	199	115	84	68	56	47	28	71	75	53	101	80	55	29	87
Biden Administration	51 25%	29 24%	22 27%	5 7%	11 20%	24 48%	11 40%	3 5%	12 17%	35 60%	2 2%	46 53%	9 17%	10 37%	22 25%
Trump Administration	105 52%	68 57%	37 45%	50 70%	32 57%	18 36%	6 21%	66 91%	37 52%	2 4%	95 96%	0 1%	37 69%	12 44%	42 48%
Both equally	5 3%	5 4%	1 1%	3 5%	1 1%	1 3%	-	-	4 6%	1 2%	-	5 6%	-	-	5 6%
Neither	35 17%	16 13%	19 23%	11 15%	12 21%	5 10%	7 27%	3 3%	16 23%	16 27%	1 1%	29 33%	7 13%	4 14%	15 17%
Unsure	7 4%	3 3%	4 5%	2 3%	1 1%	1 3%	3 12%	0 *%	3 4%	4 7%	1 1%	6 7%	0 1%	1 4%	3 3%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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 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	203 100	-	203 100	-	-	-	-	25 100	6 100	6 100	132 100	29 100	24 100	8 100	16 100	25 100	5 100
Unweighted Total	199	-	199	-	-	-	-	27	6	5	124	30	34	8	17	23	5
Biden Administration	51 25%	-	51 25%	-	-	-	-	4 14%	1 21%	1 14%	35 26%	7 25%	4 16%	2 28%	3 22%	9 36%	3 56%
Trump Administration	105 52%	-	105 52%	-	-	-	-	10 41%	4 67%	5 86%	68 52%	18 62%	13 55%	5 65%	10 61%	4 17%	1 17%
Both equally	5 3%	-	5 3%	-	-	-	-	1 2%	-	-	3 2%	-	1 3%	-	-	2 7%	-
Neither	35 17%	-	35 17%	-	-	-	-	9 36%	-	-	21 16%	4 12%	4 18%	1 6%	1 8%	7 27%	-
Unsure	7 4%	-	7 4%	-	-	-	-	2 7%	1 12%	-	5 4%	0 2%	2 8%	-	1 9%	3 13%	1 26%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	203	61	49	54	35	13	28	26	25	25	29	33	24	50	62	-	90
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
Unweighted Total	199	54	51	56	34	14	26	29	23	17	27	36	27	56	59	-	84
Biden Administration	51	21	11	6	11	4	8	1	4	5	8	11	9	17	8	-	25
	25%	35%	23%	12%	31%	33%	31%	3%	15%	21%	27%	33%	40%	34%	14%	-	28%
Trump Administration	105	25	25	37	17	4	16	19	16	11	14	14	12	20	39	-	46
	52%	42%	51%	70%	49%	31%	58%	73%	63%	43%	48%	42%	50%	39%	63%	-	51%
Both equally	5	3	-	3	-	-	-	2	1	-	1	2	-	-	1	-	5
	3%	5%	-	5%	-	-	-	7%	3%	-	2%	6%	-	-	1%	-	5%
Neither	35	11	8	6	6	4	3	5	3	7	5	6	2	10	11	-	14
	17%	19%	17%	11%	16%	32%	10%	18%	14%	26%	18%	18%	7%	19%	18%	-	15%
Unsure	7	0	4	1	1	1	0	-	1	2	1	0	1	4	3	-	1
	4%	1%	9%	2%	3%	5%	1%	-	5%	10%	5%	1%	3%	8%	4%	-	1%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	87	111	40	39	57	61	123	58	6	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	201	88	113	36	40	62	63	120	61	6	5	9
Biden Administration	79	36	43	18	14	20	28	32	41	1	-	4
	40%	42%	39%	44%	35%	35%	46%	26%	72%	22%		54%
Trump Administration	51	29	22	8	9	17	17	43	3	2	2	1
	26%	34%	20%	21%	23%	30%	28%	35%	6%	40%	60%	12%
Both equally	3	1	2	-	1	1	1	2	-	-	1	-
	1%	1%	2%		3%	1%	1%	2%			18%	
Neither	54	16	38	13	15	15	11	37	13	2	-	2
	27%	18%	34%	32%	39%	26%	17%	30%	22%	31%		32%
Unsure	11	5	6	1	-	5	5	10	0	0	1	0
	6%	5%	6%	3%		9%	8%	8%	0%	7%	22%	2%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	126	71	75	49	51	22	80	52	66	110	81	40	30	103
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	201	126	75	73	47	53	28	84	55	62	111	79	38	33	104
Biden Administration	79	51	28	19	14	32	14	7	15	57	7	70	18	12	38
	40%	40%	40%	25%	28%	62%	65%	9%	29%	87%	7%	87%	45%	41%	37%
Trump Administration	51	38	13	31	12	7	1	39	11	1	49	1	14	9	23
	26%	30%	18%	42%	24%	14%	6%	48%	21%	2%	44%	1%	36%	30%	22%
Both equally	3	1	1	1	1	-	1	2	-	1	3	-	-	1	1
	1%	1%	2%	2%	2%	-	3%	2%	-	1%	2%	-	-	4%	1%
Neither	54	28	26	17	20	11	6	25	22	6	42	9	3	7	36
	27%	22%	36%	22%	41%	21%	26%	32%	42%	10%	38%	12%	8%	23%	35%
Unsure	11	8	3	7	2	1	0	7	4	-	9	0	4	0	5
	6%	7%	4%	10%	5%	2%	2%	9%	7%	-	8%	1%	11%	1%	5%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197 100	-	197 100	-	-	-	-	8 100	12 100	6 100	148 100	28 100	18 100	6 100	11 100	15 100	0 100			
Unweighted Total	201	-	201	-	-	-	-	13	11	8	135	37	26	4	13	20	1			
Biden Administration	79 40%	-	79 40%	-	-	-	-	2 24%	3 23%	-	61 41%	9 32%	6 33%	-	1 6%	11 73%	0 100%			
Trump Administration	51 26%	-	51 26%	-	-	-	-	2 22%	2 15%	3 44%	37 25%	9 31%	4 24%	1 19%	3 30%	1 7%	-			
Both equally	3 1%	-	3 1%	-	-	-	-	-	1 6%	0 3%	1 1%	0 1%	2 9%	-	-	-	-			
Neither	54 27%	-	54 27%	-	-	-	-	3 34%	7 56%	3 46%	39 27%	9 33%	5 28%	5 81%	7 60%	3 16%	-			
Unsure	11 6%	-	11 6%	-	-	-	-	2 21%	-	0 7%	9 6%	1 2%	1 5%	-	0 3%	0 3%	-			

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	64	40	47	36	20	17	24	25	20	22	33	35	67	54	-	77
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
Unweighted Total	201	65	42	55	30	20	18	26	24	16	22	36	39	72	54	-	75
Biden Administration	79	25	15	15	18	9	10	7	10	9	3	13	18	38	14	-	26
	40%	39%	39%	32%	49%	43%	59%	30%	40%	45%	16%	38%	50%	57%	26%	-	34%
Trump Administration	51	8	13	19	10	6	3	10	10	2	6	7	7	9	24	-	18
	26%	13%	32%	40%	28%	31%	18%	42%	39%	11%	27%	21%	20%	14%	45%	-	23%
Both equally	3	2	-	1	0	-	0	1	-	-	1	-	1	1	0	-	1
	1%	3%	-	1%	1%	-	2%	2%	-	-	4%	-	2%	2%	1%	-	1%
Neither	54	25	9	10	6	4	3	4	4	9	12	10	7	15	11	-	28
	27%	39%	23%	21%	17%	22%	20%	18%	15%	43%	53%	32%	19%	22%	20%	-	37%
Unsure	11	4	2	3	2	1	-	2	2	0	-	3	3	3	4	-	3
	6%	6%	6%	6%	5%	4%	-	8%	7%	1%	-	9%	9%	5%	8%	-	4%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	203	91	112	39	57	59	49	127	55	11	6	4
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	199	92	107	31	53	65	50	124	55	10	6	4
Biden Administration	65	21	44	12	15	19	19	18	41	3	3	1
	32%	23%	39%	31%	26%	33%	40%	14%	74%	29%	45%	20%
Trump Administration	64	37	28	7	18	18	21	54	2	5	3	1
	32%	40%	25%	19%	31%	31%	43%	42%	4%	49%	41%	20%
Both equally	4	1	4	0	2	2	1	3	0	-	1	1
	2%	1%	3%	1%	3%	3%	1%	2%	0%		13%	14%
Neither	46	26	20	10	19	12	4	34	10	2	-	-
	23%	28%	18%	27%	34%	21%	8%	27%	17%	17%		
Unsure	23	7	17	8	4	7	4	18	2	0	0	2
	11%	7%	15%	21%	7%	12%	8%	14%	4%	4%	2%	46%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	203	120	83	71	55	49	27	72	71	59	100	87	54	28	87
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	199	115	84	68	56	47	28	71	75	53	101	80	55	29	87
Biden Administration	65	39	27	9	9	30	17	6	16	44	5	61	14	7	30
	32%	32%	32%	12%	16%	61%	64%	8%	22%	74%	5%	70%	26%	27%	34%
Trump Administration	64	41	23	33	21	8	3	48	13	3	64	-	23	10	26
	32%	34%	28%	46%	37%	17%	9%	67%	18%	6%	65%	-	43%	37%	30%
Both equally	4	1	4	0	2	0	1	2	3	-	1	2	1	0	2
	2%	1%	4%	1%	4%	1%	5%	2%	4%	-	1%	2%	2%	2%	2%
Neither	46	24	22	17	17	7	5	11	27	8	20	14	11	8	20
	23%	20%	26%	24%	31%	14%	17%	15%	37%	14%	20%	16%	21%	29%	23%
Unsure	23	16	8	12	6	4	1	6	13	4	10	10	4	1	9
	11%	13%	9%	17%	11%	7%	5%	8%	19%	7%	10%	12%	7%	5%	11%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	203 100	-	203 100	-	-	-	-	25 100	6 100	6 100	132 100	29 100	24 100	8 100	16 100	25 100	5 100		
Unweighted Total	199	-	199	-	-	-	-	27	6	5	124	30	34	8	17	23	5		
Biden Administration	65 32%	-	65 32%	-	-	-	-	1 5%	1 21%	-	44 33%	9 32%	4 18%	2 28%	4 27%	15 60%	3 63%		
Trump Administration	64 32%	-	64 32%	-	-	-	-	-	2 29%	4 67%	41 31%	9 31%	10 43%	4 52%	6 36%	1 4%	-		
Both equally	4 2%	-	4 2%	-	-	-	-	2 8%	-	-	3 2%	-	2 6%	-	0 2%	2 7%	1 17%		
Neither	46 23%	-	46 23%	-	-	-	-	15 59%	2 38%	2 33%	31 24%	9 30%	4 17%	2 19%	3 18%	4 15%	-		
Unsure	23 11%	-	23 11%	-	-	-	-	7 28%	1 12%	-	13 10%	2 7%	4 16%	-	3 17%	3 14%	1 20%		

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	203	61	49	54	35	13	28	26	25	25	29	33	24	50	62	-	90
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
Unweighted Total	199	54	51	56	34	14	26	29	23	17	27	36	27	56	59	-	84
Biden Administration	65	26	17	11	8	4	7	3	8	8	8	17	12	23	13	-	29
	32%	43%	34%	20%	23%	33%	25%	10%	30%	31%	26%	50%	50%	45%	21%	-	32%
Trump Administration	64	16	12	26	11	2	7	13	15	5	11	6	6	12	23	-	29
	32%	26%	24%	49%	31%	19%	26%	49%	58%	19%	36%	17%	27%	25%	38%	-	32%
Both equally	4	2	1	-	1	-	-	1	-	0	2	1	1	1	3	-	1
	2%	3%	2%	-	2%	-	-	3%	-	1%	5%	4%	3%	2%	4%	-	1%
Neither	46	9	11	11	15	6	12	7	1	5	7	5	3	10	14	-	22
	23%	14%	23%	20%	42%	43%	44%	28%	4%	19%	24%	15%	13%	19%	22%	-	25%
Unsure	23	8	8	6	1	1	1	3	2	8	2	4	2	4	9	-	10
	11%	13%	17%	11%	2%	5%	5%	10%	8%	30%	8%	13%	9%	9%	15%	-	11%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	400	178	222	79	96	116	110	250	113	16	9	11
	100	100	100	100	100	100	100	100	100	100	100	100
Agenda A: Businesses, cost of living, border security, criminal penalties	207	103	104	32	52	71	52	159	27	10	6	5
	52%	58%	47%	41%	54%	61%	48%	64%	24%	62%	63%	47%
Agenda B: Clean energy, price gouging, abortion, democracy	159	63	96	43	37	35	44	68	78	5	3	5
	40%	35%	43%	55%	38%	30%	40%	27%	69%	29%	29%	45%
Unsure	34	12	22	4	7	10	13	23	8	1	1	1
	9%	7%	10%	5%	8%	9%	12%	9%	7%	8%	8%	8%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400	246	154	146	104	100	50	152	123	125	210	168	94	58	190
	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	207	132	76	96	64	36	12	121	67	20	179	16	51	26	103
	52%	53%	49%	65%	61%	36%	24%	79%	54%	16%	85%	9%	55%	45%	54%
Agenda B: Clean energy, price gouging, abortion, democracy	159	89	70	32	36	57	34	19	41	98	16	134	30	28	74
	40%	36%	45%	22%	35%	57%	68%	13%	33%	79%	8%	80%	32%	49%	39%
Unsure	34	26	9	19	4	7	4	12	15	7	15	17	12	4	13
	9%	10%	6%	13%	4%	7%	8%	8%	12%	5%	7%	10%	13%	6%	7%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	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	400	-	400	-	-	-	-	33	18	12	280	57	42	14	27	41	5
	100		100					100	100	100	100	100	100	100	100	100	100
Agenda A: Businesses, cost of living, border security, criminal penalties	207	-	207	-	-	-	-	14	11	8	146	32	22	12	16	7	0
	52%		52%					43%	62%	69%	52%	57%	53%	86%	61%	18%	5%
Agenda B: Clean energy, price gouging, abortion, democracy	159	-	159	-	-	-	-	14	6	1	117	16	14	0	6	21	4
	40%		40%					43%	34%	11%	42%	29%	34%	2%	24%	53%	79%
Unsure	34	-	34	-	-	-	-	5	1	2	17	8	6	2	4	12	1
	9%		9%					14%	4%	20%	6%	14%	14%	12%	15%	29%	16%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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			
		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	400	125	89	101	71	33	45	50	50	46	52	66	59	117	116	-	167
	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	207	62	39	69	33	16	19	35	32	16	33	36	20	49	72	-	86
	52%	50%	44%	68%	47%	49%	44%	70%	64%	35%	63%	55%	34%	42%	62%	-	52%
Agenda B: Clean energy, price gouging, abortion, democracy	159	53	40	26	31	14	23	11	14	29	14	23	30	55	35	-	69
	40%	42%	45%	26%	44%	43%	51%	23%	28%	63%	27%	35%	51%	47%	30%	-	41%
Unsure	34	10	10	5	7	3	2	3	4	1	5	7	9	13	9	-	12
	9%	8%	11%	5%	9%	8%	5%	7%	8%	2%	10%	10%	15%	11%	8%	-	7%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	158	61	97	23	38	52	44	104	42	5	4	3
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	153	61	92	19	33	58	43	97	44	5	3	4
Democrat	15	6	9	-	4	4	7	9	4	1	-	1
	10%	9%	10%		11%	7%	16%	8%	10%	25%		31%
Republican	127	52	75	20	31	44	32	85	35	4	1	2
	80%	86%	77%	87%	80%	84%	73%	82%	82%	75%	37%	64%
DNR – Don't know/Refused	16	3	13	3	3	5	5	10	3	-	3	0
	10%	5%	13%	13%	8%	9%	12%	10%	8%		63%	5%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	158	102	56	64	40	39	15	78	42	39	93	58	30	29	78
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	153	96	57	60	37	36	20	78	40	35	90	55	28	29	75
Democrat	15	10	5	5	4	5	1	4	5	6	5	8	1	4	8
	10%	10%	9%	8%	9%	14%	8%	6%	12%	15%	5%	14%	5%	15%	10%
Republican	127	80	47	49	36	31	11	66	32	30	80	44	24	21	63
	80%	78%	85%	78%	89%	79%	72%	85%	76%	76%	85%	76%	80%	72%	81%
DNR – Don't know/Refused	16	12	4	9	1	3	3	7	5	3	9	6	5	4	6
	10%	12%	7%	15%	2%	7%	20%	9%	13%	9%	10%	10%	15%	14%	8%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	158	-	158	-	-	-	-	10	8	4	118	23	10	-	3	11	-			
	100		100					100	100	100	100	100	100		100	100				
Unweighted Total	153	-	153	-	-	-	-	12	8	4	112	23	14	-	4	12	-			
Democrat	15	-	15	-	-	-	-	2	-	-	12	2	1	-	-	3	-			
	10%		10%					25%			10%	9%	8%			31%				
Republican	127	-	127	-	-	-	-	6	7	3	98	14	9	-	0	5	-			
	80%		80%					60%	92%	64%	83%	60%	85%		12%	48%				
DNR – Don't know/Refused	16	-	16	-	-	-	-	1	1	2	8	7	1	-	3	2	-			
	10%		10%					15%	8%	36%	7%	31%	7%		88%	22%				

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	158	55	40	37	21	8	14	17	22	15	24	35	22	47	43	-	68
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
Unweighted Total	153	52	37	37	21	8	13	21	19	11	20	37	24	47	42	-	64
Democrat	15	6	4	4	2	-	2	2	2	-	2	2	5	6	3	-	6
	10%	11%	9%	11%	8%		14%	11%	8%		10%	6%	23%	12%	7%		9%
Republican	127	41	32	33	17	6	12	15	19	14	19	29	13	35	35	-	56
	80%	74%	79%	89%	79%	81%	80%	89%	89%	90%	80%	81%	57%	76%	83%		82%
DNR – Don't know/Refused	16	8	5	-	3	1	1	-	1	2	2	5	4	6	4	-	6
	10%	15%	12%		14%	19%	5%		3%	10%	10%	13%	20%	13%	10%		9%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	135	64	71	16	35	37	47	81	43	3	2	6
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	132	62	70	12	36	35	49	75	46	4	2	5
Democrat	111	56	54	16	28	31	36	69	35	3	1	4
	82%	88%	77%	100%	79%	85%	76%	85%	79%	87%	59%	65%
Republican	8	3	5	-	4	1	3	7	1	-	-	-
	6%	5%	7%		10%	3%	7%	9%	2%			
DNR – Don't know/Refused	16	4	12	-	4	5	8	5	8	0	1	2
	12%	7%	17%		11%	13%	16%	6%	19%	13%	41%	35%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	135	80	55	46	34	33	21	37	39	58	57	68	40	10	66
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	132	79	53	44	31	35	22	37	42	53	58	61	37	13	61
Democrat	111	61	50	35	33	25	17	34	24	53	46	57	32	7	59
	82%	76%	91%	76%	97%	76%	81%	92%	61%	91%	81%	85%	80%	75%	89%
Republican	8	7	1	7	-	0	1	1	7	-	6	2	2	0	2
	6%	9%	1%	16%		1%	3%	2%	18%		10%	3%	6%	3%	4%
DNR – Don't know/Refused	16	12	4	4	1	8	3	2	8	6	5	9	5	2	5
	12%	15%	8%	8%	3%	24%	16%	6%	21%	9%	9%	13%	14%	22%	7%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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 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	135	-	135	-	-	-	-	14	2	2	104	13	11	1	6	11	1
	100		100					100	100	100	100	100	100	100	100	100	100
Unweighted Total	132	-	132	-	-	-	-	17	2	3	97	14	17	1	6	13	2
Democrat	111	-	111	-	-	-	-	9	1	0	87	11	8	1	2	8	1
	82%		82%					65%	46%	24%	84%	86%	69%	100%	37%	74%	100%
Republican	8	-	8	-	-	-	-	3	1	1	5	-	1	-	2	2	-
	6%		6%					20%	54%	45%	5%		11%		32%	19%	
DNR – Don't know/Refused	16	-	16	-	-	-	-	2	-	1	12	2	2	-	2	1	-
	12%		12%					15%		30%	12%	14%	19%		32%	7%	

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	135	40	28	35	28	8	17	20	19	8	18	17	28	45	34	-	56
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
Unweighted Total	132	36	30	38	23	7	18	17	20	5	18	18	29	47	33	-	52
Democrat	111	33	20	31	25	8	15	19	15	8	13	12	21	39	25	-	47
	82%	81%	71%	88%	88%	100%	88%	93%	78%	100%	70%	74%	75%	86%	74%	-	84%
Republican	8	4	-	3	0	-	1	-	2	-	3	1	1	2	3	-	3
	6%	10%	-	8%	1%	-	6%	-	12%	-	15%	6%	4%	5%	8%	-	6%
DNR – Don't know/Refused	16	4	8	1	3	-	1	1	2	-	3	3	6	4	6	-	5
	12%	9%	29%	3%	11%	-	6%	7%	10%	-	15%	20%	21%	10%	18%	-	10%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400	178	222	79	96	116	110	250	113	16	9	11
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	400	180	220	67	93	127	113	244	116	16	11	13
Government and politicians	189	87	103	34	41	60	54	146	28	6	3	7
	47%	49%	46%	43%	42%	52%	50%	58%	25%	35%	34%	57%
Supply chain disruptions and pandemic-related factors	157	67	89	28	45	39	44	92	54	4	1	6
	39%	38%	40%	36%	47%	34%	40%	37%	48%	23%	11%	50%
Wars and foreign conflicts	78	35	43	14	24	24	15	54	13	5	4	2
	19%	19%	19%	18%	25%	20%	14%	22%	11%	32%	39%	16%
Corporate greed and price gouging	205	93	112	48	51	57	49	104	81	9	7	4
	51%	52%	50%	62%	54%	49%	44%	42%	72%	52%	77%	38%
None of these	4	2	2	2	-	-	2	1	3	-	-	-
	1%	1%	1%	3%			2%	*%	3%			
Unsure	14	2	12	3	4	1	6	11	1	-	1	0
	3%	1%	5%	4%	4%	1%	5%	4%	1%		16%	1%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400	246	154	146	104	100	50	152	123	125	210	168	94	58	190
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	400	241	159	141	103	100	56	155	130	115	212	159	93	62	191
Government and politicians	189	108	82	81	65	27	17	106	62	21	153	24	37	30	96
	47%	44%	53%	56%	62%	26%	34%	70%	50%	17%	73%	15%	40%	53%	50%
Supply chain disruptions and pandemic-related factors	157	92	65	49	43	43	22	45	50	61	57	91	30	16	89
	39%	37%	42%	34%	41%	42%	44%	30%	41%	49%	27%	55%	32%	27%	47%
Wars and foreign conflicts	78	50	28	32	22	18	6	28	29	21	45	28	16	11	37
	19%	20%	18%	22%	21%	18%	12%	18%	24%	17%	22%	17%	17%	19%	20%
Corporate greed and price gouging	205	123	82	56	48	67	35	49	68	89	63	125	53	29	90
	51%	50%	53%	38%	46%	67%	69%	32%	55%	71%	30%	74%	56%	51%	48%
None of these	4	3	1	1	-	2	1	1	0	3	1	3	2	-	1
	1%	1%	1%	1%		2%	2%	1%	*%	2%	1%	2%	2%		1%
Unsure	14	11	3	8	3	3	-	8	3	3	8	6	9	1	3
	3%	4%	2%	6%	3%	3%		5%	2%	3%	4%	3%	10%	1%	1%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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			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	400	-	400	-	-	-	-	33	18	12	280	57	42	14	27	41	5			
	100		100					100	100	100	100	100	100	100	100	100	100			
Unweighted Total	400	-	400	-	-	-	-	40	17	13	259	67	60	12	30	43	6			
Government and politicians	189	-	189	-	-	-	-	14	9	9	135	22	24	9	15	12	2			
	47%		47%					44%	50%	79%	48%	38%	58%	65%	55%	29%	35%			
Supply chain disruptions and pandemic-related factors	157	-	157	-	-	-	-	10	3	3	112	20	16	1	6	20	1			
	39%		39%					31%	17%	28%	40%	36%	39%	8%	23%	48%	24%			
Wars and foreign conflicts	78	-	78	-	-	-	-	8	6	0	53	14	4	3	4	7	0			
	19%		19%					24%	35%	4%	19%	25%	10%	25%	15%	16%	5%			
Corporate greed and price gouging	205	-	205	-	-	-	-	26	10	6	143	31	21	8	16	28	4			
	51%		51%					79%	55%	49%	51%	55%	50%	56%	59%	69%	78%			
None of these	4	-	4	-	-	-	-	-	1	-	1	3	0	-	-	0	-			
	1%		1%						6%		*%	5%	1%		1%					
Unsure	14	-	14	-	-	-	-	0	-	2	10	-	1	1	2	1	-			
	3%		3%					*%		13%	3%		3%	6%	8%	1%				

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	400	125	89	101	71	33	45	50	50	46	52	66	59	117	116	-	167
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		100
Unweighted Total	400	119	93	111	64	34	44	55	47	33	49	72	66	128	113	-	159
Government and politicians	189	58	40	58	25	13	15	29	30	21	25	31	25	45	59	-	85
	47%	46%	45%	58%	35%	39%	34%	58%	59%	47%	49%	48%	42%	38%	51%		51%
Supply chain disruptions and pandemic-related factors	157	50	36	35	29	12	24	14	17	16	21	25	27	49	38	-	69
	39%	40%	40%	34%	41%	37%	53%	29%	34%	35%	41%	38%	46%	42%	33%		41%
Wars and foreign conflicts	78	27	15	20	14	8	9	11	7	7	15	13	9	23	20	-	35
	19%	22%	17%	20%	20%	23%	21%	22%	14%	15%	29%	19%	14%	19%	18%		21%
Corporate greed and price gouging	205	58	48	44	47	18	30	25	20	30	22	32	29	66	61	-	77
	51%	46%	54%	43%	66%	55%	67%	50%	40%	66%	42%	48%	48%	57%	53%		46%
None of these	4	1	1	1	1	2	-	-	-	-	-	-	2	4	-	-	0
	1%	1%	1%	1%	2%	6%							3%	3%			1%
Unsure	14	6	5	-	2	-	-	-	2	3	4	1	4	3	4	-	6
	3%	5%	6%		3%				4%	6%	7%	2%	6%	3%	4%		4%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	87	111	40	39	57	61	123	58	6	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	201	88	113	36	40	62	63	120	61	6	5	9
MEAN	2.81	3.13	2.56	2.62	3.59	2.52	2.68	2.44	3.46	3.49	3.21	3.41
1 - Do not worry at all	63	22	40	11	6	19	27	48	11	1	1	1
	32%	25%	37%	28%	14%	33%	44%	39%	19%	22%	27%	14%
2	33	16	17	12	5	14	2	28	4	0	-	1
	17%	18%	15%	31%	12%	24%	3%	22%	6%	8%	-	16%
3	28	8	20	5	7	10	6	13	12	-	1	2
	14%	9%	18%	14%	18%	17%	10%	11%	20%	-	35%	25%
4	18	7	11	3	4	5	6	9	6	2	-	-
	9%	8%	10%	7%	11%	9%	9%	7%	11%	39%	-	-
5 - Worry about it a great deal	51	32	20	8	17	10	16	23	22	2	1	3
	26%	37%	18%	21%	44%	17%	26%	19%	39%	31%	38%	43%
Unsure	5	2	3	-	0	-	4	2	3	-	-	0
	2%	2%	2%	-	1%	-	7%	2%	5%	-	-	2%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	126	71	75	49	51	22	80	52	66	110	81	40	30	103
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	201	126	75	73	47	53	28	84	55	62	111	79	38	33	104
MEAN	2.81	3.07	2.36	2.57	2.23	3.80	2.65	2.82	2.73	2.86	2.78	2.86	3.58	3.40	2.37
1 - Do not worry at all	63	37	26	30	18	7	8	24	15	23	35	26	11	4	39
	32%	29%	36%	40%	37%	13%	34%	30%	30%	35%	31%	32%	27%	14%	38%
2	33	16	17	13	15	3	2	14	13	7	21	11	0	5	25
	17%	13%	24%	17%	31%	7%	8%	17%	24%	10%	19%	14%	1%	16%	24%
3	28	12	16	5	8	7	8	11	6	12	14	13	3	5	18
	14%	10%	22%	7%	17%	13%	34%	13%	11%	18%	13%	16%	8%	18%	17%
4	18	16	2	8	1	8	1	7	6	5	10	7	4	7	6
	9%	13%	3%	11%	3%	16%	2%	9%	12%	7%	9%	9%	9%	22%	6%
5 - Worry about it a great deal	51	41	11	17	6	24	4	21	11	19	28	22	20	9	16
	26%	32%	15%	23%	13%	47%	19%	26%	22%	29%	25%	28%	50%	30%	15%
Unsure	5	4	0	2	-	2	0	4	1	-	2	2	2	-	-
	2%	3%	1%	3%	-	5%	2%	5%	1%	-	2%	3%	5%	-	-

Echelon Insights  
Focus 2024 Survey  
N=400 Registered Voters in the Likely Electorate in GA, 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	197	-	197	-	-	-	-	8	12	6	148	28	18	6	11	15	0		
	100		100					100	100	100	100	100	100	100	100	100	100		
Unweighted Total	201	-	201	-	-	-	-	13	11	8	135	37	26	4	13	20	1		
MEAN	2.81	-	2.81	-	-	-	-	2.91	2.96	3.21	2.75	3.09	2.78	2.17	2.56	2.75	5.00		
1 - Do not worry at all	63	-	63	-	-	-	-	2	3	1	52	7	3	2	4	5	-		
	32%		32%					29%	22%	14%	35%	26%	20%	41%	34%	36%	-		
2	33	-	33	-	-	-	-	0	2	1	23	3	7	1	1	1	-		
	17%		17%					6%	18%	21%	16%	11%	38%	20%	12%	4%	-		
3	28	-	28	-	-	-	-	1	3	1	22	2	1	1	3	3	-		
	14%		14%					17%	26%	19%	15%	8%	5%	20%	25%	21%	-		
4	18	-	18	-	-	-	-	2	1	1	8	6	4	1	2	4	-		
	9%		9%					27%	9%	21%	5%	22%	21%	19%	22%	28%	-		
5 - Worry about it a great deal	51	-	51	-	-	-	-	1	3	1	41	7	3	-	1	2	0		
	26%		26%					15%	24%	25%	27%	24%	17%	-	7%	11%	100%		
Unsure	5	-	5	-	-	-	-	1	-	-	2	2	-	-	-	-	-		
	2%		2%					6%			2%	8%							

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	64	40	47	36	20	17	24	25	20	22	33	35	67	54	-	77
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
Unweighted Total	201	65	42	55	30	20	18	26	24	16	22	36	39	72	54	-	75
MEAN	2.81	2.49	2.64	2.86	3.39	2.53	4.10	2.81	3.25	2.70	3.20	2.31	2.29	3.49	2.47	-	2.43
1 - Do not worry at all	63	20	18	13	9	8	1	5	8	3	5	14	18	10	22	-	30
	32%	31%	45%	29%	24%	39%	3%	22%	33%	17%	22%	42%	52%	16%	40%	-	40%
2	33	15	1	13	3	5	1	8	2	7	3	6	0	8	11	-	13
	17%	24%	3%	27%	9%	25%	9%	32%	7%	36%	15%	18%	1%	13%	20%	-	18%
3	28	14	4	3	4	1	3	2	1	5	4	7	5	12	5	-	12
	14%	22%	9%	6%	11%	4%	19%	10%	4%	23%	17%	22%	14%	18%	8%	-	15%
4	18	6	4	4	2	1	2	4	-	1	2	2	6	9	3	-	6
	9%	9%	11%	8%	7%	7%	13%	15%	-	6%	9%	5%	16%	13%	6%	-	7%
5 - Worry about it a great deal	51	9	10	15	16	5	10	5	12	3	8	4	4	27	12	-	13
	26%	14%	25%	31%	43%	25%	56%	21%	48%	17%	35%	14%	11%	40%	21%	-	17%
Unsure	5	-	3	-	2	-	-	-	2	-	0	-	2	1	2	-	2
	2%	-	7%	-	5%	-	-	-	8%	-	2%	-	7%	1%	4%	-	3%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	87	111	40	39	57	61	123	58	6	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	201	88	113	36	40	62	63	120	61	6	5	9
MEAN	2.38	2.71	2.12	2.81	2.45	2.36	2.04	2.26	2.66	2.06	2.82	2.19
1 - Do not worry at all	85	28	57	13	18	20	33	57	20	3	1	4
	43%	32%	52%	32%	47%	36%	55%	46%	35%	54%	27%	55%
2	28	14	13	7	5	12	5	19	7	0	0	1
	14%	17%	12%	17%	11%	21%	8%	15%	12%	8%	13%	19%
3	31	15	17	6	6	14	5	18	12	-	1	-
	16%	17%	15%	16%	15%	24%	9%	15%	20%	-	35%	-
4	15	7	7	3	2	6	4	11	2	2	-	-
	7%	8%	7%	6%	4%	11%	7%	9%	4%	30%	-	-
5 - Worry about it a great deal	32	19	13	11	9	5	7	16	13	-	1	2
	16%	22%	12%	27%	23%	8%	12%	13%	23%	-	25%	24%
Unsure	7	4	3	1	-	-	6	3	3	1	-	0
	3%	4%	3%	2%	-	-	10%	2%	6%	9%	-	2%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	126	71	75	49	51	22	80	52	66	110	81	40	30	103
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	201	126	75	73	47	53	28	84	55	62	111	79	38	33	104
MEAN	2.38	2.45	2.24	2.40	2.06	2.53	2.67	2.33	2.77	2.12	2.50	2.21	2.89	2.25	2.13
1 - Do not worry at all	85	52	33	31	26	21	7	32	18	34	42	40	14	14	49
	43%	41%	46%	41%	53%	41%	31%	40%	36%	52%	38%	49%	35%	46%	48%
2	28	14	14	10	9	4	4	13	5	9	16	11	1	4	20
	14%	11%	19%	13%	19%	9%	20%	16%	10%	14%	15%	14%	3%	14%	19%
3	31	23	8	13	5	10	3	13	9	9	20	9	7	6	15
	16%	18%	11%	17%	11%	20%	12%	16%	18%	13%	18%	11%	17%	19%	14%
4	15	11	4	9	2	1	3	6	6	2	12	3	3	4	6
	7%	8%	6%	12%	3%	3%	11%	8%	12%	3%	11%	4%	9%	12%	5%
5 - Worry about it a great deal	32	21	11	10	7	11	4	10	12	10	17	14	11	3	12
	16%	17%	16%	13%	14%	22%	20%	13%	24%	15%	16%	17%	28%	9%	12%
Unsure	7	6	1	3	-	3	1	5	0	2	2	4	3	-	1
	3%	4%	2%	4%		6%	6%	6%	0%	3%	2%	5%	8%		1%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	-	197	-	-	-	-	8	12	6	148	28	18	6	11	15	0
	100		100					100	100	100	100	100	100	100	100	100	100
Unweighted Total	201	-	201	-	-	-	-	13	11	8	135	37	26	4	13	20	1
MEAN	2.38	-	2.38	-	-	-	-	2.53	2.48	3.79	2.40	2.50	2.15	2.61	2.54	2.12	1.00
1 - Do not worry at all	85	-	85	-	-	-	-	3	3	1	65	9	8	-	2	7	0
	43%		43%					40%	28%	14%	44%	34%	44%		19%	48%	100%
2	28	-	28	-	-	-	-	1	1	0	20	4	3	2	3	3	-
	14%		14%					9%	11%	8%	14%	15%	18%	39%	30%	17%	
3	31	-	31	-	-	-	-	2	6	-	24	3	4	4	4	2	-
	16%		16%					23%	53%		16%	11%	25%	61%	32%	14%	
4	15	-	15	-	-	-	-	1	-	2	9	4	1	-	2	2	-
	7%		7%					11%		40%	6%	16%	5%		18%	16%	
5 - Worry about it a great deal	32	-	32	-	-	-	-	1	1	2	27	3	1	-	0	1	-
	16%		16%					16%	8%	38%	18%	12%	8%		2%	4%	
Unsure	7	-	7	-	-	-	-	0	-	-	3	3	-	-	-	-	-
	3%		3%					2%			2%	12%					

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	64	40	47	36	20	17	24	25	20	22	33	35	67	54	-	77
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
Unweighted Total	201	65	42	55	30	20	18	26	24	16	22	36	39	72	54	-	75
MEAN	2.38	1.92	2.37	2.46	2.98	3.02	3.03	2.35	2.59	2.61	2.01	2.36	1.66	2.72	2.59	-	1.93
1 - Do not worry at all	85	38	17	15	11	5	6	8	9	8	12	13	24	24	18	-	42
	43%	59%	42%	32%	31%	25%	34%	32%	36%	39%	56%	39%	69%	36%	34%	-	55%
2	28	10	3	10	4	4	1	6	4	3	4	6	1	7	9	-	12
	14%	16%	7%	21%	12%	19%	4%	26%	14%	14%	17%	17%	3%	11%	16%	-	15%
3	31	4	10	10	4	3	4	6	2	4	2	8	3	14	7	-	10
	16%	7%	25%	21%	11%	14%	22%	24%	9%	18%	10%	23%	9%	22%	13%	-	13%
4	15	5	2	4	3	1	1	3	2	1	1	3	2	3	7	-	4
	7%	7%	5%	9%	8%	7%	4%	12%	8%	6%	4%	10%	6%	5%	14%	-	5%
5 - Worry about it a great deal	32	7	6	6	12	6	6	1	5	5	3	3	2	17	9	-	7
	16%	10%	14%	13%	33%	32%	36%	6%	21%	23%	13%	10%	6%	25%	16%	-	9%
Unsure	7	-	3	2	2	1	-	-	3	-	-	-	3	1	4	-	2
	3%	-	7%	4%	5%	3%	-	-	13%	-	-	-	8%	1%	7%	-	3%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	87	111	40	39	57	61	123	58	6	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	201	88	113	36	40	62	63	120	61	6	5	9
MEAN	3.75	3.75	3.75	3.75	3.87	3.68	3.72	3.75	3.75	4.10	3.48	3.50
1 - Do not worry at all	19	7	12	3	5	2	8	13	5	-	0	1
	10%	8%	10%	8%	13%	4%	13%	10%	9%	-	5%	12%
2	20	10	10	6	-	10	4	12	7	-	1	-
	10%	12%	9%	15%	-	17%	7%	10%	12%	-	35%	-
3	32	15	16	3	9	9	12	16	11	2	0	3
	16%	18%	15%	7%	22%	15%	19%	13%	18%	30%	13%	43%
4	49	19	30	13	6	20	10	36	11	2	-	1
	25%	22%	27%	33%	14%	35%	17%	29%	19%	30%	-	13%
5 - Worry about it a great deal	78	35	43	15	20	17	27	47	25	2	2	2
	39%	40%	39%	37%	50%	29%	44%	38%	43%	40%	47%	30%
Unsure	0	-	0	-	-	-	0	-	-	-	-	0
	*%	-	*%	-	-	-	*%	-	-	-	-	2%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197 100	126 100	71 100	75 100	49 100	51 100	22 100	80 100	52 100	66 100	110 100	81 100	40 100	30 100	103 100
Unweighted Total	201	126	75	73	47	53	28	84	55	62	111	79	38	33	104
MEAN	3.75	3.95	3.38	4.00	3.36	3.88	3.43	3.87	4.03	3.39	3.80	3.68	4.33	3.58	3.52
1 - Do not worry at all	19 10%	11 9%	8 11%	5 7%	7 15%	6 11%	0 1%	8 11%	2 5%	8 12%	11 10%	7 9%	2 5%	3 9%	10 10%
2	20 10%	8 6%	12 16%	6 8%	6 12%	2 4%	6 26%	6 8%	3 5%	11 16%	8 7%	11 14%	1 4%	3 11%	14 14%
3	32 16%	17 14%	15 21%	7 10%	9 18%	10 19%	6 27%	10 13%	8 15%	14 21%	18 17%	13 15%	3 7%	6 21%	21 20%
4	49 25%	28 22%	21 29%	20 27%	15 31%	8 15%	5 24%	18 23%	17 32%	14 21%	30 27%	19 23%	9 23%	10 33%	27 26%
5 - Worry about it a great deal	78 39%	61 49%	17 23%	36 48%	11 24%	26 50%	5 23%	37 46%	22 42%	19 29%	44 40%	31 38%	24 61%	8 27%	30 30%
Unsure	0 *%	0 *%	-	-	-	0 *%	-	-	0 *%	-	-	-	-	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	-	197	-	-	-	-	8	12	6	148	28	18	6	11	15	0
	100	-	100	-	-	-	-	100	100	100	100	100	100	100	100	100	100
Unweighted Total	201	-	201	-	-	-	-	13	11	8	135	37	26	4	13	20	1
MEAN	3.75	-	3.75	-	-	-	-	3.84	3.38	4.08	3.75	4.17	3.32	4.59	4.28	3.81	5.00
1 - Do not worry at all	19	-	19	-	-	-	-	1	0	1	12	4	3	-	1	3	-
	10%	-	10%	-	-	-	-	13%	3%	14%	8%	14%	16%	-	8%	17%	-
2	20	-	20	-	-	-	-	0	2	-	15	-	2	-	-	1	-
	10%	-	10%	-	-	-	-	6%	18%	-	10%	-	11%	-	-	4%	-
3	32	-	32	-	-	-	-	1	4	0	25	1	6	-	-	0	-
	16%	-	16%	-	-	-	-	14%	35%	8%	17%	4%	31%	-	-	2%	-
4	49	-	49	-	-	-	-	1	3	1	41	5	2	2	5	6	-
	25%	-	25%	-	-	-	-	16%	26%	19%	28%	20%	12%	41%	41%	36%	-
5 - Worry about it a great deal	78	-	78	-	-	-	-	4	2	3	54	17	6	3	6	6	0
	39%	-	39%	-	-	-	-	49%	18%	59%	37%	62%	31%	59%	51%	41%	100%
Unsure	0	-	0	-	-	-	-	0	-	-	0	-	-	-	-	-	-
	*%	-	*%	-	-	-	-	2%	-	-	*%	-	-	-	-	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	64	40	47	36	20	17	24	25	20	22	33	35	67	54	-	77
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
Unweighted Total	201	65	42	55	30	20	18	26	24	16	22	36	39	72	54	-	75
MEAN	3.75	3.59	4.18	3.48	4.12	3.62	4.40	3.26	3.87	3.89	3.47	3.99	3.62	3.82	3.70	-	3.72
1 - Do not worry at all	19	8	3	6	2	2	0	2	2	1	5	0	6	5	7	-	6
	10%	12%	7%	12%	4%	12%	3%	8%	9%	4%	22%	1%	16%	8%	14%	-	8%
2	20	6	1	5	4	3	-	6	1	3	-	4	3	4	5	-	11
	10%	9%	2%	11%	10%	16%	-	24%	4%	14%	-	12%	8%	6%	9%	-	14%
3	32	12	5	11	3	2	3	5	6	1	6	4	6	11	6	-	15
	16%	18%	12%	24%	8%	9%	15%	20%	25%	4%	27%	12%	16%	17%	10%	-	20%
4	49	20	10	10	9	5	3	8	4	9	3	12	7	22	16	-	11
	25%	31%	25%	22%	24%	24%	18%	31%	14%	43%	12%	37%	19%	33%	29%	-	15%
5 - Worry about it a great deal	78	19	22	14	19	8	11	4	12	7	9	12	15	24	21	-	33
	39%	30%	54%	31%	53%	39%	64%	17%	48%	35%	39%	38%	41%	36%	38%	-	43%
Unsure	0	-	-	-	-	-	-	-	-	-	-	-	0	0	-	-	-
	*%												*%				

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	87	111	40	39	57	61	123	58	6	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	201	88	113	36	40	62	63	120	61	6	5	9
MEAN	3.62	3.87	3.43	4.01	3.92	3.31	3.47	3.43	3.94	3.97	3.35	4.37
1 - Do not worry at all	28	9	19	3	6	5	13	20	5	1	1	-
	14%	10%	17%	7%	16%	9%	22%	16%	9%	22%	27%	
2	26	11	16	3	-	15	9	20	5	-	-	1
	13%	12%	14%	6%		27%	14%	16%	9%			12%
3	28	11	17	9	5	11	3	18	9	-	-	1
	14%	13%	15%	22%	14%	19%	5%	15%	16%			12%
4	23	7	15	4	6	8	5	15	5	1	1	0
	11%	8%	14%	9%	15%	14%	8%	12%	9%	14%	35%	3%
5 - Worry about it a great deal	90	47	43	22	21	17	29	49	31	4	1	5
	46%	54%	39%	56%	54%	31%	48%	40%	54%	63%	25%	72%
Unsure	2	2	1	-	0	0	2	1	1	-	0	0
	1%	2%	1%		1%	0%	3%	0%	2%		13%	2%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	126	71	75	49	51	22	80	52	66	110	81	40	30	103
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	201	126	75	73	47	53	28	84	55	62	111	79	38	33	104
MEAN	3.62	3.71	3.46	3.41	3.45	4.14	3.49	3.58	3.68	3.63	3.57	3.70	4.24	3.77	3.35
1 - Do not worry at all	28	21	6	14	6	7	1	9	6	12	13	13	3	4	15
	14%	17%	9%	19%	12%	13%	2%	12%	11%	19%	12%	16%	8%	12%	15%
2	26	10	16	8	12	2	4	17	5	4	21	5	2	5	17
	13%	8%	23%	11%	25%	4%	18%	22%	9%	6%	19%	7%	5%	16%	16%
3	28	16	13	13	5	2	8	8	11	10	12	15	4	2	21
	14%	12%	18%	18%	10%	5%	34%	10%	20%	15%	11%	18%	10%	7%	20%
4	23	15	7	9	6	6	2	6	10	7	15	7	2	3	16
	11%	12%	10%	13%	12%	11%	8%	8%	18%	10%	14%	9%	5%	11%	15%
5 - Worry about it a great deal	90	63	27	29	20	34	7	38	21	31	48	39	27	16	34
	46%	50%	38%	39%	41%	67%	30%	48%	40%	48%	43%	49%	68%	53%	33%
Unsure	2	1	2	1	-	0	2	1	1	1	0	2	2	-	1
	1%	1%	3%	1%		0%	8%	1%	1%	2%	0%	2%	4%		1%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197 100	-	197 100	-	-	-	-	8 100	12 100	6 100	148 100	28 100	18 100	6 100	11 100	15 100	0 100
Unweighted Total	201	-	201	-	-	-	-	13	11	8	135	37	26	4	13	20	1
MEAN	3.62	-	3.62	-	-	-	-	3.28	3.94	3.61	3.57	3.86	3.42	4.81	4.09	3.22	1.00
1 - Do not worry at all	28 14%	-	28 14%	-	-	-	-	2 20%	-	1 14%	22 15%	4 14%	2 10%	-	-	5 30%	0 100%
2	26 13%	-	26 13%	-	-	-	-	1 9%	2 21%	1 13%	21 14%	2 8%	3 17%	-	2 19%	2 11%	-
3	28 14%	-	28 14%	-	-	-	-	2 30%	1 11%	1 14%	22 15%	3 11%	4 20%	-	1 9%	1 8%	-
4	23 11%	-	23 11%	-	-	-	-	-	2 18%	1 14%	15 10%	3 12%	4 21%	1 19%	2 15%	0 3%	-
5 - Worry about it a great deal	90 46%	-	90 46%	-	-	-	-	3 39%	6 47%	3 44%	66 45%	15 55%	5 29%	5 81%	6 56%	7 45%	-
Unsure	2 1%	-	2 1%	-	-	-	-	0 2%	0 4%	-	2 1%	-	0 2%	-	0 1%	1 3%	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	64	40	47	36	20	17	24	25	20	22	33	35	67	54	-	77
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
Unweighted Total	201	65	42	55	30	20	18	26	24	16	22	36	39	72	54	-	75
MEAN	3.62	3.34	3.76	3.41	4.37	3.67	4.62	3.38	4.00	4.34	3.40	3.26	3.10	3.96	3.29	-	3.55
1 - Do not worry at all	28	11	6	7	1	2	1	2	3	1	5	3	10	6	12	-	10
	14%	17%	14%	15%	4%	9%	6%	10%	13%	4%	24%	8%	28%	10%	22%	-	12%
2	26	10	4	10	1	2	-	7	2	1	-	8	7	9	9	-	8
	13%	15%	10%	21%	2%	9%	-	28%	8%	4%	-	26%	19%	14%	17%	-	10%
3	28	11	5	4	7	6	1	3	2	3	5	8	1	4	6	-	18
	14%	17%	13%	9%	20%	30%	5%	11%	7%	14%	21%	25%	4%	6%	12%	-	23%
4	23	11	4	6	0	2	1	4	1	2	5	5	4	7	3	-	12
	11%	17%	11%	12%	1%	9%	4%	15%	5%	8%	24%	14%	11%	11%	5%	-	16%
5 - Worry about it a great deal	90	22	20	18	27	8	14	9	16	14	7	9	13	39	23	-	28
	46%	33%	51%	39%	73%	43%	83%	36%	62%	69%	32%	27%	37%	59%	42%	-	37%
Unsure	2	-	1	2	-	-	0	0	1	-	-	-	1	1	1	-	1
	1%	-	1%	4%	-	-	2%	1%	5%	-	-	-	2%	1%	2%	-	1%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	87	111	40	39	57	61	123	58	6	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	201	88	113	36	40	62	63	120	61	6	5	9
MEAN	3.09	3.25	2.96	3.16	3.28	2.95	3.05	2.92	3.41	3.97	3.08	2.76
1 - Do not worry at all	40	13	27	5	7	11	17	29	9	-	1	1
	20%	15%	24%	12%	19%	19%	28%	24%	15%	-	27%	16%
2	41	20	21	12	5	16	8	29	9	2	-	1
	21%	23%	19%	30%	14%	28%	13%	24%	16%	30%	-	16%
3	33	15	18	5	10	8	10	19	9	0	1	3
	17%	18%	16%	12%	24%	14%	17%	16%	16%	7%	35%	42%
4	26	7	19	8	3	10	5	15	9	-	0	2
	13%	8%	17%	20%	7%	17%	9%	12%	16%	-	13%	24%
5 - Worry about it a great deal	57	31	26	10	14	13	20	31	21	4	1	-
	29%	36%	23%	25%	36%	22%	33%	25%	36%	63%	25%	-
Unsure	0	-	0	-	-	-	0	-	-	-	-	0
	*%		*%				*%					2%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197 100	126 100	71 100	75 100	49 100	51 100	22 100	80 100	52 100	66 100	110 100	81 100	40 100	30 100	103 100
Unweighted Total	201	126	75	73	47	53	28	84	55	62	111	79	38	33	104
MEAN	3.09	3.24	2.82	2.95	2.86	3.66	2.72	3.42	2.94	2.80	3.32	2.80	4.06	3.18	2.56
1 - Do not worry at all	40 20%	26 21%	14 19%	19 25%	10 21%	7 14%	4 16%	15 19%	12 23%	13 20%	17 15%	21 26%	3 8%	4 15%	28 27%
2	41 21%	18 15%	23 32%	15 20%	14 29%	3 7%	9 40%	13 16%	9 18%	19 29%	21 19%	20 25%	2 6%	7 22%	29 28%
3	33 17%	22 18%	11 15%	12 16%	7 15%	10 20%	4 16%	9 11%	12 22%	13 20%	19 17%	12 14%	5 14%	6 20%	20 20%
4	26 13%	16 13%	10 14%	8 10%	7 15%	9 17%	2 11%	12 15%	7 14%	7 10%	16 15%	10 12%	7 17%	5 17%	12 12%
5 - Worry about it a great deal	57 29%	43 34%	14 19%	21 28%	10 21%	22 42%	4 17%	32 40%	11 22%	13 20%	37 33%	18 23%	22 55%	8 26%	14 13%
Unsure	0 *%	0 *%	-	-	-	0 *%	-	-	0 *%	-	-	-	-	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197 100	-	197 100	-	-	-	-	8 100	12 100	6 100	148 100	28 100	18 100	6 100	11 100	15 100	0 100
Unweighted Total	201	-	201	-	-	-	-	13	11	8	135	37	26	4	13	20	1
MEAN	3.09	-	3.09	-	-	-	-	2.87	3.78	3.92	3.03	3.47	3.10	3.99	3.22	3.03	5.00
1 - Do not worry at all	40 20%	-	40 20%	-	-	-	-	2 27%	0 3%	1 14%	35 23%	3 13%	2 11%	-	1 13%	6 39%	-
2	41 21%	-	41 21%	-	-	-	-	1 9%	3 26%	0 8%	27 19%	6 23%	5 27%	1 20%	3 25%	1 9%	-
3	33 17%	-	33 17%	-	-	-	-	3 32%	1 6%	0 7%	26 17%	3 13%	4 21%	1 20%	2 22%	1 4%	-
4	26 13%	-	26 13%	-	-	-	-	1 11%	3 22%	1 14%	19 13%	3 10%	4 22%	-	1 8%	1 8%	-
5 - Worry about it a great deal	57 29%	-	57 29%	-	-	-	-	2 20%	5 43%	3 57%	41 28%	12 42%	3 19%	3 60%	4 33%	6 41%	0 100%
Unsure	0 *%	-	0 *%	-	-	-	-	0 2%	-	-	0 *%	-	-	-	-	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	64	40	47	36	20	17	24	25	20	22	33	35	67	54	-	77
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
Unweighted Total	201	65	42	55	30	20	18	26	24	16	22	36	39	72	54	-	75
MEAN	3.09	2.76	3.38	2.86	3.75	3.16	3.75	2.75	3.46	3.15	2.92	3.09	2.76	3.37	2.84	-	3.02
1 - Do not worry at all	40	17	8	10	2	4	-	6	4	1	7	5	13	11	15	-	15
	20%	27%	19%	21%	7%	20%	-	24%	14%	5%	33%	16%	37%	16%	27%	-	19%
2	41	14	5	14	6	5	4	7	5	7	2	9	3	10	13	-	18
	21%	22%	12%	30%	17%	25%	21%	27%	21%	35%	8%	28%	8%	15%	25%	-	24%
3	33	12	6	7	7	2	4	5	4	3	5	3	7	12	7	-	14
	17%	18%	16%	16%	19%	9%	25%	22%	15%	16%	24%	8%	19%	18%	12%	-	19%
4	26	11	8	3	4	2	2	1	1	6	1	9	4	11	5	-	11
	13%	16%	20%	7%	10%	12%	12%	4%	5%	28%	4%	26%	12%	16%	8%	-	14%
5 - Worry about it a great deal	57	11	13	12	17	7	7	6	11	3	7	7	8	23	15	-	19
	29%	17%	34%	26%	48%	34%	42%	23%	45%	16%	31%	21%	24%	34%	27%	-	24%
Unsure	0	-	-	-	-	-	-	-	-	-	-	-	0	0	-	-	-
	*%												*%				

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	87	111	40	39	57	61	123	58	6	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	201	88	113	36	40	62	63	120	61	6	5	9
MEAN	2.96	3.20	2.76	3.14	3.61	2.75	2.60	2.70	3.35	3.74	3.21	3.51
1 - Do not worry at all	63	22	42	9	7	17	30	48	12	1	1	1
	32%	25%	38%	23%	19%	30%	49%	39%	21%	22%	27%	16%
2	23	13	10	8	1	10	4	14	9	-	-	-
	12%	15%	9%	20%	4%	17%	7%	12%	16%			
3	28	12	16	3	8	13	4	17	8	-	1	2
	14%	14%	15%	7%	21%	23%	7%	14%	14%		35%	30%
4	23	6	17	7	5	6	5	15	4	2	-	2
	12%	7%	15%	17%	13%	10%	9%	12%	8%	37%		23%
5 - Worry about it a great deal	59	34	26	13	17	12	17	29	24	2	1	2
	30%	39%	23%	32%	44%	21%	28%	24%	42%	40%	38%	30%
Unsure	0	-	0	-	-	-	0	-	-	-	-	0
	*%		*%				*%					2%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	126	71	75	49	51	22	80	52	66	110	81	40	30	103
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	201	126	75	73	47	53	28	84	55	62	111	79	38	33	104
MEAN	2.96	3.12	2.67	2.73	2.65	3.68	2.71	3.12	2.73	2.93	2.94	2.97	3.88	3.15	2.53
1 - Do not worry at all	63	40	23	30	18	10	5	26	21	17	38	22	7	7	41
	32%	32%	32%	40%	37%	20%	22%	33%	40%	25%	35%	28%	18%	23%	40%
2	23	6	18	5	9	1	9	7	3	14	10	13	1	5	16
	12%	5%	25%	7%	18%	1%	38%	9%	5%	21%	9%	17%	1%	16%	15%
3	28	22	6	13	4	9	2	6	9	13	14	14	5	4	17
	14%	17%	9%	17%	9%	18%	9%	8%	18%	19%	13%	17%	13%	13%	16%
4	23	14	9	8	7	6	2	12	8	3	15	8	5	6	10
	12%	11%	13%	10%	15%	12%	9%	15%	16%	5%	14%	9%	11%	19%	9%
5 - Worry about it a great deal	59	44	15	19	10	25	5	29	11	20	32	24	22	9	20
	30%	35%	22%	25%	21%	49%	22%	36%	21%	30%	29%	30%	57%	29%	19%
Unsure	0	0	-	-	-	0	-	-	0	-	-	-	-	-	-
	*%	*%				*%			*%						

Echelon Insights  
Focus 2024 Survey  
N=400 Registered Voters in the Likely Electorate in GA, 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	197	-	197	-	-	-	-	8	12	6	148	28	18	6	11	15	0
	100	-	100	-	-	-	-	100	100	100	100	100	100	100	100	100	100
Unweighted Total	201	-	201	-	-	-	-	13	11	8	135	37	26	4	13	20	1
MEAN	2.96	-	2.96	-	-	-	-	2.95	2.58	4.14	2.88	3.19	3.27	3.36	3.44	2.79	5.00
1 - Do not worry at all	63 32%	-	63 32%	-	-	-	-	4 45%	4 36%	1 14%	52 35%	7 24%	5 26%	2 41%	3 23%	6 41%	-
2	23 12%	-	23 12%	-	-	-	-	-	3 26%	-	17 12%	2 9%	1 5%	-	-	1 7%	-
3	28 14%	-	28 14%	-	-	-	-	0 5%	1 8%	-	19 13%	5 19%	3 18%	-	2 20%	2 13%	-
4	23 12%	-	23 12%	-	-	-	-	1 11%	1 6%	2 29%	15 10%	5 19%	3 18%	-	3 25%	1 9%	-
5 - Worry about it a great deal	59 30%	-	59 30%	-	-	-	-	3 38%	3 24%	3 57%	45 30%	8 28%	6 33%	3 59%	4 32%	5 30%	0 100%
Unsure	0 *%	-	0 *%	-	-	-	-	0 2%	-	-	0 *%	-	-	-	-	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	64	40	47	36	20	17	24	25	20	22	33	35	67	54	-	77
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
Unweighted Total	201	65	42	55	30	20	18	26	24	16	22	36	39	72	54	-	75
MEAN	2.96	2.52	3.09	2.73	3.80	2.37	3.89	3.09	3.49	3.91	3.39	2.49	1.97	3.45	2.70	-	2.71
1 - Do not worry at all	63	27	14	16	5	9	2	4	7	0	6	13	23	16	21	-	26
	32%	42%	35%	34%	13%	45%	9%	17%	27%	2%	26%	39%	64%	25%	39%	-	34%
2	23	7	1	8	5	4	1	5	3	4	-	4	1	6	9	-	9
	12%	11%	3%	17%	15%	19%	8%	21%	12%	21%	-	14%	4%	8%	16%	-	12%
3	28	10	6	8	3	1	4	6	1	2	4	7	3	7	5	-	16
	14%	15%	16%	16%	9%	5%	23%	24%	4%	9%	19%	22%	9%	10%	10%	-	21%
4	23	11	5	4	2	3	1	2	-	4	4	3	5	8	4	-	11
	12%	17%	12%	8%	6%	16%	3%	10%	-	19%	20%	10%	15%	12%	7%	-	15%
5 - Worry about it a great deal	59	9	14	12	21	3	10	7	14	10	8	5	3	30	15	-	14
	30%	15%	35%	25%	57%	15%	56%	27%	57%	49%	36%	16%	7%	45%	28%	-	18%
Unsure	0	-	-	-	-	-	-	-	-	-	-	-	0	0	-	-	-
	*%												*%				



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	87	111	40	39	57	61	123	58	6	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	201	88	113	36	40	62	63	120	61	6	5	9
MEAN	4.04	4.08	4.01	4.37	4.28	4.08	3.62	4.13	3.97	2.92	3.77	4.00
1 - Do not worry at all	13	6	7	-	1	2	11	6	5	2	-	-
	7%	6%	7%		1%	3%	18%	5%	9%	31%		
2	14	7	7	-	2	6	6	8	5	-	1	-
	7%	8%	6%		5%	11%	9%	6%	9%		35%	
3	27	10	17	7	8	5	7	18	5	1	-	3
	14%	12%	15%	19%	21%	8%	11%	14%	9%	23%		43%
4	38	15	23	10	4	16	8	24	10	2	1	1
	19%	17%	20%	25%	9%	28%	14%	19%	18%	37%	18%	12%
5 - Worry about it a great deal	101	47	54	22	25	26	28	67	30	1	2	3
	51%	55%	49%	55%	64%	46%	46%	54%	51%	9%	47%	43%
Unsure	4	2	2	1	-	2	1	2	2	-	-	0
	2%	2%	2%	2%		4%	2%	1%	4%			2%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	126	71	75	49	51	22	80	52	66	110	81	40	30	103
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	201	126	75	73	47	53	28	84	55	62	111	79	38	33	104
MEAN	4.04	4.09	3.95	4.17	4.08	3.98	3.61	4.14	4.36	3.67	4.17	3.83	4.26	4.13	3.85
1 - Do not worry at all	13	8	5	3	3	5	2	4	0	9	5	8	4	2	6
	7%	6%	7%	4%	6%	9%	10%	5%	1%	13%	4%	10%	10%	6%	6%
2	14	11	3	7	1	4	2	6	3	5	9	5	3	1	9
	7%	9%	4%	9%	2%	8%	10%	7%	6%	8%	8%	6%	7%	3%	9%
3	27	15	13	7	10	7	2	9	7	12	11	16	-	6	19
	14%	12%	18%	10%	21%	14%	11%	11%	13%	18%	10%	20%		19%	18%
4	38	20	18	13	11	7	7	18	7	13	21	15	4	4	27
	19%	16%	25%	17%	22%	13%	32%	22%	14%	19%	19%	19%	11%	12%	26%
5 - Worry about it a great deal	101	71	30	43	24	29	6	42	33	27	61	36	27	16	41
	51%	56%	43%	57%	50%	56%	27%	53%	63%	41%	56%	45%	69%	53%	40%
Unsure	4	2	2	2	-	0	2	2	1	1	3	1	1	2	1
	2%	2%	3%	2%		0%	10%	3%	2%	1%	3%	1%	3%	7%	1%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	-	197	-	-	-	-	8	12	6	148	28	18	6	11	15	0			
	100		100					100	100	100	100	100	100	100	100	100	100			
Unweighted Total	201	-	201	-	-	-	-	13	11	8	135	37	26	4	13	20	1			
MEAN	4.04	-	4.04	-	-	-	-	4.23	3.27	4.41	3.98	4.62	3.78	4.81	4.48	4.11	5.00			
1 - Do not worry at all	13	-	13	-	-	-	-	-	2	-	12	1	1	-	-	0	-			
	7%		7%						18%		8%	2%	5%		3%					
2	14	-	14	-	-	-	-	1	2	-	13	1	-	-	-	2	-			
	7%		7%					7%	14%		9%	2%			13%					
3	27	-	27	-	-	-	-	1	-	1	18	2	5	-	1	2	-			
	14%		14%					14%		14%	12%	7%	28%		9%	14%				
4	38	-	38	-	-	-	-	2	3	2	26	3	8	1	4	1	-			
	19%		19%					25%	28%	30%	18%	11%	48%	19%	34%	9%				
5 - Worry about it a great deal	101	-	101	-	-	-	-	4	3	3	76	21	4	5	6	9	0			
	51%		51%					51%	22%	56%	51%	77%	20%	81%	57%	61%	100%			
Unsure	4	-	4	-	-	-	-	0	2	-	3	1	-	-	-	-	-			
	2%		2%					2%	18%		2%	3%								

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	64	40	47	36	20	17	24	25	20	22	33	35	67	54	-	77
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
Unweighted Total	201	65	42	55	30	20	18	26	24	16	22	36	39	72	54	-	75
MEAN	4.04	4.04	4.02	3.89	4.30	4.27	4.61	3.95	3.68	4.46	4.03	4.19	3.58	4.18	3.88	-	4.03
1 - Do not worry at all	13	3	5	3	3	-	-	-	6	-	1	2	5	3	5	-	5
	7%	5%	11%	5%	8%				22%		2%	5%	15%	5%	9%		7%
2	14	4	3	6	1	-	1	5	1	-	1	1	5	4	8	-	3
	7%	6%	6%	13%	2%		3%	20%	5%		6%	3%	13%	5%	14%		3%
3	27	11	4	6	3	4	1	3	2	4	7	1	5	10	4	-	13
	14%	17%	9%	13%	8%	19%	7%	13%	8%	18%	31%	4%	14%	16%	7%		17%
4	38	17	6	9	5	6	2	4	2	4	1	12	6	9	10	-	19
	19%	26%	15%	18%	15%	32%	14%	18%	7%	18%	5%	36%	18%	13%	18%		25%
5 - Worry about it a great deal	101	30	23	21	24	9	13	12	14	13	12	15	14	39	27	-	36
	51%	47%	58%	46%	67%	46%	75%	49%	53%	64%	55%	45%	41%	58%	50%		47%
Unsure	4	-	-	2	-	1	-	-	1	-	-	2	0	2	1	-	1
	2%			4%		3%			4%			7%	0%	3%	1%		1%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	203	91	112	39	57	59	49	127	55	11	6	4
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	199	92	107	31	53	65	50	124	55	10	6	4
Very positive impact	95	50	46	17	26	22	30	71	17	5	1	1
	47%	54%	41%	44%	45%	38%	62%	56%	31%	43%	24%	34%
Somewhat positive impact	61	20	41	15	20	19	7	31	19	5	4	1
	30%	22%	36%	38%	35%	32%	15%	25%	35%	48%	63%	20%
Little to no positive impact	37	19	18	5	11	15	6	20	15	1	1	-
	18%	21%	16%	13%	19%	25%	12%	16%	28%	10%	13%	-
Unsure	10	3	8	2	0	3	5	5	3	-	-	2
	5%	3%	7%	4%	0%	5%	11%	4%	6%	-	-	46%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	203	120	83	71	55	49	27	72	71	59	100	87	54	28	87
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	199	115	84	68	56	47	28	71	75	53	101	80	55	29	87
Very positive impact	95	57	39	39	32	18	7	53	28	14	70	20	27	13	42
	47%	47%	47%	55%	57%	36%	26%	73%	40%	24%	71%	23%	50%	47%	49%
Somewhat positive impact	61	35	26	18	14	17	12	13	22	25	22	35	17	7	26
	30%	29%	31%	25%	25%	35%	44%	18%	31%	42%	22%	41%	31%	24%	30%
Little to no positive impact	37	21	16	11	9	9	8	3	16	17	2	28	7	7	18
	18%	17%	19%	16%	15%	19%	27%	5%	22%	29%	2%	33%	12%	26%	21%
Unsure	10	8	2	3	2	4	1	3	5	2	5	3	4	1	1
	5%	7%	3%	5%	3%	9%	3%	4%	7%	4%	5%	4%	7%	3%	1%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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			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	203	-	203	-	-	-	-	25	6	6	132	29	24	8	16	25	5
	100	-	100	-	-	-	-	100	100	100	100	100	100	100	100	100	100
Unweighted Total	199	-	199	-	-	-	-	27	6	5	124	30	34	8	17	23	5
Very positive impact	95	-	95	-	-	-	-	6	2	4	57	16	11	3	3	3	-
	47%	-	47%	-	-	-	-	25%	30%	61%	43%	57%	48%	40%	20%	12%	-
Somewhat positive impact	61	-	61	-	-	-	-	9	3	-	37	9	9	1	3	14	4
	30%	-	30%	-	-	-	-	36%	58%	-	28%	30%	38%	9%	19%	54%	83%
Little to no positive impact	37	-	37	-	-	-	-	7	-	-	31	4	1	3	5	6	1
	18%	-	18%	-	-	-	-	28%	-	-	23%	13%	3%	41%	33%	23%	17%
Unsure	10	-	10	-	-	-	-	3	1	2	7	-	3	1	4	3	-
	5%	-	5%	-	-	-	-	11%	12%	39%	6%	-	12%	10%	27%	11%	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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			
	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	203	61	49	54	35	13	28	26	25	25	29	33	24	50	62	-	90
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
Unweighted Total	199	54	51	56	34	14	26	29	23	17	27	36	27	56	59	-	84
Very positive impact	95	28	17	33	14	6	12	13	19	11	14	9	11	24	30	-	41
	47%	46%	35%	62%	40%	43%	43%	52%	75%	45%	48%	27%	48%	48%	48%	-	46%
Somewhat positive impact	61	23	16	11	8	3	8	8	1	12	12	11	7	17	20	-	24
	30%	38%	33%	21%	23%	22%	29%	32%	3%	46%	40%	32%	27%	33%	32%	-	26%
Little to no positive impact	37	9	9	9	11	3	8	4	5	2	3	11	1	6	7	-	24
	18%	15%	17%	16%	31%	22%	28%	16%	19%	9%	12%	32%	5%	11%	12%	-	26%
Unsure	10	1	7	1	2	2	-	-	1	-	0	3	5	4	5	-	1
	5%	1%	15%	1%	5%	13%	-	-	3%	-	1%	8%	19%	7%	8%	-	2%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	203	91	112	39	57	59	49	127	55	11	6	4
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	199	92	107	31	53	65	50	124	55	10	6	4
Very positive impact	83	42	42	14	21	24	24	65	9	6	3	1
	41%	45%	37%	35%	37%	41%	50%	51%	16%	59%	41%	20%
Somewhat positive impact	34	18	16	5	16	6	7	23	7	2	0	3
	17%	20%	14%	13%	28%	10%	14%	18%	12%	17%	2%	60%
Little to no positive impact	71	26	45	17	16	26	12	34	31	1	4	1
	35%	28%	40%	45%	28%	43%	24%	26%	57%	14%	57%	20%
Unsure	15	6	10	2	4	3	6	6	8	1	-	-
	8%	6%	9%	6%	7%	5%	12%	5%	15%	10%		

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	203	120	83	71	55	49	27	72	71	59	100	87	54	28	87
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	199	115	84	68	56	47	28	71	75	53	101	80	55	29	87
Very positive impact	83	53	30	41	24	13	6	53	22	8	78	4	30	10	34
	41%	44%	36%	57%	43%	26%	22%	74%	31%	13%	79%	5%	55%	37%	39%
Somewhat positive impact	34	22	12	13	10	9	2	10	22	2	17	5	6	5	14
	17%	19%	14%	18%	17%	19%	7%	14%	30%	3%	17%	5%	11%	17%	17%
Little to no positive impact	71	37	34	14	20	23	14	4	23	44	2	66	16	11	35
	35%	31%	41%	19%	36%	47%	51%	5%	32%	75%	2%	76%	30%	40%	40%
Unsure	15	8	8	4	2	4	5	5	5	6	3	12	3	2	4
	8%	6%	9%	5%	4%	8%	20%	7%	7%	9%	3%	14%	5%	6%	4%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	203	-	203	-	-	-	-	25	6	6	132	29	24	8	16	25	5
	100		100					100	100	100	100	100	100	100	100	100	100
Unweighted Total	199	-	199	-	-	-	-	27	6	5	124	30	34	8	17	23	5
Very positive impact	83	-	83	-	-	-	-	1	1	5	55	13	9	4	6	3	-
	41%		41%					3%	19%	86%	42%	45%	38%	49%	40%	13%	
Somewhat positive impact	34	-	34	-	-	-	-	18	4	-	23	5	4	-	3	4	1
	17%		17%					71%	69%		18%	17%	18%		21%	17%	17%
Little to no positive impact	71	-	71	-	-	-	-	6	1	-	44	11	10	2	4	12	4
	35%		35%					23%	12%		33%	38%	40%	28%	27%	49%	83%
Unsure	15	-	15	-	-	-	-	1	-	1	10	0	1	2	2	5	-
	8%		8%					4%		14%	8%	*%	4%	22%	12%	21%	

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	203	61	49	54	35	13	28	26	25	25	29	33	24	50	62	-	90
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
Unweighted Total	199	54	51	56	34	14	26	29	23	17	27	36	27	56	59	-	84
Very positive impact	83	22	19	28	14	2	10	15	15	11	11	10	10	16	25	-	42
	41%	36%	39%	52%	39%	19%	35%	57%	59%	43%	38%	30%	41%	33%	40%	-	46%
Somewhat positive impact	34	9	6	10	9	2	12	3	1	3	4	3	6	6	17	-	11
	17%	14%	12%	18%	26%	17%	44%	12%	5%	11%	14%	9%	23%	12%	27%	-	12%
Little to no positive impact	71	27	17	15	10	8	5	8	5	9	11	18	7	19	18	-	34
	35%	44%	35%	28%	29%	64%	17%	31%	19%	36%	39%	53%	29%	37%	28%	-	38%
Unsure	15	3	7	1	2	-	1	0	4	2	3	3	2	9	3	-	4
	8%	5%	13%	2%	6%	-	4%	1%	18%	10%	9%	9%	7%	18%	4%	-	4%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	203	91	112	39	57	59	49	127	55	11	6	4
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	199	92	107	31	53	65	50	124	55	10	6	4
Very positive impact	93	39	55	23	26	28	17	44	39	6	4	1
	46%	42%	49%	59%	45%	48%	34%	35%	71%	53%	65%	20%
Somewhat positive impact	53	22	31	11	16	11	15	42	11	0	0	-
	26%	24%	28%	29%	29%	18%	30%	33%	20%	4%	2%	-
Little to no positive impact	46	26	20	4	13	17	13	35	2	4	2	4
	23%	29%	18%	9%	22%	28%	26%	27%	3%	35%	33%	80%
Unsure	11	5	6	1	2	3	4	7	3	1	-	-
	5%	6%	5%	3%	4%	6%	9%	5%	6%	8%	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	203	120	83	71	55	49	27	72	71	59	100	87	54	28	87
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	199	115	84	68	56	47	28	71	75	53	101	80	55	29	87
Very positive impact	93	53	40	24	20	29	20	23	31	39	31	56	31	10	41
	46%	44%	49%	33%	36%	60%	74%	32%	44%	66%	31%	64%	57%	35%	47%
Somewhat positive impact	53	33	19	25	17	9	3	16	23	13	23	25	8	11	21
	26%	28%	23%	34%	31%	18%	9%	22%	33%	22%	23%	29%	16%	41%	24%
Little to no positive impact	46	27	19	19	16	8	3	32	12	3	40	1	10	5	25
	23%	22%	23%	26%	29%	17%	10%	44%	16%	4%	40%	1%	19%	17%	28%
Unsure	11	7	4	4	2	2	2	1	5	5	5	5	5	2	1
	5%	6%	5%	6%	4%	5%	6%	2%	7%	8%	5%	6%	9%	7%	1%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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			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	203	-	203	-	-	-	-	25	6	6	132	29	24	8	16	25	5
	100		100					100	100	100	100	100	100	100	100	100	100
Unweighted Total	199	-	199	-	-	-	-	27	6	5	124	30	34	8	17	23	5
Very positive impact	93	-	93	-	-	-	-	8	2	4	57	15	11	4	7	8	1
	46%		46%					31%	30%	67%	43%	53%	46%	55%	43%	32%	20%
Somewhat positive impact	53	-	53	-	-	-	-	12	2	-	34	8	6	2	5	11	2
	26%		26%					47%	33%	-	26%	26%	24%	26%	34%	46%	43%
Little to no positive impact	46	-	46	-	-	-	-	5	2	1	34	5	3	1	3	2	1
	23%		23%					19%	37%	19%	26%	19%	13%	9%	18%	8%	20%
Unsure	11	-	11	-	-	-	-	1	-	1	6	1	4	1	1	4	1
	5%		5%					3%	-	14%	5%	2%	16%	10%	5%	14%	17%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	203	61	49	54	35	13	28	26	25	25	29	33	24	50	62	-	90
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
Unweighted Total	199	54	51	56	34	14	26	29	23	17	27	36	27	56	59	-	84
Very positive impact	93	33	21	19	19	8	15	8	8	15	11	20	9	28	23	-	42
	46%	55%	42%	35%	56%	60%	53%	33%	31%	59%	38%	60%	38%	56%	37%	-	47%
Somewhat positive impact	53	18	13	14	5	2	5	6	8	9	11	5	6	9	20	-	24
	26%	29%	27%	26%	15%	16%	20%	22%	34%	36%	37%	14%	27%	18%	32%	-	27%
Little to no positive impact	46	7	12	19	7	2	8	9	7	1	5	7	6	10	15	-	21
	23%	12%	25%	35%	20%	17%	28%	37%	27%	5%	18%	22%	25%	20%	24%	-	23%
Unsure	11	3	3	2	3	1	-	2	2	-	2	1	2	3	4	-	4
	5%	5%	6%	4%	8%	8%	-	8%	8%	-	7%	4%	10%	6%	7%	-	4%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	203	91	112	39	57	59	49	127	55	11	6	4
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	199	92	107	31	53	65	50	124	55	10	6	4
Very positive impact	70	23	47	18	20	18	14	32	29	4	3	1
	34%	25%	42%	47%	35%	30%	28%	25%	53%	39%	52%	20%
Somewhat positive impact	45	18	26	6	12	17	9	29	12	1	2	1
	22%	20%	23%	15%	22%	29%	19%	23%	22%	8%	32%	14%
Little to no positive impact	78	48	30	15	22	22	20	57	13	6	1	1
	38%	53%	27%	38%	38%	38%	40%	45%	24%	53%	17%	20%
Unsure	11	2	9	0	3	2	6	8	1	-	-	2
	5%	2%	8%	1%	5%	3%	13%	6%	1%	-	-	46%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	203	120	83	71	55	49	27	72	71	59	100	87	54	28	87
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	199	115	84	68	56	47	28	71	75	53	101	80	55	29	87
Very positive impact	70	35	34	14	18	21	17	14	18	38	15	50	24	9	28
	34%	29%	41%	20%	32%	43%	60%	19%	25%	63%	15%	58%	44%	32%	32%
Somewhat positive impact	45	26	18	16	13	10	5	14	18	12	15	24	8	5	19
	22%	22%	22%	22%	24%	22%	18%	19%	26%	20%	15%	28%	16%	19%	21%
Little to no positive impact	78	51	27	36	21	15	6	41	27	10	65	9	19	11	38
	38%	42%	33%	50%	39%	30%	21%	57%	39%	16%	65%	10%	35%	39%	43%
Unsure	11	8	3	5	3	3	-	3	7	-	5	4	3	3	3
	5%	6%	4%	7%	6%	5%	-	5%	10%	-	5%	4%	5%	9%	3%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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			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	203	-	203	-	-	-	-	25	6	6	132	29	24	8	16	25	5
	100		100					100	100	100	100	100	100	100	100	100	100
Unweighted Total	199	-	199	-	-	-	-	27	6	5	124	30	34	8	17	23	5
Very positive impact	70	-	70	-	-	-	-	5	1	1	48	9	8	4	4	6	2
	34%		34%					20%	11%	9%	36%	31%	34%	48%	24%	24%	43%
Somewhat positive impact	45	-	45	-	-	-	-	12	2	-	26	6	7	-	2	10	-
	22%		22%					47%	40%	-	20%	21%	30%	-	12%	41%	-
Little to no positive impact	78	-	78	-	-	-	-	6	3	3	50	14	8	4	6	6	3
	38%		38%					25%	49%	52%	38%	49%	34%	49%	38%	24%	57%
Unsure	11	-	11	-	-	-	-	2	-	2	8	-	0	0	4	3	-
	5%		5%					8%	-	39%	6%	-	1%	3%	26%	11%	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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			
	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	203	61	49	54	35	13	28	26	25	25	29	33	24	50	62	-	90
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
Unweighted Total	199	54	51	56	34	14	26	29	23	17	27	36	27	56	59	-	84
Very positive impact	70	23	23	13	9	5	9	4	5	13	11	14	9	25	14	-	30
	34%	38%	47%	25%	25%	36%	32%	16%	20%	52%	39%	41%	36%	50%	23%	-	33%
Somewhat positive impact	45	15	10	8	8	1	6	7	4	4	6	10	6	5	20	-	19
	22%	25%	21%	16%	22%	10%	22%	28%	15%	17%	21%	30%	24%	11%	32%	-	21%
Little to no positive impact	78	19	10	32	17	7	13	13	15	7	9	9	4	17	23	-	37
	38%	32%	21%	59%	48%	54%	46%	52%	62%	29%	31%	27%	18%	34%	37%	-	42%
Unsure	11	4	5	-	2	-	-	1	1	0	3	1	5	3	5	-	3
	5%	6%	11%	-	5%	-	-	4%	3%	1%	9%	2%	22%	5%	7%	-	4%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400	178	222	79	96	116	110	250	113	16	9	11
	100	100	100	100	100	100	100	100	100	100	100	100
A humanitarian problem	141	51	90	37	42	34	28	66	65	5	3	2
	35%	29%	41%	47%	43%	29%	26%	26%	58%	33%	32%	15%
A security problem	238	119	120	39	52	75	72	173	38	11	6	10
	60%	67%	54%	50%	54%	64%	66%	69%	34%	67%	68%	84%
Unsure	21	8	13	3	2	7	9	11	9	-	-	0
	5%	5%	6%	4%	2%	6%	8%	4%	8%			1%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400	246	154	146	104	100	50	152	123	125	210	168	94	58	190
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A humanitarian problem	141	78	63	34	32	44	31	16	46	79	19	114	33	19	70
	35%	32%	41%	23%	31%	44%	62%	11%	37%	63%	9%	68%	35%	34%	37%
A security problem	238	153	85	107	67	46	19	130	72	37	185	39	56	36	113
	60%	62%	56%	73%	64%	46%	38%	85%	59%	29%	88%	23%	60%	62%	59%
Unsure	21	15	6	6	6	9	-	7	5	9	5	15	5	2	8
	5%	6%	4%	4%	5%	9%	-	4%	4%	7%	3%	9%	5%	4%	4%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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 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	400 100	-	400 100	-	-	-	-	33 100	18 100	12 100	280 100	57 100	42 100	14 100	27 100	41 100	5 100
A humanitarian problem	141 35%	-	141 35%	-	-	-	-	15 46%	4 24%	3 24%	105 38%	13 22%	15 36%	3 24%	7 27%	20 49%	5 95%
A security problem	238 60%	-	238 60%	-	-	-	-	16 50%	13 73%	9 76%	161 58%	42 75%	25 60%	10 74%	19 70%	16 39%	0 5%
Unsure	21 5%	-	21 5%	-	-	-	-	1 4%	1 4%	-	14 5%	2 3%	2 4%	0 2%	1 3%	5 12%	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400	125	89	101	71	33	45	50	50	46	52	66	59	117	116	-	167
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		100
A humanitarian problem	141	50	36	25	23	10	19	13	8	27	22	21	20	50	31	-	60
	35%	40%	41%	25%	32%	30%	44%	27%	16%	59%	43%	31%	34%	42%	27%		36%
A security problem	238	68	48	73	45	20	25	35	38	19	27	39	34	60	80	-	99
	60%	55%	53%	72%	63%	61%	56%	71%	75%	41%	53%	60%	58%	51%	69%		59%
Unsure	21	7	5	2	3	3	-	1	4	-	2	6	5	8	5	-	7
	5%	6%	6%	2%	5%	9%		2%	8%		4%	9%	8%	7%	5%		4%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	87	111	40	39	57	61	123	58	6	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	201	88	113	36	40	62	63	120	61	6	5	9
MEAN	3.98	3.90	4.05	3.72	4.01	4.03	4.09	4.16	3.60	4.63	3.24	3.71
1 - Do not worry at all	15	7	8	2	4	4	5	7	7	-	1	-
	8%	8%	7%	6%	9%	8%	8%	6%	12%	-	22%	-
2	20	8	12	10	1	3	7	10	10	-	-	-
	10%	10%	11%	25%	2%	5%	11%	8%	17%	-	-	-
3	25	15	9	2	9	10	5	13	7	-	1	3
	13%	18%	9%	4%	22%	17%	7%	11%	13%	-	35%	43%
4	29	10	18	8	4	9	7	17	7	2	1	3
	15%	12%	17%	21%	11%	16%	12%	13%	12%	37%	18%	36%
5 - Worry about it a great deal	108	45	62	18	22	31	38	76	26	4	1	1
	55%	52%	56%	44%	55%	54%	62%	62%	45%	63%	25%	16%
Unsure	0	-	0	0	-	-	0	-	-	-	-	0
	*%		*%	*%			*%					4%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	126	71	75	49	51	22	80	52	66	110	81	40	30	103
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	201	126	75	73	47	53	28	84	55	62	111	79	38	33	104
MEAN	3.98	3.94	4.05	4.07	4.31	3.76	3.49	4.54	3.78	3.46	4.43	3.38	4.29	3.57	3.87
1 - Do not worry at all	15	12	3	7	-	5	3	1	6	8	4	10	1	4	10
	8%	10%	4%	10%		9%	14%	1%	12%	13%	4%	13%	2%	12%	10%
2	20	10	10	4	6	6	4	3	4	14	3	17	4	3	13
	10%	8%	14%	6%	13%	12%	18%	4%	7%	21%	3%	21%	9%	11%	12%
3	25	17	8	9	4	8	3	6	9	10	10	14	5	8	10
	13%	14%	11%	12%	9%	16%	15%	7%	17%	15%	9%	17%	11%	27%	10%
4	29	19	9	10	6	9	3	14	8	7	18	10	5	3	18
	15%	15%	13%	14%	13%	17%	15%	17%	16%	10%	16%	12%	13%	9%	17%
5 - Worry about it a great deal	108	67	41	44	32	23	9	57	24	27	75	29	26	12	52
	55%	53%	57%	59%	66%	44%	40%	71%	46%	41%	68%	36%	64%	41%	51%
Unsure	0	0	-	-	-	0	-	-	0	-	0	-	-	0	-
	*%	*%				1%			1%		*%			1%	

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	-	197	-	-	-	-	8	12	6	148	28	18	6	11	15	0
	100	-	100	-	-	-	-	100	100	100	100	100	100	100	100	100	100
Unweighted Total	201	-	201	-	-	-	-	13	11	8	135	37	26	4	13	20	1
MEAN	3.98	-	3.98	-	-	-	-	3.72	4.36	4.05	3.96	3.99	4.19	4.81	4.22	4.30	5.00
1 - Do not worry at all	15	-	15	-	-	-	-	1	1	-	12	2	0	-	-	1	-
	8%	-	8%	-	-	-	-	11%	8%	-	8%	9%	2%	-	-	4%	-
2	20	-	20	-	-	-	-	0	-	-	18	2	1	-	1	1	-
	10%	-	10%	-	-	-	-	4%	-	-	12%	6%	5%	-	6%	8%	-
3	25	-	25	-	-	-	-	2	1	2	18	4	2	-	1	2	-
	13%	-	13%	-	-	-	-	27%	9%	39%	12%	15%	14%	-	8%	14%	-
4	29	-	29	-	-	-	-	1	2	1	19	5	5	1	5	-	-
	15%	-	15%	-	-	-	-	17%	14%	17%	13%	17%	30%	19%	42%	-	-
5 - Worry about it a great deal	108	-	108	-	-	-	-	3	8	3	82	15	9	5	5	11	0
	55%	-	55%	-	-	-	-	40%	69%	44%	55%	53%	49%	81%	42%	73%	100%
Unsure	0	-	0	-	-	-	-	0	-	-	0	-	-	-	0	-	-
	*%	-	*%	-	-	-	-	2%	-	-	*%	-	-	2%	-	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	64	40	47	36	20	17	24	25	20	22	33	35	67	54	-	77
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
Unweighted Total	201	65	42	55	30	20	18	26	24	16	22	36	39	72	54	-	75
MEAN	3.98	4.20	3.84	3.95	3.87	3.84	4.06	3.51	4.23	3.61	3.97	4.42	3.99	3.81	3.98	-	4.14
1 - Do not worry at all	15	4	3	4	3	2	-	3	2	-	4	1	3	5	7	-	3
	8%	6%	9%	9%	8%	11%	-	13%	7%	-	16%	4%	9%	7%	13%	-	4%
2	20	5	6	6	3	3	-	3	2	7	1	-	4	8	5	-	7
	10%	8%	15%	12%	7%	17%	-	12%	8%	33%	4%	-	13%	12%	9%	-	10%
3	25	5	4	5	9	-	6	6	3	2	2	3	2	13	4	-	9
	13%	8%	9%	10%	26%	-	37%	26%	10%	9%	10%	11%	5%	19%	7%	-	11%
4	29	12	7	6	2	4	3	2	1	4	1	7	6	10	6	-	13
	15%	18%	17%	13%	6%	19%	20%	8%	5%	22%	5%	22%	16%	14%	11%	-	17%
5 - Worry about it a great deal	108	39	20	26	19	10	7	10	18	7	14	21	20	31	33	-	44
	55%	61%	50%	56%	53%	52%	43%	40%	70%	36%	65%	64%	56%	46%	60%	-	58%
Unsure	0	-	0	-	-	-	-	-	-	0	-	-	0	0	-	-	-
	*%	-	*%	-	-	-	-	-	-	1%	-	-	*%	*%	-	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	87	111	40	39	57	61	123	58	6	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	201	88	113	36	40	62	63	120	61	6	5	9
MEAN	3.79	3.68	3.88	3.54	3.83	3.90	3.84	3.79	3.88	4.02	1.74	4.01
1 - Do not worry at all	11	8	3	4	2	3	2	5	3	-	2	1
	5%	9%	3%	10%	4%	5%	3%	4%	5%	-	57%	12%
2	28	13	14	6	8	6	8	18	9	-	1	-
	14%	15%	13%	15%	19%	11%	13%	14%	16%	-	25%	-
3	34	14	20	8	5	9	11	22	8	2	0	1
	17%	16%	18%	20%	12%	16%	19%	18%	14%	30%	5%	18%
4	41	14	27	8	8	12	13	28	10	2	0	1
	21%	16%	25%	20%	19%	21%	22%	23%	17%	30%	13%	14%
5 - Worry about it a great deal	81	37	44	14	18	25	24	48	27	2	-	4
	41%	42%	40%	35%	45%	44%	40%	39%	48%	31%	-	55%
Unsure	3	1	2	-	-	1	2	2	1	1	-	0
	2%	1%	2%	-	-	2%	3%	1%	1%	9%	-	2%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197 100	126 100	71 100	75 100	49 100	51 100	22 100	80 100	52 100	66 100	110 100	81 100	40 100	30 100	103 100
Unweighted Total	201	126	75	73	47	53	28	84	55	62	111	79	38	33	104
MEAN	3.79	3.89	3.62	3.91	3.61	3.87	3.66	3.99	3.66	3.67	3.82	3.69	4.11	3.87	3.55
1 - Do not worry at all	11 5%	7 5%	4 5%	3 4%	3 5%	4 8%	1 6%	4 5%	6 11%	1 2%	7 7%	3 4%	3 7%	1 3%	7 7%
2	28 14%	15 12%	13 18%	10 13%	8 17%	5 10%	5 21%	10 12%	4 8%	14 21%	15 13%	13 16%	6 15%	0 1%	19 19%
3	34 17%	19 15%	14 20%	12 17%	10 20%	7 13%	4 19%	9 11%	7 14%	18 27%	15 14%	18 23%	0 1%	11 36%	21 20%
4	41 21%	25 20%	16 23%	15 20%	13 28%	10 20%	3 12%	18 22%	17 32%	7 10%	25 22%	15 18%	5 12%	8 26%	20 20%
5 - Worry about it a great deal	81 41%	57 45%	24 34%	33 45%	15 30%	24 46%	10 43%	39 49%	16 31%	27 40%	47 43%	30 37%	25 62%	10 34%	35 34%
Unsure	3 2%	3 2%	-	2 2%	-	1 3%	-	1 1%	2 4%	-	2 2%	1 2%	1 3%	-	1 1%

Echelon Insights  
Focus 2024 Survey  
N=400 Registered Voters in the Likely Electorate in GA, 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			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	197	-	197	-	-	-	-	8	12	6	148	28	18	6	11	15	0		
	100		100					100	100	100	100	100	100	100	100	100	100		
Unweighted Total	201	-	201	-	-	-	-	13	11	8	135	37	26	4	13	20	1		
MEAN	3.79	-	3.79	-	-	-	-	4.68	3.55	3.86	3.82	3.97	3.40	3.40	3.33	4.16	5.00		
1 - Do not worry at all	11	-	11	-	-	-	-	-	-	-	6	2	3	-	2	-	-		
	5%		5%								4%	6%	15%		14%				
2	28	-	28	-	-	-	-	-	2	1	24	2	2	2	2	2	-		
	14%		14%						19%	11%	16%	7%	9%	41%	21%	11%			
3	34	-	34	-	-	-	-	-	5	1	23	3	5	1	1	2	-		
	17%		17%						37%	11%	15%	12%	26%	19%	11%	14%			
4	41	-	41	-	-	-	-	3	1	3	29	8	4	-	3	3	-		
	21%		21%					32%	11%	59%	20%	30%	20%		24%	17%			
5 - Worry about it a great deal	81	-	81	-	-	-	-	5	4	1	64	11	5	2	3	8	0		
	41%		41%					67%	32%	19%	43%	40%	30%	40%	30%	50%	100%		
Unsure	3	-	3	-	-	-	-	0	-	-	2	1	-	-	-	1	-		
	2%		2%					2%			1%	5%				9%			

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	64	40	47	36	20	17	24	25	20	22	33	35	67	54	-	77
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
Unweighted Total	201	65	42	55	30	20	18	26	24	16	22	36	39	72	54	-	75
MEAN	3.79	3.71	4.20	3.74	3.55	3.04	3.78	3.98	3.85	4.04	3.87	3.85	3.84	3.90	3.90	-	3.63
1 - Do not worry at all	11	2	1	4	4	3	1	1	2	1	0	2	-	3	3	-	5
	5%	3%	2%	9%	10%	17%	8%	5%	8%	3%	1%	6%	-	4%	5%	-	6%
2	28	10	4	4	9	5	3	2	4	1	5	4	5	7	6	-	14
	14%	16%	10%	10%	24%	25%	16%	8%	14%	4%	21%	13%	13%	11%	11%	-	19%
3	34	13	4	9	4	3	3	5	3	5	2	4	9	11	9	-	13
	17%	20%	10%	20%	12%	15%	16%	21%	10%	25%	9%	13%	24%	17%	16%	-	17%
4	41	17	8	8	3	4	2	4	4	4	6	8	9	15	12	-	14
	21%	26%	21%	18%	9%	21%	9%	17%	16%	19%	27%	24%	27%	23%	22%	-	19%
5 - Worry about it a great deal	81	22	22	19	17	4	9	12	12	10	9	13	12	28	24	-	29
	41%	34%	54%	41%	45%	21%	50%	49%	48%	48%	41%	41%	34%	43%	45%	-	37%
Unsure	3	1	1	1	-	-	-	-	1	-	-	1	1	1	1	-	1
	2%	1%	3%	2%	-	-	-	-	4%	-	-	4%	2%	2%	1%	-	1%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	87	111	40	39	57	61	123	58	6	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	201	88	113	36	40	62	63	120	61	6	5	9
MEAN	3.71	3.73	3.70	3.43	3.31	4.05	3.86	3.98	2.99	4.40	3.68	4.43
1 - Do not worry at all	33	16	17	5	9	6	13	12	20	-	1	-
	17%	18%	16%	13%	22%	11%	21%	10%	35%		22%	
2	22	9	13	9	7	4	1	15	7	-	0	-
	11%	11%	11%	23%	18%	7%	2%	12%	12%		13%	
3	16	5	11	4	4	5	3	11	4	-	-	1
	8%	6%	10%	11%	9%	8%	5%	9%	6%			12%
4	22	9	13	5	3	7	8	9	7	3	0	2
	11%	10%	12%	12%	7%	12%	12%	8%	12%	60%	5%	31%
5 - Worry about it a great deal	103	48	55	16	17	34	36	75	20	2	2	4
	52%	55%	50%	40%	43%	60%	59%	61%	34%	40%	60%	53%
Unsure	2	0	1	1	-	1	0	1	1	-	-	0
	1%	1%	1%	2%		2%	*%	1%	1%			4%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	126	71	75	49	51	22	80	52	66	110	81	40	30	103
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	201	126	75	73	47	53	28	84	55	62	111	79	38	33	104
MEAN	3.71	3.78	3.60	4.00	3.94	3.45	2.87	4.68	3.67	2.57	4.51	2.63	3.88	3.72	3.56
1 - Do not worry at all	33	23	10	9	3	14	7	1	9	24	5	27	6	6	17
	17%	18%	14%	12%	7%	28%	30%	1%	17%	36%	4%	33%	16%	20%	17%
2	22	9	13	7	8	2	5	3	5	14	3	19	4	1	17
	11%	7%	18%	9%	17%	5%	21%	3%	10%	22%	3%	23%	9%	5%	16%
3	16	10	6	7	4	3	2	4	3	8	6	8	1	2	8
	8%	8%	8%	10%	9%	5%	8%	5%	7%	12%	6%	10%	2%	8%	8%
4	22	14	8	5	4	9	3	7	9	6	13	8	6	5	11
	11%	11%	11%	6%	9%	18%	15%	9%	18%	9%	12%	10%	14%	17%	11%
5 - Worry about it a great deal	103	69	34	47	28	22	6	65	24	14	83	17	23	15	49
	52%	55%	47%	63%	57%	43%	27%	82%	46%	21%	75%	22%	58%	49%	48%
Unsure	2	1	1	-	1	1	-	-	2	0	0	1	0	0	0
	1%	1%	1%		2%	2%			3%	1%	*%	1%	1%	1%	*%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197 100	-	197 100	-	-	-	-	8 100	12 100	6 100	148 100	28 100	18 100	6 100	11 100	15 100	0 100
Unweighted Total	201	-	201	-	-	-	-	13	11	8	135	37	26	4	13	20	1
MEAN	3.71	-	3.71	-	-	-	-	3.32	4.09	4.28	3.71	3.95	3.75	5.00	4.34	3.80	5.00
1 - Do not worry at all	33 17%	-	33 17%	-	-	-	-	1 17%	2 14%	-	29 20%	4 13%	0 2%	-	1 6%	2 10%	-
2	22 11%	-	22 11%	-	-	-	-	1 13%	0 4%	-	14 9%	2 8%	3 18%	-	1 7%	1 10%	-
3	16 8%	-	16 8%	-	-	-	-	2 22%	0 3%	2 27%	10 7%	1 4%	4 21%	-	1 8%	2 12%	-
4	22 11%	-	22 11%	-	-	-	-	1 7%	2 18%	1 17%	14 9%	5 19%	3 15%	-	0 3%	3 19%	-
5 - Worry about it a great deal	103 52%	-	103 52%	-	-	-	-	3 34%	7 61%	3 56%	81 55%	15 53%	7 39%	6 100%	8 74%	7 44%	0 100%
Unsure	2 1%	-	2 1%	-	-	-	-	1 8%	-	-	0 *	1 3%	1 5%	-	0 2%	1 5%	-

Echelon Insights  
Focus 2024 Survey  
N=400 Registered Voters in the Likely Electorate in GA, 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	197	64	40	47	36	20	17	24	25	20	22	33	35	67	54	-	77
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
Unweighted Total	201	65	42	55	30	20	18	26	24	16	22	36	39	72	54	-	75
MEAN	3.71	3.83	3.52	3.73	3.68	3.93	3.15	3.79	3.92	2.94	3.43	4.24	3.82	3.44	3.82	-	3.88
1 - Do not worry at all	33	6	11	7	8	2	4	4	5	3	5	2	8	16	9	-	8
	17%	10%	26%	16%	22%	11%	24%	16%	21%	14%	21%	7%	21%	24%	18%	-	10%
2	22	10	3	6	3	3	4	2	-	6	3	2	1	5	5	-	12
	11%	15%	7%	13%	10%	17%	22%	9%	-	30%	15%	5%	4%	7%	9%	-	16%
3	16	6	2	4	1	-	1	3	2	4	3	2	1	6	4	-	5
	8%	9%	4%	9%	2%	-	3%	11%	7%	22%	14%	5%	4%	9%	8%	-	7%
4	22	10	4	3	4	2	3	1	3	3	-	6	5	11	2	-	9
	11%	15%	9%	6%	10%	8%	17%	5%	12%	16%	-	17%	13%	17%	3%	-	11%
5 - Worry about it a great deal	103	33	20	26	20	12	6	14	15	4	11	20	20	27	33	-	43
	52%	51%	51%	55%	56%	62%	34%	58%	61%	18%	50%	61%	58%	40%	61%	-	56%
Unsure	2	0	1	0	-	0	-	-	-	0	-	1	0	2	0	-	-
	1%	1%	2%	1%	-	2%	1%	-	-	1%	-	4%	*%	2%	1%	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	87	111	40	39	57	61	123	58	6	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	201	88	113	36	40	62	63	120	61	6	5	9
MEAN	3.43	3.47	3.40	3.49	3.51	3.42	3.35	3.56	3.05	4.17	3.59	3.64
1 - Do not worry at all	34	15	18	5	9	7	13	15	16	-	1	1
	17%	18%	16%	12%	22%	12%	22%	12%	28%	-	22%	16%
2	20	9	11	4	2	10	4	15	3	0	-	1
	10%	10%	10%	10%	6%	18%	6%	12%	6%	8%	-	12%
3	36	16	21	10	6	8	12	22	12	1	-	1
	18%	18%	19%	25%	15%	14%	20%	18%	21%	22%	-	12%
4	40	14	26	8	5	16	11	26	11	1	2	1
	20%	16%	23%	21%	12%	27%	18%	21%	19%	16%	53%	11%
5 - Worry about it a great deal	66	33	33	13	17	16	20	45	14	3	1	3
	33%	38%	30%	31%	44%	28%	33%	36%	24%	54%	25%	48%
Unsure	2	-	2	-	1	1	0	0	1	-	-	0
	1%	-	1%	-	2%	1%	0%	0%	2%	-	-	2%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197 100	126 100	71 100	75 100	49 100	51 100	22 100	80 100	52 100	66 100	110 100	81 100	40 100	30 100	103 100
Unweighted Total	201	126	75	73	47	53	28	84	55	62	111	79	38	33	104
MEAN	3.43	3.51	3.29	3.55	3.56	3.45	2.69	3.96	3.55	2.70	3.99	2.64	3.77	3.64	3.18
1 - Do not worry at all	34 17%	20 16%	13 19%	8 11%	7 14%	12 23%	6 28%	4 5%	6 12%	23 36%	4 3%	30 37%	6 16%	6 20%	18 18%
2	20 10%	15 12%	5 7%	13 17%	3 6%	2 4%	2 11%	9 11%	5 9%	6 9%	10 9%	9 11%	4 9%	-	16 15%
3	36 18%	18 14%	18 26%	11 14%	12 24%	7 14%	7 31%	10 13%	8 16%	18 27%	17 16%	17 21%	4 11%	5 16%	23 23%
4	40 20%	24 19%	16 22%	15 20%	11 23%	9 18%	5 21%	20 25%	17 32%	3 5%	31 28%	9 11%	3 7%	6 21%	22 21%
5 - Worry about it a great deal	66 33%	48 38%	18 26%	28 37%	17 34%	20 38%	2 8%	37 46%	14 27%	15 23%	48 44%	16 19%	22 56%	12 41%	24 23%
Unsure	2 1%	1 1%	0 1%	0 *%	-	1 2%	0 2%	-	1 2%	0 1%	-	1 1%	-	0 1%	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	-	197	-	-	-	-	8	12	6	148	28	18	6	11	15	0
	100		100					100	100	100	100	100	100	100	100	100	100
Unweighted Total	201	-	201	-	-	-	-	13	11	8	135	37	26	4	13	20	1
MEAN	3.43	-	3.43	-	-	-	-	3.54	3.79	4.19	3.36	3.79	3.54	4.59	3.60	3.28	5.00
1 - Do not worry at all	34	-	34	-	-	-	-	0	0	-	29	3	1	-	1	4	-
	17%		17%					4%	3%		20%	12%	5%		8%	25%	
2	20	-	20	-	-	-	-	1	1	1	14	2	3	-	2	3	-
	10%		10%					15%	8%	19%	10%	9%	19%		19%	20%	
3	36	-	36	-	-	-	-	2	2	-	28	3	3	-	1	-	-
	18%		18%					29%	18%		19%	11%	16%		8%		
4	40	-	40	-	-	-	-	1	6	1	28	5	6	2	4	1	-
	20%		20%					18%	50%	24%	19%	19%	34%	41%	34%	7%	
5 - Worry about it a great deal	66	-	66	-	-	-	-	2	3	3	48	13	4	3	3	7	0
	33%		33%					28%	21%	57%	33%	46%	24%	59%	31%	44%	100%
Unsure	2	-	2	-	-	-	-	1	-	-	1	1	0	-	-	1	-
	1%		1%					6%			1%	3%	2%			5%	

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	64	40	47	36	20	17	24	25	20	22	33	35	67	54	-	77
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
Unweighted Total	201	65	42	55	30	20	18	26	24	16	22	36	39	72	54	-	75
MEAN	3.43	3.40	3.45	3.41	3.57	3.45	3.39	3.63	3.38	3.53	3.60	3.26	3.34	3.23	3.51	-	3.55
1 - Do not worry at all	34	12	6	6	8	2	5	3	6	3	4	4	7	17	9	-	7
	17%	18%	15%	13%	22%	8%	28%	11%	24%	16%	17%	12%	20%	25%	17%	-	10%
2	20	4	7	6	2	4	1	4	-	-	2	6	4	5	7	-	8
	10%	7%	18%	14%	6%	20%	4%	16%	-	-	7%	19%	10%	7%	13%	-	11%
3	36	14	3	11	5	4	2	3	7	6	4	6	5	13	6	-	17
	18%	21%	9%	23%	13%	20%	12%	11%	28%	30%	17%	17%	15%	19%	12%	-	23%
4	40	17	8	8	3	4	2	5	2	4	2	10	9	9	9	-	22
	20%	26%	21%	18%	9%	20%	14%	22%	9%	22%	11%	31%	25%	14%	16%	-	29%
5 - Worry about it a great deal	66	18	14	15	18	6	7	10	10	6	10	6	10	22	22	-	22
	33%	28%	34%	32%	49%	31%	43%	40%	39%	32%	44%	19%	30%	33%	41%	-	28%
Unsure	2	-	1	-	-	-	-	-	-	-	1	1	0	2	-	-	-
	1%	-	4%	-	-	-	-	-	-	-	3%	2%	*%	2%	-	-	-



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	87	111	40	39	57	61	123	58	6	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	201	88	113	36	40	62	63	120	61	6	5	9
MEAN	3.51	3.50	3.52	2.96	3.13	3.86	3.78	3.67	3.16	2.70	3.50	4.13
1 - Do not worry at all	44	18	26	15	11	7	11	21	20	2	1	-
	22%	21%	23%	38%	27%	12%	19%	17%	34%	39%	35%	-
2	13	7	7	0	4	4	4	6	6	1	-	-
	7%	8%	6%	1%	11%	7%	7%	5%	10%	22%	-	-
3	23	10	13	5	5	8	5	18	3	-	0	2
	12%	12%	11%	12%	13%	14%	9%	15%	5%	-	5%	29%
4	31	16	15	9	7	10	5	26	3	0	-	2
	16%	18%	14%	21%	18%	17%	9%	21%	5%	7%	-	25%
5 - Worry about it a great deal	85	36	50	11	12	28	34	53	26	2	2	3
	43%	41%	45%	26%	30%	50%	57%	43%	45%	32%	60%	42%
Unsure	1	-	1	0	-	-	0	-	0	-	-	0
	*%	-	1%	1%	-	-	*%	-	*%	-	-	4%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	126	71	75	49	51	22	80	52	66	110	81	40	30	103
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	201	126	75	73	47	53	28	84	55	62	111	79	38	33	104
MEAN	3.51	3.53	3.47	3.78	3.51	3.16	3.40	4.12	3.62	2.68	4.13	2.70	3.39	3.48	3.39
1 - Do not worry at all	44	29	15	11	10	18	6	10	7	27	9	34	11	6	23
	22%	23%	21%	15%	20%	34%	25%	13%	13%	42%	8%	42%	29%	21%	23%
2	13	7	6	2	4	5	2	1	3	9	2	10	0	3	10
	7%	6%	9%	3%	8%	10%	11%	2%	6%	13%	2%	13%	1%	10%	9%
3	23	14	8	12	6	3	2	5	11	6	16	6	6	2	13
	12%	11%	12%	15%	13%	5%	9%	7%	21%	10%	15%	7%	16%	8%	13%
4	31	19	12	16	10	3	3	14	13	4	23	8	3	5	17
	16%	15%	17%	21%	20%	5%	11%	18%	25%	6%	21%	10%	8%	18%	16%
5 - Worry about it a great deal	85	56	29	34	19	23	10	48	18	19	60	23	18	13	40
	43%	45%	41%	45%	39%	44%	44%	60%	35%	29%	55%	28%	45%	42%	39%
Unsure	1	1	-	-	-	1	-	0	0	-	0	-	0	0	-
	*%	*%				1%		*%	1%		*%		1%	1%	

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	-	197	-	-	-	-	8	12	6	148	28	18	6	11	15	0
	100		100					100	100	100	100	100	100	100	100	100	100
Unweighted Total	201	-	201	-	-	-	-	13	11	8	135	37	26	4	13	20	1
MEAN	3.51	-	3.51	-	-	-	-	3.19	3.53	3.46	3.50	3.95	3.27	4.18	3.67	3.54	5.00
1 - Do not worry at all	44	-	44	-	-	-	-	1	2	1	32	5	4	-	1	3	-
	22%		22%					17%	19%	21%	22%	18%	25%		6%	22%	
2	13	-	13	-	-	-	-	2	1	-	12	1	1	-	0	2	-
	7%		7%					26%	11%		8%	2%	4%		1%	11%	
3	23	-	23	-	-	-	-	1	1	0	18	1	4	1	3	0	-
	12%		12%					10%	7%	3%	12%	2%	22%	20%	30%	3%	
4	31	-	31	-	-	-	-	1	3	4	22	6	3	2	4	3	-
	16%		16%					13%	26%	65%	15%	21%	18%	41%	40%	19%	
5 - Worry about it a great deal	85	-	85	-	-	-	-	3	5	1	64	15	6	2	2	7	0
	43%		43%					33%	37%	11%	43%	55%	31%	39%	20%	45%	100%
Unsure	1	-	1	-	-	-	-	0	-	-	0	0	-	-	0	-	-
	*%		*%					2%			*%	1%			2%		

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	64	40	47	36	20	17	24	25	20	22	33	35	67	54	-	77
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
Unweighted Total	201	65	42	55	30	20	18	26	24	16	22	36	39	72	54	-	75
MEAN	3.51	3.40	3.64	3.59	3.33	3.62	2.55	3.82	3.74	2.28	3.58	3.89	3.81	3.09	3.59	-	3.81
1 - Do not worry at all	44	15	9	9	9	5	5	3	6	11	6	4	6	22	10	-	13
	22%	23%	24%	20%	25%	24%	30%	11%	23%	53%	25%	13%	16%	33%	18%	-	17%
2	13	5	1	4	3	0	3	3	-	-	1	1	4	6	3	-	4
	7%	8%	3%	9%	7%	2%	19%	12%	-	-	5%	4%	12%	8%	6%	-	6%
3	23	8	4	4	5	1	5	2	2	4	-	5	3	9	7	-	7
	12%	13%	10%	8%	14%	3%	30%	9%	8%	20%	-	17%	9%	13%	13%	-	9%
4	31	10	5	9	6	5	1	5	5	3	6	5	1	4	14	-	13
	16%	15%	12%	19%	16%	27%	7%	19%	19%	16%	27%	16%	2%	7%	25%	-	17%
5 - Worry about it a great deal	85	26	20	21	14	9	2	12	13	2	10	17	22	26	20	-	40
	43%	40%	51%	44%	37%	43%	14%	49%	50%	10%	43%	51%	61%	38%	38%	-	52%
Unsure	1	0	0	-	-	-	-	-	-	0	-	-	0	1	-	-	-
	*%	*%	*%							2%			*%	1%			

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	203	91	112	39	57	59	49	127	55	11	6	4
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	199	92	107	31	53	65	50	124	55	10	6	4
Very positive impact	70	41	29	9	21	17	23	56	6	4	1	3
	35%	45%	26%	24%	38%	28%	47%	44%	12%	40%	24%	60%
Somewhat positive impact	42	23	19	4	18	12	9	18	19	2	2	1
	21%	25%	17%	9%	31%	20%	18%	14%	34%	19%	35%	20%
Little to no positive impact	70	24	47	21	13	24	13	46	22	0	2	1
	35%	26%	42%	54%	23%	40%	27%	36%	40%	4%	28%	20%
Unsure	20	3	17	5	5	7	4	8	8	4	1	-
	10%	4%	15%	13%	8%	12%	8%	6%	14%	37%	13%	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	203	120	83	71	55	49	27	72	71	59	100	87	54	28	87
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	199	115	84	68	56	47	28	71	75	53	101	80	55	29	87
Very positive impact	70	48	23	35	20	12	2	41	24	6	62	4	17	11	32
	35%	40%	27%	49%	37%	25%	9%	56%	33%	10%	62%	5%	31%	40%	37%
Somewhat positive impact	42	22	20	6	11	16	8	11	13	18	14	20	13	7	19
	21%	19%	24%	9%	21%	33%	30%	15%	18%	31%	14%	22%	24%	24%	22%
Little to no positive impact	70	39	32	25	20	14	11	18	22	30	15	52	19	6	27
	35%	32%	38%	36%	37%	28%	41%	25%	31%	50%	15%	60%	36%	23%	31%
Unsure	20	11	9	4	3	7	6	3	13	5	8	11	4	3	9
	10%	9%	11%	6%	6%	14%	21%	3%	18%	9%	8%	12%	8%	12%	10%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	203	-	203	-	-	-	-	25	6	6	132	29	24	8	16	25	5
	100		100					100	100	100	100	100	100	100	100	100	100
Unweighted Total	199	-	199	-	-	-	-	27	6	5	124	30	34	8	17	23	5
Very positive impact	70	-	70	-	-	-	-	4	2	2	49	12	5	4	7	1	-
	35%		35%					15%	37%	33%	37%	41%	22%	49%	42%	3%	
Somewhat positive impact	42	-	42	-	-	-	-	8	1	1	26	9	2	1	2	6	1
	21%		21%					32%	19%	19%	19%	31%	10%	13%	11%	24%	20%
Little to no positive impact	70	-	70	-	-	-	-	10	1	2	45	6	12	1	5	10	3
	35%		35%					40%	21%	25%	34%	22%	51%	6%	31%	39%	60%
Unsure	20	-	20	-	-	-	-	3	1	1	12	2	4	3	3	9	1
	10%		10%					12%	23%	23%	9%	7%	17%	32%	16%	35%	20%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	203	61	49	54	35	13	28	26	25	25	29	33	24	50	62	-	90
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
Unweighted Total	199	54	51	56	34	14	26	29	23	17	27	36	27	56	59	-	84
Very positive impact	70	16	12	33	8	3	11	13	15	6	11	4	8	11	22	-	37
	35%	26%	25%	62%	25%	23%	39%	50%	60%	25%	37%	11%	34%	22%	36%	-	41%
Somewhat positive impact	42	9	9	6	16	2	12	5	3	1	6	7	6	14	14	-	14
	21%	15%	19%	12%	47%	19%	43%	21%	12%	5%	20%	20%	24%	28%	22%	-	16%
Little to no positive impact	70	23	24	14	7	7	4	7	6	14	9	17	7	20	21	-	29
	35%	37%	49%	25%	20%	54%	13%	27%	25%	54%	31%	50%	30%	40%	34%	-	33%
Unsure	20	13	4	1	3	1	1	1	1	4	4	6	3	5	5	-	10
	10%	21%	8%	1%	8%	5%	4%	3%	3%	16%	12%	18%	13%	10%	8%	-	11%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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				
		Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	203	91	112	39	57	59	49	127	55	11	6	4
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	199	92	107	31	53	65	50	124	55	10	6	4
Very positive impact	84	46	38	11	23	27	24	71	3	6	3	1
	41%	50%	34%	28%	40%	45%	49%	56%	5%	53%	41%	34%
Somewhat positive impact	29	13	15	7	8	11	3	15	10	4	0	-
	14%	15%	14%	18%	15%	18%	6%	12%	19%	33%	2%	-
Little to no positive impact	79	27	52	17	20	21	21	34	37	1	4	3
	39%	30%	46%	45%	35%	36%	42%	27%	67%	13%	57%	66%
Unsure	11	5	6	3	6	0	2	7	5	-	-	-
	6%	6%	6%	9%	10%	1%	3%	5%	9%	-	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	203	120	83	71	55	49	27	72	71	59	100	87	54	28	87
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	199	115	84	68	56	47	28	71	75	53	101	80	55	29	87
Very positive impact	84	50	34	41	30	9	4	57	22	5	80	1	26	12	36
	41%	41%	41%	58%	55%	18%	15%	79%	31%	8%	80%	1%	48%	44%	41%
Somewhat positive impact	29	21	8	10	5	10	4	8	14	7	13	13	7	3	14
	14%	17%	10%	15%	8%	21%	13%	11%	20%	12%	13%	15%	14%	12%	16%
Little to no positive impact	79	40	39	14	20	26	19	7	26	45	5	65	20	7	35
	39%	33%	47%	20%	36%	53%	69%	10%	37%	76%	5%	75%	38%	26%	40%
Unsure	11	10	2	6	1	4	1	-	9	2	1	7	0	5	2
	6%	8%	2%	8%	2%	8%	3%		13%	4%	1%	9%	0%	18%	3%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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			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	203	-	203	-	-	-	-	25	6	6	132	29	24	8	16	25	5
	100		100					100	100	100	100	100	100	100	100	100	100
Unweighted Total	199	-	199	-	-	-	-	27	6	5	124	30	34	8	17	23	5
Very positive impact	84	-	84	-	-	-	-	3	3	2	56	13	11	4	5	1	-
	41%		41%					14%	48%	28%	42%	46%	45%	49%	31%	3%	
Somewhat positive impact	29	-	29	-	-	-	-	3	2	-	17	4	3	-	-	6	1
	14%		14%					13%	30%		13%	15%	13%			25%	17%
Little to no positive impact	79	-	79	-	-	-	-	12	1	4	50	11	9	4	11	13	4
	39%		39%					48%	21%	58%	38%	39%	38%	48%	68%	50%	83%
Unsure	11	-	11	-	-	-	-	6	-	1	9	-	1	0	0	6	-
	6%		6%					25%		14%	7%		4%	3%	2%	22%	

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	203	61	49	54	35	13	28	26	25	25	29	33	24	50	62	-	90
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
Unweighted Total	199	54	51	56	34	14	26	29	23	17	27	36	27	56	59	-	84
Very positive impact	84	21	16	35	10	3	10	16	16	8	13	11	7	15	28	-	40
	41%	35%	33%	66%	30%	23%	37%	63%	65%	31%	43%	32%	31%	31%	45%	-	44%
Somewhat positive impact	29	11	4	8	5	4	3	7	-	3	5	4	3	8	11	-	10
	14%	17%	8%	15%	16%	28%	12%	25%		12%	18%	13%	12%	16%	17%	-	11%
Little to no positive impact	79	24	27	10	14	6	10	3	8	12	10	18	13	22	20	-	36
	39%	40%	56%	19%	39%	44%	38%	12%	31%	46%	33%	54%	53%	44%	33%	-	40%
Unsure	11	5	2	-	5	1	4	-	1	3	2	0	1	4	3	-	4
	6%	8%	3%		15%	5%	14%		3%	11%	7%	1%	3%	9%	5%	-	5%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	203	91	112	39	57	59	49	127	55	11	6	4
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	199	92	107	31	53	65	50	124	55	10	6	4
Very positive impact	101	58	43	13	29	26	32	74	15	4	4	4
	50%	63%	39%	35%	52%	44%	67%	58%	28%	40%	69%	80%
Somewhat positive impact	41	11	30	8	13	14	7	16	19	5	2	-
	20%	12%	27%	20%	22%	24%	14%	12%	34%	47%	31%	-
Little to no positive impact	40	16	24	13	12	10	5	23	16	0	-	1
	20%	17%	22%	33%	22%	17%	9%	18%	29%	4%	-	20%
Unsure	21	7	14	5	2	9	5	15	5	1	-	-
	10%	8%	12%	12%	4%	16%	10%	11%	9%	10%	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	203	120	83	71	55	49	27	72	71	59	100	87	54	28	87
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	199	115	84	68	56	47	28	71	75	53	101	80	55	29	87
Very positive impact	101	65	36	45	29	20	7	60	30	12	79	14	27	16	43
	50%	54%	43%	63%	52%	41%	26%	82%	41%	21%	79%	17%	51%	60%	49%
Somewhat positive impact	41	19	22	6	10	13	12	7	15	19	11	26	12	4	15
	20%	16%	27%	8%	18%	28%	45%	9%	22%	32%	12%	30%	22%	13%	17%
Little to no positive impact	40	19	20	9	13	10	7	2	13	25	3	33	11	4	20
	20%	16%	25%	13%	24%	20%	26%	2%	19%	42%	3%	38%	21%	14%	23%
Unsure	21	16	4	11	3	5	1	5	13	3	6	13	4	4	10
	10%	14%	5%	16%	6%	11%	3%	7%	18%	5%	6%	15%	7%	13%	11%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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			
		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	203	-	203	-	-	-	-	25	6	6	132	29	24	8	16	25	5
	100		100					100	100	100	100	100	100	100	100	100	100
Unweighted Total	199	-	199	-	-	-	-	27	6	5	124	30	34	8	17	23	5
Very positive impact	101	-	101	-	-	-	-	8	3	2	66	19	10	4	7	7	1
	50%		50%					34%	60%	33%	50%	64%	41%	49%	43%	28%	17%
Somewhat positive impact	41	-	41	-	-	-	-	6	1	1	29	6	6	3	5	11	4
	20%		20%					24%	19%	19%	22%	20%	24%	41%	29%	45%	83%
Little to no positive impact	40	-	40	-	-	-	-	6	1	-	23	5	5	1	2	2	-
	20%		20%					23%	21%	-	18%	16%	22%	6%	12%	6%	-
Unsure	21	-	21	-	-	-	-	5	-	3	14	-	3	0	2	5	-
	10%		10%					20%	-	48%	11%	-	13%	3%	15%	20%	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	203	61	49	54	35	13	28	26	25	25	29	33	24	50	62	-	90
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
Unweighted Total	199	54	51	56	34	14	26	29	23	17	27	36	27	56	59	-	84
Very positive impact	101	22	21	39	16	5	18	15	19	8	11	11	13	18	37	-	46
	50%	36%	43%	73%	47%	38%	67%	59%	78%	33%	38%	33%	55%	36%	59%	-	51%
Somewhat positive impact	41	18	12	4	7	1	4	3	3	7	9	11	4	14	9	-	18
	20%	29%	24%	8%	19%	8%	13%	13%	12%	26%	31%	32%	17%	28%	15%	-	20%
Little to no positive impact	40	13	11	6	9	5	6	3	2	7	7	7	3	14	8	-	17
	20%	21%	23%	11%	26%	41%	20%	11%	7%	29%	24%	21%	12%	28%	13%	-	19%
Unsure	21	8	5	5	3	2	-	5	1	3	2	5	4	4	8	-	9
	10%	13%	11%	8%	7%	13%	-	18%	3%	11%	7%	14%	17%	8%	12%	-	10%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	203	91	112	39	57	59	49	127	55	11	6	4
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	199	92	107	31	53	65	50	124	55	10	6	4
Very positive impact	51	20	32	13	14	13	11	19	27	3	2	-
	25%	21%	28%	34%	24%	23%	23%	15%	49%	29%	31%	
Somewhat positive impact	52	21	31	11	15	15	12	34	15	1	1	1
	26%	23%	28%	27%	27%	25%	24%	27%	28%	13%	17%	20%
Little to no positive impact	79	47	33	10	24	24	21	59	10	5	1	3
	39%	51%	29%	26%	42%	41%	43%	47%	19%	49%	24%	66%
Unsure	20	4	16	5	4	7	5	15	3	1	2	1
	10%	5%	15%	13%	7%	11%	10%	11%	5%	8%	28%	14%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	203	120	83	71	55	49	27	72	71	59	100	87	54	28	87
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	199	115	84	68	56	47	28	71	75	53	101	80	55	29	87
Very positive impact	51	32	19	11	8	21	11	12	16	23	11	38	15	8	19
	25%	27%	23%	15%	15%	43%	39%	16%	23%	39%	11%	43%	28%	27%	22%
Somewhat positive impact	52	28	24	15	18	13	6	9	20	24	19	29	11	7	21
	26%	23%	29%	21%	33%	26%	21%	12%	28%	40%	19%	34%	21%	26%	24%
Little to no positive impact	79	51	29	36	23	14	6	46	27	6	62	8	23	11	38
	39%	42%	35%	51%	42%	30%	20%	64%	38%	11%	62%	9%	43%	41%	44%
Unsure	20	9	11	9	6	1	5	6	8	6	8	12	5	2	8
	10%	8%	13%	13%	10%	1%	19%	8%	12%	11%	8%	14%	9%	6%	10%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	203	-	203	-	-	-	-	25	6	6	132	29	24	8	16	25	5			
	100		100					100	100	100	100	100	100	100	100	100	100			
Unweighted Total	199	-	199	-	-	-	-	27	6	5	124	30	34	8	17	23	5			
Very positive impact	51	-	51	-	-	-	-	3	1	1	36	2	5	-	0	16	4			
	25%		25%					11%	11%	9%	27%	8%	23%		2%	64%	83%			
Somewhat positive impact	52	-	52	-	-	-	-	8	3	-	34	8	10	3	6	4	1			
	26%		26%					32%	52%		26%	27%	40%	41%	37%	16%	17%			
Little to no positive impact	79	-	79	-	-	-	-	10	1	5	51	15	8	4	9	2	-			
	39%		39%					39%	18%	77%	39%	50%	33%	49%	57%	6%				
Unsure	20	-	20	-	-	-	-	4	1	1	11	4	1	1	1	3	-			
	10%		10%					17%	19%	14%	8%	15%	4%	10%	5%	13%				

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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			
	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	203	61	49	54	35	13	28	26	25	25	29	33	24	50	62	-	90
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
Unweighted Total	199	54	51	56	34	14	26	29	23	17	27	36	27	56	59	-	84
Very positive impact	51	19	12	5	12	4	7	4	5	9	6	10	6	16	11	-	25
	25%	31%	24%	10%	34%	29%	27%	15%	18%	36%	22%	29%	27%	31%	17%	-	27%
Somewhat positive impact	52	14	17	15	6	5	4	6	6	5	11	9	6	13	17	-	22
	26%	23%	35%	27%	16%	41%	13%	23%	23%	20%	39%	26%	25%	25%	28%	-	25%
Little to no positive impact	79	14	18	32	15	4	17	14	12	6	7	10	9	19	28	-	32
	39%	23%	37%	60%	43%	30%	60%	55%	49%	25%	26%	30%	37%	38%	46%	-	35%
Unsure	20	14	2	2	2	-	-	2	2	5	4	5	3	3	6	-	12
	10%	23%	3%	3%	7%	-	-	7%	9%	19%	14%	14%	11%	6%	9%	-	13%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	203	91	112	39	57	59	49	127	55	11	6	4
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	199	92	107	31	53	65	50	124	55	10	6	4
Very positive impact	51	20	31	12	15	14	9	22	24	4	2	-
	25%	22%	28%	32%	26%	25%	19%	17%	43%	33%	35%	-
Somewhat positive impact	49	24	25	9	19	13	8	30	15	2	1	1
	24%	26%	23%	23%	34%	22%	17%	24%	27%	22%	13%	34%
Little to no positive impact	88	40	48	13	22	30	23	64	13	5	3	3
	43%	44%	43%	33%	38%	51%	48%	50%	24%	45%	52%	66%
Unsure	15	8	7	4	1	2	8	11	4	-	-	-
	7%	9%	6%	11%	2%	3%	16%	9%	6%	-	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	203	120	83	71	55	49	27	72	71	59	100	87	54	28	87
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	199	115	84	68	56	47	28	71	75	53	101	80	55	29	87
Very positive impact	51	25	26	8	14	18	12	12	14	25	13	37	12	4	23
	25%	21%	31%	11%	25%	36%	43%	17%	20%	41%	13%	42%	23%	16%	27%
Somewhat positive impact	49	25	24	13	17	12	7	12	20	17	16	27	7	8	24
	24%	21%	29%	18%	31%	25%	26%	17%	29%	28%	16%	31%	13%	28%	28%
Little to no positive impact	88	61	27	45	19	16	8	44	32	11	62	16	26	15	36
	43%	51%	32%	63%	35%	34%	28%	61%	45%	19%	63%	19%	48%	54%	42%
Unsure	15	9	6	6	5	3	1	4	4	7	8	7	8	1	3
	7%	7%	7%	9%	9%	6%	3%	5%	6%	12%	8%	8%	16%	3%	4%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	203	-	203	-	-	-	-	25	6	6	132	29	24	8	16	25	5			
	100		100					100	100	100	100	100	100	100	100	100	100			
Unweighted Total	199	-	199	-	-	-	-	27	6	5	124	30	34	8	17	23	5			
Very positive impact	51	-	51	-	-	-	-	2	1	1	37	5	6	-	1	8	2			
	25%		25%					7%	19%	9%	28%	16%	26%		6%	31%	37%			
Somewhat positive impact	49	-	49	-	-	-	-	8	-	-	28	5	7	4	5	11	2			
	24%		24%					32%			21%	16%	31%	50%	33%	43%	43%			
Little to no positive impact	88	-	88	-	-	-	-	15	4	5	57	18	8	3	9	3	1			
	43%		43%					59%	70%	77%	43%	61%	35%	40%	56%	12%	20%			
Unsure	15	-	15	-	-	-	-	1	1	1	10	2	2	1	1	3	-			
	7%		7%					3%	12%	14%	7%	7%	8%	10%	5%	13%				

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	203	61	49	54	35	13	28	26	25	25	29	33	24	50	62	-	90
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
Unweighted Total	199	54	51	56	34	14	26	29	23	17	27	36	27	56	59	-	84
Very positive impact	51	15	15	9	8	3	6	5	5	10	8	9	4	17	9	-	25
	25%	25%	31%	16%	24%	21%	23%	20%	22%	38%	29%	28%	16%	34%	14%	-	28%
Somewhat positive impact	49	14	11	18	5	2	12	6	5	7	7	7	4	12	15	-	23
	24%	22%	23%	33%	16%	16%	43%	22%	18%	26%	25%	22%	16%	23%	24%	-	25%
Little to no positive impact	88	30	18	25	15	4	9	15	12	9	12	15	12	16	37	-	35
	43%	50%	36%	46%	44%	30%	34%	58%	46%	35%	42%	44%	49%	32%	59%	-	39%
Unsure	15	2	5	2	6	4	-	-	3	-	1	2	4	5	2	-	7
	7%	3%	10%	4%	16%	33%	-	-	14%	-	4%	5%	18%	11%	3%	-	8%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	87	111	40	39	57	61	123	58	6	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	201	88	113	36	40	62	63	120	61	6	5	9
A GREAT DEAL OF/QUITE A BIT OF BLAME	141	68	73	23	30	42	45	91	35	6	3	6
	72%	79%	66%	58%	77%	75%	75%	74%	62%	100%	87%	84%
ONLY A LITTLE BLAME/NO BLAME AT ALL	49	17	32	13	7	13	15	26	22	-	0	1
	25%	20%	29%	33%	19%	24%	24%	21%	38%		13%	12%
A great deal of blame	90	45	45	17	19	27	26	67	17	2	3	2
	46%	52%	40%	43%	49%	48%	43%	54%	30%	31%	82%	25%
Quite a bit of blame	51	23	29	6	11	15	19	25	18	4	0	4
	26%	26%	26%	14%	28%	27%	32%	20%	32%	69%	5%	58%
Only a little blame	40	16	25	12	4	13	12	20	20	-	-	1
	20%	18%	22%	29%	9%	23%	20%	16%	34%			12%
No blame at all	9	1	7	1	4	1	3	6	3	-	0	-
	4%	1%	7%	3%	10%	1%	4%	4%	5%		13%	
Unsure	7	1	5	4	1	1	1	7	-	-	-	0
	3%	2%	5%	9%	4%	2%	1%	5%				4%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	126	71	75	49	51	22	80	52	66	110	81	40	30	103
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	201	126	75	73	47	53	28	84	55	62	111	79	38	33	104
A GREAT DEAL OF/QUITE A BIT OF BLAME	141	95	47	55	37	40	10	65	45	31	93	44	31	19	72
	72%	75%	66%	73%	75%	78%	45%	81%	87%	47%	85%	54%	79%	62%	70%
ONLY A LITTLE BLAME/NO BLAME AT ALL	49	29	20	18	8	11	12	13	4	31	15	32	7	10	27
	25%	23%	28%	24%	15%	22%	55%	17%	8%	48%	14%	39%	16%	35%	26%
A great deal of blame	90	52	38	34	33	18	6	43	34	13	69	19	23	11	48
	46%	41%	54%	45%	67%	35%	25%	54%	66%	20%	63%	23%	59%	38%	47%
Quite a bit of blame	51	43	9	21	4	22	5	22	11	18	24	25	8	7	24
	26%	34%	12%	28%	8%	43%	21%	28%	22%	28%	22%	31%	20%	25%	23%
Only a little blame	40	22	19	13	7	9	12	11	2	27	12	27	6	7	23
	20%	17%	26%	17%	14%	17%	53%	14%	4%	41%	10%	34%	15%	22%	22%
No blame at all	9	8	1	5	0	3	0	2	2	4	4	5	0	4	4
	4%	6%	1%	7%	1%	5%	2%	3%	5%	6%	4%	6%	1%	13%	4%
Unsure	7	2	5	2	5	0	-	1	2	3	2	5	2	1	4
	3%	2%	7%	3%	10%	1%	-	2%	4%	5%	1%	6%	4%	3%	4%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	-	197	-	-	-	-	8	12	6	148	28	18	6	11	15	0		
	100		100					100	100	100	100	100	100	100	100	100	100		
Unweighted Total	201	-	201	-	-	-	-	13	11	8	135	37	26	4	13	20	1		
A GREAT DEAL OF/QUITE A BIT OF BLAME	141	-	141	-	-	-	-	6	9	4	110	20	10	6	9	11	0		
	72%		72%					78%	76%	76%	74%	73%	59%	100%	84%	74%	100%		
ONLY A LITTLE BLAME/NO BLAME AT ALL	49	-	49	-	-	-	-	2	3	-	36	7	6	-	1	3	-		
	25%		25%					21%	24%		25%	25%	32%		8%	18%			
A great deal of blame	90	-	90	-	-	-	-	2	6	3	74	9	6	3	4	4	0		
	46%		46%					28%	51%	44%	50%	31%	35%	60%	33%	25%	100%		
Quite a bit of blame	51	-	51	-	-	-	-	4	3	2	36	12	4	2	6	8	-		
	26%		26%					50%	25%	32%	24%	42%	23%	40%	51%	50%			
Only a little blame	40	-	40	-	-	-	-	2	2	-	33	3	4	-	1	1	-		
	20%		20%					21%	21%		22%	10%	25%		8%	8%			
No blame at all	9	-	9	-	-	-	-	-	0	-	3	4	1	-	-	2	-		
	4%		4%						4%		2%	15%	7%		10%				
Unsure	7	-	7	-	-	-	-	0	-	1	2	1	2	-	1	1	-		
	3%		3%					2%		24%	1%	2%	9%		9%	7%			

Echelon Insights  
Focus 2024 Survey  
N=400 Registered Voters in the Likely Electorate in GA, 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	197	64	40	47	36	20	17	24	25	20	22	33	35	67	54	-	77
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
Unweighted Total	201	65	42	55	30	20	18	26	24	16	22	36	39	72	54	-	75
A GREAT DEAL OF/QUITE A BIT OF BLAME	141	41	29	36	29	14	13	21	21	10	17	22	25	46	39	-	57
	72%	64%	72%	76%	81%	68%	78%	85%	82%	47%	77%	67%	70%	69%	72%	-	74%
ONLY A LITTLE BLAME/NO BLAME AT ALL	49	19	10	10	7	6	3	3	5	7	5	10	10	19	14	-	16
	25%	29%	26%	21%	19%	32%	17%	12%	18%	34%	20%	32%	29%	29%	26%	-	20%
A great deal of blame	90	28	16	25	20	10	7	14	15	7	13	14	11	27	23	-	40
	46%	44%	39%	53%	56%	50%	40%	56%	59%	37%	56%	42%	31%	40%	42%	-	53%
Quite a bit of blame	51	13	13	11	9	4	6	7	6	2	5	8	14	19	16	-	17
	26%	20%	33%	22%	25%	19%	38%	29%	23%	10%	21%	25%	39%	28%	30%	-	22%
Only a little blame	40	15	7	9	7	6	3	3	4	6	1	10	8	17	11	-	12
	20%	23%	17%	20%	18%	29%	15%	12%	17%	30%	4%	30%	22%	25%	21%	-	16%
No blame at all	9	4	3	1	0	0	0	-	0	1	4	1	2	2	3	-	4
	4%	6%	9%	2%	1%	2%	2%	-	1%	4%	16%	2%	7%	3%	5%	-	5%
Unsure	7	5	1	1	-	-	1	1	-	4	1	0	1	2	1	-	4
	3%	7%	2%	3%	-	-	4%	3%	-	19%	3%	1%	2%	3%	2%	-	5%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	87	111	40	39	57	61	123	58	6	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	201	88	113	36	40	62	63	120	61	6	5	9
A GREAT DEAL OF/QUITE A BIT OF BLAME	131	64	67	27	28	37	39	77	41	4	3	6
	66%	74%	60%	68%	71%	65%	64%	62%	71%	77%	87%	85%
ONLY A LITTLE BLAME/NO BLAME AT ALL	55	21	33	7	8	19	21	37	16	1	0	1
	28%	25%	30%	18%	19%	33%	35%	30%	27%	23%	13%	13%
A great deal of blame	71	36	35	15	16	21	19	48	15	2	3	3
	36%	42%	31%	38%	40%	37%	31%	39%	27%	31%	82%	44%
Quite a bit of blame	60	28	32	12	12	16	20	29	25	3	0	3
	30%	32%	29%	29%	31%	28%	33%	23%	44%	46%	5%	41%
Only a little blame	43	18	25	7	3	17	16	29	11	1	0	1
	22%	21%	23%	17%	9%	30%	27%	24%	20%	23%	13%	13%
No blame at all	12	3	8	0	4	2	5	7	4	-	-	-
	6%	4%	7%	1%	11%	4%	8%	6%	7%	-	-	-
Unsure	12	1	10	6	4	1	1	10	1	-	-	0
	6%	1%	9%	14%	9%	2%	2%	8%	2%	-	-	2%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	126	71	75	49	51	22	80	52	66	110	81	40	30	103
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	201	126	75	73	47	53	28	84	55	62	111	79	38	33	104
A GREAT DEAL OF/QUITE A BIT OF BLAME	131	88	43	48	29	40	14	56	36	39	78	49	32	18	64
	66%	70%	60%	64%	60%	79%	60%	70%	70%	59%	71%	61%	80%	61%	62%
ONLY A LITTLE BLAME/NO BLAME AT ALL	55	34	20	25	12	9	9	23	9	23	28	24	7	11	31
	28%	27%	29%	33%	24%	18%	40%	29%	18%	34%	26%	30%	17%	36%	30%
A great deal of blame	71	43	28	26	22	17	6	34	23	14	54	16	21	6	38
	36%	34%	40%	35%	45%	32%	29%	43%	44%	21%	49%	20%	52%	19%	37%
Quite a bit of blame	60	46	14	22	7	24	7	21	13	25	24	33	11	13	26
	30%	36%	20%	29%	15%	47%	32%	27%	25%	39%	22%	41%	28%	42%	25%
Only a little blame	43	26	17	20	9	7	8	21	4	18	24	19	6	9	26
	22%	21%	24%	27%	19%	13%	34%	26%	7%	28%	22%	23%	16%	31%	25%
No blame at all	12	8	4	5	2	3	1	2	5	4	4	6	1	1	6
	6%	6%	5%	7%	5%	6%	6%	3%	10%	7%	4%	7%	2%	4%	5%
Unsure	12	4	8	2	8	2	-	1	7	4	4	7	1	1	8
	6%	3%	11%	3%	16%	3%	-	1%	13%	6%	4%	9%	3%	4%	8%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	-	197	-	-	-	-	8	12	6	148	28	18	6	11	15	0			
	100		100					100	100	100	100	100	100	100	100	100	100			
Unweighted Total	201	-	201	-	-	-	-	13	11	8	135	37	26	4	13	20	1			
A GREAT DEAL OF/QUITE A BIT OF BLAME	131	-	131	-	-	-	-	6	7	5	102	16	11	6	11	10	0			
	66%		66%					71%	59%	87%	69%	58%	64%	100%	99%	64%	100%			
ONLY A LITTLE BLAME/NO BLAME AT ALL	55	-	55	-	-	-	-	2	5	-	38	11	5	-	0	5	-			
	28%		28%					27%	41%	-	26%	42%	29%	1%	30%	-	-			
A great deal of blame	71	-	71	-	-	-	-	1	6	3	54	9	7	5	7	2	-			
	36%		36%					18%	48%	44%	36%	32%	42%	81%	62%	16%	-			
Quite a bit of blame	60	-	60	-	-	-	-	4	1	3	49	7	4	1	4	7	0			
	30%		30%					53%	11%	43%	33%	26%	22%	19%	36%	48%	100%			
Only a little blame	43	-	43	-	-	-	-	1	5	-	31	8	4	-	0	5	-			
	22%		22%					11%	41%	-	21%	29%	24%	1%	30%	-	-			
No blame at all	12	-	12	-	-	-	-	1	-	-	7	3	1	-	-	-	-			
	6%		6%					16%	-	-	5%	12%	5%	-	-	-	-			
Unsure	12	-	12	-	-	-	-	0	-	1	8	-	1	-	-	1	-			
	6%		6%					2%	-	13%	5%	-	7%	-	7%	-	-			

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	64	40	47	36	20	17	24	25	20	22	33	35	67	54	-	77
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
Unweighted Total	201	65	42	55	30	20	18	26	24	16	22	36	39	72	54	-	75
A GREAT DEAL OF/QUITE A BIT OF BLAME	131	41	24	33	29	16	13	18	17	11	15	19	22	45	32	-	54
	66%	64%	59%	70%	79%	82%	77%	74%	66%	54%	67%	58%	62%	67%	60%	-	71%
ONLY A LITTLE BLAME/NO BLAME AT ALL	55	17	13	13	8	4	4	5	9	4	4	14	12	20	21	-	14
	28%	27%	33%	27%	21%	18%	23%	21%	34%	18%	16%	42%	35%	30%	38%	-	18%
A great deal of blame	71	21	13	20	16	9	9	8	11	7	7	13	8	23	19	-	30
	36%	33%	31%	43%	44%	44%	52%	34%	41%	33%	31%	39%	23%	34%	35%	-	39%
Quite a bit of blame	60	20	11	13	13	8	4	10	6	4	8	6	14	22	13	-	25
	30%	31%	28%	27%	35%	38%	25%	40%	24%	21%	36%	19%	39%	33%	25%	-	32%
Only a little blame	43	11	12	12	5	3	3	5	7	4	1	12	9	17	15	-	10
	22%	16%	29%	26%	14%	16%	15%	21%	28%	18%	3%	36%	25%	26%	29%	-	14%
No blame at all	12	7	2	1	3	0	1	-	1	-	3	2	3	3	5	-	4
	6%	10%	4%	1%	7%	2%	8%	-	6%	-	13%	6%	9%	4%	10%	-	5%
Unsure	12	6	3	1	-	-	-	1	-	6	4	-	1	2	1	-	8
	6%	9%	8%	2%	-	-	-	5%	-	28%	17%	-	3%	3%	2%	-	11%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	87	111	40	39	57	61	123	58	6	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	201	88	113	36	40	62	63	120	61	6	5	9
A GREAT DEAL OF/QUITE A BIT OF BLAME	146	73	73	25	33	44	43	86	47	3	3	7
	74%	84%	66%	62%	84%	78%	71%	70%	81%	55%	87%	96%
ONLY A LITTLE BLAME/NO BLAME AT ALL	46	14	33	11	6	13	17	33	11	3	0	-
	24%	16%	30%	27%	15%	22%	28%	26%	19%	45%	13%	
A great deal of blame	71	38	33	9	17	23	22	44	20	2	2	4
	36%	44%	30%	22%	43%	41%	37%	35%	35%	40%	60%	52%
Quite a bit of blame	74	34	40	16	16	21	21	42	27	1	1	3
	38%	40%	36%	40%	41%	37%	34%	34%	47%	14%	27%	43%
Only a little blame	41	13	28	10	3	13	15	28	11	3	0	-
	21%	15%	26%	26%	8%	22%	25%	22%	18%	45%	13%	
No blame at all	5	1	4	0	3	-	2	5	0	-	-	-
	3%	1%	4%	1%	8%		3%	4%	*%			
Unsure	5	0	5	4	0	-	1	5	-	-	-	0
	3%	1%	4%	11%	1%		1%	4%				4%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	126	71	75	49	51	22	80	52	66	110	81	40	30	103
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	201	126	75	73	47	53	28	84	55	62	111	79	38	33	104
A GREAT DEAL OF/QUITE A BIT OF BLAME	146	96	50	52	34	44	16	60	39	47	84	58	33	20	73
	74%	76%	70%	69%	70%	86%	70%	75%	75%	72%	77%	71%	84%	67%	71%
ONLY A LITTLE BLAME/NO BLAME AT ALL	46	29	17	22	10	7	7	20	12	15	25	19	5	10	26
	24%	23%	24%	30%	21%	14%	30%	25%	23%	23%	23%	23%	13%	32%	26%
A great deal of blame	71	45	27	25	19	20	8	30	25	17	49	21	19	8	34
	36%	36%	37%	33%	39%	39%	34%	37%	48%	26%	44%	27%	49%	26%	33%
Quite a bit of blame	74	51	23	27	15	24	8	30	14	30	35	36	14	12	38
	38%	40%	33%	36%	31%	46%	35%	37%	28%	46%	32%	45%	35%	41%	37%
Only a little blame	41	25	16	18	10	7	7	19	9	14	22	18	4	9	23
	21%	20%	23%	24%	20%	14%	29%	23%	17%	21%	20%	22%	11%	31%	23%
No blame at all	5	4	1	4	0	-	0	1	3	1	3	1	1	0	3
	3%	3%	1%	6%	1%	-	1%	1%	6%	2%	2%	1%	2%	1%	3%
Unsure	5	1	4	0	4	0	-	1	1	4	1	4	1	0	4
	3%	1%	6%	1%	9%	1%	-	1%	2%	6%	1%	5%	2%	1%	4%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	-	197	-	-	-	-	8	12	6	148	28	18	6	11	15	0			
	100		100					100	100	100	100	100	100	100	100	100	100			
Unweighted Total	201	-	201	-	-	-	-	13	11	8	135	37	26	4	13	20	1			
A GREAT DEAL OF/QUITE A BIT OF BLAME	146	-	146	-	-	-	-	5	9	5	119	15	11	6	11	11	0			
	74%		74%					65%	78%	87%	80%	56%	60%	100%	98%	71%	100%			
ONLY A LITTLE BLAME/NO BLAME AT ALL	46	-	46	-	-	-	-	3	3	-	29	12	5	-	-	4	-			
	24%		24%					33%	22%		20%	42%	30%			26%				
A great deal of blame	71	-	71	-	-	-	-	2	7	2	56	9	6	5	6	2	-			
	36%		36%					24%	61%	39%	38%	31%	36%	81%	58%	15%				
Quite a bit of blame	74	-	74	-	-	-	-	3	2	3	63	7	4	1	4	8	0			
	38%		38%					41%	17%	48%	43%	25%	24%	19%	40%	55%	100%			
Only a little blame	41	-	41	-	-	-	-	1	3	-	27	9	5	-	-	4	-			
	21%		21%					17%	22%		19%	34%	25%			26%				
No blame at all	5	-	5	-	-	-	-	1	-	-	2	2	1	-	-	-	-			
	3%		3%					16%			1%	9%	5%							
Unsure	5	-	5	-	-	-	-	0	-	1	0	0	2	-	0	0	-			
	3%		3%					2%		13%	*%	2%	10%		2%	3%				

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	64	40	47	36	20	17	24	25	20	22	33	35	67	54	-	77
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
Unweighted Total	201	65	42	55	30	20	18	26	24	16	22	36	39	72	54	-	75
A GREAT DEAL OF/QUITE A BIT OF BLAME	146	41	28	38	32	15	15	20	22	10	18	24	21	49	38	-	59
	74%	64%	70%	80%	87%	77%	89%	83%	87%	48%	79%	74%	60%	73%	70%	-	77%
ONLY A LITTLE BLAME/NO BLAME AT ALL	46	19	11	9	4	4	2	4	3	7	4	8	14	17	16	-	14
	24%	30%	28%	20%	12%	21%	11%	17%	13%	34%	19%	26%	38%	25%	30%	-	18%
A great deal of blame	71	19	11	20	18	7	9	10	13	2	8	13	10	22	20	-	29
	36%	30%	29%	43%	50%	34%	52%	41%	50%	11%	36%	40%	27%	33%	38%	-	38%
Quite a bit of blame	74	22	17	18	13	9	6	10	9	7	10	11	12	27	18	-	30
	38%	34%	42%	37%	37%	43%	38%	42%	36%	37%	43%	34%	33%	40%	33%	-	39%
Only a little blame	41	16	10	9	4	4	2	4	3	7	1	8	12	16	15	-	10
	21%	25%	25%	18%	12%	18%	9%	17%	13%	34%	6%	26%	34%	24%	28%	-	13%
No blame at all	5	3	1	1	-	0	0	-	-	-	3	-	2	1	1	-	3
	3%	5%	3%	2%	-	2%	1%	-	-	-	12%	-	5%	1%	2%	-	5%
Unsure	5	4	1	-	0	0	-	-	-	4	0	-	1	2	-	-	4
	3%	6%	2%	-	1%	2%	-	-	-	19%	2%	-	2%	2%	-	-	5%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	87	111	40	39	57	61	123	58	6	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	201	88	113	36	40	62	63	120	61	6	5	9
A GREAT DEAL OF/QUITE A BIT OF BLAME	57	34	23	16	10	12	19	28	24	1	1	3
	29%	40%	21%	40%	26%	21%	31%	23%	42%	22%	35%	42%
ONLY A LITTLE BLAME/NO BLAME AT ALL	134	49	85	24	27	44	39	91	32	4	2	4
	68%	56%	77%	60%	68%	77%	64%	74%	56%	78%	65%	56%
A great deal of blame	21	14	7	9	6	4	2	9	10	-	1	1
	10%	16%	6%	24%	14%	7%	3%	7%	17%		22%	12%
Quite a bit of blame	37	20	16	7	5	8	17	19	14	1	0	2
	19%	23%	15%	16%	12%	14%	29%	15%	24%	22%	13%	30%
Only a little blame	93	31	61	16	17	33	27	59	26	2	1	4
	47%	36%	55%	40%	43%	58%	44%	48%	45%	40%	40%	56%
No blame at all	41	17	24	8	10	11	12	31	7	2	1	-
	21%	20%	22%	20%	26%	19%	19%	25%	11%	38%	25%	
Unsure	6	4	3	-	2	1	3	5	1	-	-	0
	3%	4%	2%		5%	2%	5%	4%	2%			2%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	126	71	75	49	51	22	80	52	66	110	81	40	30	103
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	201	126	75	73	47	53	28	84	55	62	111	79	38	33	104
A GREAT DEAL OF/QUITE A BIT OF BLAME	57	39	18	20	8	20	10	15	15	28	22	34	13	10	23
	29%	31%	25%	26%	17%	38%	43%	19%	28%	42%	20%	42%	34%	33%	22%
ONLY A LITTLE BLAME/NO BLAME AT ALL	134	80	53	50	41	30	13	63	34	37	85	44	22	19	80
	68%	64%	75%	67%	83%	59%	57%	79%	66%	56%	77%	54%	57%	63%	78%
A great deal of blame	21	15	6	6	3	9	3	5	7	9	7	12	8	3	7
	10%	12%	8%	9%	5%	17%	13%	6%	13%	14%	7%	15%	19%	10%	6%
Quite a bit of blame	37	25	12	13	5	11	7	10	8	19	15	22	6	7	16
	19%	19%	17%	18%	11%	22%	30%	13%	15%	28%	13%	27%	15%	22%	16%
Only a little blame	93	52	41	30	29	22	12	40	22	31	52	38	13	13	60
	47%	41%	57%	41%	60%	42%	52%	50%	43%	47%	47%	47%	34%	45%	58%
No blame at all	41	28	13	20	12	9	1	23	12	6	33	6	9	6	20
	21%	23%	18%	27%	24%	17%	5%	29%	23%	9%	30%	7%	23%	19%	20%
Unsure	6	6	-	5	-	2	-	2	3	1	3	3	4	1	-
	3%	5%		6%		3%		2%	6%	2%	3%	4%	9%	4%	

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	-	197	-	-	-	-	8	12	6	148	28	18	6	11	15	0		
	100		100					100	100	100	100	100	100	100	100	100	100		
Unweighted Total	201	-	201	-	-	-	-	13	11	8	135	37	26	4	13	20	1		
A GREAT DEAL OF/QUITE A BIT OF BLAME	57	-	57	-	-	-	-	2	4	3	39	8	6	2	5	7	0		
	29%		29%					26%	30%	47%	26%	30%	35%	41%	46%	47%	100%		
ONLY A LITTLE BLAME/NO BLAME AT ALL	134	-	134	-	-	-	-	6	8	3	103	19	11	3	5	7	-		
	68%		68%					73%	70%	53%	70%	70%	63%	59%	47%	46%	-		
A great deal of blame	21	-	21	-	-	-	-	1	2	2	14	4	2	2	3	1	0		
	10%		10%					15%	19%	32%	9%	15%	10%	41%	29%	9%	100%		
Quite a bit of blame	37	-	37	-	-	-	-	1	1	1	25	4	4	-	2	6	-		
	19%		19%					11%	11%	14%	17%	15%	25%	-	17%	38%	-		
Only a little blame	93	-	93	-	-	-	-	4	5	3	75	10	8	2	4	7	-		
	47%		47%					52%	44%	47%	51%	35%	43%	39%	33%	46%	-		
No blame at all	41	-	41	-	-	-	-	2	3	0	28	10	3	1	2	-	-		
	21%		21%					21%	26%	7%	19%	36%	19%	20%	14%	-	-		
Unsure	6	-	6	-	-	-	-	0	-	-	6	-	0	-	1	1	-		
	3%		3%					2%	-	-	4%	-	3%	-	7%	7%	-		

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	64	40	47	36	20	17	24	25	20	22	33	35	67	54	-	77
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
Unweighted Total	201	65	42	55	30	20	18	26	24	16	22	36	39	72	54	-	75
A GREAT DEAL OF/QUITE A BIT OF BLAME	57	10	11	16	18	10	6	7	10	6	4	4	9	21	14	-	22
	29%	16%	28%	33%	49%	52%	37%	30%	41%	28%	18%	14%	25%	32%	26%	-	29%
ONLY A LITTLE BLAME/NO BLAME AT ALL	134	54	28	30	17	10	10	16	13	14	17	28	25	44	36	-	54
	68%	84%	70%	63%	46%	48%	59%	65%	52%	72%	76%	86%	72%	66%	67%	-	70%
A great deal of blame	21	1	5	6	8	7	3	3	2	3	3	1	-	11	4	-	5
	10%	2%	11%	13%	21%	33%	16%	12%	7%	14%	13%	3%	-	17%	8%	-	7%
Quite a bit of blame	37	9	7	9	10	4	4	4	9	3	1	3	9	10	10	-	17
	19%	14%	16%	20%	28%	19%	21%	18%	34%	14%	5%	11%	25%	15%	18%	-	22%
Only a little blame	93	38	20	21	8	7	4	11	10	9	13	22	17	29	23	-	41
	47%	60%	50%	45%	22%	36%	21%	44%	39%	44%	59%	68%	48%	43%	42%	-	53%
No blame at all	41	16	8	9	9	2	6	5	3	6	4	6	8	15	13	-	13
	21%	25%	20%	18%	24%	12%	37%	21%	13%	28%	17%	18%	24%	23%	24%	-	17%
Unsure	6	-	1	2	2	-	1	1	2	-	1	-	1	2	4	-	1
	3%	-	2%	4%	5%	-	4%	5%	8%	-	6%	-	3%	2%	7%	-	1%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	87	111	40	39	57	61	123	58	6	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	201	88	113	36	40	62	63	120	61	6	5	9
A GREAT DEAL OF/QUITE A BIT OF BLAME	140	73	67	21	31	46	42	85	41	4	3	6
	71%	84%	61%	53%	79%	80%	69%	69%	71%	77%	100%	85%
ONLY A LITTLE BLAME/NO BLAME AT ALL	51	14	37	15	7	11	17	33	15	1	-	1
	26%	16%	34%	39%	18%	20%	28%	27%	27%	23%	-	13%
A great deal of blame	83	40	43	8	21	28	25	53	21	3	3	4
	42%	46%	39%	20%	54%	50%	42%	43%	37%	47%	82%	55%
Quite a bit of blame	57	33	24	13	10	17	17	33	20	2	1	2
	29%	38%	22%	33%	25%	30%	28%	27%	34%	30%	18%	30%
Only a little blame	46	13	33	15	3	11	16	30	14	1	-	1
	24%	15%	30%	39%	8%	20%	27%	24%	25%	23%	-	13%
No blame at all	5	1	4	-	4	-	1	3	1	-	-	-
	2%	1%	4%	-	9%	-	2%	3%	2%	-	-	-
Unsure	6	-	6	4	1	-	1	5	1	-	-	0
	3%	-	6%	9%	4%	-	2%	4%	2%	-	-	2%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, March 12-19, 2024, Margin of Error=+/-5.7 Percentage Points

[QVCrimeblam\_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	197	126	71	75	49	51	22	80	52	66	110	81	40	30	103
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	201	126	75	73	47	53	28	84	55	62	111	79	38	33	104
A GREAT DEAL OF/QUITE A BIT OF BLAME	140	91	49	51	34	40	15	64	36	40	90	46	32	23	65
	71%	72%	69%	68%	70%	78%	65%	81%	69%	61%	82%	57%	82%	77%	63%
ONLY A LITTLE BLAME/NO BLAME AT ALL	51	32	19	22	11	10	8	14	15	22	19	29	6	7	34
	26%	26%	26%	30%	22%	19%	35%	17%	30%	33%	17%	36%	15%	23%	33%
A great deal of blame	83	52	31	30	23	22	8	44	22	17	63	20	18	12	42
	42%	41%	43%	40%	46%	43%	36%	56%	42%	26%	57%	25%	45%	39%	41%
Quite a bit of blame	57	39	18	21	12	18	7	20	14	23	28	26	14	11	23
	29%	31%	26%	28%	24%	34%	29%	25%	27%	35%	25%	32%	36%	38%	22%
Only a little blame	46	29	17	20	10	10	7	13	13	21	17	27	6	5	31
	24%	23%	24%	26%	21%	19%	31%	16%	25%	32%	15%	34%	15%	18%	30%
No blame at all	5	3	2	3	1	0	1	1	2	1	2	2	-	2	3
	2%	2%	2%	4%	1%	1%	4%	2%	5%	2%	2%	2%	-	5%	3%
Unsure	6	3	4	1	4	2	-	2	1	4	1	6	1	-	4
	3%	2%	5%	2%	7%	3%	-	2%	1%	6%	1%	7%	3%	-	3%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	-	197	-	-	-	-	8	12	6	148	28	18	6	11	15	0		
	100		100					100	100	100	100	100	100	100	100	100	100		
Unweighted Total	201	-	201	-	-	-	-	13	11	8	135	37	26	4	13	20	1		
A GREAT DEAL OF/QUITE A BIT OF BLAME	140	-	140	-	-	-	-	5	11	4	110	16	13	6	9	8	-		
	71%		71%					67%	92%	68%	75%	59%	73%	100%	82%	56%	-		
ONLY A LITTLE BLAME/NO BLAME AT ALL	51	-	51	-	-	-	-	3	1	1	35	11	4	-	2	6	0		
	26%		26%					32%	8%	19%	23%	41%	23%	18%	41%	100%			
A great deal of blame	83	-	83	-	-	-	-	1	6	3	62	13	8	3	6	1	-		
	42%		42%					15%	48%	57%	42%	47%	44%	59%	53%	8%	-		
Quite a bit of blame	57	-	57	-	-	-	-	4	5	1	48	3	5	2	3	7	-		
	29%		29%					51%	44%	11%	33%	12%	29%	41%	29%	47%	-		
Only a little blame	46	-	46	-	-	-	-	2	1	1	33	9	4	-	2	6	-		
	24%		24%					28%	8%	19%	22%	32%	21%	18%	39%	-			
No blame at all	5	-	5	-	-	-	-	0	-	-	2	2	0	-	-	0	0		
	2%		2%					4%	-	-	1%	9%	2%	-	-	2%	100%		
Unsure	6	-	6	-	-	-	-	0	-	1	3	-	1	-	-	1	-		
	3%		3%					2%	-	13%	2%	-	4%	-	-	3%	-		

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, March 12-19, 2024, Margin of Error=+/-5.7 Percentage Points

[QVCrimeblam\_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	197	64	40	47	36	20	17	24	25	20	22	33	35	67	54	-	77
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
Unweighted Total	201	65	42	55	30	20	18	26	24	16	22	36	39	72	54	-	75
A GREAT DEAL OF/QUITE A BIT OF BLAME	140	40	24	37	33	15	16	20	22	6	15	26	20	43	36	-	60
	71%	62%	59%	79%	91%	76%	93%	81%	87%	29%	68%	80%	56%	65%	67%	-	79%
ONLY A LITTLE BLAME/NO BLAME AT ALL	51	21	15	10	3	5	1	5	3	11	6	7	14	21	18	-	12
	26%	33%	38%	21%	9%	24%	7%	19%	13%	53%	26%	20%	39%	32%	33%	-	16%
A great deal of blame	83	24	17	24	16	5	9	12	14	3	12	17	12	23	25	-	34
	42%	38%	43%	50%	45%	27%	53%	49%	54%	13%	54%	51%	33%	35%	47%	-	45%
Quite a bit of blame	57	16	6	14	17	10	7	8	8	3	3	9	8	20	11	-	26
	29%	24%	16%	29%	46%	49%	40%	32%	33%	16%	14%	29%	24%	30%	20%	-	34%
Only a little blame	46	17	15	9	3	5	1	5	3	11	3	7	13	20	18	-	9
	24%	27%	37%	19%	9%	24%	3%	19%	13%	53%	12%	20%	37%	29%	33%	-	12%
No blame at all	5	4	0	1	-	-	1	-	-	-	3	-	1	2	-	-	3
	2%	6%	1%	1%	-	-	4%	-	-	-	14%	-	3%	2%	-	-	4%
Unsure	6	4	1	-	-	-	-	-	-	4	1	-	1	2	-	-	4
	3%	6%	3%	-	-	-	-	-	-	18%	6%	-	4%	3%	-	-	5%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	87	111	40	39	57	61	123	58	6	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	201	88	113	36	40	62	63	120	61	6	5	9
A GREAT DEAL OF/QUIE A BIT OF BLAME	141	68	73	23	30	42	45	91	35	6	3	6
	72%	79%	66%	58%	77%	75%	75%	74%	62%	100%	87%	84%
ONLY A LITTLE BLAME/NO BLAME AT ALL	49	17	32	13	7	13	15	26	22	-	0	1
	25%	20%	29%	33%	19%	24%	24%	21%	38%		13%	12%
A great deal of blame	90	45	45	17	19	27	26	67	17	2	3	2
	46%	52%	40%	43%	49%	48%	43%	54%	30%	31%	82%	25%
Quite a bit of blame	51	23	29	6	11	15	19	25	18	4	0	4
	26%	26%	26%	14%	28%	27%	32%	20%	32%	69%	5%	58%
Only a little blame	40	16	25	12	4	13	12	20	20	-	-	1
	20%	18%	22%	29%	9%	23%	20%	16%	34%			12%
No blame at all	9	1	7	1	4	1	3	6	3	-	0	-
	4%	1%	7%	3%	10%	1%	4%	4%	5%		13%	
Unsure	7	1	5	4	1	1	1	7	-	-	-	0
	3%	2%	5%	9%	4%	2%	1%	5%				4%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	126	71	75	49	51	22	80	52	66	110	81	40	30	103
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	201	126	75	73	47	53	28	84	55	62	111	79	38	33	104
A GREAT DEAL OF/QUITE A BIT OF BLAME	141	95	47	55	37	40	10	65	45	31	93	44	31	19	72
	72%	75%	66%	73%	75%	78%	45%	81%	87%	47%	85%	54%	79%	62%	70%
ONLY A LITTLE BLAME/NO BLAME AT ALL	49	29	20	18	8	11	12	13	4	31	15	32	7	10	27
	25%	23%	28%	24%	15%	22%	55%	17%	8%	48%	14%	39%	16%	35%	26%
A great deal of blame	90	52	38	34	33	18	6	43	34	13	69	19	23	11	48
	46%	41%	54%	45%	67%	35%	25%	54%	66%	20%	63%	23%	59%	38%	47%
Quite a bit of blame	51	43	9	21	4	22	5	22	11	18	24	25	8	7	24
	26%	34%	12%	28%	8%	43%	21%	28%	22%	28%	22%	31%	20%	25%	23%
Only a little blame	40	22	19	13	7	9	12	11	2	27	12	27	6	7	23
	20%	17%	26%	17%	14%	17%	53%	14%	4%	41%	10%	34%	15%	22%	22%
No blame at all	9	8	1	5	0	3	0	2	2	4	4	5	0	4	4
	4%	6%	1%	7%	1%	5%	2%	3%	5%	6%	4%	6%	1%	13%	4%
Unsure	7	2	5	2	5	0	-	1	2	3	2	5	2	1	4
	3%	2%	7%	3%	10%	1%	-	2%	4%	5%	1%	6%	4%	3%	4%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	-	197	-	-	-	-	8	12	6	148	28	18	6	11	15	0		
	100		100					100	100	100	100	100	100	100	100	100	100		
Unweighted Total	201	-	201	-	-	-	-	13	11	8	135	37	26	4	13	20	1		
A GREAT DEAL OF/QUITE A BIT OF BLAME	141	-	141	-	-	-	-	6	9	4	110	20	10	6	9	11	0		
	72%		72%					78%	76%	76%	74%	73%	59%	100%	84%	74%	100%		
ONLY A LITTLE BLAME/NO BLAME AT ALL	49	-	49	-	-	-	-	2	3	-	36	7	6	-	1	3	-		
	25%		25%					21%	24%		25%	25%	32%		8%	18%			
A great deal of blame	90	-	90	-	-	-	-	2	6	3	74	9	6	3	4	4	0		
	46%		46%					28%	51%	44%	50%	31%	35%	60%	33%	25%	100%		
Quite a bit of blame	51	-	51	-	-	-	-	4	3	2	36	12	4	2	6	8	-		
	26%		26%					50%	25%	32%	24%	42%	23%	40%	51%	50%			
Only a little blame	40	-	40	-	-	-	-	2	2	-	33	3	4	-	1	1	-		
	20%		20%					21%	21%		22%	10%	25%		8%	8%			
No blame at all	9	-	9	-	-	-	-	-	0	-	3	4	1	-	-	2	-		
	4%		4%						4%		2%	15%	7%			10%			
Unsure	7	-	7	-	-	-	-	0	-	1	2	1	2	-	1	1	-		
	3%		3%					2%		24%	1%	2%	9%		9%	7%			

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	64	40	47	36	20	17	24	25	20	22	33	35	67	54	-	77
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
Unweighted Total	201	65	42	55	30	20	18	26	24	16	22	36	39	72	54	-	75
A GREAT DEAL OF/QUITE A BIT OF BLAME	141	41	29	36	29	14	13	21	21	10	17	22	25	46	39	-	57
	72%	64%	72%	76%	81%	68%	78%	85%	82%	47%	77%	67%	70%	69%	72%	-	74%
ONLY A LITTLE BLAME/NO BLAME AT ALL	49	19	10	10	7	6	3	3	5	7	5	10	10	19	14	-	16
	25%	29%	26%	21%	19%	32%	17%	12%	18%	34%	20%	32%	29%	29%	26%	-	20%
A great deal of blame	90	28	16	25	20	10	7	14	15	7	13	14	11	27	23	-	40
	46%	44%	39%	53%	56%	50%	40%	56%	59%	37%	56%	42%	31%	40%	42%	-	53%
Quite a bit of blame	51	13	13	11	9	4	6	7	6	2	5	8	14	19	16	-	17
	26%	20%	33%	22%	25%	19%	38%	29%	23%	10%	21%	25%	39%	28%	30%	-	22%
Only a little blame	40	15	7	9	7	6	3	3	4	6	1	10	8	17	11	-	12
	20%	23%	17%	20%	18%	29%	15%	12%	17%	30%	4%	30%	22%	25%	21%	-	16%
No blame at all	9	4	3	1	0	0	0	-	0	1	4	1	2	2	3	-	4
	4%	6%	9%	2%	1%	2%	2%	-	1%	4%	16%	2%	7%	3%	5%	-	5%
Unsure	7	5	1	1	-	-	1	1	-	4	1	0	1	2	1	-	4
	3%	7%	2%	3%	-	-	4%	3%	-	19%	3%	1%	2%	3%	2%	-	5%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	87	111	40	39	57	61	123	58	6	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	201	88	113	36	40	62	63	120	61	6	5	9
A GREAT DEAL OF/QUITE A BIT OF BLAME	131	64	67	27	28	37	39	77	41	4	3	6
	66%	74%	60%	68%	71%	65%	64%	62%	71%	77%	87%	85%
ONLY A LITTLE BLAME/NO BLAME AT ALL	55	21	33	7	8	19	21	37	16	1	0	1
	28%	25%	30%	18%	19%	33%	35%	30%	27%	23%	13%	13%
A great deal of blame	71	36	35	15	16	21	19	48	15	2	3	3
	36%	42%	31%	38%	40%	37%	31%	39%	27%	31%	82%	44%
Quite a bit of blame	60	28	32	12	12	16	20	29	25	3	0	3
	30%	32%	29%	29%	31%	28%	33%	23%	44%	46%	5%	41%
Only a little blame	43	18	25	7	3	17	16	29	11	1	0	1
	22%	21%	23%	17%	9%	30%	27%	24%	20%	23%	13%	13%
No blame at all	12	3	8	0	4	2	5	7	4	-	-	-
	6%	4%	7%	1%	11%	4%	8%	6%	7%	-	-	-
Unsure	12	1	10	6	4	1	1	10	1	-	-	0
	6%	1%	9%	14%	9%	2%	2%	8%	2%	-	-	2%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	126	71	75	49	51	22	80	52	66	110	81	40	30	103
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	201	126	75	73	47	53	28	84	55	62	111	79	38	33	104
A GREAT DEAL OF/QUITE A BIT OF BLAME	131	88	43	48	29	40	14	56	36	39	78	49	32	18	64
	66%	70%	60%	64%	60%	79%	60%	70%	70%	59%	71%	61%	80%	61%	62%
ONLY A LITTLE BLAME/NO BLAME AT ALL	55	34	20	25	12	9	9	23	9	23	28	24	7	11	31
	28%	27%	29%	33%	24%	18%	40%	29%	18%	34%	26%	30%	17%	36%	30%
A great deal of blame	71	43	28	26	22	17	6	34	23	14	54	16	21	6	38
	36%	34%	40%	35%	45%	32%	29%	43%	44%	21%	49%	20%	52%	19%	37%
Quite a bit of blame	60	46	14	22	7	24	7	21	13	25	24	33	11	13	26
	30%	36%	20%	29%	15%	47%	32%	27%	25%	39%	22%	41%	28%	42%	25%
Only a little blame	43	26	17	20	9	7	8	21	4	18	24	19	6	9	26
	22%	21%	24%	27%	19%	13%	34%	26%	7%	28%	22%	23%	16%	31%	25%
No blame at all	12	8	4	5	2	3	1	2	5	4	4	6	1	1	6
	6%	6%	5%	7%	5%	6%	6%	3%	10%	7%	4%	7%	2%	4%	5%
Unsure	12	4	8	2	8	2	-	1	7	4	4	7	1	1	8
	6%	3%	11%	3%	16%	3%	-	1%	13%	6%	4%	9%	3%	4%	8%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	-	197	-	-	-	-	8	12	6	148	28	18	6	11	15	0			
	100		100					100	100	100	100	100	100	100	100	100	100			
Unweighted Total	201	-	201	-	-	-	-	13	11	8	135	37	26	4	13	20	1			
A GREAT DEAL OF/QUITE A BIT OF BLAME	131	-	131	-	-	-	-	6	7	5	102	16	11	6	11	10	0			
	66%		66%					71%	59%	87%	69%	58%	64%	100%	99%	64%	100%			
ONLY A LITTLE BLAME/NO BLAME AT ALL	55	-	55	-	-	-	-	2	5	-	38	11	5	-	0	5	-			
	28%		28%					27%	41%	-	26%	42%	29%	1%	30%	-	-			
A great deal of blame	71	-	71	-	-	-	-	1	6	3	54	9	7	5	7	2	-			
	36%		36%					18%	48%	44%	36%	32%	42%	81%	62%	16%	-			
Quite a bit of blame	60	-	60	-	-	-	-	4	1	3	49	7	4	1	4	7	0			
	30%		30%					53%	11%	43%	33%	26%	22%	19%	36%	48%	100%			
Only a little blame	43	-	43	-	-	-	-	1	5	-	31	8	4	-	0	5	-			
	22%		22%					11%	41%	-	21%	29%	24%	1%	30%	-	-			
No blame at all	12	-	12	-	-	-	-	1	-	-	7	3	1	-	-	-	-			
	6%		6%					16%	-	-	5%	12%	5%	-	-	-	-			
Unsure	12	-	12	-	-	-	-	0	-	1	8	-	1	-	-	1	-			
	6%		6%					2%	-	13%	5%	-	7%	-	7%	-	-			

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	64	40	47	36	20	17	24	25	20	22	33	35	67	54	-	77
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
Unweighted Total	201	65	42	55	30	20	18	26	24	16	22	36	39	72	54	-	75
A GREAT DEAL OF/QUITE A BIT OF BLAME	131	41	24	33	29	16	13	18	17	11	15	19	22	45	32	-	54
	66%	64%	59%	70%	79%	82%	77%	74%	66%	54%	67%	58%	62%	67%	60%	-	71%
ONLY A LITTLE BLAME/NO BLAME AT ALL	55	17	13	13	8	4	4	5	9	4	4	14	12	20	21	-	14
	28%	27%	33%	27%	21%	18%	23%	21%	34%	18%	16%	42%	35%	30%	38%	-	18%
A great deal of blame	71	21	13	20	16	9	9	8	11	7	7	13	8	23	19	-	30
	36%	33%	31%	43%	44%	44%	52%	34%	41%	33%	31%	39%	23%	34%	35%	-	39%
Quite a bit of blame	60	20	11	13	13	8	4	10	6	4	8	6	14	22	13	-	25
	30%	31%	28%	27%	35%	38%	25%	40%	24%	21%	36%	19%	39%	33%	25%	-	32%
Only a little blame	43	11	12	12	5	3	3	5	7	4	1	12	9	17	15	-	10
	22%	16%	29%	26%	14%	16%	15%	21%	28%	18%	3%	36%	25%	26%	29%	-	14%
No blame at all	12	7	2	1	3	0	1	-	1	-	3	2	3	3	5	-	4
	6%	10%	4%	1%	7%	2%	8%	-	6%	-	13%	6%	9%	4%	10%	-	5%
Unsure	12	6	3	1	-	-	-	1	-	6	4	-	1	2	1	-	8
	6%	9%	8%	2%	-	-	-	5%	-	28%	17%	-	3%	3%	2%	-	11%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	87	111	40	39	57	61	123	58	6	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	201	88	113	36	40	62	63	120	61	6	5	9
A GREAT DEAL OF/QUITE A BIT OF BLAME	146	73	73	25	33	44	43	86	47	3	3	7
	74%	84%	66%	62%	84%	78%	71%	70%	81%	55%	87%	96%
ONLY A LITTLE BLAME/NO BLAME AT ALL	46	14	33	11	6	13	17	33	11	3	0	-
	24%	16%	30%	27%	15%	22%	28%	26%	19%	45%	13%	
A great deal of blame	71	38	33	9	17	23	22	44	20	2	2	4
	36%	44%	30%	22%	43%	41%	37%	35%	35%	40%	60%	52%
Quite a bit of blame	74	34	40	16	16	21	21	42	27	1	1	3
	38%	40%	36%	40%	41%	37%	34%	34%	47%	14%	27%	43%
Only a little blame	41	13	28	10	3	13	15	28	11	3	0	-
	21%	15%	26%	26%	8%	22%	25%	22%	18%	45%	13%	
No blame at all	5	1	4	0	3	-	2	5	0	-	-	-
	3%	1%	4%	1%	8%		3%	4%	*%			
Unsure	5	0	5	4	0	-	1	5	-	-	-	0
	3%	1%	4%	11%	1%		1%	4%				4%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	126	71	75	49	51	22	80	52	66	110	81	40	30	103
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	201	126	75	73	47	53	28	84	55	62	111	79	38	33	104
A GREAT DEAL OF/QUITE A BIT OF BLAME	146	96	50	52	34	44	16	60	39	47	84	58	33	20	73
	74%	76%	70%	69%	70%	86%	70%	75%	75%	72%	77%	71%	84%	67%	71%
ONLY A LITTLE BLAME/NO BLAME AT ALL	46	29	17	22	10	7	7	20	12	15	25	19	5	10	26
	24%	23%	24%	30%	21%	14%	30%	25%	23%	23%	23%	23%	13%	32%	26%
A great deal of blame	71	45	27	25	19	20	8	30	25	17	49	21	19	8	34
	36%	36%	37%	33%	39%	39%	34%	37%	48%	26%	44%	27%	49%	26%	33%
Quite a bit of blame	74	51	23	27	15	24	8	30	14	30	35	36	14	12	38
	38%	40%	33%	36%	31%	46%	35%	37%	28%	46%	32%	45%	35%	41%	37%
Only a little blame	41	25	16	18	10	7	7	19	9	14	22	18	4	9	23
	21%	20%	23%	24%	20%	14%	29%	23%	17%	21%	20%	22%	11%	31%	23%
No blame at all	5	4	1	4	0	-	0	1	3	1	3	1	1	0	3
	3%	3%	1%	6%	1%	-	1%	1%	6%	2%	2%	1%	2%	1%	3%
Unsure	5	1	4	0	4	0	-	1	1	4	1	4	1	0	4
	3%	1%	6%	1%	9%	1%	-	1%	2%	6%	1%	5%	2%	1%	4%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	-	197	-	-	-	-	8	12	6	148	28	18	6	11	15	0			
	100		100					100	100	100	100	100	100	100	100	100	100			
Unweighted Total	201	-	201	-	-	-	-	13	11	8	135	37	26	4	13	20	1			
A GREAT DEAL OF/QUITE A BIT OF BLAME	146	-	146	-	-	-	-	5	9	5	119	15	11	6	11	11	0			
	74%		74%					65%	78%	87%	80%	56%	60%	100%	98%	71%	100%			
ONLY A LITTLE BLAME/NO BLAME AT ALL	46	-	46	-	-	-	-	3	3	-	29	12	5	-	-	4	-			
	24%		24%					33%	22%		20%	42%	30%		26%					
A great deal of blame	71	-	71	-	-	-	-	2	7	2	56	9	6	5	6	2	-			
	36%		36%					24%	61%	39%	38%	31%	36%	81%	58%	15%				
Quite a bit of blame	74	-	74	-	-	-	-	3	2	3	63	7	4	1	4	8	0			
	38%		38%					41%	17%	48%	43%	25%	24%	19%	40%	55%	100%			
Only a little blame	41	-	41	-	-	-	-	1	3	-	27	9	5	-	-	4	-			
	21%		21%					17%	22%		19%	34%	25%		26%					
No blame at all	5	-	5	-	-	-	-	1	-	-	2	2	1	-	-	-	-			
	3%		3%					16%			1%	9%	5%							
Unsure	5	-	5	-	-	-	-	0	-	1	0	0	2	-	0	0	-			
	3%		3%					2%		13%	*%	2%	10%		2%	3%				

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	64	40	47	36	20	17	24	25	20	22	33	35	67	54	-	77
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
Unweighted Total	201	65	42	55	30	20	18	26	24	16	22	36	39	72	54	-	75
A GREAT DEAL OF/QUITE A BIT OF BLAME	146	41	28	38	32	15	15	20	22	10	18	24	21	49	38	-	59
	74%	64%	70%	80%	87%	77%	89%	83%	87%	48%	79%	74%	60%	73%	70%	-	77%
ONLY A LITTLE BLAME/NO BLAME AT ALL	46	19	11	9	4	4	2	4	3	7	4	8	14	17	16	-	14
	24%	30%	28%	20%	12%	21%	11%	17%	13%	34%	19%	26%	38%	25%	30%	-	18%
A great deal of blame	71	19	11	20	18	7	9	10	13	2	8	13	10	22	20	-	29
	36%	30%	29%	43%	50%	34%	52%	41%	50%	11%	36%	40%	27%	33%	38%	-	38%
Quite a bit of blame	74	22	17	18	13	9	6	10	9	7	10	11	12	27	18	-	30
	38%	34%	42%	37%	37%	43%	38%	42%	36%	37%	43%	34%	33%	40%	33%	-	39%
Only a little blame	41	16	10	9	4	4	2	4	3	7	1	8	12	16	15	-	10
	21%	25%	25%	18%	12%	18%	9%	17%	13%	34%	6%	26%	34%	24%	28%	-	13%
No blame at all	5	3	1	1	-	0	0	-	-	-	3	-	2	1	1	-	3
	3%	5%	3%	2%	-	2%	1%	-	-	-	12%	-	5%	1%	2%	-	5%
Unsure	5	4	1	-	0	0	-	-	-	4	0	-	1	2	-	-	4
	3%	6%	2%	-	1%	2%	-	-	-	19%	2%	-	2%	2%	-	-	5%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	87	111	40	39	57	61	123	58	6	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	201	88	113	36	40	62	63	120	61	6	5	9
A GREAT DEAL OF/QUITE A BIT OF BLAME	57	34	23	16	10	12	19	28	24	1	1	3
	29%	40%	21%	40%	26%	21%	31%	23%	42%	22%	35%	42%
ONLY A LITTLE BLAME/NO BLAME AT ALL	134	49	85	24	27	44	39	91	32	4	2	4
	68%	56%	77%	60%	68%	77%	64%	74%	56%	78%	65%	56%
A great deal of blame	21	14	7	9	6	4	2	9	10	-	1	1
	10%	16%	6%	24%	14%	7%	3%	7%	17%		22%	12%
Quite a bit of blame	37	20	16	7	5	8	17	19	14	1	0	2
	19%	23%	15%	16%	12%	14%	29%	15%	24%	22%	13%	30%
Only a little blame	93	31	61	16	17	33	27	59	26	2	1	4
	47%	36%	55%	40%	43%	58%	44%	48%	45%	40%	40%	56%
No blame at all	41	17	24	8	10	11	12	31	7	2	1	-
	21%	20%	22%	20%	26%	19%	19%	25%	11%	38%	25%	
Unsure	6	4	3	-	2	1	3	5	1	-	-	0
	3%	4%	2%		5%	2%	5%	4%	2%			2%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197 100	126 100	71 100	75 100	49 100	51 100	22 100	80 100	52 100	66 100	110 100	81 100	40 100	30 100	103 100
Unweighted Total	201	126	75	73	47	53	28	84	55	62	111	79	38	33	104
A GREAT DEAL OF/QUITE A BIT OF BLAME	57 29%	39 31%	18 25%	20 26%	8 17%	20 38%	10 43%	15 19%	15 28%	28 42%	22 20%	34 42%	13 34%	10 33%	23 22%
ONLY A LITTLE BLAME/NO BLAME AT ALL	134 68%	80 64%	53 75%	50 67%	41 83%	30 59%	13 57%	63 79%	34 66%	37 56%	85 77%	44 54%	22 57%	19 63%	80 78%
A great deal of blame	21 10%	15 12%	6 8%	6 9%	3 5%	9 17%	3 13%	5 6%	7 13%	9 14%	7 7%	12 15%	8 19%	3 10%	7 6%
Quite a bit of blame	37 19%	25 19%	12 17%	13 18%	5 11%	11 22%	7 30%	10 13%	8 15%	19 28%	15 13%	22 27%	6 15%	7 22%	16 16%
Only a little blame	93 47%	52 41%	41 57%	30 41%	29 60%	22 42%	12 52%	40 50%	22 43%	31 47%	52 47%	38 47%	13 34%	13 45%	60 58%
No blame at all	41 21%	28 23%	13 18%	20 27%	12 24%	9 17%	1 5%	23 29%	12 23%	6 9%	33 30%	6 7%	9 23%	6 19%	20 20%
Unsure	6 3%	6 5%	-	5 6%	-	2 3%	-	2 2%	3 6%	1 2%	3 3%	3 4%	4 9%	1 4%	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	-	197	-	-	-	-	8	12	6	148	28	18	6	11	15	0			
	100		100					100	100	100	100	100	100	100	100	100	100			
Unweighted Total	201	-	201	-	-	-	-	13	11	8	135	37	26	4	13	20	1			
A GREAT DEAL OF/QUITE A BIT OF BLAME	57	-	57	-	-	-	-	2	4	3	39	8	6	2	5	7	0			
	29%		29%					26%	30%	47%	26%	30%	35%	41%	46%	47%	100%			
ONLY A LITTLE BLAME/NO BLAME AT ALL	134	-	134	-	-	-	-	6	8	3	103	19	11	3	5	7	-			
	68%		68%					73%	70%	53%	70%	70%	63%	59%	47%	46%	-			
A great deal of blame	21	-	21	-	-	-	-	1	2	2	14	4	2	2	3	1	0			
	10%		10%					15%	19%	32%	9%	15%	10%	41%	29%	9%	100%			
Quite a bit of blame	37	-	37	-	-	-	-	1	1	1	25	4	4	-	2	6	-			
	19%		19%					11%	11%	14%	17%	15%	25%	-	17%	38%	-			
Only a little blame	93	-	93	-	-	-	-	4	5	3	75	10	8	2	4	7	-			
	47%		47%					52%	44%	47%	51%	35%	43%	39%	33%	46%	-			
No blame at all	41	-	41	-	-	-	-	2	3	0	28	10	3	1	2	-	-			
	21%		21%					21%	26%	7%	19%	36%	19%	20%	14%	-	-			
Unsure	6	-	6	-	-	-	-	0	-	-	6	-	0	-	1	1	-			
	3%		3%					2%	-	-	4%	-	3%	-	7%	7%	-			

Echelon Insights  
Focus 2024 Survey  
N=400 Registered Voters in the Likely Electorate in GA, 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	197	64	40	47	36	20	17	24	25	20	22	33	35	67	54	-	77
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
Unweighted Total	201	65	42	55	30	20	18	26	24	16	22	36	39	72	54	-	75
A GREAT DEAL OF/QUITE A BIT OF BLAME	57	10	11	16	18	10	6	7	10	6	4	4	9	21	14	-	22
	29%	16%	28%	33%	49%	52%	37%	30%	41%	28%	18%	14%	25%	32%	26%	-	29%
ONLY A LITTLE BLAME/NO BLAME AT ALL	134	54	28	30	17	10	10	16	13	14	17	28	25	44	36	-	54
	68%	84%	70%	63%	46%	48%	59%	65%	52%	72%	76%	86%	72%	66%	67%	-	70%
A great deal of blame	21	1	5	6	8	7	3	3	2	3	3	1	-	11	4	-	5
	10%	2%	11%	13%	21%	33%	16%	12%	7%	14%	13%	3%	-	17%	8%	-	7%
Quite a bit of blame	37	9	7	9	10	4	4	4	9	3	1	3	9	10	10	-	17
	19%	14%	16%	20%	28%	19%	21%	18%	34%	14%	5%	11%	25%	15%	18%	-	22%
Only a little blame	93	38	20	21	8	7	4	11	10	9	13	22	17	29	23	-	41
	47%	60%	50%	45%	22%	36%	21%	44%	39%	44%	59%	68%	48%	43%	42%	-	53%
No blame at all	41	16	8	9	9	2	6	5	3	6	4	6	8	15	13	-	13
	21%	25%	20%	18%	24%	12%	37%	21%	13%	28%	17%	18%	24%	23%	24%	-	17%
Unsure	6	-	1	2	2	-	1	1	2	-	1	-	1	2	4	-	1
	3%	-	2%	4%	5%	-	4%	5%	8%	-	6%	-	3%	2%	7%	-	1%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	87	111	40	39	57	61	123	58	6	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	201	88	113	36	40	62	63	120	61	6	5	9
A GREAT DEAL OF/QUITE A BIT OF BLAME	140	73	67	21	31	46	42	85	41	4	3	6
	71%	84%	61%	53%	79%	80%	69%	69%	71%	77%	100%	85%
ONLY A LITTLE BLAME/NO BLAME AT ALL	51	14	37	15	7	11	17	33	15	1	-	1
	26%	16%	34%	39%	18%	20%	28%	27%	27%	23%	-	13%
A great deal of blame	83	40	43	8	21	28	25	53	21	3	3	4
	42%	46%	39%	20%	54%	50%	42%	43%	37%	47%	82%	55%
Quite a bit of blame	57	33	24	13	10	17	17	33	20	2	1	2
	29%	38%	22%	33%	25%	30%	28%	27%	34%	30%	18%	30%
Only a little blame	46	13	33	15	3	11	16	30	14	1	-	1
	24%	15%	30%	39%	8%	20%	27%	24%	25%	23%	-	13%
No blame at all	5	1	4	-	4	-	1	3	1	-	-	-
	2%	1%	4%	-	9%	-	2%	3%	2%	-	-	-
Unsure	6	-	6	4	1	-	1	5	1	-	-	0
	3%	-	6%	9%	4%	-	2%	4%	2%	-	-	2%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197 100	126 100	71 100	75 100	49 100	51 100	22 100	80 100	52 100	66 100	110 100	81 100	40 100	30 100	103 100
Unweighted Total	201	126	75	73	47	53	28	84	55	62	111	79	38	33	104
A GREAT DEAL OF/QUITE A BIT OF BLAME	140 71%	91 72%	49 69%	51 68%	34 70%	40 78%	15 65%	64 81%	36 69%	40 61%	90 82%	46 57%	32 82%	23 77%	65 63%
ONLY A LITTLE BLAME/NO BLAME AT ALL	51 26%	32 26%	19 26%	22 30%	11 22%	10 19%	8 35%	14 17%	15 30%	22 33%	19 17%	29 36%	6 15%	7 23%	34 33%
A great deal of blame	83 42%	52 41%	31 43%	30 40%	23 46%	22 43%	8 36%	44 56%	22 42%	17 26%	63 57%	20 25%	18 45%	12 39%	42 41%
Quite a bit of blame	57 29%	39 31%	18 26%	21 28%	12 24%	18 34%	7 29%	20 25%	14 27%	23 35%	28 25%	26 32%	14 36%	11 38%	23 22%
Only a little blame	46 24%	29 23%	17 24%	20 26%	10 21%	10 19%	7 31%	13 16%	13 25%	21 32%	17 15%	27 34%	6 15%	5 18%	31 30%
No blame at all	5 2%	3 2%	2 2%	3 4%	1 1%	0 1%	1 4%	1 2%	2 5%	1 2%	2 2%	2 2%	-	2 5%	3 3%
Unsure	6 3%	3 2%	4 5%	1 2%	4 7%	2 3%	-	2 2%	1 1%	4 6%	1 1%	6 7%	1 3%	-	4 3%

Echelon Insights  
Focus 2024 Survey  
N=400 Registered Voters in the Likely Electorate in GA, 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	197	-	197	-	-	-	-	8	12	6	148	28	18	6	11	15	0		
	100		100					100	100	100	100	100	100	100	100	100	100		
Unweighted Total	201	-	201	-	-	-	-	13	11	8	135	37	26	4	13	20	1		
A GREAT DEAL OF/QUITE A BIT OF BLAME	140	-	140	-	-	-	-	5	11	4	110	16	13	6	9	8	-		
	71%		71%					67%	92%	68%	75%	59%	73%	100%	82%	56%	-		
ONLY A LITTLE BLAME/NO BLAME AT ALL	51	-	51	-	-	-	-	3	1	1	35	11	4	-	2	6	0		
	26%		26%					32%	8%	19%	23%	41%	23%	18%	41%	100%			
A great deal of blame	83	-	83	-	-	-	-	1	6	3	62	13	8	3	6	1	-		
	42%		42%					15%	48%	57%	42%	47%	44%	59%	53%	8%	-		
Quite a bit of blame	57	-	57	-	-	-	-	4	5	1	48	3	5	2	3	7	-		
	29%		29%					51%	44%	11%	33%	12%	29%	41%	29%	47%	-		
Only a little blame	46	-	46	-	-	-	-	2	1	1	33	9	4	-	2	6	-		
	24%		24%					28%	8%	19%	22%	32%	21%	18%	39%	-			
No blame at all	5	-	5	-	-	-	-	0	-	-	2	2	0	-	-	0	0		
	2%		2%					4%	-	-	1%	9%	2%	-	-	2%	100%		
Unsure	6	-	6	-	-	-	-	0	-	1	3	-	1	-	-	1	-		
	3%		3%					2%	-	13%	2%	-	4%	-	-	3%	-		

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	64	40	47	36	20	17	24	25	20	22	33	35	67	54	-	77
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
Unweighted Total	201	65	42	55	30	20	18	26	24	16	22	36	39	72	54	-	75
A GREAT DEAL OF/QUITE A BIT OF BLAME	140	40	24	37	33	15	16	20	22	6	15	26	20	43	36	-	60
	71%	62%	59%	79%	91%	76%	93%	81%	87%	29%	68%	80%	56%	65%	67%	-	79%
ONLY A LITTLE BLAME/NO BLAME AT ALL	51	21	15	10	3	5	1	5	3	11	6	7	14	21	18	-	12
	26%	33%	38%	21%	9%	24%	7%	19%	13%	53%	26%	20%	39%	32%	33%	-	16%
A great deal of blame	83	24	17	24	16	5	9	12	14	3	12	17	12	23	25	-	34
	42%	38%	43%	50%	45%	27%	53%	49%	54%	13%	54%	51%	33%	35%	47%	-	45%
Quite a bit of blame	57	16	6	14	17	10	7	8	8	3	3	9	8	20	11	-	26
	29%	24%	16%	29%	46%	49%	40%	32%	33%	16%	14%	29%	24%	30%	20%	-	34%
Only a little blame	46	17	15	9	3	5	1	5	3	11	3	7	13	20	18	-	9
	24%	27%	37%	19%	9%	24%	3%	19%	13%	53%	12%	20%	37%	29%	33%	-	12%
No blame at all	5	4	0	1	-	-	1	-	-	-	3	-	1	2	-	-	3
	2%	6%	1%	1%	-	-	4%	-	-	-	14%	-	3%	2%	-	-	4%
Unsure	6	4	1	-	-	-	-	-	-	4	1	-	1	2	-	-	4
	3%	6%	3%	-	-	-	-	-	-	18%	6%	-	4%	3%	-	-	5%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400	178	222	79	96	116	110	250	113	16	9	11
	100	100	100	100	100	100	100	100	100	100	100	100
Crime is primarily a product of insufficient law enforcement resources and action	133	66	67	27	30	40	36	98	19	9	1	5
	33%	37%	30%	34%	31%	35%	33%	39%	17%	55%	16%	42%
Crime is primarily a product of environmental factors, such as poor economic conditions, lack of education, and not enou	223	92	132	47	57	67	53	124	81	7	7	5
	56%	51%	59%	60%	59%	58%	48%	49%	72%	45%	73%	42%
Unsure	44	21	24	5	10	9	21	29	13	-	1	2
	11%	12%	11%	6%	10%	8%	19%	11%	11%		11%	16%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400	246	154	146	104	100	50	152	123	125	210	168	94	58	190
	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	133 33%	87 35%	46 30%	60 41%	39 37%	28 28%	7 14%	72 47%	47 38%	14 11%	112 53%	14 8%	32 34%	19 33%	66 35%
Crime is primarily a product of environmental factors, such as poor economic conditions, lack of education, and not enou	223 56%	126 51%	98 63%	66 45%	57 55%	59 59%	40 81%	60 40%	57 47%	106 85%	72 34%	138 82%	44 47%	35 61%	111 58%
Unsure	44 11%	33 14%	11 7%	20 14%	8 8%	13 13%	3 5%	20 13%	19 16%	5 4%	26 12%	15 9%	17 18%	3 5%	13 7%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, March 12-19, 2024, Margin of Error=+/-5.7 Percentage Points

[QCrimeRoot] Which statement comes closer to your view?

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	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	400 100	-	400 100	-	-	-	-	33 100	18 100	12 100	280 100	57 100	42 100	14 100	27 100	41 100	5 100
Crime is primarily a product of insufficient law enforcement resources and action	133 33%	-	133 33%	-	-	-	-	8 25%	7 38%	3 27%	99 35%	20 36%	10 23%	7 48%	11 43%	7 18%	-
Crime is primarily a product of environmental factors, such as poor economic conditions, lack of education, and not enou	223 56%	-	223 56%	-	-	-	-	22 66%	9 51%	7 60%	157 56%	28 49%	24 57%	5 36%	10 38%	25 62%	3 59%
Unsure	44 11%	-	44 11%	-	-	-	-	3 9%	2 11%	2 13%	25 9%	9 15%	8 19%	2 15%	5 19%	8 20%	2 41%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400	125	89	101	71	33	45	50	50	46	52	66	59	117	116	-	167
	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	133	46	21	41	25	16	14	18	18	11	16	22	18	32	45	-	55
	33%	37%	23%	40%	35%	47%	31%	37%	36%	24%	31%	33%	31%	28%	39%		33%
Crime is primarily a product of environmental factors, such as poor economic conditions, lack of education, and not enou	223	70	55	47	41	16	26	28	21	31	30	38	32	78	50	-	95
	56%	56%	62%	47%	58%	49%	59%	57%	41%	68%	59%	58%	54%	66%	43%		57%
Unsure	44	9	13	13	5	1	5	3	11	4	5	6	9	7	21	-	17
	11%	7%	15%	13%	7%	3%	11%	7%	23%	8%	10%	9%	15%	6%	18%		10%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	87	111	40	39	57	61	123	58	6	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	201	88	113	36	40	62	63	120	61	6	5	9
MEAN	4.01	3.94	4.07	3.64	4.04	3.92	4.33	4.07	3.83	4.60	4.36	3.83
1 - Do not worry at all	7	2	5	2	1	2	2	5	1	-	-	-
	3%	2%	4%	5%	1%	3%	4%	4%	2%			
2	20	12	7	5	3	10	2	9	10	-	0	-
	10%	14%	7%	12%	9%	18%	2%	7%	18%		5%	
3	32	13	19	12	8	6	6	20	8	0	-	3
	16%	16%	17%	30%	20%	11%	10%	17%	14%	8%		43%
4	43	19	24	7	10	12	14	24	14	1	2	2
	22%	22%	22%	17%	25%	21%	23%	20%	24%	22%	48%	25%
5- Worry about it a great deal	95	39	55	14	18	27	36	64	24	4	2	2
	48%	45%	50%	34%	45%	47%	60%	52%	41%	63%	47%	27%
Unsure	1	0	0	1	-	-	0	-	-	0	-	0
	*%	*%	*%	1%			*%			7%		4%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197 100	126 100	71 100	75 100	49 100	51 100	22 100	80 100	52 100	66 100	110 100	81 100	40 100	30 100	103 100
Unweighted Total	201	126	75	73	47	53	28	84	55	62	111	79	38	33	104
MEAN	4.01	4.12	3.81	4.09	4.05	4.17	3.29	4.38	4.04	3.55	4.35	3.56	4.26	3.99	3.82
1 - Do not worry at all	7 3%	3 2%	4 6%	3 4%	3 5%	- -	1 6%	0 *	1 3%	5 8%	0 *	6 8%	2 6%	1 4%	3 2%
2	20 10%	10 8%	10 14%	6 9%	3 6%	3 6%	7 33%	5 6%	3 6%	12 18%	5 4%	14 17%	1 2%	5 16%	14 14%
3	32 16%	22 17%	10 15%	13 17%	8 16%	9 18%	3 12%	10 13%	12 23%	10 16%	17 16%	15 19%	2 6%	4 13%	23 22%
4	43 22%	26 21%	16 23%	12 16%	12 25%	14 28%	4 19%	14 17%	10 20%	19 29%	21 20%	20 24%	12 32%	3 10%	23 22%
5- Worry about it a great deal	95 48%	65 52%	30 42%	41 54%	23 48%	24 48%	6 28%	51 63%	25 48%	19 30%	66 60%	26 32%	22 54%	17 55%	40 39%
Unsure	1 *	0 *	0 1%	- -	- -	0 1%	0 2%	0 *	0 1%	- -	1 1%	- -	- -	1 2%	- -

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	-	197	-	-	-	-	8	12	6	148	28	18	6	11	15	0		
	100		100					100	100	100	100	100	100	100	100	100	100		
Unweighted Total	201	-	201	-	-	-	-	13	11	8	135	37	26	4	13	20	1		
MEAN	4.01	-	4.01	-	-	-	-	3.85	3.77	4.47	3.97	4.26	3.90	5.00	4.27	4.16	5.00		
1 - Do not worry at all	7	-	7	-	-	-	-	0	-	-	5	1	1	-	1	1	-		
	3%		3%					4%			3%	4%	5%		6%	5%			
2	20	-	20	-	-	-	-	1	2	0	19	1	-	-	1	1	-		
	10%		10%					17%	21%	3%	13%	4%		7%	4%				
3	32	-	32	-	-	-	-	1	3	0	22	5	5	-	1	2	-		
	16%		16%					9%	25%	8%	15%	18%	30%		8%	14%			
4	43	-	43	-	-	-	-	2	1	1	32	2	6	-	1	4	-		
	22%		22%					30%	11%	26%	22%	9%	31%		8%	23%			
5- Worry about it a great deal	95	-	95	-	-	-	-	3	5	3	70	18	6	6	7	8	0		
	48%		48%					39%	43%	57%	47%	64%	34%	100%	66%	54%	100%		
Unsure	1	-	1	-	-	-	-	0	-	0	0	0	-	-	1	-	-		
	*%		*%					2%		7%	*%	1%		5%					

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	64	40	47	36	20	17	24	25	20	22	33	35	67	54	-	77
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
Unweighted Total	201	65	42	55	30	20	18	26	24	16	22	36	39	72	54	-	75
MEAN	4.01	4.06	4.28	3.83	4.06	3.82	3.82	3.81	4.23	3.46	4.21	3.99	4.40	3.92	3.98	-	4.12
1 - Do not worry at all	7	2	2	2	-	-	-	1	1	2	1	1	1	3	1	-	2
	3%	3%	6%	4%	-	-	-	3%	5%	11%	2%	2%	3%	5%	2%	-	3%
2	20	3	2	7	6	3	3	5	1	2	-	5	0	7	7	-	6
	10%	5%	5%	14%	16%	14%	20%	22%	4%	10%	-	15%	1%	11%	13%	-	8%
3	32	14	4	8	5	7	3	1	2	5	5	5	4	13	9	-	11
	16%	22%	9%	16%	13%	33%	18%	6%	9%	26%	21%	15%	11%	19%	16%	-	14%
4	43	17	6	11	7	2	4	6	7	5	6	5	7	12	12	-	19
	22%	26%	15%	24%	19%	9%	22%	27%	27%	26%	28%	16%	20%	18%	22%	-	25%
5- Worry about it a great deal	95	29	26	19	19	8	7	10	14	5	11	17	22	31	25	-	39
	48%	45%	64%	41%	52%	42%	40%	42%	55%	26%	49%	51%	63%	47%	46%	-	50%
Unsure	1	-	0	0	-	0	-	-	-	0	-	-	0	0	0	-	-
	*%	-	*%	1%	-	2%	-	-	-	1%	-	-	*%	*%	1%	-	-



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	203	91	112	39	57	59	49	127	55	11	6	4
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	199	92	107	31	53	65	50	124	55	10	6	4
MEAN	3.58	3.86	3.34	2.44	3.80	3.75	4.03	3.86	2.94	3.57	3.67	3.52
1 - Do not worry at all	50	18	32	22	10	13	5	24	20	3	2	1
	25%	20%	28%	56%	18%	22%	11%	19%	37%	29%	30%	20%
2	9	2	7	2	2	2	2	7	2	-	-	-
	4%	3%	6%	5%	4%	4%	5%	6%	3%			
3	18	7	11	1	7	3	6	8	9	0	-	-
	9%	7%	10%	4%	13%	5%	12%	6%	17%	4%		
4	19	11	8	1	5	8	5	9	8	2	1	-
	9%	12%	7%	3%	10%	13%	9%	7%	14%	17%	13%	
5- Worry about it a great deal	102	53	49	11	31	32	27	76	16	5	4	1
	50%	58%	44%	30%	55%	54%	56%	60%	28%	49%	57%	34%
Unsure	5	-	5	1	-	1	4	3	0	-	-	2
	3%		5%	2%		1%	8%	2%	*%			46%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	203	120	83	71	55	49	27	72	71	59	100	87	54	28	87
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	199	115	84	68	56	47	28	71	75	53	101	80	55	29	87
MEAN	3.58	3.77	3.31	4.00	3.68	3.43	2.57	4.60	3.45	2.49	4.67	2.34	3.66	3.75	3.65
1 - Do not worry at all	50	24	26	12	12	12	14	3	20	27	5	42	13	5	21
	25%	20%	32%	16%	22%	25%	51%	4%	28%	45%	5%	49%	25%	18%	25%
2	9	3	6	2	6	1	1	1	1	7	1	8	2	1	4
	4%	2%	8%	2%	10%	2%	3%	1%	2%	12%	1%	9%	3%	3%	4%
3	18	13	4	6	2	8	2	5	6	7	2	13	2	5	7
	9%	11%	5%	8%	4%	16%	8%	7%	8%	11%	2%	15%	4%	17%	8%
4	19	13	6	7	2	6	4	4	10	5	6	9	7	2	7
	9%	11%	7%	9%	4%	13%	15%	6%	14%	8%	6%	10%	13%	9%	7%
5- Worry about it a great deal	102	63	39	44	32	19	7	58	31	13	83	13	28	14	48
	50%	53%	47%	61%	58%	40%	24%	80%	44%	22%	84%	15%	52%	52%	55%
Unsure	5	4	1	2	1	2	-	2	3	1	2	1	2	1	-
	3%	4%	1%	3%	2%	5%	-	2%	4%	1%	2%	1%	4%	2%	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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			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	203 100	-	203 100	-	-	-	-	25 100	6 100	6 100	132 100	29 100	24 100	8 100	16 100	25 100	5 100			
Unweighted Total	199	-	199	-	-	-	-	27	6	5	124	30	34	8	17	23	5			
MEAN	3.58	-	3.58	-	-	-	-	3.18	4.38	5.00	3.50	3.74	3.42	3.45	3.34	3.04	2.58			
1 - Do not worry at all	50 25%	-	50 25%	-	-	-	-	6 26%	-	-	36 28%	7 23%	7 28%	3 35%	4 26%	6 22%	2 37%			
2	9 4%	-	9 4%	-	-	-	-	1 2%	-	-	6 5%	-	1 3%	-	-	1 4%	-			
3	18 9%	-	18 9%	-	-	-	-	4 17%	1 11%	-	8 6%	3 9%	3 12%	-	1 4%	9 36%	1 26%			
4	19 9%	-	19 9%	-	-	-	-	6 23%	2 40%	-	12 9%	3 11%	2 10%	1 16%	3 17%	4 16%	-			
5- Worry about it a great deal	102 50%	-	102 50%	-	-	-	-	6 24%	3 49%	4 66%	66 50%	15 53%	11 45%	4 49%	5 31%	5 18%	1 20%			
Unsure	5 3%	-	5 3%	-	-	-	-	2 8%	-	2 34%	4 3%	1 3%	1 2%	-	4 23%	1 4%	1 17%			

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	203	61	49	54	35	13	28	26	25	25	29	33	24	50	62	-	90
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
Unweighted Total	199	54	51	56	34	14	26	29	23	17	27	36	27	56	59	-	84
MEAN	3.58	3.18	3.49	4.16	3.48	2.50	3.87	4.27	4.13	2.40	3.74	3.35	3.89	3.54	3.84	-	3.42
1 - Do not worry at all	50	19	13	9	10	7	5	3	2	14	5	10	3	14	10	-	26
	25%	31%	26%	16%	28%	56%	20%	12%	9%	56%	16%	29%	12%	27%	17%	-	28%
2	9	6	1	2	-	-	-	1	2	2	2	2	1	2	1	-	6
	4%	10%	2%	3%	-	-	-	3%	7%	8%	8%	5%	2%	4%	2%	-	7%
3	18	8	3	-	4	1	2	-	3	0	5	3	3	4	6	-	7
	9%	12%	7%	-	12%	8%	9%	-	13%	2%	16%	9%	11%	8%	10%	-	8%
4	19	3	5	6	5	1	4	4	1	-	1	4	3	5	9	-	5
	9%	5%	11%	11%	15%	8%	16%	17%	5%	-	4%	11%	14%	9%	15%	-	6%
5- Worry about it a great deal	102	26	22	38	15	4	15	18	17	8	16	14	10	26	31	-	45
	50%	42%	44%	70%	45%	28%	56%	69%	67%	31%	55%	43%	44%	52%	50%	-	50%
Unsure	5	-	5	-	-	-	-	-	-	1	-	1	4	-	4	-	1
	3%	-	11%	-	-	-	-	-	-	3%	-	2%	16%	-	7%	-	1%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	87	111	40	39	57	61	123	58	6	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	201	88	113	36	40	62	63	120	61	6	5	9
MEAN	3.55	3.62	3.49	3.25	3.86	3.67	3.43	3.81	2.92	4.68	3.93	3.15
1 - Do not worry at all	45	18	27	13	6	12	15	24	19	-	1	2
	23%	21%	24%	33%	14%	21%	24%	20%	32%		22%	24%
2	9	5	4	-	1	3	5	2	7	-	-	-
	5%	5%	4%		3%	5%	8%	1%	13%			
3	23	8	16	8	4	5	6	14	8	-	-	2
	12%	9%	14%	20%	11%	9%	11%	11%	13%			31%
4	28	15	13	1	9	8	10	17	7	2	0	2
	14%	18%	12%	2%	24%	14%	17%	14%	13%	30%	5%	24%
5- Worry about it a great deal	89	39	50	18	18	28	25	66	16	4	2	1
	45%	46%	45%	45%	46%	49%	41%	53%	29%	63%	60%	19%
Unsure	2	1	1	0	0	1	0	1	0	0	0	0
	1%	1%	1%	1%	1%	2%	*%	1%	*%	7%	13%	2%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197 100	126 100	71 100	75 100	49 100	51 100	22 100	80 100	52 100	66 100	110 100	81 100	40 100	30 100	103 100
Unweighted Total	201	126	75	73	47	53	28	84	55	62	111	79	38	33	104
MEAN	3.55	3.66	3.35	3.92	3.64	3.28	2.70	4.18	3.66	2.71	4.33	2.47	3.55	3.36	3.59
1 - Do not worry at all	45 23%	27 22%	18 25%	15 19%	10 20%	13 25%	8 37%	11 14%	10 20%	24 37%	8 8%	37 45%	12 29%	9 28%	20 20%
2	9 5%	5 4%	4 6%	1 1%	1 2%	4 8%	3 15%	-	1 3%	8 12%	0 *	7 9%	-	2 6%	5 5%
3	23 12%	13 10%	11 15%	4 6%	9 19%	8 16%	2 8%	4 6%	7 14%	12 18%	9 9%	13 16%	1 3%	4 12%	15 15%
4	28 14%	19 15%	9 13%	11 15%	6 13%	8 16%	3 12%	11 14%	9 18%	8 12%	19 17%	9 11%	9 23%	1 5%	16 16%
5- Worry about it a great deal	89 45%	61 48%	28 39%	43 58%	23 46%	18 35%	5 24%	52 64%	23 45%	14 21%	71 65%	14 18%	18 46%	14 47%	45 44%
Unsure	2 1%	1 1%	1 1%	1 1%	-	0 *	1 4%	2 3%	0 *	-	2 2%	0 *	-	0 1%	1 1%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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			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	197 100	-	197 100	-	-	-	-	8 100	12 100	6 100	148 100	28 100	18 100	6 100	11 100	15 100	0 100			
Unweighted Total	201	-	201	-	-	-	-	13	11	8	135	37	26	4	13	20	1			
MEAN	3.55	-	3.55	-	-	-	-	3.80	3.79	3.57	3.44	4.01	3.78	5.00	4.10	2.12	5.00			
1 - Do not worry at all	45 23%	-	45 23%	-	-	-	-	0 4%	2 18%	2 31%	36 24%	5 19%	4 23%	-	2 14%	8 55%	-			
2	9 5%	-	9 5%	-	-	-	-	2 26%	0 3%	-	8 5%	1 4%	-	-	-	3 20%	-			
3	23 12%	-	23 12%	-	-	-	-	1 12%	2 14%	-	18 12%	1 3%	2 8%	-	1 11%	1 4%	-			
4	28 14%	-	28 14%	-	-	-	-	0 2%	1 7%	1 11%	25 17%	2 6%	2 11%	-	1 7%	-	-			
5- Worry about it a great deal	89 45%	-	89 45%	-	-	-	-	4 55%	6 54%	3 52%	60 40%	19 67%	10 56%	6 100%	7 63%	3 21%	0 100%			
Unsure	2 1%	-	2 1%	-	-	-	-	0 2%	0 4%	0 7%	1 1%	0 1%	0 2%	-	1 5%	-	-			

Echelon Insights  
Focus 2024 Survey  
N=400 Registered Voters in the Likely Electorate in GA, 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	197	64	40	47	36	20	17	24	25	20	22	33	35	67	54	-	77
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
Unweighted Total	201	65	42	55	30	20	18	26	24	16	22	36	39	72	54	-	75
MEAN	3.55	3.75	3.20	3.67	3.65	3.49	3.61	3.86	3.49	3.02	4.04	3.53	3.38	3.10	3.59	-	3.91
1 - Do not worry at all	45	11	13	10	7	7	3	4	6	7	3	8	9	20	12	-	13
	23%	17%	31%	22%	19%	34%	15%	15%	22%	33%	14%	25%	25%	30%	22%	-	17%
2	9	1	3	2	3	-	1	2	1	-	-	1	3	5	4	-	1
	5%	2%	8%	4%	7%	-	8%	8%	5%	-	-	3%	10%	7%	7%	-	1%
3	23	11	4	3	4	1	2	1	3	7	2	4	3	11	2	-	10
	12%	18%	11%	6%	11%	5%	14%	3%	14%	34%	8%	13%	8%	17%	4%	-	13%
4	28	8	3	8	6	1	4	6	5	-	5	2	5	7	11	-	10
	14%	12%	8%	17%	18%	3%	25%	23%	19%	-	23%	7%	15%	11%	21%	-	13%
5- Worry about it a great deal	89	32	16	23	17	11	6	12	10	7	12	16	15	22	24	-	43
	45%	49%	41%	49%	46%	56%	36%	50%	40%	34%	54%	49%	41%	33%	44%	-	56%
Unsure	2	1	-	1	-	0	0	0	-	-	-	1	0	1	1	-	-
	1%	2%	-	2%	-	2%	2%	1%	-	-	-	3%	*%	1%	3%	-	-



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	203	91	112	39	57	59	49	127	55	11	6	4
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	199	92	107	31	53	65	50	124	55	10	6	4
MEAN	3.20	2.92	3.44	3.58	3.17	3.02	3.15	2.97	4.01	2.29	2.92	2.40
1 - Do not worry at all	54	33	21	7	16	19	13	42	6	3	2	1
	27%	36%	19%	17%	28%	32%	26%	33%	11%	31%	30%	20%
2	20	9	10	2	6	7	4	11	2	2	2	3
	10%	10%	9%	6%	10%	12%	9%	9%	4%	16%	30%	60%
3	29	12	17	7	9	7	7	16	8	5	-	-
	14%	13%	15%	17%	15%	12%	14%	13%	14%	49%	-	-
4	22	4	18	8	5	3	6	16	6	-	-	-
	11%	5%	16%	21%	9%	5%	13%	13%	11%	-	-	-
5- Worry about it a great deal	73	32	41	15	21	21	15	37	31	0	3	1
	36%	35%	36%	39%	37%	36%	32%	29%	57%	4%	40%	20%
Unsure	5	1	4	-	1	2	3	4	1	-	-	-
	3%	1%	4%	-	2%	3%	6%	3%	2%	-	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	203	120	83	71	55	49	27	72	71	59	100	87	54	28	87
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	199	115	84	68	56	47	28	71	75	53	101	80	55	29	87
MEAN	3.20	3.09	3.37	2.79	3.20	3.50	3.72	2.55	3.04	4.20	2.26	4.30	3.38	2.92	3.09
1 - Do not worry at all	54	37	17	27	14	9	3	31	20	3	47	5	12	9	26
	27%	31%	21%	38%	26%	19%	10%	42%	28%	5%	48%	6%	22%	31%	30%
2	20	8	12	4	7	4	5	7	6	7	9	6	3	3	11
	10%	7%	14%	5%	13%	8%	17%	10%	8%	12%	9%	6%	5%	10%	13%
3	29	20	10	10	7	10	3	10	15	4	17	6	11	6	12
	14%	16%	12%	14%	12%	20%	11%	14%	21%	7%	17%	7%	21%	23%	14%
4	22	13	9	10	6	3	3	9	9	4	11	11	4	1	5
	11%	11%	11%	14%	11%	6%	11%	13%	12%	7%	11%	13%	8%	3%	5%
5- Worry about it a great deal	73	39	34	17	20	22	13	14	20	39	11	58	21	8	33
	36%	32%	40%	23%	37%	46%	48%	19%	28%	66%	11%	66%	39%	31%	38%
Unsure	5	4	2	3	1	0	1	1	3	1	4	1	3	1	-
	3%	3%	2%	5%	2%	1%	3%	2%	4%	2%	4%	2%	5%	2%	-

Echelon Insights  
Focus 2024 Survey  
N=400 Registered Voters in the Likely Electorate in GA, 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	203 100	-	203 100	-	-	-	-	25 100	6 100	6 100	132 100	29 100	24 100	8 100	16 100	25 100	5 100
Unweighted Total	199	-	199	-	-	-	-	27	6	5	124	30	34	8	17	23	5
MEAN	3.20	-	3.20	-	-	-	-	3.20	3.21	2.01	3.30	2.99	2.97	1.61	2.24	3.45	3.91
1 - Do not worry at all	54 27%	-	54 27%	-	-	-	-	2 6%	1 19%	3 52%	31 24%	8 28%	7 29%	6 78%	7 43%	3 13%	-
2	20 10%	-	20 10%	-	-	-	-	6 25%	-	-	13 10%	4 12%	3 13%	-	3 17%	2 8%	1 17%
3	29 14%	-	29 14%	-	-	-	-	7 30%	2 41%	2 25%	20 15%	6 19%	4 16%	1 13%	3 16%	7 29%	1 20%
4	22 11%	-	22 11%	-	-	-	-	5 21%	1 21%	1 14%	15 11%	3 12%	1 5%	0 3%	3 18%	3 13%	-
5- Worry about it a great deal	73 36%	-	73 36%	-	-	-	-	5 18%	1 19%	-	49 37%	8 27%	8 31%	1 6%	1 5%	8 32%	2 46%
Unsure	5 3%	-	5 3%	-	-	-	-	-	-	1 9%	3 3%	1 2%	1 6%	-	-	1 5%	1 17%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	203	61	49	54	35	13	28	26	25	25	29	33	24	50	62	-	90
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
Unweighted Total	199	54	51	56	34	14	26	29	23	17	27	36	27	56	59	-	84
MEAN	3.20	3.20	3.74	2.63	3.26	3.78	2.89	2.81	2.62	3.48	3.45	3.18	3.78	3.67	2.68	-	3.31
1 - Do not worry at all	54	14	7	25	8	2	9	11	12	5	7	8	1	11	25	-	19
	27%	23%	14%	46%	24%	13%	32%	41%	47%	19%	23%	24%	5%	21%	40%	-	21%
2	20	6	4	5	4	1	3	3	2	1	2	5	3	4	6	-	10
	10%	10%	8%	9%	13%	11%	12%	11%	7%	3%	8%	14%	11%	7%	9%	-	11%
3	29	12	5	6	6	2	6	1	2	4	3	6	5	2	11	-	16
	14%	20%	10%	12%	16%	19%	22%	5%	9%	16%	9%	18%	20%	5%	17%	-	18%
4	22	9	9	1	1	-	-	1	3	8	5	2	3	5	7	-	10
	11%	14%	19%	1%	3%	-	-	3%	14%	31%	17%	7%	12%	10%	11%	-	12%
5- Worry about it a great deal	73	18	21	17	14	8	9	9	6	7	12	12	9	26	14	-	32
	36%	30%	44%	32%	41%	57%	33%	36%	24%	29%	40%	36%	40%	51%	23%	-	36%
Unsure	5	2	3	-	1	-	-	1	-	-	1	1	3	3	1	-	2
	3%	3%	6%	-	3%	-	-	5%	-	-	3%	2%	12%	5%	1%	-	2%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	87	111	40	39	57	61	123	58	6	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	201	88	113	36	40	62	63	120	61	6	5	9
MEAN	3.48	3.27	3.64	3.26	3.82	3.09	3.76	3.07	4.40	4.28	2.92	2.76
1 - Do not worry at all	28	18	9	6	3	10	8	23	2	1	-	2
	14%	21%	8%	16%	7%	17%	14%	18%	3%	17%		31%
2	42	16	26	13	7	17	5	35	3	-	2	2
	21%	19%	23%	32%	19%	30%	8%	29%	5%		65%	24%
3	17	8	9	2	3	5	8	11	5	-	-	1
	9%	10%	8%	4%	7%	9%	13%	9%	9%			12%
4	28	11	17	2	7	8	12	20	8	-	0	-
	14%	13%	15%	4%	18%	14%	20%	16%	13%		13%	
5- Worry about it a great deal	82	32	49	17	19	17	28	34	40	4	1	2
	41%	37%	45%	43%	49%	30%	46%	28%	69%	77%	22%	31%
Unsure	1	0	0	0	-	-	0	-	-	0	-	0
	*%	*%	*%	1%			*%			7%		2%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	126	71	75	49	51	22	80	52	66	110	81	40	30	103
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	201	126	75	73	47	53	28	84	55	62	111	79	38	33	104
MEAN	3.48	3.52	3.41	3.14	2.96	4.06	4.43	2.81	3.27	4.45	2.87	4.33	3.68	4.31	3.09
1 - Do not worry at all	28	17	11	12	11	5	0	21	4	3	25	2	7	1	17
	14%	13%	15%	16%	22%	9%	1%	27%	7%	4%	22%	2%	17%	2%	17%
2	42	25	17	20	15	5	2	20	20	2	34	7	4	3	30
	21%	20%	23%	27%	30%	10%	7%	26%	38%	3%	31%	8%	11%	11%	29%
3	17	11	6	8	3	3	3	11	3	3	10	6	3	2	10
	9%	9%	8%	11%	6%	7%	13%	14%	7%	4%	9%	8%	7%	6%	10%
4	28	21	8	14	7	7	1	6	8	14	13	14	7	4	16
	14%	16%	11%	18%	14%	14%	4%	8%	15%	22%	12%	17%	17%	12%	16%
5- Worry about it a great deal	82	52	30	21	14	31	16	21	17	44	28	52	19	20	29
	41%	41%	42%	28%	28%	60%	73%	26%	32%	67%	25%	64%	48%	67%	28%
Unsure	1	0	0	-	-	0	0	0	0	-	0	-	-	0	-
	*%	*%	1%			*%	2%	*%	*%		*%			1%	

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	-	197	-	-	-	-	8	12	6	148	28	18	6	11	15	0		
	100	-	100	-	-	-	-	100	100	100	100	100	100	100	100	100	100		
Unweighted Total	201	-	201	-	-	-	-	13	11	8	135	37	26	4	13	20	1		
MEAN	3.48	-	3.48	-	-	-	-	3.45	3.45	4.42	3.56	3.46	2.59	1.60	2.06	4.36	5.00		
1 - Do not worry at all	28	-	28	-	-	-	-	1	1	0	17	5	5	2	3	0	-		
	14%	-	14%	-	-	-	-	13%	9%	8%	12%	17%	30%	40%	30%	3%	-		
2	42	-	42	-	-	-	-	1	4	0	34	5	4	3	6	1	-		
	21%	-	21%	-	-	-	-	19%	30%	3%	23%	16%	22%	60%	51%	10%	-		
3	17	-	17	-	-	-	-	1	1	-	11	4	3	-	0	1	-		
	9%	-	9%	-	-	-	-	7%	10%	-	7%	14%	15%	1%	4%	-	-		
4	28	-	28	-	-	-	-	2	1	1	22	2	5	-	1	2	-		
	14%	-	14%	-	-	-	-	31%	10%	14%	15%	6%	28%	8%	15%	-	-		
5- Worry about it a great deal	82	-	82	-	-	-	-	2	5	4	64	12	1	-	1	10	0		
	41%	-	41%	-	-	-	-	29%	41%	68%	44%	45%	6%	6%	69%	100%	-		
Unsure	1	-	1	-	-	-	-	0	-	0	0	0	-	-	0	-	-		
	*%	-	*%	-	-	-	-	2%	-	7%	*%	1%	-	3%	-	-	-		

Echelon Insights  
Focus 2024 Survey  
N=400 Registered Voters in the Likely Electorate in GA, 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	197	64	40	47	36	20	17	24	25	20	22	33	35	67	54	-	77
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
Unweighted Total	201	65	42	55	30	20	18	26	24	16	22	36	39	72	54	-	75
MEAN	3.48	3.43	3.80	2.74	3.82	2.65	4.01	2.95	3.55	3.86	3.68	3.20	3.91	4.12	2.81	-	3.38
1 - Do not worry at all	28	6	4	13	5	5	2	6	6	2	1	4	3	3	15	-	10
	14%	9%	9%	29%	13%	24%	11%	24%	23%	8%	4%	13%	7%	4%	27%	-	13%
2	42	20	6	11	5	8	1	7	-	5	6	10	5	10	15	-	17
	21%	31%	15%	23%	14%	39%	8%	29%	-	26%	28%	30%	13%	15%	29%	-	22%
3	17	4	4	5	3	2	1	1	5	-	1	4	3	4	2	-	11
	9%	7%	11%	11%	9%	8%	7%	4%	18%	-	7%	13%	9%	6%	4%	-	14%
4	28	10	6	8	2	1	3	4	4	1	4	4	8	10	7	-	11
	14%	16%	15%	18%	5%	3%	17%	15%	16%	4%	19%	13%	22%	15%	13%	-	15%
5- Worry about it a great deal	82	24	20	9	21	5	10	7	11	12	10	10	17	40	14	-	27
	41%	38%	49%	18%	59%	24%	57%	29%	43%	62%	43%	31%	48%	60%	26%	-	36%
Unsure	1	-	-	0	-	0	-	-	-	-	-	-	0	0	0	-	-
	*%	-	-	1%	-	2%	-	-	-	-	-	-	0	0	0	-	0



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	203	91	112	39	57	59	49	127	55	11	6	4
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	199	92	107	31	53	65	50	124	55	10	6	4
MEAN	4.16	4.11	4.20	3.85	4.23	4.12	4.36	4.22	3.98	4.46	4.11	3.94
1 - Do not worry at all	8	5	4	3	1	2	2	4	3	-	1	-
	4%	5%	3%	8%	2%	4%	4%	3%	6%	-	13%	-
2	13	5	9	5	3	4	1	8	4	0	-	1
	7%	5%	8%	13%	6%	6%	2%	6%	8%	4%	-	20%
3	30	15	15	6	11	10	3	18	10	1	1	-
	15%	16%	13%	15%	19%	17%	7%	14%	18%	10%	19%	-
4	37	19	18	4	8	12	14	23	10	2	-	2
	18%	21%	16%	11%	14%	20%	28%	18%	19%	23%	-	46%
5- Worry about it a great deal	113	48	65	20	34	31	29	73	27	7	4	1
	56%	52%	59%	52%	60%	52%	59%	58%	50%	63%	68%	34%
Unsure	1	-	1	-	-	1	-	1	-	-	-	-
	1%	-	1%	-	-	2%	-	1%	-	-	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	203	120	83	71	55	49	27	72	71	59	100	87	54	28	87
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	199	115	84	68	56	47	28	71	75	53	101	80	55	29	87
MEAN	4.16	4.21	4.09	4.17	4.28	4.26	3.70	4.49	3.82	4.16	4.50	3.83	4.21	4.07	4.29
1 - Do not worry at all	8	3	5	3	1	-	4	1	4	2	3	5	2	0	3
	4%	3%	6%	4%	2%	-	15%	2%	6%	4%	3%	6%	4%	2%	3%
2	13	9	5	5	3	3	2	2	9	3	2	9	2	2	4
	7%	7%	6%	7%	5%	7%	7%	2%	12%	5%	2%	10%	5%	8%	5%
3	30	17	12	9	9	9	4	5	15	10	6	20	10	7	9
	15%	14%	15%	12%	16%	17%	13%	6%	21%	18%	6%	23%	19%	24%	11%
4	37	21	16	13	10	9	6	17	10	10	20	14	7	4	20
	18%	18%	19%	18%	18%	18%	22%	23%	14%	17%	20%	16%	13%	13%	23%
5- Worry about it a great deal	113	69	45	41	33	28	12	48	32	33	69	38	32	14	51
	56%	57%	54%	57%	59%	57%	43%	66%	46%	55%	69%	44%	59%	51%	59%
Unsure	1	1	-	1	-	-	-	-	1	1	1	1	1	1	-
	1%	1%	-	1%	-	-	-	-	1%	1%	1%	1%	1%	2%	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	203 100	-	203 100	-	-	-	-	25 100	6 100	6 100	132 100	29 100	24 100	8 100	16 100	25 100	5 100			
Unweighted Total	199	-	199	-	-	-	-	27	6	5	124	30	34	8	17	23	5			
MEAN	4.16	-	4.16	-	-	-	-	3.49	3.51	4.73	4.08	4.16	4.10	4.43	4.12	4.16	3.89			
1 - Do not worry at all	8 4%	-	8 4%	-	-	-	-	-	-	-	8 6%	1 2%	-	-	-	1 3%	-			
2	13 7%	-	13 7%	-	-	-	-	7 28%	1 21%	-	9 7%	1 3%	3 13%	-	1 8%	1 4%	1 20%			
3	30 15%	-	30 15%	-	-	-	-	5 22%	1 18%	-	18 14%	5 18%	5 19%	0 3%	0 2%	7 26%	1 17%			
4	37 18%	-	37 18%	-	-	-	-	6 24%	3 49%	2 25%	26 20%	8 29%	2 9%	4 47%	9 59%	2 6%	1 17%			
5- Worry about it a great deal	113 56%	-	113 56%	-	-	-	-	7 27%	1 12%	4 66%	71 53%	14 47%	14 56%	3 44%	5 29%	15 60%	2 46%			
Unsure	1 1%	-	1 1%	-	-	-	-	-	-	1 9%	1 *%	-	1 2%	1 6%	1 3%	-	-			

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	203	61	49	54	35	13	28	26	25	25	29	33	24	50	62	-	90
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
Unweighted Total	199	54	51	56	34	14	26	29	23	17	27	36	27	56	59	-	84
MEAN	4.16	4.25	4.11	4.23	3.87	3.78	3.88	4.24	4.40	3.89	4.57	4.02	4.31	4.25	3.97	-	4.23
1 - Do not worry at all	8	0	3	4	1	1	1	1	2	2	-	1	-	3	2	-	3
	4%	1%	7%	7%	3%	5%	3%	4%	8%	10%	-	4%	-	7%	4%	-	3%
2	13	6	3	2	3	1	3	1	-	4	0	3	1	1	7	-	6
	7%	9%	6%	4%	8%	7%	11%	3%	-	17%	1%	8%	5%	1%	11%	-	7%
3	30	7	7	4	10	4	7	4	1	2	4	6	2	7	10	-	12
	15%	12%	15%	7%	30%	27%	24%	16%	3%	9%	14%	18%	10%	14%	17%	-	14%
4	37	12	6	13	6	4	5	5	6	1	3	6	8	8	14	-	16
	18%	19%	13%	25%	17%	27%	18%	20%	23%	3%	10%	19%	33%	15%	22%	-	17%
5- Worry about it a great deal	113	35	29	31	15	4	12	15	16	16	22	16	12	31	29	-	53
	56%	58%	58%	57%	42%	34%	44%	58%	66%	61%	74%	48%	52%	62%	46%	-	59%
Unsure	1	1	1	-	-	-	-	-	-	-	-	1	-	1	1	-	-
	1%	1%	1%	-	-	-	-	-	-	-	-	3%	-	1%	1%	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	87	111	40	39	57	61	123	58	6	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	201	88	113	36	40	62	63	120	61	6	5	9
MEAN	3.63	3.53	3.70	3.27	4.08	3.52	3.67	3.58	3.83	4.17	1.74	3.17
1 - Do not worry at all	11	8	3	2	1	3	5	6	1	-	2	1
	5%	9%	2%	4%	2%	5%	8%	5%	2%	-	57%	12%
2	32	16	15	11	2	11	8	23	7	-	1	1
	16%	19%	14%	26%	5%	20%	13%	18%	12%	-	25%	16%
3	42	15	28	8	5	14	14	24	15	2	0	1
	22%	17%	25%	21%	14%	25%	24%	20%	26%	39%	5%	12%
4	48	17	31	13	15	10	9	33	11	-	0	4
	24%	20%	28%	33%	39%	18%	15%	26%	19%	-	13%	56%
5- Worry about it a great deal	64	30	34	6	16	18	25	38	23	3	-	-
	33%	35%	31%	14%	39%	32%	40%	30%	41%	54%	-	-
Unsure	1	0	0	1	-	-	0	-	-	0	-	0
	*%	*%	*%	1%	-	-	*%	-	-	7%	-	4%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197 100	126 100	71 100	75 100	49 100	51 100	22 100	80 100	52 100	66 100	110 100	81 100	40 100	30 100	103 100
Unweighted Total	201	126	75	73	47	53	28	84	55	62	111	79	38	33	104
MEAN	3.63	3.78	3.36	3.74	3.35	3.84	3.38	3.66	3.40	3.76	3.47	3.82	4.25	3.85	3.34
1 - Do not worry at all	11 5%	6 5%	4 6%	3 4%	3 7%	3 6%	1 4%	3 4%	3 7%	4 6%	8 7%	3 3%	2 5%	-	8 8%
2	32 16%	16 13%	16 22%	12 16%	11 23%	4 8%	5 21%	11 14%	14 26%	7 10%	23 21%	7 9%	4 11%	3 11%	18 18%
3	42 22%	27 21%	16 22%	15 20%	9 18%	12 23%	7 30%	23 29%	5 10%	14 22%	23 21%	19 23%	2 4%	9 30%	26 26%
4	48 24%	28 22%	20 27%	17 23%	15 31%	11 21%	4 19%	14 17%	17 32%	17 26%	22 20%	25 31%	6 15%	6 21%	31 30%
5- Worry about it a great deal	64 33%	49 39%	15 21%	28 37%	10 20%	21 41%	5 24%	28 35%	12 24%	24 36%	34 31%	27 34%	26 65%	11 36%	20 19%
Unsure	1 *%	0 *%	0 1%	-	-	0 1%	0 2%	0 *%	0 1%	-	1 1%	-	-	1 2%	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	-	197	-	-	-	-	8	12	6	148	28	18	6	11	15	0			
	100		100					100	100	100	100	100	100	100	100	100	100			
Unweighted Total	201	-	201	-	-	-	-	13	11	8	135	37	26	4	13	20	1			
MEAN	3.63	-	3.63	-	-	-	-	4.05	3.03	4.24	3.69	3.44	3.30	2.19	2.62	4.02	5.00			
1 - Do not worry at all	11	-	11	-	-	-	-	-	1	-	8	2	1	-	1	1	-			
	5%		5%						8%		5%	7%	5%	7%	3%					
2	32	-	32	-	-	-	-	2	3	-	23	4	4	5	5	1	-			
	16%		16%					20%	27%		16%	16%	22%	81%	42%	4%				
3	42	-	42	-	-	-	-	0	5	1	30	8	5	1	3	5	-			
	22%		22%					4%	41%	22%	20%	28%	29%	19%	25%	32%				
4	48	-	48	-	-	-	-	2	0	2	33	7	5	-	2	1	-			
	24%		24%					27%	4%	27%	23%	24%	27%		20%	9%				
5- Worry about it a great deal	64	-	64	-	-	-	-	4	3	3	54	7	3	-	-	8	0			
	33%		33%					48%	21%	44%	36%	24%	17%			52%	100%			
Unsure	1	-	1	-	-	-	-	0	-	0	0	0	-	-	1	-	-			
	*%		*%					2%		7%	*%	1%		5%						

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	64	40	47	36	20	17	24	25	20	22	33	35	67	54	-	77
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
Unweighted Total	201	65	42	55	30	20	18	26	24	16	22	36	39	72	54	-	75
MEAN	3.63	3.57	3.96	3.26	3.83	3.14	4.21	3.32	3.57	3.40	3.98	3.67	3.74	3.92	3.33	-	3.58
1 - Do not worry at all	11	1	1	6	2	2	1	2	4	-	0	1	1	1	4	-	6
	5%	2%	4%	12%	6%	8%	4%	8%	14%	-	1%	3%	4%	2%	7%	-	8%
2	32	11	3	10	7	5	2	6	3	5	0	6	4	9	15	-	9
	16%	18%	8%	21%	18%	27%	10%	23%	14%	25%	2%	17%	12%	13%	27%	-	11%
3	42	18	8	10	5	5	0	5	4	3	5	9	10	13	10	-	19
	22%	28%	20%	20%	14%	25%	1%	22%	17%	17%	23%	27%	28%	20%	19%	-	24%
4	48	18	10	10	3	3	5	6	3	10	11	4	6	15	11	-	22
	24%	28%	25%	22%	9%	17%	28%	23%	13%	48%	48%	14%	17%	22%	20%	-	29%
5- Worry about it a great deal	64	16	17	11	19	4	10	6	11	2	6	13	14	28	14	-	21
	33%	25%	43%	24%	52%	20%	56%	24%	43%	8%	27%	39%	39%	43%	27%	-	28%
Unsure	1	-	0	0	-	0	-	-	-	0	-	-	0	0	0	-	-
	*%	-	*%	1%	-	2%	-	-	-	1%	-	-	*%	*%	1%	-	-



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	87	111	40	39	57	61	123	58	6	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	201	88	113	36	40	62	63	120	61	6	5	9
There's a problem with age-inappropriate discussions in schools	108	42	66	21	24	36	27	79	17	5	3	4
	55%	48%	60%	52%	62%	63%	44%	64%	29%	93%	78%	55%
The issue is being blown out of proportion	73	38	36	15	13	17	29	33	36	-	1	3
	37%	43%	32%	37%	32%	29%	48%	27%	63%		22%	43%
Unsure	16	8	9	4	2	5	5	11	5	0	-	0
	8%	9%	8%	11%	6%	8%	8%	9%	8%	7%		2%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197 100	126 100	71 100	75 100	49 100	51 100	22 100	80 100	52 100	66 100	110 100	81 100	40 100	30 100	103 100
Unweighted Total	201	126	75	73	47	53	28	84	55	62	111	79	38	33	104
There's a problem with age-inappropriate discussions in schools	108 55%	68 54%	40 56%	44 58%	35 72%	24 47%	4 20%	61 77%	29 56%	17 26%	90 82%	15 18%	21 54%	12 39%	66 64%
The issue is being blown out of proportion	73 37%	47 37%	26 37%	20 27%	13 27%	27 52%	13 59%	11 14%	16 32%	46 70%	7 6%	63 78%	16 40%	12 41%	33 32%
Unsure	16 8%	11 9%	5 7%	11 15%	0 1%	0 1%	5 21%	8 10%	6 12%	2 3%	13 12%	3 4%	2 6%	6 20%	4 4%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	-	197	-	-	-	-	8	12	6	148	28	18	6	11	15	0			
	100		100					100	100	100	100	100	100	100	100	100	100			
Unweighted Total	201	-	201	-	-	-	-	13	11	8	135	37	26	4	13	20	1			
There's a problem with age-inappropriate discussions in schools	108 55%	-	108 55%	-	-	-	-	4 45%	5 46%	4 74%	75 50%	19 69%	10 56%	3 59%	7 62%	4 25%	0 100%			
The issue is being blown out of proportion	73 37%	-	73 37%	-	-	-	-	4 48%	2 17%	1 19%	60 40%	8 29%	5 31%	-	1 13%	10 69%	-			
Unsure	16 8%	-	16 8%	-	-	-	-	1 6%	5 38%	0 7%	14 9%	0 1%	2 13%	2 41%	3 25%	1 6%	-			

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	64	40	47	36	20	17	24	25	20	22	33	35	67	54	-	77
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		100
Unweighted Total	201	65	42	55	30	20	18	26	24	16	22	36	39	72	54	-	75
There's a problem with age-inappropriate discussions in schools	108 55%	43 67%	20 50%	28 60%	13 36%	9 47%	6 38%	14 59%	11 45%	12 58%	18 80%	21 65%	15 43%	31 47%	28 53%	-	48 63%
The issue is being blown out of proportion	73 37%	17 26%	18 46%	17 37%	17 47%	8 38%	10 59%	8 33%	12 47%	7 35%	3 12%	9 27%	17 49%	30 45%	18 34%	-	25 32%
Unsure	16 8%	5 7%	2 4%	1 3%	6 17%	3 16%	1 4%	2 8%	2 8%	1 6%	2 8%	3 8%	3 8%	5 8%	7 13%	-	4 5%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	112	52	60	17	31	39	25	67	33	5	3	4
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	107	52	55	13	28	40	26	64	31	6	3	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	85	44	41	9	23	31	21	53	21	5	3	3
	76%	85%	69%	56%	75%	81%	84%	79%	63%	100%	100%	82%
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	18	5	13	2	7	7	2	7	10	-	-	-
	16%	10%	21%	10%	22%	17%	10%	11%	31%			
DNR – Don't know/Refused/Unsure	9	3	6	6	1	1	2	7	2	-	-	1
	8%	6%	11%	34%	3%	3%	6%	10%	6%			18%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	112	66	45	34	33	32	13	36	38	38	48	54	25	15	50
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	107	61	46	31	33	30	13	34	41	32	50	48	28	14	49
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	85	51	34	28	25	23	9	35	30	20	48	28	19	14	36
	76%	77%	74%	82%	77%	72%	69%	98%	79%	52%	100%	53%	77%	95%	71%
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	18	12	5	3	4	9	1	-	4	13	-	17	2	1	13
	16%	18%	12%	10%	12%	27%	11%		11%	35%		31%	10%	5%	25%
DNR – Don't know/Refused/Unsure	9	3	6	3	4	0	2	1	4	5	-	9	3	-	2
	8%	4%	14%	8%	11%	0%	20%	2%	9%	13%		16%	13%		3%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	112	-	112	-	-	-	-	15	1	1	70	15	15	5	10	12	3
	100		100					100	100	100	100	100	100	100	100	100	100
Unweighted Total	107	-	107	-	-	-	-	13	1	1	62	16	21	5	12	11	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	85	-	85	-	-	-	-	11	1	1	55	11	10	5	9	11	2
	76%		76%					72%	100%	100%	78%	78%	69%	100%	93%	85%	59%
People who say that LGBT students are being unfairly stigmatized and that schools should be able to have open discussions about sexuality and gender identity	18	-	18	-	-	-	-	1	-	-	7	3	4	-	1	2	1
	16%		16%					4%			10%	21%	27%		6%	15%	41%
DNR – Don't know/Refused/Unsure	9	-	9	-	-	-	-	3	-	-	8	0	1	-	0	-	-
	8%		8%					23%			12%	1%	4%		1%		

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	112	38	21	35	16	7	13	18	14	10	18	20	11	29	34	-	49
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
Unweighted Total	107	31	22	35	16	7	12	20	13	6	16	20	13	32	30	-	45
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	85	27	14	31	13	2	11	16	14	7	12	15	7	20	26	-	39
	76%	71%	69%	88%	81%	32%	90%	88%	100%	72%	65%	74%	63%	70%	76%	-	80%
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	18	7	5	4	1	2	1	2	-	-	6	4	2	7	4	-	6
	16%	19%	26%	11%	4%	26%	10%	11%	-	-	30%	22%	22%	25%	12%	-	13%
DNR – Don't know/Refused/Unsure	9	4	1	1	2	3	-	0	-	3	1	1	2	1	4	-	4
	8%	10%	5%	2%	15%	42%	-	1%	-	28%	5%	4%	15%	5%	12%	-	8%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	91 100	39 100	52 100	22 100	26 100	20 100	23 100	60 100	22 100	5 100	3 100	1 100
Unweighted Total	92	40	52	18	25	25	24	60	24	4	3	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	64 71%	29 74%	35 68%	14 65%	20 78%	12 58%	19 79%	45 74%	12 55%	5 92%	2 65%	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	22 24%	8 21%	14 27%	7 32%	6 22%	6 29%	3 14%	12 20%	8 39%	0 8%	1 35%	-
DNR – Don't know/Refused/Unsure	5 5%	2 5%	3 5%	1 3%	-	2 12%	2 6%	3 5%	1 6%	-	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	91 100	54 100	37 100	37 100	23 100	16 100	15 100	37 100	33 100	21 100	52 100	33 100	29 100	12 100	37 100
Unweighted Total	92	54	38	37	23	17	15	37	34	21	51	32	27	15	38
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 71%	42 78%	22 60%	28 76%	16 71%	14 83%	6 42%	33 88%	24 73%	8 37%	48 93%	11 32%	19 67%	8 67%	29 77%
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	22 24%	8 16%	14 37%	6 15%	7 29%	3 17%	7 49%	3 7%	8 24%	12 54%	2 3%	20 60%	8 26%	3 28%	8 21%
DNR – Don't know/Refused/Unsure	5 5%	3 6%	1 4%	3 9%	-	-	1 9%	2 4%	1 4%	2 9%	2 4%	3 8%	2 7%	1 4%	1 2%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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 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	91 100	-	91 100	-	-	-	-	10 100	5 100	5 100	62 100	14 100	9 100	3 100	6 100	13 100	2 100
Unweighted Total	92	-	92	-	-	-	-	14	5	4	62	14	13	3	5	12	2
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 71%	-	64 71%	-	-	-	-	8 76%	5 100%	3 60%	40 65%	14 94%	5 57%	2 83%	4 64%	9 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	22 24%	-	22 24%	-	-	-	-	2 18%	-	-	18 30%	1 6%	3 30%	-	-	3 27%	2 100%
DNR – Don't know/Refused/Unsure	5 5%	-	5 5%	-	-	-	-	1 6%	-	2 40%	3 5%	-	1 13%	1 17%	2 36%	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	91 100	23 100	28 100	18 100	19 100	7 100	15 100	7 100	11 100	15 100	11 100	13 100	13 100	22 100	28 100	-	41 100
Unweighted Total	92	23	29	21	18	7	14	9	10	11	11	16	14	24	29	-	39
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 71%	19 83%	16 56%	15 79%	12 66%	5 74%	11 75%	4 58%	9 84%	9 61%	9 81%	7 59%	10 75%	13 59%	22 76%	-	30 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	22 24%	4 15%	10 37%	2 13%	6 31%	1 16%	4 25%	2 23%	2 16%	6 39%	2 19%	4 33%	2 13%	9 39%	3 12%	-	10 25%
DNR – Don't know/Refused/Unsure	5 5%	1 2%	2 7%	1 7%	1 4%	1 10%	-	1 19%	-	-	-	1 8%	2 12%	1 2%	3 12%	-	1 2%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400	178	222	79	96	116	110	250	113	16	9	11
	100	100	100	100	100	100	100	100	100	100	100	100
Closer to where I think it ought to be	118	61	57	19	28	37	34	91	10	7	5	4
	29%	34%	26%	24%	29%	32%	31%	37%	9%	43%	50%	38%
Further from where I think it ought to be	213	85	128	48	58	53	55	110	91	4	5	4
	53%	48%	58%	61%	60%	46%	50%	44%	81%	21%	50%	34%
DNR – Don't know/Refused/Unsure	69	32	37	12	10	26	21	49	12	6	-	3
	17%	18%	17%	15%	11%	22%	20%	19%	10%	35%		28%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400	246	154	146	104	100	50	152	123	125	210	168	94	58	190
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Closer to where I think it ought to be	118	76	42	56	35	19	7	78	31	8	107	6	33	11	63
	29%	31%	27%	39%	34%	19%	14%	51%	26%	7%	51%	3%	35%	20%	33%
Further from where I think it ought to be	213	119	94	56	55	64	40	41	61	111	49	151	39	33	105
	53%	48%	61%	38%	52%	63%	80%	27%	50%	89%	23%	90%	42%	57%	55%
DNR – Don't know/Refused/Unsure	69	51	18	34	15	17	3	33	30	6	54	11	21	13	23
	17%	21%	12%	23%	14%	17%	7%	22%	25%	4%	26%	6%	23%	23%	12%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	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	400 100	- 100	400 100	-	-	-	-	33 100	18 100	12 100	280 100	57 100	42 100	14 100	27 100	41 100	5 100
Closer to where I think it ought to be	118 29%	- 29%	118 29%	-	-	-	-	7 21%	9 49%	5 41%	77 27%	19 33%	15 36%	5 34%	7 26%	5 13%	1 16%
Further from where I think it ought to be	213 53%	- 53%	213 53%	-	-	-	-	20 60%	5 29%	3 26%	153 55%	26 47%	21 51%	5 37%	10 37%	26 65%	3 62%
DNR – Don't know/Refused/Unsure	69 17%	- 17%	69 17%	-	-	-	-	6 19%	4 22%	4 34%	50 18%	11 20%	6 13%	4 30%	10 36%	9 22%	1 22%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400	125	89	101	71	33	45	50	50	46	52	66	59	117	116	-	167
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		100
Closer to where I think it ought to be	118	36	20	41	20	9	12	21	19	10	16	16	15	26	39	-	53
	29%	29%	23%	41%	28%	28%	27%	41%	38%	21%	31%	25%	25%	22%	34%		32%
Further from where I think it ought to be	213	70	52	40	38	18	28	18	21	30	30	35	33	79	50	-	85
	53%	56%	58%	40%	54%	55%	63%	36%	42%	65%	58%	53%	56%	67%	43%		51%
DNR – Don't know/Refused/Unsure	69	19	17	19	13	6	5	11	10	6	6	15	11	13	27	-	29
	17%	15%	19%	19%	18%	17%	10%	23%	20%	13%	11%	22%	19%	11%	24%		17%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400	178	222	79	96	116	110	250	113	16	9	11
	100	100	100	100	100	100	100	100	100	100	100	100
Still support that candidate	131	57	74	21	35	42	32	86	29	9	3	4
	33%	32%	33%	27%	37%	36%	30%	34%	26%	52%	29%	39%
At least have to be comfortable with their position on abortion in order to support them	133	64	69	30	26	41	36	86	37	6	2	2
	33%	36%	31%	39%	27%	35%	33%	34%	33%	37%	18%	19%
I would not support that candidate	137	57	80	27	35	33	41	78	46	2	5	5
	34%	32%	36%	34%	36%	29%	38%	31%	41%	11%	54%	42%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400	246	154	146	104	100	50	152	123	125	210	168	94	58	190
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Still support that candidate	131	73	57	44	42	30	15	60	39	31	89	34	22	23	69
	33%	30%	37%	30%	40%	30%	31%	40%	32%	25%	42%	20%	24%	39%	36%
At least have to be comfortable with their position on abortion in order to support them	133	82	51	51	35	32	15	44	42	47	64	60	29	20	64
	33%	33%	33%	35%	34%	31%	31%	29%	34%	38%	31%	36%	31%	36%	34%
I would not support that candidate	137	90	46	52	27	39	19	48	42	46	56	74	42	14	57
	34%	37%	30%	35%	26%	39%	39%	31%	34%	37%	27%	44%	45%	25%	30%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400 100	-	400 100	-	-	-	-	33 100	18 100	12 100	280 100	57 100	42 100	14 100	27 100	41 100	5 100
Still support that candidate	131 33%	-	131 33%	-	-	-	-	11 33%	11 63%	6 48%	92 33%	18 31%	16 38%	6 44%	14 52%	9 23%	1 16%
At least have to be comfortable with their position on abortion in order to support them	133 33%	-	133 33%	-	-	-	-	11 33%	4 21%	2 15%	93 33%	21 37%	12 28%	2 18%	6 21%	17 42%	2 41%
I would not support that candidate	137 34%	-	137 34%	-	-	-	-	11 34%	3 17%	4 37%	96 34%	18 32%	14 34%	5 38%	7 27%	14 35%	2 43%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400	125	89	101	71	33	45	50	50	46	52	66	59	117	116	-	167
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
Still support that candidate	131	47	24	32	25	10	15	20	11	11	20	21	21	38	35	-	58
	33%	37%	27%	32%	35%	30%	35%	41%	23%	25%	38%	32%	35%	33%	30%	-	35%
At least have to be comfortable with their position on abortion in order to support them	133	36	30	42	22	9	13	22	20	21	12	19	16	40	41	-	52
	33%	29%	33%	42%	31%	27%	30%	44%	39%	47%	24%	29%	27%	35%	35%	-	31%
I would not support that candidate	137	43	35	26	24	14	16	8	19	13	19	26	22	39	40	-	58
	34%	34%	40%	26%	34%	43%	35%	15%	38%	28%	37%	39%	37%	33%	35%	-	35%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	87	111	40	39	57	61	123	58	6	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	201	88	113	36	40	62	63	120	61	6	5	9
COMPLETELY/MOSTLY AGREE	99	49	51	21	19	37	22	79	13	3	2	3
	50%	56%	46%	53%	48%	64%	37%	64%	23%	48%	52%	44%
COMPLETELY/MOSTLY DISAGREE	92	36	56	18	18	20	35	41	42	3	2	4
	46%	42%	50%	46%	45%	36%	58%	34%	73%	45%	48%	54%
Completely agree	75	39	36	12	13	31	18	59	8	3	2	3
	38%	45%	32%	30%	34%	55%	30%	48%	14%	48%	52%	42%
Mostly agree	24	10	15	9	6	5	4	19	5	-	-	0
	12%	11%	13%	23%	14%	10%	6%	16%	9%	-	-	3%
Mostly disagree	21	9	12	6	3	3	9	11	7	1	1	-
	10%	10%	11%	16%	6%	6%	14%	9%	12%	22%	35%	-
Completely disagree	71	27	44	12	15	17	27	30	35	1	0	4
	36%	31%	40%	30%	39%	30%	44%	24%	61%	23%	13%	54%
DNR – Don' t know/Refused	6	2	5	0	2	-	3	3	2	0	-	0
	3%	2%	4%	1%	6%	3%	6%	3%	4%	7%	-	2%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	126	71	75	49	51	22	80	52	66	110	81	40	30	103
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	201	126	75	73	47	53	28	84	55	62	111	79	38	33	104
COMPLETELY/MOSTLY AGREE	99	63	36	48	30	15	6	63	28	8	92	3	20	14	56
	50%	50%	51%	65%	62%	29%	26%	79%	55%	12%	84%	4%	51%	46%	54%
COMPLETELY/MOSTLY DISAGREE	92	57	35	23	19	34	16	17	20	55	15	75	17	16	45
	46%	45%	49%	31%	38%	66%	72%	21%	38%	84%	14%	92%	43%	52%	43%
Completely agree	75	49	26	36	23	12	3	53	17	5	71	3	17	11	42
	38%	39%	37%	49%	47%	24%	14%	66%	33%	8%	64%	4%	43%	36%	41%
Mostly agree	24	15	10	12	7	3	3	10	11	3	22	-	3	3	14
	12%	12%	14%	16%	15%	5%	12%	13%	22%	5%	20%	-	8%	11%	14%
Mostly disagree	21	11	9	4	7	7	2	4	7	10	2	18	0	1	13
	10%	9%	13%	6%	14%	14%	10%	5%	14%	15%	2%	23%	1%	5%	13%
Completely disagree	71	46	25	19	12	27	14	13	13	46	13	56	17	14	31
	36%	36%	36%	25%	24%	53%	62%	16%	25%	69%	12%	69%	42%	48%	30%
DNR – Don' t know/Refused	6	6	0	3	-	2	0	0	4	2	3	3	2	0	2
	3%	5%	1%	5%	-	5%	2%	0%	7%	4%	3%	4%	6%	1%	2%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	-	197	-	-	-	-	8	12	6	148	28	18	6	11	15	0			
	100		100					100	100	100	100	100	100	100	100	100	100			
Unweighted Total	201	-	201	-	-	-	-	13	11	8	135	37	26	4	13	20	1			
COMPLETELY/MOSTLY AGREE	99	-	99	-	-	-	-	5	10	4	74	13	12	6	9	2	0			
	50%		50%					62%	82%	69%	50%	47%	66%	100%	83%	13%	100%			
COMPLETELY/MOSTLY DISAGREE	92	-	92	-	-	-	-	3	2	1	71	12	6	-	1	10	-			
	46%		46%					36%	18%	24%	48%	43%	31%		13%	65%				
Completely agree	75	-	75	-	-	-	-	1	5	2	55	11	9	2	5	0	0			
	38%		38%					15%	45%	36%	37%	39%	48%	39%	42%	2%	100%			
Mostly agree	24	-	24	-	-	-	-	4	5	2	19	2	3	4	5	2	-			
	12%		12%					47%	38%	34%	13%	7%	18%	61%	41%	11%				
Mostly disagree	21	-	21	-	-	-	-	1	-	1	14	3	1	-	-	4	-			
	10%		10%					13%		13%	9%	11%	7%			27%				
Completely disagree	71	-	71	-	-	-	-	2	2	1	58	9	4	-	1	6	-			
	36%		36%					23%	18%	11%	39%	32%	24%		13%	38%				
DNR – Don't know/Refused	6	-	6	-	-	-	-	0	-	0	3	3	0	-	0	3	-			
	3%		3%					2%		7%	2%	10%	3%		3%	22%				

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	64	40	47	36	20	17	24	25	20	22	33	35	67	54	-	77
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
Unweighted Total	201	65	42	55	30	20	18	26	24	16	22	36	39	72	54	-	75
COMPLETELY/MOSTLY AGREE	99	32	14	30	19	13	7	15	13	8	12	22	9	26	35	-	38
	50%	50%	35%	63%	53%	67%	40%	62%	53%	40%	55%	66%	25%	39%	66%	-	50%
COMPLETELY/MOSTLY DISAGREE	92	30	24	16	17	6	10	9	11	12	8	11	24	39	18	-	35
	46%	46%	60%	33%	47%	31%	60%	38%	42%	60%	35%	34%	69%	58%	33%	-	46%
Completely agree	75	24	11	25	14	10	4	14	11	2	9	17	7	15	29	-	31
	38%	37%	28%	53%	40%	49%	23%	59%	44%	11%	43%	52%	20%	23%	54%	-	40%
Mostly agree	24	9	3	5	5	4	3	1	2	6	3	5	2	11	7	-	7
	12%	14%	7%	10%	13%	18%	18%	4%	8%	29%	12%	14%	5%	16%	12%	-	9%
Mostly disagree	21	9	2	6	3	3	1	2	3	4	2	1	5	3	4	-	13
	10%	15%	6%	12%	9%	14%	3%	9%	14%	18%	9%	3%	14%	5%	8%	-	17%
Completely disagree	71	20	22	10	14	3	10	7	7	9	6	10	19	35	14	-	22
	36%	31%	54%	21%	39%	17%	56%	29%	28%	43%	26%	31%	55%	53%	25%	-	29%
DNR – Don' t know/Refused	6	2	2	2	-	0	-	-	1	-	2	-	2	2	0	-	3
	3%	4%	5%	4%	-	2%	-	-	5%	-	11%	-	6%	4%	1%	-	4%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	203	91	112	39	57	59	49	127	55	11	6	4
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	199	92	107	31	53	65	50	124	55	10	6	4
COMPLETELY/MOSTLY AGREE	102	51	51	18	29	26	29	76	12	9	1	4
	50%	56%	46%	47%	52%	43%	59%	60%	21%	87%	19%	80%
COMPLETELY/MOSTLY DISAGREE	94	40	53	17	27	30	19	46	41	1	4	1
	46%	44%	48%	45%	48%	50%	39%	36%	75%	13%	68%	20%
Completely agree	70	37	33	15	15	20	21	52	9	7	1	1
	35%	40%	30%	38%	27%	33%	43%	41%	16%	68%	17%	20%
Mostly agree	32	14	18	4	14	6	8	24	3	2	0	3
	16%	15%	16%	9%	25%	10%	17%	19%	5%	19%	2%	60%
Mostly disagree	30	11	19	5	9	10	6	15	13	-	2	-
	15%	12%	17%	13%	16%	18%	12%	12%	24%	-	28%	-
Completely disagree	64	30	34	13	19	19	13	31	28	1	3	1
	31%	33%	30%	33%	33%	32%	27%	24%	51%	13%	40%	20%
DNR – Don't know/Refused	7	-	7	3	-	4	1	4	2	-	1	-
	4%	-	7%	7%	-	7%	1%	4%	4%	-	13%	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	203	120	83	71	55	49	27	72	71	59	100	87	54	28	87
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	199	115	84	68	56	47	28	71	75	53	101	80	55	29	87
COMPLETELY/MOSTLY AGREE	102	64	38	47	30	17	8	56	37	9	85	9	28	13	44
	50%	54%	45%	66%	53%	36%	30%	77%	52%	15%	85%	11%	53%	49%	51%
COMPLETELY/MOSTLY DISAGREE	94	49	44	20	26	29	18	17	29	48	15	70	23	14	42
	46%	41%	54%	28%	47%	60%	67%	23%	41%	81%	15%	81%	43%	51%	48%
Completely agree	70	45	25	33	19	13	5	45	20	4	63	5	21	11	29
	35%	38%	30%	46%	35%	26%	20%	62%	29%	7%	63%	6%	40%	38%	33%
Mostly agree	32	19	13	14	10	5	3	10	17	5	22	4	7	3	15
	16%	16%	16%	20%	19%	10%	10%	14%	24%	8%	22%	5%	13%	10%	17%
Mostly disagree	30	18	12	6	10	12	3	7	13	11	6	20	7	5	10
	15%	15%	15%	8%	17%	25%	9%	9%	18%	18%	6%	23%	13%	18%	12%
Completely disagree	64	31	32	14	16	17	16	10	16	37	9	50	16	9	32
	31%	26%	39%	20%	30%	35%	58%	14%	23%	63%	9%	57%	30%	33%	36%
DNR – Don't know/Refused	7	7	1	4	-	2	1	-	5	2	-	7	3	-	1
	4%	5%	1%	6%		4%	3%		7%	4%		8%	5%		1%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	203	-	203	-	-	-	-	25	6	6	132	29	24	8	16	25	5			
	100	-	100	-	-	-	-	100	100	100	100	100	100	100	100	100	100			
Unweighted Total	199	-	199	-	-	-	-	27	6	5	124	30	34	8	17	23	5			
COMPLETELY/MOSTLY AGREE	102	-	102	-	-	-	-	10	3	5	66	15	15	4	10	7	2			
	50%	-	50%	-	-	-	-	39%	58%	86%	50%	53%	62%	49%	62%	27%	44%			
COMPLETELY/MOSTLY DISAGREE	94	-	94	-	-	-	-	12	2	1	62	12	8	4	6	17	3			
	46%	-	46%	-	-	-	-	49%	42%	14%	47%	43%	35%	44%	35%	68%	56%			
Completely agree	70	-	70	-	-	-	-	3	2	4	44	11	10	3	5	5	1			
	35%	-	35%	-	-	-	-	10%	37%	67%	33%	38%	42%	35%	30%	21%	17%			
Mostly agree	32	-	32	-	-	-	-	7	1	1	22	4	5	1	5	1	1			
	16%	-	16%	-	-	-	-	29%	21%	19%	17%	15%	19%	14%	32%	5%	26%			
Mostly disagree	30	-	30	-	-	-	-	6	1	-	19	3	4	3	3	10	2			
	15%	-	15%	-	-	-	-	22%	12%	-	14%	11%	16%	32%	20%	41%	37%			
Completely disagree	64	-	64	-	-	-	-	7	2	1	43	9	5	1	2	7	1			
	31%	-	31%	-	-	-	-	27%	30%	14%	33%	32%	19%	13%	15%	27%	20%			
DNR – Don't know/Refused	7	-	7	-	-	-	-	3	-	-	4	1	1	1	1	1	-			
	4%	-	4%	-	-	-	-	11%	-	-	3%	4%	4%	6%	3%	5%	-			

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	203	61	49	54	35	13	28	26	25	25	29	33	24	50	62	-	90
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
Unweighted Total	199	54	51	56	34	14	26	29	23	17	27	36	27	56	59	-	84
COMPLETELY/MOSTLY AGREE	102	24	26	37	14	4	14	16	17	15	15	9	12	20	36	-	46
	50%	39%	54%	69%	40%	27%	52%	64%	67%	58%	52%	27%	52%	40%	58%	-	51%
COMPLETELY/MOSTLY DISAGREE	94	33	20	17	21	10	13	9	8	8	14	20	11	28	21	-	44
	46%	53%	40%	31%	60%	73%	48%	36%	33%	31%	48%	61%	46%	56%	34%	-	49%
Completely agree	70	16	18	27	10	2	8	12	15	12	8	7	6	15	24	-	30
	35%	26%	36%	50%	29%	19%	27%	47%	59%	48%	26%	22%	26%	31%	39%	-	34%
Mostly agree	32	8	9	10	4	1	7	4	2	3	7	2	6	5	12	-	16
	16%	14%	18%	19%	11%	8%	24%	17%	8%	10%	25%	5%	26%	9%	19%	-	18%
Mostly disagree	30	10	9	2	6	1	5	2	3	4	3	9	3	10	9	-	11
	15%	17%	19%	4%	16%	5%	20%	7%	10%	16%	11%	26%	14%	21%	14%	-	12%
Completely disagree	64	22	11	14	15	9	8	7	6	4	11	12	8	18	13	-	33
	31%	37%	22%	26%	44%	68%	28%	29%	23%	15%	37%	35%	32%	35%	21%	-	37%
DNR – Don' t know/Refused	7	4	3	-	-	-	-	-	-	3	-	4	1	2	5	-	-
	4%	7%	6%	-	-	-	-	-	-	11%	-	12%	3%	5%	8%	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	87	111	40	39	57	61	123	58	6	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	201	88	113	36	40	62	63	120	61	6	5	9
COMPLETELY/MOSTLY AGREE	109	48	61	18	19	35	36	85	14	4	2	4
	55%	55%	55%	45%	49%	62%	59%	69%	24%	71%	62%	58%
COMPLETELY/MOSTLY DISAGREE	82	37	45	20	19	21	22	35	41	1	1	3
	41%	43%	40%	49%	49%	37%	36%	29%	71%	22%	38%	41%
Completely agree	90	42	48	17	14	32	27	72	9	3	1	4
	45%	48%	43%	42%	34%	57%	44%	59%	16%	48%	27%	58%
Mostly agree	19	6	13	1	6	3	9	13	4	1	1	-
	10%	7%	12%	3%	15%	5%	15%	10%	7%	23%	35%	-
Mostly disagree	17	9	8	1	6	6	5	9	8	-	0	-
	9%	11%	7%	2%	14%	10%	8%	7%	13%	-	13%	-
Completely disagree	65	28	37	19	13	15	17	26	33	1	1	3
	33%	32%	33%	47%	34%	27%	28%	21%	58%	22%	25%	41%
DNR – Don't know/Refused	7	2	5	2	1	1	3	3	3	0	-	0
	4%	2%	5%	6%	2%	1%	5%	3%	5%	7%	-	2%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	126	71	75	49	51	22	80	52	66	110	81	40	30	103
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	201	126	75	73	47	53	28	84	55	62	111	79	38	33	104
COMPLETELY/MOSTLY AGREE	109	71	38	53	32	18	6	69	29	10	93	13	20	14	63
	55%	56%	53%	71%	65%	35%	26%	86%	57%	16%	85%	16%	50%	47%	61%
COMPLETELY/MOSTLY DISAGREE	82	49	32	19	16	30	16	9	20	53	13	64	18	16	38
	41%	39%	45%	26%	33%	59%	72%	11%	39%	81%	12%	80%	45%	52%	37%
Completely agree	90	56	33	43	29	13	4	60	22	7	83	4	17	11	54
	45%	45%	47%	58%	59%	25%	19%	75%	43%	11%	76%	5%	44%	37%	52%
Mostly agree	19	15	5	10	3	5	2	9	7	3	10	9	2	3	9
	10%	12%	6%	13%	6%	9%	7%	11%	14%	5%	9%	11%	6%	10%	9%
Mostly disagree	17	8	9	4	4	4	4	4	5	8	3	12	2	4	8
	9%	6%	13%	6%	9%	7%	20%	4%	10%	13%	2%	15%	5%	15%	8%
Completely disagree	65	41	23	15	12	27	12	5	15	45	11	53	16	11	30
	33%	33%	33%	20%	24%	52%	53%	6%	29%	68%	10%	65%	40%	37%	29%
DNR – Don't know/Refused	7	6	1	3	1	3	0	2	2	2	3	4	2	0	2
	4%	5%	2%	3%	2%	6%	2%	3%	4%	4%	3%	4%	5%	1%	2%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	-	197	-	-	-	-	8	12	6	148	28	18	6	11	15	0			
	100		100					100	100	100	100	100	100	100	100	100	100			
Unweighted Total	201	-	201	-	-	-	-	13	11	8	135	37	26	4	13	20	1			
COMPLETELY/MOSTLY AGREE	109	-	109	-	-	-	-	2	8	3	81	19	8	6	8	6	0			
	55%		55%					31%	70%	55%	55%	70%	44%	100%	76%	40%	100%			
COMPLETELY/MOSTLY DISAGREE	82	-	82	-	-	-	-	5	4	1	64	7	7	-	1	6	-			
	41%		41%					57%	30%	11%	44%	26%	37%		13%	37%				
Completely agree	90	-	90	-	-	-	-	2	8	2	69	12	8	5	7	1	0			
	45%		45%					26%	64%	36%	47%	44%	44%	80%	65%	6%	100%			
Mostly agree	19	-	19	-	-	-	-	0	1	1	12	7	-	1	1	5	-			
	10%		10%					5%	6%	19%	8%	26%		20%	11%	34%				
Mostly disagree	17	-	17	-	-	-	-	3	3	-	14	0	2	-	1	2	-			
	9%		9%					43%	22%		9%	2%	11%		7%	11%				
Completely disagree	65	-	65	-	-	-	-	1	1	1	51	7	5	-	1	4	-			
	33%		33%					14%	8%	11%	34%	24%	26%		6%	26%				
DNR – Don't know/Refused	7	-	7	-	-	-	-	1	-	2	2	1	3	-	1	4	-			
	4%		4%					12%		34%	2%	4%	19%		11%	23%				

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	64	40	47	36	20	17	24	25	20	22	33	35	67	54	-	77
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
Unweighted Total	201	65	42	55	30	20	18	26	24	16	22	36	39	72	54	-	75
COMPLETELY/MOSTLY AGREE	109	40	21	29	18	12	4	14	18	6	15	21	18	25	35	-	48
	55%	61%	53%	63%	48%	59%	24%	58%	71%	30%	69%	65%	51%	38%	65%	-	63%
COMPLETELY/MOSTLY DISAGREE	82	23	17	16	19	8	13	10	6	12	6	11	16	37	17	-	27
	41%	35%	42%	34%	52%	39%	76%	42%	24%	59%	28%	33%	44%	56%	32%	-	35%
Completely agree	90	32	15	26	15	12	3	12	15	5	11	20	12	23	29	-	38
	45%	50%	38%	55%	42%	59%	17%	50%	59%	25%	48%	62%	33%	34%	54%	-	49%
Mostly agree	19	7	6	4	2	-	1	2	3	1	5	1	6	3	6	-	11
	10%	11%	15%	8%	7%	-	7%	8%	12%	6%	21%	3%	18%	4%	11%	-	14%
Mostly disagree	17	4	1	6	3	1	4	1	2	-	1	4	2	9	1	-	7
	9%	6%	2%	13%	8%	5%	25%	6%	10%	-	6%	13%	7%	13%	3%	-	9%
Completely disagree	65	19	16	10	16	7	9	9	4	12	5	7	13	29	16	-	20
	33%	29%	40%	20%	44%	34%	51%	37%	14%	59%	22%	20%	38%	43%	30%	-	26%
DNR – Don't know/Refused	7	2	2	2	-	0	-	-	1	2	1	1	2	4	2	-	1
	4%	3%	6%	4%	-	2%	-	-	5%	10%	4%	2%	4%	6%	3%	-	2%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	203	91	112	39	57	59	49	127	55	11	6	4
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	199	92	107	31	53	65	50	124	55	10	6	4
COMPLETELY/MOSTLY AGREE	116	52	64	18	34	34	30	83	18	9	3	4
	57%	57%	58%	48%	60%	57%	62%	66%	32%	87%	41%	80%
COMPLETELY/MOSTLY DISAGREE	79	35	44	20	19	23	17	37	36	1	4	1
	39%	39%	39%	52%	33%	39%	36%	29%	65%	13%	59%	20%
Completely agree	91	48	43	12	25	29	25	72	11	5	3	1
	45%	52%	39%	31%	45%	49%	52%	57%	19%	49%	41%	20%
Mostly agree	25	4	21	7	8	5	5	11	7	4	-	3
	12%	4%	19%	17%	15%	8%	10%	9%	13%	37%	-	60%
Mostly disagree	26	11	15	4	9	8	5	13	9	1	3	-
	13%	12%	13%	10%	16%	13%	11%	10%	17%	10%	45%	-
Completely disagree	53	24	29	16	10	15	12	24	27	0	1	1
	26%	26%	26%	42%	17%	26%	25%	19%	48%	4%	15%	20%
DNR – Don't know/Refused	8	4	3	-	4	2	1	6	1	-	-	-
	4%	5%	3%	-	7%	4%	2%	5%	2%	-	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	203	120	83	71	55	49	27	72	71	59	100	87	54	28	87
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	199	115	84	68	56	47	28	71	75	53	101	80	55	29	87
COMPLETELY/MOSTLY AGREE	116	79	37	52	31	26	6	61	40	14	90	18	36	14	45
	57%	66%	45%	73%	55%	54%	23%	84%	57%	24%	90%	21%	67%	50%	52%
COMPLETELY/MOSTLY DISAGREE	79	37	42	15	22	22	20	10	27	42	7	64	17	13	38
	39%	31%	51%	21%	40%	46%	72%	13%	38%	71%	7%	74%	32%	48%	44%
Completely agree	91	59	32	44	28	15	4	59	24	8	79	8	29	12	37
	45%	49%	39%	62%	51%	31%	15%	81%	34%	14%	80%	9%	54%	45%	43%
Mostly agree	25	20	5	8	3	11	2	2	16	6	11	11	7	1	8
	12%	16%	6%	12%	5%	23%	8%	3%	23%	10%	11%	13%	13%	5%	9%
Mostly disagree	26	14	12	6	7	8	5	3	10	13	4	18	5	6	13
	13%	12%	14%	9%	12%	16%	19%	4%	14%	22%	4%	21%	10%	22%	15%
Completely disagree	53	23	30	9	16	14	14	6	18	29	3	46	12	7	25
	26%	19%	37%	12%	29%	29%	53%	9%	25%	49%	3%	53%	22%	26%	29%
DNR – Don't know/Refused	8	4	4	4	2	-	1	2	3	3	3	4	1	0	4
	4%	3%	4%	5%	4%		5%	2%	5%	4%	3%	5%	1%	2%	5%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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			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	203	-	203	-	-	-	-	25	6	6	132	29	24	8	16	25	5
	100		100					100	100	100	100	100	100	100	100	100	100
Unweighted Total	199	-	199	-	-	-	-	27	6	5	124	30	34	8	17	23	5
COMPLETELY/MOSTLY AGREE	116 57%	-	116 57%	-	-	-	-	13 52%	4 70%	5 86%	75 57%	16 56%	15 63%	6 78%	11 72%	7 28%	1 17%
COMPLETELY/MOSTLY DISAGREE	79 39%	-	79 39%	-	-	-	-	12 47%	2 30%	1 14%	52 39%	13 44%	8 34%	1 16%	4 25%	16 63%	4 83%
Completely agree	91 45%	-	91 45%	-	-	-	-	4 17%	2 37%	5 86%	60 46%	15 50%	10 43%	6 78%	8 51%	3 11%	1 17%
Mostly agree	25 12%	-	25 12%	-	-	-	-	9 34%	2 33%	-	14 11%	2 6%	5 20%	-	3 21%	4 17%	-
Mostly disagree	26 13%	-	26 13%	-	-	-	-	7 28%	2 30%	-	19 14%	3 12%	2 8%	1 16%	3 17%	7 28%	1 20%
Completely disagree	53 26%	-	53 26%	-	-	-	-	5 18%	-	1 14%	33 25%	9 32%	6 26%	-	1 8%	9 35%	3 63%
DNR – Don't know/Refused	8 4%	-	8 4%	-	-	-	-	0 2%	-	-	5 4%	-	1 3%	1 6%	1 3%	2 9%	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	203	61	49	54	35	13	28	26	25	25	29	33	24	50	62	-	90
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
Unweighted Total	199	54	51	56	34	14	26	29	23	17	27	36	27	56	59	-	84
COMPLETELY/MOSTLY AGREE	116	36	28	35	17	5	15	17	15	14	18	17	15	25	43	-	47
	57%	59%	57%	64%	50%	35%	56%	66%	59%	54%	63%	50%	65%	50%	70%	-	53%
COMPLETELY/MOSTLY DISAGREE	79	23	20	15	17	8	10	7	9	12	8	16	8	23	15	-	42
	39%	38%	41%	28%	50%	65%	38%	29%	37%	46%	29%	47%	35%	45%	23%	-	47%
Completely agree	91	22	21	34	14	4	13	16	15	8	12	13	11	17	33	-	42
	45%	36%	43%	63%	41%	30%	49%	61%	59%	31%	41%	39%	45%	33%	53%	-	46%
Mostly agree	25	14	7	1	3	1	2	1	-	6	6	4	5	8	10	-	6
	12%	22%	13%	1%	9%	5%	7%	4%	-	24%	22%	11%	20%	17%	16%	-	7%
Mostly disagree	26	9	6	4	7	2	5	2	2	1	4	6	3	5	2	-	19
	13%	14%	13%	8%	20%	18%	18%	7%	9%	5%	15%	19%	13%	11%	3%	-	21%
Completely disagree	53	14	14	10	10	6	6	6	7	10	4	9	5	17	13	-	23
	26%	23%	28%	20%	30%	46%	20%	22%	28%	40%	14%	28%	22%	34%	20%	-	26%
DNR – Don't know/Refused	8	2	1	4	-	-	2	1	1	-	2	1	-	3	4	-	1
	4%	4%	2%	8%	-	-	6%	5%	5%	-	8%	3%	-	5%	7%	-	1%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400	178	222	79	96	116	110	250	113	16	9	11
	100	100	100	100	100	100	100	100	100	100	100	100
COMPLETELY/MOSTLY AGREE	207	102	105	36	46	71	54	162	23	10	4	8
	52%	58%	47%	45%	48%	62%	50%	65%	20%	60%	46%	70%
COMPLETELY/MOSTLY DISAGREE	174	70	105	40	43	42	49	77	83	6	5	3
	44%	39%	47%	51%	45%	36%	45%	31%	74%	38%	50%	29%
Completely agree	157	78	79	26	31	54	46	125	16	8	3	5
	39%	44%	36%	34%	32%	46%	42%	50%	14%	49%	34%	45%
Mostly agree	50	24	26	9	15	18	8	37	7	2	1	3
	13%	14%	12%	12%	16%	15%	7%	15%	6%	11%	12%	25%
Mostly disagree	55	17	38	15	16	11	14	23	26	3	2	1
	14%	9%	17%	19%	17%	9%	12%	9%	23%	19%	18%	8%
Completely disagree	119	53	66	26	27	31	35	54	57	3	3	2
	30%	30%	30%	33%	29%	27%	32%	21%	51%	18%	32%	20%
DNR – Don't know/Refused	19	6	13	3	7	3	6	11	7	0	0	0
	5%	3%	6%	3%	7%	3%	6%	4%	6%	2%	4%	1%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, March 12-19, 2024, Margin of Error=+/-5.7 Percentage Points

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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	400	246	154	146	104	100	50	152	123	125	210	168	94	58	190
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
COMPLETELY/MOSTLY AGREE	207	134	73	100	62	34	11	120	68	20	177	18	55	23	100
	52%	54%	48%	69%	60%	34%	23%	78%	55%	16%	85%	10%	59%	39%	53%
COMPLETELY/MOSTLY DISAGREE	174	98	76	36	40	62	36	29	47	98	26	139	33	33	82
	44%	40%	49%	25%	39%	62%	72%	19%	39%	78%	13%	83%	35%	58%	43%
Completely agree	157	102	55	79	46	24	8	95	48	13	143	8	39	19	82
	39%	42%	36%	54%	44%	24%	17%	63%	39%	11%	68%	4%	42%	33%	43%
Mostly agree	50	32	19	21	16	10	3	24	19	7	35	10	16	4	18
	13%	13%	12%	15%	15%	10%	6%	16%	16%	5%	16%	6%	17%	7%	10%
Mostly disagree	55	29	26	9	14	20	12	9	20	26	7	43	13	9	24
	14%	12%	17%	6%	14%	20%	24%	6%	16%	21%	4%	26%	14%	16%	13%
Completely disagree	119	69	50	28	26	42	24	20	27	72	19	96	20	24	58
	30%	28%	32%	19%	25%	42%	48%	13%	22%	58%	9%	57%	21%	42%	30%
DNR – Don't know/Refused	19	14	5	9	2	5	3	4	8	7	6	11	6	2	8
	5%	6%	3%	6%	2%	5%	6%	3%	6%	6%	3%	7%	6%	3%	4%

Echelon Insights  
Focus 2024 Survey  
N=400 Registered Voters in the Likely Electorate in GA, 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

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	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	400	-	400	-	-	-	-	33	18	12	280	57	42	14	27	41	5
	100		100					100	100	100	100	100	100	100	100	100	100
COMPLETELY/MOSTLY AGREE	207	-	207	-	-	-	-	19	11	9	149	28	24	12	21	7	0
	52%		52%					58%	62%	77%	53%	50%	58%	91%	77%	18%	5%
COMPLETELY/MOSTLY DISAGREE	174	-	174	-	-	-	-	12	6	2	121	23	15	1	5	31	4
	44%		44%					37%	35%	19%	43%	41%	36%	5%	19%	76%	78%
Completely agree	157	-	157	-	-	-	-	7	9	5	116	21	15	8	11	3	0
	39%		39%					21%	54%	39%	42%	38%	36%	57%	41%	8%	5%
Mostly agree	50	-	50	-	-	-	-	12	2	5	33	7	9	5	10	4	-
	13%		13%					37%	9%	38%	12%	12%	22%	34%	36%	10%	-
Mostly disagree	55	-	55	-	-	-	-	7	2	1	36	5	8	-	2	19	3
	14%		14%					20%	12%	12%	13%	9%	18%	-	8%	47%	59%
Completely disagree	119	-	119	-	-	-	-	6	4	1	85	18	7	1	3	11	1
	30%		30%					17%	23%	7%	30%	32%	17%	5%	11%	28%	19%
DNR – Don't know/Refused	19	-	19	-	-	-	-	2	0	0	10	5	3	1	1	2	1
	5%		5%					5%	2%	3%	3%	9%	6%	4%	3%	6%	16%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400	125	89	101	71	33	45	50	50	46	52	66	59	117	116	-	167
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
COMPLETELY/MOSTLY AGREE	207	63	39	68	33	16	19	37	31	19	27	35	24	42	76	-	89
	52%	50%	44%	68%	47%	50%	42%	73%	61%	42%	52%	53%	40%	36%	66%	-	53%
COMPLETELY/MOSTLY DISAGREE	174	57	43	29	35	14	24	13	19	26	20	28	30	68	33	-	73
	44%	45%	49%	29%	49%	42%	53%	27%	37%	58%	38%	43%	51%	58%	28%	-	44%
Completely agree	157	49	28	55	23	13	10	26	28	13	21	27	18	32	54	-	71
	39%	39%	31%	55%	33%	40%	23%	53%	56%	29%	40%	41%	30%	27%	47%	-	43%
Mostly agree	50	14	11	13	10	3	9	10	2	6	6	8	6	10	22	-	18
	13%	11%	13%	13%	14%	10%	19%	20%	4%	13%	12%	12%	10%	9%	19%	-	11%
Mostly disagree	55	20	17	5	6	2	6	2	7	13	10	9	7	23	10	-	22
	14%	16%	19%	5%	9%	5%	13%	4%	14%	28%	20%	13%	11%	20%	9%	-	13%
Completely disagree	119	37	27	24	28	12	18	11	12	13	10	19	24	45	23	-	52
	30%	29%	30%	24%	40%	37%	40%	23%	23%	29%	19%	30%	40%	38%	20%	-	31%
DNR – Don't know/Refused	19	6	7	3	3	3	2	-	1	-	5	3	5	7	7	-	5
	5%	5%	7%	3%	4%	8%	5%	-	3%	-	9%	5%	8%	6%	6%	-	3%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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				
		Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	197	87	111	40	39	57	61	123	58	6	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	201	88	113	36	40	62	63	120	61	6	5	9
COMPLETELY/MOSTLY AGREE	107	48	60	21	22	38	26	85	13	4	2	4
	54%	55%	54%	52%	56%	67%	43%	69%	22%	71%	52%	55%
COMPLETELY/MOSTLY DISAGREE	87	39	49	19	16	19	33	38	44	1	2	3
	44%	45%	44%	47%	42%	33%	55%	30%	76%	22%	48%	43%
Completely agree	89	40	49	19	18	31	21	73	8	3	2	4
	45%	46%	44%	47%	45%	55%	35%	59%	14%	48%	52%	55%
Mostly agree	18	8	10	2	4	7	5	12	5	1	-	-
	9%	9%	9%	5%	11%	12%	8%	10%	8%	23%		
Mostly disagree	16	9	7	1	3	3	9	9	6	-	-	1
	8%	10%	6%	3%	8%	5%	14%	7%	10%			13%
Completely disagree	71	30	42	18	13	16	25	29	38	1	2	2
	36%	35%	38%	44%	34%	28%	40%	23%	66%	22%	48%	30%
DNR – Don't know/Refused	3	0	2	0	1	-	2	1	1	0	-	0
	1%	0%	2%	1%	2%		3%	1%	2%	7%		2%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, March 12-19, 2024, Margin of Error=+/-5.7 Percentage Points

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 -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	197	126	71	75	49	51	22	80	52	66	110	81	40	30	103
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	201	126	75	73	47	53	28	84	55	62	111	79	38	33	104
COMPLETELY/MOSTLY AGREE	107	69	38	53	31	16	7	68	32	8	99	4	21	15	62
	54%	55%	53%	71%	64%	31%	30%	85%	61%	12%	90%	4%	54%	51%	60%
COMPLETELY/MOSTLY DISAGREE	87	54	33	20	17	34	15	12	18	57	10	76	18	14	41
	44%	43%	46%	27%	36%	67%	69%	15%	36%	87%	9%	94%	45%	48%	40%
Completely agree	89	57	32	45	28	13	4	57	28	5	84	2	19	10	51
	45%	46%	45%	60%	57%	25%	18%	71%	54%	7%	76%	3%	49%	33%	50%
Mostly agree	18	12	6	8	4	3	3	11	4	3	15	1	2	5	10
	9%	9%	9%	11%	8%	7%	11%	14%	7%	4%	14%	2%	4%	18%	10%
Mostly disagree	16	11	5	7	1	3	4	4	5	7	1	14	2	4	6
	8%	9%	7%	10%	3%	7%	16%	5%	9%	11%	1%	17%	6%	12%	5%
Completely disagree	71	44	28	13	16	31	12	8	14	50	9	62	16	11	36
	36%	35%	39%	17%	33%	60%	53%	10%	26%	76%	8%	77%	39%	36%	35%
DNR – Don't know/Refused	3	2	0	1	-	1	0	0	1	1	1	1	0	0	-
	1%	2%	1%	2%		2%	2%	%	3%	2%	1%	2%	1%	1%	

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	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	197	-	197	-	-	-	-	8	12	6	148	28	18	6	11	15	0
	100	-	100	-	-	-	-	100	100	100	100	100	100	100	100	100	100
Unweighted Total	201	-	201	-	-	-	-	13	11	8	135	37	26	4	13	20	1
COMPLETELY/MOSTLY AGREE	107	-	107	-	-	-	-	5	10	4	79	15	12	6	8	4	0
	54%	-	54%	-	-	-	-	58%	80%	68%	53%	56%	67%	100%	76%	26%	100%
COMPLETELY/MOSTLY DISAGREE	87	-	87	-	-	-	-	2	2	1	68	12	5	-	1	10	-
	44%	-	44%	-	-	-	-	29%	20%	11%	46%	43%	26%	-	13%	64%	-
Completely agree	89	-	89	-	-	-	-	3	7	3	65	14	9	5	7	2	0
	45%	-	45%	-	-	-	-	37%	56%	55%	44%	51%	51%	80%	65%	13%	100%
Mostly agree	18	-	18	-	-	-	-	2	3	1	14	1	3	1	1	2	-
	9%	-	9%	-	-	-	-	21%	24%	13%	9%	5%	15%	20%	11%	13%	-
Mostly disagree	16	-	16	-	-	-	-	1	1	-	12	3	0	-	1	2	-
	8%	-	8%	-	-	-	-	16%	6%	-	8%	11%	3%	-	13%	14%	-
Completely disagree	71	-	71	-	-	-	-	1	2	1	56	9	4	-	-	8	-
	36%	-	36%	-	-	-	-	13%	14%	11%	38%	31%	23%	-	-	51%	-
DNR – Don't know/Refused	3	-	3	-	-	-	-	1	-	1	1	0	1	-	1	1	-
	1%	-	1%	-	-	-	-	12%	-	21%	1%	1%	7%	-	11%	10%	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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

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	Total	Marital x Gender				Age x Gender								Region Category			
		Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	197	64	40	47	36	20	17	24	25	20	22	33	35	67	54	-	77
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
Unweighted Total	201	65	42	55	30	20	18	26	24	16	22	36	39	72	54	-	75
COMPLETELY/MOSTLY AGREE	107	42	15	29	18	12	7	15	13	9	15	23	13	28	36	-	43
	54%	64%	38%	62%	51%	61%	40%	62%	53%	43%	68%	71%	36%	42%	67%	-	56%
COMPLETELY/MOSTLY DISAGREE	87	23	24	17	18	7	10	9	12	11	6	10	21	37	17	-	32
	44%	36%	59%	37%	49%	37%	60%	38%	47%	57%	28%	29%	60%	56%	32%	-	42%
Completely agree	89	35	14	25	15	12	4	12	11	7	13	19	10	21	28	-	41
	45%	54%	34%	53%	42%	61%	26%	51%	44%	33%	60%	58%	29%	31%	52%	-	53%
Mostly agree	18	7	1	5	3	-	2	3	2	2	2	4	2	8	8	-	2
	9%	11%	4%	10%	8%	-	14%	12%	9%	10%	8%	13%	7%	11%	15%	-	3%
Mostly disagree	16	2	5	3	4	0	2	2	4	1	1	1	5	4	7	-	5
	8%	4%	12%	7%	12%	2%	12%	9%	16%	3%	4%	2%	13%	6%	14%	-	6%
Completely disagree	71	20	19	14	14	7	8	7	8	11	5	9	17	34	10	-	28
	36%	32%	47%	30%	37%	34%	47%	29%	31%	53%	24%	27%	47%	50%	19%	-	36%
DNR – Don't know/Refused	3	-	1	0	-	0	-	-	-	-	1	-	2	1	0	-	1
	1%	-	4%	1%	-	2%	-	-	-	-	4%	-	4%	2%	1%	-	2%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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				
		Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	203	91	112	39	57	59	49	127	55	11	6	4
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	199	92	107	31	53	65	50	124	55	10	6	4
COMPLETELY/MOSTLY AGREE	102	56	46	18	32	28	24	76	14	9	1	1
	50%	62%	41%	48%	57%	47%	49%	60%	26%	86%	24%	34%
COMPLETELY/MOSTLY DISAGREE	91	34	57	17	24	27	23	45	39	0	3	3
	45%	37%	51%	45%	42%	46%	47%	36%	71%	4%	48%	66%
Completely agree	76	46	30	13	21	22	20	63	7	5	-	1
	37%	50%	27%	33%	38%	37%	40%	50%	12%	47%		20%
Mostly agree	27	10	16	6	11	6	4	13	8	4	1	1
	13%	11%	15%	15%	19%	10%	9%	10%	14%	39%	24%	14%
Mostly disagree	22	7	16	4	6	6	7	12	7	0	1	2
	11%	7%	14%	10%	10%	10%	15%	9%	14%	4%	13%	46%
Completely disagree	69	27	41	13	18	21	16	34	32	-	2	1
	34%	30%	37%	35%	32%	36%	33%	27%	58%		35%	20%
DNR – Don't know/Refused	10	1	9	3	1	4	2	5	1	1	2	-
	5%	1%	8%	7%	1%	7%	4%	4%	3%	10%	28%	

Echelon Insights  
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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	203	120	83	71	55	49	27	72	71	59	100	87	54	28	87
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	199	115	84	68	56	47	28	71	75	53	101	80	55	29	87
COMPLETELY/MOSTLY AGREE	102	64	39	46	30	18	9	55	39	9	84	7	29	15	44
	50%	53%	47%	64%	54%	36%	33%	76%	54%	15%	84%	9%	53%	54%	50%
COMPLETELY/MOSTLY DISAGREE	91	49	42	21	25	29	17	14	29	47	12	73	23	12	40
	45%	41%	50%	29%	45%	59%	61%	20%	41%	80%	12%	84%	42%	44%	46%
Completely agree	76	48	28	39	24	9	4	48	23	4	70	2	20	11	36
	37%	40%	33%	55%	43%	18%	14%	67%	32%	8%	70%	2%	37%	40%	42%
Mostly agree	27	15	11	7	6	9	5	7	16	4	14	5	9	4	8
	13%	13%	14%	9%	11%	18%	18%	9%	22%	8%	14%	6%	17%	14%	9%
Mostly disagree	22	15	7	6	6	9	2	4	11	8	3	16	4	2	9
	11%	13%	9%	9%	10%	19%	6%	5%	15%	13%	3%	19%	7%	8%	10%
Completely disagree	69	34	34	15	19	20	15	10	18	40	9	57	19	10	31
	34%	28%	41%	20%	35%	40%	55%	14%	26%	67%	9%	65%	35%	36%	35%
DNR – Don't know/Refused	10	7	2	5	1	2	2	3	3	3	3	6	3	0	4
	5%	6%	3%	7%	1%	5%	6%	5%	5%	5%	3%	7%	5%	2%	4%

Echelon Insights  
 Focus 2024 Survey  
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	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	203	-	203	-	-	-	-	25	6	6	132	29	24	8	16	25	5
	100		100					100	100	100	100	100	100	100	100	100	100
Unweighted Total	199	-	199	-	-	-	-	27	6	5	124	30	34	8	17	23	5
COMPLETELY/MOSTLY AGREE	102	-	102	-	-	-	-	13	3	4	66	15	16	5	7	10	3
	50%		50%					53%	58%	61%	50%	53%	64%	62%	45%	40%	63%
COMPLETELY/MOSTLY DISAGREE	91	-	91	-	-	-	-	9	2	1	60	12	9	3	7	15	2
	45%		45%					36%	42%	14%	45%	41%	36%	38%	45%	59%	37%
Completely agree	76	-	76	-	-	-	-	4	2	4	43	14	13	4	4	3	2
	37%		37%					18%	37%	61%	33%	48%	52%	49%	26%	12%	37%
Mostly agree	27	-	27	-	-	-	-	9	1	-	22	1	3	1	3	7	1
	13%		13%					35%	21%	-	17%	5%	12%	13%	19%	29%	26%
Mostly disagree	22	-	22	-	-	-	-	5	1	-	11	2	4	0	3	7	-
	11%		11%					21%	12%	-	8%	6%	15%	3%	19%	29%	-
Completely disagree	69	-	69	-	-	-	-	4	2	1	49	10	5	3	4	7	2
	34%		34%					15%	30%	14%	37%	35%	20%	35%	26%	30%	37%
DNR – Don't know/Refused	10	-	10	-	-	-	-	3	-	2	7	2	-	-	2	0	-
	5%		5%					11%	-	25%	5%	6%	-	10%	1%	-	-

Echelon Insights  
 Focus 2024 Survey  
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	Total	Marital x Gender				Age x Gender								Region Category			
		Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	203	61	49	54	35	13	28	26	25	25	29	33	24	50	62	-	90
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
Unweighted Total	199	54	51	56	34	14	26	29	23	17	27	36	27	56	59	-	84
COMPLETELY/MOSTLY AGREE	102	26	19	38	19	4	18	18	16	15	14	9	8	19	34	-	50
	50%	43%	38%	71%	54%	30%	67%	71%	63%	57%	48%	28%	34%	37%	54%	-	55%
COMPLETELY/MOSTLY DISAGREE	91	30	27	15	16	9	9	6	9	8	15	21	14	30	23	-	38
	45%	48%	54%	27%	46%	70%	33%	25%	37%	32%	50%	62%	59%	60%	37%	-	42%
Completely agree	76	18	12	33	14	4	13	13	16	9	9	8	4	14	26	-	36
	37%	29%	24%	61%	39%	30%	46%	52%	63%	35%	30%	25%	16%	28%	42%	-	39%
Mostly agree	27	9	7	5	5	-	6	5	-	6	5	1	4	5	7	-	14
	13%	14%	14%	10%	15%	-	20%	19%	-	22%	18%	3%	18%	10%	12%	-	16%
Mostly disagree	22	7	9	2	2	1	2	1	3	2	4	5	5	7	8	-	8
	11%	12%	18%	4%	6%	10%	7%	3%	10%	10%	13%	15%	20%	14%	12%	-	9%
Completely disagree	69	22	18	13	14	8	7	6	7	6	11	16	9	23	15	-	30
	34%	37%	37%	24%	40%	59%	26%	22%	26%	22%	37%	47%	39%	46%	25%	-	33%
DNR – Don' t know/Refused	10	5	4	1	-	-	-	1	-	3	1	3	2	1	6	-	3
	5%	8%	7%	2%	-	-	-	4%	-	11%	2%	10%	7%	2%	9%	-	3%



Echelon Insights  
 Focus 2024 Survey  
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[QMessage\_Foreign2] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements  
 -Instead of spending billions on foreign countries and failing to secure our border, the Biden Administration should be more focused on dealing with the real problems Americans face here at home

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	400	178	222	79	96	116	110	250	113	16	9	11
	100	100	100	100	100	100	100	100	100	100	100	100
COMPLETELY/MOSTLY AGREE	249	117	131	49	63	73	63	174	56	10	5	4
	62%	66%	59%	63%	66%	63%	57%	70%	50%	58%	52%	35%
COMPLETELY/MOSTLY DISAGREE	138	56	82	26	32	38	43	69	52	5	5	7
	35%	31%	37%	32%	33%	33%	39%	27%	46%	33%	48%	64%
Completely agree	182	95	87	30	45	57	49	135	31	8	5	3
	45%	53%	39%	38%	47%	49%	45%	54%	27%	50%	52%	28%
Mostly agree	67	23	45	20	18	17	13	40	25	1	-	1
	17%	13%	20%	25%	19%	14%	12%	16%	22%	8%		7%
Mostly disagree	65	26	39	15	10	17	24	34	22	1	2	6
	16%	14%	18%	19%	10%	15%	22%	13%	20%	8%	22%	50%
Completely disagree	73	30	43	11	22	21	19	35	30	4	2	2
	18%	17%	19%	14%	23%	18%	17%	14%	26%	26%	26%	14%
DNR – Don't know/Refused	13	5	9	4	1	4	4	7	5	1	-	0
	3%	3%	4%	5%	2%	4%	4%	3%	4%	8%		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	400	246	154	146	104	100	50	152	123	125	210	168	94	58	190
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
COMPLETELY/MOSTLY AGREE	249	164	84	107	67	57	17	123	72	54	171	62	62	37	122
	62%	67%	55%	74%	64%	57%	35%	81%	59%	43%	81%	37%	66%	64%	64%
COMPLETELY/MOSTLY DISAGREE	138	76	62	37	32	39	30	26	46	66	36	97	28	18	64
	35%	31%	40%	25%	30%	39%	60%	17%	38%	53%	17%	58%	30%	31%	34%
Completely agree	182	125	57	86	48	38	9	101	56	25	147	23	47	27	92
	45%	51%	37%	59%	46%	38%	18%	66%	46%	20%	70%	14%	50%	47%	48%
Mostly agree	67	40	27	21	19	19	9	22	16	29	24	39	15	10	30
	17%	16%	18%	14%	18%	19%	17%	14%	13%	24%	11%	23%	16%	17%	16%
Mostly disagree	65	37	28	21	13	16	15	6	28	31	10	51	9	7	29
	16%	15%	18%	14%	12%	16%	31%	4%	22%	25%	5%	30%	10%	12%	15%
Completely disagree	73	40	33	16	19	23	15	20	19	35	25	47	18	10	35
	18%	16%	22%	11%	18%	23%	29%	13%	15%	28%	12%	28%	20%	18%	18%
DNR – Don't know/Refused	13	5	8	2	6	4	2	4	5	5	3	9	4	3	4
	3%	2%	5%	1%	5%	4%	4%	3%	4%	4%	2%	5%	4%	5%	2%

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 N=400 Registered Voters in the Likely Electorate in GA, March 12-19, 2024, Margin of Error=+/-5.7 Percentage Points

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	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	400 100	-	400 100	-	-	-	-	33 100	18 100	12 100	280 100	57 100	42 100	14 100	27 100	41 100	5 100			
COMPLETELY/MOSTLY AGREE	249 62%	-	249 62%	-	-	-	-	22 66%	11 61%	8 71%	162 58%	40 70%	34 80%	7 54%	13 50%	15 38%	3 47%			
COMPLETELY/MOSTLY DISAGREE	138 35%	-	138 35%	-	-	-	-	10 29%	7 39%	2 14%	108 38%	15 27%	7 17%	5 39%	12 45%	20 49%	2 35%			
Completely agree	182 45%	-	182 45%	-	-	-	-	12 38%	7 38%	6 49%	121 43%	31 55%	24 56%	7 52%	10 37%	10 24%	1 22%			
Mostly agree	67 17%	-	67 17%	-	-	-	-	9 28%	4 22%	3 22%	41 15%	9 15%	10 24%	0 2%	3 12%	6 14%	1 25%			
Mostly disagree	65 16%	-	65 16%	-	-	-	-	8 24%	6 33%	1 6%	53 19%	4 7%	4 10%	2 17%	9 33%	11 28%	1 16%			
Completely disagree	73 18%	-	73 18%	-	-	-	-	2 5%	1 6%	1 7%	55 20%	11 20%	3 8%	3 22%	3 12%	8 21%	1 19%			
DNR – Don't know/Refused	13 3%	-	13 3%	-	-	-	-	2 5%	-	2 15%	11 4%	2 3%	1 2%	1 7%	1 5%	5 13%	1 19%			

Echelon Insights  
Focus 2024 Survey  
N=400 Registered Voters in the Likely Electorate in GA, 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	400	125	89	101	71	33	45	50	50	46	52	66	59	117	116	-	167
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
COMPLETELY/MOSTLY AGREE	249	80	48	72	43	18	28	36	36	31	35	38	27	69	75	-	104
	62%	63%	54%	72%	61%	55%	63%	71%	71%	69%	68%	57%	46%	59%	65%	-	63%
COMPLETELY/MOSTLY DISAGREE	138	43	36	26	26	12	17	14	13	13	15	25	30	43	38	-	58
	35%	35%	41%	26%	36%	37%	37%	27%	27%	29%	29%	37%	50%	36%	33%	-	34%
Completely agree	182	54	32	61	32	14	22	28	30	16	23	29	19	47	58	-	77
	45%	43%	36%	61%	46%	43%	50%	57%	60%	35%	45%	43%	33%	40%	50%	-	46%
Mostly agree	67	26	16	11	11	4	6	7	5	15	12	9	8	22	18	-	27
	17%	21%	17%	11%	15%	12%	13%	15%	11%	34%	24%	14%	13%	19%	15%	-	16%
Mostly disagree	65	19	20	11	11	7	5	6	8	8	5	11	16	23	19	-	23
	16%	15%	23%	11%	16%	20%	10%	13%	16%	18%	10%	16%	26%	20%	16%	-	14%
Completely disagree	73	25	16	15	14	6	12	7	5	5	10	14	14	19	19	-	34
	18%	20%	18%	15%	20%	17%	27%	15%	10%	12%	19%	21%	23%	17%	17%	-	21%
DNR – Don't know/Refused	13	2	5	2	2	3	-	1	1	1	1	4	3	6	3	-	5
	3%	2%	6%	2%	3%	8%	-	1%	3%	2%	3%	5%	5%	5%	2%	-	3%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	87	111	40	39	57	61	123	58	6	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	201	88	113	36	40	62	63	120	61	6	5	9
COMPLETELY/MOSTLY AGREE	99	49	50	19	20	34	26	76	16	4	0	3
	50%	57%	45%	48%	50%	59%	43%	62%	28%	63%	5%	44%
COMPLETELY/MOSTLY DISAGREE	84	35	49	20	14	19	31	43	34	1	2	4
	43%	40%	45%	50%	36%	33%	51%	35%	58%	22%	73%	54%
Completely agree	76	38	37	12	15	25	23	58	10	4	0	3
	38%	44%	34%	30%	39%	44%	38%	47%	18%	63%	5%	42%
Mostly agree	24	11	13	7	5	9	3	18	6	-	-	0
	12%	13%	11%	18%	12%	15%	5%	14%	10%	-	-	3%
Mostly disagree	24	8	15	4	3	5	11	7	14	-	2	1
	12%	10%	14%	11%	7%	9%	19%	6%	24%	-	48%	13%
Completely disagree	60	27	34	16	12	14	20	36	20	1	1	3
	31%	31%	31%	39%	29%	24%	32%	29%	34%	22%	25%	41%
DNR – Don't know/Refused	14	3	11	1	5	4	4	5	8	1	1	0
	7%	3%	10%	2%	13%	8%	6%	4%	14%	14%	22%	2%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	126	71	75	49	51	22	80	52	66	110	81	40	30	103
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	201	126	75	73	47	53	28	84	55	62	111	79	38	33	104
COMPLETELY/MOSTLY AGREE	99	63	36	48	28	15	9	62	24	13	86	9	20	12	56
	50%	50%	51%	64%	57%	29%	38%	78%	47%	19%	78%	11%	50%	41%	54%
COMPLETELY/MOSTLY DISAGREE	84	54	30	23	20	31	10	14	22	48	16	66	19	14	41
	43%	43%	43%	31%	41%	60%	46%	17%	42%	73%	14%	82%	49%	48%	39%
Completely agree	76	48	28	36	22	12	6	52	15	8	68	5	16	8	41
	38%	38%	39%	48%	45%	22%	25%	66%	30%	12%	62%	7%	40%	28%	40%
Mostly agree	24	15	8	12	6	3	3	10	9	5	18	4	4	4	15
	12%	12%	12%	16%	12%	6%	13%	12%	17%	8%	16%	4%	9%	13%	14%
Mostly disagree	24	20	3	5	2	15	1	6	4	14	5	18	7	2	10
	12%	16%	5%	7%	4%	29%	6%	7%	7%	21%	4%	23%	19%	8%	10%
Completely disagree	60	33	27	18	18	16	9	8	18	34	11	48	12	12	30
	31%	26%	38%	23%	37%	31%	40%	10%	35%	52%	10%	60%	30%	40%	30%
DNR – Don't know/Refused	14	10	4	4	1	6	4	4	6	5	8	5	1	3	7
	7%	8%	6%	5%	2%	12%	16%	5%	11%	7%	8%	7%	2%	11%	6%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	-	197	-	-	-	-	8	12	6	148	28	18	6	11	15	0			
	100		100					100	100	100	100	100	100	100	100	100	100			
Unweighted Total	201	-	201	-	-	-	-	13	11	8	135	37	26	4	13	20	1			
COMPLETELY/MOSTLY AGREE	99	-	99	-	-	-	-	4	7	4	72	15	11	6	7	5	0			
	50%		50%					56%	61%	71%	49%	54%	61%	100%	63%	29%	100%			
COMPLETELY/MOSTLY DISAGREE	84	-	84	-	-	-	-	3	2	1	66	9	7	-	2	9	-			
	43%		43%					42%	20%	14%	44%	31%	39%		21%	59%				
Completely agree	76	-	76	-	-	-	-	2	7	3	55	11	9	6	7	3	0			
	38%		38%					28%	56%	52%	37%	39%	48%	100%	60%	18%	100%			
Mostly agree	24	-	24	-	-	-	-	2	1	1	17	4	2	-	0	2	-			
	12%		12%					28%	6%	19%	12%	15%	13%		3%	11%				
Mostly disagree	24	-	24	-	-	-	-	0	1	-	17	3	3	-	-	5	-			
	12%		12%					6%	11%		12%	12%	16%			31%				
Completely disagree	60	-	60	-	-	-	-	3	1	1	48	5	4	-	2	4	-			
	31%		31%					36%	9%	14%	33%	19%	23%		21%	28%				
DNR – Don't know/Refused	14	-	14	-	-	-	-	0	2	1	10	4	-	-	2	2	-			
	7%		7%					2%	18%	14%	7%	15%		16%	11%					

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	64	40	47	36	20	17	24	25	20	22	33	35	67	54	-	77
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
Unweighted Total	201	65	42	55	30	20	18	26	24	16	22	36	39	72	54	-	75
COMPLETELY/MOSTLY AGREE	99	38	12	26	23	11	8	16	14	8	12	18	13	28	38	-	33
	50%	58%	29%	56%	63%	57%	47%	67%	54%	39%	53%	54%	36%	42%	70%	-	44%
COMPLETELY/MOSTLY DISAGREE	84	24	23	19	13	8	9	8	10	12	5	11	21	31	15	-	38
	43%	38%	58%	40%	35%	39%	53%	32%	40%	61%	23%	34%	59%	47%	28%	-	50%
Completely agree	76	29	8	20	18	9	6	10	14	3	9	16	9	19	28	-	29
	38%	45%	19%	43%	49%	43%	36%	40%	54%	17%	41%	47%	27%	29%	51%	-	38%
Mostly agree	24	9	4	6	5	3	2	7	-	4	3	2	3	9	10	-	5
	12%	14%	9%	13%	14%	14%	11%	27%	-	22%	12%	6%	9%	13%	19%	-	6%
Mostly disagree	24	5	10	4	3	2	2	2	2	2	1	3	9	12	1	-	10
	12%	8%	25%	8%	7%	10%	10%	9%	9%	12%	4%	9%	26%	18%	3%	-	13%
Completely disagree	60	19	13	15	10	6	7	6	8	10	4	8	12	19	14	-	28
	31%	30%	33%	32%	28%	28%	43%	23%	31%	49%	19%	25%	33%	29%	25%	-	36%
DNR – Don't know/Refused	14	2	5	2	1	1	-	0	2	-	5	4	2	8	1	-	5
	7%	4%	13%	4%	2%	4%	-	1%	6%	-	24%	13%	6%	12%	2%	-	7%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	203	91	112	39	57	59	49	127	55	11	6	4
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	199	92	107	31	53	65	50	124	55	10	6	4
COMPLETELY/MOSTLY AGREE	103	54	49	15	31	32	26	71	20	9	2	1
	51%	59%	44%	38%	54%	54%	53%	56%	36%	86%	30%	34%
COMPLETELY/MOSTLY DISAGREE	84	35	49	19	22	23	20	46	32	1	4	1
	42%	38%	44%	49%	39%	39%	41%	37%	58%	10%	70%	20%
Completely agree	78	39	40	12	20	25	22	57	12	6	2	1
	39%	42%	36%	31%	36%	42%	45%	45%	21%	59%	30%	34%
Mostly agree	25	15	10	3	11	7	4	14	8	3	-	-
	12%	17%	9%	7%	19%	12%	9%	11%	15%	27%		
Mostly disagree	22	6	15	7	5	5	5	12	8	-	2	-
	11%	7%	14%	18%	9%	8%	9%	9%	14%		30%	
Completely disagree	63	29	34	12	17	18	15	34	24	1	3	1
	31%	31%	31%	31%	30%	31%	32%	27%	44%	10%	40%	20%
DNR – Don't know/Refused	15	2	13	5	3	4	3	10	3	0	-	2
	7%	3%	11%	13%	6%	7%	5%	8%	6%	4%		46%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	203	120	83	71	55	49	27	72	71	59	100	87	54	28	87
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	199	115	84	68	56	47	28	71	75	53	101	80	55	29	87
COMPLETELY/MOSTLY AGREE	103	64	39	41	30	24	9	55	34	14	81	13	28	17	44
	51%	54%	47%	57%	54%	48%	33%	76%	48%	24%	81%	15%	52%	61%	50%
COMPLETELY/MOSTLY DISAGREE	84	44	41	23	23	21	18	16	27	42	19	62	25	9	36
	42%	36%	49%	33%	42%	42%	64%	22%	37%	70%	19%	71%	46%	32%	42%
Completely agree	78	56	23	38	19	17	4	45	23	10	68	9	21	14	33
	39%	46%	28%	54%	34%	36%	15%	62%	33%	17%	68%	11%	38%	50%	38%
Mostly agree	25	9	16	3	11	6	5	10	11	4	13	4	8	3	10
	12%	7%	19%	4%	20%	13%	18%	14%	15%	7%	13%	4%	14%	11%	12%
Mostly disagree	22	7	14	6	6	2	8	0	7	14	1	18	3	1	11
	11%	6%	17%	8%	12%	3%	29%	0%	10%	23%	1%	21%	6%	5%	13%
Completely disagree	63	37	26	18	17	19	10	16	19	28	17	43	22	8	25
	31%	31%	32%	25%	30%	39%	36%	22%	27%	47%	17%	50%	41%	28%	29%
DNR – Don't know/Refused	15	12	3	7	2	5	1	1	10	3	-	12	1	2	7
	7%	10%	4%	10%	4%	10%	3%	2%	15%	6%	-	14%	1%	7%	8%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	203	-	203	-	-	-	-	25	6	6	132	29	24	8	16	25	5			
	100		100					100	100	100	100	100	100	100	100	100	100			
Unweighted Total	199	-	199	-	-	-	-	27	6	5	124	30	34	8	17	23	5			
COMPLETELY/MOSTLY AGREE	103	-	103	-	-	-	-	11	3	5	69	16	12	8	10	11	1			
	51%		51%					44%	49%	86%	52%	57%	51%	97%	65%	43%	26%			
COMPLETELY/MOSTLY DISAGREE	84	-	84	-	-	-	-	7	3	1	54	12	10	0	3	12	3			
	42%		42%					29%	51%	14%	41%	41%	41%	3%	22%	46%	54%			
Completely agree	78	-	78	-	-	-	-	2	1	4	53	13	8	7	8	6	1			
	39%		39%					6%	19%	67%	40%	44%	31%	84%	54%	22%	26%			
Mostly agree	25	-	25	-	-	-	-	10	2	1	15	4	5	1	2	5	-			
	12%		12%					38%	30%	19%	12%	12%	19%	13%	11%	21%	-			
Mostly disagree	22	-	22	-	-	-	-	4	1	-	12	4	4	0	3	1	-			
	11%		11%					17%	21%	-	9%	13%	17%	3%	18%	5%	-			
Completely disagree	63	-	63	-	-	-	-	3	2	1	42	8	6	-	1	10	3			
	31%		31%					12%	30%	14%	32%	28%	24%	4%	41%	54%	-			
DNR – Don't know/Refused	15	-	15	-	-	-	-	7	-	-	9	1	2	-	2	3	1			
	7%		7%					27%	-	-	7%	2%	9%	13%	11%	20%	-			

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	203	61	49	54	35	13	28	26	25	25	29	33	24	50	62	-	90
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
Unweighted Total	199	54	51	56	34	14	26	29	23	17	27	36	27	56	59	-	84
COMPLETELY/MOSTLY AGREE	103	25	24	35	19	5	19	14	16	10	12	18	10	20	37	-	46
	51%	41%	48%	65%	56%	39%	69%	54%	63%	38%	41%	53%	43%	39%	60%	-	51%
COMPLETELY/MOSTLY DISAGREE	84	29	20	19	13	7	9	10	9	11	14	13	11	26	17	-	41
	42%	48%	41%	35%	38%	56%	31%	39%	37%	45%	47%	40%	46%	52%	28%	-	45%
Completely agree	78	22	18	27	11	3	10	10	16	9	11	15	6	12	30	-	37
	39%	36%	36%	51%	33%	26%	35%	39%	63%	34%	36%	44%	26%	24%	48%	-	41%
Mostly agree	25	4	6	8	8	2	9	4	0	1	1	3	4	8	8	-	9
	12%	6%	12%	14%	22%	13%	34%	16%	1%	5%	5%	9%	17%	15%	12%	-	10%
Mostly disagree	22	7	8	5	2	1	2	2	1	6	3	3	4	7	6	-	8
	11%	12%	16%	9%	5%	10%	8%	8%	3%	22%	10%	8%	16%	14%	10%	-	9%
Completely disagree	63	22	13	14	11	6	6	8	8	6	11	10	7	19	11	-	33
	31%	35%	26%	27%	32%	47%	23%	31%	34%	23%	37%	32%	29%	38%	18%	-	36%
DNR – Don't know/Refused	15	7	5	-	2	1	-	2	-	4	3	2	3	4	7	-	3
	7%	11%	11%	-	7%	5%	-	7%	-	17%	12%	7%	11%	9%	12%	-	4%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400	178	222	79	96	116	110	250	113	16	9	11
	100	100	100	100	100	100	100	100	100	100	100	100
COMPLETELY/MOSTLY AGREE	195	92	104	30	52	61	52	143	31	8	6	8
	49%	52%	47%	39%	54%	53%	47%	57%	27%	49%	63%	66%
COMPLETELY/MOSTLY DISAGREE	166	73	93	39	35	44	48	85	68	7	4	3
	41%	41%	42%	49%	37%	38%	44%	34%	61%	42%	37%	25%
Completely agree	150	69	81	21	32	53	45	115	17	7	6	4
	37%	39%	36%	26%	33%	45%	41%	46%	15%	44%	61%	39%
Mostly agree	46	23	23	10	21	9	7	28	13	1	0	3
	11%	13%	10%	12%	21%	7%	6%	11%	12%	5%	2%	27%
Mostly disagree	55	19	36	15	5	18	17	22	26	4	2	-
	14%	11%	16%	20%	5%	15%	15%	9%	24%	27%	16%	
Completely disagree	111	54	57	23	31	26	31	62	42	2	2	3
	28%	31%	26%	30%	32%	23%	28%	25%	37%	15%	21%	25%
DNR – Don't know/Refused	39	13	26	10	8	11	10	23	14	1	-	1
	10%	7%	12%	12%	9%	9%	9%	9%	12%	8%		8%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400 100	246 100	154 100	146 100	104 100	100 100	50 100	152 100	123 100	125 100	210 100	168 100	94 100	58 100	190 100
COMPLETELY/MOSTLY AGREE	195 49%	127 51%	69 45%	89 61%	54 52%	38 38%	14 29%	107 70%	59 48%	29 23%	155 74%	27 16%	44 47%	23 41%	103 54%
COMPLETELY/MOSTLY DISAGREE	166 41%	100 41%	66 43%	42 29%	42 41%	58 58%	24 48%	35 23%	53 43%	78 63%	43 21%	115 68%	42 44%	28 49%	74 39%
Completely agree	150 37%	98 40%	52 34%	73 50%	42 40%	25 25%	10 20%	87 57%	45 37%	17 14%	131 62%	12 7%	33 36%	18 32%	78 41%
Mostly agree	46 11%	29 12%	17 11%	16 11%	12 12%	13 13%	4 9%	20 13%	14 11%	12 9%	24 12%	15 9%	10 11%	5 9%	25 13%
Mostly disagree	55 14%	37 15%	18 12%	12 8%	11 10%	25 25%	8 15%	14 9%	17 14%	24 19%	15 7%	38 22%	16 17%	12 22%	19 10%
Completely disagree	111 28%	63 26%	48 31%	31 21%	32 30%	33 33%	16 32%	22 14%	36 29%	54 43%	28 13%	77 46%	26 27%	16 27%	55 29%
DNR – Don't know/Refused	39 10%	20 8%	19 13%	15 10%	7 7%	4 4%	12 24%	10 7%	11 9%	18 14%	11 5%	26 16%	8 9%	6 10%	14 7%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400	-	400	-	-	-	-	33	18	12	280	57	42	14	27	41	5			
	100		100					100	100	100	100	100	100	100	100	100	100			
COMPLETELY/MOSTLY AGREE	195	-	195	-	-	-	-	15	8	7	131	31	23	10	16	10	3			
	49%		49%					47%	47%	58%	47%	55%	56%	73%	61%	24%	49%			
COMPLETELY/MOSTLY DISAGREE	166	-	166	-	-	-	-	12	7	1	120	23	14	3	5	25	3			
	41%		41%					37%	41%	6%	43%	40%	33%	20%	18%	61%	51%			
Completely agree	150	-	150	-	-	-	-	9	5	3	106	23	15	6	10	5	0			
	37%		37%					26%	28%	25%	38%	40%	36%	48%	39%	13%	5%			
Mostly agree	46	-	46	-	-	-	-	7	3	4	25	9	8	3	6	5	2			
	11%		11%					21%	19%	33%	9%	15%	19%	25%	22%	11%	44%			
Mostly disagree	55	-	55	-	-	-	-	3	6	1	36	10	6	0	1	13	1			
	14%		14%					11%	33%	6%	13%	17%	13%	2%	3%	33%	16%			
Completely disagree	111	-	111	-	-	-	-	9	1	-	84	13	8	2	4	11	2			
	28%		28%					26%	8%	-	30%	23%	19%	18%	15%	28%	35%			
DNR – Don't know/Refused	39	-	39	-	-	-	-	6	2	4	29	3	5	1	6	6	-			
	10%		10%					17%	12%	36%	11%	5%	12%	7%	21%	15%	-			

Echelon Insights  
Focus 2024 Survey  
N=400 Registered Voters in the Likely Electorate in GA, 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	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	400	125	89	101	71	33	45	50	50	46	52	66	59	117	116	-	167
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
COMPLETELY/MOSTLY AGREE	195	65	37	63	27	14	22	28	28	17	30	33	23	46	71	-	78
	49%	52%	41%	62%	38%	41%	49%	56%	56%	37%	59%	50%	39%	39%	61%	-	47%
COMPLETELY/MOSTLY DISAGREE	166	50	38	34	36	16	20	18	18	22	15	26	29	57	36	-	73
	41%	40%	43%	34%	50%	50%	45%	37%	37%	49%	30%	39%	50%	49%	31%	-	44%
Completely agree	150	54	25	52	17	8	12	24	25	13	20	29	19	28	59	-	63
	37%	43%	28%	52%	24%	25%	27%	47%	50%	28%	38%	44%	33%	24%	50%	-	38%
Mostly agree	46	11	11	11	10	5	10	5	3	4	11	4	4	18	13	-	16
	11%	9%	13%	11%	14%	16%	22%	9%	6%	9%	21%	6%	6%	15%	11%	-	9%
Mostly disagree	55	16	18	12	4	6	2	7	4	9	3	11	12	22	13	-	19
	14%	13%	20%	12%	6%	18%	4%	14%	9%	21%	6%	17%	21%	19%	12%	-	11%
Completely disagree	111	34	21	22	31	10	18	12	14	13	12	15	17	35	22	-	54
	28%	27%	23%	21%	44%	32%	41%	23%	28%	28%	24%	22%	29%	30%	19%	-	32%
DNR – Don't know/Refused	39	10	14	4	8	3	3	3	4	6	6	7	7	15	9	-	15
	10%	8%	16%	4%	11%	9%	6%	7%	7%	14%	11%	11%	11%	12%	8%	-	9%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	87	111	40	39	57	61	123	58	6	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	201	88	113	36	40	62	63	120	61	6	5	9
COMPLETELY/MOSTLY AGREE	111	48	63	20	21	39	32	89	14	4	2	3
	57%	56%	57%	50%	53%	68%	52%	72%	24%	62%	65%	40%
COMPLETELY/MOSTLY DISAGREE	79	36	43	19	17	17	26	31	42	1	1	4
	40%	42%	39%	48%	44%	29%	42%	25%	73%	9%	35%	58%
Completely agree	91	41	50	17	13	36	24	75	10	3	2	1
	46%	47%	45%	43%	32%	64%	40%	61%	17%	54%	52%	14%
Mostly agree	21	7	14	3	8	2	8	14	4	0	0	2
	11%	9%	12%	7%	21%	4%	12%	11%	7%	8%	13%	27%
Mostly disagree	18	6	12	3	3	6	6	7	11	-	-	-
	9%	7%	11%	7%	8%	11%	10%	6%	20%	-	-	-
Completely disagree	61	30	31	17	14	10	20	24	31	1	1	4
	31%	34%	28%	41%	35%	18%	32%	20%	53%	9%	35%	58%
DNR – Don't know/Refused	7	2	5	1	1	2	3	3	2	2	-	0
	3%	3%	4%	2%	3%	3%	6%	2%	3%	29%	-	2%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197 100	126 100	71 100	75 100	49 100	51 100	22 100	80 100	52 100	66 100	110 100	81 100	40 100	30 100	103 100
Unweighted Total	201	126	75	73	47	53	28	84	55	62	111	79	38	33	104
COMPLETELY/MOSTLY AGREE	111 57%	69 55%	42 60%	53 71%	36 74%	16 31%	7 29%	61 77%	31 60%	19 30%	88 80%	21 25%	24 61%	15 51%	59 57%
COMPLETELY/MOSTLY DISAGREE	79 40%	51 40%	28 40%	18 25%	13 26%	32 63%	15 69%	17 21%	19 36%	43 66%	20 18%	56 69%	15 37%	13 45%	41 40%
Completely agree	91 46%	56 44%	35 49%	43 58%	32 65%	12 24%	3 14%	51 64%	26 50%	13 20%	78 71%	9 12%	20 51%	11 37%	52 50%
Mostly agree	21 11%	13 11%	8 11%	10 13%	4 9%	3 7%	3 15%	10 12%	5 9%	6 10%	9 8%	11 14%	4 10%	4 14%	7 7%
Mostly disagree	18 9%	13 11%	5 7%	5 6%	3 5%	9 17%	3 11%	4 5%	6 11%	8 13%	5 5%	12 15%	4 10%	2 7%	9 9%
Completely disagree	61 31%	37 30%	23 33%	14 19%	10 21%	24 46%	13 58%	13 16%	13 25%	35 53%	14 13%	44 55%	11 27%	11 38%	31 31%
DNR – Don't know/Refused	7 3%	6 5%	0 1%	3 4%	-	3 7%	0 2%	2 2%	2 4%	3 4%	3 2%	4 5%	1 2%	1 4%	3 3%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	197	-	197	-	-	-	-	8	12	6	148	28	18	6	11	15	0			
	100		100					100	100	100	100	100	100	100	100	100	100			
Unweighted Total	201	-	201	-	-	-	-	13	11	8	135	37	26	4	13	20	1			
COMPLETELY/MOSTLY AGREE	111 57%	-	111 57%	-	-	-	-	4 51%	7 59%	4 69%	87 59%	13 46%	8 48%	3 60%	6 58%	6 41%	-			
COMPLETELY/MOSTLY DISAGREE	79 40%	-	79 40%	-	-	-	-	4 48%	4 35%	1 24%	56 38%	14 49%	9 50%	1 20%	3 28%	6 41%	0 100%			
Completely agree	91 46%	-	91 46%	-	-	-	-	3 35%	7 55%	0 3%	72 49%	9 34%	7 37%	3 60%	5 42%	3 18%	-			
Mostly agree	21 11%	-	21 11%	-	-	-	-	1 15%	0 4%	4 66%	16 11%	3 12%	2 11%	-	2 16%	3 22%	-			
Mostly disagree	18 9%	-	18 9%	-	-	-	-	2 20%	1 9%	1 13%	7 5%	7 25%	3 18%	-	0 3%	2 11%	-			
Completely disagree	61 31%	-	61 31%	-	-	-	-	2 27%	3 26%	1 11%	48 33%	7 25%	6 32%	1 20%	3 24%	5 30%	0 100%			
DNR – Don't know/Refused	7 3%	-	7 3%	-	-	-	-	0 2%	1 6%	0 7%	5 3%	1 5%	0 3%	1 20%	2 14%	3 19%	-			

Echelon Insights  
 Focus 2024 Survey  
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[QMessage\_StudentLoans - VERSION A] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements  
 -The Biden Administration forgiving student loans is unfair to the tens of millions of people who were responsible and paid off their loans

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	197	64	40	47	36	20	17	24	25	20	22	33	35	67	54	-	77
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
Unweighted Total	201	65	42	55	30	20	18	26	24	16	22	36	39	72	54	-	75
COMPLETELY/MOSTLY AGREE	111	43	19	30	18	10	8	15	15	10	13	24	16	30	34	-	47
	57%	67%	48%	63%	48%	49%	50%	61%	60%	51%	56%	73%	46%	45%	63%	-	62%
COMPLETELY/MOSTLY DISAGREE	79	20	18	16	18	10	7	9	10	10	10	8	16	34	17	-	27
	40%	31%	45%	34%	48%	49%	44%	36%	40%	48%	44%	24%	44%	51%	32%	-	36%
Completely agree	91	35	15	25	16	9	6	15	11	8	7	22	13	23	28	-	39
	46%	54%	37%	53%	44%	47%	35%	61%	42%	40%	30%	66%	38%	35%	53%	-	51%
Mostly agree	21	8	5	5	1	0	2	-	5	2	6	2	3	7	5	-	9
	11%	12%	12%	11%	4%	2%	14%	-	18%	11%	26%	7%	9%	10%	10%	-	11%
Mostly disagree	18	7	4	4	2	2	-	4	-	1	3	2	6	7	2	-	9
	9%	11%	10%	8%	5%	10%	-	18%	-	4%	15%	6%	17%	11%	4%	-	12%
Completely disagree	61	13	14	12	16	8	7	4	10	9	7	6	10	27	15	-	18
	31%	20%	35%	27%	43%	39%	44%	18%	40%	44%	29%	18%	27%	41%	28%	-	24%
DNR – Don't know/Refused	7	2	3	1	1	0	1	1	-	0	-	1	3	2	3	-	2
	3%	2%	7%	2%	3%	2%	7%	3%	-	1%	-	2%	10%	3%	5%	-	2%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	203	91	112	39	57	59	49	127	55	11	6	4
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	199	92	107	31	53	65	50	124	55	10	6	4
COMPLETELY/MOSTLY AGREE	104	52	53	18	27	31	28	70	21	7	3	4
	51%	56%	47%	48%	47%	53%	57%	55%	38%	69%	43%	80%
COMPLETELY/MOSTLY DISAGREE	88	36	52	17	27	25	19	51	31	2	4	1
	43%	39%	47%	43%	48%	43%	39%	40%	56%	21%	57%	20%
Completely agree	76	42	33	10	19	23	23	56	9	4	3	4
	37%	47%	30%	25%	34%	39%	48%	44%	17%	39%	43%	80%
Mostly agree	29	9	20	9	7	8	5	14	12	3	-	-
	14%	10%	18%	23%	13%	14%	9%	11%	21%	29%	-	-
Mostly disagree	27	10	17	6	10	6	5	23	4	1	-	-
	14%	11%	15%	16%	18%	10%	11%	18%	6%	14%	-	-
Completely disagree	61	26	35	10	17	20	14	28	27	1	4	1
	30%	28%	32%	27%	30%	33%	28%	22%	49%	7%	57%	20%
DNR – Don't know/Refused	10	4	7	3	3	2	2	6	3	1	-	-
	5%	4%	6%	9%	5%	4%	4%	5%	6%	10%	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	203	120	83	71	55	49	27	72	71	59	100	87	54	28	87
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	199	115	84	68	56	47	28	71	75	53	101	80	55	29	87
COMPLETELY/MOSTLY AGREE	104	72	32	46	24	26	8	48	40	17	77	22	24	14	48
	51%	60%	39%	65%	43%	53%	31%	66%	56%	28%	77%	26%	45%	51%	55%
COMPLETELY/MOSTLY DISAGREE	88	44	44	23	28	21	17	22	28	38	20	58	28	12	36
	43%	36%	54%	32%	50%	43%	60%	31%	39%	64%	20%	67%	51%	44%	41%
Completely agree	76	47	29	34	22	12	7	43	26	7	64	7	16	10	38
	37%	39%	35%	48%	39%	25%	26%	59%	37%	11%	64%	8%	29%	36%	43%
Mostly agree	29	25	3	12	2	13	1	5	14	10	13	16	9	4	10
	14%	21%	4%	17%	4%	28%	5%	7%	20%	17%	13%	18%	16%	15%	12%
Mostly disagree	27	13	15	9	14	4	1	9	10	8	11	14	9	4	13
	14%	11%	18%	12%	25%	8%	4%	13%	14%	14%	11%	16%	16%	13%	15%
Completely disagree	61	31	30	14	14	17	16	13	18	30	10	44	19	9	22
	30%	26%	36%	20%	25%	34%	57%	18%	25%	51%	10%	51%	35%	32%	26%
DNR – Don't know/Refused	10	4	6	2	4	2	2	3	3	5	3	6	2	1	3
	5%	3%	7%	3%	7%	4%	9%	4%	4%	8%	3%	7%	4%	5%	4%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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			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	203	-	203	-	-	-	-	25	6	6	132	29	24	8	16	25	5			
	100		100					100	100	100	100	100	100	100	100	100	100			
Unweighted Total	199	-	199	-	-	-	-	27	6	5	124	30	34	8	17	23	5			
COMPLETELY/MOSTLY AGREE	104	-	104	-	-	-	-	9	2	2	69	15	12	4	7	8	3			
	51%		51%					37%	29%	33%	52%	50%	51%	45%	42%	31%	63%			
COMPLETELY/MOSTLY DISAGREE	88	-	88	-	-	-	-	14	4	4	54	14	11	3	7	16	2			
	43%		43%					58%	71%	67%	41%	47%	45%	41%	47%	63%	37%			
Completely agree	76	-	76	-	-	-	-	6	2	2	51	11	9	3	6	2	2			
	37%		37%					23%	29%	33%	39%	39%	38%	36%	37%	9%	37%			
Mostly agree	29	-	29	-	-	-	-	3	-	-	18	3	3	1	1	6	1			
	14%		14%					14%			14%	11%	13%	9%	4%	22%	26%			
Mostly disagree	27	-	27	-	-	-	-	6	2	2	14	3	4	0	1	6	-			
	14%		14%					25%	40%	33%	11%	9%	16%	3%	9%	23%				
Completely disagree	61	-	61	-	-	-	-	8	2	2	40	11	7	3	6	10	2			
	30%		30%					33%	31%	34%	30%	38%	29%	38%	38%	40%	37%			
DNR – Don't know/Refused	10	-	10	-	-	-	-	1	-	-	9	1	1	1	2	1	-			
	5%		5%					6%			7%	2%	4%	14%	11%	6%				

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	203	61	49	54	35	13	28	26	25	25	29	33	24	50	62	-	90
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
Unweighted Total	199	54	51	56	34	14	26	29	23	17	27	36	27	56	59	-	84
COMPLETELY/MOSTLY AGREE	104	35	18	35	16	4	13	17	18	15	14	14	10	20	36	-	48
	51%	57%	36%	66%	47%	27%	47%	67%	71%	59%	47%	42%	43%	40%	57%	-	54%
COMPLETELY/MOSTLY DISAGREE	88	25	27	15	17	8	12	8	7	8	15	17	12	25	25	-	38
	43%	41%	54%	29%	50%	65%	43%	33%	29%	32%	53%	51%	50%	50%	40%	-	42%
Completely agree	76	20	13	31	12	2	10	16	15	8	10	7	8	12	27	-	36
	37%	32%	26%	57%	35%	17%	35%	61%	60%	30%	33%	22%	35%	25%	43%	-	40%
Mostly agree	29	15	5	5	4	1	3	2	3	7	4	7	2	8	9	-	12
	14%	24%	10%	9%	12%	10%	12%	6%	11%	29%	14%	20%	8%	16%	14%	-	14%
Mostly disagree	27	9	8	5	5	2	3	3	2	4	8	2	4	9	7	-	12
	14%	15%	16%	9%	16%	18%	10%	14%	7%	15%	26%	7%	15%	18%	11%	-	13%
Completely disagree	61	16	19	10	12	6	9	5	5	4	8	15	8	16	18	-	26
	30%	26%	38%	19%	35%	47%	33%	19%	22%	17%	27%	44%	35%	32%	29%	-	29%
DNR – Don't know/Refused	10	2	5	3	1	1	3	-	-	2	-	2	2	5	2	-	4
	5%	3%	10%	5%	3%	8%	10%	-	-	10%	-	7%	7%	10%	3%	-	4%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400	178	222	79	96	116	110	250	113	16	9	11
	100	100	100	100	100	100	100	100	100	100	100	100
COMPLETELY/MOSTLY AGREE	247	116	131	52	65	71	59	185	38	14	5	5
	62%	65%	59%	66%	68%	61%	54%	74%	34%	84%	48%	45%
COMPLETELY/MOSTLY DISAGREE	126	52	73	21	27	36	41	52	64	1	4	5
	31%	29%	33%	27%	28%	31%	38%	21%	57%	8%	41%	41%
Completely agree	183	93	90	34	49	59	41	135	31	11	4	3
	46%	52%	41%	44%	51%	51%	37%	54%	27%	67%	41%	26%
Mostly agree	64	23	41	17	16	12	19	51	7	3	1	2
	16%	13%	18%	22%	16%	10%	17%	20%	6%	18%	8%	19%
Mostly disagree	39	13	26	10	8	12	9	22	12	-	4	1
	10%	7%	12%	13%	8%	10%	9%	9%	11%		41%	7%
Completely disagree	86	39	47	11	19	24	32	30	52	1	-	4
	22%	22%	21%	14%	20%	21%	29%	12%	46%	8%		34%
DNR – Don't know/Refused	28	10	18	6	4	9	9	14	10	1	1	2
	7%	6%	8%	7%	4%	8%	8%	5%	9%	8%	10%	14%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400	246	154	146	104	100	50	152	123	125	210	168	94	58	190
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
COMPLETELY/MOSTLY AGREE	247	163	84	115	71	49	13	126	87	35	184	44	68	35	117
	62%	66%	54%	79%	68%	49%	26%	82%	70%	28%	88%	26%	73%	61%	62%
COMPLETELY/MOSTLY DISAGREE	126	68	58	26	25	42	32	18	28	79	18	105	23	17	60
	31%	28%	37%	18%	24%	42%	65%	12%	23%	63%	9%	62%	24%	30%	32%
Completely agree	183	126	57	87	47	39	10	107	55	21	145	24	51	28	88
	46%	51%	37%	60%	45%	39%	20%	70%	45%	17%	69%	14%	55%	49%	46%
Mostly agree	64	37	26	27	23	10	3	19	32	14	39	20	17	7	29
	16%	15%	17%	19%	22%	10%	6%	12%	26%	11%	19%	12%	18%	13%	15%
Mostly disagree	39	17	22	9	13	8	9	7	12	20	10	29	8	4	22
	10%	7%	14%	6%	13%	8%	18%	5%	10%	16%	5%	17%	9%	7%	12%
Completely disagree	86	51	35	18	12	33	24	11	16	59	9	76	15	13	38
	22%	21%	23%	12%	11%	33%	47%	7%	13%	47%	4%	45%	15%	23%	20%
DNR – Don' t know/Refused	28	15	13	5	9	10	4	8	8	11	7	19	3	5	12
	7%	6%	8%	3%	8%	10%	9%	6%	6%	9%	3%	11%	3%	9%	7%

Echelon Insights  
Focus 2024 Survey  
N=400 Registered Voters in the Likely Electorate in GA, 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	400	-	400	-	-	-	-	33	18	12	280	57	42	14	27	41	5			
	100		100					100	100	100	100	100	100	100	100	100	100			
COMPLETELY/MOSTLY AGREE	247	-	247	-	-	-	-	27	13	10	170	39	28	11	22	17	3			
	62%		62%					83%	73%	83%	61%	70%	67%	83%	82%	42%	56%			
COMPLETELY/MOSTLY DISAGREE	126	-	126	-	-	-	-	3	2	2	93	12	11	2	4	17	2			
	31%		31%					9%	14%	13%	33%	20%	26%	17%	17%	42%	44%			
Completely agree	183	-	183	-	-	-	-	16	8	7	126	32	19	11	16	12	2			
	46%		46%					49%	45%	57%	45%	57%	45%	82%	59%	29%	41%			
Mostly agree	64	-	64	-	-	-	-	11	5	3	44	7	9	0	6	5	1			
	16%		16%					34%	28%	25%	16%	12%	23%	2%	23%	13%	16%			
Mostly disagree	39	-	39	-	-	-	-	1	2	2	24	9	4	-	1	8	1			
	10%		10%					4%	9%	13%	9%	16%	9%	3%	19%	19%				
Completely disagree	86	-	86	-	-	-	-	2	1	-	70	3	7	2	4	9	1			
	22%		22%					5%	4%	-	25%	5%	17%	17%	13%	23%	25%			
DNR – Don' t know/Refused	28	-	28	-	-	-	-	3	2	1	16	6	3	-	0	6	-			
	7%		7%					8%	13%	5%	6%	10%	7%	1%	16%					

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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

	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	400	125	89	101	71	33	45	50	50	46	52	66	59	117	116	-	167
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
COMPLETELY/MOSTLY AGREE	247	74	52	75	40	20	31	34	30	32	34	37	29	57	84	-	105
	62%	59%	58%	74%	56%	60%	70%	69%	60%	70%	66%	55%	49%	49%	73%	-	63%
COMPLETELY/MOSTLY DISAGREE	126	44	28	21	26	8	14	12	19	13	14	24	22	49	28	-	49
	31%	35%	31%	20%	37%	24%	30%	24%	37%	29%	26%	36%	38%	41%	24%	-	29%
Completely agree	183	54	33	58	35	18	24	28	23	16	25	31	18	42	60	-	81
	46%	43%	37%	58%	49%	54%	54%	56%	46%	36%	49%	47%	30%	36%	52%	-	49%
Mostly agree	64	21	19	17	5	2	7	7	7	15	9	6	11	15	25	-	24
	16%	16%	21%	17%	7%	6%	16%	13%	15%	34%	17%	8%	19%	13%	21%	-	14%
Mostly disagree	39	17	9	5	8	2	3	4	5	9	5	8	4	11	7	-	21
	10%	14%	10%	5%	12%	5%	7%	7%	10%	19%	10%	12%	8%	10%	6%	-	12%
Completely disagree	86	27	19	16	18	6	11	9	14	5	8	16	18	37	21	-	28
	22%	21%	21%	16%	26%	19%	24%	17%	28%	11%	16%	24%	30%	32%	18%	-	17%
DNR – Don't know/Refused	28	8	9	5	5	5	-	3	1	0	4	6	8	11	4	-	13
	7%	6%	11%	5%	6%	16%	-	7%	2%	1%	8%	9%	13%	10%	3%	-	8%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400	178	222	79	96	116	110	250	113	16	9	11
	100	100	100	100	100	100	100	100	100	100	100	100
A TOTAL/MOSTLY A SUCCESS	157	64	93	38	33	39	46	59	81	7	2	7
	39%	36%	42%	48%	35%	34%	42%	24%	72%	44%	20%	63%
A TOTAL/MOSTLY A FAILURE	219	105	114	32	58	71	57	176	24	7	8	3
	55%	59%	51%	41%	60%	62%	52%	70%	21%	45%	80%	28%
A total success	53	22	31	16	15	11	12	18	32	2	0	2
	13%	12%	14%	20%	16%	9%	11%	7%	28%	11%	1%	19%
Mostly a success	104	42	62	22	18	29	35	41	50	5	2	5
	26%	24%	28%	29%	18%	25%	32%	17%	44%	33%	18%	44%
Mostly a failure	39	15	24	10	17	7	4	27	11	-	1	1
	10%	8%	11%	13%	18%	6%	4%	11%	10%		6%	5%
A total failure	179	90	90	22	41	64	53	150	13	7	7	3
	45%	50%	40%	28%	43%	55%	48%	60%	11%	45%	74%	23%
Unsure	25	9	16	8	5	5	7	15	7	2	-	1
	6%	5%	7%	11%	5%	4%	6%	6%	6%	10%		8%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400	246	154	146	104	100	50	152	123	125	210	168	94	58	190
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A TOTAL/MOSTLY A SUCCESS	157	94	63	32	27	61	37	17	37	102	19	135	32	24	70
	39%	38%	41%	22%	26%	61%	73%	11%	30%	82%	9%	80%	35%	41%	37%
A TOTAL/MOSTLY A FAILURE	219	134	85	103	73	30	12	129	75	14	187	14	56	29	113
	55%	54%	55%	71%	70%	30%	24%	85%	61%	11%	89%	8%	60%	51%	59%
A total success	53	33	20	13	5	21	15	8	9	36	11	42	8	7	28
	13%	14%	13%	9%	5%	21%	30%	5%	7%	29%	5%	25%	9%	12%	15%
Mostly a success	104	60	43	20	22	41	22	9	28	66	8	93	24	17	42
	26%	24%	28%	13%	21%	41%	43%	6%	23%	53%	4%	55%	25%	29%	22%
Mostly a failure	39	23	16	15	12	8	4	17	17	5	19	9	8	4	22
	10%	9%	11%	10%	12%	8%	9%	11%	14%	4%	9%	5%	8%	7%	12%
A total failure	179	111	68	89	61	22	7	112	58	9	168	5	48	25	91
	45%	45%	44%	61%	58%	22%	15%	74%	48%	7%	80%	3%	52%	44%	48%
Unsure	25	19	6	10	4	9	1	6	10	8	4	19	6	5	7
	6%	8%	4%	7%	4%	9%	3%	4%	8%	7%	2%	11%	6%	8%	4%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400 100	-	400 100	-	-	-	-	33 100	18 100	12 100	280 100	57 100	42 100	14 100	27 100	41 100	5 100			
A TOTAL/MOSTLY A SUCCESS	157 39%	-	157 39%	-	-	-	-	6 17%	8 44%	-	116 42%	20 35%	9 22%	14 100%	19 72%	13 31%	-			
A TOTAL/MOSTLY A FAILURE	219 55%	-	219 55%	-	-	-	-	20 60%	9 52%	11 97%	149 53%	33 58%	30 72%	-	6 21%	14 35%	5 100%			
A total success	53 13%	-	53 13%	-	-	-	-	0 %	4 20%	-	39 14%	6 11%	4 10%	10 74%	10 39%	-	-			
Mostly a success	104 26%	-	104 26%	-	-	-	-	6 17%	4 23%	-	77 28%	13 24%	5 12%	4 26%	9 33%	13 31%	-			
Mostly a failure	39 10%	-	39 10%	-	-	-	-	12 37%	1 6%	5 43%	20 7%	7 12%	11 27%	-	6 21%	11 27%	4 81%			
A total failure	179 45%	-	179 45%	-	-	-	-	8 23%	8 46%	6 54%	129 46%	26 46%	19 45%	-	-	3 8%	1 19%			
Unsure	25 6%	-	25 6%	-	-	-	-	7 23%	1 4%	0 3%	14 5%	4 7%	3 6%	-	2 7%	14 34%	-			

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400	125	89	101	71	33	45	50	50	46	52	66	59	117	116	-	167
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
A TOTAL/MOSTLY A SUCCESS	157	50	37	28	32	16	20	12	16	22	13	28	30	64	31	-	62
	39%	40%	42%	28%	45%	48%	45%	24%	32%	49%	25%	42%	51%	55%	26%	-	37%
A TOTAL/MOSTLY A FAILURE	219	63	48	70	35	12	24	37	32	20	34	35	25	46	79	-	94
	55%	51%	54%	70%	49%	38%	54%	74%	63%	43%	66%	53%	42%	39%	68%	-	56%
A total success	53	17	11	11	11	10	8	2	2	6	8	8	9	25	9	-	20
	13%	14%	12%	11%	15%	29%	17%	5%	5%	13%	15%	12%	16%	21%	7%	-	12%
Mostly a success	104	33	26	17	21	6	12	9	14	16	5	19	21	39	22	-	42
	26%	26%	29%	17%	30%	19%	28%	19%	27%	35%	10%	29%	35%	33%	19%	-	25%
Mostly a failure	39	8	13	9	6	1	8	5	1	10	9	3	3	11	12	-	16
	10%	7%	15%	9%	8%	2%	19%	10%	2%	21%	17%	4%	5%	10%	10%	-	10%
A total failure	179	55	34	61	29	12	16	32	31	10	25	32	22	35	67	-	78
	45%	44%	39%	60%	41%	36%	35%	64%	61%	22%	49%	49%	37%	29%	58%	-	47%
Unsure	25	12	4	2	4	5	1	1	3	4	4	4	4	7	7	-	11
	6%	9%	5%	2%	6%	14%	1%	3%	5%	8%	8%	6%	7%	6%	6%	-	6%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400		178	222	79	96	116	110	250	113	16	9	11
	100		100	100	100	100	100	100	100	100	100	100	100
Man	178		178	-	33	45	50	50	111	51	7	3	7
	44%		100%		42%	46%	43%	46%	44%	45%	46%	27%	58%
Woman	222		-	222	46	52	66	59	140	62	9	7	5
	56%			100%	58%	54%	57%	54%	56%	55%	54%	73%	42%
Prefer not to say	-		-	-	-	-	-	-	-	-	-	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400	246	154	146	104	100	50	152	123	125	210	168	94	58	190
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Man	178	113	65	68	43	45	22	74	55	50	100	66	45	28	85
	44%	46%	42%	46%	41%	45%	45%	48%	44%	40%	48%	39%	48%	48%	45%
Woman	222	133	89	78	61	55	28	79	68	75	110	102	49	30	105
	56%	54%	58%	54%	59%	55%	55%	52%	56%	60%	52%	61%	52%	52%	55%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, March 12-19, 2024, Margin of Error=+/-5.7 Percentage Points

[QGender] What is your gender?

	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	400 100	-	400 100	-	-	-	-	33 100	18 100	12 100	280 100	57 100	42 100	14 100	27 100	41 100	5 100			
Man	178 44%	-	178 44%	-	-	-	-	15 46%	9 53%	5 42%	123 44%	25 44%	20 48%	6 44%	10 39%	13 32%	-			
Woman	222 56%	-	222 56%	-	-	-	-	18 54%	8 47%	7 58%	157 56%	32 56%	22 52%	8 56%	16 61%	28 68%	5 100%			
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400	125	89	101	71	33	45	50	50	46	52	66	59	117	116	-	167
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		100
Man	178	-	-	101	71	33	45	50	50	-	-	-	-	44	68	-	66
	44%			100%	100%	100%	100%	100%	100%					37%	59%		40%
Woman	222	125	89	-	-	-	-	-	-	46	52	66	59	74	48	-	101
	56%	100%	100%							100%	100%	100%	100%	63%	41%		60%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights  
Focus 2024 Survey  
N=400 Registered Voters in the Likely Electorate in GA, 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	400	178	222	79	96	116	110	250	113	16	9	11	
	100	100	100	100	100	100	100	100	100	100	100	100	
White	250	111	140	53	61	75	61	250	-	-	-	-	
	63%	62%	63%	67%	63%	65%	56%	100%					
Black or African American	113	51	62	17	28	31	37	-	113	-	-	-	
	28%	29%	28%	21%	29%	27%	34%		100%				
Hispanic or Latino	16	7	9	5	4	3	5	-	-	16	-	-	
	4%	4%	4%	7%	4%	2%	5%			100%			
Asian	8	2	6	1	2	5	-	-	-	-	8	-	
	2%	1%	3%	1%	2%	4%					82%		
Native American or Alaska Native	-	-	-	-	-	-	-	-	-	-	-	-	
Native Hawaiian or Other Pacific Islander	2	1	1	-	-	-	2	-	-	-	2	-	
	*%	*%	*%				2%				18%		
Something else	11	7	5	3	1	3	5	-	-	-	-	11	
	3%	4%	2%	4%	1%	2%	4%					100%	

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400	246	154	146	104	100	50	152	123	125	210	168	94	58	190
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
White	250	146	104	146	104	-	-	120	86	45	169	71	57	35	131
	63%	59%	68%	100%	100%			79%	70%	36%	81%	42%	61%	60%	69%
Black or African American	113	73	39	-	-	73	39	20	19	73	16	88	21	19	44
	28%	30%	25%			73%	78%	13%	16%	59%	8%	52%	23%	33%	23%
Hispanic or Latino	16	13	4	-	-	13	4	7	8	1	14	2	9	2	5
	4%	5%	2%			13%	7%	4%	7%	1%	7%	1%	10%	4%	3%
Asian	8	5	3	-	-	5	3	2	4	2	5	3	2	0	5
	2%	2%	2%			5%	6%	1%	3%	1%	2%	2%	2%	0%	2%
Native American or Alaska Native	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Native Hawaiian or Other Pacific Islander	2	2	-	-	-	2	-	-	1	1	1	1	2	-	-
	*%	1%				2%			1%	1%	*%	1%	2%		
Something else	11	7	4	-	-	7	4	4	5	3	5	4	2	1	6
	3%	3%	3%			7%	8%	3%	4%	2%	2%	2%	2%	3%	3%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400 100	-	400 100	-	-	-	-	33 100	18 100	12 100	280 100	57 100	42 100	14 100	27 100	41 100	5 100			
White	250 63%	-	250 63%	-	-	-	-	20 59%	7 41%	9 75%	178 64%	34 61%	26 62%	7 52%	15 58%	17 41%	2 32%			
Black or African American	113 28%	-	113 28%	-	-	-	-	8 25%	7 40%	2 17%	79 28%	14 25%	10 24%	3 18%	4 14%	17 43%	3 49%			
Hispanic or Latino	16 4%	-	16 4%	-	-	-	-	2 7%	3 16%	1 7%	10 4%	3 6%	3 6%	3 21%	3 12%	4 11%	-			
Asian	8 2%	-	8 2%	-	-	-	-	0 *%	0 2%	0 1%	3 1%	4 7%	0 1%	-	-	1 2%	-			
Native American or Alaska Native	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
Native Hawaiian or Other Pacific Islander	2 *%	-	2 *%	-	-	-	-	-	-	-	2 1%	-	-	-	-	1 3%	1 19%			
Something else	11 3%	-	11 3%	-	-	-	-	3 8%	-	-	8 3%	1 2%	3 7%	1 8%	4 16%	-	-			

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400	125	89	101	71	33	45	50	50	46	52	66	59	117	116	-	167
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
White	250	88	50	73	37	21	22	38	30	32	40	37	31	46	89	-	116
	63%	70%	57%	73%	52%	63%	48%	75%	60%	70%	77%	56%	52%	39%	77%	-	69%
Black or African American	113	25	31	18	28	9	18	8	16	8	10	23	21	64	18	-	31
	28%	20%	35%	18%	39%	27%	41%	16%	31%	17%	19%	35%	36%	55%	15%	-	18%
Hispanic or Latino	16	7	2	6	2	2	3	1	2	4	1	1	3	3	2	-	12
	4%	5%	3%	6%	3%	5%	7%	2%	4%	8%	2%	2%	5%	3%	2%	-	7%
Asian	8	3	3	2	0	-	1	1	-	1	1	4	-	1	2	-	5
	2%	3%	3%	2%	0%	-	1%	3%	-	2%	3%	5%	-	1%	2%	-	3%
Native American or Alaska Native	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Native Hawaiian or Other Pacific Islander	2	1	-	-	1	-	-	-	1	-	-	-	1	-	1	-	1
	0.5%	1%	-	-	1%	-	-	-	1%	-	-	-	2%	-	1%	-	1%
Something else	11	2	2	2	4	2	1	2	2	1	-	1	3	4	5	-	3
	3%	2%	2%	2%	6%	5%	3%	4%	4%	3%	-	1%	5%	4%	4%	-	2%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400	178	222	79	96	116	110	250	113	16	9	11
	100	100	100	100	100	100	100	100	100	100	100	100
High school or less	128	56	72	24	32	34	38	69	42	8	3	5
	32%	32%	32%	30%	33%	29%	35%	28%	37%	50%	35%	45%
Some college	77	39	38	18	19	15	26	50	21	3	2	2
	19%	22%	17%	23%	20%	13%	23%	20%	18%	17%	19%	20%
Associate degree	41	18	24	4	8	18	10	27	11	2	1	-
	10%	10%	11%	5%	9%	16%	9%	11%	9%	11%	13%	-
Bachelor's degree	97	45	53	21	20	33	23	61	27	3	3	4
	24%	25%	24%	27%	21%	28%	21%	24%	24%	16%	29%	35%
Graduate degree	57	20	36	11	17	16	13	43	12	1	0	-
	14%	11%	16%	14%	17%	14%	12%	17%	11%	6%	4%	-
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400	246	154	146	104	100	50	152	123	125	210	168	94	58	190
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
High school or less	128	128	-	69	-	59	-	47	45	36	69	53	36	22	48
	32%	52%		47%		59%		31%	37%	28%	33%	31%	38%	37%	26%
Some college	77	77	-	50	-	27	-	28	27	22	41	31	29	14	24
	19%	31%		34%		27%		18%	22%	18%	20%	18%	31%	24%	13%
Associate degree	41	41	-	27	-	14	-	16	13	12	27	13	5	11	20
	10%	17%		19%		14%		11%	11%	9%	13%	8%	5%	18%	11%
Bachelor's degree	97	-	97	-	61	-	37	42	20	36	45	45	18	6	58
	24%		63%		58%		73%	28%	16%	29%	22%	27%	19%	10%	31%
Graduate degree	57	-	57	-	43	-	13	19	18	20	27	26	7	6	39
	14%		37%		42%		27%	13%	14%	16%	13%	16%	7%	10%	21%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400 100	-	400 100	-	-	-	-	33 100	18 100	12 100	280 100	57 100	42 100	14 100	27 100	41 100	5 100			
High school or less	128 32%	-	128 32%	-	-	-	-	10 30%	7 42%	3 27%	85 30%	17 31%	14 34%	4 29%	10 39%	20 49%	3 49%			
Some college	77 19%	-	77 19%	-	-	-	-	9 26%	4 21%	3 26%	55 20%	13 23%	6 15%	5 37%	8 30%	9 23%	1 19%			
Associate degree	41 10%	-	41 10%	-	-	-	-	2 6%	2 11%	1 7%	29 10%	9 16%	3 8%	3 21%	4 15%	3 8%	-			
Bachelor' s degree	97 24%	-	97 24%	-	-	-	-	9 26%	3 19%	3 26%	70 25%	15 27%	7 17%	1 5%	3 9%	4 9%	1 16%			
Graduate degree	57 14%	-	57 14%	-	-	-	-	4 11%	1 6%	2 14%	42 15%	2 3%	11 26%	1 7%	2 7%	5 11%	1 16%			
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			

Echelon Insights  
Focus 2024 Survey  
N=400 Registered Voters in the Likely Electorate in GA, 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	400	125	89	101	71	33	45	50	50	46	52	66	59	117	116	-	167
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
High school or less	128	45	25	32	20	14	15	10	18	10	17	25	20	38	50	-	40
	32%	36%	29%	32%	28%	42%	33%	19%	36%	22%	34%	37%	33%	32%	43%	-	24%
Some college	77	19	19	18	21	6	13	8	12	12	6	6	14	25	30	-	22
	19%	15%	22%	18%	30%	18%	29%	17%	23%	26%	12%	9%	24%	21%	26%	-	13%
Associate degree	41	13	9	11	5	3	2	10	3	1	7	9	7	12	9	-	20
	10%	11%	10%	11%	7%	8%	4%	20%	6%	3%	13%	13%	12%	10%	8%	-	12%
Bachelor's degree	97	26	21	29	15	9	10	13	13	13	11	19	10	27	17	-	53
	24%	21%	24%	28%	22%	26%	22%	27%	26%	28%	20%	29%	17%	23%	15%	-	32%
Graduate degree	57	22	14	11	9	2	6	8	4	10	11	7	8	16	10	-	31
	14%	18%	16%	11%	13%	5%	13%	17%	9%	21%	22%	11%	14%	13%	9%	-	19%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights  
Focus 2024 Survey  
N=400 Registered Voters in the Likely Electorate in GA, 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	400	178	222	79	96	116	110	250	113	16	9	11
	100	100	100	100	100	100	100	100	100	100	100	100
Employed full-time	190	95	95	49	56	68	18	122	49	12	3	5
	48%	53%	43%	62%	58%	59%	17%	49%	43%	71%	36%	46%
Employed part-time	17	4	14	8	3	1	5	14	3	0	-	-
	4%	2%	6%	11%	3%	1%	4%	6%	2%	2%	-	-
Freelance, contract, or temporary work	16	9	7	5	6	4	1	12	3	-	1	1
	4%	5%	3%	7%	6%	4%	1%	5%	2%	-	11%	8%
*Gig economy* work like ride shares, food delivery, or dog walking	5	3	2	1	1	3	-	5	-	-	0	-
	1%	2%	1%	2%	1%	3%	-	2%	-	-	1%	-
Unemployed and looking for work	6	2	4	1	2	2	1	3	2	-	-	1
	1%	1%	2%	1%	2%	2%	1%	1%	1%	-	-	7%
Stay-at-home parent or caregiver	7	2	5	-	2	4	-	4	-	-	3	-
	2%	1%	2%	-	3%	4%	-	1%	-	-	34%	-
Full time student	3	1	2	-	-	3	-	3	-	-	-	-
	1%	*%	1%	-	-	2%	-	1%	-	-	-	-
Retired	134	54	81	12	20	24	78	76	48	4	2	4
	34%	30%	36%	16%	21%	21%	71%	30%	42%	27%	18%	39%
Something else	18	8	11	2	5	5	7	10	8	-	-	-
	5%	4%	5%	3%	5%	4%	6%	4%	7%	-	-	-
Prefer not to say	2	1	2	-	1	1	0	1	1	-	-	0
	1%	*%	1%	-	1%	1%	*%	*%	1%	-	-	1%

Echelon Insights  
Focus 2024 Survey  
N=400 Registered Voters in the Likely Electorate in GA, 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	400	246	154	146	104	100	50	152	123	125	210	168	94	58	190
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Employed full-time	190	113	78	67	55	46	23	68	70	53	101	80	26	32	116
	48%	46%	50%	46%	53%	46%	46%	44%	57%	43%	48%	48%	28%	55%	61%
Employed part-time	17	10	8	7	7	2	1	6	6	6	9	8	4	4	7
	4%	4%	5%	5%	7%	2%	1%	4%	5%	4%	4%	5%	4%	6%	4%
Freelance, contract, or temporary work	16	12	4	9	3	4	1	3	11	3	9	4	5	2	9
	4%	5%	3%	6%	3%	4%	2%	2%	9%	2%	4%	2%	5%	3%	5%
*Gig economy* work like ride shares, food delivery, or dog walking	5	2	4	1	4	0	-	4	1	0	4	1	3	1	2
	1%	1%	3%	1%	4%	0%	-	3%	1%	0%	2%	1%	3%	1%	1%
Unemployed and looking for work	6	4	2	3	-	0	2	1	3	1	3	1	1	1	2
	1%	2%	1%	2%	-	0%	4%	1%	3%	1%	2%	1%	1%	2%	1%
Stay-at-home parent or caregiver	7	1	5	-	4	1	2	4	1	2	4	3	1	-	4
	2%	1%	4%	-	4%	1%	3%	3%	1%	1%	2%	2%	2%	-	2%
Full time student	3	2	1	2	1	-	-	2	1	-	2	-	-	1	1
	1%	1%	1%	1%	1%	-	-	1%	1%	-	1%	-	-	1%	1%
Retired	134	92	42	52	24	40	18	58	25	51	69	60	44	17	41
	34%	38%	27%	36%	23%	40%	36%	38%	21%	41%	33%	36%	47%	29%	21%
Something else	18	8	10	4	6	4	4	7	5	6	9	8	9	-	9
	5%	3%	7%	3%	6%	4%	8%	5%	4%	5%	4%	5%	10%	-	5%
Prefer not to say	2	2	-	1	-	2	-	-	0	2	-	2	-	1	-
	1%	1%	-	1%	-	2%	-	-	0%	2%	-	1%	-	1%	-

Echelon Insights  
Focus 2024 Survey  
N=400 Registered Voters in the Likely Electorate in GA, 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	400 100	-	400 100	-	-	-	-	33 100	18 100	12 100	280 100	57 100	42 100	14 100	27 100	41 100	5 100			
Employed full-time	190 48%	-	190 48%	-	-	-	-	15 44%	10 55%	9 73%	124 44%	30 53%	23 56%	9 64%	15 55%	17 42%	1 19%			
Employed part-time	17 4%	-	17 4%	-	-	-	-	3 10%	1 4%	2 13%	12 4%	3 5%	-	0 1%	3 7%	1 16%				
Freelance, contract, or temporary work	16 4%	-	16 4%	-	-	-	-	4 13%	2 11%	-	10 3%	4 8%	2 6%	0 *	2 4%	-				
*Gig economy* work like ride shares, food delivery, or dog walking	5 1%	-	5 1%	-	-	-	-	0 *	-	-	4 1%	0 *	1 3%	-	-	-	-			
Unemployed and looking for work	6 1%	-	6 1%	-	-	-	-	1 4%	-	-	4 1%	1 1%	0 1%	0 2%	0 1%	1 2%	-			
Stay-at-home parent or caregiver	7 2%	-	7 2%	-	-	-	-	-	-	-	3 1%	4 6%	-	-	-	1 2%	-			
Full time student	3 1%	-	3 1%	-	-	-	-	1 2%	-	-	3 1%	-	-	-	-	-	-			
Retired	134 34%	-	134 34%	-	-	-	-	7 23%	5 30%	2 14%	104 37%	16 27%	10 25%	5 34%	11 42%	14 35%	2 30%			
Something else	18 5%	-	18 5%	-	-	-	-	1 4%	-	-	14 5%	-	4 10%	-	-	3 7%	2 35%			
Prefer not to say	2 1%	-	2 1%	-	-	-	-	0 *	-	-	2 1%	-	-	-	-	-	-			

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400	125	89	101	71	33	45	50	50	46	52	66	59	117	116	-	167
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
Employed full-time	190	53	38	59	32	19	28	37	11	29	28	31	8	56	48	-	86
	48%	43%	43%	59%	45%	58%	62%	75%	21%	64%	54%	46%	13%	48%	41%	-	52%
Employed part-time	17	9	5	2	2	0	2	0	1	8	1	1	3	2	5	-	10
	4%	7%	5%	2%	2%	1%	4%	1%	3%	17%	3%	2%	5%	2%	5%	-	6%
Freelance, contract, or temporary work	16	6	2	4	5	4	4	0	1	1	2	4	-	2	9	-	6
	4%	4%	2%	4%	7%	12%	10%	*%	2%	3%	3%	6%	-	2%	8%	-	3%
*Gig economy* work like ride shares, food delivery, or dog walking	5	1	1	1	3	1	0	2	-	-	1	1	-	1	3	-	2
	1%	1%	1%	1%	4%	5%	*%	3%	-	-	2%	2%	-	1%	3%	-	1%
Unemployed and looking for work	6	1	2	2	-	1	-	-	1	-	2	2	-	1	2	-	2
	1%	1%	2%	2%	-	2%	-	-	2%	-	3%	4%	-	1%	2%	-	1%
Stay-at-home parent or caregiver	7	5	-	2	-	-	-	2	-	-	2	3	-	-	2	-	5
	2%	4%	-	2%	-	-	-	4%	-	-	5%	4%	-	-	2%	-	3%
Full time student	3	1	1	-	1	-	-	1	-	-	-	2	-	-	2	-	1
	1%	1%	1%	-	1%	-	-	2%	-	-	-	3%	-	-	2%	-	1%
Retired	134	40	39	27	25	6	8	6	33	6	12	18	44	49	41	-	45
	34%	32%	44%	26%	36%	19%	18%	12%	66%	13%	24%	27%	75%	42%	35%	-	27%
Something else	18	8	2	4	3	1	3	1	3	1	2	4	4	5	3	-	10
	5%	7%	3%	4%	5%	3%	6%	2%	6%	2%	4%	6%	6%	4%	3%	-	6%
Prefer not to say	2	-	-	-	-	-	-	1	-	-	1	-	0	2	1	-	-
	1%	-	-	-	-	-	-	1%	-	-	3%	-	*%	1%	1%	-	-



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400	178	222	79	96	116	110	250	113	16	9	11
	100	100	100	100	100	100	100	100	100	100	100	100
Yes	93	44	49	28	47	15	5	62	20	5	3	3
	23%	25%	22%	35%	48%	13%	4%	25%	18%	29%	34%	30%
No	297	133	164	50	47	95	105	186	86	12	5	8
	74%	75%	74%	64%	49%	82%	96%	74%	77%	71%	58%	69%
Prefer not to say	10	1	9	1	2	6	0	3	6	-	1	0
	2%	*%	4%	1%	2%	6%	*%	1%	5%		9%	1%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400	246	154	146	104	100	50	152	123	125	210	168	94	58	190
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	93	63	31	39	22	23	8	28	41	25	47	35	19	10	55
	23%	25%	20%	27%	21%	23%	17%	18%	34%	20%	22%	21%	20%	17%	29%
No	297	180	118	106	80	74	37	120	78	99	158	129	73	45	134
	74%	73%	76%	73%	77%	74%	75%	79%	64%	79%	75%	77%	78%	78%	71%
Prefer not to say	10	4	6	1	2	3	4	5	3	1	5	3	2	3	1
	2%	2%	4%	1%	2%	3%	8%	3%	3%	1%	2%	2%	2%	5%	*%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400 100	-	400 100	-	-	-	-	33 100	18 100	12 100	280 100	57 100	42 100	14 100	27 100	41 100	5 100	
Yes	93 23%	-	93 23%	-	-	-	-	16 49%	6 33%	3 27%	54 19%	18 32%	17 41%	6 43%	9 33%	13 32%	5 84%	
No	297 74%	-	297 74%	-	-	-	-	15 45%	10 55%	9 73%	219 78%	37 65%	25 59%	8 57%	18 67%	27 66%	1 16%	
Prefer not to say	10 2%	-	10 2%	-	-	-	-	2 5%	2 12%	-	7 3%	2 3%	-	-	-	1 2%	-	

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400	125	89	101	71	33	45	50	50	46	52	66	59	117	116	-	167
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
Yes	93	36	13	28	16	11	21	9	3	17	25	6	1	23	31	-	39
	23%	29%	15%	28%	23%	32%	48%	18%	6%	37%	49%	8%	2%	20%	27%	-	24%
No	297	90	73	72	54	22	23	40	47	28	24	55	58	88	84	-	125
	74%	71%	82%	72%	76%	68%	52%	80%	94%	61%	47%	83%	98%	75%	72%	-	75%
Prefer not to say	10	-	3	-	1	-	-	1	-	1	2	6	0	6	1	-	3
	2%	-	4%	-	1%	-	-	2%	-	2%	4%	9%	0%	5%	1%	-	2%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400	178	222	79	96	116	110	250	113	16	9	11
	100	100	100	100	100	100	100	100	100	100	100	100
Less than \$30,000 per year	44	20	24	13	10	7	14	30	7	5	1	1
	11%	11%	11%	16%	11%	6%	13%	12%	6%	30%	8%	7%
\$30,000 to \$49,999 per year	50	25	25	6	12	12	20	27	15	4	3	1
	12%	14%	11%	8%	12%	10%	18%	11%	13%	26%	35%	8%
\$50,000 to \$74,999 per year	58	28	30	6	11	19	21	35	19	2	0	1
	14%	15%	13%	7%	12%	17%	20%	14%	17%	13%	1%	13%
\$75,000 to \$125,000 per year	79	37	41	22	21	19	15	45	22	3	5	4
	20%	21%	19%	28%	22%	17%	14%	18%	19%	18%	48%	34%
More than \$125,000 per year	111	48	64	20	36	40	15	85	22	2	-	2
	28%	27%	29%	26%	37%	35%	14%	34%	20%	13%	-	14%
Prefer not to say	59	20	39	12	5	18	24	28	28	-	1	3
	15%	11%	18%	15%	5%	16%	22%	11%	25%	-	8%	24%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400	246	154	146	104	100	50	152	123	125	210	168	94	58	190
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Less than \$30,000 per year	44	33	11	20	10	12	1	21	12	11	28	16	44	-	-
	11%	13%	7%	14%	10%	12%	2%	14%	9%	9%	13%	9%	47%		
\$30,000 to \$49,999 per year	50	37	13	19	7	17	6	15	18	17	25	20	50	-	-
	12%	15%	9%	13%	7%	17%	11%	10%	14%	14%	12%	12%	53%		
\$50,000 to \$74,999 per year	58	46	12	28	7	18	5	25	15	18	29	23	-	58	-
	14%	19%	7%	19%	6%	18%	10%	16%	12%	14%	14%	14%		100%	
\$75,000 to \$125,000 per year	79	42	37	22	23	19	14	27	26	26	37	39	-	-	79
	20%	17%	24%	15%	22%	19%	28%	18%	21%	21%	18%	23%			41%
More than \$125,000 per year	111	51	61	37	48	14	12	48	33	31	69	38	-	-	111
	28%	21%	39%	25%	46%	14%	25%	31%	27%	25%	33%	23%			59%
Prefer not to say	59	38	21	19	9	19	12	18	20	21	21	33	-	-	-
	15%	16%	14%	13%	8%	19%	25%	12%	17%	17%	10%	20%			

Echelon Insights  
Focus 2024 Survey  
N=400 Registered Voters in the Likely Electorate in GA, 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	400 100	-	400 100	-	-	-	-	33 100	18 100	12 100	280 100	57 100	42 100	14 100	27 100	41 100	5 100
Less than \$30,000 per year	44 11%	-	44 11%	-	-	-	-	-	3 16%	1 10%	33 12%	4 8%	6 14%	1 6%	2 9%	9 21%	1 16%
\$30,000 to \$49,999 per year	50 12%	-	50 12%	-	-	-	-	5 14%	2 10%	3 22%	34 12%	9 16%	6 14%	2 16%	4 14%	4 9%	2 35%
\$50,000 to \$74,999 per year	58 14%	-	58 14%	-	-	-	-	7 20%	5 29%	3 27%	48 17%	5 9%	3 7%	1 8%	3 11%	8 21%	0 5%
\$75,000 to \$125,000 per year	79 20%	-	79 20%	-	-	-	-	5 15%	4 23%	1 11%	39 14%	18 32%	15 36%	3 24%	4 16%	6 14%	2 44%
More than \$125,000 per year	111 28%	-	111 28%	-	-	-	-	6 18%	0 2%	3 23%	79 28%	13 23%	10 24%	2 14%	5 18%	7 18%	-
Prefer not to say	59 15%	-	59 15%	-	-	-	-	11 32%	4 20%	1 7%	47 17%	7 13%	2 4%	5 34%	9 32%	7 17%	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400	125	89	101	71	33	45	50	50	46	52	66	59	117	116	-	167
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		100
Less than \$30,000 per year	44	7	16	5	15	6	5	2	7	7	5	4	7	12	16	-	16
	11%	6%	18%	5%	22%	18%	11%	5%	13%	14%	10%	7%	12%	10%	14%		10%
\$30,000 to \$49,999 per year	50	8	17	13	11	2	9	4	10	4	3	8	10	18	14	-	18
	12%	6%	20%	13%	15%	5%	20%	8%	21%	9%	6%	12%	16%	15%	12%		11%
\$50,000 to \$74,999 per year	58	13	15	14	13	2	7	11	8	4	5	8	13	22	19	-	16
	14%	10%	17%	14%	18%	5%	15%	22%	17%	8%	9%	13%	22%	19%	16%		10%
\$75,000 to \$125,000 per year	79	25	16	24	12	11	9	10	7	11	13	10	8	20	19	-	40
	20%	20%	18%	24%	17%	34%	20%	20%	14%	24%	24%	14%	14%	17%	16%		24%
More than \$125,000 per year	111	54	9	36	12	8	15	17	8	12	20	24	7	26	28	-	57
	28%	43%	11%	35%	17%	25%	34%	33%	15%	27%	40%	36%	12%	22%	24%		34%
Prefer not to say	59	19	15	9	7	4	-	6	10	8	5	12	14	19	21	-	20
	15%	15%	16%	9%	10%	12%		12%	20%	17%	10%	18%	23%	16%	18%		12%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400	178	222	79	96	116	110	250	113	16	9	11
	100	100	100	100	100	100	100	100	100	100	100	100
Donald Trump	185	89	96	29	42	64	50	157	8	10	5	5
	46%	50%	43%	37%	43%	55%	45%	63%	7%	61%	55%	45%
Joe Biden	185	80	105	40	42	48	55	73	96	5	4	6
	46%	45%	47%	50%	44%	42%	50%	29%	86%	31%	42%	52%
Jo Jorgensen	2	-	2	0	1	1	-	1	-	-	-	0
	*%		1%	*%	1%	1%		1%				2%
Howie Hawkins	-	-	-	-	-	-	-	-	-	-	-	-
Kanye West	-	-	-	-	-	-	-	-	-	-	-	-
Someone else	3	1	3	0	1	1	1	2	1	0	-	-
	1%	*%	1%	1%	1%	1%	1%	1%	1%	3%		
I did not vote	19	7	12	8	8	1	2	13	4	1	0	-
	5%	4%	5%	10%	8%	1%	2%	5%	4%	5%	3%	
Unsure	6	2	5	1	3	1	2	3	3	-	-	0
	2%	1%	2%	1%	3%	1%	2%	1%	3%			1%

Echelon Insights  
Focus 2024 Survey  
N=400 Registered Voters in the Likely Electorate in GA, 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	400	246	154	146	104	100	50	152	123	125	210	168	94	58	190
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Donald Trump	185	117	68	96	61	22	6	123	55	7	179	0	46	22	100
	46%	48%	44%	65%	59%	22%	13%	80%	45%	6%	85%	0%	49%	37%	52%
Joe Biden	185	109	76	36	37	73	39	22	50	113	18	156	40	30	83
	46%	44%	49%	25%	36%	73%	77%	14%	41%	90%	8%	93%	43%	51%	44%
Jo Jorgensen	2	1	0	1	0	0	-	-	1	0	0	1	-	1	0
	0.5%	0.4%	0%	0.7%	0%	0%	0%	0%	0.8%	0%	0%	0.6%	0%	1.7%	0%
Howie Hawkins	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kanye West	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Someone else	3	2	1	1	1	1	0	1	3	-	1	2	1	1	1
	0.8%	0.8%	0.7%	0.7%	1%	1%	0%	0.7%	2.4%	0%	0.5%	1.2%	1%	1%	0.5%
I did not vote	19	12	7	9	4	3	3	7	9	3	12	7	5	3	5
	4.8%	5%	5%	6%	4%	3%	6%	5%	7%	2%	6%	4%	5%	6%	2%
Unsure	6	5	1	3	-	2	1	-	5	1	-	2	2	1	1
	1.5%	2%	1%	2%	0%	2%	3%	0%	4%	1%	0%	1%	2%	2%	1%

Echelon Insights  
Focus 2024 Survey  
N=400 Registered Voters in the Likely Electorate in GA, 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	400 100	-	400 100	-	-	-	-	33 100	18 100	12 100	280 100	57 100	42 100	14 100	27 100	41 100	5 100
Donald Trump	185 46%	-	185 46%	-	-	-	-	7 20%	-	-	134 48%	28 50%	20 48%	8 55%	11 41%	6 15%	1 16%
Joe Biden	185 46%	-	185 46%	-	-	-	-	16 47%	18 100%	-	131 47%	23 40%	17 39%	6 45%	13 48%	29 71%	3 59%
Jo Jorgensen	2 %	-	2 %	-	-	-	-	1 3%	-	-	1 %	-	1 2%	-	0 1%	-	-
Howie Hawkins	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kanye West	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Someone else	3 1%	-	3 1%	-	-	-	-	1 4%	-	-	2 1%	0 1%	0 1%	-	0 %	1 3%	0 5%
I did not vote	19 5%	-	19 5%	-	-	-	-	4 13%	-	12 100%	9 3%	4 6%	3 8%	-	3 10%	3 7%	-
Unsure	6 2%	-	6 2%	-	-	-	-	4 12%	-	-	3 1%	2 3%	1 2%	-	-	2 5%	1 19%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400	125	89	101	71	33	45	50	50	46	52	66	59	117	116	-	167
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
Donald Trump	185	64	32	65	24	11	16	34	28	18	26	31	22	37	67	-	81
	46%	51%	36%	64%	34%	34%	35%	67%	55%	39%	50%	46%	37%	31%	58%	-	49%
Joe Biden	185	52	47	33	40	21	22	16	21	19	20	33	34	70	39	-	76
	46%	42%	53%	33%	57%	63%	50%	31%	42%	41%	38%	49%	57%	60%	33%	-	46%
Jo Jorgensen	2	1	1	-	-	-	-	-	-	0	1	1	-	1	-	-	1
	*%	1%	1%							*%	1%	1%		*%			1%
Howie Hawkins	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kanye West	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Someone else	3	1	2	1	0	-	-	0	0	0	1	0	1	1	1	-	1
	1%	1%	2%	1%	*%			1%	*%	1%	3%	1%	1%	1%	1%		1%
I did not vote	19	4	7	2	5	1	5	0	1	7	3	1	2	7	7	-	5
	5%	3%	8%	2%	7%	3%	11%	*%	2%	16%	6%	1%	3%	6%	6%		3%
Unsure	6	4	-	-	2	-	2	-	-	1	1	1	2	2	2	-	2
	2%	3%			2%		4%			2%	2%	2%	3%	2%	2%		1%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, March 12-19, 2024, Margin of Error=+/-5.7 Percentage Points

[Ideology] 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	400	178	222	79	96	116	110	250	113	16	9	11
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT CONSERVATIVE	182	89	92	24	44	63	51	137	26	9	5	5
	45%	50%	42%	31%	46%	54%	46%	55%	23%	56%	48%	40%
VERY/SOMEWHAT LIBERAL	97	38	59	24	19	23	32	44	46	4	3	-
	24%	22%	26%	30%	19%	20%	29%	18%	41%	25%	28%	-
Very conservative	63	30	33	13	11	21	18	50	4	5	3	1
	16%	17%	15%	16%	11%	18%	16%	20%	4%	32%	28%	10%
Somewhat conservative	119	59	60	11	33	41	33	88	22	4	2	3
	30%	33%	27%	14%	35%	36%	30%	35%	19%	24%	20%	30%
Moderate	103	45	59	27	29	24	23	60	31	3	2	7
	26%	25%	26%	35%	30%	21%	21%	24%	28%	20%	25%	59%
Somewhat liberal	50	22	28	14	12	11	14	18	28	3	1	-
	13%	12%	13%	17%	13%	9%	12%	7%	25%	17%	9%	-
Very liberal	47	16	30	10	6	12	18	26	17	1	2	-
	12%	9%	14%	13%	6%	10%	17%	10%	16%	8%	19%	-
Unsure	18	6	12	3	4	6	4	9	9	-	-	0
	5%	3%	6%	4%	5%	5%	4%	4%	8%	-	-	1%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400	246	154	146	104	100	50	152	123	125	210	168	94	58	190
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT CONSERVATIVE	182	113	68	82	56	32	13	111	54	16	154	21	43	25	96
	45%	46%	44%	56%	54%	32%	25%	73%	44%	13%	73%	12%	46%	44%	50%
VERY/SOMEWHAT LIBERAL	97	57	40	26	18	31	22	12	19	66	7	85	31	16	35
	24%	23%	26%	18%	18%	31%	44%	8%	15%	53%	4%	50%	33%	28%	18%
Very conservative	63	45	18	33	17	12	1	51	10	2	62	1	16	10	27
	16%	18%	11%	23%	16%	12%	2%	33%	8%	2%	29%	1%	17%	18%	14%
Somewhat conservative	119	68	51	49	39	19	12	60	44	14	92	19	27	15	68
	30%	28%	33%	33%	38%	19%	23%	40%	36%	11%	44%	12%	29%	26%	36%
Moderate	103	62	41	31	28	31	13	22	46	36	40	54	15	13	55
	26%	25%	27%	21%	27%	31%	26%	14%	37%	29%	19%	32%	16%	22%	29%
Somewhat liberal	50	27	23	10	9	17	15	2	10	39	2	47	14	7	21
	13%	11%	15%	7%	8%	17%	29%	1%	8%	31%	1%	28%	15%	13%	11%
Very liberal	47	30	17	17	9	13	7	10	9	28	5	38	17	9	14
	12%	12%	11%	11%	9%	13%	15%	6%	7%	22%	2%	23%	18%	16%	7%
Unsure	18	14	4	7	2	7	2	8	4	6	8	8	4	3	5
	5%	6%	3%	5%	2%	7%	4%	5%	3%	5%	4%	5%	4%	6%	3%

Echelon Insights  
Focus 2024 Survey  
N=400 Registered Voters in the Likely Electorate in GA, March 12-19, 2024, Margin of Error=+/-5.7 Percentage Points

[Ideology] 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	400 100	-	400 100	-	-	-	-	33 100	18 100	12 100	280 100	57 100	42 100	14 100	27 100	41 100	5 100			
VERY/SOMEWHAT CONSERVATIVE	182 45%	-	182 45%	-	-	-	-	9 27%	9 51%	1 10%	130 46%	25 45%	20 47%	6 45%	11 41%	12 29%	2 40%			
VERY/SOMEWHAT LIBERAL	97 24%	-	97 24%	-	-	-	-	6 19%	-	2 13%	71 25%	11 20%	8 18%	1 7%	3 13%	16 40%	2 43%			
Very conservative	63 16%	-	63 16%	-	-	-	-	1 3%	1 6%	1 10%	43 15%	11 20%	6 13%	4 32%	5 20%	3 8%	-			
Somewhat conservative	119 30%	-	119 30%	-	-	-	-	8 25%	8 45%	-	87 31%	14 25%	14 34%	2 13%	6 21%	9 21%	2 40%			
Moderate	103 26%	-	103 26%	-	-	-	-	16 49%	8 45%	8 64%	66 23%	17 29%	13 31%	3 23%	9 34%	9 22%	1 16%			
Somewhat liberal	50 13%	-	50 13%	-	-	-	-	2 6%	-	-	39 14%	4 7%	3 7%	1 7%	1 4%	6 15%	-			
Very liberal	47 12%	-	47 12%	-	-	-	-	4 12%	-	2 13%	32 11%	7 13%	5 12%	-	2 9%	10 25%	2 43%			
Unsure	18 5%	-	18 5%	-	-	-	-	2 5%	1 4%	2 14%	14 5%	3 6%	1 3%	3 25%	3 13%	4 9%	-			

Echelon Insights  
Focus 2024 Survey  
N=400 Registered Voters in the Likely Electorate in GA, 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	400	125	89	101	71	33	45	50	50	46	52	66	59	117	116	-	167
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		100
VERY/SOMEWHAT CONSERVATIVE	182	60	29	63	26	10	18	32	29	14	27	30	21	42	57	-	82
	45%	48%	33%	62%	37%	30%	39%	65%	58%	31%	52%	46%	36%	36%	49%		49%
VERY/SOMEWHAT LIBERAL	97	25	33	15	20	8	11	8	12	16	8	15	20	31	27	-	39
	24%	20%	37%	15%	28%	23%	25%	16%	23%	35%	15%	22%	34%	26%	23%		24%
Very conservative	63	24	9	23	7	5	2	13	11	8	9	8	7	17	20	-	27
	16%	19%	10%	23%	10%	14%	4%	27%	21%	18%	18%	12%	12%	14%	17%		16%
Somewhat conservative	119	37	20	39	19	6	16	19	19	6	17	23	14	25	37	-	56
	30%	29%	22%	39%	27%	17%	35%	38%	37%	13%	34%	34%	24%	22%	32%		33%
Moderate	103	36	21	21	21	13	14	10	8	14	15	15	15	36	25	-	42
	26%	29%	23%	21%	29%	40%	31%	19%	16%	31%	29%	22%	25%	31%	22%		25%
Somewhat liberal	50	12	17	9	11	4	9	6	4	10	4	5	10	19	10	-	21
	13%	9%	19%	9%	16%	11%	19%	12%	8%	22%	7%	7%	16%	16%	8%		13%
Very liberal	47	14	17	5	8	4	2	2	8	6	4	10	10	12	17	-	18
	12%	11%	19%	5%	12%	12%	5%	4%	16%	14%	7%	15%	18%	10%	15%		11%
Unsure	18	4	6	2	4	2	2	-	1	1	2	6	3	8	7	-	3
	5%	3%	7%	2%	5%	7%	5%		3%	2%	4%	9%	5%	7%	6%		2%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400	178	222	79	96	116	110	250	113	16	9	11
	100	100	100	100	100	100	100	100	100	100	100	100
Single, never married	61	25	36	24	13	18	7	37	19	4	1	1
	15%	14%	16%	30%	13%	15%	6%	15%	17%	23%	8%	9%
Married	226	101	125	45	53	71	57	161	43	12	6	4
	56%	57%	56%	58%	55%	61%	52%	64%	38%	75%	63%	32%
Separated / Divorced / Widowed	99	46	53	9	27	22	40	50	40	0	3	5
	25%	26%	24%	12%	28%	19%	36%	20%	36%	3%	28%	45%
Prefer not to say	14	7	8	-	3	5	6	2	10	-	-	2
	4%	4%	3%		3%	4%	6%	1%	9%			15%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400	246	154	146	104	100	50	152	123	125	210	168	94	58	190
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Single, never married	61	31	30	16	21	15	9	22	19	20	28	29	22	6	22
	15%	13%	19%	11%	20%	15%	18%	14%	15%	16%	13%	18%	24%	11%	11%
Married	226	138	88	91	70	47	18	91	71	64	136	82	33	27	139
	56%	56%	57%	62%	67%	47%	36%	60%	58%	51%	65%	49%	35%	46%	73%
Separated / Divorced / Widowed	99	69	30	37	13	32	17	33	29	37	43	47	38	22	28
	25%	28%	19%	26%	12%	32%	34%	21%	24%	29%	20%	28%	40%	38%	15%
Prefer not to say	14	8	6	2	1	6	5	6	4	4	3	10	1	3	1
	4%	3%	4%	1%	1%	6%	11%	4%	3%	3%	1%	6%	1%	5%	*%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, March 12-19, 2024, Margin of Error=+/-5.7 Percentage Points

[QMarital] What is your current marital status?

	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	400 100	-	400 100	-	-	-	-	33 100	18 100	12 100	280 100	57 100	42 100	14 100	27 100	41 100	5 100
Single, never married	61 15%	-	61 15%	-	-	-	-	4 13%	4 24%	5 41%	41 14%	7 12%	10 24%	5 35%	8 31%	7 17%	2 41%
Married	226 56%	-	226 56%	-	-	-	-	16 48%	8 45%	2 20%	153 55%	35 61%	25 60%	9 65%	13 47%	22 54%	3 59%
Separated / Divorced / Widowed	99 25%	-	99 25%	-	-	-	-	11 32%	3 19%	4 32%	78 28%	15 27%	5 11%	-	5 18%	9 22%	-
Prefer not to say	14 4%	-	14 4%	-	-	-	-	2 7%	2 12%	1 7%	9 3%	-	2 4%	-	1 3%	3 6%	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400	125	89	101	71	33	45	50	50	46	52	66	59	117	116	-	167
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		100
Single, never married	61	-	36	-	25	7	8	7	3	17	5	10	4	24	10	-	27
	15%		41%		35%	21%	18%	15%	6%	37%	10%	16%	7%	21%	8%		16%
Married	226	125	-	101	-	17	19	33	31	28	34	38	25	51	69	-	106
	56%	100%		100%		53%	42%	66%	62%	61%	67%	57%	43%	44%	59%		64%
Separated / Divorced / Widowed	99	-	53	-	46	9	18	8	11	1	9	15	28	33	35	-	31
	25%		59%		65%	26%	41%	15%	23%	2%	17%	22%	48%	29%	30%		19%
Prefer not to say	14	-	-	-	-	-	-	2	5	-	3	3	2	8	3	-	3
	4%							3%	10%		6%	5%	3%	7%	3%		2%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400	178	222	79	96	116	110	250	113	16	9	11
	100	100	100	100	100	100	100	100	100	100	100	100
Protestant	60	17	43	9	13	18	21	48	9	1	-	3
	15%	9%	20%	11%	13%	15%	19%	19%	8%	8%		23%
Roman Catholic	32	12	21	1	9	12	10	24	2	4	2	-
	8%	7%	9%	2%	9%	10%	9%	10%	1%	23%	26%	
Mormon (Church of Jesus Christ of Latter-day Saints or LDS)	2	1	1	-	1	1	-	2	-	-	-	-
	*%	*%	1%		1%	1%		1%				
Just Christian	174	82	92	31	43	50	49	102	56	8	4	4
	43%	46%	41%	40%	45%	43%	45%	41%	50%	49%	46%	35%
Jewish	2	1	1	-	0	1	1	2	1	-	-	-
	1%	1%	*%		*%	1%	1%	1%	1%			
Muslim	3	1	2	-	1	2	-	2	2	-	-	-
	1%	1%	1%		1%	2%		1%	1%			
Atheist	27	15	12	10	7	4	6	17	8	1	1	-
	7%	9%	5%	13%	7%	4%	5%	7%	7%	6%	10%	
Something else (Please specify)	26	8	18	6	6	3	12	8	18	-	-	-
	7%	5%	8%	8%	6%	2%	11%	3%	16%			
Nothing in particular	73	41	32	21	17	24	11	45	19	2	2	5
	18%	23%	14%	27%	18%	21%	10%	18%	17%	14%	18%	42%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400	246	154	146	104	100	50	152	123	125	210	168	94	58	190
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Protestant	60	31	29	25	23	6	6	24	27	9	38	18	11	4	34
	15%	13%	19%	17%	22%	6%	12%	16%	22%	7%	18%	11%	12%	7%	18%
Roman Catholic	32	12	21	8	17	4	4	13	10	10	19	13	6	2	23
	8%	5%	14%	5%	16%	4%	9%	9%	8%	8%	9%	8%	6%	4%	12%
Mormon (Church of Jesus Christ of Latter-day Saints or LDS)	2	2	-	2	-	-	-	-	2	-	1	1	-	1	1
	*%	1%		1%					2%		1%	*%		1%	1%
Just Christian	174	118	56	67	35	51	21	79	41	54	101	65	46	28	75
	43%	48%	37%	46%	34%	51%	43%	52%	33%	43%	48%	39%	49%	48%	39%
Jewish	2	-	2	-	2	-	1	1	0	1	1	1	-	-	1
	1%		2%		2%		1%	1%	*%	1%	1%	*%			1%
Muslim	3	2	2	2	-	-	2	-	1	2	-	2	-	1	3
	1%	1%	1%	1%			3%		1%	2%		1%		1%	1%
Atheist	27	15	12	9	8	6	4	5	10	12	6	18	7	5	10
	7%	6%	8%	6%	8%	6%	7%	3%	8%	10%	3%	11%	7%	9%	5%
Something else (Please specify)	26	19	7	6	3	14	4	6	4	17	4	21	11	5	6
	7%	8%	5%	4%	3%	14%	8%	4%	3%	14%	2%	12%	12%	8%	3%
Nothing in particular	73	47	26	28	18	19	8	24	28	21	39	29	12	13	38
	18%	19%	17%	19%	17%	19%	16%	16%	23%	17%	18%	18%	13%	22%	20%

Echelon Insights  
Focus 2024 Survey  
N=400 Registered Voters in the Likely Electorate in GA, 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	400 100	-	400 100	-	-	-	-	33 100	18 100	12 100	280 100	57 100	42 100	14 100	27 100	41 100	5 100			
Protestant	60 15%	-	60 15%	-	-	-	-	6 18%	-	3 22%	45 16%	6 11%	7 16%	1 4%	5 18%	3 8%	1 16%			
Roman Catholic	32 8%	-	32 8%	-	-	-	-	1 2%	1 6%	-	24 8%	4 7%	3 7%	-	2 7%	5 12%	-			
Mormon (Church of Jesus Christ of Latter-day Saints or LDS)	2 %	-	2 %	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-			
Just Christian	174 43%	-	174 43%	-	-	-	-	11 35%	8 46%	2 14%	119 43%	28 50%	18 43%	5 34%	8 30%	23 56%	4 65%			
Jewish	2 1%	-	2 1%	-	-	-	-	0 1%	-	-	2 1%	-	-	-	-	-	-			
Muslim	3 1%	-	3 1%	-	-	-	-	1 4%	-	-	3 1%	1 1%	-	-	1 2%	-	-			
Atheist	27 7%	-	27 7%	-	-	-	-	6 17%	1 4%	1 7%	20 7%	3 6%	2 6%	1 5%	1 5%	4 9%	1 19%			
Something else (Please specify)	26 7%	-	26 7%	-	-	-	-	1 3%	-	1 10%	16 6%	6 11%	1 2%	-	-	2 6%	-			
Nothing in particular	73 18%	-	73 18%	-	-	-	-	7 20%	8 44%	6 47%	49 17%	8 13%	11 26%	8 57%	10 37%	4 9%	-			

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400 100	125 100	89 100	101 100	71 100	33 100	45 100	50 100	50 100	46 100	52 100	66 100	59 100	117 100	116 100	-	167 100
Protestant	60 15%	29 23%	14 15%	12 12%	5 7%	3 9%	4 8%	3 6%	7 14%	6 12%	9 17%	15 23%	14 23%	17 14%	18 16%	-	25 15%
Roman Catholic	32 8%	12 10%	8 9%	5 5%	6 9%	1 2%	3 8%	6 12%	2 3%	1 2%	6 11%	6 9%	9 14%	2 2%	3 2%	-	27 16%
Mormon (Church of Jesus Christ of Latter-day Saints or LDS)	2 *	1 1%	-	1 1%	-	-	1 1%	-	-	-	-	1 2%	-	2 2%	-	-	-
Just Christian	174 43%	50 39%	41 46%	47 47%	30 42%	11 33%	19 43%	26 51%	26 52%	20 45%	24 47%	25 37%	23 38%	49 42%	53 46%	-	72 43%
Jewish	2 1%	1 1%	0 *	1 1%	-	-	-	0 *	1 2%	-	0 1%	1 1%	-	0 *	-	-	2 1%
Muslim	3 1%	2 2%	-	1 1%	1 1%	-	-	1 3%	-	-	1 2%	1 2%	-	1 1%	2 1%	-	1 *
Atheist	27 7%	7 5%	5 6%	8 8%	7 10%	4 12%	6 14%	2 4%	3 7%	6 13%	1 1%	2 4%	3 4%	4 4%	13 12%	-	9 6%
Something else (Please specify)	26 7%	8 6%	9 10%	3 3%	5 8%	3 9%	1 3%	-	4 8%	3 8%	5 9%	3 4%	8 13%	16 13%	7 6%	-	4 2%
Nothing in particular	73 18%	16 13%	13 14%	23 23%	17 24%	12 35%	11 24%	12 23%	7 14%	9 20%	6 12%	12 19%	4 7%	26 22%	20 17%	-	27 16%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	341	152	190	62	82	106	91	221	85	15	9	11
	100	100	100	100	100	100	100	100	100	100	100	100
Yes, born-again or evangelical Christian	135	57	78	23	35	41	35	92	33	2	4	4
	40%	37%	41%	37%	43%	39%	39%	42%	39%	11%	48%	35%
No, not born-again or evangelical Christian	159	68	91	34	39	45	42	100	40	10	4	5
	47%	45%	48%	55%	47%	42%	46%	45%	47%	67%	47%	42%
DNR – Don't know/Refused	47	27	20	5	8	20	14	29	12	3	0	3
	14%	18%	11%	8%	10%	19%	15%	13%	14%	21%	5%	22%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	341	210	131	129	92	81	40	140	107	93	198	126	75	47	170
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes, born-again or evangelical Christian	135	92	43	62	30	30	13	71	30	34	88	40	35	22	59
	40%	44%	33%	48%	33%	37%	33%	51%	27%	37%	44%	31%	46%	46%	35%
No, not born-again or evangelical Christian	159	89	70	49	51	40	19	44	64	51	78	74	25	19	93
	47%	42%	54%	38%	56%	49%	49%	32%	59%	55%	40%	59%	34%	41%	54%
DNR – Don't know/Refused	47	29	18	18	10	11	7	25	14	8	32	12	15	6	18
	14%	14%	14%	14%	11%	14%	19%	18%	13%	8%	16%	9%	20%	13%	11%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	341 100	-	341 100	-	-	-	-	24 100	17 100	10 100	238 100	46 100	39 100	13 100	25 100	34 100	4 100			
Yes, born-again or evangelical Christian	135 40%	-	135 40%	-	-	-	-	9 37%	1 6%	1 11%	97 41%	20 42%	13 33%	5 41%	9 37%	9 26%	1 27%			
No, not born-again or evangelical Christian	159 47%	-	159 47%	-	-	-	-	11 45%	10 57%	6 59%	113 48%	19 42%	17 44%	6 50%	11 44%	19 55%	3 73%			
DNR – Don't know/Refused	47 14%	-	47 14%	-	-	-	-	4 17%	6 37%	3 29%	28 12%	7 16%	9 23%	1 10%	5 19%	7 19%	-			

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	341	108	75	88	58	26	37	46	42	36	45	59	49	96	94	-	151
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
Yes, born-again or evangelical Christian	135	45	33	35	22	7	17	14	19	16	19	27	17	41	52	-	42
	40%	41%	44%	39%	38%	27%	44%	31%	45%	45%	42%	45%	34%	43%	55%	-	28%
No, not born-again or evangelical Christian	159	56	33	36	30	16	18	22	13	18	21	23	29	46	26	-	87
	47%	52%	43%	41%	52%	60%	48%	47%	31%	51%	46%	38%	59%	47%	28%	-	58%
DNR – Don't know/Refused	47	7	10	18	6	3	3	10	10	2	5	10	3	10	16	-	21
	14%	7%	13%	20%	10%	13%	8%	22%	24%	5%	12%	16%	7%	10%	17%	-	14%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400	178	222	79	96	116	110	250	113	16	9	11
	100	100	100	100	100	100	100	100	100	100	100	100
At least once a week	146	59	88	30	42	40	34	91	44	3	6	3
	37%	33%	39%	38%	44%	34%	31%	36%	39%	21%	59%	23%
Once or twice a month	51	25	25	5	11	20	15	30	17	1	0	2
	13%	14%	11%	6%	11%	17%	14%	12%	15%	7%	4%	16%
A few times a year	66	27	39	11	17	14	24	44	9	6	2	4
	16%	15%	18%	13%	18%	12%	22%	18%	8%	38%	18%	37%
Usually just for religious holidays	33	16	17	11	4	10	7	25	5	2	1	-
	8%	9%	8%	14%	4%	9%	7%	10%	4%	11%	8%	-
Never	72	36	36	18	18	18	16	42	24	4	0	2
	18%	20%	16%	23%	19%	16%	15%	17%	21%	24%	1%	16%
Prefer not to say	33	16	18	4	4	14	12	18	13	-	1	1
	8%	9%	8%	5%	4%	12%	11%	7%	12%	-	9%	10%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400	246	154	146	104	100	50	152	123	125	210	168	94	58	190
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
At least once a week	146	93	54	53	38	40	16	59	40	48	83	58	32	13	81
	37%	38%	35%	36%	36%	40%	32%	39%	32%	38%	39%	34%	34%	22%	43%
Once or twice a month	51	23	28	15	15	8	13	25	10	15	26	21	15	10	21
	13%	9%	18%	10%	14%	8%	26%	17%	8%	12%	12%	12%	16%	17%	11%
A few times a year	66	42	24	23	21	18	3	21	31	15	43	15	16	15	27
	16%	17%	16%	16%	20%	18%	6%	14%	25%	12%	20%	9%	17%	26%	14%
Usually just for religious holidays	33	15	18	12	13	2	5	12	11	10	13	18	6	3	22
	8%	6%	12%	9%	12%	2%	10%	8%	9%	8%	6%	11%	6%	5%	11%
Never	72	53	18	32	10	21	9	20	20	31	28	43	20	13	34
	18%	22%	12%	22%	9%	21%	17%	13%	17%	25%	13%	25%	22%	23%	18%
Prefer not to say	33	22	12	11	8	11	4	16	10	7	18	14	5	4	5
	8%	9%	8%	7%	7%	11%	9%	11%	9%	5%	8%	8%	6%	7%	3%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, March 12-19, 2024, Margin of Error=+/-5.7 Percentage Points

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

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	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	400 100	-	400 100	-	-	-	-	33 100	18 100	12 100	280 100	57 100	42 100	14 100	27 100	41 100	5 100
At least once a week	146 37%	-	146 37%	-	-	-	-	12 37%	4 24%	2 17%	94 34%	26 45%	17 40%	5 35%	9 33%	9 22%	1 22%
Once or twice a month	51 13%	-	51 13%	-	-	-	-	5 16%	6 33%	1 7%	37 13%	6 11%	7 18%	3 20%	5 19%	2 5%	1 16%
A few times a year	66 16%	-	66 16%	-	-	-	-	8 26%	-	4 35%	56 20%	7 12%	3 6%	-	4 15%	11 26%	1 19%
Usually just for religious holidays	33 8%	-	33 8%	-	-	-	-	3 8%	1 4%	-	17 6%	6 11%	3 6%	2 18%	4 16%	5 14%	-
Never	72 18%	-	72 18%	-	-	-	-	3 8%	5 26%	5 41%	51 18%	7 12%	12 28%	1 10%	2 9%	10 26%	2 44%
Prefer not to say	33 8%	-	33 8%	-	-	-	-	2 6%	2 13%	-	24 9%	5 9%	1 2%	2 17%	2 9%	3 7%	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400	125	89	101	71	33	45	50	50	46	52	66	59	117	116	-	167
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		100
At least once a week	146	59	28	34	24	11	17	17	14	19	26	22	21	48	49	-	49
	37%	47%	31%	34%	34%	33%	37%	35%	27%	42%	49%	34%	35%	41%	42%		30%
Once or twice a month	51	10	12	17	8	4	5	9	8	1	6	11	8	17	10	-	24
	13%	8%	14%	16%	11%	11%	11%	17%	16%	2%	11%	17%	13%	14%	9%		14%
A few times a year	66	23	16	16	9	2	10	4	11	9	7	10	13	16	17	-	33
	16%	18%	18%	16%	13%	5%	22%	8%	22%	20%	13%	15%	22%	13%	15%		20%
Usually just for religious holidays	33	5	12	12	4	3	1	4	7	8	3	6	-	10	6	-	17
	8%	4%	13%	12%	6%	9%	3%	8%	14%	17%	6%	9%		8%	5%		10%
Never	72	23	13	16	19	10	11	8	6	8	7	10	10	17	26	-	29
	18%	18%	14%	16%	27%	32%	26%	16%	12%	18%	13%	16%	18%	14%	22%		17%
Prefer not to say	33	6	8	6	7	3	-	8	5	1	4	6	7	10	8	-	15
	8%	4%	9%	6%	10%	10%		15%	9%	2%	7%	9%	13%	8%	7%		9%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400	178	222	79	96	116	110	250	113	16	9	11
	100	100	100	100	100	100	100	100	100	100	100	100
Yes	400	178	222	79	96	116	110	250	113	16	9	11
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	-	-	-	-	-	-	-	-	-	-	-	-
DNR – Don't know/Refused	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400	246	154	146	104	100	50	152	123	125	210	168	94	58	190
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	400	246	154	146	104	100	50	152	123	125	210	168	94	58	190
	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=400 Registered Voters in the Likely Electorate in GA, 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	400 100	-	400 100	-	-	-	-	33 100	18 100	12 100	280 100	57 100	42 100	14 100	27 100	41 100	5 100			
Yes	400 100%	-	400 100%	-	-	-	-	33 100%	18 100%	12 100%	280 100%	57 100%	42 100%	14 100%	27 100%	41 100%	5 100%			
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
DNR – Don't know/Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400	125	89	101	71	33	45	50	50	46	52	66	59	117	116	-	167
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		100
Yes	400	125	89	101	71	33	45	50	50	46	52	66	59	117	116	-	167
	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=400 Registered Voters in the Likely Electorate in GA, 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	400	178	222	79	96	116	110	250	113	16	9	11
	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY VOTE	389	174	215	74	92	114	109	241	110	16	9	11
	97%	98%	97%	94%	96%	98%	100%	96%	98%	100%	100%	100%
50-50/WILL NOT VOTE	11	4	7	5	4	2	0	9	2	-	-	-
	3%	2%	3%	6%	4%	2%	*%	4%	2%	-	-	-
Definitely vote	369	168	201	66	87	110	107	230	103	16	9	10
	92%	94%	91%	83%	90%	95%	98%	92%	91%	100%	100%	91%
Probably vote	20	6	14	8	5	4	2	11	7	-	-	1
	5%	3%	6%	11%	5%	4%	2%	4%	7%	-	-	9%
50-50	11	4	7	5	4	2	0	9	2	-	-	-
	3%	2%	3%	6%	4%	2%	*%	4%	2%	-	-	-
Will not vote	-	-	-	-	-	-	-	-	-	-	-	-
DNR – Don't know/Refused	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400	246	154	146	104	100	50	152	123	125	210	168	94	58	190
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY VOTE	389	238	151	140	101	98	50	147	119	124	202	165	86	56	188
	97%	97%	98%	96%	97%	98%	100%	96%	97%	99%	96%	98%	92%	97%	99%
50-50/WILL NOT VOTE	11	9	3	6	3	2	-	6	4	1	8	3	7	1	2
	3%	3%	2%	4%	3%	2%	-	4%	3%	1%	4%	2%	8%	3%	1%
Definitely vote	369	222	148	132	98	90	49	141	108	120	196	155	83	51	183
	92%	90%	96%	90%	94%	90%	99%	93%	88%	96%	94%	93%	89%	88%	96%
Probably vote	20	16	4	8	3	8	0	5	11	4	6	9	3	5	5
	5%	6%	2%	5%	3%	8%	1%	3%	9%	3%	3%	6%	4%	9%	3%
50-50	11	9	3	6	3	2	-	6	4	1	8	3	7	1	2
	3%	3%	2%	4%	3%	2%	-	4%	3%	1%	4%	2%	8%	3%	1%
Will not vote	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DNR – Don't know/Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400 100	- 100	400 100	-	-	-	-	33 100	18 100	12 100	280 100	57 100	42 100	14 100	27 100	41 100	5 100			
DEFINITELY/PROBABLY VOTE	389 97%	- 97%	389 97%	-	-	-	-	32 96%	18 100%	8 66%	277 99%	54 95%	37 87%	14 100%	26 97%	37 92%	4 81%			
50-50/WILL NOT VOTE	11 3%	- 3%	11 3%	-	-	-	-	1 4%	-	4 34%	3 1%	3 5%	5 13%	-	1 3%	3 8%	1 19%			
Definitely vote	369 92%	- 92%	369 92%	-	-	-	-	21 64%	16 91%	7 59%	264 94%	51 91%	32 77%	12 90%	21 80%	32 79%	3 56%			
Probably vote	20 5%	- 5%	20 5%	-	-	-	-	11 32%	2 9%	1 6%	13 5%	2 4%	4 10%	1 10%	4 17%	5 13%	1 25%			
50-50	11 3%	- 3%	11 3%	-	-	-	-	1 4%	-	4 34%	3 1%	3 5%	5 13%	-	1 3%	3 8%	1 19%			
Will not vote	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
DNR – Don't know/Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400 100	125 100	89 100	101 100	71 100	33 100	45 100	50 100	50 100	46 100	52 100	66 100	59 100	117 100	116 100	-	167 100
DEFINITELY/PROBABLY VOTE	389 97%	123 98%	85 95%	98 98%	69 97%	30 92%	44 99%	49 97%	50 100%	43 95%	48 92%	65 99%	59 99%	114 97%	112 96%	-	164 98%
50-50/WILL NOT VOTE	11 3%	2 2%	4 5%	2 2%	2 3%	3 8%	0 1%	1 3%	-	2 5%	4 8%	1 1%	0 1%	4 3%	4 4%	-	3 2%
Definitely vote	369 92%	116 92%	79 89%	98 97%	64 90%	30 90%	42 94%	47 93%	50 99%	36 79%	45 87%	63 96%	58 97%	108 92%	105 91%	-	156 93%
Probably vote	20 5%	8 6%	6 7%	1 1%	5 7%	1 3%	2 5%	2 4%	1 1%	8 16%	3 5%	2 4%	1 2%	5 4%	7 6%	-	8 5%
50-50	11 3%	2 2%	4 5%	2 2%	2 3%	3 8%	0 1%	1 3%	-	2 5%	4 8%	1 1%	0 1%	4 3%	4 4%	-	3 2%
Will not vote	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DNR – Don't know/Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400	178	222	79	96	116	110	250	113	16	9	11
	100	100	100	100	100	100	100	100	100	100	100	100
18-34	79	33	46	79	-	-	-	53	17	5	1	3
	20%	19%	21%	100%				21%	15%	31%	9%	27%
35-49	96	45	52	-	96	-	-	61	28	4	2	1
	24%	25%	23%		100%			24%	25%	24%	21%	11%
50-64	116	50	66	-	-	116	-	75	31	3	5	3
	29%	28%	30%			100%		30%	28%	15%	52%	22%
65+	110	50	59	-	-	-	110	61	37	5	2	5
	27%	28%	27%				100%	25%	33%	30%	18%	40%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, March 12-19, 2024, Margin of Error=+/-5.7 Percentage Points

[QAge] 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	400	246	154	146	104	100	50	152	123	125	210	168	94	58	190
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
18-34	79	46	33	28	25	18	7	19	31	28	36	42	19	6	43
	20%	19%	21%	19%	24%	18%	15%	13%	25%	22%	17%	25%	20%	10%	23%
35-49	96	59	37	32	29	27	8	34	32	30	48	37	22	11	57
	24%	24%	24%	22%	28%	27%	17%	22%	26%	24%	23%	22%	24%	19%	30%
50-64	116	67	49	46	29	21	20	53	34	29	70	41	18	19	60
	29%	27%	32%	31%	28%	21%	39%	35%	27%	24%	33%	24%	20%	34%	31%
65+	110	74	36	41	21	33	15	46	26	38	56	48	34	21	30
	27%	30%	23%	28%	20%	33%	30%	30%	21%	30%	27%	29%	36%	37%	16%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, March 12-19, 2024, Margin of Error=+/-5.7 Percentage Points

[QAge] What is your age?

	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	400 100	-	400 100	-	-	-	-	33 100	18 100	12 100	280 100	57 100	42 100	14 100	27 100	41 100	5 100			
18-34	79 20%	-	79 20%	-	-	-	-	5 16%	4 23%	3 23%	33 12%	24 42%	17 41%	6 41%	8 30%	9 22%	2 35%			
35-49	96 24%	-	96 24%	-	-	-	-	14 42%	3 14%	6 51%	62 22%	11 20%	14 33%	4 31%	6 22%	10 25%	3 47%			
50-64	116 29%	-	116 29%	-	-	-	-	7 21%	6 32%	1 6%	91 32%	14 25%	8 20%	4 28%	7 25%	8 19%	-			
65+	110 27%	-	110 27%	-	-	-	-	7 22%	6 31%	2 20%	95 34%	7 13%	3 6%	-	6 23%	14 35%	1 19%			

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, March 12-19, 2024, Margin of Error=+/-5.7 Percentage Points

[QAge] What is your age?

	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	400	125	89	101	71	33	45	50	50	46	52	66	59	117	116	-	167
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		100
18-34	79	28	18	17	16	33	-	-	-	46	-	-	-	24	19	-	35
	20%	22%	20%	17%	22%	100%				100%				21%	17%		21%
35-49	96	34	14	19	26	-	45	-	-	-	52	-	-	30	22	-	44
	24%	27%	16%	18%	37%		100%			100%				26%	19%		26%
50-64	116	38	25	33	15	-	-	50	-	-	-	66	-	31	42	-	43
	29%	30%	28%	33%	21%			100%				100%		26%	36%		26%
65+	110	25	32	31	14	-	-	-	50	-	-	-	59	32	33	-	45
	27%	20%	36%	31%	20%				100%				100%	27%	28%		27%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400	178	222	79	96	116	110	250	113	16	9	11
	100	100	100	100	100	100	100	100	100	100	100	100
Republican	152	74	79	19	34	53	46	120	20	7	2	4
	38%	41%	35%	25%	36%	45%	42%	48%	18%	41%	22%	34%
Democrat	125	50	75	28	30	29	38	45	73	1	3	3
	31%	28%	34%	36%	31%	25%	35%	18%	65%	8%	29%	26%
Independent	102	47	55	20	28	32	22	74	15	5	5	4
	26%	26%	25%	25%	29%	28%	20%	29%	13%	29%	49%	38%
Member of another party	2	2	-	-	-	-	2	2	0	-	-	-
	1%	1%					2%	1%	*%			
Unsure	18	5	13	11	4	2	1	10	4	4	-	0
	5%	3%	6%	14%	4%	2%	1%	4%	4%	22%		2%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400	246	154	146	104	100	50	152	123	125	210	168	94	58	190
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Republican	152	91	61	70	50	22	11	152	-	-	136	13	36	25	74
	38%	37%	40%	48%	48%	22%	22%	100%			65%	8%	38%	43%	39%
Democrat	125	70	55	18	27	52	29	-	-	125	9	114	29	18	57
	31%	28%	36%	12%	26%	52%	58%			100%	4%	68%	31%	31%	30%
Independent	102	67	35	47	27	21	8	-	102	-	55	33	22	14	53
	26%	27%	23%	32%	26%	21%	17%		83%		26%	19%	23%	25%	28%
Member of another party	2	2	-	2	-	0	-	-	2	-	2	-	2	-	-
	1%	1%		1%		0%			2%		1%		2%		
Unsure	18	16	2	10	0	6	2	-	18	-	8	9	5	1	5
	5%	6%	2%	7%	0%	6%	4%		15%		4%	5%	6%	1%	3%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400 100	-	400 100	-	-	-	-	33 100	18 100	12 100	280 100	57 100	42 100	14 100	27 100	41 100	5 100
Republican	152 38%	-	152 38%	-	-	-	-	3 10%	10 54%	7 60%	106 38%	23 40%	17 42%	6 45%	11 40%	9 22%	1 22%
Democrat	125 31%	-	125 31%	-	-	-	-	3 9%	1 7%	-	93 33%	13 23%	10 25%	3 20%	3 10%	14 35%	3 59%
Independent	102 26%	-	102 26%	-	-	-	-	21 63%	4 22%	4 31%	69 25%	19 33%	11 25%	2 17%	10 38%	9 23%	-
Member of another party	2 1%	-	2 1%	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-
Unsure	18 5%	-	18 5%	-	-	-	-	6 18%	3 17%	1 8%	10 3%	2 4%	4 9%	2 17%	3 12%	8 19%	1 19%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400	125	89	101	71	33	45	50	50	46	52	66	59	117	116	-	167
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
Republican	152	45	30	46	24	9	16	24	25	10	18	29	21	38	59	-	56
	38%	36%	34%	46%	34%	28%	35%	48%	49%	22%	36%	44%	36%	32%	51%	-	34%
Democrat	125	41	32	23	26	12	13	10	14	16	16	19	24	54	24	-	47
	31%	33%	36%	22%	36%	36%	30%	21%	28%	36%	31%	29%	41%	46%	21%	-	28%
Independent	102	29	24	28	18	8	14	16	9	12	14	16	13	21	27	-	54
	26%	23%	27%	27%	25%	23%	32%	32%	19%	27%	27%	25%	22%	18%	24%	-	32%
Member of another party	2	-	-	2	-	-	-	-	2	-	-	-	-	-	0	-	2
	1%			2%					4%						0%		1%
Unsure	18	9	3	2	3	4	1	-	-	7	3	2	1	5	6	-	8
	5%	7%	3%	2%	4%	12%	3%			16%	6%	3%	2%	4%	5%		5%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	152	74	79	19	34	53	46	120	20	7	2	4
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	155	73	82	22	36	55	42	110	31	7	3	4
Firmly a Republican	121	59	62	15	24	42	39	98	13	5	2	3
	79%	80%	79%	80%	71%	81%	85%	81%	66%	81%	100%	76%
Not firmly a Republican	31	15	17	4	10	10	7	22	7	1	-	1
	21%	20%	21%	20%	29%	19%	15%	19%	34%	19%		24%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	152	91	61	70	50	22	11	152	-	-	136	13	36	25	74
	100	100	100	100	100	100	100	100			100	100	100	100	100
Unweighted Total	155	92	63	63	47	29	16	155	-	-	139	12	34	26	79
Firmly a Republican	121	73	48	56	42	17	6	121	-	-	114	6	28	20	60
	79%	80%	78%	80%	83%	80%	57%	79%			84%	50%	80%	82%	81%
Not firmly a Republican	31	18	13	14	9	4	5	31	-	-	22	6	7	5	14
	21%	20%	22%	20%	17%	20%	43%	21%			16%	50%	20%	18%	19%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, March 12-19, 2024, Margin of Error=+/-5.7 Percentage Points

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

	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	152	-	152	-	-	-	-	3	10	7	106	23	17	6	11	9	1
	100		100					100	100	100	100	100	100	100	100	100	100
Unweighted Total	155	-	155	-	-	-	-	4	9	8	102	24	24	6	12	10	2
Firmly a Republican	121	-	121	-	-	-	-	1	8	5	85	19	14	6	10	5	1
	79%		79%					20%	81%	70%	80%	82%	80%	100%	94%	52%	100%
Not firmly a Republican	31	-	31	-	-	-	-	3	2	2	21	4	3	-	1	4	-
	21%		21%					80%	19%	30%	20%	18%	20%		6%	48%	

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	152	45	30	46	24	9	16	24	25	10	18	29	21	38	59	-	56
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
Unweighted Total	155	49	31	48	23	11	17	24	21	11	19	31	21	48	52	-	55
Firmly a Republican	121	38	22	37	22	7	11	21	20	9	13	21	19	32	44	-	45
	79%	84%	72%	82%	89%	73%	71%	90%	79%	86%	70%	73%	91%	84%	75%	-	81%
Not firmly a Republican	31	7	8	8	3	3	5	2	5	1	6	8	2	6	15	-	11
	21%	16%	28%	18%	11%	27%	29%	10%	21%	14%	30%	27%	9%	16%	25%	-	19%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	125	50	75	28	30	29	38	45	73	1	3	3
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	115	45	70	20	26	30	39	51	58	1	2	3
Firmly a Democrat	105	41	64	22	26	22	35	35	64	1	3	2
	84%	82%	85%	80%	87%	73%	93%	78%	87%	100%	100%	72%
Not firmly a Democrat	20	9	11	6	4	8	3	10	10	-	-	1
	16%	18%	15%	20%	13%	27%	7%	22%	13%			28%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	125	70	55	18	27	52	29	-	-	125	9	114	29	18	57
	100	100	100	100	100	100	100			100	100	100	100	100	100
Unweighted Total	115	65	50	24	27	41	23	-	-	115	10	102	28	18	51
Firmly a Democrat	105	56	49	12	23	44	27	-	-	105	5	99	25	16	42
	84%	80%	89%	68%	85%	84%	93%			84%	54%	88%	88%	91%	74%
Not firmly a Democrat	20	14	6	6	4	8	2	-	-	20	4	14	3	2	15
	16%	20%	11%	32%	15%	16%	7%			16%	46%	12%	12%	9%	26%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, March 12-19, 2024, Margin of Error=+/-5.7 Percentage Points

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

	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	125	-	125	-	-	-	-	3	1	-	93	13	10	3	3	14	3
	100		100					100	100		100	100	100	100	100	100	100
Unweighted Total	115	-	115	-	-	-	-	3	2	-	84	14	13	2	2	16	3
Firmly a Democrat	105	-	105	-	-	-	-	1	1	-	79	12	8	3	3	11	3
	84%		84%					30%	100%		85%	95%	80%	100%	100%	80%	100%
Not firmly a Democrat	20	-	20	-	-	-	-	2	-	-	14	1	2	-	-	3	-
	16%		16%					70%			15%	5%	20%			20%	

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	125	41	32	23	26	12	13	10	14	16	16	19	24	54	24	-	47
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
Unweighted Total	115	38	30	24	19	10	12	10	13	10	14	20	26	48	25	-	42
Firmly a Democrat	105	35	27	17	22	11	11	6	13	12	15	15	22	47	20	-	39
	84%	86%	84%	78%	85%	89%	82%	60%	92%	73%	91%	81%	93%	86%	82%	-	82%
Not firmly a Democrat	20	6	5	5	4	1	2	4	1	4	1	4	2	7	4	-	8
	16%	14%	16%	22%	15%	11%	18%	40%	8%	27%	9%	19%	7%	14%	18%	-	18%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	123	55	68	31	32	34	26	86	19	8	5	5
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	130	62	68	25	31	42	32	83	27	8	6	6
Republicans	49	21	28	9	14	17	10	35	5	7	2	2
	40%	39%	41%	27%	43%	51%	38%	41%	24%	80%	32%	34%
Democrats	30	18	12	9	3	12	5	21	7	-	1	1
	24%	32%	18%	29%	11%	35%	21%	25%	34%	-	23%	19%
Both equally often	29	9	20	12	12	2	3	21	5	2	1	-
	24%	16%	29%	39%	36%	7%	12%	24%	28%	20%	20%	-
Unsure	15	7	8	2	3	2	7	9	3	-	1	2
	12%	12%	12%	5%	11%	7%	29%	10%	15%	-	25%	47%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	123	85	37	59	27	27	10	-	123	-	65	41	29	15	58
	100	100	100	100	100	100	100		100		100	100	100	100	100
Unweighted Total	130	84	46	54	29	30	17	-	130	-	63	45	31	18	61
Republicans	49	32	17	22	13	10	4	-	49	-	39	4	17	3	23
	40%	38%	46%	38%	47%	37%	43%		40%		60%	10%	60%	23%	40%
Democrats	30	21	8	14	7	7	1	-	30	-	4	24	6	6	17
	24%	25%	22%	24%	25%	27%	13%		24%		7%	58%	20%	38%	28%
Both equally often	29	20	9	15	6	5	3	-	29	-	16	9	1	4	14
	24%	23%	25%	25%	23%	19%	29%		24%		24%	21%	3%	24%	25%
Unsure	15	12	3	8	1	5	2	-	15	-	6	5	5	2	4
	12%	14%	8%	13%	5%	17%	15%		12%		9%	11%	17%	15%	7%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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			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	123	-	123	-	-	-	-	27	7	5	81	21	14	5	13	17	1			
	100		100					100	100	100	100	100	100	100	100	100	100			
Unweighted Total	130	-	130	-	-	-	-	33	6	5	73	29	23	4	16	17	1			
Republicans	49	-	49	-	-	-	-	6	2	2	34	8	5	2	3	6	-			
	40%		40%					22%	28%	52%	42%	39%	36%	50%	25%	33%	-			
Democrats	30	-	30	-	-	-	-	1	1	-	21	5	1	-	3	2	-			
	24%		24%					5%	11%	-	26%	24%	10%	-	22%	13%	-			
Both equally often	29	-	29	-	-	-	-	13	4	-	17	6	3	2	4	7	-			
	24%		24%					47%	61%	-	21%	30%	24%	50%	32%	43%	-			
Unsure	15	-	15	-	-	-	-	7	-	2	9	1	4	-	3	2	1			
	12%		12%					25%	-	48%	12%	6%	29%	-	21%	11%	100%			

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	123	39	27	32	21	12	15	16	12	19	17	18	14	26	34	-	64
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100
Unweighted Total	130	32	32	39	22	13	15	21	13	12	16	21	19	32	36	-	62
Republicans	49	17	10	14	7	4	7	6	4	5	7	11	5	7	12	-	30
	40%	44%	37%	45%	33%	33%	45%	41%	38%	24%	41%	60%	38%	27%	35%	-	48%
Democrats	30	4	8	10	6	4	3	7	3	5	-	4	3	7	10	-	13
	24%	10%	30%	33%	27%	32%	22%	47%	24%	26%	-	25%	18%	29%	29%	-	20%
Both equally often	29	15	4	3	6	3	3	1	2	9	8	2	2	10	8	-	12
	24%	38%	16%	9%	29%	29%	20%	5%	14%	44%	50%	9%	11%	37%	23%	-	18%
Unsure	15	3	5	4	2	1	2	1	3	1	2	1	5	2	4	-	9
	12%	7%	17%	14%	10%	6%	13%	7%	24%	5%	9%	7%	33%	7%	13%	-	14%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400	178	222	79	96	116	110	250	113	16	9	11
	100	100	100	100	100	100	100	100	100	100	100	100
Total Republican+Republican-leaning Independents	202	95	106	28	48	70	56	155	24	14	4	5
	50%	54%	48%	36%	50%	60%	51%	62%	22%	82%	38%	48%
Total Democratic+Democratic-leaning Independents	155	67	87	37	33	41	43	66	80	1	4	4
	39%	38%	39%	47%	34%	36%	40%	26%	71%	8%	40%	34%
Total Independent	44	15	28	14	15	5	11	30	8	2	2	2
	11%	9%	13%	17%	16%	4%	10%	12%	7%	10%	22%	19%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400	246	154	146	104	100	50	152	123	125	210	168	94	58	190
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Total Republican+Republican-leaning Independents	202	123	78	92	63	32	15	152	49	-	175	17	53	28	98
	50%	50%	51%	63%	61%	32%	31%	100%	40%		84%	10%	57%	49%	51%
Total Democratic+Democratic-leaning Independents	155	91	64	32	34	59	30	-	30	125	13	137	35	24	74
	39%	37%	41%	22%	32%	59%	60%		24%	100%	6%	82%	37%	41%	39%
Total Independent	44	32	12	22	7	10	5	-	44	-	21	13	6	6	19
	11%	13%	8%	15%	7%	10%	9%		36%		10%	8%	6%	10%	10%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400	-	400	-	-	-	-	33	18	12	280	57	42	14	27	41	5			
	100		100					100	100	100	100	100	100	100	100	100	100			
Total Republican+Republican-leaning Independents	202	-	202	-	-	-	-	9	11	10	140	31	23	9	14	15	1			
	50%		50%					28%	65%	81%	50%	55%	54%	63%	52%	36%	22%			
Total Democratic+Democratic-leaning Independents	155	-	155	-	-	-	-	4	2	-	114	18	12	3	6	17	3			
	39%		39%					13%	12%	-	41%	32%	28%	20%	21%	41%	59%			
Total Independent	44	-	44	-	-	-	-	20	4	2	26	8	8	2	7	9	1			
	11%		11%					59%	24%	19%	9%	13%	18%	17%	27%	23%	19%			

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in GA, 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	400	125	89	101	71	33	45	50	50	46	52	66	59	117	116	-	167
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		100
Total Republican+Republican-leaning Independents	202	63	40	60	31	13	23	30	29	15	26	40	27	45	70	-	87
	50%	50%	45%	60%	44%	40%	51%	60%	58%	32%	50%	60%	45%	38%	61%		52%
Total Democratic+Democratic-leaning Independents	155	45	40	33	31	16	17	18	17	21	16	23	27	61	33	-	60
	39%	36%	45%	33%	44%	47%	38%	36%	33%	47%	31%	36%	45%	52%	29%		36%
Total Independent	44	18	9	7	8	4	5	2	4	10	10	3	6	11	12	-	21
	11%	14%	10%	7%	12%	13%	11%	4%	9%	21%	19%	4%	10%	10%	10%		12%