

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	400	186	214	79	88	110	123	321	45	14	7	13
	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	161	74	87	30	30	39	61	115	35	5	2	5
	40%	40%	41%	38%	35%	36%	50%	36%	77%	35%	23%	39%
STRONGLY/SOMEWHAT DISAPPROVE	233	108	125	47	57	68	61	200	10	9	5	8
	58%	58%	59%	59%	65%	62%	49%	62%	23%	65%	77%	61%
Strongly approve	101	44	57	13	20	25	43	74	19	3	2	3
	25%	24%	27%	16%	23%	23%	35%	23%	43%	18%	23%	25%
Somewhat approve	60	30	30	17	11	14	18	40	15	2	-	2
	15%	16%	14%	22%	12%	13%	15%	13%	34%	17%		14%
Somewhat disapprove	27	11	17	6	11	3	8	23	1	1	2	-
	7%	6%	8%	7%	12%	2%	7%	7%	3%	9%	30%	
Strongly disapprove	206	97	109	41	47	65	53	178	9	8	3	8
	51%	52%	51%	52%	53%	59%	43%	55%	20%	56%	47%	61%
DNR – Don't know/Refused	6	4	1	2	-	3	1	6	-	-	-	-
	1%	2%	1%	2%		2%	1%	2%				

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[QApproval] 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	263	137	206	115	57	22	138	136	125	205	178	103	55	193
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	161	109	52	71	44	38	8	16	43	102	6	150	45	23	70
	40%	41%	38%	34%	38%	67%	37%	11%	32%	81%	3%	84%	44%	41%	36%
STRONGLY/SOMEWHAT DISAPPROVE	233	151	82	133	68	18	14	123	90	21	198	23	58	33	118
	58%	58%	60%	64%	59%	33%	63%	89%	66%	17%	97%	13%	56%	59%	61%
Strongly approve	101	71	31	47	28	24	3	9	25	68	3	97	32	13	44
	25%	27%	22%	23%	24%	42%	14%	7%	18%	54%	1%	55%	31%	24%	23%
Somewhat approve	60	38	22	24	17	15	5	7	19	35	4	52	13	9	26
	15%	15%	16%	12%	14%	26%	23%	5%	14%	28%	2%	29%	13%	17%	13%
Somewhat disapprove	27	13	14	10	12	3	2	6	14	7	12	12	5	2	19
	7%	5%	10%	5%	11%	5%	8%	5%	10%	5%	6%	7%	5%	3%	10%
Strongly disapprove	206	138	67	123	55	16	12	116	76	14	187	10	52	31	99
	51%	53%	49%	60%	48%	28%	55%	84%	56%	11%	91%	6%	51%	57%	52%
DNR – Don't know/Refused	6	3	3	3	3	-	-	-	3	3	-	6	-	-	5
	1%	1%	2%	1%	3%	-	-	-	2%	2%	-	3%	-	-	2%

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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	-	-	-	21 100	19 100	5 100	296 100	50 100	41 100	9 100	20 100	19 100	5 100			
STRONGLY/SOMEWHAT APPROVE	161 40%	-	-	161 40%	-	-	-	6 28%	5 26%	-	127 43%	15 31%	13 32%	-	2 11%	15 83%	5 100%			
STRONGLY/SOMEWHAT DISAPPROVE	233 58%	-	-	233 58%	-	-	-	15 72%	14 74%	5 100%	163 55%	35 69%	28 68%	9 100%	18 89%	3 17%	-			
Strongly approve	101 25%	-	-	101 25%	-	-	-	2 10%	3 14%	-	84 28%	8 17%	7 17%	-	1 7%	7 35%	-			
Somewhat approve	60 15%	-	-	60 15%	-	-	-	4 18%	2 12%	-	43 15%	7 14%	6 15%	-	1 4%	9 48%	5 100%			
Somewhat disapprove	27 7%	-	-	27 7%	-	-	-	3 16%	3 16%	-	14 5%	5 9%	5 13%	2 20%	6 28%	2 13%	-			
Strongly disapprove	206 51%	-	-	206 51%	-	-	-	11 56%	11 58%	5 100%	149 50%	30 60%	22 55%	7 80%	12 61%	1 4%	-			
DNR – Don't know/Refused	6 1%	-	-	6 1%	-	-	-	-	-	-	6 2%	-	-	-	-	-	-			

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	400	138	72	118	62	37	41	46	62	42	47	63	61	47	146	82	125
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	161	49	36	46	23	13	18	16	27	17	12	23	34	28	51	29	54
	40%	35%	50%	39%	38%	36%	45%	34%	44%	41%	26%	37%	56%	60%	35%	35%	43%
STRONGLY/SOMEWHAT DISAPPROVE	233	89	34	68	37	22	22	29	34	25	35	39	27	18	95	50	70
	58%	65%	48%	58%	60%	59%	55%	63%	55%	59%	74%	61%	44%	38%	65%	61%	56%
Strongly approve	101	32	24	28	14	8	10	6	20	5	9	19	23	22	31	16	33
	25%	24%	33%	24%	22%	20%	25%	14%	32%	13%	20%	29%	38%	45%	21%	20%	26%
Somewhat approve	60	16	12	18	10	6	8	9	7	12	3	5	11	7	20	12	21
	15%	12%	17%	16%	16%	15%	20%	20%	12%	28%	6%	7%	18%	14%	14%	15%	17%
Somewhat disapprove	27	9	8	6	3	2	3	1	4	3	7	2	4	5	10	5	7
	7%	6%	11%	5%	5%	6%	8%	2%	7%	8%	15%	3%	7%	10%	7%	7%	6%
Strongly disapprove	206	80	27	62	34	20	19	28	30	22	28	37	23	13	85	44	63
	51%	58%	37%	53%	55%	54%	47%	61%	48%	51%	59%	58%	37%	28%	58%	54%	50%
DNR – Don't know/Refused	6	-	1	3	1	2	-	1	1	-	-	1	-	1	-	3	1
	1%		2%	3%	2%	5%		3%	2%			2%		2%	4%	4%	1%

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	400	186	214	79	88	110	123	321	45	14	7	13
	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	196	90	106	40	43	62	51	172	7	6	4	7
	49%	48%	50%	51%	49%	57%	41%	54%	16%	43%	54%	56%
STRONGLY/SOMEWHAT DISAPPROVE	201	95	106	39	45	47	70	147	38	8	3	6
	50%	51%	50%	49%	51%	43%	57%	46%	84%	57%	46%	44%
Strongly approve	122	53	70	19	26	41	36	108	4	4	0	6
	31%	28%	33%	24%	30%	37%	29%	34%	9%	25%	7%	45%
Somewhat approve	74	37	37	21	17	22	15	64	3	3	3	1
	19%	20%	17%	27%	19%	20%	12%	20%	8%	18%	47%	11%
Somewhat disapprove	16	13	3	1	5	4	6	14	0	0	1	1
	4%	7%	2%	1%	6%	3%	5%	4%	*%	2%	8%	6%
Strongly disapprove	185	83	103	38	40	43	64	133	37	8	3	5
	46%	44%	48%	48%	45%	40%	52%	41%	83%	55%	38%	38%
DNR – Don't know/Refused	2	1	1	-	-	-	2	2	-	-	-	-
	*%	1%	*%				2%	1%				

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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	263	137	206	115	57	22	138	136	125	205	178	103	55	193
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	196	134	63	121	52	13	11	119	63	14	189	3	51	31	91
	49%	51%	46%	59%	45%	24%	50%	86%	46%	11%	92%	2%	50%	57%	47%
STRONGLY/SOMEWHAT DISAPPROVE	201	128	74	84	63	43	11	18	73	110	16	174	52	24	102
	50%	49%	54%	41%	54%	76%	50%	13%	54%	88%	8%	97%	50%	43%	53%
Strongly approve	122	89	34	82	26	6	8	81	31	10	120	1	33	17	52
	31%	34%	24%	40%	23%	11%	34%	59%	23%	8%	59%	1%	32%	31%	27%
Somewhat approve	74	45	29	38	26	7	3	38	32	4	69	2	18	14	39
	19%	17%	21%	19%	22%	13%	15%	28%	23%	3%	34%	1%	17%	26%	20%
Somewhat disapprove	16	8	8	7	7	1	1	3	7	6	6	8	3	3	10
	4%	3%	6%	4%	6%	2%	4%	2%	5%	4%	3%	5%	3%	6%	5%
Strongly disapprove	185	120	66	77	56	42	10	15	66	105	9	165	49	21	92
	46%	46%	48%	37%	48%	75%	46%	11%	48%	83%	5%	93%	47%	38%	48%
DNR – Don't know/Refused	2	1	1	1	1	-	-	1	-	1	-	1	-	-	-
	*%	*%	1%	1%	1%	-	-	1%	-	1%	-	1%	-	-	-

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Total	400 100	-	-	400 100	-	-	-	21 100	19 100	5 100	296 100	50 100	41 100	9 100	20 100	19 100	5 100
STRONGLY/SOMEWHAT APPROVE	196 49%	-	-	196 49%	-	-	-	7 32%	13 70%	5 91%	143 48%	28 57%	19 46%	7 80%	12 61%	4 23%	-
STRONGLY/SOMEWHAT DISAPPROVE	201 50%	-	-	201 50%	-	-	-	13 64%	6 30%	0 9%	151 51%	21 43%	22 54%	2 20%	7 35%	14 77%	5 100%
Strongly approve	122 31%	-	-	122 31%	-	-	-	1 3%	4 20%	3 59%	94 32%	13 25%	13 32%	6 71%	6 32%	1 7%	-
Somewhat approve	74 19%	-	-	74 19%	-	-	-	6 29%	9 50%	2 31%	48 16%	16 32%	6 14%	1 8%	6 29%	3 15%	-
Somewhat disapprove	16 4%	-	-	16 4%	-	-	-	2 11%	-	-	13 4%	1 1%	2 4%	-	0 1%	1 4%	-
Strongly disapprove	185 46%	-	-	185 46%	-	-	-	11 53%	6 30%	0 9%	139 47%	21 42%	20 50%	2 20%	7 34%	14 73%	5 100%
DNR – Don't know/Refused	2 *%	-	-	2 *%	-	-	-	1 4%	-	-	2 1%	-	-	-	1 4%	-	-

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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	138	72	118	62	37	41	46	62	42	47	63	61	47	146	82	125
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	196	77	28	57	31	16	17	28	29	24	26	34	22	14	80	46	57
	49%	56%	38%	48%	51%	44%	42%	61%	46%	57%	55%	54%	36%	29%	55%	56%	46%
STRONGLY/SOMEWHAT DISAPPROVE	201	61	44	61	29	21	24	18	32	18	21	29	38	32	66	36	67
	50%	44%	61%	52%	47%	56%	58%	39%	52%	43%	45%	46%	63%	69%	45%	44%	54%
Strongly approve	122	50	17	36	15	7	12	14	19	12	14	26	17	8	57	20	36
	31%	37%	24%	31%	25%	20%	30%	31%	30%	28%	30%	41%	29%	18%	39%	25%	29%
Somewhat approve	74	26	11	20	16	9	5	14	10	12	12	8	5	5	23	25	20
	19%	19%	15%	17%	26%	24%	12%	30%	16%	30%	25%	13%	8%	11%	16%	31%	16%
Somewhat disapprove	16	2	2	12	1	1	5	2	4	-	-	2	2	-	6	4	6
	4%	1%	2%	10%	2%	2%	13%	4%	7%			3%	3%		4%	5%	5%
Strongly disapprove	185	59	42	50	28	20	18	16	28	18	21	27	36	32	60	32	61
	46%	43%	59%	42%	46%	54%	45%	35%	45%	43%	45%	43%	60%	69%	41%	39%	49%
DNR – Don't know/Refused	2	-	1	-	1	-	-	-	1	-	-	-	1	1	-	-	1
	*%		1%		2%				2%				1%	2%			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	186	214	79	88	110	123	321	45	14	7	13
	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY/LEAN THE REPUBLICAN CANDIDATE	197	93	105	38	45	62	53	174	6	5	4	8
	49%	50%	49%	48%	51%	56%	43%	54%	14%	38%	62%	60%
DEFINITELY/PROBABLY/LEAN THE DEMOCRATIC CANDIDATE	175	82	93	34	38	44	60	130	34	3	3	5
	44%	44%	43%	43%	43%	40%	49%	41%	75%	23%	38%	40%
Definitely the Republican candidate	141	69	72	27	31	45	39	127	4	4	2	4
	35%	37%	34%	34%	35%	41%	31%	40%	8%	29%	29%	34%
Probably the Republican candidate	52	20	32	10	14	16	11	42	2	1	2	3
	13%	11%	15%	12%	16%	15%	9%	13%	6%	9%	33%	26%
Lean, the Republican candidate	4	4	1	1	-	1	3	4	-	-	-	-
	1%	2%	1%	1%		1%	2%	1%				
Probably the Democratic candidate	25	13	12	5	4	5	11	20	3	2	-	0
	6%	7%	5%	6%	4%	5%	9%	6%	7%	12%		1%
Definitely the Democratic candidate	146	65	81	28	34	36	48	108	31	2	3	3
	36%	35%	38%	36%	38%	33%	39%	34%	68%	11%	38%	25%
Lean, the Democratic candidate	4	4	-	1	-	3	1	3	-	-	-	2
	1%	2%		1%		3%	1%	1%				14%
Unsure	28	11	16	8	5	4	11	17	5	6	-	-
	7%	6%	8%	10%	6%	4%	9%	5%	12%	39%		

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Total	400	263	137	206	115	57	22	138	136	125	205	178	103	55	193
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY/LEAN THE REPUBLICAN CANDIDATE	197	132	66	119	55	12	11	120	61	17	190	5	50	33	95
	49%	50%	48%	58%	47%	22%	50%	87%	44%	13%	93%	3%	49%	60%	49%
DEFINITELY/PROBABLY/LEAN THE DEMOCRATIC CANDIDATE	175	115	60	79	51	36	9	14	54	106	9	164	48	17	86
	44%	44%	43%	38%	44%	64%	39%	10%	40%	85%	5%	92%	47%	30%	45%
Definitely the Republican candidate	141	95	46	88	39	7	7	93	38	10	140	1	33	22	72
	35%	36%	34%	43%	34%	12%	32%	67%	28%	8%	68%	1%	33%	40%	37%
Probably the Republican candidate	52	34	17	29	13	5	4	26	20	5	46	3	16	9	21
	13%	13%	13%	14%	12%	9%	19%	19%	15%	4%	23%	1%	16%	17%	11%
Lean, the Republican candidate	4	2	2	2	2	-	-	1	2	1	3	1	-	1	2
	1%	1%	2%	1%	2%	-	-	1%	2%	1%	2%	1%	-	3%	1%
Probably the Democratic candidate	25	14	10	11	8	3	2	2	9	14	1	23	4	1	16
	6%	5%	7%	6%	7%	5%	8%	1%	7%	11%	1%	13%	4%	2%	8%
Definitely the Democratic candidate	146	96	49	65	43	31	7	12	42	91	8	137	45	16	68
	36%	37%	36%	32%	37%	55%	31%	9%	31%	73%	4%	77%	43%	29%	35%
Lean, the Democratic candidate	4	4	-	3	-	2	-	-	3	2	-	4	-	-	3
	1%	2%	-	1%	-	3%	-	-	2%	1%	-	2%	-	-	1%
Unsure	28	16	12	7	10	8	2	4	21	2	6	10	5	6	11
	7%	6%	9%	4%	8%	15%	11%	3%	16%	2%	3%	5%	5%	10%	6%

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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	-	-	-	21 100	19 100	5 100	296 100	50 100	41 100	9 100	20 100	19 100	5 100
DEFINITELY/PROBABLY/LEAN THE REPUBLICAN CANDIDATE	197 49%	-	-	197	-	-	-	4 18%	13 69%	5 100%	141 48%	29 59%	20 49%	7 80%	12 61%	3 15%	-
DEFINITELY/PROBABLY/LEAN THE DEMOCRATIC CANDIDATE	175 44%	-	-	175	-	-	-	3 14%	6 31%	-	130 44%	18 36%	21 51%	1 12%	6 32%	12 66%	2 42%
Definitely the Republican candidate	141 35%	-	-	141	-	-	-	-	8 43%	3 55%	98 33%	20 40%	17 41%	6 71%	9 47%	1 3%	-
Probably the Republican candidate	52 13%	-	-	52	-	-	-	4 18%	5 26%	1 27%	38 13%	9 19%	3 8%	1 9%	3 14%	2 13%	-
Lean, the Republican candidate	4 1%	-	-	4	-	-	-	-	-	1 18%	4 2%	-	-	-	-	-	-
Probably the Democratic candidate	25 6%	-	-	25	-	-	-	1 5%	1 5%	-	18 6%	2 4%	5 12%	1 12%	2 10%	2 8%	1 17%
Definitely the Democratic candidate	146 36%	-	-	146	-	-	-	1 5%	5 26%	-	109 37%	16 32%	15 37%	-	4 21%	11 58%	1 25%
Lean, the Democratic candidate	4 1%	-	-	4	-	-	-	1 5%	-	-	4 1%	-	1 2%	-	-	-	-
Unsure	28 7%	-	-	28	-	-	-	14 68%	-	-	25 8%	2 4%	-	1 8%	2 8%	3 18%	3 58%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	400	138	72	118	62	37	41	46	62	42	47	63	61	47	146	82	125
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY/LEAN THE REPUBLICAN CANDIDATE	197	77	26	61	30	16	19	27	31	22	26	35	22	11	83	45	58
	49%	56%	36%	52%	48%	43%	47%	58%	49%	52%	55%	55%	36%	23%	57%	55%	47%
DEFINITELY/PROBABLY/LEAN THE DEMOCRATIC CANDIDATE	175	52	38	47	31	18	19	17	27	15	18	26	33	32	56	29	58
	44%	38%	53%	40%	50%	50%	47%	37%	44%	36%	39%	42%	54%	68%	38%	36%	46%
Definitely the Republican candidate	141	53	16	50	19	14	14	20	22	13	17	25	17	8	60	28	45
	35%	39%	23%	42%	31%	38%	34%	42%	35%	31%	36%	39%	28%	18%	41%	34%	36%
Probably the Republican candidate	52	22	9	9	9	2	5	7	6	8	9	10	5	3	22	14	12
	13%	16%	13%	8%	15%	6%	13%	14%	10%	18%	19%	15%	8%	6%	15%	18%	10%
Lean, the Republican candidate	4	1	-	2	1	-	-	1	3	1	-	-	-	-	1	3	1
	1%	1%		2%	2%			2%	4%	2%					1%	3%	1%
Probably the Democratic candidate	25	7	5	8	5	2	2	2	7	2	2	3	4	4	9	5	7
	6%	5%	7%	7%	8%	7%	5%	4%	11%	5%	4%	5%	7%	8%	6%	6%	5%
Definitely the Democratic candidate	146	46	33	36	24	15	17	13	20	13	17	23	28	28	45	22	50
	36%	33%	46%	31%	38%	41%	42%	27%	32%	31%	35%	37%	46%	60%	31%	27%	40%
Lean, the Democratic candidate	4	-	-	3	2	1	-	3	1	-	-	-	-	-	2	2	1
	1%			2%	3%	3%		6%	1%						1%	2%	1%
Unsure	28	9	8	10	1	3	2	2	4	5	3	2	6	4	7	8	9
	7%	6%	11%	8%	2%	7%	6%	4%	7%	12%	6%	4%	10%	9%	5%	9%	7%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	400	186	214	79	88	110	123	321	45	14	7	13
	100	100	100	100	100	100	100	100	100	100	100	100
DONALD TRUMP, DEFINITELY/ PROBABLY/LEAN	205	97	108	45	45	64	51	176	8	7	6	8
	51%	52%	51%	56%	51%	58%	41%	55%	18%	47%	85%	61%
JOE BIDEN, DEFINITELY/ PROBABLY/LEAN	178	85	93	30	39	43	66	132	34	6	1	5
	45%	46%	44%	38%	45%	39%	54%	41%	76%	41%	15%	38%
Donald Trump, definitely	176	80	95	39	37	57	43	154	7	5	3	6
	44%	43%	45%	49%	42%	52%	35%	48%	15%	38%	44%	50%
Donald Trump, probably	29	16	13	6	8	7	8	22	1	1	3	1
	7%	9%	6%	7%	9%	6%	7%	7%	3%	9%	41%	11%
Donald Trump, lean	-	-	-	-	-	-	-	-	-	-	-	-
Joe Biden, probably	16	7	9	2	3	6	4	13	2	1	-	-
	4%	4%	4%	3%	4%	6%	4%	4%	5%	6%	-	-
Joe Biden, definitely	158	76	82	27	36	35	59	117	30	5	1	5
	40%	41%	38%	35%	41%	32%	48%	36%	68%	35%	15%	38%
Joe Biden, lean	4	2	2	-	-	1	3	3	1	-	-	-
	1%	1%	1%	-	-	1%	2%	1%	3%	-	-	-
Unsure	17	5	12	5	4	3	6	12	3	2	-	0
	4%	3%	6%	6%	4%	3%	5%	4%	7%	12%	-	1%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	400	263	137	206	115	57	22	138	136	125	205	178	103	55	193
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DONALD TRUMP, DEFINITELY/ PROBABLY/LEAN	205 51%	140 53%	64 47%	123 60%	53 46%	17 30%	11 51%	122 88%	65 47%	18 15%	205 100%	-	53 51%	32 58%	97 50%
JOE BIDEN, DEFINITELY/ PROBABLY/LEAN	178 45%	112 43%	66 48%	77 37%	56 49%	36 63%	10 45%	16 11%	59 43%	104 83%	-	178 100%	48 47%	18 33%	89 46%
Donald Trump, definitely	176 44%	121 46%	54 39%	109 53%	45 39%	12 22%	9 41%	109 79%	53 39%	13 11%	176 86%	-	45 43%	26 48%	83 43%
Donald Trump, probably	29 7%	19 7%	10 7%	14 7%	8 7%	5 8%	2 10%	13 9%	11 8%	5 4%	29 14%	-	8 8%	6 10%	13 7%
Donald Trump, lean	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Joe Biden, probably	16 4%	11 4%	4 3%	9 4%	3 3%	2 4%	1 4%	3 2%	4 3%	10 8%	-	16 9%	2 2%	3 5%	10 5%
Joe Biden, definitely	158 40%	98 37%	60 44%	65 32%	51 45%	32 57%	9 41%	13 9%	51 38%	94 75%	-	158 89%	46 45%	16 28%	76 39%
Joe Biden, lean	4 1%	3 1%	1 1%	2 1%	1 1%	1 2%	-	-	4 3%	1 1%	-	4 2%	-	-	4 2%
Unsure	17 4%	10 4%	7 5%	6 3%	6 5%	4 7%	1 4%	1 1%	13 10%	3 3%	-	-	2 2%	5 9%	7 3%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	State						Swing			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	-	-	-	21 100	19 100	5 100	296 100	50 100	41 100	9 100	20 100	19 100	5 100			
DONALD TRUMP, DEFINITELY/ PROBABLY/LEAN	205 51%	-	-	205	-	-	-	3 13%	19 100%	5 100%	145 49%	31 63%	22 53%	7 80%	12 61%	3 18%	-			
JOE BIDEN, DEFINITELY/ PROBABLY/LEAN	178 45%	-	-	178	-	-	-	1 4%	-	-	138 47%	16 33%	18 45%	2 20%	6 30%	14 75%	5 100%			
Donald Trump, definitely	176 44%	-	-	176	-	-	-	-	14 74%	4 73%	123 42%	28 56%	18 45%	6 71%	9 47%	3 18%	-			
Donald Trump, probably	29 7%	-	-	29	-	-	-	3 13%	5 26%	1 27%	22 7%	3 7%	3 8%	1 8%	3 14%	-	-			
Donald Trump, lean	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
Joe Biden, probably	16 4%	-	-	16	-	-	-	1 4%	-	-	13 4%	1 2%	2 4%	1 9%	2 8%	1 4%	-			
Joe Biden, definitely	158 40%	-	-	158	-	-	-	-	-	-	120 41%	16 31%	17 41%	1 12%	4 22%	13 71%	5 100%			
Joe Biden, lean	4 1%	-	-	4	-	-	-	-	-	-	4 1%	-	-	-	-	-	-			
Unsure	17 4%	-	-	17	-	-	-	17 83%	-	-	13 4%	2 4%	1 2%	-	2 10%	1 7%	-			

Echelon Insights
Focus 2024 Survey
N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	400	138	72	118	62	37	41	46	62	42	47	63	61	47	146	82	125
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DONALD TRUMP, DEFINITELY/ PROBABLY/LEAN	205	78	27	63	31	19	20	28	30	25	25	36	21	13	86	47	59
	51%	57%	38%	54%	51%	52%	48%	60%	48%	60%	54%	57%	34%	27%	59%	57%	47%
JOE BIDEN, DEFINITELY/ PROBABLY/LEAN	178	53	38	51	29	17	20	18	30	13	19	25	36	33	57	32	57
	45%	39%	53%	43%	48%	45%	49%	38%	48%	31%	41%	40%	60%	69%	39%	38%	46%
Donald Trump, definitely	176	69	25	53	26	18	15	23	24	21	22	34	18	12	77	40	47
	44%	50%	34%	45%	42%	49%	38%	49%	39%	50%	46%	54%	30%	24%	53%	49%	38%
Donald Trump, probably	29	10	3	10	5	1	4	5	6	4	4	2	2	1	9	7	12
	7%	7%	4%	9%	9%	3%	11%	11%	9%	10%	8%	3%	4%	3%	6%	8%	10%
Donald Trump, lean	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Joe Biden, probably	16	4	5	5	1	-	2	3	1	2	1	3	3	2	6	5	3
	4%	3%	7%	5%	2%	-	6%	6%	2%	5%	2%	5%	5%	4%	4%	6%	3%
Joe Biden, definitely	158	48	32	43	28	17	18	14	28	11	18	22	31	30	48	27	54
	40%	35%	44%	37%	46%	45%	43%	29%	45%	25%	39%	35%	51%	62%	33%	32%	43%
Joe Biden, lean	4	1	1	2	-	-	-	1	1	-	-	-	2	1	3	-	-
	1%	1%	1%	2%	-	-	-	3%	1%	-	-	-	4%	3%	2%	-	-
Unsure	17	6	6	4	1	1	1	1	2	4	3	2	4	2	3	3	8
	4%	4%	9%	3%	1%	3%	2%	2%	4%	9%	6%	3%	6%	4%	2%	4%	7%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	400	186	214	79	88	110	123	321	45	14	7	13
	100	100	100	100	100	100	100	100	100	100	100	100
A TOTAL/MOSTLY A SUCCESS	165	76	89	31	31	38	64	121	33	6	2	3
	41%	41%	42%	40%	35%	35%	52%	38%	72%	44%	23%	24%
A TOTAL/MOSTLY A FAILURE	222	103	119	45	55	68	55	189	12	8	5	8
	56%	56%	56%	57%	62%	62%	44%	59%	28%	56%	69%	61%
A total success	38	16	22	6	6	6	21	29	8	-	-	1
	10%	9%	10%	7%	6%	5%	17%	9%	19%			9%
Mostly a success	126	59	67	26	25	33	43	93	24	6	2	2
	32%	32%	31%	32%	29%	30%	35%	29%	54%	44%	23%	14%
Mostly a failure	53	25	27	8	16	13	15	44	6	1	2	0
	13%	14%	13%	11%	19%	12%	12%	14%	12%	5%	38%	1%
A total failure	169	78	91	37	38	55	40	145	7	7	2	8
	42%	42%	43%	46%	43%	50%	32%	45%	15%	51%	32%	60%
Unsure	13	7	6	3	3	3	4	11	-	-	1	2
	3%	4%	3%	4%	3%	3%	4%	3%			8%	15%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	400	263	137	206	115	57	22	138	136	125	205	178	103	55	193
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A TOTAL/MOSTLY A SUCCESS	165	107	58	73	49	34	9	13	50	102	6	153	47	21	75
	41%	41%	42%	35%	42%	61%	40%	9%	37%	81%	3%	86%	46%	39%	39%
A TOTAL/MOSTLY A FAILURE	222	147	75	128	61	20	13	121	81	20	196	15	54	31	113
	56%	56%	54%	62%	53%	35%	59%	87%	60%	16%	96%	9%	53%	57%	58%
A total success	38	29	9	22	7	8	2	3	8	28	-	38	18	6	9
	10%	11%	7%	11%	6%	13%	10%	2%	6%	22%	-	22%	18%	11%	5%
Mostly a success	126	78	48	51	42	27	7	10	42	74	6	115	29	15	66
	32%	30%	35%	25%	36%	47%	31%	7%	31%	59%	3%	64%	28%	28%	34%
Mostly a failure	53	36	17	29	15	7	2	16	28	9	33	13	11	4	34
	13%	14%	12%	14%	13%	13%	7%	11%	20%	7%	16%	8%	11%	7%	17%
A total failure	169	112	58	99	46	13	12	105	54	11	163	2	43	28	79
	42%	42%	42%	48%	40%	22%	52%	76%	39%	9%	80%	1%	42%	50%	41%
Unsure	13	8	5	6	5	2	0	5	5	3	2	10	1	2	5
	3%	3%	4%	3%	4%	4%	1%	3%	4%	3%	1%	6%	1%	4%	3%

Echelon Insights
Focus 2024 Survey
N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 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	-	-	-	21 100	19 100	5 100	296 100	50 100	41 100	9 100	20 100	19 100	5 100	
A TOTAL/MOSTLY A SUCCESS	165 41%	-	-	165 41%	-	-	-	6 30%	5 26%	-	127 43%	16 32%	15 37%	-	-	16 85%	5 100%	
A TOTAL/MOSTLY A FAILURE	222 56%	-	-	222 56%	-	-	-	13 64%	14 74%	5 100%	157 53%	33 67%	26 63%	9 100%	17 85%	-	-	
A total success	38 10%	-	-	38 10%	-	-	-	-	-	-	31 11%	3 6%	3 7%	-	-	7 35%	-	
Mostly a success	126 32%	-	-	126 32%	-	-	-	6 30%	5 26%	-	96 32%	13 26%	12 30%	-	-	9 50%	5 100%	
Mostly a failure	53 13%	-	-	53 13%	-	-	-	8 37%	4 21%	2 44%	35 12%	9 18%	7 17%	3 29%	4 19%	-	-	
A total failure	169 42%	-	-	169 42%	-	-	-	6 27%	10 53%	3 56%	121 41%	24 48%	19 46%	6 71%	13 66%	-	-	
Unsure	13 3%	-	-	13 3%	-	-	-	1 6%	-	-	12 4%	1 2%	-	-	3 15%	3 15%	-	

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	400	138	72	118	62	37	41	46	62	42	47	63	61	47	146	82	125
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A TOTAL/MOSTLY A SUCCESS	165	51	37	45	28	16	16	14	29	15	14	24	35	29	51	33	52
	41%	37%	51%	38%	46%	43%	40%	30%	47%	36%	30%	39%	57%	62%	35%	40%	41%
A TOTAL/MOSTLY A FAILURE	222	84	32	68	34	21	22	30	31	24	33	38	24	17	89	48	68
	56%	61%	44%	58%	54%	57%	53%	65%	49%	57%	70%	60%	39%	37%	61%	59%	54%
A total success	38	14	8	9	7	3	4	0	9	3	2	5	12	10	16	5	7
	10%	10%	11%	8%	11%	8%	9%	1%	14%	7%	4%	8%	20%	21%	11%	7%	6%
Mostly a success	126	36	29	35	21	13	13	13	20	12	13	19	23	19	35	27	45
	32%	26%	40%	30%	34%	36%	31%	29%	33%	29%	27%	31%	37%	41%	24%	33%	36%
Mostly a failure	53	18	10	16	9	3	5	8	9	5	11	5	6	7	19	13	14
	13%	13%	13%	14%	14%	9%	13%	17%	14%	12%	23%	8%	9%	15%	13%	16%	11%
A total failure	169	67	22	52	25	18	16	22	22	19	22	33	18	10	70	35	54
	42%	48%	31%	44%	40%	48%	40%	48%	35%	45%	46%	51%	30%	21%	48%	43%	43%
Unsure	13	2	3	5	-	-	3	2	2	3	-	1	2	1	6	1	5
	3%	2%	5%	5%	-	-	7%	5%	4%	7%	-	1%	4%	1%	4%	1%	4%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	400	186	214	79	88	110	123	321	45	14	7	13
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Biden policies to blame	202	93	109	35	47	63	57	178	8	5	3	8
	50%	50%	51%	44%	54%	57%	46%	55%	18%	38%	41%	61%
Due to factors outside their control	175	81	95	40	36	43	56	124	33	8	4	5
	44%	43%	44%	51%	41%	39%	45%	39%	74%	59%	59%	39%
Not a problem	13	8	5	2	-	3	7	12	1	-	-	-
	3%	4%	2%	3%	-	3%	6%	4%	2%	-	-	-
Unsure	10	5	5	2	4	1	3	7	3	0	-	-
	2%	3%	2%	2%	5%	1%	2%	2%	6%	3%	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-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	263	137	206	115	57	22	138	136	125	205	178	103	55	193
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Biden policies to blame	202	133	69	120	58	13	11	115	68	19	183	11	51	31	95
	50%	51%	50%	58%	50%	24%	48%	83%	50%	15%	89%	6%	50%	57%	49%
Due to factors outside their control	175	115	60	74	50	41	9	23	56	96	21	147	46	21	87
	44%	44%	44%	36%	44%	73%	42%	17%	41%	76%	10%	83%	44%	37%	45%
Not a problem	13	7	6	7	5	0	1	-	5	8	-	13	1	2	9
	3%	3%	4%	3%	5%	*%	3%		3%	7%		7%	1%	3%	5%
Unsure	10	7	3	5	1	2	2	-	8	2	1	7	5	1	2
	2%	3%	2%	3%	1%	3%	7%		6%	2%	*%	4%	5%	3%	1%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	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	-	-	-	21	19	5	296	50	41	9	20	19	5			
	100			100				100	100	100	100	100	100	100	100	100	100			
Biden policies to blame	202	-	-	202	-	-	-	9	14	4	148	27	20	8	13	4	-			
	50%			50%				46%	74%	86%	50%	55%	50%	88%	65%	22%				
Due to factors outside their control	175	-	-	175	-	-	-	8	5	1	130	20	19	1	6	12	4			
	44%			44%				39%	26%	14%	44%	39%	46%	12%	29%	62%	71%			
Not a problem	13	-	-	13	-	-	-	-	-	-	11	1	1	-	-	1	-			
	3%			3%							4%	1%	3%			6%				
Unsure	10	-	-	10	-	-	-	3	-	-	7	3	1	-	1	2	2			
	2%			2%				15%			2%	5%	2%		6%	10%	29%			

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	400	138	72	118	62	37	41	46	62	42	47	63	61	47	146	82	125
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Biden policies to blame	202	78	28	63	28	14	19	29	30	21	28	33	27	14	84	38	66
	50%	57%	39%	53%	45%	38%	47%	63%	49%	49%	60%	53%	44%	30%	57%	46%	53%
Due to factors outside their control	175	52	41	47	29	22	18	16	25	18	18	27	31	31	55	36	54
	44%	38%	57%	40%	47%	59%	45%	34%	39%	43%	38%	43%	52%	65%	37%	45%	43%
Not a problem	13	4	1	4	4	1	-	2	6	1	-	2	2	1	5	5	3
	3%	3%	2%	3%	7%	3%		3%	9%	3%		3%	3%	1%	3%	6%	2%
Unsure	10	3	2	4	1	-	3	-	2	2	1	1	1	2	3	3	3
	2%	2%	2%	3%	1%		7%		3%	5%	3%	1%	2%	4%	2%	3%	2%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	400	186	214	79	88	110	123	321	45	14	7	13
	100	100	100	100	100	100	100	100	100	100	100	100
Biden policies to blame	223	101	121	48	48	68	59	193	10	7	6	7
	56%	54%	57%	61%	55%	62%	47%	60%	21%	48%	85%	54%
Due to factors outside their control	144	72	72	26	29	36	53	104	29	6	1	4
	36%	39%	34%	33%	33%	33%	43%	32%	64%	43%	15%	31%
Not a problem	10	5	5	2	1	2	4	7	1	1	-	-
	2%	3%	2%	2%	1%	2%	4%	2%	3%	9%	-	-
Unsure	24	8	16	3	10	4	8	17	5	-	-	2
	6%	4%	7%	4%	11%	3%	6%	5%	11%	-	-	14%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	400	263	137	206	115	57	22	138	136	125	205	178	103	55	193
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Biden policies to blame	223	149	73	131	63	19	10	121	74	28	199	15	58	35	103
	56%	57%	53%	63%	55%	33%	46%	87%	54%	22%	97%	8%	56%	62%	53%
Due to factors outside their control	144	92	51	63	41	29	11	13	46	84	5	135	38	17	71
	36%	35%	38%	31%	35%	52%	49%	9%	34%	67%	3%	76%	37%	31%	37%
Not a problem	10	6	4	3	4	3	-	2	7	1	-	9	3	1	6
	2%	2%	3%	2%	3%	5%	-	1%	5%	1%	-	5%	3%	1%	3%
Unsure	24	15	9	9	8	6	1	3	9	12	-	20	4	3	13
	6%	6%	7%	4%	7%	10%	5%	2%	7%	9%	-	11%	4%	6%	7%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	State						Swing			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	-	-	-	21	19	5	296	50	41	9	20	19	5			
	100			100				100	100	100	100	100	100	100	100	100	100			
Biden policies to blame	223	-	-	223	-	-	-	12	16	4	161	31	24	7	14	5	-			
	56%			56%				56%	84%	89%	54%	61%	58%	80%	70%	29%	-			
Due to factors outside their control	144	-	-	144	-	-	-	4	3	1	109	14	16	2	5	11	5			
	36%			36%				21%	16%	11%	37%	28%	40%	20%	24%	58%	100%			
Not a problem	10	-	-	10	-	-	-	1	-	-	10	-	-	-	-	-	-			
	2%			2%				6%			3%									
Unsure	24	-	-	24	-	-	-	3	-	-	17	5	1	-	1	2	-			
	6%			6%				16%			6%	11%	2%		6%	13%				

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	400	138	72	118	62	37	41	46	62	42	47	63	61	47	146	82	125
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Biden policies to blame	223	84	35	68	31	18	20	30	34	30	28	38	24	13	92	49	68
	56%	61%	49%	57%	51%	48%	49%	64%	55%	72%	60%	60%	40%	28%	63%	60%	55%
Due to factors outside their control	144	42	28	43	25	18	18	15	22	9	11	21	31	28	44	23	49
	36%	30%	39%	37%	41%	47%	44%	32%	35%	21%	23%	34%	51%	59%	30%	29%	39%
Not a problem	10	5	-	3	2	2	-	-	3	-	1	2	1	1	3	5	1
	2%	3%		3%	3%	5%			5%		3%	3%	2%	3%	2%	6%	1%
Unsure	24	7	8	3	3	-	3	2	3	3	7	2	4	5	8	4	7
	6%	5%	12%	3%	5%		7%	4%	5%	7%	15%	3%	7%	10%	5%	5%	6%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	400	186	214	79	88	110	123	321	45	14	7	13
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Biden policies to blame	180	84	97	39	39	59	43	156	7	6	4	7
	45%	45%	45%	49%	45%	54%	35%	49%	15%	45%	58%	54%
Due to factors outside their control	156	69	87	27	32	36	62	116	29	4	3	4
	39%	37%	41%	34%	36%	33%	50%	36%	64%	29%	42%	31%
Not a problem	34	20	14	4	10	8	12	28	2	4	-	-
	9%	11%	6%	5%	11%	8%	10%	9%	5%	26%	-	-
Unsure	29	13	16	10	8	6	6	21	7	-	-	2
	7%	7%	8%	12%	9%	6%	5%	6%	15%	-	-	14%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	400	263	137	206	115	57	22	138	136	125	205	178	103	55	193
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Biden policies to blame	180	119	61	105	52	15	9	101	59	20	167	7	41	29	87
	45%	45%	44%	51%	45%	26%	41%	73%	43%	16%	82%	4%	40%	53%	45%
Due to factors outside their control	156	108	48	77	39	31	9	33	44	78	32	117	50	24	65
	39%	41%	35%	37%	34%	54%	42%	24%	33%	63%	16%	66%	48%	43%	34%
Not a problem	34	17	17	13	15	5	1	1	17	16	0	33	3	2	25
	9%	7%	12%	6%	13%	8%	7%	1%	12%	13%	0%	18%	3%	3%	13%
Unsure	29	18	11	12	9	6	2	3	16	11	5	22	9	1	16
	7%	7%	8%	6%	8%	11%	11%	2%	12%	9%	2%	12%	9%	1%	8%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	State					Swing			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	-	-	-	21	19	5	296	50	41	9	20	19	5		
	100			100				100	100	100	100	100	100	100	100	100	100		
Biden policies to blame	180	-	-	180	-	-	-	7	13	1	129	27	20	7	10	2	-		
	45%			45%				35%	69%	26%	43%	55%	50%	80%	51%	10%			
Due to factors outside their control	156	-	-	156	-	-	-	7	5	2	118	16	13	2	7	16	5		
	39%			39%				36%	26%	44%	40%	31%	33%	20%	34%	86%	100%		
Not a problem	34	-	-	34	-	-	-	2	-	-	29	2	2	-	1	1	-		
	9%			9%				11%			10%	5%	6%		4%	5%			
Unsure	29	-	-	29	-	-	-	4	1	1	20	5	5	-	2	-	-		
	7%			7%				18%	5%	30%	7%	9%	12%		11%				

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	400	138	72	118	62	37	41	46	62	42	47	63	61	47	146	82	125
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Biden policies to blame	180	71	24	57	25	18	14	27	25	21	25	32	18	12	76	40	52
	45%	52%	33%	48%	40%	47%	34%	58%	40%	50%	53%	51%	29%	25%	52%	49%	42%
Due to factors outside their control	156	48	38	44	24	11	18	13	28	16	14	23	34	31	46	29	51
	39%	35%	53%	37%	39%	29%	44%	28%	45%	38%	29%	36%	56%	66%	31%	35%	41%
Not a problem	34	9	4	11	6	4	5	5	7	-	5	4	5	3	12	10	10
	9%	7%	5%	10%	10%	11%	12%	10%	11%		10%	6%	9%	6%	8%	12%	8%
Unsure	29	9	7	6	7	5	4	2	2	5	4	4	4	1	12	4	12
	7%	7%	9%	5%	11%	13%	10%	4%	4%	12%	8%	7%	6%	3%	8%	5%	10%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	209	94	115	48	42	54	64	160	27	10	6	5
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	94	116	41	42	61	66	163	23	10	8	6
Biden Administration	77	30	47	21	9	16	30	50	19	5	3	-
	37%	32%	41%	45%	21%	30%	47%	31%	70%	50%	41%	-
Trump Administration	110	55	56	24	26	33	27	96	3	3	4	5
	53%	58%	48%	50%	62%	61%	42%	60%	11%	29%	59%	100%
Both equally	8	4	4	1	-	3	5	5	2	1	-	-
	4%	4%	4%	2%	-	5%	7%	3%	8%	7%	-	-
Neither	10	3	7	2	5	1	2	7	2	1	-	-
	5%	4%	6%	4%	12%	2%	3%	5%	6%	13%	-	-
Unsure	3	1	1	-	2	1	-	1	1	-	-	-
	1%	2%	1%	-	5%	1%	-	1%	5%	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	209	150	59	112	48	38	11	70	80	58	112	84	51	33	96
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	148	62	116	47	32	15	74	81	55	114	84	55	33	94
Biden Administration	77	56	21	34	17	23	4	6	25	45	5	70	25	11	31
	37%	37%	35%	30%	35%	60%	36%	9%	32%	77%	5%	82%	48%	34%	32%
Trump Administration	110	78	33	68	27	10	5	63	39	8	105	2	22	19	55
	53%	52%	56%	61%	57%	26%	49%	90%	49%	14%	94%	2%	42%	56%	57%
Both equally	8	7	2	5	-	1	2	1	4	4	1	7	1	3	3
	4%	4%	3%	5%	-	3%	15%	1%	5%	6%	1%	8%	3%	8%	3%
Neither	10	6	4	4	4	3	-	-	9	1	-	5	2	-	8
	5%	4%	6%	3%	8%	8%	-	-	11%	3%	-	6%	3%	-	8%
Unsure	3	3	-	1	-	1	-	-	3	-	1	1	2	1	-
	1%	2%	-	1%	-	3%	-	-	3%	-	1%	1%	4%	2%	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	State						Swing			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	209 100	-	-	209	-	-	-	14	10	4	156	22	26	5	10	13	3			
				100				100	100	100	100	100	100	100	100	100	100			
Unweighted Total	210	-	-	210	-	-	-	15	8	7	148	27	30	6	12	13	2			
Biden Administration	77 37%	-	-	77	-	-	-	2	5	-	60	7	10	-	-	10	3			
				37%				16%	47%		38%	31%	40%			78%	100%			
Trump Administration	110 53%	-	-	110	-	-	-	5	6	4	79	13	14	4	7	1	-			
				53%				33%	53%	100%	50%	60%	57%	84%	64%	4%				
Both equally	8 4%	-	-	8	-	-	-	1	-	-	7	-	-	1	2	2	-			
				4%				6%			5%			16%	15%	12%				
Neither	10 5%	-	-	10	-	-	-	5	-	-	9	-	1	-	1	1	-			
				5%				36%			6%		4%		9%	6%				
Unsure	3 1%	-	-	3	-	-	-	1	-	-	1	2	-	-	1	-	-			
				1%				10%			*%	9%			12%					

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	209	71	42	61	30	21	21	23	29	27	21	31	35	27	81	40	61
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	70	43	61	30	17	21	25	31	24	21	36	35	30	90	32	58
Biden Administration	77	26	20	15	13	11	4	5	10	11	5	11	21	16	28	14	19
	37%	36%	47%	25%	44%	52%	19%	24%	34%	39%	23%	35%	58%	59%	35%	35%	31%
Trump Administration	110	38	17	38	15	8	14	15	17	16	12	18	10	7	46	22	35
	53%	53%	41%	63%	51%	40%	66%	67%	59%	58%	57%	57%	28%	26%	57%	55%	59%
Both equally	8	3	1	2	2	1	-	1	2	-	-	1	3	2	4	1	2
	4%	4%	3%	4%	5%	3%		6%	7%			5%	8%	7%	5%	2%	2%
Neither	10	4	2	3	-	1	2	-	-	1	3	1	2	-	2	4	5
	5%	6%	6%	6%		5%	11%			3%	14%	4%	6%		2%	9%	8%
Unsure	3	-	1	1	-	-	1	1	-	-	1	-	-	2	1	-	-
	1%		3%	2%			4%	3%			6%			7%	1%		

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	191	93	98	31	45	56	59	161	18	4	1	8
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	190	90	100	27	46	59	58	156	18	8	1	7
Biden Administration	86	44	41	10	24	19	33	68	11	1	-	5
	45%	48%	42%	32%	53%	34%	56%	43%	63%	20%	-	66%
Trump Administration	89	38	51	16	17	33	23	81	2	3	-	3
	46%	41%	51%	53%	36%	58%	39%	50%	14%	71%	-	34%
Both equally	3	3	-	-	-	1	2	3	-	-	-	-
	2%	3%	-	-	-	2%	4%	2%	-	-	-	-
Neither	13	7	5	4	5	3	1	8	4	-	1	-
	7%	8%	5%	13%	11%	5%	1%	5%	23%	-	100%	-
Unsure	1	-	1	0	-	1	-	1	-	0	-	-
	1%	-	1%	1%	-	1%	-	1%	-	10%	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	191 100	113 100	79 100	94 100	67 100	19 100	12 100	68 100	56 100	67 100	93 100	94 100	51 100	22 100	97 100
Unweighted Total	190	109	81	92	64	17	17	65	60	65	94	89	49	23	97
Biden Administration	86 45%	47 41%	39 50%	34 36%	35 52%	13 68%	4 38%	8 11%	25 45%	53 79%	- 89%	84 89%	20 39%	8 38%	45 47%
Trump Administration	89 46%	58 51%	31 39%	55 59%	25 38%	3 15%	5 46%	56 83%	24 43%	8 12%	89 95%	-	30 58%	13 58%	38 39%
Both equally	3 2%	1 1%	2 3%	1 1%	2 3%	-	-	1 1%	1 2%	1 2%	2 2%	1 1%	-	1 5%	2 2%
Neither	13 7%	6 6%	6 8%	3 4%	5 7%	3 15%	2 16%	3 5%	5 8%	5 7%	2 2%	8 9%	1 1%	-	11 11%
Unsure	1 1%	1 1%	-	1 1%	-	0 2%	-	-	0 1%	1 1%	- 1%	1	1 1%	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	State						Swing 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	191 100	-	-	191	-	-	-	6 100	8 100	1 100	140 100	27 100	15 100	4 100	9 100	5 100	2 100
Unweighted Total	190	-	-	190	-	-	-	10	7	2	136	29	17	4	10	5	2
Biden Administration	86 45%	-	-	86	-	-	-	3 44%	-	-	66 47%	8 30%	7 49%	1 18%	2 23%	1 16%	1 40%
Trump Administration	89 46%	-	-	89	-	-	-	1 12%	6 74%	1 100%	66 47%	15 55%	6 41%	2 57%	5 49%	3 53%	-
Both equally	3 2%	-	-	3	-	-	-	-	1 16%	-	2 1%	-	-	-	-	-	-
Neither	13 7%	-	-	13	-	-	-	2 37%	1 10%	-	7 5%	4 14%	1 5%	1 25%	3 28%	1 24%	1 60%
Unsure	1 1%	-	-	1	-	-	-	0 7%	-	-	-	0 2%	1 4%	-	-	0 8%	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	191	67	30	57	31	16	19	24	33	15	26	32	26	20	65	42	64
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	190	69	30	59	28	15	19	24	32	12	27	35	26	21	72	36	61
Biden Administration	86	27	14	28	14	6	13	6	19	4	11	12	14	13	21	17	34
	45%	40%	48%	48%	43%	39%	65%	26%	57%	25%	44%	39%	54%	64%	33%	41%	53%
Trump Administration	89	39	11	24	13	8	4	14	12	8	12	19	11	7	37	22	23
	46%	58%	36%	41%	43%	50%	21%	57%	37%	57%	48%	59%	42%	33%	57%	52%	36%
Both equally	3	-	-	2	1	-	-	1	2	-	-	-	-	-	1	2	-
	2%			3%	4%			4%	7%						2%	5%	
Neither	13	1	4	4	3	2	3	3	-	2	2	-	1	1	5	1	6
	7%	2%	13%	7%	10%	11%	13%	12%		16%	9%		3%	3%	7%	2%	10%
Unsure	1	-	1	-	-	-	-	-	-	0	-	1	-	-	1	-	0
	1%		4%							3%		2%			1%		1%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	209	94	115	48	42	54	64	160	27	10	6	5
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	94	116	41	42	61	66	163	23	10	8	6
Biden Administration	74	27	47	18	8	18	29	50	16	5	3	-
	36%	29%	41%	38%	20%	34%	46%	31%	60%	50%	41%	-
Trump Administration	104	53	50	22	25	29	27	89	3	3	4	5
	50%	57%	44%	46%	60%	53%	43%	55%	11%	29%	59%	100%
Both equally	6	4	2	2	-	1	3	4	1	-	-	-
	3%	4%	2%	4%	-	2%	4%	3%	4%	-	-	-
Neither	20	8	13	4	7	5	4	13	5	2	-	-
	10%	8%	11%	9%	16%	9%	7%	8%	19%	21%	-	-
Unsure	5	1	4	2	2	1	1	4	2	-	-	-
	2%	1%	3%	3%	4%	2%	1%	2%	6%	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	209	150	59	112	48	38	11	70	80	58	112	84	51	33	96
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	148	62	116	47	32	15	74	81	55	114	84	55	33	94
Biden Administration	74	57	18	34	17	23	1	7	23	44	5	67	23	13	29
	36%	38%	30%	30%	35%	60%	8%	9%	29%	76%	5%	79%	45%	37%	30%
Trump Administration	104	72	31	63	25	9	6	58	38	7	100	1	19	18	53
	50%	48%	53%	56%	53%	24%	56%	83%	47%	13%	90%	1%	38%	53%	55%
Both equally	6	4	2	3	2	1	-	2	3	1	2	4	2	1	3
	3%	3%	3%	2%	4%	3%	-	2%	4%	1%	2%	4%	4%	2%	3%
Neither	20	14	7	9	4	5	2	2	13	6	2	11	4	2	11
	10%	9%	11%	8%	9%	13%	22%	2%	16%	10%	1%	13%	8%	5%	12%
Unsure	5	4	2	4	-	-	2	2	3	-	3	2	3	1	-
	2%	2%	3%	3%	-	-	14%	3%	4%	-	3%	3%	5%	2%	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	State						Swing 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	209 100	-	-	209	-	-	-	14 100	10 100	4 100	156 100	22 100	26 100	5 100	10 100	13 100	3 100
Unweighted Total	210	-	-	210	-	-	-	15	8	7	148	27	30	6	12	13	2
Biden Administration	74 36%	-	-	74	-	-	-	2 16%	5 47%	-	57 36%	8 34%	9 34%	-	2 20%	10 72%	1 50%
Trump Administration	104 50%	-	-	104	-	-	-	3 24%	5 44%	3 80%	75 48%	12 54%	13 49%	4 84%	7 63%	1 4%	-
Both equally	6 3%	-	-	6	-	-	-	-	1 9%	1 20%	5 3%	-	1 4%	-	1 10%	-	-
Neither	20 10%	-	-	20	-	-	-	8 55%	-	-	16 10%	2 7%	3 13%	1 16%	1 7%	2 12%	-
Unsure	5 2%	-	-	5	-	-	-	1 5%	-	-	4 3%	1 5%	-	-	-	2 11%	2 50%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	209	71	42	61	30	21	21	23	29	27	21	31	35	27	81	40	61
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	70	43	61	30	17	21	25	31	24	21	36	35	30	90	32	58
Biden Administration	74	26	19	14	12	10	4	5	9	9	4	13	20	15	27	13	19
	36%	37%	44%	23%	39%	47%	19%	21%	31%	31%	20%	43%	57%	57%	33%	33%	31%
Trump Administration	104	35	14	38	15	8	15	14	16	14	10	15	11	7	43	20	34
	50%	50%	34%	63%	50%	39%	70%	62%	56%	51%	49%	47%	32%	25%	53%	50%	56%
Both equally	6	2	-	3	1	1	-	1	1	1	-	-	1	1	2	1	1
	3%	3%		4%	3%	5%		5%	5%	3%			3%	4%	3%	3%	1%
Neither	20	6	7	5	2	2	1	3	2	2	5	2	3	4	7	3	6
	10%	8%	16%	8%	6%	9%	7%	12%	6%	9%	26%	6%	8%	14%	8%	9%	11%
Unsure	5	2	2	1	1	-	1	-	1	2	1	1	-	-	2	3	1
	2%	2%	5%	1%	2%		4%		2%	6%	5%	4%		2%	6%	1%	

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	191	93	98	31	45	56	59	161	18	4	1	8
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	190	90	100	27	46	59	58	156	18	8	1	7
Biden Administration	86	44	42	12	24	22	27	66	14	1	-	5
	45%	47%	43%	40%	53%	40%	46%	41%	79%	20%	-	66%
Trump Administration	89	40	49	17	17	31	24	81	2	3	1	3
	46%	43%	50%	55%	38%	55%	40%	50%	13%	58%	100%	34%
Both equally	4	3	1	-	-	2	3	4	-	1	-	-
	2%	3%	1%	-	-	3%	5%	2%	-	12%	-	-
Neither	10	4	6	2	4	1	3	8	1	0	-	-
	5%	5%	6%	5%	9%	3%	5%	5%	8%	10%	-	-
Unsure	2	2	-	-	-	-	2	2	-	-	-	-
	1%	2%	-	-	-	-	3%	1%	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	191 100	113 100	79 100	94 100	67 100	19 100	12 100	68 100	56 100	67 100	93 100	94 100	51 100	22 100	97 100
Unweighted Total	190	109	81	92	64	17	17	65	60	65	94	89	49	23	97
Biden Administration	86 45%	48 43%	38 48%	33 35%	33 49%	15 81%	5 43%	8 12%	24 43%	53 80%	- 92%	86 92%	21 40%	7 30%	48 50%
Trump Administration	89 46%	56 50%	33 42%	53 57%	28 42%	3 14%	5 44%	55 81%	25 44%	9 13%	88 94%	1 1%	30 58%	12 57%	38 40%
Both equally	4 2%	3 3%	1 2%	2 3%	1 2%	1 3%	- -	2 4%	2 3%	- -	3 3%	1 1%	- -	- -	4 4%
Neither	10 5%	4 4%	6 8%	4 4%	4 7%	0 2%	1 13%	2 3%	5 8%	4 5%	2 2%	4 5%	1 2%	2 10%	6 6%
Unsure	2 1%	1 1%	1 1%	1 1%	1 1%	- -	- -	- -	1 1%	1 2%	- -	1 1%	- -	1 3%	- -

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	State						Swing			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	191 100	-	-	191	-	-	-	6 100	8 100	1 100	140 100	27 100	15 100	4 100	9 100	5 100	2 100			
Unweighted Total	190	-	-	190	-	-	-	10	7	2	136	29	17	4	10	5	2			
Biden Administration	86 45%	-	-	86	-	-	-	1 17%	-	-	67 48%	8 28%	8 54%	1 18%	1 9%	1 16%	1 40%			
Trump Administration	89 46%	-	-	89	-	-	-	-	8 100%	1 100%	63 45%	16 59%	6 41%	2 38%	4 41%	3 53%	-			
Both equally	4 2%	-	-	4	-	-	-	1 9%	-	-	3 2%	1 5%	-	-	-	-	-			
Neither	10 5%	-	-	10	-	-	-	4 63%	-	-	5 4%	2 8%	1 5%	2 44%	3 37%	2 31%	1 60%			
Unsure	2 1%	-	-	2	-	-	-	1 12%	-	-	2 1%	-	-	-	1 13%	-	-			

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Marital x Gender					Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC	
Total	191	67	30	57	31	16	19	24	33	15	26	32	26	20	65	42	64	
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
Unweighted Total	190	69	30	59	28	15	19	24	32	12	27	35	26	21	72	36	61	
Biden Administration	86	25	17	27	14	6	13	9	16	6	11	13	12	14	23	15	34	
	45%	37%	58%	48%	43%	39%	65%	38%	47%	40%	44%	41%	45%	67%	36%	37%	52%	
Trump Administration	89	37	11	23	15	9	5	13	13	8	12	18	11	7	38	20	24	
	46%	56%	36%	40%	49%	53%	25%	55%	39%	57%	48%	55%	42%	33%	59%	48%	37%	
Both equally	4	1	-	3	-	-	-	2	1	-	-	-	1	-	1	4	-	
	2%	2%		5%				7%	4%				5%		1%	9%		
Neither	10	4	2	2	2	1	2	-	1	0	2	1	2	-	3	2	5	
	5%	6%	7%	4%	7%	8%	9%		4%	3%	9%	4%	7%		4%	6%	8%	
Unsure	2	-	-	2	-	-	-	-	2	-	-	-	-	-	-	-	2	
	1%			3%					6%								3%	

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	209	94	115	48	42	54	64	160	27	10	6	5
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	94	116	41	42	61	66	163	23	10	8	6
Biden Administration	80	31	49	20	9	19	32	55	18	5	3	-
	38%	33%	42%	41%	21%	35%	50%	34%	65%	50%	41%	-
Trump Administration	100	48	52	23	23	31	24	86	3	4	3	5
	48%	52%	45%	48%	54%	57%	37%	54%	10%	37%	43%	100%
Both equally	2	2	-	-	-	-	2	-	1	-	1	-
	1%	2%	-	-	-	-	3%	-	3%	-	16%	-
Neither	22	10	12	3	9	3	7	16	4	1	-	-
	10%	10%	10%	6%	22%	5%	11%	10%	16%	13%	-	-
Unsure	5	2	3	3	1	1	-	3	2	-	-	-
	2%	3%	2%	5%	3%	2%	-	2%	6%	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	209	150	59	112	48	38	11	70	80	58	112	84	51	33	96
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	148	62	116	47	32	15	74	81	55	114	84	55	33	94
Biden Administration	80	60	20	38	17	23	2	8	25	47	6	72	26	13	30
	38%	40%	33%	34%	36%	60%	22%	12%	31%	81%	5%	85%	51%	40%	31%
Trump Administration	100	72	28	63	23	9	5	60	33	7	96	1	20	19	47
	48%	48%	47%	56%	48%	25%	46%	85%	42%	13%	86%	1%	38%	58%	49%
Both equally	2	-	2	-	-	-	2	-	1	1	1	-	1	1	-
	1%		3%				17%		1%	1%	1%		2%	3%	
Neither	22	15	7	9	7	6	-	1	18	3	6	10	4	-	16
	10%	10%	12%	8%	14%	15%		1%	22%	5%	6%	12%	7%		17%
Unsure	5	2	3	2	1	-	2	2	3	-	2	2	1	-	2
	2%	2%	4%	2%	2%		14%	2%	4%		2%	2%	2%		3%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	State						Swing 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	209 100	-	-	209	-	-	-	14 100	10 100	4 100	156 100	22 100	26 100	5 100	10 100	13 100	3 100
Unweighted Total	210	-	-	210	-	-	-	15	8	7	148	27	30	6	12	13	2
Biden Administration	80 38%	-	-	80	-	-	-	2 16%	5 47%	-	62 40%	7 31%	10 40%	-	1 8%	10 72%	1 50%
Trump Administration	100 48%	-	-	100	-	-	-	5 36%	4 35%	4 87%	73 47%	12 52%	12 46%	5 100%	6 62%	1 4%	-
Both equally	2 1%	-	-	2	-	-	-	1 6%	1 9%	-	2 1%	-	-	-	-	1 6%	-
Neither	22 10%	-	-	22	-	-	-	5 36%	1 9%	-	17 11%	2 7%	4 14%	-	3 31%	1 6%	-
Unsure	5 2%	-	-	5	-	-	-	1 7%	-	1 13%	3 2%	2 10%	-	-	-	2 11%	2 50%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	209 100	71 100	42 100	61 100	30 100	21 100	21 100	23 100	29 100	27 100	21 100	31 100	35 100	27 100	81 100	40 100	61 100
Unweighted Total	210	70	43	61	30	17	21	25	31	24	21	36	35	30	90	32	58
Biden Administration	80 38%	27 38%	20 48%	16 26%	13 44%	11 52%	4 19%	6 24%	11 38%	9 34%	5 23%	13 43%	21 60%	17 62%	29 35%	14 36%	20 34%
Trump Administration	100 48%	35 49%	16 39%	35 58%	13 43%	8 39%	12 56%	13 58%	15 53%	15 54%	11 53%	18 57%	8 23%	6 22%	44 54%	20 50%	30 50%
Both equally	2 1%	-	-	-	2 6%	-	-	-	2 6%	-	-	-	-	-	1 1%	-	1 2%
Neither	22 10%	6 9%	6 13%	8 13%	2 6%	2 9%	4 19%	3 13%	1 3%	1 3%	5 24%	-	6 17%	3 9%	7 9%	4 11%	7 12%
Unsure	5 2%	3 4%	-	2 4%	-	-	1 6%	1 5%	-	3 9%	-	-	-	2 6%	-	2 4%	2 3%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	191	93	98	31	45	56	59	161	18	4	1	8
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	190	90	100	27	46	59	58	156	18	8	1	7
Biden Administration	81	41	40	9	22	19	30	62	13	1	-	5
	42%	44%	40%	29%	49%	35%	51%	39%	70%	20%	-	66%
Trump Administration	92	42	51	16	18	33	25	83	2	3	1	3
	48%	45%	51%	52%	40%	58%	43%	52%	14%	71%	100%	34%
Both equally	5	3	2	2	1	-	2	4	-	0	-	-
	2%	3%	2%	6%	2%	-	3%	3%	-	10%	-	-
Neither	11	6	6	3	4	4	1	8	3	-	-	-
	6%	6%	6%	10%	8%	7%	1%	5%	16%	-	-	-
Unsure	2	2	1	1	1	-	1	2	-	-	-	-
	1%	2%	1%	3%	2%	-	1%	2%	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

[QAdminSecur] 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	191	113	79	94	67	19	12	68	56	67	93	94	51	22	97
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	190	109	81	92	64	17	17	65	60	65	94	89	49	23	97
Biden Administration	81	44	37	31	31	13	6	8	21	52	-	80	21	8	42
	42%	39%	47%	33%	46%	68%	49%	11%	37%	78%		85%	40%	35%	43%
Trump Administration	92	60	32	57	27	3	5	59	25	8	91	-	30	13	41
	48%	53%	41%	61%	40%	17%	46%	86%	45%	12%	98%		58%	58%	43%
Both equally	5	3	2	2	2	0	-	-	2	3	-	4	-	-	3
	2%	2%	3%	2%	3%	2%			4%	4%		5%			3%
Neither	11	4	7	2	7	2	1	2	5	4	1	9	-	1	9
	6%	4%	9%	2%	10%	12%	5%	3%	9%	6%	1%	9%		5%	10%
Unsure	2	2	1	2	1	-	-	-	2	-	1	1	1	1	1
	1%	2%	1%	2%	1%				4%		1%	1%	2%	3%	1%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

[QAdminSecur] 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	191 100	-	-	191	-	-	-	6 100	8 100	1 100	140 100	27 100	15 100	4 100	9 100	5 100	2 100
Unweighted Total	190	-	-	190	-	-	-	10	7	2	136	29	17	4	10	5	2
Biden Administration	81 42%	-	-	81	-	-	-	1 18%	-	-	60 43%	8 30%	6 42%	1 18%	1 9%	2 40%	2 100%
Trump Administration	92 48%	-	-	92	-	-	-	1 22%	8 100%	1 100%	67 48%	16 57%	6 41%	2 38%	4 41%	3 53%	-
Both equally	5 2%	-	-	5	-	-	-	1 21%	-	-	3 2%	0 2%	1 5%	-	1 13%	0 8%	-
Neither	11 6%	-	-	11	-	-	-	2 27%	-	-	8 6%	3 11%	-	1 25%	3 28%	-	-
Unsure	2 1%	-	-	2	-	-	-	1 12%	-	-	1 1%	-	2 12%	1 19%	1 8%	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	191	67	30	57	31	16	19	24	33	15	26	32	26	20	65	42	64
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	190	69	30	59	28	15	19	24	32	12	27	35	26	21	72	36	61
Biden Administration	81	25	15	24	14	7	12	6	16	2	10	13	14	12	19	16	34
	42%	37%	50%	42%	44%	41%	61%	26%	49%	15%	40%	41%	54%	60%	30%	38%	52%
Trump Administration	92	39	11	25	15	9	5	14	14	8	13	19	11	7	37	24	24
	48%	57%	36%	44%	49%	53%	25%	57%	43%	52%	50%	59%	42%	33%	57%	57%	38%
Both equally	5	1	0	3	-	-	1	-	2	2	-	-	-	-	2	1	2
	2%	2%	1%	5%	-	-	5%	-	6%	12%	-	-	-	-	3%	3%	3%
Neither	11	2	4	5	1	-	2	4	-	3	2	-	1	1	5	1	4
	6%	2%	13%	8%	3%	-	9%	16%	-	21%	7%	-	3%	7%	7%	2%	6%
Unsure	2	1	-	1	1	1	-	-	1	-	1	-	-	-	2	-	1
	1%	1%	-	1%	3%	6%	-	-	2%	-	3%	-	-	-	3%	-	1%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	209	94	115	48	42	54	64	160	27	10	6	5
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	94	116	41	42	61	66	163	23	10	8	6
Biden Administration	72	29	43	19	7	17	29	49	15	5	3	-
	34%	31%	37%	40%	16%	31%	45%	31%	57%	50%	41%	-
Trump Administration	94	47	47	22	21	30	21	79	3	3	4	5
	45%	50%	41%	45%	49%	56%	33%	49%	11%	29%	59%	100%
Both equally	5	3	2	-	2	2	1	5	-	-	-	-
	3%	3%	2%	-	4%	4%	2%	3%	-	-	-	-
Neither	30	11	19	5	10	5	10	20	7	2	-	-
	14%	12%	16%	10%	24%	9%	15%	13%	27%	21%	-	-
Unsure	7	3	4	2	3	-	3	6	1	-	-	-
	4%	4%	4%	4%	7%	-	4%	4%	5%	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	209 100	150 100	59 100	112 100	48 100	38 100	11 100	70 100	80 100	58 100	112 100	84 100	51 100	33 100	96 100
Unweighted Total	210	148	62	116	47	32	15	74	81	55	114	84	55	33	94
Biden Administration	72 34%	53 36%	19 32%	34 31%	15 31%	19 50%	4 36%	8 11%	24 30%	40 69%	6 5%	66 78%	22 44%	9 27%	30 31%
Trump Administration	94 45%	66 44%	28 47%	57 51%	22 45%	9 24%	6 56%	55 79%	31 39%	7 13%	91 81%	-	20 38%	16 48%	47 49%
Both equally	5 3%	2 1%	3 5%	2 2%	3 7%	-	-	2 2%	2 3%	1 2%	3 2%	3 3%	1 1%	1 4%	2 2%
Neither	30 14%	22 14%	8 14%	13 12%	7 15%	9 23%	1 8%	4 6%	18 23%	8 13%	8 7%	13 15%	7 13%	5 16%	15 15%
Unsure	7 4%	6 4%	1 2%	5 5%	1 2%	1 3%	-	2 3%	4 5%	2 3%	5 4%	3 3%	2 4%	2 5%	2 2%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	State						Swing 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	209 100	-	-	209	-	-	-	14 100	10 100	4 100	156 100	22 100	26 100	5 100	10 100	13 100	3 100
Unweighted Total	210	-	-	210	-	-	-	15	8	7	148	27	30	6	12	13	2
Biden Administration	72 34%	-	-	72	-	-	-	-	5 47%	-	58 37%	5 24%	8 31%	-	1 8%	10 78%	3 100%
Trump Administration	94 45%	-	-	94	-	-	-	5 31%	5 44%	3 80%	66 42%	11 50%	13 49%	4 84%	6 54%	1 4%	-
Both equally	5 3%	-	-	5	-	-	-	-	-	-	3 2%	1 3%	2 6%	-	-	1 6%	-
Neither	30 14%	-	-	30	-	-	-	10 69%	1 9%	-	25 16%	1 4%	3 13%	1 16%	3 26%	2 12%	-
Unsure	7 4%	-	-	7	-	-	-	-	-	1 20%	4 2%	4 18%	-	-	1 12%	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	209	71	42	61	30	21	21	23	29	27	21	31	35	27	81	40	61
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	70	43	61	30	17	21	25	31	24	21	36	35	30	90	32	58
Biden Administration	72	23	18	15	13	11	3	5	10	8	4	12	19	13	27	15	17
	34%	33%	43%	24%	41%	52%	15%	21%	36%	31%	18%	38%	53%	48%	33%	37%	28%
Trump Administration	94	32	14	33	14	9	10	13	14	13	10	17	7	6	40	20	28
	45%	45%	34%	54%	47%	44%	49%	58%	49%	47%	49%	54%	20%	22%	49%	50%	46%
Both equally	5	1	1	2	-	-	2	1	1	-	-	1	1	1	1	1	3
	3%	2%	2%	4%	-	-	8%	4%	2%	-	-	4%	2%	5%	1%	2%	4%
Neither	30	11	8	8	3	1	4	4	2	4	6	1	8	5	9	5	11
	14%	16%	18%	14%	9%	5%	21%	18%	6%	15%	27%	3%	23%	17%	12%	12%	18%
Unsure	7	3	1	3	1	-	2	-	2	2	1	-	1	2	4	-	2
	4%	4%	3%	4%	3%	-	7%	-	6%	7%	6%	-	2%	7%	5%	-	3%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	191	93	98	31	45	56	59	161	18	4	1	8
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	190	90	100	27	46	59	58	156	18	8	1	7
Biden Administration	50	23	27	6	12	11	20	40	7	-	-	2
	26%	25%	27%	21%	26%	20%	34%	25%	41%			24%
Trump Administration	99	46	53	18	18	34	28	90	2	3	1	3
	52%	49%	54%	59%	40%	62%	48%	56%	14%	71%	100%	34%
Both equally	6	4	2	-	-	1	5	4	2	-	-	-
	3%	4%	2%			2%	9%	3%	9%			
Neither	26	15	11	5	12	6	3	20	5	1	-	0
	14%	16%	12%	15%	27%	10%	6%	12%	29%	20%		2%
Unsure	11	6	5	2	3	3	2	6	1	0	-	3
	6%	6%	5%	6%	7%	6%	4%	4%	7%	10%		40%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	191 100	113 100	79 100	94 100	67 100	19 100	12 100	68 100	56 100	67 100	93 100	94 100	51 100	22 100	97 100
Unweighted Total	190	109	81	92	64	17	17	65	60	65	94	89	49	23	97
Biden Administration	50 26%	28 25%	21 27%	20 21%	20 30%	8 44%	1 8%	8 11%	13 23%	29 43%	1 1%	49 52%	16 31%	3 12%	25 25%
Trump Administration	99 52%	61 54%	38 48%	58 62%	33 49%	3 17%	5 46%	58 85%	29 51%	12 19%	91 98%	6 7%	30 58%	14 62%	45 47%
Both equally	6 3%	5 4%	1 2%	3 3%	1 2%	2 9%	-	1 1%	1 2%	4 6%	-	6 6%	-	1 4%	1 1%
Neither	26 14%	14 12%	12 16%	10 11%	10 14%	3 18%	3 24%	1 2%	7 13%	17 26%	1 1%	23 25%	3 7%	4 18%	19 19%
Unsure	11 6%	5 4%	6 7%	3 3%	3 5%	2 12%	3 22%	-	6 11%	5 7%	-	9 10%	2 4%	1 3%	7 7%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	State						Swing 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 not 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	191 100	-	-	191	-	-	-	6 100	8 100	1 100	140 100	27 100	15 100	4 100	9 100	5 100	2 100
Unweighted Total	190	-	-	190	-	-	-	10	7	2	136	29	17	4	10	5	2
Biden Administration	50 26%	-	-	50 26%	-	-	-	-	1 10%	-	39 28%	6 22%	2 15%	-	-	-	-
Trump Administration	99 52%	-	-	99 52%	-	-	-	2 36%	7 90%	1 100%	73 52%	16 60%	7 46%	2 57%	5 58%	3 53%	-
Both equally	6 3%	-	-	6 3%	-	-	-	-	-	-	4 3%	2 8%	-	-	1 13%	-	-
Neither	26 14%	-	-	26 14%	-	-	-	3 46%	-	-	18 13%	2 6%	3 17%	2 43%	2 21%	2 40%	2 100%
Unsure	11 6%	-	-	11 6%	-	-	-	1 18%	-	-	6 4%	1 4%	3 21%	-	1 8%	0 8%	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	191	67	30	57	31	16	19	24	33	15	26	32	26	20	65	42	64
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	190	69	30	59	28	15	19	24	32	12	27	35	26	21	72	36	61
Biden Administration	50	15	12	10	11	5	4	3	11	1	8	9	9	8	13	8	20
	26%	22%	38%	18%	34%	31%	21%	12%	32%	9%	30%	27%	35%	40%	20%	19%	32%
Trump Administration	99	41	12	30	15	9	5	16	16	10	13	19	12	7	40	26	26
	52%	61%	38%	52%	47%	53%	26%	65%	49%	66%	50%	59%	46%	33%	61%	63%	41%
Both equally	6	2	-	4	-	-	-	-	4	-	-	1	1	-	-	4	2
	3%	3%		7%					11%			3%	5%			9%	3%
Neither	26	6	5	9	4	1	8	3	2	3	4	2	2	4	9	1	12
	14%	10%	16%	16%	13%	8%	42%	15%	5%	22%	16%	7%	7%	21%	13%	2%	19%
Unsure	11	3	2	4	2	1	2	2	1	0	1	2	2	1	3	3	3
	6%	4%	7%	7%	6%	8%	10%	8%	2%	3%	4%	5%	7%	6%	5%	7%	5%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	209	94	115	48	42	54	64	160	27	10	6	5
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	94	116	41	42	61	66	163	23	10	8	6
Biden Administration	93	39	54	21	12	24	36	65	20	5	3	-
	45%	42%	47%	44%	28%	45%	56%	41%	73%	50%	57%	-
Trump Administration	41	22	20	9	9	13	9	36	-	1	3	2
	20%	23%	17%	19%	22%	25%	14%	22%	-	6%	43%	40%
Both equally	6	2	4	4	1	1	-	2	2	-	-	1
	3%	3%	3%	7%	3%	2%	-	1%	9%	-	-	25%
Neither	56	24	32	12	17	12	15	49	2	4	-	1
	27%	25%	28%	26%	41%	21%	23%	31%	7%	38%	-	18%
Unsure	12	7	5	2	3	3	4	8	3	1	-	1
	6%	7%	5%	3%	7%	6%	7%	5%	11%	6%	-	18%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	209 100	150 100	59 100	112 100	48 100	38 100	11 100	70 100	80 100	58 100	112 100	84 100	51 100	33 100	96 100
Unweighted Total	210	148	62	116	47	32	15	74	81	55	114	84	55	33	94
Biden Administration	93 45%	66 44%	28 47%	43 38%	22 47%	23 61%	5 49%	13 18%	35 43%	46 78%	15 13%	76 90%	32 63%	12 35%	40 42%
Trump Administration	41 20%	28 19%	13 22%	26 23%	10 21%	2 6%	3 27%	27 39%	10 12%	4 7%	41 36%	-	9 17%	5 15%	20 21%
Both equally	6 3%	5 3%	1 2%	1 1%	1 2%	4 9%	0 1%	2 3%	0 *	4 6%	4 3%	-	-	2 7%	4 4%
Neither	56 27%	43 28%	13 23%	37 33%	12 26%	6 15%	1 9%	23 32%	30 37%	4 6%	45 40%	4 5%	9 18%	11 33%	28 29%
Unsure	12 6%	8 6%	3 6%	6 5%	2 4%	3 8%	2 14%	5 7%	6 7%	1 2%	7 7%	4 4%	2 3%	3 10%	5 5%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	State						Swing 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	209 100	-	-	209	-	-	-	14 100	10 100	4 100	156 100	22 100	26 100	5 100	10 100	13 100	3 100
Unweighted Total	210	-	-	210	-	-	-	15	8	7	148	27	30	6	12	13	2
Biden Administration	93 45%	-	-	93	-	-	-	3 24%	7 65%	1 20%	71 45%	9 40%	11 43%	-	2 20%	11 85%	1 50%
Trump Administration	41 20%	-	-	41	-	-	-	1 5%	1 12%	0 3%	29 18%	4 18%	7 26%	1 12%	2 22%	1 4%	-
Both equally	6 3%	-	-	6	-	-	-	2 16%	-	-	6 4%	0 1%	-	-	-	-	-
Neither	56 27%	-	-	56	-	-	-	7 49%	1 9%	3 63%	40 26%	8 35%	8 31%	4 76%	4 43%	-	-
Unsure	12 6%	-	-	12	-	-	-	1 6%	1 13%	1 13%	11 7%	1 6%	-	1 12%	2 15%	2 11%	2 50%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	209	71	42	61	30	21	21	23	29	27	21	31	35	27	81	40	61
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	70	43	61	30	17	21	25	31	24	21	36	35	30	90	32	58
Biden Administration	93	31	22	22	15	13	6	8	13	9	6	16	23	21	34	16	22
	45%	44%	52%	36%	50%	61%	26%	37%	44%	32%	29%	52%	66%	77%	42%	40%	37%
Trump Administration	41	14	5	15	6	2	6	7	6	7	3	6	3	2	24	4	12
	20%	19%	12%	25%	20%	10%	29%	32%	21%	27%	15%	20%	8%	6%	30%	9%	20%
Both equally	6	1	2	2	-	-	1	1	-	4	-	-	-	0	1	-	5
	3%	2%	5%	4%	-	-	6%	5%	-	13%	-	-	-	0%	1%	-	8%
Neither	56	21	11	16	8	6	6	5	7	6	11	7	8	4	15	18	19
	27%	29%	27%	26%	26%	30%	28%	22%	23%	23%	53%	21%	23%	14%	19%	44%	31%
Unsure	12	4	2	6	1	-	2	1	3	2	1	2	1	1	6	3	2
	6%	5%	4%	9%	3%	-	11%	4%	11%	6%	3%	8%	3%	3%	7%	7%	4%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	191	93	98	31	45	56	59	161	18	4	1	8
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	190	90	100	27	46	59	58	156	18	8	1	7
Biden Administration	81	42	38	10	21	18	32	63	12	1	-	5
	42%	46%	39%	32%	47%	32%	54%	39%	66%	20%	-	64%
Trump Administration	52	22	30	8	11	20	13	46	2	2	-	2
	27%	24%	30%	27%	24%	35%	22%	29%	11%	47%	-	26%
Both equally	12	7	6	2	3	4	3	12	-	0	-	-
	6%	7%	6%	7%	7%	8%	4%	8%	-	3%	-	-
Neither	29	16	13	8	7	10	4	24	4	-	1	1
	15%	18%	13%	27%	15%	18%	7%	15%	22%	-	100%	10%
Unsure	17	5	12	2	3	4	7	15	0	1	-	-
	9%	5%	12%	7%	7%	8%	12%	9%	1%	30%	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	191 100	113 100	79 100	94 100	67 100	19 100	12 100	68 100	56 100	67 100	93 100	94 100	51 100	22 100	97 100
Unweighted Total	190	109	81	92	64	17	17	65	60	65	94	89	49	23	97
Biden Administration	81 42%	46 41%	35 44%	33 35%	30 45%	13 68%	5 42%	9 14%	24 42%	48 71%	1 1%	79 84%	21 40%	7 34%	42 44%
Trump Administration	52 27%	33 29%	19 25%	31 33%	15 23%	2 9%	4 36%	33 48%	15 26%	4 7%	52 56%	-	20 39%	8 36%	17 18%
Both equally	12 6%	8 7%	5 6%	8 8%	5 7%	-	0 1%	9 13%	1 2%	2 4%	11 12%	1 1%	4 8%	3 15%	5 5%
Neither	29 15%	13 12%	16 20%	11 11%	13 20%	3 15%	2 21%	9 14%	7 13%	12 19%	16 17%	12 12%	2 4%	0 1%	24 25%
Unsure	17 9%	13 12%	4 5%	12 12%	4 5%	1 8%	-	8 12%	9 16%	-	13 14%	2 2%	4 8%	3 15%	8 8%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	State					Swing			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	191 100	-	-	191	-	-	-	6 100	8 100	1 100	140 100	27 100	15 100	4 100	9 100	5 100	2 100		
Unweighted Total	190	-	-	190	-	-	-	10	7	2	136	29	17	4	10	5	2		
Biden Administration	81 42%	-	-	81	-	-	-	2 31%	-	-	61 43%	8 28%	8 54%	1 18%	1 8%	1 16%	1 40%		
Trump Administration	52 27%	-	-	52	-	-	-	-	3 35%	1 82%	37 27%	10 36%	4 28%	2 57%	5 49%	-	-		
Both equally	12 6%	-	-	12	-	-	-	-	4 53%	0 18%	8 6%	1 3%	1 9%	-	-	1 28%	-		
Neither	29 15%	-	-	29	-	-	-	2 29%	1 11%	-	23 17%	5 17%	-	1 25%	2 25%	3 49%	1 60%		
Unsure	17 9%	-	-	17	-	-	-	2 40%	-	-	11 8%	5 17%	1 9%	-	2 17%	0 8%	-		

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

-Dealing with healthcare costs

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	191	67	30	57	31	16	19	24	33	15	26	32	26	20	65	42	64
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	190	69	30	59	28	15	19	24	32	12	27	35	26	21	72	36	61
Biden Administration	81	24	15	27	14	6	11	7	18	4	10	11	14	14	22	17	28
	42%	35%	50%	47%	43%	39%	59%	29%	54%	25%	39%	34%	54%	67%	34%	41%	44%
Trump Administration	52	22	7	10	11	4	4	7	7	4	7	13	6	4	19	13	16
	27%	32%	23%	18%	35%	26%	21%	28%	22%	29%	26%	40%	23%	20%	30%	31%	24%
Both equally	12	4	1	4	3	1	-	4	3	1	3	1	-	-	7	3	3
	6%	6%	5%	8%	8%	5%		15%	8%	10%	13%	2%			11%	7%	4%
Neither	29	8	5	13	3	5	3	6	3	4	3	4	2	3	12	4	11
	15%	12%	15%	22%	8%	29%	16%	24%	8%	25%	13%	13%	7%	13%	18%	9%	18%
Unsure	17	9	2	3	2	0	1	1	3	2	2	4	4	0	5	5	6
	9%	14%	8%	6%	5%	2%	4%	4%	9%	12%	9%	11%	16%	1%	7%	12%	10%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	400	186	214	79	88	110	123	321	45	14	7	13
	100	100	100	100	100	100	100	100	100	100	100	100
Agenda A: Businesses, cost of living, border security, criminal penalties	215	104	111	41	49	68	57	186	12	6	3	8
	54%	56%	52%	51%	55%	62%	46%	58%	27%	45%	43%	61%
Agenda B: Clean energy, price gouging, abortion, democracy	162	70	93	34	38	34	57	115	30	8	4	5
	41%	37%	43%	43%	43%	31%	46%	36%	67%	55%	57%	39%
Unsure	23	13	10	5	2	7	9	20	3	-	-	-
	6%	7%	5%	6%	2%	7%	7%	6%	7%			

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	400	263	137	206	115	57	22	138	136	125	205	178	103	55	193
	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	215	139	76	124	62	15	14	122	74	19	192	15	56	32	102
	54%	53%	55%	60%	54%	27%	64%	88%	54%	15%	94%	8%	55%	58%	53%
Agenda B: Clean energy, price gouging, abortion, democracy	162	109	53	69	47	40	6	15	47	100	8	149	43	21	80
	41%	42%	39%	33%	41%	71%	29%	11%	35%	79%	4%	83%	42%	37%	41%
Unsure	23	15	8	13	7	1	2	1	16	6	5	15	4	2	11
	6%	6%	6%	6%	6%	2%	8%	1%	11%	5%	2%	8%	4%	4%	5%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	State						Swing			Vote History			Moved by Messaging			
	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	-	-	-	21	19	5	296	50	41	9	20	19	5
	100			100				100	100	100	100	100	100	100	100	100	100
Agenda A: Businesses, cost of living, border security, criminal penalties	215	-	-	215	-	-	-	10	12	5	151	35	23	7	14	3	-
	54%			54%				50%	62%	100%	51%	69%	56%	80%	70%	15%	
Agenda B: Clean energy, price gouging, abortion, democracy	162	-	-	162	-	-	-	6	6	-	124	15	17	2	3	12	4
	41%			41%				29%	32%		42%	29%	42%	20%	15%	65%	71%
Unsure	23	-	-	23	-	-	-	4	1	-	21	1	1	-	3	4	2
	6%			6%				21%	6%		7%	1%	2%		15%	19%	29%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 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	138	72	118	62	37	41	46	62	42	47	63	61	47	146	82	125
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Agenda A: Businesses, cost of living, border security, criminal penalties	215	78	31	72	29	19	21	31	32	22	27	37	25	14	87	50	64
	54%	57%	43%	61%	47%	51%	52%	67%	52%	51%	58%	59%	41%	29%	60%	61%	52%
Agenda B: Clean energy, price gouging, abortion, democracy	162	54	37	35	30	16	17	11	25	18	20	23	32	29	54	24	54
	41%	39%	51%	29%	49%	44%	43%	24%	40%	42%	42%	36%	53%	62%	37%	30%	44%
Unsure	23	6	4	11	2	2	2	4	5	3	-	3	4	4	5	7	6
	6%	4%	6%	9%	3%	5%	4%	9%	8%	7%		5%	7%	9%	4%	9%	5%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	136	63	73	15	31	41	50	119	11	0	-	7
	100	100	100	100	100	100	100	100	100	100	-	100
Unweighted Total	135	61	74	12	29	44	50	118	10	1	-	6
Democrat	10	5	6	-	5	3	2	9	1	-	-	-
	8%	7%	8%		15%	8%	5%	8%	11%			
Republican	115	52	64	14	25	33	44	101	8	0	-	7
	85%	82%	87%	93%	79%	82%	88%	85%	73%	100%	-	100%
DNR – Don't know/Refused	10	6	4	1	2	4	4	9	2	-	-	-
	8%	10%	5%	7%	5%	10%	7%	7%	15%			

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	136	94	42	83	36	12	6	53	40	43	79	53	41	19	58
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	135	95	40	85	33	10	7	53	40	42	77	53	43	19	56
Democrat	10	8	3	6	3	1	-	2	6	2	5	5	3	4	4
	8%	8%	6%	8%	7%	10%	-	4%	16%	5%	6%	10%	6%	20%	7%
Republican	115	78	38	69	32	9	6	48	31	36	72	42	35	15	53
	85%	83%	90%	84%	88%	75%	100%	92%	78%	82%	92%	78%	86%	76%	90%
DNR – Don't know/Refused	10	9	2	7	2	2	-	2	2	6	2	6	3	1	2
	8%	9%	4%	9%	5%	14%	-	5%	6%	13%	2%	12%	8%	5%	3%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	State						Swing			Swing Voters			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	136	-	-	136	-	-	-	6	4	1	109	14	12	-	3	4	-			
	100			100				100	100	100	100	100	100		100	100				
Unweighted Total	135	-	-	135	-	-	-	7	3	1	103	15	15	-	3	4	-			
Democrat	10	-	-	10	-	-	-	1	-	-	9	1	-	-	1	-	-			
	8%			8%				12%			9%	6%		28%						
Republican	115	-	-	115	-	-	-	3	4	1	91	12	11	-	-	4	-			
	85%			85%				46%	100%	100%	84%	86%	87%			100%				
DNR – Don't know/Refused	10	-	-	10	-	-	-	3	-	-	8	1	2	-	2	-	-			
	8%			8%				42%			7%	7%	13%		72%					

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	136	42	30	43	19	7	12	17	27	7	18	24	24	7	52	34	43
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	135	44	29	43	16	6	12	17	26	6	17	27	24	10	58	29	38
Democrat	10	2	3	3	1	-	3	-	1	-	1	3	1	-	5	1	4
	8%	5%	11%	8%	8%		26%		6%		8%	13%	4%		9%	4%	10%
Republican	115	38	24	34	16	7	8	14	22	6	16	20	22	5	47	30	34
	85%	91%	81%	79%	87%	100%	67%	83%	84%	86%	88%	81%	92%	65%	90%	88%	79%
DNR – Don't know/Refused	10	2	2	6	1	-	1	3	3	1	1	1	1	3	1	3	5
	8%	4%	8%	13%	5%		7%	17%	11%	14%	4%	6%	3%	35%	1%	7%	11%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	149	72	77	8	41	49	50	129	14	2	1	3
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	150	71	79	6	42	51	51	128	16	2	1	3
Democrat	127	63	64	8	37	42	39	110	12	2	1	3
	85%	87%	84%	100%	90%	85%	79%	85%	89%	74%	100%	96%
Republican	12	7	6	-	3	6	3	12	-	1	-	-
	8%	9%	7%	-	6%	13%	7%	9%	-	26%	-	-
DNR – Don't know/Refused	9	3	7	-	1	1	7	8	2	-	-	0
	6%	3%	9%	-	3%	2%	14%	6%	11%	-	-	4%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	149	95	55	78	51	16	4	47	53	49	67	77	31	23	82
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	150	92	58	79	49	13	9	47	54	49	67	76	30	25	82
Democrat	127	82	46	67	43	14	3	40	42	45	60	65	29	19	70
	85%	86%	84%	86%	84%	89%	87%	86%	80%	91%	89%	84%	93%	81%	85%
Republican	12	6	6	6	6	1	-	5	6	2	5	6	-	2	10
	8%	7%	11%	7%	12%	3%		10%	11%	4%	8%	8%		8%	12%
DNR – Don't know/Refused	9	7	3	5	2	1	0	2	5	3	2	6	2	3	3
	6%	7%	5%	7%	4%	8%	13%	4%	9%	5%	3%	8%	7%	11%	3%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	State						Swing			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	149	-	-	149	-	-	-	7	5	0	118	17	6	1	4	2	-			
	100			100				100	100	100	100	100	100	100	100	100				
Unweighted Total	150	-	-	150	-	-	-	10	5	1	117	20	7	1	5	2	-			
Democrat	127	-	-	127	-	-	-	3	5	0	101	14	5	-	3	2	-			
	85%			85%				48%	100%	100%	85%	82%	83%		76%	100%				
Republican	12	-	-	12	-	-	-	2	-	-	12	-	-	1	1	-	-			
	8%			8%				31%			10%			100%	21%					
DNR – Don't know/Refused	9	-	-	9	-	-	-	1	-	-	5	3	1	-	0	-	-			
	6%			6%				21%			4%	18%	17%		3%					

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	149	59	18	46	22	5	21	16	30	4	20	33	20	23	51	29	46
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	150	59	19	47	20	3	21	16	31	3	21	35	20	23	58	25	44
Democrat	127	48	15	38	20	5	19	14	24	4	18	28	15	21	45	24	36
	85%	83%	86%	84%	91%	100%	91%	89%	82%	100%	90%	84%	74%	91%	90%	84%	78%
Republican	12	6	-	6	1	-	2	1	3	-	1	5	-	1	3	3	6
	8%	10%		12%	5%		9%	8%	11%		4%	15%		3%	5%	12%	12%
DNR – Don't know/Refused	9	4	2	2	1	-	-	0	2	-	1	0	5	1	2	1	4
	6%	7%	14%	4%	4%			3%	7%		6%	1%	26%	5%	5%	4%	10%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	400	186	214	79	88	110	123	321	45	14	7	13
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	400	184	216	68	88	120	124	319	41	18	9	13
Government and politicians	189	76	112	38	47	55	49	161	12	5	4	7
	47%	41%	53%	49%	53%	50%	40%	50%	26%	35%	62%	55%
Supply chain disruptions and pandemic-related factors	167	85	83	21	42	45	58	142	13	3	2	7
	42%	45%	39%	27%	48%	41%	47%	44%	30%	21%	23%	54%
Wars and foreign conflicts	75	35	39	18	17	25	16	64	8	1	1	1
	19%	19%	18%	23%	19%	22%	13%	20%	17%	6%	15%	7%
Corporate greed and price gouging	199	89	109	55	42	49	53	143	33	11	5	7
	50%	48%	51%	69%	48%	44%	43%	44%	72%	75%	78%	56%
None of these	20	11	8	3	2	4	11	13	4	2	-	1
	5%	6%	4%	4%	2%	3%	9%	4%	8%	13%		7%
Unsure	4	1	3	-	-	1	3	4	-	-	-	-
	1%	1%	1%			1%	3%	1%				

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	400	263	137	206	115	57	22	138	136	125	205	178	103	55	193
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	400	257	143	208	111	49	32	139	141	120	208	173	104	56	191
Government and politicians	189	127	62	110	50	17	11	96	70	22	155	27	47	28	93
	47%	48%	45%	54%	44%	30%	52%	70%	52%	18%	76%	15%	46%	51%	49%
Supply chain disruptions and pandemic-related factors	167	103	64	85	57	18	7	48	49	70	58	103	43	20	79
	42%	39%	47%	41%	50%	32%	30%	35%	36%	56%	28%	58%	42%	35%	41%
Wars and foreign conflicts	75	52	23	46	19	6	4	32	27	15	51	17	20	14	33
	19%	20%	17%	22%	16%	11%	19%	23%	20%	12%	25%	9%	20%	25%	17%
Corporate greed and price gouging	199	131	68	88	55	43	13	37	77	84	53	138	49	23	103
	50%	50%	49%	43%	48%	76%	58%	27%	56%	67%	26%	77%	47%	42%	53%
None of these	20	13	7	8	5	5	2	8	3	8	10	10	7	2	8
	5%	5%	5%	4%	4%	8%	8%	6%	2%	7%	5%	5%	6%	4%	4%
Unsure	4	3	1	3	1	-	-	1	2	1	2	1	1	-	3
	1%	1%	1%	2%	1%			1%	2%	1%	1%	1%	1%		2%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	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	-	-	-	21 100	19 100	5 100	296 100	50 100	41 100	9 100	20 100	19 100	5 100
Unweighted Total	400	-	-	400	-	-	-	25	15	9	284	56	47	10	22	18	4
Government and politicians	189 47%	-	-	189 47%	-	-	-	8 39%	10 53%	4 73%	132 45%	28 55%	22 54%	7 80%	13 66%	7 38%	3 58%
Supply chain disruptions and pandemic-related factors	167 42%	-	-	167 42%	-	-	-	9 42%	2 11%	2 34%	131 44%	19 39%	13 32%	2 27%	5 26%	5 29%	1 25%
Wars and foreign conflicts	75 19%	-	-	75 19%	-	-	-	9 44%	6 31%	2 39%	53 18%	10 20%	9 22%	-	2 12%	2 8%	2 29%
Corporate greed and price gouging	199 50%	-	-	199 50%	-	-	-	9 44%	9 50%	3 51%	145 49%	24 48%	23 56%	3 37%	7 38%	13 69%	4 83%
None of these	20 5%	-	-	20 5%	-	-	-	-	1 5%	-	17 6%	3 6%	-	1 12%	2 11%	3 18%	1 17%
Unsure	4 1%	-	-	4 1%	-	-	-	1 5%	-	-	4 1%	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 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	138	72	118	62	37	41	46	62	42	47	63	61	47	146	82	125
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	400	139	73	120	58	32	40	49	63	36	48	71	61	51	162	68	119
Government and politicians	189	79	32	50	25	15	18	19	24	24	28	36	24	11	82	43	52
	47%	57%	45%	42%	41%	40%	45%	41%	39%	56%	60%	57%	40%	24%	56%	52%	42%
Supply chain disruptions and pandemic-related factors	167	56	25	50	28	12	22	18	32	9	20	27	26	20	52	32	63
	42%	41%	35%	43%	45%	33%	55%	39%	51%	21%	42%	43%	43%	43%	35%	39%	50%
Wars and foreign conflicts	75	23	14	21	13	8	10	11	7	10	7	13	9	8	30	15	21
	19%	17%	19%	18%	21%	20%	24%	24%	11%	24%	14%	21%	15%	18%	21%	19%	16%
Corporate greed and price gouging	199	67	41	51	33	26	21	19	23	29	21	29	30	34	66	39	60
	50%	48%	57%	44%	54%	69%	52%	42%	38%	69%	45%	46%	49%	71%	45%	47%	48%
None of these	20	2	6	9	2	2	-	4	6	1	2	-	5	3	4	5	8
	5%	1%	8%	8%	4%	6%		8%	9%	2%	4%		9%	7%	3%	6%	6%
Unsure	4	1	2	-	1	-	-	1	-	-	-	-	3	1	2	1	-
	1%	1%	3%		2%			2%					5%	2%	1%	1%	

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	209	94	115	48	42	54	64	160	27	10	6	5
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	94	116	41	42	61	66	163	23	10	8	6
MEAN	2.56	2.33	2.74	2.29	3.20	2.77	2.14	2.52	2.41	3.22	3.21	2.55
1 - Do not worry at all	74	38	36	21	8	14	31	56	12	2	2	1
	35%	40%	31%	44%	19%	25%	48%	35%	46%	18%	39%	27%
2	40	22	19	10	10	12	9	36	0	2	1	1
	19%	23%	16%	20%	22%	22%	14%	22%	1%	24%	8%	21%
3	37	10	27	4	7	12	14	25	9	1	-	2
	18%	11%	23%	9%	16%	22%	21%	16%	33%	10%	-	35%
4	13	6	7	3	3	6	2	10	1	1	-	-
	6%	6%	6%	5%	7%	11%	3%	6%	5%	11%	-	-
5 - Worry about it a great deal	42	15	27	8	16	11	8	31	4	4	3	1
	20%	16%	23%	17%	37%	20%	12%	19%	14%	36%	53%	16%
Unsure	3	3	-	2	-	-	1	3	-	-	-	-
	1%	3%	-	4%	-	-	1%	2%	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	209	150	59	112	48	38	11	70	80	58	112	84	51	33	96
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	148	62	116	47	32	15	74	81	55	114	84	55	33	94
MEAN	2.56	2.57	2.53	2.57	2.40	2.58	3.09	2.87	2.44	2.35	2.77	2.31	2.95	2.36	2.43
1 - Do not worry at all	74	53	21	38	18	15	3	21	26	27	35	33	13	12	36
	35%	35%	35%	34%	37%	40%	29%	30%	32%	46%	31%	39%	26%	37%	37%
2	40	29	12	27	10	2	2	14	18	9	22	16	7	7	22
	19%	19%	20%	24%	20%	6%	21%	19%	23%	15%	20%	19%	14%	21%	23%
3	37	27	9	16	9	11	1	9	19	9	17	19	13	9	14
	18%	18%	16%	14%	18%	29%	7%	13%	23%	15%	15%	22%	25%	27%	14%
4	13	9	4	6	4	3	-	5	4	4	8	5	5	-	6
	6%	6%	7%	6%	8%	7%	-	7%	5%	6%	7%	5%	10%	-	6%
5 - Worry about it a great deal	42	31	11	24	6	7	5	21	11	10	29	11	13	5	17
	20%	21%	19%	21%	13%	18%	43%	29%	14%	17%	26%	12%	25%	15%	17%
Unsure	3	1	2	1	2	-	-	1	2	-	1	2	-	-	2
	1%	1%	3%	1%	4%	-	-	1%	2%	-	1%	2%	-	-	2%

Echelon Insights
Focus 2024 Survey
N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	State						Swing			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	209 100	-	-	209	-	-	-	14 100	10 100	4 100	156 100	22 100	26 100	5 100	10 100	13 100	3 100			
Unweighted Total	210	-	-	210	-	-	-	15	8	7	148	27	30	6	12	13	2			
MEAN	2.56	-	-	2.56	-	-	-	2.52	2.70	2.21	2.57	2.92	2.46	2.80	2.49	2.68	5.00			
1 - Do not worry at all	74 35%	-	-	74 35%	-	-	-	6 39%	5 51%	1 20%	53 34%	6 26%	10 41%	2 38%	5 46%	5 39%	-			
2	40 19%	-	-	40 19%	-	-	-	3 20%	-	2 52%	32 20%	4 17%	5 18%	-	-	2 17%	-			
3	37 18%	-	-	37 18%	-	-	-	2 13%	1 13%	1 14%	29 19%	5 24%	2 8%	1 22%	3 29%	2 12%	-			
4	13 6%	-	-	13 6%	-	-	-	1 5%	-	1 13%	7 4%	1 6%	5 19%	1 24%	1 11%	-	-			
5 - Worry about it a great deal	42 20%	-	-	42 20%	-	-	-	3 23%	4 36%	-	32 21%	6 27%	3 13%	1 16%	2 15%	4 32%	3 100%			
Unsure	3 1%	-	-	3 1%	-	-	-	-	-	-	3 2%	-	-	-	-	-	-			

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	209	71	42	61	30	21	21	23	29	27	21	31	35	27	81	40	61
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	70	43	61	30	17	21	25	31	24	21	36	35	30	90	32	58
MEAN	2.56	2.55	3.07	2.21	2.49	2.49	2.80	2.66	1.58	2.15	3.61	2.85	2.58	2.70	2.66	2.60	2.33
1 - Do not worry at all	74	26	9	27	11	7	5	6	20	14	3	8	11	9	31	10	23
	35%	36%	22%	45%	36%	32%	25%	25%	69%	53%	12%	25%	31%	35%	39%	26%	37%
2	40	12	6	14	6	5	7	6	4	5	3	6	5	3	12	10	16
	19%	17%	14%	22%	21%	24%	31%	25%	15%	17%	13%	20%	14%	10%	14%	25%	27%
3	37	15	12	5	5	2	2	5	1	3	4	7	13	6	13	9	9
	18%	21%	29%	9%	16%	8%	11%	22%	4%	11%	20%	22%	36%	21%	17%	22%	15%
4	13	4	3	2	4	3	1	3	-	-	2	3	2	5	3	1	5
	6%	6%	7%	4%	12%	12%	3%	12%	-	-	11%	9%	5%	17%	3%	2%	8%
5 - Worry about it a great deal	42	14	12	10	4	3	6	3	2	5	9	7	5	5	22	7	8
	20%	19%	29%	16%	15%	15%	30%	15%	8%	19%	44%	23%	14%	17%	27%	18%	13%
Unsure	3	-	-	3	-	2	-	-	1	-	-	-	-	-	-	3	-
	1%			5%		9%			3%						7%		

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 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	209	94	115	48	42	54	64	160	27	10	6	5
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	94	116	41	42	61	66	163	23	10	8	6
MEAN	2.06	2.17	1.97	2.01	2.61	2.48	1.40	2.05	1.74	2.26	2.57	3.25
1 - Do not worry at all	108	47	61	26	13	21	48	85	15	3	2	2
	52%	50%	53%	55%	30%	39%	74%	53%	57%	33%	37%	43%
2	27	9	18	5	7	10	4	18	5	3	1	-
	13%	10%	16%	11%	18%	19%	7%	11%	18%	32%	17%	-
3	28	14	14	5	8	6	9	21	5	1	1	0
	13%	15%	12%	11%	18%	12%	14%	13%	20%	6%	18%	2%
4	11	6	5	3	4	4	-	8	1	1	0	-
	5%	6%	4%	6%	9%	8%	-	5%	5%	6%	8%	-
5 - Worry about it a great deal	24	12	11	5	7	11	1	18	-	1	1	3
	11%	13%	10%	11%	16%	20%	1%	11%	-	13%	20%	55%
Unsure	11	5	6	3	4	1	3	10	-	1	-	-
	5%	6%	5%	6%	9%	2%	4%	6%	-	10%	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 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	209	150	59	112	48	38	11	70	80	58	112	84	51	33	96
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	148	62	116	47	32	15	74	81	55	114	84	55	33	94
MEAN	2.06	2.05	2.10	2.08	1.96	1.94	2.71	2.27	2.17	1.69	2.34	1.75	2.18	1.75	2.10
1 - Do not worry at all	108	77	32	56	29	21	2	34	34	40	51	50	23	20	50
	52%	51%	54%	50%	61%	56%	20%	49%	42%	68%	45%	59%	45%	60%	52%
2	27	20	7	15	4	6	3	7	13	7	12	14	10	3	11
	13%	14%	12%	13%	8%	15%	31%	10%	17%	12%	10%	17%	20%	9%	12%
3	28	22	6	18	3	4	3	8	15	5	16	11	6	4	14
	13%	15%	10%	16%	7%	12%	26%	11%	19%	8%	14%	12%	13%	13%	14%
4	11	8	2	6	2	2	0	5	5	1	8	3	3	2	5
	5%	6%	4%	6%	4%	5%	5%	7%	6%	2%	7%	4%	6%	5%	5%
5 - Worry about it a great deal	24	15	9	11	7	3	2	12	7	5	18	4	6	2	12
	11%	10%	15%	10%	14%	9%	19%	17%	9%	8%	16%	5%	12%	5%	13%
Unsure	11	8	3	7	3	1	-	4	6	1	8	3	2	3	5
	5%	5%	5%	6%	6%	3%	-	6%	7%	1%	7%	3%	4%	9%	5%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 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			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	209 100	-	-	209	-	-	-	14 100	10 100	4 100	156 100	22 100	26 100	5 100	10 100	13 100	3 100			
Unweighted Total	210	-	-	210	-	-	-	15	8	7	148	27	30	6	12	13	2			
MEAN	2.06	-	-	2.06	-	-	-	1.97	2.17	2.32	1.98	2.35	2.47	2.26	2.41	1.61	2.00			
1 - Do not worry at all	108 52%	-	-	108	-	-	-	8 55%	5 47%	1 17%	82 53%	10 45%	11 43%	1 16%	3 26%	9 67%	1 50%			
2	27 13%	-	-	27	-	-	-	2 16%	2 23%	2 46%	19 12%	3 15%	5 21%	2 37%	2 23%	1 6%	-			
3	28 13%	-	-	28	-	-	-	2 14%	1 9%	1 23%	23 15%	4 19%	1 3%	1 12%	2 18%	4 28%	2 50%			
4	11 5%	-	-	11	-	-	-	1 5%	1 9%	1 13%	7 4%	1 3%	3 13%	1 12%	2 23%	-	-			
5 - Worry about it a great deal	24 11%	-	-	24	-	-	-	1 9%	1 12%	-	14 9%	4 19%	5 20%	-	-	-	-			
Unsure	11 5%	-	-	11	-	-	-	-	-	-	11 7%	-	-	1 22%	1 10%	-	-			

Echelon Insights
Focus 2024 Survey
N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 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	209	71	42	61	30	21	21	23	29	27	21	31	35	27	81	40	61
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	70	43	61	30	17	21	25	31	24	21	36	35	30	90	32	58
MEAN	2.06	1.90	2.06	2.15	2.14	2.50	2.48	2.80	1.18	1.66	2.74	2.23	1.57	2.25	1.91	2.11	2.15
1 - Do not worry at all	108	40	19	32	15	7	8	7	24	19	4	14	24	11	48	16	33
	52%	57%	45%	53%	50%	35%	39%	33%	84%	70%	21%	44%	67%	40%	59%	41%	54%
2	27	9	9	4	4	3	2	4	1	2	6	7	4	6	12	5	4
	13%	12%	23%	6%	13%	16%	8%	16%	2%	7%	28%	22%	10%	23%	15%	13%	7%
3	28	7	7	9	5	3	5	4	2	3	3	2	7	5	6	8	9
	13%	10%	16%	15%	17%	14%	22%	19%	7%	9%	13%	7%	19%	18%	8%	20%	14%
4	11	3	2	1	5	2	2	1	-	0	2	3	-	3	3	2	3
	5%	4%	5%	2%	15%	12%	11%	5%		2%	7%	9%		10%	4%	5%	5%
5 - Worry about it a great deal	24	7	3	10	2	3	3	6	-	2	4	4	1	3	9	3	9
	11%	10%	8%	16%	6%	14%	13%	28%		8%	19%	14%	2%	9%	12%	7%	15%
Unsure	11	4	1	5	-	2	1	-	2	1	3	1	1	-	2	6	3
	5%	6%	3%	9%		9%	7%		7%	4%	12%	4%	2%		2%	14%	5%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 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	209	94	115	48	42	54	64	160	27	10	6	5
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	94	116	41	42	61	66	163	23	10	8	6
MEAN	3.49	3.51	3.48	3.33	3.79	3.92	3.05	3.56	2.81	3.67	4.43	3.47
1 - Do not worry at all	29	13	16	7	2	5	15	21	5	2	-	1
	14%	14%	14%	15%	4%	10%	24%	13%	19%	18%		25%
2	33	14	19	9	6	6	12	24	9	-	-	1
	16%	15%	16%	19%	14%	11%	19%	15%	32%			18%
3	29	12	18	8	10	3	9	23	4	1	1	-
	14%	12%	15%	16%	23%	6%	13%	14%	14%	10%	21%	
4	36	19	17	6	7	14	10	26	6	4	1	-
	17%	21%	15%	12%	15%	26%	16%	16%	21%	40%	16%	
5 - Worry about it a great deal	79	34	45	17	18	26	18	65	4	3	4	3
	38%	36%	39%	35%	43%	48%	28%	40%	15%	32%	63%	57%
Unsure	2	2	-	2	-	-	-	2	-	-	-	-
	1%	2%		4%				1%				

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 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	209	150	59	112	48	38	11	70	80	58	112	84	51	33	96
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	148	62	116	47	32	15	74	81	55	114	84	55	33	94
MEAN	3.49	3.42	3.68	3.56	3.57	3.02	4.13	3.93	3.36	3.14	3.79	3.19	3.82	3.12	3.47
1 - Do not worry at all	29	22	8	14	7	7	1	6	13	11	12	12	4	9	13
	14%	14%	13%	13%	14%	19%	8%	8%	16%	18%	11%	14%	8%	26%	13%
2	33	28	5	19	5	10	-	7	13	13	16	17	7	4	15
	16%	19%	8%	17%	10%	25%	-	10%	16%	23%	14%	21%	13%	13%	15%
3	29	21	9	15	8	6	0	9	11	9	12	16	7	3	18
	14%	14%	15%	13%	17%	15%	4%	13%	13%	15%	10%	19%	14%	10%	18%
4	36	24	13	18	8	5	5	14	14	8	16	19	9	8	14
	17%	16%	21%	16%	16%	15%	47%	20%	18%	14%	14%	23%	17%	25%	15%
5 - Worry about it a great deal	79	55	23	46	19	10	4	35	27	17	56	19	24	9	35
	38%	37%	39%	41%	39%	26%	41%	49%	33%	30%	50%	22%	48%	26%	37%
Unsure	2	-	2	-	2	-	-	-	2	-	-	2	-	-	2
	1%	-	3%	-	4%	-	-	-	2%	-	-	2%	-	-	2%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 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	209 100	-	-	209	-	-	-	14 100	10 100	4 100	156 100	22 100	26 100	5 100	10 100	13 100	3 100
Unweighted Total	210	-	-	210	-	-	-	15	8	7	148	27	30	6	12	13	2
MEAN	3.49	-	-	3.49	-	-	-	3.01	3.43	2.57	3.36	3.57	4.09	3.26	3.54	3.39	4.00
1 - Do not worry at all	29 14%	-	-	29 14%	-	-	-	6 38%	1 11%	1 32%	27 18%	0 1%	2 7%	1 16%	2 16%	1 6%	-
2	33 16%	-	-	33 16%	-	-	-	-	4 35%	1 20%	25 16%	6 27%	2 8%	1 22%	1 10%	3 26%	-
3	29 14%	-	-	29 14%	-	-	-	3 19%	-	1 20%	21 13%	5 21%	2 8%	1 22%	2 22%	1 8%	-
4	36 17%	-	-	36 17%	-	-	-	1 7%	1 9%	1 13%	27 17%	3 15%	6 25%	-	1 8%	6 43%	3 100%
5 - Worry about it a great deal	79 38%	-	-	79 38%	-	-	-	5 35%	5 45%	1 14%	54 35%	8 36%	14 53%	2 40%	5 44%	2 17%	-
Unsure	2 1%	-	-	2 1%	-	-	-	-	-	-	2 1%	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 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	209	71	42	61	30	21	21	23	29	27	21	31	35	27	81	40	61
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	70	43	61	30	17	21	25	31	24	21	36	35	30	90	32	58
MEAN	3.49	3.43	3.52	3.54	3.39	3.66	3.54	4.11	2.92	3.11	4.05	3.78	3.17	3.55	3.54	3.58	3.34
1 - Do not worry at all	29	10	6	8	5	2	1	2	7	5	1	3	8	3	12	5	10
	14%	15%	15%	12%	18%	12%	4%	9%	26%	17%	3%	11%	22%	12%	15%	12%	16%
2	33	13	5	9	6	2	5	0	7	7	1	5	5	5	15	4	10
	16%	19%	12%	14%	18%	9%	24%	2%	24%	27%	4%	17%	15%	17%	19%	9%	16%
3	29	10	8	9	3	4	4	1	2	4	6	2	6	3	7	7	11
	14%	14%	19%	14%	10%	19%	20%	5%	8%	14%	26%	6%	18%	12%	9%	19%	19%
4	36	10	7	13	5	2	3	9	5	4	3	5	5	6	10	10	10
	17%	14%	17%	21%	15%	10%	16%	38%	18%	13%	15%	17%	15%	23%	12%	25%	17%
5 - Worry about it a great deal	79	27	16	21	12	9	8	11	7	8	11	15	11	10	37	13	20
	38%	38%	38%	35%	39%	41%	36%	46%	25%	29%	50%	49%	30%	36%	45%	31%	33%
Unsure	2	-	-	2	-	2	-	-	-	-	-	-	-	-	-	2	-
	1%			3%		9%										5%	

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	209	94	115	48	42	54	64	160	27	10	6	5
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	94	116	41	42	61	66	163	23	10	8	6
MEAN	3.47	3.51	3.44	3.43	4.22	3.88	2.67	3.53	3.03	3.45	4.18	3.12
1 - Do not worry at all	41	22	19	8	3	7	24	32	8	1	-	1
	20%	24%	17%	17%	6%	13%	37%	20%	28%	11%		18%
2	18	3	15	7	2	2	8	13	2	1	1	1
	9%	3%	13%	14%	4%	4%	12%	8%	8%	8%	8%	25%
3	34	14	19	8	6	6	14	23	5	3	1	1
	16%	15%	17%	17%	13%	11%	21%	14%	19%	35%	20%	21%
4	28	11	17	3	6	15	4	19	6	2	1	-
	13%	11%	15%	7%	14%	28%	6%	12%	23%	21%	17%	
5 - Worry about it a great deal	85	41	44	20	26	24	15	71	6	3	3	2
	41%	44%	38%	41%	61%	44%	24%	44%	22%	26%	55%	36%
Unsure	2	2	-	2	1	-	-	2	-	-	-	-
	1%	3%		4%	1%			2%				

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	209	150	59	112	48	38	11	70	80	58	112	84	51	33	96
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	148	62	116	47	32	15	74	81	55	114	84	55	33	94
MEAN	3.47	3.45	3.51	3.53	3.54	3.24	3.38	3.77	3.55	3.00	3.89	3.01	3.78	3.12	3.49
1 - Do not worry at all	41	31	10	23	9	8	2	7	15	20	11	24	5	11	16
	20%	21%	17%	21%	18%	21%	16%	10%	18%	34%	10%	29%	9%	34%	17%
2	18	13	5	9	5	4	1	6	4	7	9	8	4	4	10
	9%	9%	9%	8%	9%	11%	6%	9%	5%	12%	8%	9%	7%	11%	10%
3	34	23	11	16	7	7	3	15	12	6	19	15	13	1	19
	16%	15%	18%	14%	15%	20%	33%	21%	16%	11%	17%	18%	25%	3%	19%
4	28	21	7	13	5	8	2	8	16	3	15	12	7	6	10
	13%	14%	12%	12%	11%	20%	16%	12%	20%	6%	13%	15%	14%	17%	11%
5 - Worry about it a great deal	85	61	24	50	21	11	3	33	30	22	58	23	23	12	39
	41%	41%	41%	45%	43%	28%	30%	47%	38%	37%	52%	27%	45%	36%	41%
Unsure	2	1	2	1	2	-	-	1	2	-	1	2	-	-	2
	1%	*%	3%	1%	4%			1%	2%		1%	2%			3%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	State						Swing 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	209 100	-	-	209	-	-	-	14 100	10 100	4 100	156 100	22 100	26 100	5 100	10 100	13 100	3 100
Unweighted Total	210	-	-	210	-	-	-	15	8	7	148	27	30	6	12	13	2
MEAN	3.47	-	-	3.47	-	-	-	3.07	3.82	2.97	3.32	3.63	4.03	3.30	2.95	2.88	3.50
1 - Do not worry at all	41 20%	-	-	41	-	-	-	6 41%	1 11%	1 17%	37 24%	2 10%	2 8%	-	2 19%	3 25%	-
2	18 9%	-	-	18	-	-	-	1 8%	-	1 14%	14 9%	1 6%	2 9%	2 38%	2 24%	2 17%	-
3	34 16%	-	-	34	-	-	-	-	3 31%	1 31%	22 14%	9 38%	3 12%	1 22%	2 22%	3 19%	1 50%
4	28 13%	-	-	28	-	-	-	1 7%	1 13%	-	23 15%	0 2%	3 13%	1 12%	1 13%	3 23%	2 50%
5 - Worry about it a great deal	85 41%	-	-	85	-	-	-	6 44%	5 45%	1 23%	57 37%	9 42%	15 58%	1 28%	2 22%	2 16%	-
Unsure	2 1%	-	-	2	-	-	-	-	-	1 13%	2 1%	1 3%	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	209	71	42	61	30	21	21	23	29	27	21	31	35	27	81	40	61
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	70	43	61	30	17	21	25	31	24	21	36	35	30	90	32	58
MEAN	3.47	3.33	3.63	3.63	3.20	3.94	4.30	4.11	2.19	3.07	4.13	3.71	3.07	3.33	3.39	3.88	3.38
1 - Do not worry at all	41	12	7	12	10	3	1	2	17	5	2	5	7	5	20	5	11
	20%	17%	18%	20%	32%	13%	4%	7%	58%	20%	8%	17%	19%	19%	25%	12%	18%
2	18	12	3	1	1	1	1	1	1	6	1	1	7	4	6	1	7
	9%	17%	6%	2%	5%	3%	4%	3%	2%	22%	3%	4%	20%	15%	7%	3%	11%
3	34	12	6	11	4	3	3	2	5	5	2	4	8	4	11	7	12
	16%	18%	15%	17%	12%	15%	16%	10%	19%	19%	11%	11%	23%	15%	13%	18%	20%
4	28	10	8	5	4	1	1	7	1	2	5	8	3	4	9	6	9
	13%	14%	18%	9%	13%	5%	6%	33%	3%	8%	21%	25%	8%	15%	11%	15%	15%
5 - Worry about it a great deal	85	25	18	29	12	11	14	11	5	8	12	13	10	10	35	19	21
	41%	35%	43%	48%	38%	55%	67%	47%	17%	30%	56%	42%	29%	36%	43%	48%	35%
Unsure	2	-	-	2	-	2	1	-	-	-	-	-	-	-	-	2	1
	1%			4%		9%	3%								5%		1%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	209	94	115	48	42	54	64	160	27	10	6	5
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	94	116	41	42	61	66	163	23	10	8	6
MEAN	2.87	2.75	2.97	2.62	3.30	3.07	2.62	2.90	2.44	2.98	3.45	3.55
1 - Do not worry at all	64	31	34	16	9	13	26	47	13	2	2	1
	31%	33%	29%	34%	21%	24%	40%	29%	48%	18%	25%	27%
2	27	15	11	10	4	6	6	22	1	2	1	-
	13%	16%	10%	21%	10%	12%	9%	14%	3%	24%	16%	-
3	36	13	23	5	11	10	11	27	6	3	0	1
	17%	14%	20%	11%	25%	18%	17%	17%	22%	26%	4%	18%
4	29	11	18	3	2	13	10	26	3	1	-	-
	14%	12%	16%	7%	6%	25%	16%	16%	11%	6%	-	-
5 - Worry about it a great deal	50	21	29	11	16	12	11	37	4	3	3	3
	24%	23%	25%	23%	38%	21%	18%	23%	16%	26%	55%	55%
Unsure	2	2	-	2	-	-	-	2	-	-	-	-
	1%	2%	-	4%	-	-	-	1%	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	209	150	59	112	48	38	11	70	80	58	112	84	51	33	96
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	148	62	116	47	32	15	74	81	55	114	84	55	33	94
MEAN	2.87	2.95	2.69	3.04	2.56	2.67	3.26	3.55	2.77	2.21	3.41	2.24	3.20	3.24	2.52
1 - Do not worry at all	64	47	17	31	16	16	2	11	20	33	19	39	12	9	35
	31%	31%	30%	28%	32%	42%	16%	16%	25%	57%	17%	46%	23%	26%	36%
2	27	13	14	11	11	2	3	4	17	6	12	12	4	2	19
	13%	8%	24%	10%	23%	4%	25%	6%	21%	10%	11%	14%	9%	5%	20%
3	36	31	6	23	4	8	2	13	19	4	22	14	13	6	13
	17%	20%	10%	20%	8%	21%	17%	19%	24%	7%	20%	17%	24%	19%	13%
4	29	20	9	17	9	3	0	17	7	5	19	8	6	7	12
	14%	14%	15%	15%	19%	9%	1%	25%	9%	8%	17%	10%	11%	21%	12%
5 - Worry about it a great deal	50	39	11	30	7	9	4	24	16	10	39	9	17	10	16
	24%	26%	19%	27%	14%	24%	41%	34%	20%	18%	35%	11%	32%	30%	16%
Unsure	2	-	2	-	2	-	-	-	2	-	-	2	-	-	2
	1%		3%		4%				2%			2%			2%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	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	209 100	-	-	209	-	-	-	14 100	10 100	4 100	156 100	22 100	26 100	5 100	10 100	13 100	3 100
Unweighted Total	210	-	-	210	-	-	-	15	8	7	148	27	30	6	12	13	2
MEAN	2.87	-	-	2.87	-	-	-	2.48	2.89	2.79	2.76	3.32	3.17	3.14	2.66	2.21	3.00
1 - Do not worry at all	64 31%	-	-	64 31%	-	-	-	7 47%	3 32%	1 17%	56 36%	4 17%	4 16%	1 16%	3 26%	7 50%	-
2	27 13%	-	-	27 13%	-	-	-	2 13%	2 19%	1 26%	16 10%	2 9%	7 27%	1 22%	2 19%	2 11%	-
3	36 17%	-	-	36 17%	-	-	-	1 5%	1 13%	1 20%	27 17%	6 29%	3 13%	1 22%	3 29%	3 23%	3 100%
4	29 14%	-	-	29 14%	-	-	-	2 13%	-	1 34%	21 14%	3 14%	3 12%	1 12%	1 13%	-	-
5 - Worry about it a great deal	50 24%	-	-	50 24%	-	-	-	3 21%	4 36%	0 3%	34 22%	7 31%	8 32%	1 28%	1 12%	2 16%	-
Unsure	2 1%	-	-	2 1%	-	-	-	-	-	-	2 1%	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	209	71	42	61	30	21	21	23	29	27	21	31	35	27	81	40	61
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	70	43	61	30	17	21	25	31	24	21	36	35	30	90	32	58
MEAN	2.87	2.86	3.18	2.87	2.49	2.83	2.86	3.02	2.41	2.47	3.74	3.11	2.79	2.53	2.93	3.21	2.75
1 - Do not worry at all	64	22	11	19	12	5	6	6	14	12	3	7	12	11	26	7	21
	31%	31%	26%	31%	39%	23%	30%	26%	48%	43%	13%	23%	34%	42%	32%	18%	34%
2	27	9	2	8	5	6	3	3	3	5	1	3	3	3	10	5	9
	13%	13%	4%	14%	17%	27%	15%	15%	10%	17%	5%	10%	8%	11%	12%	12%	15%
3	36	12	11	8	5	2	4	2	4	3	6	7	7	4	12	11	9
	17%	17%	27%	14%	16%	9%	21%	11%	15%	12%	29%	23%	19%	16%	15%	28%	15%
4	29	12	6	8	3	1	2	6	2	2	1	7	8	4	12	4	10
	14%	17%	14%	13%	11%	7%	9%	26%	7%	7%	3%	24%	23%	14%	15%	9%	16%
5 - Worry about it a great deal	50	15	12	15	5	5	5	5	6	6	11	7	6	5	21	12	12
	24%	22%	29%	25%	17%	25%	26%	22%	19%	21%	51%	21%	16%	17%	26%	29%	21%
Unsure	2	-	-	2	-	2	-	-	-	-	-	-	-	-	-	2	-
	1%			3%		9%										5%	

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	209	94	115	48	42	54	64	160	27	10	6	5
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	94	116	41	42	61	66	163	23	10	8	6
MEAN	2.82	2.78	2.86	2.80	3.63	3.10	2.10	2.73	2.79	3.77	4.13	2.54
1 - Do not worry at all	73	33	40	18	6	12	38	58	10	2	0	2
	35%	35%	35%	37%	13%	21%	59%	36%	38%	18%	4%	47%
2	23	12	11	5	5	10	3	19	3	-	1	0
	11%	13%	9%	11%	12%	19%	4%	12%	10%		17%	2%
3	32	10	22	6	5	8	13	24	5	1	1	1
	15%	10%	19%	12%	13%	16%	20%	15%	19%	10%	10%	18%
4	23	13	10	4	7	9	3	18	1	3	-	1
	11%	14%	9%	8%	17%	17%	4%	11%	5%	30%		18%
5 - Worry about it a great deal	55	22	32	14	18	15	9	38	8	4	4	1
	26%	24%	28%	29%	42%	27%	13%	24%	29%	41%	69%	16%
Unsure	3	3	-	2	1	-	-	3	-	-	-	-
	2%	3%		4%	3%			2%				

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	209	150	59	112	48	38	11	70	80	58	112	84	51	33	96
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	148	62	116	47	32	15	74	81	55	114	84	55	33	94
MEAN	2.82	2.87	2.70	2.83	2.49	2.99	3.62	3.05	2.92	2.44	3.07	2.58	3.25	2.46	2.64
1 - Do not worry at all	73	50	23	37	21	12	2	22	27	24	35	31	14	14	35
	35%	33%	40%	33%	43%	32%	23%	31%	33%	42%	31%	37%	28%	41%	37%
2	23	14	9	11	8	3	1	5	8	9	8	13	3	2	16
	11%	10%	15%	10%	17%	8%	6%	7%	11%	16%	7%	16%	6%	5%	17%
3	32	27	5	20	4	7	1	11	11	10	18	13	8	9	13
	15%	18%	9%	18%	9%	17%	10%	16%	13%	17%	16%	15%	16%	27%	13%
4	23	21	2	17	1	4	1	8	10	4	14	9	8	4	8
	11%	14%	3%	15%	2%	11%	8%	12%	12%	8%	12%	11%	16%	12%	9%
5 - Worry about it a great deal	55	37	18	25	12	12	6	22	23	10	35	16	18	4	22
	26%	25%	31%	23%	26%	31%	52%	31%	28%	18%	32%	19%	35%	11%	23%
Unsure	3	1	2	1	2	-	-	1	2	-	1	2	-	1	2
	2%	1%	3%	1%	4%	-	-	2%	2%	-	1%	2%	-	4%	2%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	State						Swing			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	209 100	-	-	209	-	-	-	14 100	10 100	4 100	156 100	22 100	26 100	5 100	10 100	13 100	3 100			
Unweighted Total	210	-	-	210	-	-	-	15	8	7	148	27	30	6	12	13	2			
MEAN	2.82	-	-	2.82	-	-	-	2.54	3.07	3.09	2.81	2.78	3.21	3.14	2.56	3.15	5.00			
1 - Do not worry at all	73 35%	-	-	73 35%	-	-	-	7 48%	4 42%	1 17%	56 36%	7 30%	7 27%	1 16%	4 36%	4 32%	-			
2	23 11%	-	-	23 11%	-	-	-	2 11%	-	1 13%	15 10%	5 21%	3 13%	1 22%	1 10%	-	-			
3	32 15%	-	-	32 15%	-	-	-	1 7%	1 13%	1 23%	26 17%	3 15%	1 6%	1 22%	3 29%	3 25%	-			
4	23 11%	-	-	23 11%	-	-	-	1 5%	-	1 35%	15 10%	2 9%	5 21%	1 12%	1 13%	1 8%	-			
5 - Worry about it a great deal	55 26%	-	-	55 26%	-	-	-	4 28%	5 45%	0 11%	41 26%	6 25%	8 33%	1 28%	1 12%	5 36%	3 100%			
Unsure	3 2%	-	-	3 2%	-	-	-	-	-	-	3 2%	-	-	-	-	-	-			

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	209	71	42	61	30	21	21	23	29	27	21	31	35	27	81	40	61
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	70	43	61	30	17	21	25	31	24	21	36	35	30	90	32	58
MEAN	2.82	2.55	3.38	2.63	2.93	3.11	3.38	3.20	1.82	2.58	3.86	3.02	2.32	2.88	2.75	3.28	2.61
1 - Do not worry at all	73	30	9	22	11	7	4	4	18	11	2	8	20	9	30	8	26
	35%	42%	22%	36%	36%	33%	19%	16%	63%	41%	8%	25%	55%	32%	38%	20%	43%
2	23	7	3	9	3	2	3	5	3	3	2	5	-	1	10	4	8
	11%	10%	7%	15%	11%	9%	15%	21%	9%	11%	9%	17%	-	3%	12%	11%	13%
3	32	13	9	7	2	-	2	3	5	6	3	6	8	8	13	7	4
	15%	18%	22%	12%	8%	-	10%	11%	18%	20%	15%	18%	21%	29%	16%	18%	6%
4	23	6	3	8	4	3	2	7	1	1	5	2	2	6	4	5	9
	11%	9%	8%	12%	13%	13%	11%	30%	4%	3%	23%	8%	5%	21%	5%	11%	15%
5 - Worry about it a great deal	55	14	17	12	10	7	8	5	2	7	9	10	7	5	24	13	14
	26%	20%	41%	19%	32%	36%	39%	22%	7%	24%	44%	31%	19%	17%	29%	32%	23%
Unsure	3	-	-	3	-	2	1	-	-	-	-	-	-	-	-	3	-
	2%	-	-	5%	-	9%	7%	-	-	-	-	-	-	-	-	8%	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	209	94	115	48	42	54	64	160	27	10	6	5
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	94	116	41	42	61	66	163	23	10	8	6
MEAN	4.01	4.04	3.98	3.99	4.24	4.22	3.71	4.16	3.09	3.68	4.51	4.01
1 - Do not worry at all	16	5	11	3	3	2	7	8	7	1	-	0
	7%	5%	9%	6%	7%	5%	11%	5%	25%	11%	-	2%
2	15	7	9	6	1	4	5	10	4	2	-	-
	7%	7%	8%	12%	2%	8%	7%	6%	14%	15%	-	-
3	32	17	15	5	4	6	17	24	6	1	1	1
	15%	19%	13%	11%	10%	11%	26%	15%	21%	9%	8%	25%
4	32	15	18	9	10	7	7	25	1	2	2	2
	16%	16%	15%	18%	23%	13%	11%	15%	5%	25%	32%	39%
5 - Worry about it a great deal	112	48	63	25	25	33	29	93	9	4	4	2
	53%	52%	55%	53%	58%	61%	44%	58%	33%	40%	59%	34%
Unsure	2	2	-	-	-	2	-	1	1	-	-	-
	1%	2%	-	-	-	3%	-	1%	2%	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	209	150	59	112	48	38	11	70	80	58	112	84	51	33	96
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	148	62	116	47	32	15	74	81	55	114	84	55	33	94
MEAN	4.01	3.89	4.31	4.08	4.36	3.35	4.03	4.40	4.26	3.20	4.49	3.41	4.00	3.79	4.06
1 - Do not worry at all	16	15	1	8	-	7	1	3	4	8	2	11	6	5	5
	7%	10%	1%	7%	-	18%	8%	4%	5%	14%	2%	13%	11%	14%	5%
2	15	14	1	9	1	5	-	1	2	13	1	14	2	2	8
	7%	10%	2%	8%	2%	14%	-	1%	2%	22%	1%	17%	3%	5%	8%
3	32	20	12	13	10	7	2	8	9	15	13	17	7	6	14
	15%	13%	21%	12%	21%	18%	17%	11%	12%	26%	12%	20%	14%	19%	15%
4	32	23	10	18	7	5	3	11	18	4	19	12	9	4	17
	16%	15%	17%	16%	14%	13%	27%	16%	22%	6%	17%	14%	17%	13%	18%
5 - Worry about it a great deal	112	77	34	63	30	14	5	47	46	19	76	29	27	16	51
	53%	51%	59%	56%	62%	37%	43%	66%	58%	32%	68%	35%	53%	49%	53%
Unsure	2	1	1	1	-	-	1	1	1	-	1	1	1	-	1
	1%	1%	1%	1%	-	-	6%	1%	1%	-	1%	1%	2%	-	1%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	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	209 100	-	-	209	-	-	-	14 100	10 100	4 100	156 100	22 100	26 100	5 100	10 100	13 100	3 100
Unweighted Total	210	-	-	210	-	-	-	15	8	7	148	27	30	6	12	13	2
MEAN	4.01	-	-	4.01	-	-	-	3.90	4.16	4.22	3.93	4.19	4.24	4.24	4.19	3.53	5.00
1 - Do not worry at all	16 7%	-	-	16 7%	-	-	-	2 16%	-	1 14%	13 8%	1 6%	1 5%	-	-	1 9%	-
2	15 7%	-	-	15 7%	-	-	-	-	1 11%	-	14 9%	-	1 5%	-	-	2 16%	-
3	32 15%	-	-	32 15%	-	-	-	2 14%	2 21%	-	24 16%	5 20%	3 11%	-	2 18%	3 26%	-
4	32 16%	-	-	32 16%	-	-	-	2 17%	1 9%	1 20%	23 15%	3 15%	5 19%	4 76%	5 46%	2 11%	-
5 - Worry about it a great deal	112 53%	-	-	112 53%	-	-	-	8 53%	6 59%	3 65%	80 51%	13 56%	15 60%	1 24%	4 36%	5 37%	3 100%
Unsure	2 1%	-	-	2 1%	-	-	-	-	-	-	1 1%	1 3%	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	209	71	42	61	30	21	21	23	29	27	21	31	35	27	81	40	61
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	70	43	61	30	17	21	25	31	24	21	36	35	30	90	32	58
MEAN	4.01	3.99	4.00	4.15	3.89	4.24	4.00	4.31	3.73	3.80	4.48	4.15	3.68	3.72	4.16	4.05	3.91
1 - Do not worry at all	16	5	6	3	2	1	1	-	3	2	2	2	4	3	6	2	4
	7%	7%	15%	5%	6%	3%	5%		10%	9%	8%	8%	12%	12%	7%	6%	6%
2	15	6	2	1	4	3	1	2	2	3	-	3	3	3	5	3	3
	7%	8%	6%	2%	14%	13%	4%	7%	6%	12%		9%	8%	12%	7%	9%	6%
3	32	13	1	14	4	1	4	3	9	4	-	3	8	5	8	7	13
	15%	18%	2%	23%	12%	6%	20%	14%	30%	15%		8%	23%	18%	10%	17%	21%
4	32	10	7	9	6	3	6	3	3	6	4	3	4	2	12	5	14
	16%	14%	17%	15%	18%	14%	28%	15%	10%	21%	18%	11%	13%	7%	14%	11%	24%
5 - Worry about it a great deal	112	37	25	33	14	13	9	13	13	12	16	20	16	13	49	23	26
	53%	53%	59%	55%	47%	64%	43%	57%	45%	44%	73%	64%	44%	49%	61%	57%	43%
Unsure	2	-	-	1	1	-	-	2	-	-	-	-	-	1	1	-	-
	1%			1%	3%			7%						2%	1%		

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

-Reducing government spending

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	191	93	98	31	45	56	59	161	18	4	1	8
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	190	90	100	27	46	59	58	156	18	8	1	7
Very positive impact	86	36	51	15	19	30	22	80	3	1	1	2
	45%	39%	52%	49%	42%	54%	38%	50%	19%	15%	100%	26%
Somewhat positive impact	66	34	31	6	16	18	25	53	9	3	-	1
	34%	37%	32%	19%	36%	33%	43%	33%	48%	76%	-	8%
Little to no positive impact	34	17	16	10	9	7	7	24	6	0	-	4
	18%	19%	17%	33%	19%	13%	13%	15%	32%	10%	-	50%
Unsure	5	5	-	-	1	-	4	4	0	-	-	1
	3%	6%	-	-	3%	-	7%	2%	1%	-	-	16%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

-Reducing government spending

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	191	113	79	94	67	19	12	68	56	67	93	94	51	22	97
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	190	109	81	92	64	17	17	65	60	65	94	89	49	23	97
Very positive impact	86	54	33	51	29	2	4	51	25	11	77	9	26	12	43
	45%	47%	42%	55%	43%	12%	37%	75%	45%	16%	82%	10%	51%	54%	45%
Somewhat positive impact	66	34	32	25	28	9	4	11	21	33	14	49	18	9	28
	34%	30%	40%	27%	42%	47%	31%	17%	38%	49%	16%	52%	36%	42%	29%
Little to no positive impact	34	22	12	14	9	8	2	6	9	19	2	31	6	0	24
	18%	20%	15%	15%	14%	41%	20%	8%	16%	29%	2%	34%	11%	1%	25%
Unsure	5	3	2	3	1	-	1	0	1	4	0	4	1	1	1
	3%	3%	3%	3%	1%		12%	0%	1%	6%	0%	5%	3%	3%	1%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

-Reducing government spending

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	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	191	-	-	191	-	-	-	6	8	1	140	27	15	4	9	5	2
	100			100				100	100	100	100	100	100	100	100	100	100
Unweighted Total	190	-	-	190	-	-	-	10	7	2	136	29	17	4	10	5	2
Very positive impact	86	-	-	86	-	-	-	1	5	0	62	15	6	3	4	3	-
	45%			45%				14%	63%	18%	44%	56%	39%	75%	44%	53%	
Somewhat positive impact	66	-	-	66	-	-	-	3	3	1	48	9	5	-	3	1	1
	34%			34%				52%	37%	82%	34%	33%	31%		30%	16%	40%
Little to no positive impact	34	-	-	34	-	-	-	1	-	-	26	3	3	1	1	2	1
	18%			18%				23%			19%	11%	21%	25%	12%	31%	60%
Unsure	5	-	-	5	-	-	-	1	-	-	4	-	1	-	1	-	-
	3%			3%				12%			3%		8%		13%		

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

-Reducing government spending

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	191	67	30	57	31	16	19	24	33	15	26	32	26	20	65	42	64
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	190	69	30	59	28	15	19	24	32	12	27	35	26	21	72	36	61
Very positive impact	86	38	11	22	12	7	6	11	11	8	13	19	11	9	32	22	24
	45%	57%	38%	39%	40%	45%	30%	47%	34%	52%	51%	59%	42%	42%	49%	54%	37%
Somewhat positive impact	66	20	12	23	11	4	6	10	14	2	10	8	11	8	23	13	21
	34%	30%	38%	41%	35%	23%	32%	42%	43%	14%	39%	26%	42%	38%	36%	32%	33%
Little to no positive impact	34	9	7	6	8	5	6	2	3	5	3	5	4	3	10	6	16
	18%	14%	24%	11%	25%	32%	32%	10%	10%	34%	10%	15%	15%	13%	15%	14%	24%
Unsure	5	-	-	5	-	-	1	-	4	-	-	-	-	1	0	-	4
	3%			9%			6%		12%					6%	0%		6%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

-Returning to the economic policies of the Trump Administration

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	191	93	98	31	45	56	59	161	18	4	1	8
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	190	90	100	27	46	59	58	156	18	8	1	7
Very positive impact	71	25	46	12	16	23	20	65	2	1	-	3
	37%	27%	47%	38%	36%	41%	34%	41%	13%	15%	-	34%
Somewhat positive impact	18	12	6	4	2	7	5	16	-	1	1	-
	10%	13%	6%	12%	5%	12%	9%	10%	-	30%	100%	-
Little to no positive impact	93	49	44	14	25	25	29	70	16	2	-	5
	48%	53%	44%	45%	55%	45%	48%	43%	86%	50%	-	66%
Unsure	9	7	3	2	2	1	5	9	0	0	-	-
	5%	7%	3%	5%	4%	2%	9%	6%	1%	5%	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

-Returning to the economic policies of the Trump Administration

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	191 100	113 100	79 100	94 100	67 100	19 100	12 100	68 100	56 100	67 100	93 100	94 100	51 100	22 100	97 100
Unweighted Total	190	109	81	92	64	17	17	65	60	65	94	89	49	23	97
Very positive impact	71 37%	48 43%	23 29%	48 51%	18 27%	1 3%	5 42%	44 65%	19 34%	7 11%	69 74%	2 2%	25 48%	10 44%	30 31%
Somewhat positive impact	18 10%	10 9%	8 10%	9 9%	8 12%	2 10%	-	8 12%	7 12%	3 4%	15 16%	2 2%	2 4%	3 13%	13 13%
Little to no positive impact	93 48%	49 44%	43 55%	33 35%	37 55%	17 87%	6 54%	13 19%	28 49%	52 77%	6 6%	85 91%	23 46%	8 38%	50 52%
Unsure	9 5%	5 4%	5 6%	5 5%	4 6%	-	0 4%	2 3%	3 5%	5 7%	3 3%	5 5%	1 2%	1 6%	4 4%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

-Returning to the economic policies of the Trump Administration

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	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	191	-	-	191	-	-	-	6	8	1	140	27	15	4	9	5	2
	100			100				100	100	100	100	100	100	100	100	100	100
Unweighted Total	190	-	-	190	-	-	-	10	7	2	136	29	17	4	10	5	2
Very positive impact	71	-	-	71	-	-	-	-	5	1	53	12	4	2	2	3	-
	37%			37%					57%	100%	38%	43%	28%	57%	25%	53%	
Somewhat positive impact	18	-	-	18	-	-	-	2	1	-	10	6	1	-	1	0	-
	10%			10%				26%	16%		7%	22%	7%		13%	8%	
Little to no positive impact	93	-	-	93	-	-	-	3	1	-	70	9	8	2	3	2	2
	48%			48%				44%	18%		50%	33%	54%	43%	31%	40%	100%
Unsure	9	-	-	9	-	-	-	2	1	-	7	1	2	-	3	-	-
	5%			5%				30%	9%		5%	3%	11%		30%		

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

-Returning to the economic policies of the Trump Administration

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	191	67	30	57	31	16	19	24	33	15	26	32	26	20	65	42	64
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	190	69	30	59	28	15	19	24	32	12	27	35	26	21	72	36	61
Very positive impact	71	34	11	16	7	5	5	7	9	7	11	16	12	4	29	17	22
	37%	51%	35%	28%	24%	28%	25%	29%	26%	48%	44%	50%	46%	21%	44%	40%	33%
Somewhat positive impact	18	6	0	8	5	2	1	4	5	2	1	3	-	2	9	5	3
	10%	8%	1%	13%	15%	12%	5%	17%	16%	12%	6%	9%	-	11%	13%	11%	4%
Little to no positive impact	93	26	18	27	18	9	13	12	15	5	12	13	13	13	24	21	36
	48%	39%	58%	48%	59%	55%	66%	50%	46%	34%	48%	41%	51%	62%	36%	49%	56%
Unsure	9	1	2	6	1	1	1	1	4	1	1	0	1	1	4	-	4
	5%	2%	5%	10%	2%	5%	4%	4%	13%	6%	3%	1%	3%	6%	7%	-	6%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

-Tackling corporate price gouging and junk fees

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	191	93	98	31	45	56	59	161	18	4	1	8
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	190	90	100	27	46	59	58	156	18	8	1	7
Very positive impact	85	38	47	15	19	25	26	69	12	2	-	2
	44%	41%	48%	48%	42%	45%	44%	43%	68%	35%		27%
Somewhat positive impact	48	26	22	8	17	13	10	38	4	1	1	5
	25%	28%	23%	27%	38%	23%	17%	24%	23%	12%	100%	64%
Little to no positive impact	48	26	22	7	9	15	17	44	1	1	-	1
	25%	28%	22%	24%	19%	26%	29%	27%	7%	34%		8%
Unsure	10	3	7	0	1	3	6	9	0	1	-	-
	5%	3%	7%	1%	2%	5%	11%	6%	1%	19%		

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

-Tackling corporate price gouging and junk fees

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	191	113	79	94	67	19	12	68	56	67	93	94	51	22	97
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	190	109	81	92	64	17	17	65	60	65	94	89	49	23	97
Very positive impact	85	50	35	39	30	11	5	21	19	45	24	59	26	9	40
	44%	44%	45%	42%	45%	56%	46%	30%	34%	68%	26%	63%	50%	43%	41%
Somewhat positive impact	48	30	18	23	15	7	4	18	18	13	25	23	9	4	31
	25%	27%	23%	25%	22%	35%	30%	26%	31%	20%	27%	25%	18%	20%	32%
Little to no positive impact	48	27	21	25	19	1	2	27	14	7	39	8	15	7	21
	25%	24%	27%	27%	28%	7%	18%	39%	25%	10%	42%	8%	30%	31%	21%
Unsure	10	6	4	6	4	0	1	3	5	2	5	4	1	1	5
	5%	5%	5%	6%	5%	2%	6%	5%	9%	3%	5%	4%	2%	6%	5%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

-Tackling corporate price gouging and junk fees

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	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	191	-	-	191	-	-	-	6	8	1	140	27	15	4	9	5	2
	100			100				100	100	100	100	100	100	100	100	100	100
Unweighted Total	190	-	-	190	-	-	-	10	7	2	136	29	17	4	10	5	2
Very positive impact	85	-	-	85	-	-	-	3	2	-	67	10	4	1	2	4	2
	44%			44%				48%	19%	-	48%	37%	26%	25%	23%	72%	100%
Somewhat positive impact	48	-	-	48	-	-	-	1	2	-	27	11	9	2	6	-	-
	25%			25%				12%	21%	-	19%	42%	58%	57%	60%	-	-
Little to no positive impact	48	-	-	48	-	-	-	1	5	1	38	5	2	1	1	1	-
	25%			25%				11%	59%	100%	27%	18%	14%	18%	8%	28%	-
Unsure	10	-	-	10	-	-	-	2	-	-	8	1	0	-	1	-	-
	5%			5%				29%	-	-	6%	3%	2%	-	9%	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

-Tackling corporate price gouging and junk fees

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	191	67	30	57	31	16	19	24	33	15	26	32	26	20	65	42	64
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	190	69	30	59	28	15	19	24	32	12	27	35	26	21	72	36	61
Very positive impact	85	24	23	24	13	8	6	9	14	7	12	16	12	12	23	17	32
	44%	36%	77%	41%	41%	47%	33%	40%	42%	49%	48%	50%	46%	62%	36%	40%	50%
Somewhat positive impact	48	21	1	13	10	5	10	6	6	4	7	7	4	5	17	11	15
	25%	31%	4%	22%	33%	28%	50%	26%	17%	26%	29%	21%	16%	26%	27%	26%	24%
Little to no positive impact	48	17	3	17	8	4	3	7	11	4	5	7	5	1	21	11	15
	25%	26%	11%	31%	26%	23%	16%	31%	34%	25%	20%	23%	21%	4%	33%	25%	23%
Unsure	10	5	2	3	-	0	-	1	2	-	1	2	4	2	3	3	2
	5%	7%	8%	6%	-	2%	-	4%	6%	-	3%	6%	17%	9%	5%	8%	3%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

-Increasing taxes on the wealthy

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	191	93	98	31	45	56	59	161	18	4	1	8
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	190	90	100	27	46	59	58	156	18	8	1	7
Very positive impact	73	36	38	13	19	17	24	55	13	1	-	4
	38%	39%	38%	43%	42%	30%	41%	35%	72%	20%	-	53%
Somewhat positive impact	40	18	22	8	9	16	7	33	3	2	1	2
	21%	19%	22%	26%	20%	29%	11%	21%	15%	43%	100%	24%
Little to no positive impact	68	36	32	8	16	19	25	63	2	1	-	2
	36%	39%	33%	26%	36%	34%	42%	39%	13%	18%	-	23%
Unsure	10	3	7	2	1	4	3	9	0	1	-	-
	5%	3%	7%	5%	2%	7%	6%	5%	1%	19%	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

-Increasing taxes on the wealthy

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	191	113	79	94	67	19	12	68	56	67	93	94	51	22	97
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	190	109	81	92	64	17	17	65	60	65	94	89	49	23	97
Very positive impact	73	40	33	28	27	12	6	15	15	44	10	63	26	8	32
	38%	36%	42%	30%	41%	64%	50%	22%	26%	65%	10%	67%	50%	38%	33%
Somewhat positive impact	40	26	14	20	13	6	1	10	15	15	19	20	9	6	22
	21%	23%	18%	21%	19%	29%	11%	14%	27%	22%	20%	21%	17%	28%	23%
Little to no positive impact	68	38	30	37	26	1	4	37	24	8	57	9	17	5	38
	36%	34%	38%	40%	39%	5%	33%	54%	42%	11%	62%	9%	33%	23%	39%
Unsure	10	8	1	8	1	0	1	6	3	1	7	3	0	3	5
	5%	7%	2%	9%	1%	2%	6%	9%	5%	1%	8%	3%	0%	12%	5%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

-Increasing taxes on the wealthy

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	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	191	-	-	191	-	-	-	6	8	1	140	27	15	4	9	5	2
	100			100				100	100	100	100	100	100	100	100	100	100
Unweighted Total	190	-	-	190	-	-	-	10	7	2	136	29	17	4	10	5	2
Very positive impact	73	-	-	73	-	-	-	1	-	-	55	9	6	3	4	2	2
	38%			38%				14%			39%	34%	38%	63%	40%	40%	100%
Somewhat positive impact	40	-	-	40	-	-	-	2	4	-	29	5	5	2	3	1	-
	21%			21%				38%	45%		20%	17%	30%	37%	30%	28%	
Little to no positive impact	68	-	-	68	-	-	-	2	5	1	50	11	4	-	3	2	-
	36%			36%				34%	55%	100%	36%	42%	23%		30%	33%	
Unsure	10	-	-	10	-	-	-	1	-	-	7	2	1	-	-	-	-
	5%			5%				15%			5%	7%	9%				

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

-Increasing taxes on the wealthy

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	191	67	30	57	31	16	19	24	33	15	26	32	26	20	65	42	64
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	190	69	30	59	28	15	19	24	32	12	27	35	26	21	72	36	61
Very positive impact	73	19	18	21	13	7	10	6	14	6	10	11	10	12	19	14	28
	38%	29%	60%	36%	42%	44%	49%	23%	40%	42%	37%	35%	41%	58%	30%	33%	44%
Somewhat positive impact	40	15	7	12	6	4	1	9	4	4	8	7	3	4	14	11	12
	21%	23%	22%	20%	20%	25%	6%	38%	11%	26%	31%	22%	11%	18%	21%	26%	18%
Little to no positive impact	68	26	5	22	11	5	8	9	14	3	8	10	11	4	29	15	20
	36%	39%	16%	39%	36%	28%	41%	39%	43%	24%	32%	31%	42%	19%	44%	36%	32%
Unsure	10	6	0	2	1	0	1	-	2	1	-	4	1	1	3	2	4
	5%	9%	2%	4%	2%	2%	5%	-	6%	9%	-	12%	6%	4%	5%	4%	6%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	400	186	214	79	88	110	123	321	45	14	7	13
	100	100	100	100	100	100	100	100	100	100	100	100
A humanitarian problem	144	63	80	26	39	36	43	108	24	6	3	3
	36%	34%	38%	33%	44%	33%	35%	34%	54%	40%	38%	24%
A security problem	232	109	123	48	46	70	67	198	16	6	4	8
	58%	59%	57%	61%	53%	64%	55%	62%	35%	45%	62%	61%
Unsure	24	14	11	5	3	4	13	15	5	2	-	2
	6%	7%	5%	6%	3%	3%	10%	5%	11%	16%		15%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	400	263	137	206	115	57	22	138	136	125	205	178	103	55	193
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A humanitarian problem	144	87	57	61	47	26	9	16	45	82	15	122	35	17	74
	36%	33%	41%	29%	41%	46%	42%	12%	33%	65%	7%	68%	34%	30%	38%
A security problem	232	156	76	134	64	22	12	119	74	39	186	37	62	35	107
	58%	60%	55%	65%	55%	39%	53%	86%	54%	31%	91%	21%	60%	64%	56%
Unsure	24	20	5	11	4	8	1	3	17	5	3	19	6	3	12
	6%	7%	4%	6%	3%	15%	4%	2%	13%	4%	2%	11%	6%	6%	6%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	State					Swing	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	-	-	-	21 100	19 100	5 100	296 100	50 100	41 100	9 100	20 100	19 100	5 100
A humanitarian problem	144 36%	-	-	144 36%	-	-	-	6 30%	6 30%	1 11%	112 38%	12 24%	16 40%	2 20%	6 29%	9 46%	4 71%
A security problem	232 58%	-	-	232 58%	-	-	-	10 50%	13 70%	4 89%	166 56%	35 70%	21 51%	7 80%	13 64%	7 36%	-
Unsure	24 6%	-	-	24 6%	-	-	-	4 19%	-	-	18 6%	3 6%	3 8%	-	1 7%	3 19%	1 29%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	400	138	72	118	62	37	41	46	62	42	47	63	61	47	146	82	125
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A humanitarian problem	144	47	32	40	19	12	18	12	21	14	20	24	22	22	44	21	57
	36%	34%	45%	34%	30%	32%	45%	26%	33%	34%	43%	37%	37%	46%	30%	26%	46%
A security problem	232	88	33	68	39	22	21	31	35	26	26	39	32	23	91	53	65
	58%	64%	46%	58%	64%	59%	51%	68%	57%	62%	55%	61%	52%	48%	62%	65%	52%
Unsure	24	2	7	10	4	3	2	3	6	2	1	1	7	3	11	8	3
	6%	1%	9%	9%	6%	8%	4%	6%	10%	4%	3%	1%	11%	5%	8%	10%	2%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	209	94	115	48	42	54	64	160	27	10	6	5
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	94	116	41	42	61	66	163	23	10	8	6
MEAN	3.99	4.13	3.89	3.91	4.18	3.81	4.09	4.11	3.22	3.84	3.69	4.95
1 - Do not worry at all	18	6	11	4	4	7	3	10	6	2	-	-
	9%	7%	10%	8%	8%	13%	5%	6%	22%	20%		
2	12	5	7	3	1	3	5	10	2	-	-	-
	6%	5%	6%	6%	4%	6%	7%	6%	7%			
3	36	13	23	12	6	9	10	22	9	1	4	0
	17%	14%	20%	24%	13%	16%	15%	14%	32%	7%	65%	2%
4	30	12	17	3	5	8	14	27	1	2	-	-
	14%	13%	15%	7%	11%	16%	21%	17%	3%	23%		
5 - Worry about it a great deal	112	55	57	25	27	26	34	90	10	5	2	5
	54%	58%	49%	51%	64%	49%	52%	56%	35%	50%	35%	98%
Unsure	2	2	-	2	-	-	-	2	-	-	-	-
	1%	2%		4%				1%				

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	209	150	59	112	48	38	11	70	80	58	112	84	51	33	96
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	148	62	116	47	32	15	74	81	55	114	84	55	33	94
MEAN	3.99	4.10	3.73	4.26	3.77	3.62	3.52	4.63	3.86	3.41	4.54	3.23	4.17	4.30	3.78
1 - Do not worry at all	18	10	8	4	6	6	2	1	10	7	3	15	3	-	14
	9%	7%	13%	3%	13%	16%	16%	1%	12%	12%	3%	17%	5%	-	15%
2	12	6	6	5	5	0	2	2	3	7	0	11	3	1	5
	6%	4%	11%	5%	10%	1%	14%	3%	4%	11%	0%	13%	6%	3%	6%
3	36	27	8	15	7	12	2	5	13	18	11	22	8	7	15
	17%	18%	14%	14%	14%	31%	16%	7%	16%	31%	10%	25%	15%	22%	16%
4	30	24	5	22	5	2	1	8	14	8	15	10	7	6	12
	14%	16%	9%	20%	9%	6%	8%	11%	17%	14%	13%	12%	14%	17%	12%
5 - Worry about it a great deal	112	83	29	66	24	17	5	55	38	18	82	25	31	19	47
	54%	55%	49%	59%	50%	45%	45%	78%	48%	31%	74%	29%	60%	58%	49%
Unsure	2	-	2	-	2	-	-	-	2	-	-	2	-	-	2
	1%	-	3%	-	4%	-	-	-	2%	-	-	2%	-	-	2%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	State						Swing 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	209 100	-	-	209	-	-	-	14 100	10 100	4 100	156 100	22 100	26 100	5 100	10 100	13 100	3 100
Unweighted Total	210	-	-	210	-	-	-	15	8	7	148	27	30	6	12	13	2
MEAN	3.99	-	-	3.99	-	-	-	4.16	3.46	4.59	3.93	4.26	3.98	4.53	4.20	3.58	3.49
1 - Do not worry at all	18 9%	-	-	18 9%	-	-	-	-	2 21%	-	14 9%	2 10%	2 7%	-	-	2 15%	-
2	12 6%	-	-	12 6%	-	-	-	-	-	-	9 6%	0 2%	3 10%	-	-	2 11%	2 50%
3	36 17%	-	-	36 17%	-	-	-	3 24%	4 34%	-	29 18%	2 10%	4 17%	1 16%	3 27%	1 10%	-
4	30 14%	-	-	30 14%	-	-	-	5 35%	-	2 41%	25 16%	2 8%	2 10%	1 16%	3 26%	4 29%	-
5 - Worry about it a great deal	112 54%	-	-	112 54%	-	-	-	6 41%	5 44%	3 59%	77 50%	16 70%	14 56%	3 68%	5 47%	5 35%	1 50%
Unsure	2 1%	-	-	2 1%	-	-	-	-	-	-	2 1%	-	-	-	-	-	-

Echelon Insights
Focus 2024 Survey
N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	209	71	42	61	30	21	21	23	29	27	21	31	35	27	81	40	61
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	70	43	61	30	17	21	25	31	24	21	36	35	30	90	32	58
MEAN	3.99	3.90	3.91	4.19	4.06	4.08	4.38	3.78	4.26	3.79	3.99	3.83	3.95	3.74	4.17	3.90	3.94
1 - Do not worry at all	18	7	3	4	2	1	-	4	1	3	4	3	2	4	4	3	6
	9%	10%	8%	7%	7%	5%		19%	4%	11%	17%	9%	5%	16%	5%	8%	10%
2	12	5	2	4	1	1	1	1	2	2	-	2	3	1	5	3	3
	6%	7%	4%	7%	4%	6%	7%	3%	6%	6%		8%	8%	2%	6%	7%	6%
3	36	13	9	5	7	5	3	3	3	7	3	6	7	6	12	7	10
	17%	18%	22%	9%	23%	24%	14%	12%	9%	24%	13%	20%	20%	21%	15%	18%	17%
4	30	9	9	8	2	-	3	3	6	3	2	5	7	3	13	6	8
	14%	12%	21%	14%	8%		14%	14%	22%	11%	8%	17%	20%	12%	16%	15%	13%
5 - Worry about it a great deal	112	37	19	37	18	12	14	12	17	13	13	14	16	13	47	19	32
	54%	53%	45%	61%	58%	57%	66%	53%	59%	48%	62%	46%	46%	48%	58%	48%	53%
Unsure	2	-	-	2	-	2	-	-	-	-	-	-	-	-	-	2	-
	1%			3%		9%										5%	

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	209	94	115	48	42	54	64	160	27	10	6	5
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	94	116	41	42	61	66	163	23	10	8	6
MEAN	3.78	3.87	3.71	3.79	3.88	3.90	3.62	3.90	3.05	3.64	3.32	4.93
1 - Do not worry at all	11	5	6	2	2	2	4	8	3	-	0	-
	5%	5%	5%	5%	5%	4%	7%	5%	10%	-	8%	-
2	20	10	10	3	6	3	7	12	5	2	1	0
	9%	11%	8%	7%	15%	6%	11%	7%	18%	17%	20%	2%
3	56	23	34	14	6	17	20	41	10	4	2	-
	27%	24%	29%	29%	15%	31%	30%	25%	39%	36%	25%	-
4	35	9	27	9	7	7	12	26	7	1	2	-
	17%	9%	23%	19%	17%	14%	18%	16%	24%	13%	27%	-
5 - Worry about it a great deal	84	45	38	18	20	24	22	72	2	3	1	5
	40%	49%	33%	37%	48%	45%	34%	45%	9%	34%	20%	98%
Unsure	3	2	1	2	-	1	-	3	-	-	-	-
	1%	2%	1%	4%	-	1%	-	2%	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	209	150	59	112	48	38	11	70	80	58	112	84	51	33	96
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	148	62	116	47	32	15	74	81	55	114	84	55	33	94
MEAN	3.78	3.76	3.84	3.91	3.88	3.34	3.66	4.12	3.73	3.46	4.03	3.41	3.85	3.74	3.71
1 - Do not worry at all	11	8	2	6	2	3	0	3	6	2	7	4	2	1	5
	5%	6%	4%	5%	4%	7%	5%	4%	7%	3%	6%	5%	5%	4%	5%
2	20	13	7	7	5	6	2	4	8	8	9	10	5	4	10
	9%	8%	12%	6%	10%	15%	20%	5%	10%	13%	8%	12%	9%	11%	11%
3	56	43	13	29	12	14	2	17	17	23	20	35	14	10	27
	27%	29%	23%	26%	24%	37%	15%	24%	21%	39%	18%	41%	27%	29%	28%
4	35	27	8	20	6	7	3	6	17	12	14	15	8	6	16
	17%	18%	14%	18%	12%	18%	25%	9%	21%	21%	12%	18%	16%	18%	17%
5 - Worry about it a great deal	84	58	26	50	22	9	4	41	30	13	62	18	22	13	35
	40%	39%	44%	44%	46%	23%	35%	58%	38%	22%	56%	22%	44%	38%	37%
Unsure	3	1	2	1	2	-	-	-	2	1	-	3	-	-	3
	1%	*%	3%	1%	4%				2%	1%		3%			3%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	State						Swing 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	209 100	-	-	209	-	-	-	14 100	10 100	4 100	156 100	22 100	26 100	5 100	10 100	13 100	3 100
Unweighted Total	210	-	-	210	-	-	-	15	8	7	148	27	30	6	12	13	2
MEAN	3.78	-	-	3.78	-	-	-	4.02	3.09	4.16	3.71	3.93	3.91	3.20	3.60	3.47	4.50
1 - Do not worry at all	11 5%	-	-	11 5%	-	-	-	-	1 13%	-	9 6%	-	2 7%	1 22%	1 10%	1 6%	-
2	20 9%	-	-	20 9%	-	-	-	1 7%	3 31%	-	16 10%	3 14%	1 5%	1 16%	1 7%	1 8%	-
3	56 27%	-	-	56 27%	-	-	-	2 15%	1 11%	1 14%	43 27%	6 28%	7 27%	1 22%	3 30%	6 45%	-
4	35 17%	-	-	35 17%	-	-	-	7 47%	2 24%	2 55%	29 19%	2 9%	3 12%	-	2 20%	2 17%	2 50%
5 - Worry about it a great deal	84 40%	-	-	84 40%	-	-	-	4 31%	2 21%	1 31%	57 37%	11 49%	12 49%	2 40%	3 34%	3 25%	1 50%
Unsure	3 1%	-	-	3 1%	-	-	-	-	-	-	3 2%	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Marital x Gender					Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC	
Total	209	71	42	61	30	21	21	23	29	27	21	31	35	27	81	40	61	
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
Unweighted Total	210	70	43	61	30	17	21	25	31	24	21	36	35	30	90	32	58	
MEAN	3.78	3.63	3.80	3.96	3.76	4.25	3.56	4.05	3.72	3.47	4.20	3.79	3.54	3.37	3.67	3.95	4.01	
1 - Do not worry at all	11	5	1	2	2	-	1	1	3	2	1	1	1	2	8	-	0	
	5%	7%	2%	4%	8%		4%	4%	11%	8%	6%	5%	3%	9%	10%		1%	
2	20	8	2	7	3	1	6	1	2	2	1	2	5	3	6	3	8	
	9%	11%	5%	11%	11%	5%	27%	6%	7%	9%	3%	5%	14%	11%	7%	8%	13%	
3	56	18	15	12	8	4	4	7	7	10	2	10	12	12	24	10	11	
	27%	25%	36%	20%	27%	21%	20%	30%	26%	35%	10%	31%	34%	43%	30%	24%	18%	
4	35	16	11	6	2	2	2	1	4	7	6	7	8	3	10	11	11	
	17%	23%	25%	10%	8%	12%	8%	3%	13%	24%	26%	21%	23%	10%	13%	28%	19%	
5 - Worry about it a great deal	84	23	13	31	14	11	9	13	13	7	12	11	9	7	33	14	29	
	40%	33%	32%	52%	47%	53%	41%	58%	44%	24%	54%	35%	26%	27%	41%	36%	48%	
Unsure	3	1	-	2	-	2	-	-	-	-	-	1	-	-	-	2	1	
	1%	1%		3%		9%						2%			5%		1%	

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	209	94	115	48	42	54	64	160	27	10	6	5
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	94	116	41	42	61	66	163	23	10	8	6
MEAN	3.55	3.65	3.46	3.40	3.75	3.62	3.46	3.66	2.51	3.70	3.68	5.00
1 - Do not worry at all	43	17	26	14	6	9	14	28	13	2	1	-
	21%	18%	23%	29%	13%	18%	21%	17%	47%	20%	8%	-
2	19	7	12	2	4	5	9	15	4	-	-	-
	9%	7%	11%	4%	9%	9%	13%	10%	14%	-	-	-
3	28	15	14	5	9	9	6	21	2	3	3	-
	14%	16%	12%	11%	20%	16%	9%	13%	8%	26%	41%	-
4	16	7	8	2	3	4	7	14	1	-	1	-
	7%	8%	7%	4%	6%	8%	10%	9%	2%	-	16%	-
5 - Worry about it a great deal	101	46	55	23	22	26	29	80	8	5	2	5
	48%	50%	48%	48%	52%	49%	46%	50%	29%	55%	35%	100%
Unsure	2	2	-	2	-	-	-	2	-	-	-	-
	1%	2%	-	4%	-	-	-	1%	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	209	150	59	112	48	38	11	70	80	58	112	84	51	33	96
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	148	62	116	47	32	15	74	81	55	114	84	55	33	94
MEAN	3.55	3.55	3.53	3.73	3.50	3.03	3.68	4.56	3.37	2.57	4.56	2.18	3.42	3.55	3.57
1 - Do not worry at all	43	32	11	17	10	14	1	2	17	23	4	36	10	7	22
	21%	21%	19%	15%	21%	38%	8%	3%	22%	40%	4%	43%	19%	22%	23%
2	19	12	7	10	5	1	2	3	9	7	0	17	9	2	6
	9%	8%	12%	9%	10%	4%	22%	4%	12%	12%	0%	20%	17%	5%	7%
3	28	21	7	15	6	6	1	4	13	11	11	15	7	5	10
	14%	14%	12%	13%	13%	17%	8%	6%	16%	19%	10%	18%	14%	14%	11%
4	16	12	3	12	2	-	2	6	6	4	10	6	3	4	8
	7%	8%	6%	11%	4%	-	15%	8%	7%	7%	9%	7%	5%	12%	8%
5 - Worry about it a great deal	101	73	28	57	23	16	5	55	34	12	86	8	23	15	48
	48%	49%	48%	51%	48%	42%	46%	79%	42%	21%	77%	10%	46%	46%	50%
Unsure	2	-	2	-	2	-	-	-	2	-	-	2	-	-	2
	1%	-	3%	-	4%	-	-	-	2%	-	-	2%	-	-	2%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	State						Swing			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	209 100	-	-	209 100	-	-	-	14 100	10 100	4 100	156 100	22 100	26 100	5 100	10 100	13 100	3 100			
Unweighted Total	210	-	-	210	-	-	-	15	8	7	148	27	30	6	12	13	2			
MEAN	3.55	-	-	3.55	-	-	-	3.60	3.24	4.51	3.46	3.80	3.69	4.56	4.04	2.74	3.49			
1 - Do not worry at all	43 21%	-	-	43 21%	-	-	-	2 16%	3 32%	-	35 23%	2 11%	5 18%	-	-	3 26%	-			
2	19 9%	-	-	19 9%	-	-	-	2 12%	-	-	14 9%	3 13%	2 8%	-	1 9%	3 23%	2 50%			
3	28 14%	-	-	28 14%	-	-	-	3 20%	2 14%	1 14%	22 14%	3 14%	3 14%	1 22%	3 30%	3 21%	-			
4	16 7%	-	-	16 7%	-	-	-	-	2 19%	1 20%	11 7%	2 8%	2 7%	-	1 10%	1 10%	-			
5 - Worry about it a great deal	101 48%	-	-	101 48%	-	-	-	7 52%	4 35%	3 65%	72 46%	12 54%	14 53%	4 78%	5 52%	3 20%	1 50%			
Unsure	2 1%	-	-	2 1%	-	-	-	-	-	-	2 1%	-	-	-	-	-	-			

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	209	71	42	61	30	21	21	23	29	27	21	31	35	27	81	40	61
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	70	43	61	30	17	21	25	31	24	21	36	35	30	90	32	58
MEAN	3.55	3.40	3.63	3.82	3.36	3.58	3.64	3.81	3.58	3.28	3.85	3.48	3.36	3.21	3.64	3.72	3.46
1 - Do not worry at all	43	19	6	9	8	5	3	3	6	9	3	6	8	8	14	6	15
	21%	27%	14%	15%	25%	24%	14%	15%	19%	33%	13%	20%	23%	29%	18%	14%	24%
2	19	6	5	5	2	-	2	2	3	2	2	3	5	1	9	4	5
	9%	9%	12%	8%	6%		8%	8%	11%	8%	9%	9%	15%	4%	11%	11%	8%
3	28	6	8	7	6	3	5	3	3	2	3	6	3	6	10	4	9
	14%	9%	18%	11%	18%	15%	25%	13%	11%	7%	15%	19%	8%	22%	12%	9%	14%
4	16	5	3	4	3	1	1	2	3	1	1	2	4	1	6	5	3
	7%	7%	8%	7%	10%	5%	5%	11%	10%	3%	7%	7%	11%	5%	8%	13%	4%
5 - Worry about it a great deal	101	34	20	34	13	10	10	12	14	13	12	14	15	11	42	19	30
	48%	48%	47%	55%	41%	48%	47%	54%	49%	49%	57%	45%	43%	39%	51%	48%	49%
Unsure	2	-	-	2	-	2	-	-	-	-	-	-	-	-	-	2	-
	1%			3%		9%										5%	

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	209	94	115	48	42	54	64	160	27	10	6	5
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	94	116	41	42	61	66	163	23	10	8	6
MEAN	3.43	3.55	3.33	3.83	3.46	3.47	3.07	3.47	3.06	2.94	4.14	3.96
1 - Do not worry at all	33	12	21	6	7	9	11	23	6	2	-	1
	16%	13%	18%	12%	16%	16%	18%	15%	21%	25%		21%
2	25	10	15	1	4	7	14	18	5	2	1	-
	12%	10%	13%	1%	8%	12%	22%	11%	18%	15%	8%	
3	44	23	22	9	13	9	13	38	3	2	1	-
	21%	24%	19%	19%	29%	17%	21%	24%	12%	18%	23%	
4	33	12	21	11	3	9	10	20	9	2	1	1
	16%	13%	18%	23%	6%	17%	15%	12%	32%	23%	16%	18%
5 - Worry about it a great deal	73	36	37	20	17	20	16	60	5	2	3	3
	35%	38%	32%	41%	40%	38%	25%	37%	17%	19%	53%	61%
Unsure	2	2	-	2	-	-	-	2	-	-	-	-
	1%	2%		4%				1%				

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	209	150	59	112	48	38	11	70	80	58	112	84	51	33	96
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	148	62	116	47	32	15	74	81	55	114	84	55	33	94
MEAN	3.43	3.46	3.33	3.53	3.32	3.25	3.35	4.11	3.24	2.85	4.18	2.36	3.11	3.63	3.39
1 - Do not worry at all	33	22	10	15	8	7	2	2	18	13	5	28	10	3	18
	16%	15%	18%	13%	17%	19%	19%	3%	22%	22%	4%	33%	20%	8%	18%
2	25	18	7	12	6	6	1	4	6	14	1	22	10	5	7
	12%	12%	12%	10%	13%	16%	8%	6%	8%	24%	1%	26%	20%	14%	7%
3	44	32	12	28	10	4	2	16	16	12	26	13	8	8	23
	21%	22%	20%	25%	20%	11%	20%	23%	20%	21%	23%	16%	16%	24%	24%
4	33	24	8	14	6	10	2	11	15	6	16	13	9	5	13
	16%	16%	14%	12%	12%	27%	23%	16%	19%	10%	15%	15%	17%	16%	14%
5 - Worry about it a great deal	73	53	19	44	16	10	3	37	23	13	63	6	14	13	33
	35%	36%	33%	39%	33%	26%	29%	53%	28%	22%	57%	8%	28%	38%	34%
Unsure	2	-	2	-	2	-	-	-	2	-	-	2	-	-	2
	1%		3%		4%				2%			2%			2%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	State						Swing 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	209 100	-	-	209 100	-	-	-	14 100	10 100	4 100	156 100	22 100	26 100	5 100	10 100	13 100	3 100
Unweighted Total	210	-	-	210	-	-	-	15	8	7	148	27	30	6	12	13	2
MEAN	3.43	-	-	3.43	-	-	-	3.80	4.07	3.97	3.37	3.56	3.48	3.38	3.46	2.63	4.00
1 - Do not worry at all	33 16%	-	-	33 16%	-	-	-	-	1 11%	-	27 17%	1 6%	4 16%	1 12%	1 5%	4 29%	-
2	25 12%	-	-	25 12%	-	-	-	1 6%	-	-	19 12%	4 17%	1 3%	-	1 12%	3 25%	-
3	44 21%	-	-	44 21%	-	-	-	5 36%	1 9%	1 23%	32 20%	5 21%	7 28%	2 38%	4 36%	1 7%	-
4	33 16%	-	-	33 16%	-	-	-	4 31%	3 31%	2 56%	20 13%	6 25%	6 24%	2 38%	3 25%	4 32%	3 100%
5 - Worry about it a great deal	73 35%	-	-	73 35%	-	-	-	4 27%	5 49%	1 20%	56 36%	7 31%	8 30%	1 12%	2 22%	1 7%	-
Unsure	2 1%	-	-	2 1%	-	-	-	-	-	-	2 1%	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	209	71	42	61	30	21	21	23	29	27	21	31	35	27	81	40	61
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	70	43	61	30	17	21	25	31	24	21	36	35	30	90	32	58
MEAN	3.43	3.42	3.22	3.61	3.48	3.75	3.40	3.52	3.54	3.89	3.51	3.44	2.70	3.02	3.60	3.86	3.10
1 - Do not worry at all	33 16%	15 21%	5 12%	6 10%	6 19%	3 15%	3 16%	2 10%	3 10%	3 9%	3 16%	7 21%	8 24%	7 25%	13 16%	1 3%	12 19%
2	25 12%	4 6%	10 24%	7 11%	2 5%	- -	1 7%	2 10%	6 21%	1 2%	2 10%	4 14%	8 22%	5 20%	7 9%	7 16%	5 9%
3	44 21%	11 16%	10 24%	16 26%	7 22%	4 19%	7 33%	8 34%	4 14%	5 20%	5 26%	2 5%	9 26%	3 10%	13 16%	5 12%	24 40%
4	33 16%	16 23%	5 11%	6 11%	5 15%	3 16%	2 8%	3 12%	4 14%	8 28%	1 3%	6 21%	6 16%	5 17%	14 18%	9 21%	5 8%
5 - Worry about it a great deal	73 35%	24 34%	12 29%	24 40%	12 38%	9 41%	8 35%	8 35%	12 41%	11 41%	10 45%	12 39%	4 11%	7 28%	33 41%	17 42%	15 24%
Unsure	2 1%	-	-	2 3%	-	2 9%	-	-	-	-	-	-	-	-	-	2 5%	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

-The culture of the country changing

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	209 100	94 100	115 100	48 100	42 100	54 100	64 100	160 100	27 100	10 100	6 100	5 100
Unweighted Total	210	94	116	41	42	61	66	163	23	10	8	6
MEAN	3.53	3.58	3.49	3.63	3.21	3.68	3.54	3.66	2.55	3.18	4.51	4.16
1 - Do not worry at all	38 18%	14 15%	24 21%	8 17%	10 24%	8 16%	12 18%	23 14%	12 43%	4 41%	-	0 2%
2	23 11%	12 13%	11 10%	6 13%	8 18%	3 5%	7 10%	18 11%	5 19%	-	-	-
3	22 10%	8 8%	14 12%	1 2%	2 5%	11 20%	8 12%	19 12%	1 4%	1 6%	-	1 18%
4	33 16%	18 19%	14 13%	9 20%	5 12%	7 12%	11 17%	25 15%	2 8%	1 7%	3 49%	2 39%
5 - Worry about it a great deal	88 42%	37 40%	50 44%	21 44%	16 37%	24 45%	27 42%	71 44%	7 26%	5 46%	3 51%	2 41%
Unsure	5 2%	4 4%	1 1%	2 4%	2 4%	1 2%	-	5 3%	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

-The culture of the country changing

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	209	150	59	112	48	38	11	70	80	58	112	84	51	33	96
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	148	62	116	47	32	15	74	81	55	114	84	55	33	94
MEAN	3.53	3.51	3.59	3.66	3.67	3.06	3.26	4.40	3.04	3.12	4.32	2.50	3.35	3.73	3.54
1 - Do not worry at all	38	28	10	16	7	12	3	2	23	14	3	34	14	2	19
	18%	19%	18%	14%	15%	33%	31%	3%	29%	24%	3%	40%	27%	6%	19%
2	23	17	6	13	5	4	1	6	8	10	8	12	4	4	11
	11%	11%	11%	11%	11%	11%	8%	8%	10%	17%	7%	15%	7%	13%	11%
3	22	16	5	14	5	3	-	3	12	6	9	11	2	9	8
	10%	11%	9%	12%	11%	7%	-	5%	15%	11%	8%	13%	3%	26%	9%
4	33	25	7	20	5	5	3	11	11	11	20	7	11	4	13
	16%	17%	13%	18%	9%	14%	27%	16%	13%	18%	18%	9%	21%	11%	13%
5 - Worry about it a great deal	88	62	26	48	23	13	4	48	23	17	69	16	19	14	43
	42%	41%	45%	43%	47%	35%	34%	68%	29%	29%	62%	19%	37%	42%	45%
Unsure	5	2	3	2	3	-	-	-	4	1	2	3	2	1	2
	2%	1%	5%	2%	6%	-	-	-	5%	2%	2%	4%	4%	2%	2%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

-The culture of the country changing

	Total	State						Swing			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	209	-	-	209	-	-	-	14	10	4	156	22	26	5	10	13	3			
	100			100				100	100	100	100	100	100	100	100	100	100			
Unweighted Total	210	-	-	210	-	-	-	15	8	7	148	27	30	6	12	13	2			
MEAN	3.53	-	-	3.53	-	-	-	3.41	3.82	3.04	3.50	3.34	3.61	4.11	3.45	3.04	2.99			
1 - Do not worry at all	38	-	-	38	-	-	-	1	2	-	28	6	5	1	2	4	2			
	18%			18%				9%	21%		18%	25%	19%	12%	18%	31%	50%			
2	23	-	-	23	-	-	-	3	-	2	17	2	3	-	2	1	-			
	11%			11%				19%		48%	11%	11%	13%		17%	6%				
3	22	-	-	22	-	-	-	2	-	1	19	1	1	1	1	2	-			
	10%			10%				13%		20%	12%	5%	6%	12%	5%	18%				
4	33	-	-	33	-	-	-	5	3	0	24	5	4	1	2	2	-			
	16%			16%				33%	33%	11%	15%	21%	15%	16%	23%	16%				
5 - Worry about it a great deal	88	-	-	88	-	-	-	3	5	1	63	8	12	3	4	4	1			
	42%			42%				21%	46%	20%	40%	37%	48%	60%	37%	28%	50%			
Unsure	5	-	-	5	-	-	-	1	-	-	5	-	-	-	-	-	-			
	2%			2%				5%			3%									

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

-The culture of the country changing

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	209 100	71 100	42 100	61 100	30 100	21 100	21 100	23 100	29 100	27 100	21 100	31 100	35 100	27 100	81 100	40 100	61 100
Unweighted Total	210	70	43	61	30	17	21	25	31	24	21	36	35	30	90	32	58
MEAN	3.53	3.54	3.42	3.77	3.32	3.58	3.37	3.72	3.62	3.66	3.05	3.65	3.48	2.73	3.68	3.74	3.56
1 - Do not worry at all	38 18%	14 20%	10 23%	6 9%	7 24%	3 15%	3 13%	4 19%	4 15%	5 19%	7 35%	4 13%	7 21%	11 41%	13 16%	6 16%	8 13%
2	23 11%	6 9%	4 9%	9 14%	3 11%	3 16%	6 27%	-	3 10%	3 11%	2 9%	3 8%	4 11%	3 10%	8 10%	1 3%	11 18%
3	22 10%	8 12%	5 12%	4 7%	3 11%	-	-	3 14%	5 16%	1 3%	2 9%	8 25%	4 10%	3 10%	8 10%	7 19%	4 6%
4	33 16%	9 12%	6 14%	12 20%	5 16%	4 21%	5 25%	3 15%	5 18%	5 19%	-	3 11%	6 17%	3 12%	14 17%	4 11%	11 19%
5 - Worry about it a great deal	88 42%	32 45%	18 42%	26 43%	11 38%	8 39%	7 32%	10 46%	12 42%	13 48%	9 42%	14 44%	15 42%	7 27%	38 47%	19 47%	24 40%
Unsure	5 2%	1 2%	-	4 6%	-	2 9%	1 4%	1 5%	-	-	1 5%	-	-	-	1 1%	2 5%	2 4%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

-Close the southern border to asylum-seekers entirely

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	191	93	98	31	45	56	59	161	18	4	1	8
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	190	90	100	27	46	59	58	156	18	8	1	7
Very positive impact	76	33	43	15	13	27	20	71	1	2	1	1
	40%	36%	43%	49%	28%	48%	35%	44%	6%	42%	100%	19%
Somewhat positive impact	28	16	12	4	5	7	12	24	1	0	-	3
	15%	18%	12%	12%	12%	12%	21%	15%	7%	8%	-	39%
Little to no positive impact	72	39	34	9	24	17	22	53	14	2	-	3
	38%	42%	34%	28%	54%	30%	38%	33%	79%	50%	-	40%
Unsure	15	5	10	3	3	5	4	13	1	-	-	0
	8%	5%	10%	10%	6%	9%	7%	8%	7%	-	-	2%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

-Close the southern border to asylum-seekers entirely

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	191	113	79	94	67	19	12	68	56	67	93	94	51	22	97
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	190	109	81	92	64	17	17	65	60	65	94	89	49	23	97
Very positive impact	76	49	27	46	24	2	3	47	22	8	69	6	26	10	35
	40%	43%	34%	50%	36%	13%	22%	68%	38%	11%	74%	7%	50%	45%	36%
Somewhat positive impact	28	17	12	15	9	2	3	10	8	11	13	14	7	4	9
	15%	15%	15%	16%	13%	10%	24%	14%	14%	16%	14%	15%	13%	19%	10%
Little to no positive impact	72	40	32	25	27	15	5	9	22	41	7	63	16	8	44
	38%	35%	41%	27%	41%	77%	42%	13%	39%	61%	7%	68%	31%	35%	45%
Unsure	15	7	8	7	6	-	1	3	5	8	4	10	3	0	9
	8%	6%	10%	8%	9%		12%	4%	8%	11%	5%	11%	6%	1%	9%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

-Close the southern border to asylum-seekers entirely

	Total	State						Swing			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	191	-	-	191	-	-	-	6	8	1	140	27	15	4	9	5	2			
	100			100				100	100	100	100	100	100	100	100	100	100			
Unweighted Total	190	-	-	190	-	-	-	10	7	2	136	29	17	4	10	5	2			
Very positive impact	76	-	-	76	-	-	-	1	7	1	55	13	5	2	4	1	-			
	40%			40%				14%	84%	82%	39%	47%	31%	57%	38%	28%				
Somewhat positive impact	28	-	-	28	-	-	-	2	1	0	21	5	3	-	2	1	-			
	15%			15%				27%	16%	18%	15%	19%	17%		22%	25%				
Little to no positive impact	72	-	-	72	-	-	-	4	-	-	54	7	6	2	4	3	2			
	38%			38%				58%			39%	24%	38%	43%	38%	47%	100%			
Unsure	15	-	-	15	-	-	-	0	-	-	10	3	2	-	0	-	-			
	8%			8%				2%			7%	9%	13%		1%					

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

-Close the southern border to asylum-seekers entirely

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	191	67	30	57	31	16	19	24	33	15	26	32	26	20	65	42	64
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	190	69	30	59	28	15	19	24	32	12	27	35	26	21	72	36	61
Very positive impact	76	31	10	24	9	8	2	11	12	7	11	16	9	4	34	19	18
	40%	47%	33%	42%	29%	51%	11%	45%	36%	48%	41%	51%	33%	20%	53%	46%	28%
Somewhat positive impact	28	7	5	8	6	1	4	5	6	3	2	2	6	4	7	7	11
	15%	11%	16%	13%	18%	7%	20%	20%	19%	19%	6%	6%	23%	18%	11%	17%	17%
Little to no positive impact	72	20	14	24	14	4	13	8	13	5	11	8	9	12	23	12	24
	38%	29%	46%	41%	44%	24%	69%	35%	39%	34%	42%	26%	36%	61%	35%	30%	38%
Unsure	15	9	1	2	3	3	-	-	2	-	3	5	2	-	1	3	11
	8%	13%	4%	4%	8%	19%			6%		10%	16%	8%		1%	7%	17%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	191	93	98	31	45	56	59	161	18	4	1	8
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	190	90	100	27	46	59	58	156	18	8	1	7
Very positive impact	78	32	46	8	15	33	22	72	2	1	1	3
	41%	34%	47%	25%	33%	59%	38%	45%	13%	24%	100%	34%
Somewhat positive impact	28	17	11	10	6	4	8	23	2	3	-	-
	15%	19%	11%	32%	14%	6%	14%	14%	13%	70%		
Little to no positive impact	82	42	40	13	23	18	28	64	12	0	-	5
	43%	45%	41%	43%	50%	32%	47%	40%	67%	5%		64%
Unsure	3	2	1	-	1	1	1	2	1	-	-	0
	2%	2%	1%		3%	3%	1%	1%	8%			2%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	191	113	79	94	67	19	12	68	56	67	93	94	51	22	97
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	190	109	81	92	64	17	17	65	60	65	94	89	49	23	97
Very positive impact	78	52	26	51	21	2	5	50	21	8	75	3	28	11	34
	41%	46%	33%	54%	31%	8%	42%	73%	37%	12%	81%	3%	54%	48%	35%
Somewhat positive impact	28	17	11	13	10	4	1	10	9	10	14	11	3	2	15
	15%	15%	14%	13%	15%	24%	7%	14%	15%	15%	15%	12%	6%	10%	16%
Little to no positive impact	82	41	41	29	35	12	6	9	26	47	3	77	18	8	47
	43%	36%	52%	31%	53%	62%	48%	13%	47%	70%	4%	83%	36%	38%	49%
Unsure	3	2	1	1	1	1	0	-	1	2	0	2	2	1	0
	2%	2%	1%	1%	1%	6%	3%		2%	4%	*%	2%	4%	4%	*%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

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

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	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	191	-	-	191	-	-	-	6	8	1	140	27	15	4	9	5	2
	100			100				100	100	100	100	100	100	100	100	100	100
Unweighted Total	190	-	-	190	-	-	-	10	7	2	136	29	17	4	10	5	2
Very positive impact	78	-	-	78	-	-	-	0	6	1	57	13	6	2	4	2	-
	41%			41%				7%	72%	100%	40%	48%	37%	57%	38%	33%	
Somewhat positive impact	28	-	-	28	-	-	-	3	1	-	21	3	4	-	3	1	1
	15%			15%				46%	9%		15%	10%	26%		33%	16%	40%
Little to no positive impact	82	-	-	82	-	-	-	2	2	-	60	11	6	2	3	3	1
	43%			43%				31%	19%		43%	42%	37%	43%	28%	51%	60%
Unsure	3	-	-	3	-	-	-	1	-	-	2	-	-	-	0	-	-
	2%			2%				16%			2%				1%		

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	191	67	30	57	31	16	19	24	33	15	26	32	26	20	65	42	64
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	190	69	30	59	28	15	19	24	32	12	27	35	26	21	72	36	61
Very positive impact	78	36	9	19	12	2	5	14	12	6	10	19	11	4	31	20	23
	41%	53%	31%	33%	38%	11%	25%	57%	35%	41%	39%	61%	42%	21%	48%	48%	35%
Somewhat positive impact	28	5	6	12	5	6	1	3	7	4	5	1	1	2	13	3	9
	15%	7%	19%	21%	17%	38%	5%	12%	22%	24%	21%	2%	3%	11%	20%	8%	15%
Little to no positive impact	82	26	14	26	13	8	12	7	14	5	11	11	14	13	20	18	31
	43%	39%	46%	45%	41%	50%	64%	31%	41%	35%	40%	33%	54%	62%	31%	42%	49%
Unsure	3	0	1	1	1	-	1	-	1	-	-	1	-	1	-	1	1
	2%	0%	4%	1%	4%		6%		2%			4%		6%		3%	2%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	191	93	98	31	45	56	59	161	18	4	1	8
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	190	90	100	27	46	59	58	156	18	8	1	7
Very positive impact	101	50	51	17	16	32	36	91	7	0	1	3
	53%	54%	52%	56%	34%	57%	61%	57%	38%	3%	100%	34%
Somewhat positive impact	32	17	15	4	11	7	10	25	4	2	-	1
	17%	18%	16%	14%	24%	12%	18%	15%	21%	56%	-	18%
Little to no positive impact	41	20	21	7	17	10	7	29	7	1	-	4
	22%	21%	22%	23%	37%	18%	12%	18%	41%	20%	-	48%
Unsure	17	6	10	2	2	7	5	16	-	1	-	-
	9%	7%	11%	7%	5%	13%	9%	10%	-	21%	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	191	113	79	94	67	19	12	68	56	67	93	94	51	22	97
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	190	109	81	92	64	17	17	65	60	65	94	89	49	23	97
Very positive impact	101	62	39	58	33	4	6	52	33	17	79	22	32	13	49
	53%	55%	50%	62%	49%	20%	54%	76%	59%	25%	85%	23%	63%	58%	50%
Somewhat positive impact	32	19	13	13	12	6	2	8	10	15	10	19	8	6	11
	17%	17%	17%	14%	17%	31%	15%	11%	17%	22%	11%	21%	16%	27%	12%
Little to no positive impact	41	25	17	16	14	9	3	5	8	28	1	40	6	1	29
	22%	22%	21%	17%	20%	47%	26%	8%	13%	42%	2%	42%	11%	4%	30%
Unsure	17	7	9	7	9	0	0	4	6	7	2	13	5	2	7
	9%	6%	12%	7%	13%	2%	4%	5%	10%	11%	3%	14%	10%	11%	7%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

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

	Total	State						Swing			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	191	-	-	191	-	-	-	6	8	1	140	27	15	4	9	5	2			
	100			100				100	100	100	100	100	100	100	100	100	100			
Unweighted Total	190	-	-	190	-	-	-	10	7	2	136	29	17	4	10	5	2			
Very positive impact	101	-	-	101	-	-	-	1	8	1	73	17	8	2	4	-	-			
	53%			53%				11%	100%	100%	52%	63%	53%	57%	38%					
Somewhat positive impact	32	-	-	32	-	-	-	3	-	-	22	3	6	-	4	1	-			
	17%			17%				56%			16%	10%	41%		43%	25%				
Little to no positive impact	41	-	-	41	-	-	-	1	-	-	33	3	1	2	2	4	2			
	22%			22%				15%			23%	10%	6%	43%	19%	67%	100%			
Unsure	17	-	-	17	-	-	-	1	-	-	12	5	-	-	-	0	-			
	9%			9%				18%			9%	16%			8%					

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

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

	Total	Marital x Gender				Age x Gender								Region Category			
		Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	191	67	30	57	31	16	19	24	33	15	26	32	26	20	65	42	64
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	190	69	30	59	28	15	19	24	32	12	27	35	26	21	72	36	61
Very positive impact	101	41	9	34	15	10	5	14	20	7	11	18	16	8	38	26	29
	53%	61%	31%	59%	48%	64%	25%	59%	61%	47%	41%	56%	62%	38%	59%	61%	46%
Somewhat positive impact	32	6	9	10	8	2	5	4	7	3	6	3	4	6	11	5	10
	17%	9%	31%	17%	24%	10%	26%	16%	20%	18%	23%	9%	15%	30%	18%	13%	15%
Little to no positive impact	41	14	7	10	6	2	8	4	4	5	8	6	3	6	11	7	17
	22%	21%	24%	18%	20%	15%	44%	19%	13%	32%	31%	18%	11%	28%	17%	18%	27%
Unsure	17	6	4	4	2	2	1	2	2	0	1	5	3	1	4	3	8
	9%	9%	14%	6%	8%	11%	5%	7%	6%	3%	5%	17%	13%	4%	6%	8%	13%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	191	93	98	31	45	56	59	161	18	4	1	8
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	190	90	100	27	46	59	58	156	18	8	1	7
Very positive impact	43	24	19	8	8	8	19	34	8	1	-	1
	22%	25%	19%	26%	17%	14%	32%	21%	42%	15%	-	11%
Somewhat positive impact	68	33	35	11	18	22	17	55	5	3	-	5
	35%	36%	35%	34%	40%	39%	29%	34%	27%	66%	-	63%
Little to no positive impact	75	34	40	13	18	24	20	66	5	1	1	2
	39%	37%	41%	40%	39%	43%	35%	41%	30%	19%	100%	26%
Unsure	6	2	4	-	2	2	2	6	-	-	-	-
	3%	2%	5%	-	5%	4%	4%	4%	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	191	113	79	94	67	19	12	68	56	67	93	94	51	22	97
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	190	109	81	92	64	17	17	65	60	65	94	89	49	23	97
Very positive impact	43	22	21	15	18	7	2	8	11	23	7	35	13	4	20
	22%	20%	26%	16%	27%	36%	21%	12%	20%	34%	7%	37%	25%	16%	20%
Somewhat positive impact	68	37	30	29	26	8	4	17	15	35	24	42	13	7	39
	35%	33%	39%	31%	39%	44%	37%	26%	27%	52%	26%	45%	25%	34%	40%
Little to no positive impact	75	49	25	45	20	4	5	40	28	6	60	12	24	9	36
	39%	44%	32%	48%	31%	20%	42%	59%	50%	9%	64%	13%	48%	40%	37%
Unsure	6	4	2	4	2	-	-	2	1	3	2	4	1	2	2
	3%	4%	3%	4%	3%			3%	2%	5%	2%	5%	2%	10%	2%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

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

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	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	191	-	-	191	-	-	-	6	8	1	140	27	15	4	9	5	2
	100			100				100	100	100	100	100	100	100	100	100	100
Unweighted Total	190	-	-	190	-	-	-	10	7	2	136	29	17	4	10	5	2
Very positive impact	43	-	-	43	-	-	-	1	1	-	32	6	1	1	2	2	1
	22%			22%				18%	9%	-	23%	22%	5%	18%	17%	31%	60%
Somewhat positive impact	68	-	-	68	-	-	-	2	3	0	49	8	7	3	6	2	1
	35%			35%				25%	32%	18%	35%	28%	49%	82%	60%	41%	40%
Little to no positive impact	75	-	-	75	-	-	-	3	4	1	54	12	7	-	2	1	-
	39%			39%				57%	48%	82%	39%	42%	46%	-	23%	28%	-
Unsure	6	-	-	6	-	-	-	-	1	-	4	2	-	-	-	-	-
	3%			3%				-	10%	-	3%	8%	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	191	67	30	57	31	16	19	24	33	15	26	32	26	20	65	42	64
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	190	69	30	59	28	15	19	24	32	12	27	35	26	21	72	36	61
Very positive impact	43	9	10	16	7	5	5	2	11	3	3	6	8	6	13	7	17
	22%	13%	34%	28%	23%	32%	26%	9%	33%	18%	10%	18%	31%	28%	21%	16%	26%
Somewhat positive impact	68	25	10	20	10	3	6	10	13	7	12	11	4	8	16	20	23
	35%	37%	32%	35%	32%	19%	31%	44%	40%	51%	47%	35%	15%	42%	24%	48%	36%
Little to no positive impact	75	31	9	19	14	8	8	10	8	4	9	14	13	6	34	14	21
	39%	46%	30%	33%	44%	49%	43%	43%	23%	31%	35%	43%	49%	30%	52%	34%	32%
Unsure	6	2	1	2	-	-	-	1	1	-	2	1	1	-	2	1	4
	3%	3%	4%	3%	-	-	-	4%	3%	-	8%	3%	5%	-	3%	3%	5%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	191	93	98	31	45	56	59	161	18	4	1	8
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	190	90	100	27	46	59	58	156	18	8	1	7
Very positive impact	54	22	32	9	16	14	16	44	7	1	-	2
	28%	24%	33%	28%	35%	24%	26%	27%	39%	20%	-	32%
Somewhat positive impact	61	35	27	9	13	19	20	52	5	1	-	4
	32%	37%	27%	28%	29%	34%	35%	32%	30%	12%	-	48%
Little to no positive impact	65	34	32	11	15	18	21	56	6	3	1	1
	34%	36%	32%	35%	34%	33%	36%	35%	31%	58%	100%	8%
Unsure	11	3	8	3	1	5	2	9	-	0	-	1
	6%	3%	8%	8%	2%	10%	3%	6%	-	10%	-	11%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	191 100	113 100	79 100	94 100	67 100	19 100	12 100	68 100	56 100	67 100	93 100	94 100	51 100	22 100	97 100
Unweighted Total	190	109	81	92	64	17	17	65	60	65	94	89	49	23	97
Very positive impact	54 28%	30 27%	24 30%	25 27%	18 27%	5 26%	6 47%	10 14%	14 25%	30 45%	9 10%	44 47%	11 21%	4 20%	31 32%
Somewhat positive impact	61 32%	35 31%	26 34%	25 27%	26 40%	10 51%	-	17 25%	18 32%	26 38%	24 26%	35 37%	17 33%	5 21%	31 32%
Little to no positive impact	65 34%	40 35%	26 33%	36 38%	20 30%	4 21%	5 45%	36 53%	21 37%	9 13%	53 57%	12 13%	20 39%	11 51%	30 31%
Unsure	11 6%	8 7%	3 4%	8 8%	2 3%	0 2%	1 7%	5 8%	3 6%	2 3%	6 7%	3 3%	4 8%	2 9%	4 5%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

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

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	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	191	-	-	191	-	-	-	6	8	1	140	27	15	4	9	5	2
	100			100				100	100	100	100	100	100	100	100	100	100
Unweighted Total	190	-	-	190	-	-	-	10	7	2	136	29	17	4	10	5	2
Very positive impact	54	-	-	54	-	-	-	0	2	-	38	10	3	2	3	2	2
	28%			28%				2%	29%		27%	36%	17%	43%	29%	40%	100%
Somewhat positive impact	61	-	-	61	-	-	-	3	4	-	49	5	6	2	4	1	-
	32%			32%				47%	43%		35%	18%	42%	57%	47%	25%	
Little to no positive impact	65	-	-	65	-	-	-	1	2	1	47	10	6	-	2	1	-
	34%			34%				14%	27%	100%	34%	37%	41%		24%	28%	
Unsure	11	-	-	11	-	-	-	2	-	-	6	2	-	-	-	0	-
	6%			6%				37%			5%	9%			8%		

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	191	67	30	57	31	16	19	24	33	15	26	32	26	20	65	42	64
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	190	69	30	59	28	15	19	24	32	12	27	35	26	21	72	36	61
Very positive impact	54	20	12	14	7	5	7	2	8	4	9	12	8	6	16	11	21
	28%	30%	39%	24%	23%	32%	38%	7%	23%	25%	33%	37%	31%	30%	24%	26%	33%
Somewhat positive impact	61	18	9	22	11	2	5	13	15	6	8	6	6	9	17	16	20
	32%	27%	29%	38%	35%	15%	25%	53%	44%	42%	32%	19%	23%	45%	26%	37%	31%
Little to no positive impact	65	23	7	19	13	8	6	9	11	3	9	10	10	5	25	13	21
	34%	34%	24%	33%	43%	48%	32%	36%	33%	22%	34%	30%	39%	25%	39%	32%	33%
Unsure	11	6	2	3	-	1	1	1	-	2	-	4	2	-	7	2	2
	6%	8%	8%	5%	-	5%	5%	4%	-	12%	-	14%	8%	-	11%	5%	3%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	209	94	115	48	42	54	64	160	27	10	6	5
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	94	116	41	42	61	66	163	23	10	8	6
A GREAT DEAL OF/QUITE A BIT OF BLAME	117	63	55	27	27	33	31	94	10	4	4	5
	56%	67%	48%	56%	64%	61%	47%	59%	35%	39%	71%	100%
ONLY A LITTLE BLAME/NO BLAME AT ALL	80	27	53	17	13	18	32	57	15	6	2	-
	38%	29%	46%	35%	31%	34%	50%	36%	56%	61%	29%	-
A great deal of blame	63	26	36	12	18	19	13	52	3	3	2	2
	30%	28%	31%	26%	42%	36%	20%	33%	11%	32%	28%	43%
Quite a bit of blame	55	36	19	14	9	13	18	42	7	1	3	3
	26%	39%	16%	30%	22%	25%	28%	26%	24%	8%	43%	57%
Only a little blame	62	20	42	13	10	13	25	42	14	5	1	-
	30%	22%	36%	28%	24%	25%	38%	26%	52%	50%	21%	-
No blame at all	18	7	11	3	3	5	7	16	1	1	1	-
	9%	8%	10%	7%	6%	9%	11%	10%	5%	11%	8%	-
Unsure	11	4	7	4	2	3	2	9	2	-	-	-
	5%	4%	6%	9%	5%	5%	3%	5%	8%	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	209	150	59	112	48	38	11	70	80	58	112	84	51	33	96
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	148	62	116	47	32	15	74	81	55	114	84	55	33	94
A GREAT DEAL OF/QUITE A BIT OF BLAME	117	79	38	65	30	14	9	49	49	19	88	22	29	18	51
	56%	53%	65%	58%	62%	38%	81%	70%	61%	33%	78%	26%	57%	53%	53%
ONLY A LITTLE BLAME/NO BLAME AT ALL	80	65	16	44	14	21	2	18	29	33	20	59	22	13	38
	38%	43%	27%	39%	29%	56%	19%	26%	36%	57%	18%	70%	42%	40%	40%
A great deal of blame	63	47	16	39	14	8	2	31	24	7	53	4	13	13	28
	30%	31%	27%	35%	28%	21%	22%	45%	30%	13%	48%	5%	25%	38%	29%
Quite a bit of blame	55	33	22	26	16	7	6	18	25	12	34	17	16	5	23
	26%	22%	38%	23%	34%	18%	59%	26%	31%	20%	31%	21%	31%	15%	24%
Only a little blame	62	52	10	34	8	18	2	17	18	27	18	43	20	10	26
	30%	35%	17%	30%	17%	48%	19%	24%	22%	46%	16%	51%	39%	29%	27%
No blame at all	18	13	6	10	6	3	-	1	11	6	3	16	2	4	12
	9%	8%	10%	9%	12%	8%	-	2%	14%	10%	2%	19%	3%	11%	13%
Unsure	11	6	5	4	5	2	-	3	2	6	4	4	1	2	7
	5%	4%	8%	4%	10%	6%	-	4%	3%	11%	3%	5%	1%	7%	7%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	State					Swing			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	209	-	-	209	-	-	-	14	10	4	156	22	26	5	10	13	3		
	100			100				100	100	100	100	100	100	100	100	100	100		
Unweighted Total	210	-	-	210	-	-	-	15	8	7	148	27	30	6	12	13	2		
A GREAT DEAL OF/QUITE A BIT OF BLAME	117	-	-	117	-	-	-	10	6	3	86	12	16	4	6	5	2		
	56%			56%				70%	54%	65%	55%	53%	63%	78%	61%	39%	50%		
ONLY A LITTLE BLAME/NO BLAME AT ALL	80	-	-	80	-	-	-	1	5	1	59	10	9	1	3	8	1		
	38%			38%				8%	46%	35%	38%	47%	37%	22%	30%	61%	50%		
A great deal of blame	63	-	-	63	-	-	-	7	2	2	47	8	7	3	4	1	-		
	30%			30%				48%	21%	45%	30%	34%	26%	62%	38%	6%	-		
Quite a bit of blame	55	-	-	55	-	-	-	3	3	1	38	4	9	1	2	4	2		
	26%			26%				23%	33%	20%	25%	19%	37%	16%	23%	33%	50%		
Only a little blame	62	-	-	62	-	-	-	1	5	1	45	8	8	1	3	6	1		
	30%			30%				8%	46%	35%	29%	34%	33%	22%	30%	43%	50%		
No blame at all	18	-	-	18	-	-	-	-	-	-	14	3	1	-	-	2	-		
	9%			9%							9%	13%	4%			18%			
Unsure	11	-	-	11	-	-	-	3	-	-	11	-	-	-	1	-	-		
	5%			5%				22%			7%				9%				

Echelon Insights
Focus 2024 Survey
N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	209	71	42	61	30	21	21	23	29	27	21	31	35	27	81	40	61
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	70	43	61	30	17	21	25	31	24	21	36	35	30	90	32	58
A GREAT DEAL OF/QUITE A BIT OF BLAME	117	36	18	41	21	15	15	15	18	12	13	18	12	12	47	22	37
	56%	50%	43%	67%	69%	72%	69%	67%	62%	44%	59%	56%	35%	43%	58%	56%	60%
ONLY A LITTLE BLAME/NO BLAME AT ALL	80	32	19	17	8	6	6	7	9	11	7	12	23	14	31	16	19
	38%	45%	46%	29%	27%	28%	27%	29%	31%	41%	35%	37%	65%	53%	38%	41%	31%
A great deal of blame	63	22	13	17	9	4	8	7	8	9	10	13	5	3	29	11	20
	30%	32%	31%	28%	30%	17%	38%	31%	27%	33%	46%	40%	14%	10%	36%	26%	33%
Quite a bit of blame	55	13	5	24	12	11	7	8	10	3	3	5	8	9	18	12	16
	26%	19%	12%	39%	39%	54%	31%	36%	36%	12%	13%	16%	21%	33%	22%	30%	27%
Only a little blame	62	24	17	13	5	4	5	4	7	9	6	9	18	11	22	13	15
	30%	34%	40%	22%	18%	19%	23%	19%	24%	35%	26%	29%	50%	42%	28%	32%	25%
No blame at all	18	8	3	4	3	2	1	2	2	2	2	2	5	3	8	4	4
	9%	11%	6%	7%	9%	9%	4%	10%	7%	6%	9%	8%	15%	11%	10%	9%	6%
Unsure	11	3	4	3	1	-	1	1	2	4	1	2	-	1	3	1	5
	5%	4%	10%	4%	4%		4%	4%	6%	15%	6%	7%		4%	4%	3%	8%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	209	94	115	48	42	54	64	160	27	10	6	5
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	94	116	41	42	61	66	163	23	10	8	6
A GREAT DEAL OF/QUITE A BIT OF BLAME	110	53	57	25	20	34	32	85	10	6	4	5
	53%	57%	50%	52%	47%	62%	49%	53%	36%	58%	71%	100%
ONLY A LITTLE BLAME/NO BLAME AT ALL	91	37	54	21	21	20	28	70	15	4	2	-
	43%	40%	47%	44%	50%	38%	44%	43%	56%	42%	29%	-
A great deal of blame	50	19	31	15	11	15	9	40	3	4	2	1
	24%	21%	27%	31%	26%	29%	14%	25%	12%	37%	30%	21%
Quite a bit of blame	60	33	26	10	9	18	23	45	7	2	2	4
	29%	36%	23%	21%	20%	34%	35%	28%	24%	21%	41%	79%
Only a little blame	71	28	43	16	14	17	24	55	14	2	0	-
	34%	30%	37%	34%	32%	32%	37%	34%	50%	24%	4%	-
No blame at all	20	9	11	5	8	3	4	15	2	2	2	-
	9%	9%	9%	10%	18%	5%	7%	9%	6%	18%	25%	-
Unsure	8	4	4	2	1	-	4	6	2	-	-	-
	4%	4%	4%	4%	3%	-	7%	4%	7%	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	209	150	59	112	48	38	11	70	80	58	112	84	51	33	96
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	148	62	116	47	32	15	74	81	55	114	84	55	33	94
A GREAT DEAL OF/QUITE A BIT OF BLAME	110	80	30	62	23	18	7	44	42	24	71	30	26	20	47
	53%	54%	51%	55%	47%	48%	66%	63%	52%	41%	64%	36%	50%	59%	49%
ONLY A LITTLE BLAME/NO BLAME AT ALL	91	63	28	45	24	18	4	26	36	29	38	48	23	14	47
	43%	42%	48%	40%	51%	46%	34%	37%	45%	49%	34%	57%	45%	41%	49%
A great deal of blame	50	36	15	30	11	6	4	25	21	4	40	5	10	11	20
	24%	24%	25%	27%	22%	15%	39%	36%	26%	7%	36%	6%	19%	32%	21%
Quite a bit of blame	60	45	15	32	12	12	3	19	21	20	31	25	16	9	27
	29%	30%	26%	29%	25%	33%	27%	27%	26%	34%	28%	30%	32%	27%	28%
Only a little blame	71	47	24	34	20	13	4	21	26	23	31	36	20	9	36
	34%	31%	41%	31%	42%	34%	34%	30%	33%	40%	28%	43%	39%	28%	38%
No blame at all	20	16	4	11	4	5	-	5	10	5	7	12	3	4	10
	9%	10%	7%	10%	8%	13%	-	7%	12%	9%	7%	14%	6%	13%	11%
Unsure	8	7	1	5	1	2	-	-	2	6	2	6	2	-	2
	4%	5%	2%	4%	2%	5%	-	-	3%	10%	2%	7%	5%	-	2%

Echelon Insights
Focus 2024 Survey
N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	State					Swing			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	209	-	-	209	-	-	-	14	10	4	156	22	26	5	10	13	3		
	100			100				100	100	100	100	100	100	100	100	100	100		
Unweighted Total	210	-	-	210	-	-	-	15	8	7	148	27	30	6	12	13	2		
A GREAT DEAL OF/QUITE A BIT OF BLAME	110	-	-	110	-	-	-	9	5	3	84	11	14	3	5	7	3		
	53%			53%				65%	49%	66%	54%	51%	56%	62%	44%	53%	100%		
ONLY A LITTLE BLAME/NO BLAME AT ALL	91	-	-	91	-	-	-	5	5	1	64	11	11	2	5	5	-		
	43%			43%				35%	51%	34%	41%	49%	44%	38%	46%	38%			
A great deal of blame	50	-	-	50	-	-	-	5	3	1	38	6	6	2	3	3	2		
	24%			24%				36%	25%	34%	24%	27%	22%	50%	31%	19%	50%		
Quite a bit of blame	60	-	-	60	-	-	-	4	2	1	46	6	9	1	1	4	1		
	29%			29%				30%	24%	32%	29%	25%	33%	12%	12%	34%	50%		
Only a little blame	71	-	-	71	-	-	-	5	5	1	48	10	10	1	4	4	-		
	34%			34%				35%	51%	34%	31%	45%	38%	22%	39%	27%			
No blame at all	20	-	-	20	-	-	-	-	-	-	16	1	2	1	1	1	-		
	9%			9%							11%	4%	7%	16%	7%	10%			
Unsure	8	-	-	8	-	-	-	-	-	-	8	-	-	-	1	1	-		
	4%			4%							5%			10%	10%				

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	209	71	42	61	30	21	21	23	29	27	21	31	35	27	81	40	61
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	70	43	61	30	17	21	25	31	24	21	36	35	30	90	32	58
A GREAT DEAL OF/QUITE A BIT OF BLAME	110	34	21	35	17	13	11	14	16	12	9	20	16	14	46	22	29
	53%	49%	50%	57%	57%	62%	50%	60%	55%	44%	44%	64%	44%	50%	57%	54%	47%
ONLY A LITTLE BLAME/NO BLAME AT ALL	91	34	19	24	12	8	9	9	11	13	12	11	17	14	30	17	31
	43%	48%	45%	39%	39%	38%	43%	40%	38%	48%	56%	36%	49%	50%	37%	42%	50%
A great deal of blame	50	20	10	13	7	6	7	4	3	9	4	11	6	3	22	11	14
	24%	29%	23%	21%	21%	28%	32%	19%	9%	33%	21%	35%	18%	10%	28%	27%	24%
Quite a bit of blame	60	14	11	22	11	7	4	9	13	3	5	9	10	11	24	11	14
	29%	20%	27%	36%	36%	34%	18%	41%	46%	11%	23%	29%	27%	40%	29%	27%	24%
Only a little blame	71	27	16	19	8	5	6	8	9	11	7	9	15	12	21	14	24
	34%	38%	38%	31%	27%	24%	30%	35%	31%	41%	34%	30%	42%	44%	26%	34%	40%
No blame at all	20	7	3	5	4	3	3	1	2	2	5	2	2	2	9	3	6
	9%	10%	6%	8%	12%	14%	13%	5%	7%	7%	23%	6%	7%	6%	11%	8%	10%
Unsure	8	2	2	2	1	-	1	-	2	2	-	-	2	-	5	1	1
	4%	3%	6%	4%	4%		7%		8%	7%		6%		6%	3%	2%	

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	209	94	115	48	42	54	64	160	27	10	6	5
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	94	116	41	42	61	66	163	23	10	8	6
A GREAT DEAL OF/QUITE A BIT OF BLAME	133	66	67	33	27	36	37	110	9	5	5	5
	64%	71%	58%	68%	65%	67%	57%	69%	32%	50%	75%	98%
ONLY A LITTLE BLAME/NO BLAME AT ALL	67	26	41	13	14	15	25	44	16	5	2	0
	32%	28%	36%	27%	33%	28%	39%	28%	61%	50%	25%	2%
A great deal of blame	60	24	36	14	12	19	16	54	2	1	2	2
	29%	26%	31%	29%	29%	34%	25%	33%	7%	13%	30%	37%
Quite a bit of blame	73	42	31	19	15	18	21	57	7	4	3	3
	35%	45%	27%	40%	36%	33%	33%	35%	25%	37%	45%	60%
Only a little blame	50	20	31	10	10	13	18	33	13	4	1	0
	24%	21%	27%	21%	22%	23%	28%	20%	47%	40%	17%	2%
No blame at all	17	6	10	3	4	3	7	12	4	1	1	-
	8%	7%	9%	7%	10%	5%	11%	7%	14%	11%	8%	-
Unsure	8	1	7	2	1	2	2	6	2	-	-	-
	4%	1%	6%	4%	3%	5%	4%	4%	7%	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	209	150	59	112	48	38	11	70	80	58	112	84	51	33	96
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	148	62	116	47	32	15	74	81	55	114	84	55	33	94
A GREAT DEAL OF/QUITE A BIT OF BLAME	133	95	38	77	33	18	6	57	51	25	94	27	25	24	65
	64%	63%	65%	69%	68%	47%	52%	81%	64%	43%	84%	31%	49%	71%	67%
ONLY A LITTLE BLAME/NO BLAME AT ALL	67	50	17	32	12	18	5	13	28	26	17	50	25	10	27
	32%	34%	29%	29%	25%	48%	48%	19%	35%	45%	16%	59%	49%	29%	28%
A great deal of blame	60	42	19	37	16	4	3	33	21	6	53	3	11	11	28
	29%	28%	32%	33%	34%	11%	26%	47%	27%	10%	47%	3%	21%	33%	29%
Quite a bit of blame	73	54	19	40	17	14	3	24	30	19	42	24	14	13	37
	35%	36%	33%	36%	35%	36%	26%	34%	37%	33%	37%	28%	28%	39%	38%
Only a little blame	50	37	13	25	8	13	5	11	21	18	16	34	19	6	20
	24%	25%	22%	22%	17%	34%	48%	15%	27%	31%	14%	41%	37%	18%	21%
No blame at all	17	13	4	8	4	5	-	2	6	8	1	16	6	3	6
	8%	9%	7%	7%	8%	14%	-	3%	8%	14%	1%	18%	12%	10%	7%
Unsure	8	5	3	3	3	2	-	-	1	7	-	8	1	-	5
	4%	3%	6%	2%	7%	5%	-	-	1%	12%	-	9%	2%	-	5%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	State					Swing			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	209	-	-	209	-	-	-	14	10	4	156	22	26	5	10	13	3		
	100			100				100	100	100	100	100	100	100	100	100	100		
Unweighted Total	210	-	-	210	-	-	-	15	8	7	148	27	30	6	12	13	2		
A GREAT DEAL OF/QUITE A BIT OF BLAME	133	-	-	133	-	-	-	13	6	3	95	13	21	5	7	5	-		
	64%			64%				92%	58%	80%	61%	60%	82%	100%	71%	34%			
ONLY A LITTLE BLAME/NO BLAME AT ALL	67	-	-	67	-	-	-	1	4	1	53	9	5	-	3	7	3		
	32%			32%				8%	42%	20%	34%	40%	18%		29%	56%	100%		
A great deal of blame	60	-	-	60	-	-	-	6	3	1	45	7	6	-	1	-	-		
	29%			29%				38%	25%	34%	29%	33%	23%		9%				
Quite a bit of blame	73	-	-	73	-	-	-	8	3	2	50	6	15	5	6	5	-		
	35%			35%				54%	33%	45%	32%	27%	59%	100%	62%	34%			
Only a little blame	50	-	-	50	-	-	-	1	4	-	38	8	5	-	3	6	3		
	24%			24%				8%	42%		24%	37%	18%		29%	46%	100%		
No blame at all	17	-	-	17	-	-	-	-	-	1	16	1	-	-	-	1	-		
	8%			8%						20%	10%	4%				10%			
Unsure	8	-	-	8	-	-	-	-	-	-	8	-	-	-	-	1	-		
	4%			4%							5%					10%			

Echelon Insights
Focus 2024 Survey
N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	209	71	42	61	30	21	21	23	29	27	21	31	35	27	81	40	61
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	70	43	61	30	17	21	25	31	24	21	36	35	30	90	32	58
A GREAT DEAL OF/QUITE A BIT OF BLAME	133	44	21	42	23	17	16	15	19	16	12	21	18	13	55	23	42
	64%	62%	51%	69%	77%	82%	73%	68%	64%	58%	56%	67%	52%	47%	68%	58%	70%
ONLY A LITTLE BLAME/NO BLAME AT ALL	67	24	17	17	7	4	6	6	10	9	8	9	15	13	23	14	17
	32%	33%	40%	29%	23%	18%	27%	27%	36%	34%	38%	29%	41%	49%	28%	36%	29%
A great deal of blame	60	24	11	16	8	7	5	6	6	7	7	13	10	3	29	12	17
	29%	34%	27%	27%	26%	33%	25%	26%	22%	25%	32%	40%	27%	10%	36%	30%	28%
Quite a bit of blame	73	20	10	26	15	10	10	9	12	9	5	8	9	10	27	11	25
	35%	28%	25%	42%	51%	49%	48%	42%	42%	33%	24%	26%	25%	38%	33%	28%	41%
Only a little blame	50	19	12	14	4	2	4	6	8	8	5	7	11	12	18	9	11
	24%	27%	29%	22%	15%	9%	19%	27%	26%	29%	26%	21%	30%	43%	22%	23%	19%
No blame at all	17	5	5	4	3	2	2	-	3	1	3	3	4	2	4	5	6
	8%	7%	11%	6%	8%	9%	8%	-	10%	5%	12%	8%	11%	6%	6%	13%	10%
Unsure	8	3	4	1	-	-	-	1	-	2	1	1	2	1	3	3	1
	4%	5%	9%	2%	-	-	-	5%	-	7%	6%	4%	6%	4%	4%	7%	2%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	209	94	115	48	42	54	64	160	27	10	6	5
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	94	116	41	42	61	66	163	23	10	8	6
A GREAT DEAL OF/QUITE A BIT OF BLAME	47	21	26	10	11	15	11	35	7	1	3	0
	22%	22%	23%	21%	26%	27%	17%	22%	27%	9%	53%	2%
ONLY A LITTLE BLAME/NO BLAME AT ALL	156	70	86	34	31	37	54	121	18	9	3	5
	75%	75%	75%	72%	74%	68%	83%	75%	67%	91%	47%	98%
A great deal of blame	12	4	8	1	6	4	-	9	3	-	-	-
	6%	4%	7%	2%	15%	8%	-	6%	10%	-	-	-
Quite a bit of blame	35	17	18	9	5	10	11	26	5	1	3	0
	17%	18%	16%	19%	11%	19%	17%	16%	17%	9%	53%	2%
Only a little blame	98	49	49	25	16	24	33	80	10	5	2	2
	47%	53%	42%	52%	39%	44%	51%	50%	35%	46%	37%	39%
No blame at all	58	20	38	10	15	13	20	41	9	4	1	3
	28%	22%	33%	20%	36%	24%	32%	26%	32%	45%	10%	59%
Unsure	6	3	3	3	-	3	-	4	2	-	-	-
	3%	3%	3%	7%	-	5%	-	3%	6%	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	209	150	59	112	48	38	11	70	80	58	112	84	51	33	96
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	148	62	116	47	32	15	74	81	55	114	84	55	33	94
A GREAT DEAL OF/QUITE A BIT OF BLAME	47	34	13	25	10	9	3	13	17	17	21	22	11	5	22
	22%	23%	22%	22%	21%	23%	27%	19%	21%	29%	19%	26%	21%	15%	23%
ONLY A LITTLE BLAME/NO BLAME AT ALL	156	115	41	86	35	29	6	57	59	40	90	56	38	28	72
	75%	76%	71%	76%	73%	77%	59%	81%	74%	68%	81%	67%	74%	85%	75%
A great deal of blame	12	9	3	6	3	3	-	4	6	2	6	4	5	2	5
	6%	6%	5%	5%	7%	8%	-	5%	7%	4%	5%	5%	10%	6%	5%
Quite a bit of blame	35	25	10	20	7	6	3	10	11	14	15	18	6	3	18
	17%	17%	16%	17%	14%	16%	27%	14%	13%	25%	14%	22%	11%	9%	19%
Only a little blame	98	69	29	54	25	14	4	36	35	27	52	38	24	19	45
	47%	46%	50%	48%	52%	38%	38%	51%	44%	47%	46%	45%	47%	58%	46%
No blame at all	58	46	12	31	10	15	2	21	24	13	38	18	14	9	27
	28%	31%	21%	28%	21%	39%	20%	30%	31%	21%	34%	21%	27%	27%	28%
Unsure	6	1	5	1	3	-	2	-	4	2	-	6	3	-	2
	3%	1%	8%	1%	6%	-	14%	-	5%	3%	-	7%	5%	-	2%

Echelon Insights
Focus 2024 Survey
N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	State					Swing	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	209 100	-	-	209	-	-	-	14 100	10 100	4 100	156 100	22 100	26 100	5 100	10 100	13 100	3 100
Unweighted Total	210	-	-	210	-	-	-	15	8	7	148	27	30	6	12	13	2
A GREAT DEAL OF/QUITE A BIT OF BLAME	47 22%	-	-	47	-	-	-	3 24%	4 37%	1 13%	33 21%	5 23%	8 32%	-	3 28%	5 36%	-
ONLY A LITTLE BLAME/NO BLAME AT ALL	156 75%	-	-	156	-	-	-	11 76%	7 63%	4 87%	117 75%	17 77%	17 68%	5 100%	7 72%	7 53%	1 50%
A great deal of blame	12 6%	-	-	12	-	-	-	2 12%	1 11%	1 13%	8 5%	3 12%	1 5%	-	2 21%	-	-
Quite a bit of blame	35 17%	-	-	35	-	-	-	2 11%	3 26%	-	26 16%	3 12%	7 27%	-	1 7%	5 36%	-
Only a little blame	98 47%	-	-	98	-	-	-	9 60%	2 19%	3 69%	73 47%	9 40%	13 52%	3 66%	5 47%	4 32%	-
No blame at all	58 28%	-	-	58	-	-	-	2 16%	5 44%	1 17%	43 28%	8 36%	4 16%	2 34%	3 25%	3 21%	1 50%
Unsure	6 3%	-	-	6	-	-	-	-	-	-	6 4%	-	-	-	-	2 11%	2 50%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	209	71	42	61	30	21	21	23	29	27	21	31	35	27	81	40	61
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	70	43	61	30	17	21	25	31	24	21	36	35	30	90	32	58
A GREAT DEAL OF/QUITE A BIT OF BLAME	47	9	15	12	8	5	7	5	4	5	4	10	7	5	21	5	15
	22%	13%	36%	19%	27%	24%	35%	21%	13%	19%	17%	32%	20%	20%	26%	14%	25%
ONLY A LITTLE BLAME/NO BLAME AT ALL	156	60	25	46	22	14	14	17	25	21	18	20	28	21	59	31	44
	75%	85%	61%	76%	73%	67%	65%	74%	87%	75%	83%	63%	80%	78%	73%	78%	73%
A great deal of blame	12	2	6	2	2	1	3	-	-	-	4	4	-	2	2	1	6
	6%	3%	14%	2%	8%	6%	13%	-	-	-	17%	14%	-	7%	3%	3%	10%
Quite a bit of blame	35	7	9	10	6	4	5	5	4	5	-	6	7	3	19	4	9
	17%	10%	22%	17%	19%	19%	22%	21%	13%	19%	-	18%	20%	12%	23%	11%	14%
Only a little blame	98	35	14	31	17	12	9	13	15	13	7	11	18	15	32	17	34
	47%	49%	33%	51%	56%	60%	43%	56%	52%	46%	34%	35%	51%	55%	40%	42%	56%
No blame at all	58	25	11	15	5	1	5	4	10	8	10	9	10	6	27	15	10
	28%	36%	27%	25%	17%	7%	22%	18%	35%	29%	49%	28%	29%	23%	33%	36%	17%
Unsure	6	2	1	3	-	2	-	1	-	2	-	1	-	1	1	3	1
	3%	2%	3%	5%	-	9%	-	5%	-	6%	-	5%	-	2%	1%	8%	2%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	209	94	115	48	42	54	64	160	27	10	6	5
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	94	116	41	42	61	66	163	23	10	8	6
A GREAT DEAL OF/QUITE A BIT OF BLAME	143	64	80	35	32	41	36	114	14	6	4	5
	69%	68%	69%	73%	75%	76%	56%	71%	52%	65%	59%	98%
ONLY A LITTLE BLAME/NO BLAME AT ALL	63	29	34	13	11	12	27	44	13	3	2	0
	30%	31%	30%	27%	25%	22%	42%	27%	48%	35%	41%	2%
A great deal of blame	91	39	51	21	21	28	20	73	6	5	2	4
	43%	42%	44%	44%	49%	52%	32%	45%	23%	50%	35%	80%
Quite a bit of blame	53	24	29	14	11	13	16	41	8	1	2	1
	25%	26%	25%	28%	25%	24%	25%	26%	29%	15%	25%	18%
Only a little blame	46	24	23	9	7	9	21	35	7	2	2	0
	22%	25%	20%	18%	17%	18%	32%	22%	26%	24%	32%	2%
No blame at all	17	5	12	5	3	2	6	9	6	1	1	-
	8%	5%	10%	10%	8%	5%	10%	6%	22%	11%	8%	-
Unsure	2	1	1	-	-	1	1	2	-	-	-	-
	1%	1%	1%	-	-	2%	2%	1%	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 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	209	150	59	112	48	38	11	70	80	58	112	84	51	33	96
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	148	62	116	47	32	15	74	81	55	114	84	55	33	94
A GREAT DEAL OF/QUITE A BIT OF BLAME	143	99	44	78	37	21	8	60	54	29	98	34	30	24	67
	69%	66%	76%	69%	76%	57%	74%	86%	67%	50%	88%	40%	59%	73%	69%
ONLY A LITTLE BLAME/NO BLAME AT ALL	63	51	12	35	9	16	3	10	25	28	13	49	20	9	28
	30%	34%	21%	31%	20%	43%	26%	14%	32%	48%	12%	57%	39%	27%	30%
A great deal of blame	91	59	31	47	26	12	5	46	30	15	74	12	17	14	48
	43%	40%	53%	42%	54%	33%	50%	65%	37%	26%	67%	15%	33%	41%	50%
Quite a bit of blame	53	40	13	31	11	9	3	15	24	14	24	21	13	11	19
	25%	26%	23%	27%	22%	24%	24%	21%	30%	25%	21%	25%	25%	32%	20%
Only a little blame	46	37	9	28	7	9	3	8	17	21	11	35	15	6	21
	22%	25%	16%	25%	14%	23%	26%	11%	21%	36%	9%	41%	29%	18%	21%
No blame at all	17	14	3	6	3	8	-	2	8	7	3	14	5	3	8
	8%	9%	5%	6%	6%	20%	-	3%	10%	11%	2%	17%	10%	9%	8%
Unsure	2	-	2	-	2	-	-	-	1	1	-	2	1	-	1
	1%	-	4%	-	5%	-	-	-	1%	2%	-	3%	2%	-	1%

Echelon Insights
Focus 2024 Survey
N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	State					Swing			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	209	-	-	209	-	-	-	14	10	4	156	22	26	5	10	13	3		
	100			100				100	100	100	100	100	100	100	100	100	100		
Unweighted Total	210	-	-	210	-	-	-	15	8	7	148	27	30	6	12	13	2		
A GREAT DEAL OF/QUITE A BIT OF BLAME	143	-	-	143	-	-	-	13	7	3	102	16	21	5	8	8	3		
	69%			69%				91%	69%	66%	66%	72%	82%	100%	76%	60%	100%		
ONLY A LITTLE BLAME/NO BLAME AT ALL	63	-	-	63	-	-	-	1	3	1	52	6	5	-	3	5	-		
	30%			30%				9%	31%	34%	33%	28%	18%	24%	40%				
A great deal of blame	91	-	-	91	-	-	-	6	5	1	63	13	11	5	6	2	-		
	43%			43%				39%	46%	28%	40%	57%	43%	100%	54%	16%			
Quite a bit of blame	53	-	-	53	-	-	-	8	2	2	40	3	10	-	2	6	3		
	25%			25%				52%	24%	38%	25%	15%	40%	22%	43%	100%			
Only a little blame	46	-	-	46	-	-	-	1	1	1	38	4	5	-	3	4	-		
	22%			22%				9%	9%	34%	24%	18%	18%	24%	30%				
No blame at all	17	-	-	17	-	-	-	-	2	-	14	2	-	-	-	1	-		
	8%			8%					21%		9%	10%			10%				
Unsure	2	-	-	2	-	-	-	-	-	-	2	-	-	-	-	-	-		
	1%			1%							1%								

Echelon Insights
Focus 2024 Survey
N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	209	71	42	61	30	21	21	23	29	27	21	31	35	27	81	40	61
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	70	43	61	30	17	21	25	31	24	21	36	35	30	90	32	58
A GREAT DEAL OF/QUITE A BIT OF BLAME	143	52	26	44	19	13	15	17	19	22	17	24	17	16	61	25	42
	69%	73%	63%	72%	62%	64%	70%	75%	65%	79%	79%	76%	49%	59%	75%	63%	69%
ONLY A LITTLE BLAME/NO BLAME AT ALL	63	19	14	16	11	7	6	5	10	6	4	7	17	11	19	15	18
	30%	27%	34%	26%	38%	36%	30%	20%	35%	21%	21%	24%	48%	41%	24%	37%	29%
A great deal of blame	91	37	14	29	10	7	9	12	11	14	12	16	9	11	37	15	28
	43%	52%	32%	48%	33%	35%	41%	54%	38%	51%	58%	50%	27%	40%	45%	37%	47%
Quite a bit of blame	53	15	13	15	9	6	6	5	8	8	5	8	8	5	24	10	13
	25%	21%	31%	24%	29%	29%	29%	20%	27%	28%	22%	27%	23%	19%	30%	25%	22%
Only a little blame	46	13	10	12	10	6	5	5	8	3	2	5	13	10	15	9	13
	22%	18%	23%	20%	33%	27%	26%	20%	27%	11%	8%	16%	37%	36%	18%	22%	21%
No blame at all	17	6	5	4	1	2	1	-	2	3	3	2	4	2	4	6	5
	8%	9%	11%	6%	5%	9%	4%	-	8%	10%	12%	8%	11%	6%	5%	16%	8%
Unsure	2	-	1	1	-	-	-	1	-	-	-	-	1	-	1	-	1
	1%		2%	2%				5%					3%		1%		2%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	209	94	115	48	42	54	64	160	27	10	6	5
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	94	116	41	42	61	66	163	23	10	8	6
A GREAT DEAL OF/QUITE A BIT OF BLAME	117	63	55	27	27	33	31	94	10	4	4	5
	56%	67%	48%	56%	64%	61%	47%	59%	35%	39%	71%	100%
ONLY A LITTLE BLAME/NO BLAME AT ALL	80	27	53	17	13	18	32	57	15	6	2	-
	38%	29%	46%	35%	31%	34%	50%	36%	56%	61%	29%	-
A great deal of blame	63	26	36	12	18	19	13	52	3	3	2	2
	30%	28%	31%	26%	42%	36%	20%	33%	11%	32%	28%	43%
Quite a bit of blame	55	36	19	14	9	13	18	42	7	1	3	3
	26%	39%	16%	30%	22%	25%	28%	26%	24%	8%	43%	57%
Only a little blame	62	20	42	13	10	13	25	42	14	5	1	-
	30%	22%	36%	28%	24%	25%	38%	26%	52%	50%	21%	-
No blame at all	18	7	11	3	3	5	7	16	1	1	1	-
	9%	8%	10%	7%	6%	9%	11%	10%	5%	11%	8%	-
Unsure	11	4	7	4	2	3	2	9	2	-	-	-
	5%	4%	6%	9%	5%	5%	3%	5%	8%	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	209	150	59	112	48	38	11	70	80	58	112	84	51	33	96
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	148	62	116	47	32	15	74	81	55	114	84	55	33	94
A GREAT DEAL OF/QUITE A BIT OF BLAME	117	79	38	65	30	14	9	49	49	19	88	22	29	18	51
	56%	53%	65%	58%	62%	38%	81%	70%	61%	33%	78%	26%	57%	53%	53%
ONLY A LITTLE BLAME/NO BLAME AT ALL	80	65	16	44	14	21	2	18	29	33	20	59	22	13	38
	38%	43%	27%	39%	29%	56%	19%	26%	36%	57%	18%	70%	42%	40%	40%
A great deal of blame	63	47	16	39	14	8	2	31	24	7	53	4	13	13	28
	30%	31%	27%	35%	28%	21%	22%	45%	30%	13%	48%	5%	25%	38%	29%
Quite a bit of blame	55	33	22	26	16	7	6	18	25	12	34	17	16	5	23
	26%	22%	38%	23%	34%	18%	59%	26%	31%	20%	31%	21%	31%	15%	24%
Only a little blame	62	52	10	34	8	18	2	17	18	27	18	43	20	10	26
	30%	35%	17%	30%	17%	48%	19%	24%	22%	46%	16%	51%	39%	29%	27%
No blame at all	18	13	6	10	6	3	-	1	11	6	3	16	2	4	12
	9%	8%	10%	9%	12%	8%	-	2%	14%	10%	2%	19%	3%	11%	13%
Unsure	11	6	5	4	5	2	-	3	2	6	4	4	1	2	7
	5%	4%	8%	4%	10%	6%	-	4%	3%	11%	3%	5%	1%	7%	7%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	State					Swing			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	209	-	-	209	-	-	-	14	10	4	156	22	26	5	10	13	3		
	100			100				100	100	100	100	100	100	100	100	100	100		
Unweighted Total	210	-	-	210	-	-	-	15	8	7	148	27	30	6	12	13	2		
A GREAT DEAL OF/QUITE A BIT OF BLAME	117	-	-	117	-	-	-	10	6	3	86	12	16	4	6	5	2		
	56%			56%				70%	54%	65%	55%	53%	63%	78%	61%	39%	50%		
ONLY A LITTLE BLAME/NO BLAME AT ALL	80	-	-	80	-	-	-	1	5	1	59	10	9	1	3	8	1		
	38%			38%				8%	46%	35%	38%	47%	37%	22%	30%	61%	50%		
A great deal of blame	63	-	-	63	-	-	-	7	2	2	47	8	7	3	4	1	-		
	30%			30%				48%	21%	45%	30%	34%	26%	62%	38%	6%	-		
Quite a bit of blame	55	-	-	55	-	-	-	3	3	1	38	4	9	1	2	4	2		
	26%			26%				23%	33%	20%	25%	19%	37%	16%	23%	33%	50%		
Only a little blame	62	-	-	62	-	-	-	1	5	1	45	8	8	1	3	6	1		
	30%			30%				8%	46%	35%	29%	34%	33%	22%	30%	43%	50%		
No blame at all	18	-	-	18	-	-	-	-	-	-	14	3	1	-	-	2	-		
	9%			9%							9%	13%	4%			18%			
Unsure	11	-	-	11	-	-	-	3	-	-	11	-	-	-	1	-	-		
	5%			5%				22%			7%				9%				

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

-Local prosecutors

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	209	71	42	61	30	21	21	23	29	27	21	31	35	27	81	40	61
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	70	43	61	30	17	21	25	31	24	21	36	35	30	90	32	58
A GREAT DEAL OF/QUITE A BIT OF BLAME	117	36	18	41	21	15	15	15	18	12	13	18	12	12	47	22	37
	56%	50%	43%	67%	69%	72%	69%	67%	62%	44%	59%	56%	35%	43%	58%	56%	60%
ONLY A LITTLE BLAME/NO BLAME AT ALL	80	32	19	17	8	6	6	7	9	11	7	12	23	14	31	16	19
	38%	45%	46%	29%	27%	28%	27%	29%	31%	41%	35%	37%	65%	53%	38%	41%	31%
A great deal of blame	63	22	13	17	9	4	8	7	8	9	10	13	5	3	29	11	20
	30%	32%	31%	28%	30%	17%	38%	31%	27%	33%	46%	40%	14%	10%	36%	26%	33%
Quite a bit of blame	55	13	5	24	12	11	7	8	10	3	3	5	8	9	18	12	16
	26%	19%	12%	39%	39%	54%	31%	36%	36%	12%	13%	16%	21%	33%	22%	30%	27%
Only a little blame	62	24	17	13	5	4	5	4	7	9	6	9	18	11	22	13	15
	30%	34%	40%	22%	18%	19%	23%	19%	24%	35%	26%	29%	50%	42%	28%	32%	25%
No blame at all	18	8	3	4	3	2	1	2	2	2	2	2	5	3	8	4	4
	9%	11%	6%	7%	9%	9%	4%	10%	7%	6%	9%	8%	15%	11%	10%	9%	6%
Unsure	11	3	4	3	1	-	1	1	2	4	1	2	-	1	3	1	5
	5%	4%	10%	4%	4%		4%	4%	6%	15%	6%	7%		4%	4%	3%	8%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	209	94	115	48	42	54	64	160	27	10	6	5
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	94	116	41	42	61	66	163	23	10	8	6
A GREAT DEAL OF/QUITE A BIT OF BLAME	110	53	57	25	20	34	32	85	10	6	4	5
	53%	57%	50%	52%	47%	62%	49%	53%	36%	58%	71%	100%
ONLY A LITTLE BLAME/NO BLAME AT ALL	91	37	54	21	21	20	28	70	15	4	2	-
	43%	40%	47%	44%	50%	38%	44%	43%	56%	42%	29%	-
A great deal of blame	50	19	31	15	11	15	9	40	3	4	2	1
	24%	21%	27%	31%	26%	29%	14%	25%	12%	37%	30%	21%
Quite a bit of blame	60	33	26	10	9	18	23	45	7	2	2	4
	29%	36%	23%	21%	20%	34%	35%	28%	24%	21%	41%	79%
Only a little blame	71	28	43	16	14	17	24	55	14	2	0	-
	34%	30%	37%	34%	32%	32%	37%	34%	50%	24%	4%	-
No blame at all	20	9	11	5	8	3	4	15	2	2	2	-
	9%	9%	9%	10%	18%	5%	7%	9%	6%	18%	25%	-
Unsure	8	4	4	2	1	-	4	6	2	-	-	-
	4%	4%	4%	4%	3%	-	7%	4%	7%	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	209	150	59	112	48	38	11	70	80	58	112	84	51	33	96
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	148	62	116	47	32	15	74	81	55	114	84	55	33	94
A GREAT DEAL OF/QUITE A BIT OF BLAME	110	80	30	62	23	18	7	44	42	24	71	30	26	20	47
	53%	54%	51%	55%	47%	48%	66%	63%	52%	41%	64%	36%	50%	59%	49%
ONLY A LITTLE BLAME/NO BLAME AT ALL	91	63	28	45	24	18	4	26	36	29	38	48	23	14	47
	43%	42%	48%	40%	51%	46%	34%	37%	45%	49%	34%	57%	45%	41%	49%
A great deal of blame	50	36	15	30	11	6	4	25	21	4	40	5	10	11	20
	24%	24%	25%	27%	22%	15%	39%	36%	26%	7%	36%	6%	19%	32%	21%
Quite a bit of blame	60	45	15	32	12	12	3	19	21	20	31	25	16	9	27
	29%	30%	26%	29%	25%	33%	27%	27%	26%	34%	28%	30%	32%	27%	28%
Only a little blame	71	47	24	34	20	13	4	21	26	23	31	36	20	9	36
	34%	31%	41%	31%	42%	34%	34%	30%	33%	40%	28%	43%	39%	28%	38%
No blame at all	20	16	4	11	4	5	-	5	10	5	7	12	3	4	10
	9%	10%	7%	10%	8%	13%	-	7%	12%	9%	7%	14%	6%	13%	11%
Unsure	8	7	1	5	1	2	-	-	2	6	2	6	2	-	2
	4%	5%	2%	4%	2%	5%	-	-	3%	10%	2%	7%	5%	-	2%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	State						Swing			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	209	-	-	209	-	-	-	14	10	4	156	22	26	5	10	13	3			
	100			100				100	100	100	100	100	100	100	100	100	100			
Unweighted Total	210	-	-	210	-	-	-	15	8	7	148	27	30	6	12	13	2			
A GREAT DEAL OF/QUITE A BIT OF BLAME	110	-	-	110	-	-	-	9	5	3	84	11	14	3	5	7	3			
	53%			53%				65%	49%	66%	54%	51%	56%	62%	44%	53%	100%			
ONLY A LITTLE BLAME/NO BLAME AT ALL	91	-	-	91	-	-	-	5	5	1	64	11	11	2	5	5	-			
	43%			43%				35%	51%	34%	41%	49%	44%	38%	46%	38%				
A great deal of blame	50	-	-	50	-	-	-	5	3	1	38	6	6	2	3	3	2			
	24%			24%				36%	25%	34%	24%	27%	22%	50%	31%	19%	50%			
Quite a bit of blame	60	-	-	60	-	-	-	4	2	1	46	6	9	1	1	4	1			
	29%			29%				30%	24%	32%	29%	25%	33%	12%	12%	34%	50%			
Only a little blame	71	-	-	71	-	-	-	5	5	1	48	10	10	1	4	4	-			
	34%			34%				35%	51%	34%	31%	45%	38%	22%	39%	27%				
No blame at all	20	-	-	20	-	-	-	-	-	-	16	1	2	1	1	1	-			
	9%			9%							11%	4%	7%	16%	7%	10%				
Unsure	8	-	-	8	-	-	-	-	-	-	8	-	-	-	1	1	-			
	4%			4%							5%			10%	10%					

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	209	71	42	61	30	21	21	23	29	27	21	31	35	27	81	40	61
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	70	43	61	30	17	21	25	31	24	21	36	35	30	90	32	58
A GREAT DEAL OF/QUITE A BIT OF BLAME	110	34	21	35	17	13	11	14	16	12	9	20	16	14	46	22	29
	53%	49%	50%	57%	57%	62%	50%	60%	55%	44%	44%	64%	44%	50%	57%	54%	47%
ONLY A LITTLE BLAME/NO BLAME AT ALL	91	34	19	24	12	8	9	9	11	13	12	11	17	14	30	17	31
	43%	48%	45%	39%	39%	38%	43%	40%	38%	48%	56%	36%	49%	50%	37%	42%	50%
A great deal of blame	50	20	10	13	7	6	7	4	3	9	4	11	6	3	22	11	14
	24%	29%	23%	21%	21%	28%	32%	19%	9%	33%	21%	35%	18%	10%	28%	27%	24%
Quite a bit of blame	60	14	11	22	11	7	4	9	13	3	5	9	10	11	24	11	14
	29%	20%	27%	36%	36%	34%	18%	41%	46%	11%	23%	29%	27%	40%	29%	27%	24%
Only a little blame	71	27	16	19	8	5	6	8	9	11	7	9	15	12	21	14	24
	34%	38%	38%	31%	27%	24%	30%	35%	31%	41%	34%	30%	42%	44%	26%	34%	40%
No blame at all	20	7	3	5	4	3	3	1	2	2	5	2	2	2	9	3	6
	9%	10%	6%	8%	12%	14%	13%	5%	7%	7%	23%	6%	7%	6%	11%	8%	10%
Unsure	8	2	2	2	1	-	1	-	2	2	-	-	2	-	5	1	1
	4%	3%	6%	4%	4%		7%		8%	7%		6%		6%	3%	2%	

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	209	94	115	48	42	54	64	160	27	10	6	5
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	94	116	41	42	61	66	163	23	10	8	6
A GREAT DEAL OF/QUITE A BIT OF BLAME	133	66	67	33	27	36	37	110	9	5	5	5
	64%	71%	58%	68%	65%	67%	57%	69%	32%	50%	75%	98%
ONLY A LITTLE BLAME/NO BLAME AT ALL	67	26	41	13	14	15	25	44	16	5	2	0
	32%	28%	36%	27%	33%	28%	39%	28%	61%	50%	25%	2%
A great deal of blame	60	24	36	14	12	19	16	54	2	1	2	2
	29%	26%	31%	29%	29%	34%	25%	33%	7%	13%	30%	37%
Quite a bit of blame	73	42	31	19	15	18	21	57	7	4	3	3
	35%	45%	27%	40%	36%	33%	33%	35%	25%	37%	45%	60%
Only a little blame	50	20	31	10	10	13	18	33	13	4	1	0
	24%	21%	27%	21%	22%	23%	28%	20%	47%	40%	17%	2%
No blame at all	17	6	10	3	4	3	7	12	4	1	1	-
	8%	7%	9%	7%	10%	5%	11%	7%	14%	11%	8%	-
Unsure	8	1	7	2	1	2	2	6	2	-	-	-
	4%	1%	6%	4%	3%	5%	4%	4%	7%	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	209	150	59	112	48	38	11	70	80	58	112	84	51	33	96
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	148	62	116	47	32	15	74	81	55	114	84	55	33	94
A GREAT DEAL OF/QUITE A BIT OF BLAME	133	95	38	77	33	18	6	57	51	25	94	27	25	24	65
	64%	63%	65%	69%	68%	47%	52%	81%	64%	43%	84%	31%	49%	71%	67%
ONLY A LITTLE BLAME/NO BLAME AT ALL	67	50	17	32	12	18	5	13	28	26	17	50	25	10	27
	32%	34%	29%	29%	25%	48%	48%	19%	35%	45%	16%	59%	49%	29%	28%
A great deal of blame	60	42	19	37	16	4	3	33	21	6	53	3	11	11	28
	29%	28%	32%	33%	34%	11%	26%	47%	27%	10%	47%	3%	21%	33%	29%
Quite a bit of blame	73	54	19	40	17	14	3	24	30	19	42	24	14	13	37
	35%	36%	33%	36%	35%	36%	26%	34%	37%	33%	37%	28%	28%	39%	38%
Only a little blame	50	37	13	25	8	13	5	11	21	18	16	34	19	6	20
	24%	25%	22%	22%	17%	34%	48%	15%	27%	31%	14%	41%	37%	18%	21%
No blame at all	17	13	4	8	4	5	-	2	6	8	1	16	6	3	6
	8%	9%	7%	7%	8%	14%	-	3%	8%	14%	1%	18%	12%	10%	7%
Unsure	8	5	3	3	3	2	-	-	1	7	-	8	1	-	5
	4%	3%	6%	2%	7%	5%	-	-	1%	12%	-	9%	2%	-	5%

Echelon Insights
Focus 2024 Survey
N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	State					Swing			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	209	-	-	209	-	-	-	14	10	4	156	22	26	5	10	13	3		
	100			100				100	100	100	100	100	100	100	100	100	100		
Unweighted Total	210	-	-	210	-	-	-	15	8	7	148	27	30	6	12	13	2		
A GREAT DEAL OF/QUITE A BIT OF BLAME	133	-	-	133	-	-	-	13	6	3	95	13	21	5	7	5	-		
	64%			64%				92%	58%	80%	61%	60%	82%	100%	71%	34%			
ONLY A LITTLE BLAME/NO BLAME AT ALL	67	-	-	67	-	-	-	1	4	1	53	9	5	-	3	7	3		
	32%			32%				8%	42%	20%	34%	40%	18%	29%	56%	100%			
A great deal of blame	60	-	-	60	-	-	-	6	3	1	45	7	6	-	1	-	-		
	29%			29%				38%	25%	34%	29%	33%	23%	9%					
Quite a bit of blame	73	-	-	73	-	-	-	8	3	2	50	6	15	5	6	5	-		
	35%			35%				54%	33%	45%	32%	27%	59%	100%	62%	34%			
Only a little blame	50	-	-	50	-	-	-	1	4	-	38	8	5	-	3	6	3		
	24%			24%				8%	42%		24%	37%	18%	29%	46%	100%			
No blame at all	17	-	-	17	-	-	-	-	-	1	16	1	-	-	-	1	-		
	8%			8%						20%	10%	4%			10%				
Unsure	8	-	-	8	-	-	-	-	-	-	8	-	-	-	-	1	-		
	4%			4%							5%				10%				

Echelon Insights
Focus 2024 Survey
N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	209	71	42	61	30	21	21	23	29	27	21	31	35	27	81	40	61
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	70	43	61	30	17	21	25	31	24	21	36	35	30	90	32	58
A GREAT DEAL OF/QUITE A BIT OF BLAME	133	44	21	42	23	17	16	15	19	16	12	21	18	13	55	23	42
	64%	62%	51%	69%	77%	82%	73%	68%	64%	58%	56%	67%	52%	47%	68%	58%	70%
ONLY A LITTLE BLAME/NO BLAME AT ALL	67	24	17	17	7	4	6	6	10	9	8	9	15	13	23	14	17
	32%	33%	40%	29%	23%	18%	27%	27%	36%	34%	38%	29%	41%	49%	28%	36%	29%
A great deal of blame	60	24	11	16	8	7	5	6	6	7	7	13	10	3	29	12	17
	29%	34%	27%	27%	26%	33%	25%	26%	22%	25%	32%	40%	27%	10%	36%	30%	28%
Quite a bit of blame	73	20	10	26	15	10	10	9	12	9	5	8	9	10	27	11	25
	35%	28%	25%	42%	51%	49%	48%	42%	42%	33%	24%	26%	25%	38%	33%	28%	41%
Only a little blame	50	19	12	14	4	2	4	6	8	8	5	7	11	12	18	9	11
	24%	27%	29%	22%	15%	9%	19%	27%	26%	29%	26%	21%	30%	43%	22%	23%	19%
No blame at all	17	5	5	4	3	2	2	-	3	1	3	3	4	2	4	5	6
	8%	7%	11%	6%	8%	9%	8%	-	10%	5%	12%	8%	11%	6%	6%	13%	10%
Unsure	8	3	4	1	-	-	-	1	-	2	1	1	2	1	3	3	1
	4%	5%	9%	2%	-	-	-	5%	-	7%	6%	4%	6%	4%	4%	7%	2%

Echelon Insights
Focus 2024 Survey
N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	209	94	115	48	42	54	64	160	27	10	6	5
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	94	116	41	42	61	66	163	23	10	8	6
A GREAT DEAL OF/QUITE A BIT OF BLAME	47	21	26	10	11	15	11	35	7	1	3	0
	22%	22%	23%	21%	26%	27%	17%	22%	27%	9%	53%	2%
ONLY A LITTLE BLAME/NO BLAME AT ALL	156	70	86	34	31	37	54	121	18	9	3	5
	75%	75%	75%	72%	74%	68%	83%	75%	67%	91%	47%	98%
A great deal of blame	12	4	8	1	6	4	-	9	3	-	-	-
	6%	4%	7%	2%	15%	8%		6%	10%			
Quite a bit of blame	35	17	18	9	5	10	11	26	5	1	3	0
	17%	18%	16%	19%	11%	19%	17%	16%	17%	9%	53%	2%
Only a little blame	98	49	49	25	16	24	33	80	10	5	2	2
	47%	53%	42%	52%	39%	44%	51%	50%	35%	46%	37%	39%
No blame at all	58	20	38	10	15	13	20	41	9	4	1	3
	28%	22%	33%	20%	36%	24%	32%	26%	32%	45%	10%	59%
Unsure	6	3	3	3	-	3	-	4	2	-	-	-
	3%	3%	3%	7%		5%		3%	6%			

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	209 100	150 100	59 100	112 100	48 100	38 100	11 100	70 100	80 100	58 100	112 100	84 100	51 100	33 100	96 100
Unweighted Total	210	148	62	116	47	32	15	74	81	55	114	84	55	33	94
A GREAT DEAL OF/QUITE A BIT OF BLAME	47 22%	34 23%	13 22%	25 22%	10 21%	9 23%	3 27%	13 19%	17 21%	17 29%	21 19%	22 26%	11 21%	5 15%	22 23%
ONLY A LITTLE BLAME/NO BLAME AT ALL	156 75%	115 76%	41 71%	86 76%	35 73%	29 77%	6 59%	57 81%	59 74%	40 68%	90 81%	56 67%	38 74%	28 85%	72 75%
A great deal of blame	12 6%	9 6%	3 5%	6 5%	3 7%	3 8%	-	4 5%	6 7%	2 4%	6 5%	4 5%	5 10%	2 6%	5 5%
Quite a bit of blame	35 17%	25 17%	10 16%	20 17%	7 14%	6 16%	3 27%	10 14%	11 13%	14 25%	15 14%	18 22%	6 11%	3 9%	18 19%
Only a little blame	98 47%	69 46%	29 50%	54 48%	25 52%	14 38%	4 38%	36 51%	35 44%	27 47%	52 46%	38 45%	24 47%	19 58%	45 46%
No blame at all	58 28%	46 31%	12 21%	31 28%	10 21%	15 39%	2 20%	21 30%	24 31%	13 21%	38 34%	18 21%	14 27%	9 27%	27 28%
Unsure	6 3%	1 1%	5 8%	1 1%	3 6%	-	2 14%	-	4 5%	2 3%	-	6 7%	3 5%	-	2 2%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	State					Swing	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	209 100	-	-	209	-	-	-	14 100	10 100	4 100	156 100	22 100	26 100	5 100	10 100	13 100	3 100
Unweighted Total	210	-	-	210	-	-	-	15	8	7	148	27	30	6	12	13	2
A GREAT DEAL OF/QUITE A BIT OF BLAME	47 22%	-	-	47	-	-	-	3 24%	4 37%	1 13%	33 21%	5 23%	8 32%	-	3 28%	5 36%	-
ONLY A LITTLE BLAME/NO BLAME AT ALL	156 75%	-	-	156	-	-	-	11 76%	7 63%	4 87%	117 75%	17 77%	17 68%	5 100%	7 72%	7 53%	1 50%
A great deal of blame	12 6%	-	-	12	-	-	-	2 12%	1 11%	1 13%	8 5%	3 12%	1 5%	-	2 21%	-	-
Quite a bit of blame	35 17%	-	-	35	-	-	-	2 11%	3 26%	-	26 16%	3 12%	7 27%	-	1 7%	5 36%	-
Only a little blame	98 47%	-	-	98	-	-	-	9 60%	2 19%	3 69%	73 47%	9 40%	13 52%	3 66%	5 47%	4 32%	-
No blame at all	58 28%	-	-	58	-	-	-	2 16%	5 44%	1 17%	43 28%	8 36%	4 16%	2 34%	3 25%	3 21%	1 50%
Unsure	6 3%	-	-	6	-	-	-	-	-	-	6 4%	-	-	-	-	2 11%	2 50%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	209	71	42	61	30	21	21	23	29	27	21	31	35	27	81	40	61
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	70	43	61	30	17	21	25	31	24	21	36	35	30	90	32	58
A GREAT DEAL OF/QUITE A BIT OF BLAME	47	9	15	12	8	5	7	5	4	5	4	10	7	5	21	5	15
	22%	13%	36%	19%	27%	24%	35%	21%	13%	19%	17%	32%	20%	20%	26%	14%	25%
ONLY A LITTLE BLAME/NO BLAME AT ALL	156	60	25	46	22	14	14	17	25	21	18	20	28	21	59	31	44
	75%	85%	61%	76%	73%	67%	65%	74%	87%	75%	83%	63%	80%	78%	73%	78%	73%
A great deal of blame	12	2	6	2	2	1	3	-	-	-	4	4	-	2	2	1	6
	6%	3%	14%	2%	8%	6%	13%	-	-	-	17%	14%	-	7%	3%	3%	10%
Quite a bit of blame	35	7	9	10	6	4	5	5	4	5	-	6	7	3	19	4	9
	17%	10%	22%	17%	19%	19%	22%	21%	13%	19%	-	18%	20%	12%	23%	11%	14%
Only a little blame	98	35	14	31	17	12	9	13	15	13	7	11	18	15	32	17	34
	47%	49%	33%	51%	56%	60%	43%	56%	52%	46%	34%	35%	51%	55%	40%	42%	56%
No blame at all	58	25	11	15	5	1	5	4	10	8	10	9	10	6	27	15	10
	28%	36%	27%	25%	17%	7%	22%	18%	35%	29%	49%	28%	29%	23%	33%	36%	17%
Unsure	6	2	1	3	-	2	-	1	-	2	-	1	-	1	1	3	1
	3%	2%	3%	5%	-	9%	-	5%	-	6%	-	5%	-	2%	1%	8%	2%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

-The federal government

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	209	94	115	48	42	54	64	160	27	10	6	5
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	94	116	41	42	61	66	163	23	10	8	6
A GREAT DEAL OF/QUITE A BIT OF BLAME	143	64	80	35	32	41	36	114	14	6	4	5
	69%	68%	69%	73%	75%	76%	56%	71%	52%	65%	59%	98%
ONLY A LITTLE BLAME/NO BLAME AT ALL	63	29	34	13	11	12	27	44	13	3	2	0
	30%	31%	30%	27%	25%	22%	42%	27%	48%	35%	41%	2%
A great deal of blame	91	39	51	21	21	28	20	73	6	5	2	4
	43%	42%	44%	44%	49%	52%	32%	45%	23%	50%	35%	80%
Quite a bit of blame	53	24	29	14	11	13	16	41	8	1	2	1
	25%	26%	25%	28%	25%	24%	25%	26%	29%	15%	25%	18%
Only a little blame	46	24	23	9	7	9	21	35	7	2	2	0
	22%	25%	20%	18%	17%	18%	32%	22%	26%	24%	32%	2%
No blame at all	17	5	12	5	3	2	6	9	6	1	1	-
	8%	5%	10%	10%	8%	5%	10%	6%	22%	11%	8%	-
Unsure	2	1	1	-	-	1	1	2	-	-	-	-
	1%	1%	1%	-	-	2%	2%	1%	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	209	150	59	112	48	38	11	70	80	58	112	84	51	33	96
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	148	62	116	47	32	15	74	81	55	114	84	55	33	94
A GREAT DEAL OF/QUITE A BIT OF BLAME	143	99	44	78	37	21	8	60	54	29	98	34	30	24	67
	69%	66%	76%	69%	76%	57%	74%	86%	67%	50%	88%	40%	59%	73%	69%
ONLY A LITTLE BLAME/NO BLAME AT ALL	63	51	12	35	9	16	3	10	25	28	13	49	20	9	28
	30%	34%	21%	31%	20%	43%	26%	14%	32%	48%	12%	57%	39%	27%	30%
A great deal of blame	91	59	31	47	26	12	5	46	30	15	74	12	17	14	48
	43%	40%	53%	42%	54%	33%	50%	65%	37%	26%	67%	15%	33%	41%	50%
Quite a bit of blame	53	40	13	31	11	9	3	15	24	14	24	21	13	11	19
	25%	26%	23%	27%	22%	24%	24%	21%	30%	25%	21%	25%	25%	32%	20%
Only a little blame	46	37	9	28	7	9	3	8	17	21	11	35	15	6	21
	22%	25%	16%	25%	14%	23%	26%	11%	21%	36%	9%	41%	29%	18%	21%
No blame at all	17	14	3	6	3	8	-	2	8	7	3	14	5	3	8
	8%	9%	5%	6%	6%	20%	-	3%	10%	11%	2%	17%	10%	9%	8%
Unsure	2	-	2	-	2	-	-	-	1	1	-	2	1	-	1
	1%	-	4%	-	5%	-	-	-	1%	2%	-	3%	2%	-	1%

Echelon Insights
Focus 2024 Survey
N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	State					Swing			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	209 100	-	-	209	-	-	-	14 100	10 100	4 100	156 100	22 100	26 100	5 100	10 100	13 100	3 100		
Unweighted Total	210	-	-	210	-	-	-	15	8	7	148	27	30	6	12	13	2		
A GREAT DEAL OF/QUITE A BIT OF BLAME	143 69%	-	-	143 69%	-	-	-	13 91%	7 69%	3 66%	102 66%	16 72%	21 82%	5 100%	8 76%	8 60%	3 100%		
ONLY A LITTLE BLAME/NO BLAME AT ALL	63 30%	-	-	63 30%	-	-	-	1 9%	3 31%	1 34%	52 33%	6 28%	5 18%	-	3 24%	5 40%	-		
A great deal of blame	91 43%	-	-	91 43%	-	-	-	6 39%	5 46%	1 28%	63 40%	13 57%	11 43%	5 100%	6 54%	2 16%	-		
Quite a bit of blame	53 25%	-	-	53 25%	-	-	-	8 52%	2 24%	2 38%	40 25%	3 15%	10 40%	-	2 22%	6 43%	3 100%		
Only a little blame	46 22%	-	-	46 22%	-	-	-	1 9%	1 9%	1 34%	38 24%	4 18%	5 18%	-	3 24%	4 30%	-		
No blame at all	17 8%	-	-	17 8%	-	-	-	-	2 21%	-	14 9%	2 10%	-	-	-	1 10%	-		
Unsure	2 1%	-	-	2 1%	-	-	-	-	-	-	2 1%	-	-	-	-	-	-		

Echelon Insights
Focus 2024 Survey
N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	209	71	42	61	30	21	21	23	29	27	21	31	35	27	81	40	61
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	70	43	61	30	17	21	25	31	24	21	36	35	30	90	32	58
A GREAT DEAL OF/QUITE A BIT OF BLAME	143	52	26	44	19	13	15	17	19	22	17	24	17	16	61	25	42
	69%	73%	63%	72%	62%	64%	70%	75%	65%	79%	79%	76%	49%	59%	75%	63%	69%
ONLY A LITTLE BLAME/NO BLAME AT ALL	63	19	14	16	11	7	6	5	10	6	4	7	17	11	19	15	18
	30%	27%	34%	26%	38%	36%	30%	20%	35%	21%	21%	24%	48%	41%	24%	37%	29%
A great deal of blame	91	37	14	29	10	7	9	12	11	14	12	16	9	11	37	15	28
	43%	52%	32%	48%	33%	35%	41%	54%	38%	51%	58%	50%	27%	40%	45%	37%	47%
Quite a bit of blame	53	15	13	15	9	6	6	5	8	8	5	8	8	5	24	10	13
	25%	21%	31%	24%	29%	29%	29%	20%	27%	28%	22%	27%	23%	19%	30%	25%	22%
Only a little blame	46	13	10	12	10	6	5	5	8	3	2	5	13	10	15	9	13
	22%	18%	23%	20%	33%	27%	26%	20%	27%	11%	8%	16%	37%	36%	18%	22%	21%
No blame at all	17	6	5	4	1	2	1	-	2	3	3	2	4	2	4	6	5
	8%	9%	11%	6%	5%	9%	4%	-	8%	10%	12%	8%	11%	6%	5%	16%	8%
Unsure	2	-	1	1	-	-	-	1	-	-	-	-	1	-	1	-	1
	1%		2%	2%				5%					3%		1%		2%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

[QCrimeRoot] Which statement comes closer to your view?

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	400	186	214	79	88	110	123	321	45	14	7	13
	100	100	100	100	100	100	100	100	100	100	100	100
Crime is primarily a product of insufficient law enforcement resources and action	132	70	62	20	33	33	46	111	9	2	3	6
	33%	37%	29%	26%	37%	30%	37%	35%	20%	17%	49%	45%
Crime is primarily a product of environmental factors, such as poor economic conditions, lack of education, and not enou	227	101	126	47	46	63	71	176	32	8	3	7
	57%	54%	59%	59%	52%	58%	57%	55%	72%	59%	49%	55%
Unsure	41	16	25	12	9	13	6	34	4	3	0	-
	10%	8%	12%	15%	11%	12%	5%	10%	8%	24%	2%	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

[QCrimeRoot] Which statement comes closer to your view?

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	400	263	137	206	115	57	22	138	136	125	205	178	103	55	193
	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	132 33%	88 33%	44 32%	74 36%	37 32%	13 24%	7 32%	65 47%	46 34%	21 17%	111 54%	16 9%	37 36%	23 42%	57 30%
Crime is primarily a product of environmental factors, such as poor economic conditions, lack of education, and not enou	227 57%	148 56%	79 58%	112 54%	64 56%	37 65%	15 66%	57 41%	74 54%	96 77%	68 33%	151 85%	59 57%	22 41%	121 63%
Unsure	41 10%	27 10%	14 10%	20 10%	13 12%	7 12%	0 2%	16 11%	16 12%	8 7%	25 12%	11 6%	7 6%	10 18%	14 7%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

[QCrimeRoot] Which statement comes closer to your view?

	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	-	-	-	21 100	19 100	5 100	296 100	50 100	41 100	9 100	20 100	19 100	5 100
Crime is primarily a product of insufficient law enforcement resources and action	132 33%	-	-	132 33%	-	-	-	6 31%	13 70%	3 66%	94 32%	15 30%	14 34%	4 44%	6 29%	2 11%	-
Crime is primarily a product of environmental factors, such as poor economic conditions, lack of education, and not enou	227 57%	-	-	227 57%	-	-	-	9 45%	6 30%	1 29%	170 57%	29 58%	23 58%	2 20%	9 45%	14 74%	5 100%
Unsure	41 10%	-	-	41 10%	-	-	-	5 24%	-	0 5%	31 11%	6 12%	3 8%	3 36%	5 26%	3 14%	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

[QCrimeRoot] Which statement comes closer to your view?

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	400	138	72	118	62	37	41	46	62	42	47	63	61	47	146	82	125
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Crime is primarily a product of insufficient law enforcement resources and action	132	45	16	44	23	12	17	13	28	8	16	20	18	10	57	24	41
	33%	33%	23%	37%	38%	33%	42%	28%	44%	20%	33%	31%	30%	22%	39%	29%	33%
Crime is primarily a product of environmental factors, such as poor economic conditions, lack of education, and not enou	227	79	46	62	35	21	23	27	30	25	23	37	41	33	75	48	71
	57%	57%	63%	53%	56%	58%	56%	58%	48%	61%	49%	58%	67%	69%	52%	58%	57%
Unsure	41	14	10	12	4	3	1	7	5	8	8	7	2	4	14	10	12
	10%	10%	14%	10%	6%	9%	2%	14%	8%	20%	18%	11%	3%	9%	10%	13%	10%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	209	94	115	48	42	54	64	160	27	10	6	5
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	94	116	41	42	61	66	163	23	10	8	6
MEAN	3.88	3.86	3.89	3.79	3.86	3.94	3.90	3.90	3.78	3.60	3.73	4.39
1 - Do not worry at all	15	4	11	5	3	3	5	9	4	2	-	-
	7%	4%	10%	11%	6%	5%	8%	6%	15%	20%		
2	15	9	6	3	3	6	4	12	2	1	-	-
	7%	10%	5%	6%	6%	11%	5%	7%	7%	10%		
3	47	23	24	8	13	10	16	38	3	2	3	1
	23%	24%	21%	17%	31%	19%	24%	24%	12%	15%	57%	21%
4	32	15	17	10	3	9	10	26	5	-	1	1
	15%	17%	15%	22%	8%	17%	15%	16%	18%		13%	18%
5- Worry about it a great deal	97	40	57	20	21	26	31	74	13	5	2	3
	47%	43%	50%	41%	48%	49%	48%	46%	48%	55%	30%	60%
Unsure	2	2	-	2	-	-	-	2	-	-	-	-
	1%	2%		4%				1%				

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	209	150	59	112	48	38	11	70	80	58	112	84	51	33	96
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	148	62	116	47	32	15	74	81	55	114	84	55	33	94
MEAN	3.88	3.89	3.84	3.91	3.88	3.84	3.67	4.47	3.55	3.60	4.30	3.21	3.87	4.21	3.66
1 - Do not worry at all	15	12	3	7	2	5	1	-	10	6	2	13	4	-	10
	7%	8%	6%	6%	5%	13%	8%		12%	10%	2%	15%	9%		10%
2	15	10	4	8	4	2	1	4	6	5	4	10	2	2	11
	7%	7%	7%	7%	8%	6%	6%	5%	7%	9%	4%	12%	4%	6%	11%
3	47	33	14	27	10	5	4	9	22	16	19	26	13	9	20
	23%	22%	24%	24%	22%	14%	36%	13%	27%	28%	17%	31%	26%	28%	20%
4	32	21	11	15	10	6	1	9	14	10	17	13	7	2	16
	15%	14%	19%	14%	21%	15%	10%	12%	17%	17%	15%	15%	14%	5%	17%
5- Worry about it a great deal	97	74	24	54	20	19	4	49	27	21	69	20	24	20	38
	47%	49%	40%	48%	41%	51%	40%	70%	34%	36%	62%	24%	47%	61%	40%
Unsure	2	-	2	-	2	-	-	-	2	-	-	2	-	-	2
	1%		3%		4%				2%			2%			2%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	State					Swing			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	209 100	-	-	209 100	-	-	-	14 100	10 100	4 100	156 100	22 100	26 100	5 100	10 100	13 100	3 100		
Unweighted Total	210	-	-	210	-	-	-	15	8	7	148	27	30	6	12	13	2		
MEAN	3.88	-	-	3.88	-	-	-	4.55	3.16	3.92	3.88	4.00	3.64	3.68	3.77	4.03	5.00		
1 - Do not worry at all	15 7%	-	-	15 7%	-	-	-	-	2 21%	-	9 6%	2 11%	3 14%	-	-	1 8%	-		
2	15 7%	-	-	15 7%	-	-	-	-	1 11%	-	13 8%	1 3%	1 4%	2 44%	2 20%	1 6%	-		
3	47 23%	-	-	47 23%	-	-	-	2 14%	3 33%	1 35%	36 23%	5 21%	7 27%	-	3 27%	2 16%	-		
4	32 15%	-	-	32 15%	-	-	-	3 18%	-	2 38%	24 15%	1 6%	4 17%	-	1 9%	2 17%	-		
5- Worry about it a great deal	97 47%	-	-	97 47%	-	-	-	10 69%	4 35%	1 27%	72 46%	13 59%	10 39%	3 56%	5 44%	7 54%	3 100%		
Unsure	2 1%	-	-	2 1%	-	-	-	-	-	-	2 1%	-	-	-	-	-	-		

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	209	71	42	61	30	21	21	23	29	27	21	31	35	27	81	40	61
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	70	43	61	30	17	21	25	31	24	21	36	35	30	90	32	58
MEAN	3.88	3.78	4.16	3.92	3.77	3.54	3.82	3.86	4.10	3.95	3.90	4.00	3.74	3.97	3.91	3.98	3.72
1 - Do not worry at all	15	8	3	1	3	3	-	1	-	2	3	2	5	2	7	2	5
	7%	11%	6%	1%	10%	15%		4%		8%	12%	5%	14%	6%	8%	6%	8%
2	15	3	2	8	1	-	3	3	4	3	-	3	-	2	4	2	7
	7%	4%	5%	14%	3%		13%	14%	12%	10%		9%		7%	5%	5%	11%
3	47	17	8	13	8	5	8	4	6	3	6	6	10	5	17	9	17
	23%	24%	18%	21%	28%	26%	35%	18%	20%	10%	28%	19%	28%	17%	21%	22%	28%
4	32	13	4	9	5	5	2	5	4	6	1	4	5	6	15	5	6
	15%	19%	9%	15%	18%	22%	10%	22%	14%	21%	6%	14%	15%	23%	18%	13%	10%
5- Worry about it a great deal	97	30	26	28	13	6	9	10	16	14	12	16	15	13	38	20	27
	47%	42%	62%	45%	42%	29%	42%	43%	54%	50%	54%	53%	43%	47%	47%	49%	44%
Unsure	2	-	-	2	-	2	-	-	-	-	-	-	-	-	-	2	-
	1%			3%		9%										5%	

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	191	93	98	31	45	56	59	161	18	4	1	8
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	190	90	100	27	46	59	58	156	18	8	1	7
MEAN	3.28	3.18	3.38	3.40	2.94	3.23	3.53	3.35	2.88	3.35	4.00	2.74
1 - Do not worry at all	59	31	28	10	17	20	12	48	7	1	-	4
	31%	34%	28%	31%	37%	36%	21%	30%	38%	20%	-	48%
2	10	3	7	-	3	2	5	9	1	-	-	-
	5%	3%	7%	-	6%	3%	9%	5%	7%	-	-	-
3	17	10	7	3	5	2	7	12	3	1	-	1
	9%	11%	7%	11%	10%	4%	11%	7%	15%	25%	-	16%
4	25	15	10	4	5	9	7	21	2	2	1	-
	13%	16%	10%	13%	10%	16%	12%	13%	11%	36%	100%	-
5- Worry about it a great deal	78	34	45	14	14	23	27	69	5	1	-	3
	41%	36%	45%	45%	32%	41%	46%	43%	30%	19%	-	36%
Unsure	3	1	2	-	2	-	1	3	-	-	-	-
	2%	1%	2%	-	5%	-	1%	2%	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	191 100	113 100	79 100	94 100	67 100	19 100	12 100	68 100	56 100	67 100	93 100	94 100	51 100	22 100	97 100
Unweighted Total	190	109	81	92	64	17	17	65	60	65	94	89	49	23	97
MEAN	3.28	3.46	3.02	3.64	2.93	2.56	3.54	3.96	3.40	2.50	4.31	2.23	3.61	3.66	2.98
1 - Do not worry at all	59 31%	29 26%	30 38%	21 22%	27 40%	8 44%	3 26%	13 19%	16 29%	29 44%	10 11%	49 52%	11 21%	5 23%	38 40%
2	10 5%	7 6%	3 4%	6 6%	3 5%	1 7%	- -	2 2%	2 4%	6 9%	1 1%	9 9%	4 8%	- -	5 5%
3	17 9%	10 9%	7 9%	6 6%	6 9%	4 19%	1 12%	2 3%	4 7%	10 15%	4 4%	11 12%	6 12%	2 9%	7 7%
4	25 13%	15 14%	9 12%	14 15%	7 10%	2 10%	2 18%	8 12%	9 17%	7 11%	13 13%	11 12%	4 8%	4 19%	13 13%
5- Worry about it a great deal	78 41%	51 45%	28 35%	47 50%	22 34%	4 20%	5 44%	42 62%	24 43%	12 18%	64 69%	12 13%	26 52%	10 45%	34 35%
Unsure	3 2%	1 1%	2 3%	1 1%	2 3%	- -	- -	1 2%	- -	2 2%	1 1%	2 2%	- -	1 4%	1 1%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	State						Swing			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	191 100	-	-	191	-	-	-	6 100	8 100	1 100	140 100	27 100	15 100	4 100	9 100	5 100	2 100			
Unweighted Total	190	-	-	190	-	-	-	10	7	2	136	29	17	4	10	5	2			
MEAN	3.28	-	-	3.28	-	-	-	3.48	4.82	4.64	3.21	3.30	3.74	3.07	3.00	3.27	1.00			
1 - Do not worry at all	59 31%	-	-	59	-	-	-	1 15%	-	-	46 33%	9 31%	2 16%	2 44%	3 28%	2 40%	2 100%			
2	10 5%	-	-	10	-	-	-	-	-	-	8 6%	2 7%	-	-	1 13%	-	-			
3	17 9%	-	-	17	-	-	-	2 40%	1 9%	0 18%	12 8%	1 5%	3 18%	-	1 9%	0 8%	-			
4	25 13%	-	-	25	-	-	-	1 13%	-	-	18 13%	4 14%	3 20%	1 18%	3 32%	-	-			
5- Worry about it a great deal	78 41%	-	-	78	-	-	-	2 32%	7 91%	1 82%	55 39%	12 43%	6 41%	2 38%	2 18%	3 53%	-			
Unsure	3 2%	-	-	3	-	-	-	-	-	-	2 1%	-	1 6%	-	-	-	-			

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	191	67	30	57	31	16	19	24	33	15	26	32	26	20	65	42	64
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	190	69	30	59	28	15	19	24	32	12	27	35	26	21	72	36	61
MEAN	3.28	3.40	3.35	3.50	2.67	3.12	2.80	3.19	3.41	3.70	3.05	3.25	3.69	2.73	3.57	3.49	3.03
1 - Do not worry at all	59	20	8	13	16	6	8	9	8	3	9	11	4	7	16	13	22
	31%	30%	25%	23%	52%	40%	41%	37%	24%	22%	34%	35%	17%	36%	25%	31%	35%
2	10	4	3	3	-	-	-	1	2	-	3	1	3	2	4	-	3
	5%	6%	10%	5%	-	-	-	3%	7%	-	10%	4%	12%	11%	7%	-	5%
3	17	2	3	7	1	1	5	1	4	3	-	1	3	4	5	3	5
	9%	3%	11%	13%	4%	5%	24%	4%	11%	19%	-	3%	12%	19%	8%	6%	9%
4	25	6	4	9	6	3	-	4	7	1	5	5	-	3	3	6	12
	13%	10%	12%	16%	18%	19%	-	17%	22%	5%	18%	14%	-	13%	5%	15%	19%
5- Worry about it a great deal	78	32	13	24	8	6	6	9	12	8	8	14	14	4	35	20	19
	41%	48%	42%	42%	27%	36%	31%	39%	37%	54%	32%	43%	56%	21%	54%	48%	29%
Unsure	3	2	-	1	-	-	1	-	-	-	1	-	1	-	1	-	2
	2%	3%	-	2%	-	-	5%	-	-	-	5%	-	3%	-	1%	-	3%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	209	94	115	48	42	54	64	160	27	10	6	5
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	94	116	41	42	61	66	163	23	10	8	6
MEAN	3.47	3.63	3.35	3.48	3.64	3.70	3.16	3.58	2.52	3.92	4.01	3.76
1 - Do not worry at all	52	20	32	10	12	11	20	37	12	2	-	1
	25%	22%	28%	22%	27%	20%	31%	23%	45%	24%	-	18%
2	11	3	8	-	1	4	5	10	0	-	-	-
	5%	3%	7%	-	3%	7%	8%	6%	1%	-	-	-
3	28	12	16	10	3	6	9	18	8	-	2	-
	13%	13%	14%	21%	6%	10%	14%	11%	28%	-	33%	-
4	18	10	8	6	2	5	5	12	2	1	2	1
	9%	11%	7%	13%	5%	9%	7%	7%	8%	11%	32%	25%
5- Worry about it a great deal	97	45	52	18	25	29	25	82	5	6	2	2
	47%	48%	45%	38%	58%	54%	39%	51%	18%	65%	35%	35%
Unsure	3	3	-	3	-	-	-	2	-	-	-	1
	1%	3%	-	6%	-	-	-	1%	-	-	-	21%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	209 100	150 100	59 100	112 100	48 100	38 100	11 100	70 100	80 100	58 100	112 100	84 100	51 100	33 100	96 100
Unweighted Total	210	148	62	116	47	32	15	74	81	55	114	84	55	33	94
MEAN	3.47	3.47	3.47	3.59	3.55	3.13	3.07	4.39	3.50	2.34	4.45	2.13	2.97	3.73	3.61
1 - Do not worry at all	52 25%	38 25%	14 24%	27 24%	10 21%	11 30%	4 39%	6 8%	15 19%	32 54%	4 3%	46 55%	21 40%	7 21%	19 19%
2	11 5%	7 5%	3 5%	7 6%	3 6%	0 1%	-	4 5%	5 6%	2 3%	3 3%	8 9%	4 7%	1 3%	5 5%
3	28 13%	23 15%	5 8%	13 12%	5 10%	10 26%	-	3 4%	15 19%	10 17%	13 11%	13 15%	3 5%	4 11%	15 16%
4	18 9%	9 6%	9 16%	4 4%	8 16%	5 12%	2 17%	3 5%	11 14%	4 7%	11 10%	4 5%	2 4%	3 10%	12 12%
5- Worry about it a great deal	97 47%	73 49%	24 41%	61 55%	21 43%	12 31%	4 33%	54 77%	32 40%	11 19%	80 72%	12 14%	21 41%	18 54%	44 46%
Unsure	3 1%	-	3 5%	-	2 4%	-	1 11%	1 2%	2 2%	-	1 1%	2 2%	1 2%	-	2 2%

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 -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	209 100	-	-	209	-	-	-	14	10	4	156	22	26	5	10	13	3			
				100				100	100	100	100	100	100	100	100	100	100			
Unweighted Total	210	-	-	210	-	-	-	15	8	7	148	27	30	6	12	13	2			
MEAN	3.47	-	-	3.47	-	-	-	3.73	3.67	3.43	3.37	3.60	3.82	5.00	3.71	2.75	2.99			
1 - Do not worry at all	52 25%	-	-	52	-	-	-	2	1	1	44	4	5	-	3	6	2			
				25%				16%	11%	17%	28%	17%	18%		30%	42%	50%			
2	11 5%	-	-	11	-	-	-	-	-	0	8	1	1	-	-	1	-			
				5%						11%	5%	5%	5%			9%				
3	28 13%	-	-	28	-	-	-	3	4	1	20	4	3	-	-	2	-			
				13%				19%	36%	20%	13%	16%	13%			13%				
4	18 9%	-	-	18	-	-	-	3	2	1	11	3	2	-	1	1	-			
				9%				24%	19%	13%	7%	15%	8%		10%	6%				
5- Worry about it a great deal	97 47%	-	-	97	-	-	-	6	4	2	71	9	15	5	6	4	1			
				47%				41%	35%	38%	45%	41%	57%	100%	61%	30%	50%			
Unsure	3 1%	-	-	3	-	-	-	-	-	-	2	1	-	-	-	-	-			
				1%							1%	5%								

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 -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	209	71	42	61	30	21	21	23	29	27	21	31	35	27	81	40	61
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	70	43	61	30	17	21	25	31	24	21	36	35	30	90	32	58
MEAN	3.47	3.52	2.99	3.62	3.80	3.52	3.83	3.83	3.40	3.46	3.44	3.62	2.96	2.88	3.57	3.65	3.49
1 - Do not worry at all	52	15	17	13	6	4	5	4	8	6	7	6	12	11	19	7	15
	25%	21%	41%	22%	19%	19%	22%	19%	26%	24%	32%	20%	35%	39%	24%	18%	25%
2	11	5	2	1	1	-	0	-	2	-	1	4	3	-	4	2	4
	5%	7%	5%	2%	4%		2%		7%		4%	12%	9%		5%	6%	6%
3	28	12	4	8	3	3	2	3	4	7	1	2	5	6	10	6	6
	13%	17%	9%	13%	11%	16%	8%	14%	14%	26%	4%	8%	15%	21%	12%	16%	10%
4	18	7	1	6	4	4	1	3	2	2	1	2	3	3	6	3	6
	9%	10%	2%	11%	13%	19%	6%	14%	6%	9%	5%	6%	8%	12%	8%	7%	9%
5- Worry about it a great deal	97	32	18	29	16	7	13	12	13	12	12	17	12	7	41	19	29
	47%	45%	42%	47%	54%	32%	62%	53%	47%	42%	54%	54%	34%	27%	51%	48%	48%
Unsure	3	-	-	3	-	3	-	-	-	-	-	-	-	-	-	2	1
	1%			5%		14%									5%	2%	

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	191	93	98	31	45	56	59	161	18	4	1	8
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	190	90	100	27	46	59	58	156	18	8	1	7
MEAN	3.27	3.25	3.28	3.60	3.48	3.16	3.03	3.13	4.45	2.37	3.00	4.09
1 - Do not worry at all	52	25	27	6	11	15	20	48	0	2	-	1
	27%	27%	27%	20%	24%	27%	33%	30%	1%	47%		19%
2	9	6	4	1	1	6	2	9	-	-	-	-
	5%	6%	4%	3%	2%	10%	3%	6%				
3	33	14	19	5	6	10	12	30	1	2	1	-
	17%	15%	19%	17%	14%	17%	20%	18%	7%	38%	100%	
4	20	11	9	3	6	5	6	14	6	-	-	-
	10%	12%	9%	10%	14%	8%	10%	9%	31%			
5- Worry about it a great deal	71	33	38	14	19	20	19	56	9	1	-	5
	37%	36%	38%	45%	41%	36%	32%	35%	51%	15%		66%
Unsure	7	4	3	1	2	1	2	4	2	-	-	1
	3%	4%	3%	5%	5%	2%	3%	2%	9%			15%

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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	191 100	113 100	79 100	94 100	67 100	19 100	12 100	68 100	56 100	67 100	93 100	94 100	51 100	22 100	97 100
Unweighted Total	190	109	81	92	64	17	17	65	60	65	94	89	49	23	97
MEAN	3.27	3.21	3.35	3.00	3.33	4.34	3.50	2.30	3.11	4.33	2.15	4.31	3.20	2.96	3.36
1 - Do not worry at all	52 27%	33 29%	19 24%	32 34%	16 24%	1 4%	3 25%	30 43%	18 31%	5 7%	45 48%	7 7%	14 27%	8 34%	25 26%
2	9 5%	5 5%	4 5%	5 6%	4 6%	- -	- -	6 9%	3 5%	- -	8 8%	1 1%	4 8%	1 4%	4 4%
3	33 17%	19 17%	14 17%	17 18%	12 18%	2 11%	1 11%	15 23%	11 19%	7 10%	23 24%	10 10%	7 14%	6 27%	17 17%
4	20 10%	11 10%	8 11%	7 7%	7 11%	4 23%	1 11%	3 5%	5 9%	11 16%	5 6%	14 15%	6 12%	- -	11 11%
5- Worry about it a great deal	71 37%	41 36%	30 38%	31 33%	25 38%	10 53%	5 42%	9 13%	20 35%	43 64%	8 9%	61 65%	18 35%	8 35%	39 40%
Unsure	7 3%	3 3%	3 4%	1 2%	2 3%	2 9%	1 10%	5 7%	- -	2 2%	5 5%	2 2%	1 3%	- -	1 1%

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[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			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	191	-	-	191	-	-	-	6	8	1	140	27	15	4	9	5	2			
	100			100				100	100	100	100	100	100	100	100	100	100			
Unweighted Total	190	-	-	190	-	-	-	10	7	2	136	29	17	4	10	5	2			
MEAN	3.27	-	-	3.27	-	-	-	3.82	2.94	1.00	3.26	3.05	3.47	2.55	2.57	3.78	3.41			
1 - Do not worry at all	52	-	-	52	-	-	-	1	2	1	39	8	3	2	4	1	1			
	27%			27%				20%	27%	100%	28%	29%	21%	57%	38%	16%	40%			
2	9	-	-	9	-	-	-	-	1	-	7	-	1	-	-	-	-			
	5%			5%					18%		5%		5%							
3	33	-	-	33	-	-	-	1	1	-	21	9	3	-	4	-	-			
	17%			17%				13%	16%		15%	34%	20%	41%						
4	20	-	-	20	-	-	-	1	1	-	13	3	2	1	1	1	-			
	10%			10%				11%	10%		9%	12%	14%	18%	8%	25%				
5- Worry about it a great deal	71	-	-	71	-	-	-	3	2	-	54	7	6	1	1	2	1			
	37%			37%				56%	28%		38%	25%	40%	25%	12%	31%	60%			
Unsure	7	-	-	7	-	-	-	-	-	-	7	-	-	-	-	1	-			
	3%			3%							5%				28%					

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 -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	191	67	30	57	31	16	19	24	33	15	26	32	26	20	65	42	64
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	190	69	30	59	28	15	19	24	32	12	27	35	26	21	72	36	61
MEAN	3.27	3.08	3.83	3.03	3.56	3.59	3.82	3.05	2.90	3.61	3.24	3.25	3.19	3.78	3.11	3.18	3.30
1 - Do not worry at all	52 27%	21 32%	4 14%	17 30%	8 25%	4 22%	4 18%	6 25%	12 35%	3 17%	7 28%	9 28%	8 32%	4 20%	19 30%	11 26%	17 27%
2	9 5%	2 4%	1 4%	6 10%	-	-	-	4 16%	2 5%	1 6%	1 3%	2 6%	-	-	4 6%	2 6%	2 4%
3	33 17%	14 21%	5 15%	8 14%	5 16%	3 20%	2 11%	3 13%	6 17%	2 14%	4 16%	6 20%	6 23%	1 6%	12 18%	8 19%	12 18%
4	20 10%	5 7%	4 12%	8 14%	3 9%	2 11%	3 16%	3 11%	4 11%	1 9%	3 12%	2 6%	2 8%	6 30%	3 5%	4 9%	7 10%
5- Worry about it a great deal	71 37%	23 34%	15 49%	17 29%	15 47%	8 46%	9 49%	7 30%	9 27%	6 43%	9 35%	13 40%	9 37%	9 44%	24 36%	14 33%	25 39%
Unsure	7 3%	1 2%	1 5%	2 3%	1 3%	-	1 6%	1 4%	2 5%	1 10%	1 5%	-	-	-	2 4%	3 7%	1 2%

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 Focus 2024 Survey
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[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	209	94	115	48	42	54	64	160	27	10	6	5
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	94	116	41	42	61	66	163	23	10	8	6
MEAN	3.17	3.05	3.27	3.00	3.06	3.14	3.39	3.06	4.10	3.05	2.51	2.71
1 - Do not worry at all	41	23	18	10	9	13	9	36	2	2	1	-
	20%	24%	16%	21%	21%	23%	15%	23%	6%	18%	19%	-
2	31	12	19	12	8	5	6	25	-	2	1	3
	15%	13%	16%	25%	18%	9%	10%	15%	-	21%	12%	65%
3	42	19	23	5	10	12	15	32	4	1	4	1
	20%	20%	20%	11%	23%	21%	24%	20%	14%	11%	69%	18%
4	37	15	23	6	4	11	16	24	10	4	-	-
	18%	16%	20%	12%	9%	21%	25%	15%	37%	40%	-	-
5- Worry about it a great deal	55	23	32	13	12	13	17	42	12	1	-	1
	27%	25%	28%	27%	29%	25%	26%	26%	43%	11%	-	18%
Unsure	2	2	-	2	-	-	-	2	-	-	-	-
	1%	2%	-	4%	-	-	-	1%	-	-	-	-

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 -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	209	150	59	112	48	38	11	70	80	58	112	84	51	33	96
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	148	62	116	47	32	15	74	81	55	114	84	55	33	94
MEAN	3.17	3.19	3.12	3.03	3.13	3.66	3.06	2.64	3.04	3.99	2.54	4.01	3.58	2.92	3.02
1 - Do not worry at all	41	30	11	26	10	4	1	24	15	2	35	4	6	7	22
	20%	20%	19%	23%	22%	10%	8%	34%	18%	4%	32%	5%	11%	22%	23%
2	31	21	10	17	8	3	3	12	15	3	25	3	7	7	13
	15%	14%	18%	15%	16%	9%	26%	18%	19%	6%	23%	3%	14%	22%	13%
3	42	33	9	25	7	8	2	12	17	14	24	17	9	8	21
	20%	22%	16%	22%	15%	21%	20%	17%	21%	23%	22%	20%	18%	23%	22%
4	37	25	12	16	8	9	5	9	15	13	9	25	10	4	17
	18%	17%	21%	14%	16%	24%	44%	13%	19%	22%	8%	29%	20%	11%	18%
5- Worry about it a great deal	55	42	14	28	14	13	0	13	16	26	18	35	19	8	21
	27%	28%	23%	25%	28%	35%	2%	19%	20%	45%	16%	41%	37%	23%	22%
Unsure	2	-	2	-	2	-	-	-	2	-	-	2	-	-	2
	1%		3%		4%				2%			2%			2%

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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	209 100	-	-	209	-	-	-	14 100	10 100	4 100	156 100	22 100	26 100	5 100	10 100	13 100	3 100			
Unweighted Total	210	-	-	210	-	-	-	15	8	7	148	27	30	6	12	13	2			
MEAN	3.17	-	-	3.17	-	-	-	3.17	3.16	1.84	3.21	3.14	3.19	1.65	2.57	3.93	4.00			
1 - Do not worry at all	41 20%	-	-	41	-	-	-	2 12%	1 13%	2 55%	27 18%	4 18%	7 27%	3 60%	3 27%	1 9%	-			
2	31 15%	-	-	31	-	-	-	4 28%	-	1 31%	24 16%	4 19%	2 9%	1 16%	2 15%	-	-			
3	42 20%	-	-	42	-	-	-	2 13%	6 54%	-	33 21%	2 10%	5 18%	1 24%	4 43%	2 13%	-			
4	37 18%	-	-	37	-	-	-	4 25%	2 21%	-	26 17%	9 39%	3 11%	-	1 7%	6 46%	3 100%			
5- Worry about it a great deal	55 27%	-	-	55	-	-	-	3 22%	1 11%	1 13%	43 28%	3 15%	9 35%	-	1 9%	4 33%	-			
Unsure	2 1%	-	-	2	-	-	-	-	-	-	2 1%	-	-	-	-	-	-			

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 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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 -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	209	71	42	61	30	21	21	23	29	27	21	31	35	27	81	40	61
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	70	43	61	30	17	21	25	31	24	21	36	35	30	90	32	58
MEAN	3.17	3.07	3.61	3.02	3.03	2.91	2.69	3.30	3.20	3.07	3.44	3.02	3.54	3.90	2.82	3.18	3.31
1 - Do not worry at all	41	12	6	16	7	5	7	4	6	5	2	8	4	0	23	8	9
	20%	17%	13%	26%	22%	25%	34%	19%	20%	17%	9%	27%	10%	0%	29%	20%	15%
2	31	16	2	5	7	4	3	2	3	8	5	3	3	4	11	6	11
	15%	23%	6%	8%	25%	19%	13%	9%	12%	30%	22%	10%	8%	14%	13%	14%	18%
3	42	14	9	14	4	2	5	4	7	3	4	7	9	3	21	6	12
	20%	20%	23%	24%	14%	12%	25%	19%	23%	11%	20%	23%	25%	11%	26%	14%	20%
4	37	12	10	10	3	2	1	7	5	4	3	5	11	11	9	9	8
	18%	17%	23%	16%	9%	9%	5%	29%	18%	14%	14%	15%	31%	42%	11%	22%	13%
5- Worry about it a great deal	55	16	15	14	9	5	5	5	8	8	7	8	9	9	17	10	20
	27%	23%	35%	23%	31%	26%	23%	24%	27%	28%	34%	25%	26%	32%	21%	25%	33%
Unsure	2	-	-	2	-	2	-	-	-	-	-	-	-	-	-	2	-
	1%			3%		9%										5%	

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	191 100	93 100	98 100	31 100	45 100	56 100	59 100	161 100	18 100	4 100	1 100	8 100
Unweighted Total	190	90	100	27	46	59	58	156	18	8	1	7
MEAN	4.20	4.12	4.28	4.10	4.27	4.09	4.29	4.18	4.40	4.20	4.00	4.16
1 - Do not worry at all	3 2%	3 3%	-	-	1 2%	-	2 3%	3 2%	-	-	-	-
2	11 6%	8 9%	3 3%	3 9%	2 5%	4 7%	2 4%	7 5%	1 7%	1 13%	-	2 24%
3	28 15%	13 14%	15 15%	4 12%	6 13%	12 21%	7 12%	27 17%	1 8%	-	-	-
4	51 27%	19 20%	32 33%	12 38%	11 23%	16 28%	13 22%	44 27%	4 23%	2 42%	1 100%	1 11%
5- Worry about it a great deal	97 51%	49 53%	47 48%	13 41%	25 55%	25 44%	35 59%	79 49%	11 62%	2 45%	-	5 65%
Unsure	1 1%	-	1 1%	-	1 3%	-	-	1 1%	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	191 100	113 100	79 100	94 100	67 100	19 100	12 100	68 100	56 100	67 100	93 100	94 100	51 100	22 100	97 100
Unweighted Total	190	109	81	92	64	17	17	65	60	65	94	89	49	23	97
MEAN	4.20	4.25	4.12	4.26	4.06	4.19	4.48	4.37	4.09	4.12	4.40	3.97	4.31	4.48	4.01
1 - Do not worry at all	3 2%	2 2%	1 1%	2 2%	1 2%	-	-	-	3 5%	-	1 1%	2 2%	1 2%	1 4%	1 1%
2	11 6%	9 8%	2 3%	5 6%	2 3%	4 19%	0 1%	2 3%	5 8%	5 7%	1 1%	9 10%	1 2%	-	9 10%
3	28 15%	13 11%	15 20%	13 14%	14 21%	-	1 13%	10 15%	4 8%	14 20%	11 12%	17 18%	7 13%	1 6%	18 18%
4	51 27%	25 23%	26 33%	21 22%	23 34%	5 25%	3 23%	17 25%	17 31%	17 25%	25 27%	26 28%	13 26%	6 25%	27 28%
5- Worry about it a great deal	97 51%	64 57%	33 42%	53 57%	25 38%	11 57%	7 63%	39 57%	27 48%	31 46%	54 58%	38 41%	29 56%	14 65%	40 42%
Unsure	1 1%	-	1 2%	-	1 2%	-	-	-	-	1 2%	-	1 1%	-	-	1 1%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	State						Swing			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	191 100	-	-	191	-	-	-	6 100	8 100	1 100	140 100	27 100	15 100	4 100	9 100	5 100	2 100			
Unweighted Total	190	-	-	190	-	-	-	10	7	2	136	29	17	4	10	5	2			
MEAN	4.20	-	-	4.20	-	-	-	4.21	4.46	4.45	4.15	4.10	4.42	3.69	3.91	4.49	5.00			
1 - Do not worry at all	3 2%	-	-	3	-	-	-	1 15%	-	-	3 2%	-	-	-	-	-	-			
2	11 6%	-	-	11	-	-	-	0 7%	-	0 18%	7 5%	4 14%	-	1 25%	1 11%	0 8%	-			
3	28 15%	-	-	28	-	-	-	-	2 27%	-	26 18%	2 7%	1 5%	-	1 13%	-	-			
4	51 27%	-	-	51	-	-	-	-	-	-	33 24%	10 35%	7 48%	2 57%	5 49%	1 28%	-			
5- Worry about it a great deal	97 51%	-	-	97	-	-	-	5 79%	6 73%	1 82%	70 50%	12 44%	7 47%	1 18%	2 27%	4 65%	2 100%			
Unsure	1 1%	-	-	1	-	-	-	-	-	-	1 1%	-	-	-	-	-	-			

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	191	67	30	57	31	16	19	24	33	15	26	32	26	20	65	42	64
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	190	69	30	59	28	15	19	24	32	12	27	35	26	21	72	36	61
MEAN	4.20	4.25	4.33	4.03	4.16	3.91	4.43	3.76	4.29	4.31	4.15	4.34	4.29	4.24	4.21	4.08	4.25
1 - Do not worry at all	3 2%	-	-	2 3%	1 4%	-	1 5%	-	2 6%	-	-	-	-	-	3 4%	-	-
2	11 6%	1 2%	2 6%	4 7%	4 12%	2 15%	2 11%	3 11%	1 3%	0 3%	-	1 4%	1 5%	2 12%	1 1%	3 8%	5 8%
3	28 15%	11 16%	4 13%	11 19%	2 8%	2 15%	-	8 33%	3 9%	1 9%	6 22%	4 12%	4 14%	3 16%	8 12%	10 23%	7 11%
4	51 27%	24 35%	7 24%	14 25%	5 15%	6 35%	1 6%	6 25%	6 19%	6 41%	9 36%	10 30%	7 27%	1 7%	22 34%	9 22%	18 29%
5- Worry about it a great deal	97 51%	30 45%	17 57%	26 46%	19 61%	6 35%	15 79%	7 31%	21 63%	7 46%	10 37%	17 54%	14 54%	13 64%	32 49%	20 47%	33 51%
Unsure	1 1%	1 2%	-	-	-	-	-	-	-	-	1 5%	-	-	-	-	-	1 2%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	209	94	115	48	42	54	64	160	27	10	6	5
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	94	116	41	42	61	66	163	23	10	8	6
MEAN	3.58	3.54	3.61	3.63	3.62	3.49	3.60	3.57	3.84	3.19	3.36	3.58
1 - Do not worry at all	14	5	8	4	1	6	3	10	2	1	0	0
	7%	6%	7%	8%	2%	12%	4%	6%	8%	11%	8%	2%
2	31	17	13	7	7	7	9	23	2	3	1	1
	15%	19%	11%	15%	17%	13%	14%	14%	8%	31%	24%	16%
3	46	23	23	6	9	13	19	42	2	-	1	1
	22%	24%	20%	12%	21%	24%	29%	26%	7%	-	17%	21%
4	54	16	39	15	16	10	14	34	12	4	2	2
	26%	17%	34%	31%	37%	19%	21%	21%	44%	45%	27%	43%
5- Worry about it a great deal	61	31	31	14	10	18	19	49	9	1	2	1
	29%	33%	27%	30%	23%	33%	30%	31%	33%	13%	25%	18%
Unsure	3	2	1	2	-	-	1	3	-	-	-	-
	1%	2%	1%	4%	-	-	2%	2%	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	209	150	59	112	48	38	11	70	80	58	112	84	51	33	96
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	148	62	116	47	32	15	74	81	55	114	84	55	33	94
MEAN	3.58	3.60	3.52	3.55	3.60	3.76	3.13	3.58	3.38	3.85	3.52	3.65	3.98	3.48	3.34
1 - Do not worry at all	14	13	1	10	-	3	1	6	7	1	9	4	2	3	9
	7%	8%	2%	9%		7%	10%	8%	9%	1%	8%	5%	4%	9%	9%
2	31	21	9	16	7	5	3	9	15	7	17	11	6	5	15
	15%	14%	16%	14%	14%	13%	25%	12%	19%	12%	15%	13%	11%	16%	15%
3	46	28	18	25	17	3	1	17	16	14	25	18	7	8	25
	22%	18%	31%	22%	35%	7%	13%	23%	20%	23%	22%	21%	13%	24%	26%
4	54	40	14	25	9	16	5	18	20	16	27	24	14	7	25
	26%	27%	24%	22%	20%	41%	45%	26%	25%	28%	25%	28%	26%	20%	26%
5- Worry about it a great deal	61	48	13	37	12	12	1	21	19	21	33	24	23	10	19
	29%	32%	22%	33%	26%	31%	7%	30%	24%	36%	30%	29%	46%	30%	20%
Unsure	3	-	3	-	3	-	-	-	3	-	-	3	-	-	3
	1%		5%		6%				4%			3%			3%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	State						Swing			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	209 100	-	-	209	-	-	-	14	10	4	156	22	26	5	10	13	3			
				100				100	100	100	100	100	100	100	100	100	100			
Unweighted Total	210	-	-	210	-	-	-	15	8	7	148	27	30	6	12	13	2			
MEAN	3.58	-	-	3.58	-	-	-	3.61	3.15	3.34	3.52	3.93	3.64	2.86	2.85	3.89	4.00			
1 - Do not worry at all	14 7%	-	-	14	-	-	-	0	1	-	8	2	3	1	2	-	-			
				7%				1%	13%		5%	8%	11%	22%	17%					
2	31 15%	-	-	31	-	-	-	3	3	1	25	1	4	2	4	2	-			
				15%				19%	29%	35%	16%	3%	17%	38%	37%	16%				
3	46 22%	-	-	46	-	-	-	4	-	1	41	2	2	-	1	2	-			
				22%				25%		20%	26%	10%	7%		9%	12%				
4	54 26%	-	-	54	-	-	-	4	4	1	38	10	6	1	2	5	3			
				26%				27%	43%	20%	24%	46%	25%	12%	18%	39%	100%			
5- Worry about it a great deal	61 29%	-	-	61	-	-	-	4	2	1	41	7	10	1	2	4	-			
				29%				28%	14%	24%	27%	33%	39%	28%	19%	33%				
Unsure	3 1%	-	-	3	-	-	-	-	-	-	3	-	-	-	-	-	-			
				1%							2%									

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	209	71	42	61	30	21	21	23	29	27	21	31	35	27	81	40	61
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	70	43	61	30	17	21	25	31	24	21	36	35	30	90	32	58
MEAN	3.58	3.36	3.99	3.53	3.55	3.82	3.32	3.61	3.46	3.49	3.92	3.40	3.71	3.64	3.48	3.76	3.56
1 - Do not worry at all	14	8	0	2	3	1	1	2	1	3	-	4	1	2	10	0	1
	7%	12%	0%	4%	9%	5%	4%	10%	4%	11%	-	13%	4%	9%	12%	1%	2%
2	31	8	5	11	6	3	4	3	6	4	3	4	3	3	11	5	11
	15%	12%	11%	18%	21%	16%	20%	15%	22%	13%	14%	12%	8%	12%	13%	13%	19%
3	46	17	5	18	3	2	8	5	8	3	1	8	11	4	16	9	17
	22%	24%	13%	30%	11%	10%	37%	20%	27%	13%	5%	26%	30%	14%	20%	23%	28%
4	54	23	16	8	6	4	4	3	5	11	12	7	9	10	19	12	14
	26%	32%	38%	12%	21%	18%	19%	14%	16%	41%	56%	21%	25%	35%	23%	30%	23%
5- Worry about it a great deal	61	14	15	20	11	9	4	9	9	6	5	9	11	8	25	12	17
	29%	20%	35%	32%	37%	41%	20%	41%	30%	22%	25%	28%	30%	30%	31%	29%	28%
Unsure	3	-	1	2	-	2	-	-	-	-	-	-	1	-	1	2	-
	1%	-	2%	3%	-	9%	-	-	-	-	-	-	3%	-	1%	5%	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	209	94	115	48	42	54	64	160	27	10	6	5
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	94	116	41	42	61	66	163	23	10	8	6
There's a problem with age-inappropriate discussions in schools	112 54%	55 59%	57 49%	26 54%	28 65%	33 62%	25 39%	93 58%	8 28%	4 42%	4 59%	4 76%
The issue is being blown out of proportion	81 39%	30 32%	51 44%	16 33%	13 29%	18 33%	35 54%	61 38%	13 49%	6 58%	1 17%	0 2%
Unsure	15 7%	8 9%	7 6%	6 13%	2 6%	2 5%	4 7%	6 4%	6 23%	-	2 25%	1 21%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	209	150	59	112	48	38	11	70	80	58	112	84	51	33	96
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	148	62	116	47	32	15	74	81	55	114	84	55	33	94
There's a problem with age-inappropriate discussions in schools	112 54%	81 54%	31 53%	67 60%	26 53%	14 37%	5 50%	56 80%	38 47%	18 31%	95 86%	12 14%	21 41%	22 67%	54 56%
The issue is being blown out of proportion	81 39%	56 37%	25 43%	40 35%	21 44%	16 42%	4 39%	12 17%	34 43%	35 60%	11 10%	65 77%	24 47%	11 33%	36 38%
Unsure	15 7%	13 9%	2 4%	5 5%	1 2%	8 20%	1 11%	2 3%	8 10%	5 9%	5 5%	8 9%	6 12%	-	6 6%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	State						Swing			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	209 100	-	-	209	-	-	-	14	10	4	156	22	26	5	10	13	3			
				100				100	100	100	100	100	100	100	100	100	100			
Unweighted Total	210	-	-	210	-	-	-	15	8	7	148	27	30	6	12	13	2			
There's a problem with age-inappropriate discussions in schools	112 54%	-	-	112	-	-	-	7	6	4	84	12	13	4	6	2	-			
				54%				48%	55%	100%	54%	54%	50%	88%	55%	11%				
The issue is being blown out of proportion	81 39%	-	-	81	-	-	-	6	3	-	62	7	10	1	3	12	3			
				39%				39%	31%		40%	31%	41%	12%	33%	89%	100%			
Unsure	15 7%	-	-	15	-	-	-	2	2	-	10	3	2	-	1	-	-			
				7%				13%	14%		6%	15%	9%		12%					

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	209	71	42	61	30	21	21	23	29	27	21	31	35	27	81	40	61
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	70	43	61	30	17	21	25	31	24	21	36	35	30	90	32	58
There's a problem with age-inappropriate discussions in schools	112 54%	35 50%	21 49%	39 64%	16 51%	10 47%	16 75%	14 62%	16 54%	16 59%	12 55%	19 62%	10 27%	10 38%	41 50%	23 57%	39 64%
The issue is being blown out of proportion	81 39%	32 45%	18 42%	16 26%	13 42%	6 29%	4 20%	7 32%	13 44%	10 37%	8 39%	11 34%	22 62%	12 44%	37 45%	14 34%	19 32%
Unsure	15 7%	4 5%	3 8%	6 10%	2 7%	5 24%	1 5%	1 6%	1 2%	1 4%	1 6%	1 4%	4 11%	5 18%	4 4%	4 9%	3 5%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	94	45	50	18	20	26	31	82	9	1	-	2
	100	100	100	100	100	100	100	100	100	100	-	100
Unweighted Total	93	44	49	15	21	28	29	78	10	2	-	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	57	26	31	12	10	16	20	53	2	1	-	1
	60%	57%	63%	66%	47%	62%	64%	64%	22%	100%	-	92%
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	27	13	14	3	6	8	10	22	5	-	-	-
	29%	29%	28%	18%	30%	29%	33%	27%	52%	-	-	-
DNR – Don't know/Refused/Unsure	10	6	4	3	5	2	1	8	2	-	-	0
	11%	13%	9%	16%	23%	8%	3%	10%	26%	-	-	8%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	94	53	41	48	34	5	7	33	32	29	50	42	29	14	45
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	93	50	43	46	32	4	11	33	32	28	50	39	28	13	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	57	36	21	35	17	0	4	30	18	9	47	7	20	8	24
	60%	67%	52%	73%	51%	8%	56%	90%	57%	30%	95%	17%	67%	60%	54%
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	27	11	16	8	14	3	1	1	8	17	-	27	8	2	17
	29%	21%	39%	16%	42%	70%	22%	4%	27%	59%	65%		26%	12%	38%
DNR – Don't know/Refused/Unsure	10	7	4	6	2	1	1	2	5	3	3	8	2	4	4
	11%	12%	9%	11%	7%	22%	22%	6%	17%	11%	5%	18%	7%	28%	8%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	State						Swing 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	94 100	-	-	94	-	-	-	4 100	6 100	1 100	66 100	15 100	7 100	3 100	5 100	1 100	-
Unweighted Total	93	-	-	93	-	-	-	6	5	2	65	14	8	3	6	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	57 60%	-	-	57	-	-	-	3 73%	4 73%	1 100%	40 60%	10 70%	4 56%	2 76%	4 83%	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	27 29%	-	-	27	-	-	-	1 23%	-	-	22 34%	1 4%	2 25%	1 24%	1 14%	-	-
DNR – Don't know/Refused/Unsure	10 11%	-	-	10	-	-	-	0 3%	2 27%	-	4 6%	4 26%	1 19%	-	0 2%	-	-

Echelon Insights
Focus 2024 Survey
N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	94	34	14	26	18	8	7	10	20	10	13	16	10	12	35	21	27
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	93	34	14	27	17	7	8	11	18	8	13	17	11	12	37	18	26
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	57	21	9	14	12	5	2	6	13	7	8	10	7	7	23	12	15
	60%	60%	67%	53%	63%	62%	28%	63%	63%	68%	58%	62%	66%	55%	67%	59%	55%
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	27	9	4	8	5	-	3	4	7	3	3	4	4	4	9	6	7
	29%	27%	32%	32%	26%		41%	37%	33%	32%	24%	25%	34%	36%	27%	29%	27%
DNR – Don't know/Refused/Unsure	10	4	0	4	2	3	2	-	1	-	2	2	-	1	2	3	5
	11%	13%	1%	15%	11%	38%	31%		4%		18%	13%		9%	6%	12%	18%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	97	48	49	13	25	30	28	78	9	4	1	6
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	97	46	51	12	25	31	29	78	8	6	1	4
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	59	28	31	8	13	18	20	50	5	2	1	1
	60%	58%	63%	57%	51%	60%	71%	64%	54%	61%	100%	18%
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	32	15	16	5	11	9	7	25	4	-	-	3
	33%	32%	34%	40%	42%	29%	26%	32%	46%			51%
DNR – Don't know/Refused/Unsure	6	5	2	0	2	3	1	3	-	1	-	2
	7%	10%	3%	3%	6%	11%	4%	4%		39%		31%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	97	59	38	45	33	14	5	35	25	38	43	52	22	8	52
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	97	59	38	46	32	13	6	32	28	37	44	50	21	10	52
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	59	38	21	31	20	7	1	30	17	11	42	15	13	6	29
	60%	63%	56%	67%	60%	51%	27%	86%	71%	30%	97%	29%	60%	70%	56%
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	32	19	13	14	11	5	3	5	3	24	-	32	9	2	18
	33%	31%	35%	31%	33%	33%	51%	13%	14%	63%		61%	40%	23%	35%
DNR – Don't know/Refused/Unsure	6	3	3	1	2	2	1	0	4	2	1	5	-	1	5
	7%	5%	9%	2%	7%	16%	22%	1%	15%	6%	3%	10%		7%	10%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	State						Swing 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	97 100	-	-	97	-	-	-	2	2	-	74	13	8	1	4	4	2
				100				100	100		100	100	100	100	100	100	100
Unweighted Total	97	-	-	97	-	-	-	4	2	-	71	15	9	1	4	4	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	59 60%	-	-	59	-	-	-	2	2	-	45	9	3	-	2	2	-
				60%				100%	100%		61%	74%	41%		55%	47%	
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	32 33%	-	-	32	-	-	-	-	-	-	25	3	3	1	1	1	1
				33%							34%	20%	36%	100%	25%	32%	60%
DNR – Don't know/Refused/Unsure	6 7%	-	-	6	-	-	-	-	-	-	4	1	2	-	1	1	1
				7%							5%	6%	22%		20%	21%	40%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	97	33	16	31	13	9	12	14	13	5	13	16	15	8	30	21	38
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	97	35	16	32	11	8	11	13	14	4	14	18	15	9	35	18	35
People who say that these issues should be left to parents to discuss with their children and that schools should get back to focusing on the basics of instruction	59	21	9	19	6	3	5	11	9	5	8	7	11	3	22	15	18
	60%	65%	58%	63%	47%	35%	42%	76%	68%	100%	60%	46%	74%	41%	73%	73%	47%
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	32	11	6	9	5	5	6	1	3	-	4	8	4	5	5	4	18
	33%	33%	36%	28%	39%	61%	52%	4%	25%		34%	50%	26%	56%	18%	19%	48%
DNR – Don't know/Refused/Unsure	6	1	1	3	2	0	1	3	1	-	1	1	-	0	3	2	2
	7%	2%	5%	10%	14%	4%	6%	20%	8%		6%	4%		3%	9%	9%	5%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	400	186	214	79	88	110	123	321	45	14	7	13
	100	100	100	100	100	100	100	100	100	100	100	100
Closer to where I think it ought to be	112	60	52	18	22	34	38	100	4	2	1	5
	28%	32%	24%	23%	25%	31%	31%	31%	9%	17%	23%	38%
Further from where I think it ought to be	227	98	129	52	44	58	73	172	38	8	3	6
	57%	53%	61%	65%	50%	53%	60%	53%	85%	58%	46%	46%
DNR – Don't know/Refused/Unsure	61	28	32	10	22	18	11	50	3	4	2	2
	15%	15%	15%	12%	25%	16%	9%	16%	7%	25%	32%	16%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	400	263	137	206	115	57	22	138	136	125	205	178	103	55	193
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Closer to where I think it ought to be	112	79	33	71	29	9	4	63	37	12	98	10	27	14	57
	28%	30%	24%	34%	25%	15%	18%	46%	27%	9%	48%	6%	27%	25%	30%
Further from where I think it ought to be	227	144	83	101	71	43	12	42	78	107	53	163	61	30	109
	57%	55%	61%	49%	62%	77%	54%	31%	58%	85%	26%	92%	59%	54%	56%
DNR – Don't know/Refused/Unsure	61	39	21	35	15	5	6	33	20	7	54	5	15	11	27
	15%	15%	15%	17%	13%	8%	28%	24%	15%	6%	27%	3%	14%	20%	14%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	State						Swing 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	-	-	-	21 100	19 100	5 100	296 100	50 100	41 100	9 100	20 100	19 100	5 100
Closer to where I think it ought to be	112 28%	-	-	112 28%	-	-	-	5 22%	4 22%	2 42%	87 29%	11 22%	11 26%	3 29%	6 32%	3 18%	-
Further from where I think it ought to be	227 57%	-	-	227 57%	-	-	-	14 68%	10 56%	1 30%	166 56%	28 57%	24 59%	4 45%	7 38%	13 69%	4 83%
DNR – Don't know/Refused/Unsure	61 15%	-	-	61 15%	-	-	-	2 10%	4 22%	1 28%	43 15%	11 22%	6 14%	2 27%	6 30%	2 13%	1 17%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	400	138	72	118	62	37	41	46	62	42	47	63	61	47	146	82	125
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Closer to where I think it ought to be	112	38	14	45	15	10	9	15	26	8	13	18	13	6	47	27	33
	28%	27%	20%	38%	25%	27%	23%	33%	42%	19%	27%	29%	21%	13%	32%	33%	26%
Further from where I think it ought to be	227	79	47	56	36	23	22	24	29	28	21	35	45	35	75	45	73
	57%	58%	65%	47%	59%	63%	55%	51%	46%	67%	45%	55%	73%	74%	51%	55%	58%
DNR – Don't know/Refused/Unsure	61	21	11	17	10	4	9	8	8	6	13	10	4	6	25	10	20
	15%	15%	15%	15%	16%	10%	22%	17%	12%	14%	28%	16%	6%	13%	17%	12%	16%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	400	186	214	79	88	110	123	321	45	14	7	13
	100	100	100	100	100	100	100	100	100	100	100	100
Still support that candidate	120	64	55	23	25	38	34	98	9	7	3	2
	30%	34%	26%	29%	28%	35%	27%	30%	20%	51%	53%	17%
At least have to be comfortable with their position on abortion in order to support them	135	57	78	29	26	31	49	110	14	5	1	5
	34%	31%	37%	37%	30%	29%	39%	34%	31%	38%	23%	36%
I would not support that candidate	145	65	80	27	37	40	41	113	22	2	2	6
	36%	35%	37%	34%	42%	37%	33%	35%	50%	12%	25%	47%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	400	263	137	206	115	57	22	138	136	125	205	178	103	55	193
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Still support that candidate	120	81	38	64	34	18	4	52	51	17	80	33	27	18	63
	30%	31%	28%	31%	30%	31%	19%	38%	37%	13%	39%	19%	26%	33%	32%
At least have to be comfortable with their position on abortion in order to support them	135	85	50	68	42	17	9	42	51	42	69	57	27	22	71
	34%	32%	37%	33%	36%	29%	39%	31%	37%	34%	34%	32%	27%	40%	37%
I would not support that candidate	145	97	49	74	39	23	9	44	35	66	55	88	49	15	59
	36%	37%	35%	36%	34%	40%	42%	32%	26%	53%	27%	49%	47%	28%	30%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	State						Swing	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	-	-	-	21 100	19 100	5 100	296 100	50 100	41 100	9 100	20 100	19 100	5 100
Still support that candidate	120 30%	-	-	120 30%	-	-	-	8 41%	6 30%	1 27%	86 29%	16 32%	13 32%	2 21%	7 37%	2 9%	-
At least have to be comfortable with their position on abortion in order to support them	135 34%	-	-	135 34%	-	-	-	9 45%	8 43%	3 59%	98 33%	22 45%	13 33%	5 62%	10 50%	10 55%	4 75%
I would not support that candidate	145 36%	-	-	145 36%	-	-	-	3 15%	5 27%	1 14%	113 38%	11 23%	14 36%	1 17%	3 13%	7 36%	1 25%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	400	138	72	118	62	37	41	46	62	42	47	63	61	47	146	82	125
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Still support that candidate	120	40	13	41	21	15	12	21	17	8	13	17	17	18	49	27	26
	30%	29%	18%	35%	33%	39%	30%	46%	27%	20%	27%	27%	28%	38%	34%	33%	21%
At least have to be comfortable with their position on abortion in order to support them	135	50	28	39	19	9	13	12	23	21	13	19	26	11	47	30	48
	34%	37%	39%	33%	30%	24%	33%	26%	37%	49%	27%	30%	42%	23%	32%	37%	38%
I would not support that candidate	145	47	31	38	22	14	15	13	23	13	22	27	18	18	50	25	51
	36%	34%	43%	33%	36%	37%	38%	28%	37%	31%	45%	43%	30%	39%	34%	31%	41%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	209	94	115	48	42	54	64	160	27	10	6	5
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	94	116	41	42	61	66	163	23	10	8	6
COMPLETELY/MOSTLY AGREE	120	57	63	28	26	31	35	99	10	3	4	4
	58%	61%	55%	58%	61%	58%	54%	62%	36%	31%	68%	79%
COMPLETELY/MOSTLY DISAGREE	82	35	47	20	16	21	26	56	17	7	1	1
	40%	38%	41%	42%	37%	39%	40%	35%	64%	69%	17%	21%
Completely agree	89	43	46	21	18	24	25	74	8	3	1	4
	43%	46%	40%	44%	44%	46%	39%	46%	28%	31%	18%	76%
Mostly agree	31	14	16	7	7	7	10	26	2	-	3	0
	15%	15%	14%	14%	17%	13%	15%	16%	7%	-	49%	2%
Mostly disagree	15	7	9	5	4	5	2	9	3	4	-	-
	7%	7%	8%	9%	9%	10%	3%	5%	11%	38%	-	-
Completely disagree	67	28	39	15	12	16	24	47	14	3	1	1
	32%	30%	34%	32%	27%	29%	38%	30%	53%	31%	17%	21%
DNR – Don' t know/Refused	6	1	5	-	1	1	3	5	-	-	1	-
	3%	1%	4%	-	3%	2%	5%	3%	-	-	16%	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	209	150	59	112	48	38	11	70	80	58	112	84	51	33	96
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	148	62	116	47	32	15	74	81	55	114	84	55	33	94
COMPLETELY/MOSTLY AGREE	120	91	29	74	26	17	4	57	40	23	98	17	24	22	55
	58%	61%	50%	66%	53%	46%	36%	81%	50%	40%	88%	21%	47%	65%	57%
COMPLETELY/MOSTLY DISAGREE	82	55	27	35	21	21	6	13	38	31	12	63	26	11	37
	40%	37%	46%	31%	44%	54%	55%	19%	48%	53%	11%	75%	50%	34%	39%
Completely agree	89	65	24	52	21	13	3	49	28	13	80	8	17	17	42
	43%	43%	42%	47%	44%	33%	31%	69%	35%	22%	72%	10%	33%	51%	44%
Mostly agree	31	26	5	21	5	5	0	8	12	11	18	9	7	5	13
	15%	17%	8%	19%	9%	12%	4%	12%	15%	18%	16%	11%	14%	14%	13%
Mostly disagree	15	8	7	4	5	4	2	1	9	6	3	10	3	-	8
	7%	5%	12%	3%	10%	11%	23%	2%	11%	10%	2%	12%	5%		9%
Completely disagree	67	47	20	31	17	16	3	12	29	26	10	53	23	11	29
	32%	31%	34%	27%	34%	43%	32%	17%	37%	44%	9%	63%	45%	34%	30%
DNR – Don' t know/Refused	6	4	2	4	1	-	1	-	2	4	1	4	2	1	4
	3%	3%	4%	3%	2%		9%		3%	7%	1%	5%	3%	2%	4%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	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	209 100	-	-	209	-	-	-	14 100	10 100	4 100	156 100	22 100	26 100	5 100	10 100	13 100	3 100
Unweighted Total	210	-	-	210	-	-	-	15	8	7	148	27	30	6	12	13	2
COMPLETELY/MOSTLY AGREE	120 58%	-	-	120 58%	-	-	-	6 45%	6 60%	4 100%	90 58%	12 55%	13 53%	4 88%	7 65%	4 31%	-
COMPLETELY/MOSTLY DISAGREE	82 40%	-	-	82 40%	-	-	-	7 47%	3 31%	-	60 39%	10 45%	12 47%	1 12%	4 35%	8 63%	3 100%
Completely agree	89 43%	-	-	89 43%	-	-	-	3 19%	2 23%	3 76%	65 42%	10 45%	11 43%	4 88%	4 39%	3 22%	-
Mostly agree	31 15%	-	-	31 15%	-	-	-	4 26%	4 37%	1 24%	24 16%	2 9%	3 10%	-	3 26%	1 10%	-
Mostly disagree	15 7%	-	-	15 7%	-	-	-	2 15%	-	-	11 7%	-	5 18%	-	-	2 11%	2 50%
Completely disagree	67 32%	-	-	67 32%	-	-	-	5 32%	3 31%	-	49 32%	10 45%	7 29%	1 12%	4 35%	7 52%	1 50%
DNR – Don't know/Refused	6 3%	-	-	6 3%	-	-	-	1 8%	1 9%	-	6 4%	-	-	-	-	1 6%	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	209	71	42	61	30	21	21	23	29	27	21	31	35	27	81	40	61
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	70	43	61	30	17	21	25	31	24	21	36	35	30	90	32	58
COMPLETELY/MOSTLY AGREE	120	43	18	40	17	10	15	13	18	18	10	18	17	12	51	25	33
	58%	62%	44%	66%	55%	49%	73%	59%	63%	65%	49%	58%	47%	44%	63%	61%	55%
COMPLETELY/MOSTLY DISAGREE	82	24	21	21	13	10	6	9	10	10	10	12	16	14	30	12	27
	40%	34%	51%	34%	42%	51%	27%	41%	33%	35%	46%	38%	46%	52%	37%	31%	44%
Completely agree	89	36	10	30	13	7	11	11	15	14	8	14	10	8	39	17	24
	43%	50%	23%	49%	44%	34%	50%	47%	51%	52%	37%	44%	29%	31%	49%	43%	40%
Mostly agree	31	8	9	10	3	3	5	3	3	3	2	4	6	3	11	7	9
	15%	11%	21%	17%	11%	16%	23%	12%	12%	13%	11%	14%	18%	13%	14%	19%	14%
Mostly disagree	15	5	2	3	3	2	2	3	-	2	2	3	2	5	4	4	3
	7%	8%	6%	4%	9%	11%	8%	12%		8%	11%	8%	5%	18%	5%	10%	4%
Completely disagree	67	19	19	18	10	8	4	7	10	7	7	9	15	9	25	8	24
	32%	26%	45%	30%	34%	39%	20%	29%	33%	27%	35%	29%	41%	34%	31%	21%	40%
DNR – Don' t know/Refused	6	3	2	-	1	-	-	-	1	-	1	1	2	1	1	3	1
	3%	4%	5%		3%				3%		6%	4%	7%	4%	1%	8%	2%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	191	93	98	31	45	56	59	161	18	4	1	8
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	190	90	100	27	46	59	58	156	18	8	1	7
COMPLETELY/MOSTLY AGREE	96	41	55	15	21	30	29	84	5	2	1	4
	50%	44%	56%	49%	46%	54%	50%	52%	28%	48%	100%	58%
COMPLETELY/MOSTLY DISAGREE	93	50	43	16	23	25	29	76	12	2	-	3
	49%	54%	43%	51%	51%	44%	49%	48%	65%	40%	-	42%
Completely agree	78	34	44	11	16	27	25	69	4	1	-	4
	41%	37%	45%	35%	35%	48%	42%	43%	20%	17%	-	58%
Mostly agree	18	7	11	4	5	4	5	14	1	1	1	-
	9%	7%	11%	14%	11%	7%	8%	9%	8%	30%	100%	-
Mostly disagree	28	17	11	8	8	7	5	23	4	1	-	0
	14%	18%	11%	26%	17%	12%	8%	14%	20%	25%	-	2%
Completely disagree	65	33	32	8	16	18	24	54	8	1	-	3
	34%	36%	33%	25%	34%	32%	41%	33%	45%	15%	-	40%
DNR – Don't know/Refused	3	2	1	-	1	1	1	1	1	1	-	-
	1%	2%	1%	-	3%	1%	1%	1%	7%	12%	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	191	113	79	94	67	19	12	68	56	67	93	94	51	22	97
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	190	109	81	92	64	17	17	65	60	65	94	89	49	23	97
COMPLETELY/MOSTLY AGREE	96	64	32	56	28	8	4	50	33	13	79	13	29	12	46
	50%	56%	41%	60%	41%	41%	37%	73%	59%	19%	85%	14%	57%	55%	47%
COMPLETELY/MOSTLY DISAGREE	93	47	47	37	39	9	7	18	23	53	12	80	21	10	50
	49%	41%	59%	40%	59%	49%	63%	26%	40%	79%	13%	85%	41%	45%	52%
Completely agree	78	54	24	48	21	6	3	45	23	10	67	11	26	8	38
	41%	48%	30%	51%	31%	32%	24%	66%	41%	14%	72%	12%	51%	35%	40%
Mostly agree	18	9	8	8	7	2	1	5	10	3	13	2	3	4	7
	9%	8%	11%	8%	10%	10%	13%	7%	18%	5%	14%	2%	5%	20%	8%
Mostly disagree	28	14	13	12	11	2	3	5	8	15	5	22	4	4	17
	14%	13%	17%	13%	16%	12%	22%	7%	13%	23%	5%	24%	8%	18%	18%
Completely disagree	65	32	33	25	28	7	5	13	15	38	8	58	17	6	33
	34%	29%	42%	27%	42%	37%	41%	19%	27%	56%	8%	61%	33%	27%	34%
DNR – Don' t know/Refused	3	3	-	1	-	2	-	1	1	1	1	1	1	-	1
	1%	2%		1%		9%		1%	1%	2%	1%	1%	2%		1%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	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	191	-	-	191	-	-	-	6	8	1	140	27	15	4	9	5	2
	100			100				100	100	100	100	100	100	100	100	100	100
Unweighted Total	190	-	-	190	-	-	-	10	7	2	136	29	17	4	10	5	2
COMPLETELY/MOSTLY AGREE	96	-	-	96	-	-	-	4	7	1	69	16	8	2	5	0	-
	50%			50%				63%	91%	82%	49%	59%	50%	57%	58%	8%	
COMPLETELY/MOSTLY DISAGREE	93	-	-	93	-	-	-	2	1	0	70	11	8	2	4	5	2
	49%			49%				28%	9%	18%	50%	41%	50%	43%	42%	92%	100%
Completely agree	78	-	-	78	-	-	-	0	5	1	59	11	7	2	3	0	-
	41%			41%				7%	64%	82%	42%	39%	45%	38%	28%	8%	
Mostly agree	18	-	-	18	-	-	-	3	2	-	10	6	1	1	3	-	-
	9%			9%				56%	27%		7%	20%	5%	19%	30%		
Mostly disagree	28	-	-	28	-	-	-	1	1	-	20	2	5	1	3	2	1
	14%			14%				14%	9%		14%	8%	31%	18%	31%	43%	40%
Completely disagree	65	-	-	65	-	-	-	1	-	0	50	9	3	1	1	3	1
	34%			34%				15%		18%	36%	33%	19%	25%	11%	49%	60%
DNR – Don't know/Refused	3	-	-	3	-	-	-	1	-	-	1	-	-	-	-	-	-
	1%			1%				9%			1%						

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	191	67	30	57	31	16	19	24	33	15	26	32	26	20	65	42	64
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	190	69	30	59	28	15	19	24	32	12	27	35	26	21	72	36	61
COMPLETELY/MOSTLY AGREE	96	42	13	21	17	8	6	12	15	7	15	19	14	6	37	26	26
	50%	63%	42%	37%	54%	48%	32%	50%	44%	49%	56%	58%	57%	29%	58%	63%	41%
COMPLETELY/MOSTLY DISAGREE	93	24	18	35	13	8	12	12	18	7	11	13	11	12	27	16	38
	49%	36%	58%	62%	42%	52%	62%	50%	54%	51%	44%	40%	43%	62%	42%	37%	59%
Completely agree	78	35	9	18	13	4	6	10	14	6	10	17	11	4	30	25	20
	41%	52%	30%	32%	43%	27%	32%	41%	42%	44%	37%	53%	42%	19%	45%	59%	31%
Mostly agree	18	7	4	3	4	4	-	2	1	1	5	1	4	2	8	1	7
	9%	11%	12%	5%	11%	22%	-	9%	3%	5%	19%	5%	15%	10%	12%	3%	10%
Mostly disagree	28	4	6	15	2	4	3	6	4	4	5	1	1	2	11	2	13
	14%	6%	21%	26%	7%	26%	14%	25%	12%	26%	19%	2%	4%	10%	17%	4%	20%
Completely disagree	65	20	11	20	11	4	9	6	14	4	6	12	10	10	16	14	25
	34%	29%	37%	36%	35%	25%	48%	25%	42%	25%	24%	37%	40%	52%	25%	33%	39%
DNR – Don' t know/Refused	3	1	-	1	1	-	1	-	1	-	-	1	-	2	1	-	-
	1%	1%	-	1%	4%	-	6%	-	2%	-	-	2%	-	10%	1%	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

[QMessage_Border1 - VERSION A] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements

-The Biden Administration caused the crisis on the southern border by ending the policy that kept all asylum-seekers on the other side. As a result, almost 8 million people flooded into the country, allowing criminals and drugs into our communities

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	209	94	115	48	42	54	64	160	27	10	6	5
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	94	116	41	42	61	66	163	23	10	8	6
COMPLETELY/MOSTLY AGREE	119	58	61	28	24	33	34	98	8	5	3	5
	57%	62%	53%	58%	57%	61%	53%	61%	28%	50%	55%	100%
COMPLETELY/MOSTLY DISAGREE	82	32	50	20	16	17	28	55	19	5	3	-
	39%	34%	43%	42%	37%	32%	44%	34%	72%	50%	45%	-
Completely agree	101	49	52	25	22	30	24	84	7	4	1	5
	48%	52%	46%	52%	51%	56%	38%	52%	24%	37%	23%	100%
Mostly agree	18	9	9	3	3	3	10	14	1	1	2	-
	9%	10%	8%	6%	6%	6%	15%	9%	4%	13%	32%	-
Mostly disagree	24	7	18	9	3	6	7	13	7	2	3	-
	12%	7%	15%	18%	8%	10%	10%	8%	27%	15%	45%	-
Completely disagree	57	25	32	12	12	12	22	42	12	3	-	-
	28%	27%	28%	24%	29%	22%	34%	26%	45%	35%	-	-
DNR – Don't know/Refused	8	4	4	-	3	3	2	8	-	-	-	-
	4%	4%	4%	-	6%	6%	3%	5%	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

[QMessage_Border1 - VERSION A] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements

-The Biden Administration caused the crisis on the southern border by ending the policy that kept all asylum-seekers on the other side. As a result, almost 8 million people flooded into the country, allowing criminals and drugs into our communities

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	209	150	59	112	48	38	11	70	80	58	112	84	51	33	96
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	148	62	116	47	32	15	74	81	55	114	84	55	33	94
COMPLETELY/MOSTLY AGREE	119	88	31	74	24	14	7	58	41	20	99	14	25	22	54
	57%	59%	52%	66%	50%	38%	64%	83%	52%	34%	89%	16%	48%	67%	56%
COMPLETELY/MOSTLY DISAGREE	82	57	25	34	21	23	4	10	34	37	10	67	25	10	37
	39%	38%	42%	30%	43%	62%	36%	15%	43%	64%	9%	79%	49%	29%	39%
Completely agree	101	74	27	62	22	12	5	54	33	14	92	7	19	18	48
	48%	49%	46%	55%	46%	32%	45%	77%	42%	23%	82%	8%	36%	55%	49%
Mostly agree	18	14	4	12	2	2	2	4	8	6	7	7	6	4	6
	9%	10%	7%	11%	4%	6%	19%	5%	10%	11%	6%	8%	12%	12%	7%
Mostly disagree	24	19	5	10	3	9	2	2	12	10	7	16	8	1	10
	12%	13%	9%	9%	6%	25%	20%	3%	15%	17%	6%	18%	16%	2%	10%
Completely disagree	57	38	19	24	18	14	2	8	22	27	3	51	17	9	28
	28%	25%	33%	22%	37%	37%	16%	12%	28%	46%	3%	61%	33%	26%	29%
DNR – Don't know/Refused	8	4	3	4	3	-	-	2	5	1	3	4	2	1	5
	4%	3%	6%	4%	7%			2%	6%	2%	2%	5%	3%	4%	5%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

[QMessage_Border1 - VERSION A] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements

-The Biden Administration caused the crisis on the southern border by ending the policy that kept all asylum-seekers on the other side. As a result, almost 8 million people flooded into the country, allowing criminals and drugs into our communities

	Total	State						Swing			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	209	-	-	209	-	-	-	14	10	4	156	22	26	5	10	13	3			
	100			100				100	100	100	100	100	100	100	100	100	100			
Unweighted Total	210	-	-	210	-	-	-	15	8	7	148	27	30	6	12	13	2			
COMPLETELY/MOSTLY AGREE	119	-	-	119	-	-	-	9	3	4	86	14	15	5	6	5	-			
	57%			57%				60%	32%	83%	55%	63%	60%	100%	62%	41%	-			
COMPLETELY/MOSTLY DISAGREE	82	-	-	82	-	-	-	5	7	1	63	8	10	-	3	8	3			
	39%			39%				32%	68%	17%	40%	37%	40%	31%	59%	100%				
Completely agree	101	-	-	101	-	-	-	3	2	2	72	13	13	5	6	2	-			
	48%			48%				22%	23%	49%	46%	57%	53%	100%	62%	13%	-			
Mostly agree	18	-	-	18	-	-	-	5	1	1	14	1	2	-	-	4	-			
	9%			9%				38%	9%	34%	9%	6%	8%			29%				
Mostly disagree	24	-	-	24	-	-	-	2	6	-	17	4	2	-	2	2	2			
	12%			12%				12%	58%	-	11%	18%	9%		21%	19%	50%			
Completely disagree	57	-	-	57	-	-	-	3	1	1	45	4	8	-	1	5	1			
	28%			28%				20%	9%	17%	29%	19%	30%		10%	40%	50%			
DNR – Don't know/Refused	8	-	-	8	-	-	-	1	-	-	8	-	-	-	1	-	-			
	4%			4%				8%			5%				8%					

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

[QMessage_Border1 - VERSION A] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements

-The Biden Administration caused the crisis on the southern border by ending the policy that kept all asylum-seekers on the other side. As a result, almost 8 million people flooded into the country, allowing criminals and drugs into our communities

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	209	71	42	61	30	21	21	23	29	27	21	31	35	27	81	40	61
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	70	43	61	30	17	21	25	31	24	21	36	35	30	90	32	58
COMPLETELY/MOSTLY AGREE	119	41	19	36	21	12	12	15	19	16	12	18	16	12	52	24	31
	57%	59%	45%	60%	68%	57%	58%	68%	64%	58%	57%	57%	44%	45%	64%	60%	51%
COMPLETELY/MOSTLY DISAGREE	82	26	22	21	10	9	7	6	10	11	9	11	18	15	28	14	25
	39%	37%	53%	34%	32%	43%	31%	27%	36%	42%	43%	36%	51%	55%	34%	34%	42%
Completely agree	101	37	14	31	16	10	11	14	14	15	11	17	10	10	46	19	27
	48%	53%	33%	51%	54%	48%	51%	60%	49%	55%	51%	53%	28%	35%	56%	48%	44%
Mostly agree	18	4	5	5	4	2	1	2	4	1	1	1	6	2	6	5	5
	9%	6%	12%	8%	14%	9%	6%	8%	15%	3%	6%	4%	16%	9%	8%	12%	8%
Mostly disagree	24	10	7	5	-	2	1	2	2	7	2	3	5	5	9	6	3
	12%	14%	16%	9%	-	7%	4%	9%	7%	27%	11%	11%	13%	20%	12%	16%	5%
Completely disagree	57	16	15	16	10	7	6	4	8	4	7	8	14	10	18	7	22
	28%	22%	37%	26%	32%	36%	26%	18%	29%	15%	32%	25%	38%	35%	22%	19%	37%
DNR – Don't know/Refused	8	3	1	4	-	-	3	1	-	-	-	2	2	-	1	2	4
	4%	5%	2%	6%	-	-	12%	5%	-	-	-	8%	5%	-	2%	5%	7%

Echelon Insights
Focus 2024 Survey
N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

[QMessage_Border1 - VERSION B] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements

-The Biden Administration caused the crisis on the southern border by ending the policy that kept all asylum-seekers on the other side. As a result, almost 8 million people flooded into the country, straining public services for our citizens

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	191	93	98	31	45	56	59	161	18	4	1	8
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	190	90	100	27	46	59	58	156	18	8	1	7
COMPLETELY/MOSTLY AGREE	111	55	56	21	24	32	35	99	6	3	1	3
	58%	60%	57%	66%	53%	57%	60%	62%	36%	60%	100%	36%
COMPLETELY/MOSTLY DISAGREE	74	35	39	10	18	23	22	58	10	2	-	4
	39%	38%	40%	34%	40%	42%	38%	36%	58%	40%	-	48%
Completely agree	93	44	49	15	21	29	28	84	5	0	1	3
	48%	48%	49%	49%	46%	52%	47%	52%	29%	11%	100%	34%
Mostly agree	19	11	8	5	3	3	7	15	1	2	-	0
	10%	12%	8%	17%	7%	5%	13%	10%	7%	48%	-	2%
Mostly disagree	25	9	15	4	6	7	8	19	4	1	-	-
	13%	10%	15%	14%	13%	12%	13%	12%	22%	27%	-	-
Completely disagree	50	26	24	6	12	17	15	39	7	1	-	4
	26%	28%	24%	20%	27%	30%	25%	24%	36%	13%	-	48%
DNR – Don't know/Refused	6	2	3	-	3	1	1	3	1	-	-	1
	3%	3%	3%	-	7%	1%	2%	2%	6%	-	-	16%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

[QMessage_Border1 - VERSION B] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements

-The Biden Administration caused the crisis on the southern border by ending the policy that kept all asylum-seekers on the other side. As a result, almost 8 million people flooded into the country, straining public services for our citizens

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	191	113	79	94	67	19	12	68	56	67	93	94	51	22	97
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	190	109	81	92	64	17	17	65	60	65	94	89	49	23	97
COMPLETELY/MOSTLY AGREE	111	71	41	65	34	6	7	56	29	26	84	24	35	13	51
	58%	63%	52%	69%	51%	30%	57%	82%	52%	39%	91%	25%	68%	60%	52%
COMPLETELY/MOSTLY DISAGREE	74	40	34	28	30	12	4	11	26	38	8	65	15	8	44
	39%	36%	44%	30%	46%	64%	32%	16%	46%	56%	8%	70%	30%	35%	45%
Completely agree	93	59	34	56	28	3	6	51	25	17	76	15	32	12	43
	48%	52%	43%	60%	41%	14%	54%	75%	44%	25%	82%	16%	62%	54%	44%
Mostly agree	19	12	7	9	6	3	0	5	4	9	8	9	3	1	8
	10%	11%	9%	10%	10%	16%	3%	8%	8%	14%	9%	9%	6%	6%	8%
Mostly disagree	25	14	10	10	9	4	1	2	8	14	1	24	4	2	16
	13%	13%	13%	11%	14%	23%	7%	4%	15%	21%	1%	25%	9%	9%	16%
Completely disagree	50	26	24	18	21	8	3	9	17	24	7	42	11	6	28
	26%	23%	30%	19%	31%	42%	25%	13%	31%	35%	7%	45%	21%	25%	29%
DNR – Don't know/Refused	6	2	4	1	2	1	1	1	1	3	1	5	1	1	2
	3%	2%	5%	1%	4%	6%	11%	1%	2%	5%	1%	5%	2%	5%	2%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

[QMessage_Border1 - VERSION B] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements

-The Biden Administration caused the crisis on the southern border by ending the policy that kept all asylum-seekers on the other side. As a result, almost 8 million people flooded into the country, straining public services for our citizens

	Total	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	191	-	-	191	-	-	-	6	8	1	140	27	15	4	9	5	2			
	100			100				100	100	100	100	100	100	100	100	100	100			
Unweighted Total	190	-	-	190	-	-	-	10	7	2	136	29	17	4	10	5	2			
COMPLETELY/MOSTLY AGREE	111 58%	-	-	111 58%	-	-	-	4 67%	7 91%	1 82%	83 59%	16 59%	8 55%	4 100%	9 92%	3 53%	-			
COMPLETELY/MOSTLY DISAGREE	74 39%	-	-	74 39%	-	-	-	2 33%	1 9%	0 18%	55 39%	10 37%	6 37%	-	1 8%	3 47%	2 100%			
Completely agree	93 48%	-	-	93 48%	-	-	-	2 30%	7 91%	1 82%	66 47%	16 59%	7 48%	4 100%	7 71%	1 28%	-			
Mostly agree	19 10%	-	-	19 10%	-	-	-	2 37%	-	-	17 12%	-	1 7%	-	2 21%	1 25%	-			
Mostly disagree	25 13%	-	-	25 13%	-	-	-	-	1 9%	-	18 13%	2 8%	4 28%	-	-	1 16%	1 40%			
Completely disagree	50 26%	-	-	50 26%	-	-	-	2 33%	-	0 18%	37 27%	8 29%	1 9%	-	1 8%	2 31%	1 60%			
DNR – Don't know/Refused	6 3%	-	-	6 3%	-	-	-	-	-	-	2 1%	1 5%	1 8%	-	-	-	-			

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

[QMessage_Border1 - VERSION B] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements

-The Biden Administration caused the crisis on the southern border by ending the policy that kept all asylum-seekers on the other side. As a result, almost 8 million people flooded into the country, straining public services for our citizens

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	191	67	30	57	31	16	19	24	33	15	26	32	26	20	65	42	64
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	190	69	30	59	28	15	19	24	32	12	27	35	26	21	72	36	61
COMPLETELY/MOSTLY AGREE	111	43	13	32	21	12	8	14	21	9	15	18	14	11	38	28	34
	58%	64%	44%	55%	68%	71%	43%	59%	63%	61%	59%	55%	54%	52%	59%	68%	54%
COMPLETELY/MOSTLY DISAGREE	74	21	17	24	9	5	9	10	12	6	10	13	10	7	26	12	30
	39%	31%	56%	43%	29%	29%	45%	41%	37%	39%	37%	42%	40%	33%	40%	29%	46%
Completely agree	93	40	8	25	17	10	7	11	15	5	14	18	12	7	33	22	31
	48%	60%	28%	43%	54%	63%	37%	47%	46%	34%	52%	55%	48%	32%	50%	54%	48%
Mostly agree	19	3	5	7	4	1	1	3	6	4	2	0	2	4	5	6	4
	10%	4%	16%	12%	14%	8%	6%	12%	18%	27%	7%	0%	6%	20%	8%	14%	6%
Mostly disagree	25	8	7	9	-	1	2	3	4	3	4	4	4	3	12	3	7
	13%	12%	23%	17%	-	7%	9%	11%	12%	22%	16%	12%	15%	14%	19%	7%	11%
Completely disagree	50	13	10	15	9	4	7	7	8	3	5	10	6	4	14	9	23
	26%	19%	33%	26%	29%	22%	35%	30%	24%	17%	21%	30%	25%	19%	21%	22%	36%
DNR – Don't know/Refused	6	3	-	1	1	-	2	-	-	-	1	1	1	3	1	1	-
	3%	5%	-	2%	3%	-	12%	-	-	-	4%	2%	5%	15%	2%	3%	-

Echelon Insights
Focus 2024 Survey
N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

[QMessage_Crime1] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements

-Since the Biden Administration took office, crime has only gotten worse, making our communities less safe. Big city mayors and prosecutors district attorneys care more about looking progressive than having the backs of our police officers. As a result, police are making fewer arrests and criminals know they won't get caught or prosecuted.

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	400	186	214	79	88	110	123	321	45	14	7	13
	100	100	100	100	100	100	100	100	100	100	100	100
COMPLETELY/MOSTLY AGREE	217	107	110	46	50	64	57	185	15	6	4	9
	54%	57%	52%	59%	57%	58%	46%	58%	33%	40%	54%	66%
COMPLETELY/MOSTLY DISAGREE	174	77	98	31	37	43	64	129	30	8	3	4
	44%	41%	46%	39%	42%	39%	52%	40%	66%	57%	46%	34%
Completely agree	168	82	86	38	36	51	42	145	10	4	2	7
	42%	44%	40%	48%	41%	47%	34%	45%	23%	25%	36%	51%
Mostly agree	49	25	25	8	14	13	15	40	4	2	1	2
	12%	13%	11%	10%	16%	12%	12%	12%	10%	14%	18%	16%
Mostly disagree	63	27	36	14	9	16	24	46	10	4	3	0
	16%	15%	17%	18%	10%	15%	20%	14%	22%	27%	46%	1%
Completely disagree	111	49	62	17	28	27	40	83	20	4	-	4
	28%	27%	29%	21%	32%	24%	32%	26%	44%	30%	-	33%
DNR – Don't know/Refused	8	3	5	2	1	3	2	7	1	0	-	-
	2%	1%	2%	2%	1%	3%	2%	2%	2%	3%	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

[QMessage_Crime1] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements

-Since the Biden Administration took office, crime has only gotten worse, making our communities less safe. Big city mayors and prosecutors district attorneys care more about looking progressive than having the backs of our police officers. As a result, police are making fewer arrests and criminals know they won't get caught or prosecuted.

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	400	263	137	206	115	57	22	138	136	125	205	178	103	55	193
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
COMPLETELY/MOSTLY AGREE	217	150	67	129	56	22	11	109	74	34	181	30	54	32	106
	54%	57%	49%	62%	49%	38%	48%	79%	55%	27%	88%	17%	52%	59%	55%
COMPLETELY/MOSTLY DISAGREE	174	108	66	73	56	35	10	27	58	89	21	145	48	22	82
	44%	41%	48%	36%	49%	62%	46%	19%	43%	71%	10%	81%	47%	39%	42%
Completely agree	168	117	52	99	46	17	6	89	57	23	144	21	38	23	90
	42%	44%	38%	48%	40%	30%	25%	64%	42%	18%	70%	12%	37%	42%	47%
Mostly agree	49	34	15	29	10	4	5	21	18	11	37	9	15	9	16
	12%	13%	11%	14%	9%	8%	23%	15%	13%	9%	18%	5%	15%	16%	8%
Mostly disagree	63	38	25	25	22	14	3	10	21	32	8	51	15	8	29
	16%	15%	18%	12%	19%	24%	15%	7%	16%	25%	4%	28%	14%	14%	15%
Completely disagree	111	70	41	49	35	21	7	17	37	58	13	94	34	14	53
	28%	27%	30%	24%	30%	38%	31%	12%	27%	46%	7%	53%	33%	25%	27%
DNR – Don't know/Refused	8	4	4	4	3	-	1	2	4	2	3	4	1	1	5
	2%	2%	3%	2%	2%		6%	2%	3%	2%	1%	2%	1%	3%	2%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

[QMessage_Crime1] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements

-Since the Biden Administration took office, crime has only gotten worse, making our communities less safe. Big city mayors and prosecutors district attorneys care more about looking progressive than having the backs of our police officers. As a result, police are making fewer arrests and criminals know they won't get caught or prosecuted.

	Total	State						Swing			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	-	-	-	21	19	5	296	50	41	9	20	19	5			
	100			100				100	100	100	100	100	100	100	100	100	100			
COMPLETELY/MOSTLY AGREE	217	-	-	217	-	-	-	10	14	5	160	28	22	8	12	5	-			
	54%			54%				47%	75%	100%	54%	57%	55%	94%	61%	27%				
COMPLETELY/MOSTLY DISAGREE	174	-	-	174	-	-	-	10	5	-	130	19	19	1	8	14	5			
	44%			44%				48%	25%		44%	39%	45%	6%	39%	73%	100%			
Completely agree	168	-	-	168	-	-	-	5	9	3	125	19	19	7	8	3	-			
	42%			42%				26%	47%	62%	42%	39%	46%	85%	43%	14%				
Mostly agree	49	-	-	49	-	-	-	4	5	2	35	9	4	1	3	2	-			
	12%			12%				21%	27%	38%	12%	18%	9%	8%	18%	12%				
Mostly disagree	63	-	-	63	-	-	-	5	4	-	47	7	6	-	4	8	4			
	16%			16%				25%	20%		16%	14%	16%		21%	43%	75%			
Completely disagree	111	-	-	111	-	-	-	5	1	-	83	12	12	1	4	6	1			
	28%			28%				23%	5%		28%	24%	30%	6%	18%	30%	25%			
DNR – Don't know/Refused	8	-	-	8	-	-	-	1	-	-	6	2	-	-	-	-	-			
	2%			2%				5%			2%	4%								

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

[QMessage_Crime1] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements

-Since the Biden Administration took office, crime has only gotten worse, making our communities less safe. Big city mayors and prosecutors district attorneys care more about looking progressive than having the backs of our police officers. As a result, police are making fewer arrests and criminals know they won't get caught or prosecuted.

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	400	138	72	118	62	37	41	46	62	42	47	63	61	47	146	82	125
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
COMPLETELY/MOSTLY AGREE	217	77	32	65	39	21	25	29	31	25	25	35	26	19	84	49	65
	54%	56%	44%	55%	63%	58%	63%	63%	50%	59%	52%	55%	42%	39%	58%	60%	52%
COMPLETELY/MOSTLY DISAGREE	174	58	38	50	23	14	15	17	31	17	22	26	33	27	59	29	60
	44%	42%	53%	43%	37%	37%	37%	36%	50%	41%	46%	41%	54%	56%	41%	36%	48%
Completely agree	168	61	23	51	30	17	19	23	24	21	18	29	18	11	70	40	47
	42%	44%	32%	43%	49%	46%	46%	49%	39%	51%	37%	45%	30%	23%	48%	49%	38%
Mostly agree	49	16	9	14	9	5	7	6	7	4	7	6	8	8	14	10	18
	12%	11%	12%	12%	14%	12%	17%	14%	11%	9%	15%	10%	13%	16%	10%	12%	14%
Mostly disagree	63	21	15	21	5	5	3	8	12	9	6	8	13	10	23	14	17
	16%	15%	20%	17%	8%	12%	7%	18%	19%	22%	13%	12%	21%	20%	16%	17%	13%
Completely disagree	111	37	24	30	18	9	12	8	19	8	16	18	20	17	36	15	43
	28%	27%	33%	25%	29%	25%	30%	18%	31%	18%	33%	29%	33%	36%	25%	18%	34%
DNR – Don't know/Refused	8	3	2	3	-	2	-	1	0	-	1	2	2	2	2	3	-
	2%	2%	3%	2%	-	5%	-	1%	0%	-	2%	4%	4%	5%	2%	4%	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

[QMessage_Foreign1 - VERSION A] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements

-Four years ago, the United States was brokering peace treaties, the world was at peace and for the first time in a long time, the U.S. was not involved in a major war. Now, the world is on fire with major wars in Ukraine and the Middle East, and weak leadership in the White House has made it worse

	Total	Gender		Age				Race				
		Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	209	94	115	48	42	54	64	160	27	10	6	5
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	94	116	41	42	61	66	163	23	10	8	6
COMPLETELY/MOSTLY AGREE	117	55	62	26	29	30	32	98	8	4	4	4
	56%	59%	54%	55%	68%	56%	50%	61%	30%	37%	59%	79%
COMPLETELY/MOSTLY DISAGREE	79	32	47	19	12	20	28	53	18	5	3	1
	38%	34%	41%	39%	27%	38%	44%	33%	67%	50%	41%	21%
Completely agree	102	46	55	23	25	26	28	85	7	4	3	4
	49%	49%	48%	48%	59%	49%	43%	53%	25%	37%	43%	76%
Mostly agree	16	9	7	4	4	4	4	13	2	-	1	0
	8%	10%	6%	7%	9%	7%	7%	8%	6%		16%	2%
Mostly disagree	16	9	6	5	2	6	3	8	3	2	3	-
	7%	10%	5%	10%	4%	10%	5%	5%	11%	15%	41%	
Completely disagree	64	23	41	14	10	15	25	44	15	3	-	1
	30%	24%	35%	29%	23%	27%	39%	27%	55%	35%		21%
DNR – Don't know/Refused	12	6	6	3	2	3	4	10	1	1	-	-
	6%	7%	5%	5%	5%	6%	7%	6%	3%	13%		

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

[QMessage_Foreign1 - VERSION A] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements
 -Four years ago, the United States was brokering peace treaties, the world was at peace and for the first time in a long time, the U.S. was not involved in a major war. Now, the world is on fire with major wars in Ukraine and the Middle East, and weak leadership in the White House has made it worse

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	209	150	59	112	48	38	11	70	80	58	112	84	51	33	96
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	148	62	116	47	32	15	74	81	55	114	84	55	33	94
COMPLETELY/MOSTLY AGREE	117	85	33	72	26	13	6	56	43	18	100	12	25	19	54
	56%	57%	56%	64%	55%	35%	59%	80%	54%	31%	89%	14%	49%	56%	56%
COMPLETELY/MOSTLY DISAGREE	79	58	21	35	17	23	3	12	29	38	10	66	24	13	34
	38%	39%	35%	31%	36%	61%	33%	17%	36%	65%	9%	78%	47%	40%	35%
Completely agree	102	76	26	63	22	13	4	54	31	17	89	11	21	16	50
	49%	51%	44%	56%	45%	35%	36%	77%	39%	29%	80%	12%	41%	49%	52%
Mostly agree	16	9	7	9	4	0	2	2	12	1	10	2	4	2	4
	8%	6%	12%	8%	9%	0%	23%	3%	15%	2%	9%	2%	8%	7%	4%
Mostly disagree	16	12	3	5	3	7	-	2	6	8	3	11	3	2	7
	7%	8%	5%	5%	6%	19%	-	3%	7%	13%	3%	14%	6%	5%	7%
Completely disagree	64	46	18	30	14	16	3	10	23	31	7	55	21	11	27
	30%	31%	30%	27%	29%	42%	33%	14%	29%	52%	6%	65%	41%	34%	28%
DNR – Don't know/Refused	12	7	5	5	5	1	1	2	8	2	2	6	2	1	8
	6%	4%	9%	5%	9%	3%	8%	3%	10%	4%	2%	7%	4%	4%	8%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

[QMessage_Foreign1 - VERSION A] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements

-Four years ago, the United States was brokering peace treaties, the world was at peace and for the first time in a long time, the U.S. was not involved in a major war. Now, the world is on fire with major wars in Ukraine and the Middle East, and weak leadership in the White House has made it worse

	Total	State						Swing			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	209	-	-	209	-	-	-	14	10	4	156	22	26	5	10	13	3			
	100			100				100	100	100	100	100	100	100	100	100	100			
Unweighted Total	210	-	-	210	-	-	-	15	8	7	148	27	30	6	12	13	2			
COMPLETELY/MOSTLY AGREE	117	-	-	117	-	-	-	7	6	4	88	13	14	5	7	4	2			
	56%			56%				52%	55%	87%	56%	58%	53%	100%	71%	34%	50%			
COMPLETELY/MOSTLY DISAGREE	79	-	-	79	-	-	-	3	5	1	58	9	11	-	3	7	1			
	38%			38%				22%	45%	13%	37%	38%	43%	-	29%	54%	50%			
Completely agree	102	-	-	102	-	-	-	3	4	3	76	12	10	5	7	3	-			
	49%			49%				19%	35%	76%	49%	53%	40%	100%	71%	22%	-			
Mostly agree	16	-	-	16	-	-	-	5	2	0	11	1	3	-	-	2	2			
	8%			8%				33%	20%	11%	7%	5%	13%	-	-	11%	50%			
Mostly disagree	16	-	-	16	-	-	-	1	2	1	10	2	3	-	2	-	-			
	7%			7%				6%	14%	13%	6%	8%	12%	-	20%	-	-			
Completely disagree	64	-	-	64	-	-	-	2	3	-	48	7	8	-	1	7	1			
	30%			30%				16%	31%	-	31%	30%	32%	-	10%	54%	50%			
DNR – Don't know/Refused	12	-	-	12	-	-	-	4	-	-	10	1	1	-	-	2	-			
	6%			6%				27%	-	-	7%	4%	4%	-	-	12%	-			

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

[QMessage_Foreign1 - VERSION A] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements

-Four years ago, the United States was brokering peace treaties, the world was at peace and for the first time in a long time, the U.S. was not involved in a major war. Now, the world is on fire with major wars in Ukraine and the Middle East, and weak leadership in the White House has made it worse

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	209	71	42	61	30	21	21	23	29	27	21	31	35	27	81	40	61
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	70	43	61	30	17	21	25	31	24	21	36	35	30	90	32	58
COMPLETELY/MOSTLY AGREE	117	43	18	37	17	8	17	13	18	19	12	17	14	9	48	25	35
	56%	60%	44%	61%	56%	38%	78%	59%	61%	68%	57%	54%	41%	34%	60%	62%	57%
COMPLETELY/MOSTLY DISAGREE	79	25	20	19	11	11	4	7	10	8	8	13	18	18	27	10	25
	38%	35%	49%	31%	38%	53%	18%	32%	34%	29%	37%	42%	51%	66%	33%	24%	41%
Completely agree	102	39	15	33	13	7	14	12	14	16	11	15	14	8	44	20	30
	49%	56%	36%	55%	42%	34%	64%	51%	48%	58%	53%	47%	38%	30%	54%	50%	49%
Mostly agree	16	3	3	4	4	1	3	2	4	3	1	2	1	1	4	5	5
	8%	5%	8%	6%	15%	5%	13%	8%	12%	10%	4%	7%	2%	4%	5%	13%	9%
Mostly disagree	16	2	4	5	3	4	1	3	1	1	1	2	2	5	6	1	3
	7%	3%	9%	8%	9%	21%	3%	15%	4%	2%	6%	7%	6%	19%	7%	3%	5%
Completely disagree	64	22	17	14	9	7	3	4	9	7	7	11	16	13	21	9	22
	30%	32%	39%	23%	29%	32%	16%	17%	31%	27%	31%	35%	46%	47%	26%	22%	36%
DNR – Don't know/Refused	12	3	3	4	2	2	1	2	1	1	1	1	3	-	6	5	1
	6%	4%	7%	7%	6%	9%	4%	9%	5%	3%	6%	4%	8%		7%	13%	2%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

[QMessage_Foreign1 - VERSION B] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements
 -Four years ago, the United States was brokering peace treaties, the world was at peace and for the first time in a long time, the U.S. was not involved in a major war. Now, the world is on fire with major wars in Ukraine and the Middle East, and weak leadership in the White House has made it worse, starting with the Biden Administration's rushed and haphazard withdrawal from Afghanistan

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	191	93	98	31	45	56	59	161	18	4	1	8
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	190	90	100	27	46	59	58	156	18	8	1	7
COMPLETELY/MOSTLY AGREE	97	43	54	14	19	33	31	86	4	2	-	5
	51%	46%	55%	44%	42%	59%	53%	54%	21%	54%		60%
COMPLETELY/MOSTLY DISAGREE	89	47	42	16	25	21	26	71	12	2	1	3
	46%	50%	43%	52%	56%	38%	45%	44%	66%	46%	100%	40%
Completely agree	85	35	49	12	16	30	26	75	4	1	-	5
	44%	38%	50%	40%	36%	54%	44%	47%	21%	23%		60%
Mostly agree	12	7	5	1	2	3	5	11	-	1	-	-
	6%	8%	5%	4%	5%	5%	9%	7%		30%		
Mostly disagree	22	11	11	8	5	4	5	17	4	-	1	-
	11%	12%	11%	25%	10%	8%	8%	11%	21%		100%	
Completely disagree	67	36	32	8	21	17	21	54	8	2	-	3
	35%	38%	32%	27%	46%	30%	36%	34%	44%	46%		40%
DNR – Don't know/Refused	6	4	2	1	1	2	1	3	2	-	-	-
	3%	4%	2%	4%	2%	3%	2%	2%	13%			

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

[QMessage_Foreign1 - VERSION B] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements

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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	191	113	79	94	67	19	12	68	56	67	93	94	51	22	97
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	190	109	81	92	64	17	17	65	60	65	94	89	49	23	97
COMPLETELY/MOSTLY AGREE	97	68	29	62	24	6	5	54	30	13	82	13	29	13	45
	51%	60%	37%	66%	37%	32%	39%	79%	54%	19%	88%	14%	57%	61%	46%
COMPLETELY/MOSTLY DISAGREE	89	41	48	29	42	12	6	13	25	51	10	76	21	7	51
	46%	36%	61%	31%	63%	62%	49%	20%	44%	76%	11%	81%	41%	34%	52%
Completely agree	85	57	27	53	23	5	5	51	24	9	73	10	27	12	41
	44%	51%	35%	56%	34%	25%	39%	76%	43%	14%	79%	10%	52%	53%	43%
Mostly agree	12	10	2	9	2	1	-	2	6	4	8	4	3	2	3
	6%	9%	2%	10%	3%	7%	-	4%	11%	5%	9%	4%	5%	8%	3%
Mostly disagree	22	12	9	8	9	4	0	2	8	12	1	18	6	3	12
	11%	11%	12%	9%	14%	22%	2%	2%	14%	18%	2%	19%	12%	12%	12%
Completely disagree	67	28	39	21	33	8	6	12	17	39	9	58	15	5	39
	35%	25%	50%	22%	50%	40%	48%	17%	30%	58%	10%	62%	29%	22%	40%
DNR – Don't know/Refused	6	4	1	3	-	1	1	1	1	3	1	5	1	1	1
	3%	4%	2%	3%	-	6%	11%	1%	2%	5%	1%	5%	2%	5%	1%

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	191	-	-	191	-	-	-	6	8	1	140	27	15	4	9	5	2
	100			100				100	100	100	100	100	100	100	100	100	100
Unweighted Total	190	-	-	190	-	-	-	10	7	2	136	29	17	4	10	5	2
COMPLETELY/MOSTLY AGREE	97	-	-	97	-	-	-	2	7	1	71	18	6	2	6	1	-
	51%			51%				35%	91%	100%	51%	65%	36%	57%	59%	28%	
COMPLETELY/MOSTLY DISAGREE	89	-	-	89	-	-	-	4	1	-	64	9	8	2	3	4	2
	46%			46%				65%	9%		46%	35%	55%	43%	28%	72%	100%
Completely agree	85	-	-	85	-	-	-	2	7	0	64	16	4	2	5	1	-
	44%			44%				35%	91%	18%	46%	58%	25%	57%	48%	28%	
Mostly agree	12	-	-	12	-	-	-	-	-	1	8	2	2	-	1	-	-
	6%			6%						82%	5%	8%	11%		11%		
Mostly disagree	22	-	-	22	-	-	-	3	-	-	13	3	3	1	2	-	-
	11%			11%				44%			10%	11%	20%	25%	20%		
Completely disagree	67	-	-	67	-	-	-	1	1	-	51	6	5	1	1	4	2
	35%			35%				21%	9%		36%	23%	35%	18%	8%	72%	100%
DNR – Don't know/Refused	6	-	-	6	-	-	-	-	-	-	4	-	1	-	1	-	-
	3%			3%							3%		9%		13%		

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

[QMessage_Foreign1 - VERSION B] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements

-Four years ago, the United States was brokering peace treaties, the world was at peace and for the first time in a long time, the U.S. was not involved in a major war. Now, the world is on fire with major wars in Ukraine and the Middle East, and weak leadership in the White House has made it worse, starting with the Biden Administration's rushed and haphazard withdrawal from Afghanistan

	Total	Marital x Gender				Age x Gender								Region Category			
		Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	191	67	30	57	31	16	19	24	33	15	26	32	26	20	65	42	64
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	190	69	30	59	28	15	19	24	32	12	27	35	26	21	72	36	61
COMPLETELY/MOSTLY AGREE	97	41	12	24	17	7	6	13	16	6	13	20	15	6	36	28	27
	51%	62%	39%	43%	54%	45%	30%	56%	48%	42%	50%	61%	60%	29%	55%	68%	42%
COMPLETELY/MOSTLY DISAGREE	89	25	17	30	13	8	13	11	16	8	13	10	10	13	29	12	35
	46%	37%	58%	53%	42%	47%	65%	44%	48%	58%	50%	33%	40%	62%	45%	30%	54%
Completely agree	85	39	9	22	12	6	4	12	13	6	12	18	13	4	31	25	24
	44%	59%	29%	38%	40%	37%	22%	51%	38%	42%	46%	56%	52%	19%	48%	60%	38%
Mostly agree	12	2	3	3	4	1	1	1	3	-	1	2	2	2	4	3	2
	6%	3%	10%	5%	14%	8%	8%	4%	10%		4%	6%	8%	10%	7%	8%	4%
Mostly disagree	22	4	7	7	4	3	3	3	2	4	2	2	3	2	11	2	7
	11%	5%	24%	13%	12%	20%	15%	12%	6%	30%	7%	5%	12%	9%	16%	5%	11%
Completely disagree	67	21	10	23	9	4	10	8	14	4	11	9	7	11	19	10	28
	35%	32%	34%	40%	30%	27%	49%	33%	42%	28%	43%	28%	29%	53%	29%	24%	43%
DNR – Don't know/Refused	6	1	1	3	1	1	1	-	1	-	-	2	-	2	-	1	3
	3%	1%	4%	4%	3%	8%	6%		4%			6%		9%		3%	4%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

[QMessage_Foreign2] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements
 -Instead of spending billions on foreign countries and failing to secure our border, the Biden Administration should be more focused on dealing with the real problems Americans face here at home

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	400	186	214	79	88	110	123	321	45	14	7	13
	100	100	100	100	100	100	100	100	100	100	100	100
COMPLETELY/MOSTLY AGREE	243	113	130	51	54	73	65	200	20	9	5	8
	61%	60%	61%	64%	61%	67%	53%	62%	44%	66%	81%	62%
COMPLETELY/MOSTLY DISAGREE	140	66	74	25	29	32	54	108	23	5	-	5
	35%	35%	35%	32%	33%	29%	44%	33%	51%	34%	-	38%
Completely agree	185	86	99	39	47	54	45	160	11	6	4	5
	46%	46%	46%	50%	54%	49%	37%	50%	24%	42%	56%	40%
Mostly agree	57	26	31	11	6	20	20	40	9	3	2	3
	14%	14%	14%	15%	7%	18%	16%	13%	20%	24%	25%	21%
Mostly disagree	79	36	43	11	18	18	33	56	17	4	-	3
	20%	19%	20%	13%	21%	16%	26%	17%	38%	27%	-	20%
Completely disagree	61	30	31	15	11	14	22	52	6	1	-	2
	15%	16%	15%	19%	12%	13%	18%	16%	13%	6%	-	18%
DNR – Don't know/Refused	17	8	9	3	5	5	4	14	2	-	1	-
	4%	4%	4%	4%	6%	4%	3%	4%	5%	-	19%	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

[QMessage_Foreign2] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements

-Instead of spending billions on foreign countries and failing to secure our border, the Biden Administration should be more focused on dealing with the real problems Americans face here at home

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-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	263	137	206	115	57	22	138	136	125	205	178	103	55	193
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
COMPLETELY/MOSTLY AGREE	243	173	69	143	57	30	12	111	84	47	182	52	68	33	115
	61%	66%	50%	69%	49%	53%	56%	80%	62%	38%	89%	29%	66%	59%	59%
COMPLETELY/MOSTLY DISAGREE	140	79	61	55	52	24	9	24	45	72	18	115	32	20	69
	35%	30%	45%	27%	45%	42%	42%	18%	33%	57%	9%	65%	31%	36%	36%
Completely agree	185	133	53	115	44	17	8	94	64	28	159	20	48	27	90
	46%	51%	38%	56%	38%	31%	38%	68%	47%	23%	78%	11%	47%	49%	47%
Mostly agree	57	41	16	28	13	13	4	18	20	19	24	32	19	5	24
	14%	15%	12%	13%	11%	23%	18%	13%	15%	15%	12%	18%	19%	9%	13%
Mostly disagree	79	50	30	30	26	20	4	15	25	39	10	62	18	11	38
	20%	19%	21%	14%	23%	36%	16%	11%	19%	31%	5%	35%	18%	20%	20%
Completely disagree	61	29	32	26	26	4	6	9	19	33	8	53	14	9	30
	15%	11%	23%	12%	23%	6%	26%	7%	14%	26%	4%	30%	14%	17%	16%
DNR – Don't know/Refused	17	10	7	8	6	3	1	3	8	6	5	11	3	3	9
	4%	4%	5%	4%	5%	5%	3%	2%	6%	5%	2%	6%	3%	5%	5%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

[QMessage_Foreign2] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements

-Instead of spending billions on foreign countries and failing to secure our border, the Biden Administration should be more focused on dealing with the real problems Americans face here at home

	Total	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	-	-	-	21	19	5	296	50	41	9	20	19	5			
	100			100				100	100	100	100	100	100	100	100	100	100			
COMPLETELY/MOSTLY AGREE	243	-	-	243	-	-	-	11	15	4	177	31	25	7	14	7	1			
	61%			61%				53%	81%	89%	60%	62%	61%	80%	74%	40%	25%			
COMPLETELY/MOSTLY DISAGREE	140	-	-	140	-	-	-	9	1	1	108	17	13	2	3	11	4			
	35%			35%				41%	7%	11%	36%	34%	33%	20%	13%	60%	75%			
Completely agree	185	-	-	185	-	-	-	9	12	4	137	24	18	7	12	2	-			
	46%			46%				46%	65%	86%	46%	47%	45%	80%	61%	10%	-			
Mostly agree	57	-	-	57	-	-	-	1	3	0	40	8	6	-	2	6	1			
	14%			14%				7%	16%	2%	13%	15%	16%	-	12%	30%	25%			
Mostly disagree	79	-	-	79	-	-	-	8	1	-	62	9	6	1	2	8	2			
	20%			20%				37%	7%	-	21%	19%	14%	12%	9%	41%	46%			
Completely disagree	61	-	-	61	-	-	-	1	-	1	46	7	8	1	1	4	2			
	15%			15%				4%	-	11%	16%	15%	19%	9%	4%	19%	29%			
DNR – Don't know/Refused	17	-	-	17	-	-	-	1	2	-	11	2	2	-	3	-	-			
	4%			4%				5%	12%	-	4%	4%	6%	-	13%	-	-			

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

[QMessage_Foreign2] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements
 -Instead of spending billions on foreign countries and failing to secure our border, the Biden Administration should be more focused on dealing with the real problems Americans face here at home

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	400	138	72	118	62	37	41	46	62	42	47	63	61	47	146	82	125
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
COMPLETELY/MOSTLY AGREE	243	86	42	74	35	23	21	32	37	28	33	42	27	23	94	56	69
	61%	63%	59%	63%	57%	62%	51%	68%	60%	66%	70%	66%	45%	49%	65%	69%	55%
COMPLETELY/MOSTLY DISAGREE	140	43	28	38	25	13	17	13	24	12	12	19	30	20	45	24	51
	35%	31%	39%	32%	41%	35%	41%	27%	38%	29%	26%	31%	50%	43%	31%	29%	41%
Completely agree	185	72	26	57	28	18	19	21	27	21	28	32	18	12	76	44	54
	46%	52%	36%	49%	45%	49%	48%	46%	44%	50%	59%	51%	29%	25%	52%	54%	43%
Mostly agree	57	14	16	16	7	5	1	10	10	7	5	9	10	11	18	12	15
	14%	10%	23%	14%	12%	13%	3%	22%	16%	16%	11%	15%	16%	24%	13%	15%	12%
Mostly disagree	79	21	22	19	15	6	11	7	13	5	8	11	20	14	27	13	26
	20%	15%	30%	16%	25%	15%	26%	15%	21%	12%	16%	17%	32%	29%	18%	16%	20%
Completely disagree	61	22	7	19	10	7	6	5	11	7	4	8	11	7	18	10	26
	15%	16%	9%	16%	16%	20%	15%	12%	17%	17%	10%	13%	18%	14%	13%	13%	21%
DNR – Don't know/Refused	17	8	1	7	1	1	3	2	1	2	2	2	3	4	6	2	5
	4%	6%	2%	6%	2%	3%	8%	5%	2%	4%	4%	4%	5%	8%	4%	3%	4%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

[QMessage_GasPrices - VERSION A] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements
 -Under the influence of radical environmentalists, the Biden Administration has done everything possible to hobble our domestic energy industry, canceling drilling projects that would have brought gas prices down

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	209	94	115	48	42	54	64	160	27	10	6	5
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	94	116	41	42	61	66	163	23	10	8	6
COMPLETELY/MOSTLY AGREE	119	59	60	22	27	35	35	102	5	4	2	5
	57%	63%	52%	46%	62%	65%	55%	63%	19%	45%	39%	100%
COMPLETELY/MOSTLY DISAGREE	78	29	49	23	15	18	23	52	18	5	3	-
	37%	31%	43%	47%	35%	33%	35%	33%	68%	48%	45%	-
Completely agree	95	45	50	19	23	27	26	83	4	2	1	5
	45%	48%	43%	40%	55%	50%	40%	52%	13%	22%	12%	98%
Mostly agree	24	14	10	3	3	8	10	19	2	2	2	0
	12%	15%	9%	6%	8%	15%	15%	12%	6%	23%	27%	2%
Mostly disagree	23	10	13	4	5	6	8	15	4	3	1	-
	11%	11%	11%	9%	13%	11%	12%	9%	16%	29%	17%	-
Completely disagree	55	18	36	18	9	12	15	37	14	2	2	-
	26%	20%	31%	38%	22%	22%	23%	23%	52%	20%	29%	-
DNR – Don't know/Refused	12	6	6	3	1	1	6	7	4	1	1	-
	6%	6%	5%	6%	3%	2%	10%	4%	13%	7%	16%	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

[QMessage_GasPrices - VERSION A] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements
 -Under the influence of radical environmentalists, the Biden Administration has done everything possible to hobble our domestic energy industry, canceling drilling projects that would have brought gas prices down

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	209	150	59	112	48	38	11	70	80	58	112	84	51	33	96
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	148	62	116	47	32	15	74	81	55	114	84	55	33	94
COMPLETELY/MOSTLY AGREE	119	86	32	74	28	12	5	59	44	16	99	16	27	20	55
	57%	58%	55%	66%	57%	33%	45%	84%	55%	27%	89%	19%	52%	59%	58%
COMPLETELY/MOSTLY DISAGREE	78	56	22	33	19	23	3	10	30	38	9	63	19	12	38
	37%	37%	37%	30%	39%	60%	31%	14%	38%	65%	8%	75%	38%	37%	39%
Completely agree	95	66	28	59	24	7	5	51	34	10	84	8	21	15	49
	45%	44%	48%	53%	49%	19%	44%	73%	42%	17%	76%	10%	41%	45%	51%
Mostly agree	24	20	4	15	4	5	0	8	10	6	15	8	6	5	7
	12%	13%	7%	13%	8%	14%	1%	12%	12%	10%	13%	9%	12%	14%	7%
Mostly disagree	23	19	4	11	4	8	-	1	10	12	1	19	3	2	16
	11%	13%	7%	10%	9%	22%	-	2%	12%	21%	1%	22%	6%	6%	16%
Completely disagree	55	37	18	23	14	14	3	9	21	25	7	45	16	10	22
	26%	25%	30%	20%	30%	38%	31%	12%	26%	44%	7%	53%	32%	31%	23%
DNR – Don't know/Refused	12	8	4	5	2	3	3	1	6	5	4	5	5	1	3
	6%	5%	7%	4%	4%	7%	24%	2%	8%	8%	3%	6%	10%	4%	3%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

[QMessage_GasPrices - VERSION A] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements
 -Under the influence of radical environmentalists, the Biden Administration has done everything possible to hobble our domestic energy industry, canceling drilling projects that would have brought gas prices down

	Total	State						Swing			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	209	-	-	209	-	-	-	14	10	4	156	22	26	5	10	13	3			
	100			100				100	100	100	100	100	100	100	100	100	100			
Unweighted Total	210	-	-	210	-	-	-	15	8	7	148	27	30	6	12	13	2			
COMPLETELY/MOSTLY AGREE	119	-	-	119	-	-	-	6	5	4	87	14	14	4	5	4	1			
	57%			57%				39%	48%	87%	56%	63%	56%	84%	45%	33%	50%			
COMPLETELY/MOSTLY DISAGREE	78	-	-	78	-	-	-	6	4	1	61	7	9	-	3	8	2			
	37%			37%				41%	43%	13%	39%	31%	35%	26%	61%	50%				
Completely agree	95	-	-	95	-	-	-	3	2	4	67	13	12	3	3	1	-			
	45%			45%				20%	23%	84%	43%	56%	49%	68%	31%	9%				
Mostly agree	24	-	-	24	-	-	-	3	3	0	20	2	2	1	1	3	1			
	12%			12%				19%	25%	3%	13%	7%	7%	16%	14%	24%	50%			
Mostly disagree	23	-	-	23	-	-	-	3	-	1	19	1	2	-	1	3	-			
	11%			11%				21%		13%	12%	3%	10%	9%	24%					
Completely disagree	55	-	-	55	-	-	-	3	4	-	41	6	6	-	2	5	2			
	26%			26%				20%	43%		27%	28%	25%	17%	36%	50%				
DNR – Don't know/Refused	12	-	-	12	-	-	-	3	1	-	8	1	2	1	3	1	-			
	6%			6%				20%	9%		5%	6%	9%	16%	29%	6%				

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

[QMessage_GasPrices - VERSION A] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements
 -Under the influence of radical environmentalists, the Biden Administration has done everything possible to hobble our domestic energy industry, canceling drilling projects that would have brought gas prices down

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	209	71	42	61	30	21	21	23	29	27	21	31	35	27	81	40	61
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	70	43	61	30	17	21	25	31	24	21	36	35	30	90	32	58
COMPLETELY/MOSTLY AGREE	119	38	21	44	14	9	14	17	18	13	12	18	17	10	47	26	36
	57%	54%	50%	72%	46%	43%	68%	75%	64%	49%	57%	57%	48%	38%	58%	65%	59%
COMPLETELY/MOSTLY DISAGREE	78	30	17	15	12	9	7	6	8	14	8	12	15	14	28	13	23
	37%	43%	40%	25%	41%	42%	32%	25%	27%	51%	37%	39%	42%	53%	34%	32%	39%
Completely agree	95	35	14	33	11	7	13	12	13	12	10	15	13	7	36	20	31
	45%	50%	32%	55%	38%	36%	60%	53%	44%	43%	49%	47%	36%	26%	45%	51%	51%
Mostly agree	24	3	7	10	3	2	2	5	6	1	2	3	4	3	11	6	5
	12%	5%	17%	17%	9%	7%	8%	22%	20%	5%	8%	10%	12%	12%	13%	14%	8%
Mostly disagree	23	7	5	6	3	3	3	2	2	2	2	3	5	7	8	4	4
	11%	10%	11%	10%	9%	13%	14%	11%	8%	6%	11%	11%	15%	27%	10%	9%	6%
Completely disagree	55	23	12	9	10	6	4	3	5	12	5	9	9	7	19	9	19
	26%	33%	29%	15%	32%	29%	18%	14%	19%	46%	26%	28%	27%	25%	24%	23%	32%
DNR – Don't know/Refused	12	2	4	2	4	3	-	-	3	-	1	1	4	3	6	1	2
	6%	2%	10%	3%	13%	15%			10%		6%	4%	10%	10%	8%	3%	3%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

[QMessage_GasPrices - VERSION B] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements
 -The Biden Administration has done everything possible to hobble our domestic energy industry, canceling drilling projects that would have brought gas prices down

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	191	93	98	31	45	56	59	161	18	4	1	8
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	190	90	100	27	46	59	58	156	18	8	1	7
COMPLETELY/MOSTLY AGREE	98	53	45	16	23	29	31	86	5	2	1	5
	51%	57%	46%	53%	50%	51%	52%	54%	29%	44%	100%	60%
COMPLETELY/MOSTLY DISAGREE	82	36	46	13	19	23	27	66	12	2	-	3
	43%	39%	47%	43%	42%	41%	46%	41%	64%	50%	-	40%
Completely agree	79	40	39	11	19	25	24	69	4	2	-	4
	41%	43%	40%	36%	43%	44%	40%	43%	20%	37%	-	58%
Mostly agree	19	13	6	5	3	4	7	17	1	0	1	0
	10%	14%	6%	17%	7%	7%	12%	10%	8%	8%	100%	2%
Mostly disagree	35	18	17	8	7	10	11	28	4	1	-	1
	18%	20%	17%	25%	14%	17%	19%	18%	22%	30%	-	16%
Completely disagree	47	18	29	6	13	13	16	37	8	1	-	2
	25%	20%	30%	19%	27%	24%	27%	23%	42%	20%	-	24%
DNR – Don't know/Refused	11	3	7	1	4	4	1	9	1	0	-	-
	6%	4%	8%	4%	8%	8%	2%	6%	7%	5%	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

[QMessage_GasPrices - VERSION B] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements
 -The Biden Administration has done everything possible to hobble our domestic energy industry, canceling drilling projects that would have brought gas prices down

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	191	113	79	94	67	19	12	68	56	67	93	94	51	22	97
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	190	109	81	92	64	17	17	65	60	65	94	89	49	23	97
COMPLETELY/MOSTLY AGREE	98	64	34	57	29	7	5	52	30	16	75	20	30	11	50
	51%	57%	43%	61%	43%	37%	45%	77%	54%	24%	81%	21%	58%	48%	52%
COMPLETELY/MOSTLY DISAGREE	82	40	43	29	36	11	6	13	23	46	14	67	19	10	41
	43%	35%	54%	31%	55%	56%	53%	19%	41%	69%	15%	72%	37%	47%	43%
Completely agree	79	50	29	46	24	5	5	43	27	9	65	12	26	6	42
	41%	45%	37%	49%	35%	24%	44%	63%	47%	14%	70%	13%	50%	28%	44%
Mostly agree	19	14	5	12	5	2	0	9	4	7	10	7	4	4	8
	10%	12%	7%	12%	8%	12%	1%	13%	6%	10%	11%	8%	8%	20%	9%
Mostly disagree	35	21	14	16	13	5	1	4	11	21	7	28	11	1	16
	18%	18%	18%	17%	19%	28%	11%	5%	19%	31%	7%	30%	21%	5%	17%
Completely disagree	47	19	29	14	24	5	5	10	12	25	7	39	8	9	25
	25%	17%	36%	14%	35%	29%	42%	14%	22%	38%	8%	42%	16%	42%	26%
DNR – Don't know/Refused	11	9	2	7	2	1	0	3	3	5	3	7	3	1	5
	6%	8%	3%	8%	3%	7%	2%	4%	5%	7%	3%	7%	5%	6%	5%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

[QMessage_GasPrices - VERSION B] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements
 -The Biden Administration has done everything possible to hobble our domestic energy industry, canceling drilling projects that would have brought gas prices down

	Total	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	191	-	-	191	-	-	-	6	8	1	140	27	15	4	9	5	2			
	100			100				100	100	100	100	100	100	100	100	100	100			
Unweighted Total	190	-	-	190	-	-	-	10	7	2	136	29	17	4	10	5	2			
COMPLETELY/MOSTLY AGREE	98	-	-	98	-	-	-	4	6	1	71	16	8	3	5	2	-			
	51%			51%				61%	75%	100%	51%	57%	50%	75%	57%	35%				
COMPLETELY/MOSTLY DISAGREE	82	-	-	82	-	-	-	2	2	-	63	10	5	-	-	4	2			
	43%			43%				26%	25%		45%	36%	31%			65%	100%			
Completely agree	79	-	-	79	-	-	-	2	6	1	59	10	6	2	2	0	-			
	41%			41%				29%	75%	100%	42%	37%	42%	57%	25%	8%				
Mostly agree	19	-	-	19	-	-	-	2	-	-	12	5	1	1	3	1	-			
	10%			10%				31%			8%	20%	8%	18%	31%	28%				
Mostly disagree	35	-	-	35	-	-	-	1	1	-	27	3	5	-	-	1	-			
	18%			18%				15%	9%		19%	9%	31%			25%				
Completely disagree	47	-	-	47	-	-	-	1	1	-	37	7	-	-	-	2	2			
	25%			25%				12%	16%		26%	27%				40%	100%			
DNR – Don't know/Refused	11	-	-	11	-	-	-	1	-	-	6	2	3	1	4	-	-			
	6%			6%				13%			4%	7%	20%	25%	43%					

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

[QMessage_GasPrices - VERSION B] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements
 -The Biden Administration has done everything possible to hobble our domestic energy industry, canceling drilling projects that would have brought gas prices down

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	191	67	30	57	31	16	19	24	33	15	26	32	26	20	65	42	64
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	190	69	30	59	28	15	19	24	32	12	27	35	26	21	72	36	61
COMPLETELY/MOSTLY AGREE	98	37	9	31	20	11	9	15	18	6	14	13	12	7	38	22	31
	51%	54%	28%	54%	63%	65%	47%	64%	54%	38%	52%	42%	49%	33%	59%	53%	48%
COMPLETELY/MOSTLY DISAGREE	82	28	17	24	11	6	8	9	14	8	11	14	13	12	23	16	30
	43%	42%	55%	42%	34%	35%	43%	36%	41%	52%	41%	45%	51%	61%	36%	39%	47%
Completely agree	79	33	6	21	17	7	7	12	13	4	12	12	11	2	30	21	26
	41%	49%	20%	36%	53%	43%	38%	52%	39%	28%	46%	38%	42%	12%	46%	51%	40%
Mostly agree	19	3	2	10	3	4	2	3	5	1	2	1	2	4	9	1	5
	10%	5%	8%	18%	10%	23%	9%	12%	15%	10%	6%	3%	7%	22%	13%	2%	8%
Mostly disagree	35	8	9	17	1	2	4	5	7	6	2	5	4	6	11	8	10
	18%	12%	28%	29%	4%	13%	22%	20%	21%	38%	8%	15%	16%	31%	17%	18%	15%
Completely disagree	47	20	8	7	9	4	4	4	7	2	8	10	9	6	12	9	21
	25%	30%	27%	12%	30%	22%	21%	16%	20%	15%	32%	30%	36%	30%	18%	21%	32%
DNR – Don't know/Refused	11	2	5	2	1	-	2	-	1	1	2	4	-	1	4	3	3
	6%	4%	17%	4%	3%		9%		4%	9%	7%	13%		5%	5%	7%	5%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

[QMessage_EVs] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements

-In a time when Americans are struggling to afford the basic essentials, the Biden Administration wants to force people to buy electric vehicles that most people can't afford and that don't work as well as gas-powered cars

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	400	186	214	79	88	110	123	321	45	14	7	13
	100	100	100	100	100	100	100	100	100	100	100	100
COMPLETELY/MOSTLY AGREE	219	107	113	43	46	68	63	182	16	9	4	9
	55%	57%	53%	55%	52%	62%	51%	57%	35%	62%	63%	68%
COMPLETELY/MOSTLY DISAGREE	163	69	94	32	38	39	55	127	27	5	1	2
	41%	37%	44%	40%	43%	35%	45%	40%	61%	38%	23%	16%
Completely agree	173	78	95	37	41	49	46	150	8	6	2	7
	43%	42%	44%	46%	46%	45%	37%	47%	19%	41%	25%	54%
Mostly agree	47	29	18	7	5	19	17	32	7	3	3	2
	12%	16%	8%	8%	5%	17%	14%	10%	17%	21%	38%	14%
Mostly disagree	51	17	35	12	10	10	20	41	7	3	-	0
	13%	9%	16%	15%	11%	9%	16%	13%	16%	18%		1%
Completely disagree	112	53	59	20	28	29	35	86	20	3	1	2
	28%	28%	28%	25%	31%	26%	29%	27%	45%	20%	23%	15%
DNR – Don't know/Refused	17	10	7	4	5	3	5	12	2	-	1	2
	4%	5%	3%	5%	5%	3%	4%	4%	4%		15%	16%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

[QMessage_EVs] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements

-In a time when Americans are struggling to afford the basic essentials, the Biden Administration wants to force people to buy electric vehicles that most people can't afford and that don't work as well as gas-powered cars

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	400	263	137	206	115	57	22	138	136	125	205	178	103	55	193
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
COMPLETELY/MOSTLY AGREE	219	150	70	124	58	26	12	107	75	38	168	44	53	34	108
	55%	57%	51%	60%	50%	46%	52%	77%	55%	30%	82%	25%	52%	62%	56%
COMPLETELY/MOSTLY DISAGREE	163	103	60	74	53	29	7	30	55	79	32	124	45	19	79
	41%	39%	44%	36%	46%	51%	33%	21%	40%	63%	16%	70%	44%	33%	41%
Completely agree	173	115	58	102	48	13	10	93	58	21	151	17	40	29	87
	43%	44%	42%	49%	42%	23%	44%	68%	43%	17%	74%	10%	39%	53%	45%
Mostly agree	47	35	12	22	10	13	2	13	17	17	17	27	14	5	21
	12%	13%	9%	11%	9%	23%	9%	10%	12%	13%	9%	15%	13%	9%	11%
Mostly disagree	51	37	14	28	13	8	2	4	21	26	10	40	11	6	24
	13%	14%	11%	14%	11%	15%	7%	3%	16%	21%	5%	22%	11%	12%	13%
Completely disagree	112	66	46	46	40	21	6	25	34	53	22	84	33	12	55
	28%	25%	33%	22%	35%	36%	26%	18%	25%	42%	11%	47%	33%	22%	28%
DNR – Don't know/Refused	17	10	7	8	4	2	3	2	7	9	4	10	4	2	6
	4%	4%	5%	4%	4%	3%	15%	1%	5%	7%	2%	6%	4%	4%	3%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

[QMessage_EVs] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements

-In a time when Americans are struggling to afford the basic essentials, the Biden Administration wants to force people to buy electric vehicles that most people can't afford and that don't work as well as gas-powered cars

	Total	State						Swing			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	-	-	-	21	19	5	296	50	41	9	20	19	5			
	100			100				100	100	100	100	100	100	100	100	100	100			
COMPLETELY/MOSTLY AGREE	219	-	-	219	-	-	-	10	11	4	159	30	22	7	10	5	1			
	55%			55%				48%	61%	89%	54%	60%	54%	80%	49%	29%	29%			
COMPLETELY/MOSTLY DISAGREE	163	-	-	163	-	-	-	8	6	1	125	18	15	2	9	12	4			
	41%			41%				38%	34%	11%	42%	37%	38%	20%	46%	63%	71%			
Completely agree	173	-	-	173	-	-	-	7	10	4	123	25	18	6	8	2	-			
	43%			43%				35%	53%	89%	42%	50%	43%	71%	39%	10%	-			
Mostly agree	47	-	-	47	-	-	-	3	2	-	36	5	4	1	2	4	1			
	12%			12%				13%	8%	-	12%	9%	11%	9%	10%	19%	29%			
Mostly disagree	51	-	-	51	-	-	-	1	4	-	38	7	5	1	2	2	2			
	13%			13%				7%	22%	-	13%	15%	12%	12%	10%	12%	29%			
Completely disagree	112	-	-	112	-	-	-	6	2	1	87	11	10	1	7	10	2			
	28%			28%				31%	12%	11%	29%	22%	26%	9%	36%	51%	42%			
DNR – Don't know/Refused	17	-	-	17	-	-	-	3	1	-	12	2	3	-	1	1	-			
	4%			4%				14%	5%	-	4%	4%	9%	5%	7%	-	-			

Echelon Insights
Focus 2024 Survey
N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

[QMessage_EVs] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements

-In a time when Americans are struggling to afford the basic essentials, the Biden Administration wants to force people to buy electric vehicles that most people can't afford and that don't work as well as gas-powered cars

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 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	138	72	118	62	37	41	46	62	42	47	63	61	47	146	82	125
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
COMPLETELY/MOSTLY AGREE	219	82	28	70	34	22	22	33	31	22	24	35	32	21	86	50	63
	55%	60%	39%	59%	54%	59%	53%	70%	50%	51%	50%	56%	52%	45%	59%	61%	50%
COMPLETELY/MOSTLY DISAGREE	163	52	40	40	26	13	15	13	29	19	23	25	27	22	57	27	58
	41%	38%	55%	34%	43%	34%	37%	28%	46%	45%	48%	40%	44%	46%	39%	32%	47%
Completely agree	173	74	20	53	23	18	19	19	22	19	21	30	24	11	71	38	52
	43%	54%	27%	45%	38%	48%	48%	41%	35%	45%	45%	48%	40%	24%	49%	47%	42%
Mostly agree	47	8	9	16	10	4	2	13	9	3	3	5	7	10	15	12	11
	12%	6%	12%	14%	17%	10%	6%	29%	15%	7%	5%	8%	12%	21%	10%	14%	9%
Mostly disagree	51	19	14	11	4	2	5	3	8	10	5	7	12	7	22	12	10
	13%	14%	20%	10%	7%	6%	12%	5%	12%	23%	11%	12%	20%	15%	15%	15%	8%
Completely disagree	112	33	26	29	22	11	10	11	21	10	17	18	14	15	35	14	49
	28%	24%	35%	24%	36%	29%	26%	23%	34%	23%	36%	29%	24%	31%	24%	17%	39%
DNR – Don't know/Refused	17	3	4	8	2	3	4	1	3	1	1	2	3	4	4	6	4
	4%	3%	5%	7%	3%	7%	10%	2%	4%	3%	2%	4%	4%	9%	2%	7%	3%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	209	94	115	48	42	54	64	160	27	10	6	5
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	94	116	41	42	61	66	163	23	10	8	6
COMPLETELY/MOSTLY AGREE	119	59	60	21	31	33	34	100	10	4	1	4
	57%	63%	52%	45%	72%	61%	52%	62%	36%	41%	14%	79%
COMPLETELY/MOSTLY DISAGREE	80	31	49	24	9	21	26	55	16	4	4	-
	38%	33%	42%	50%	21%	39%	40%	34%	61%	40%	65%	
Completely agree	93	47	46	18	24	24	28	81	5	3	1	3
	45%	50%	40%	37%	56%	44%	43%	50%	19%	26%	14%	63%
Mostly agree	26	12	13	4	7	9	6	19	4	2	-	1
	12%	13%	12%	8%	17%	17%	9%	12%	16%	15%		16%
Mostly disagree	29	10	19	9	3	3	14	18	6	1	4	-
	14%	11%	16%	20%	6%	6%	21%	11%	22%	13%	65%	
Completely disagree	51	21	30	15	6	18	12	37	11	3	-	-
	24%	22%	26%	30%	15%	33%	19%	23%	39%	27%		
DNR – Don't know/Refused	10	3	7	2	3	-	5	5	1	2	1	1
	5%	4%	6%	5%	6%		8%	3%	3%	19%	20%	21%

Echelon Insights
Focus 2024 Survey
N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	209	150	59	112	48	38	11	70	80	58	112	84	51	33	96
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	148	62	116	47	32	15	74	81	55	114	84	55	33	94
COMPLETELY/MOSTLY AGREE	119	84	34	69	31	16	3	53	45	21	91	22	26	19	56
	57%	56%	58%	61%	65%	42%	29%	76%	56%	35%	82%	27%	50%	58%	58%
COMPLETELY/MOSTLY DISAGREE	80	58	21	39	16	19	6	14	32	34	15	61	24	13	34
	38%	39%	37%	35%	33%	50%	52%	20%	39%	59%	14%	72%	46%	38%	36%
Completely agree	93	66	27	56	25	10	2	46	33	13	78	11	18	18	42
	45%	44%	47%	50%	52%	26%	21%	66%	42%	23%	70%	13%	36%	53%	44%
Mostly agree	26	19	7	13	6	6	1	7	12	7	14	11	7	2	13
	12%	13%	12%	12%	12%	16%	8%	10%	15%	13%	12%	13%	14%	5%	14%
Mostly disagree	29	23	6	13	5	10	1	4	11	14	7	20	12	5	8
	14%	15%	10%	11%	10%	27%	9%	6%	13%	24%	6%	24%	23%	14%	9%
Completely disagree	51	35	16	26	11	9	5	9	21	20	8	40	12	8	26
	24%	23%	27%	23%	23%	23%	43%	13%	26%	35%	7%	48%	23%	23%	27%
DNR – Don't know/Refused	10	7	3	4	1	3	2	3	4	3	5	1	2	1	6
	5%	5%	5%	4%	2%	8%	19%	5%	5%	6%	5%	2%	4%	4%	7%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	State						Swing			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	209	-	-	209	-	-	-	14	10	4	156	22	26	5	10	13	3			
	100			100				100	100	100	100	100	100	100	100	100	100			
Unweighted Total	210	-	-	210	-	-	-	15	8	7	148	27	30	6	12	13	2			
COMPLETELY/MOSTLY AGREE	119	-	-	119	-	-	-	7	6	3	87	15	13	1	5	4	1			
	57%			57%				46%	54%	66%	56%	65%	53%	22%	45%	34%	50%			
COMPLETELY/MOSTLY DISAGREE	80	-	-	80	-	-	-	4	4	1	61	6	12	3	5	8	2			
	38%			38%				27%	34%	34%	39%	26%	47%	66%	49%	60%	50%			
Completely agree	93	-	-	93	-	-	-	5	3	2	66	11	12	1	5	3	1			
	45%			45%				35%	32%	46%	42%	51%	46%	22%	45%	20%	50%			
Mostly agree	26	-	-	26	-	-	-	2	2	1	21	3	2	-	-	2	-			
	12%			12%				11%	21%	20%	13%	15%	6%			14%				
Mostly disagree	29	-	-	29	-	-	-	2	4	-	19	3	6	1	3	3	-			
	14%			14%				12%	34%		12%	12%	22%	28%	25%	26%				
Completely disagree	51	-	-	51	-	-	-	2	-	1	41	3	6	2	3	4	2			
	24%			24%				16%		34%	26%	14%	25%	37%	24%	34%	50%			
DNR – Don't know/Refused	10	-	-	10	-	-	-	4	1	-	8	2	-	1	1	1	-			
	5%			5%				27%	12%		5%	9%		12%	5%	6%				

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	209	71	42	61	30	21	21	23	29	27	21	31	35	27	81	40	61
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	210	70	43	61	30	17	21	25	31	24	21	36	35	30	90	32	58
COMPLETELY/MOSTLY AGREE	119	38	20	38	18	7	18	16	17	14	12	17	16	10	46	27	36
	57%	54%	48%	63%	60%	35%	86%	71%	60%	52%	58%	54%	46%	38%	57%	66%	59%
COMPLETELY/MOSTLY DISAGREE	80	26	21	21	10	12	2	6	10	12	7	14	15	17	29	11	23
	38%	37%	49%	34%	34%	60%	10%	29%	35%	43%	33%	46%	43%	62%	36%	28%	37%
Completely agree	93	32	13	31	15	6	14	10	16	11	9	14	12	6	40	19	28
	45%	46%	31%	50%	49%	31%	68%	44%	54%	41%	43%	45%	34%	21%	50%	47%	46%
Mostly agree	26	6	7	8	3	1	4	6	2	3	3	3	4	4	6	8	8
	12%	9%	17%	13%	11%	4%	18%	27%	6%	11%	15%	9%	12%	17%	7%	19%	12%
Mostly disagree	29	9	9	5	5	7	-	1	3	3	3	3	11	9	12	5	3
	14%	13%	22%	8%	17%	32%		3%	9%	10%	12%	9%	30%	32%	15%	13%	4%
Completely disagree	51	17	12	16	5	6	2	6	7	9	4	12	5	8	17	6	20
	24%	24%	28%	26%	17%	27%	10%	25%	26%	33%	21%	38%	13%	30%	21%	14%	33%
DNR – Don't know/Refused	10	6	1	2	2	1	1	-	1	1	2	-	4	-	6	2	2
	5%	8%	2%	3%	6%	6%	4%		5%	5%	9%		11%		7%	6%	4%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

[QMessage_StudentLoans - VERSION B] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements
 -The Biden Administration forgiving student loans is unfair to the tens of millions of people who were responsible and paid off their loans, and to those who never went to college, who earn less money to begin with

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	191	93	98	31	45	56	59	161	18	4	1	8
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	190	90	100	27	46	59	58	156	18	8	1	7
COMPLETELY/MOSTLY AGREE	115	58	57	25	24	36	30	94	13	4	1	3
	60%	62%	58%	79%	53%	64%	51%	59%	74%	95%	100%	36%
COMPLETELY/MOSTLY DISAGREE	70	32	38	6	20	18	26	61	5	0	-	5
	37%	35%	39%	21%	43%	33%	44%	38%	26%	5%	-	64%
Completely agree	80	44	36	14	14	27	24	70	5	2	-	3
	42%	47%	37%	45%	31%	48%	41%	44%	27%	44%	-	34%
Mostly agree	35	14	21	11	10	9	6	24	8	2	1	0
	18%	15%	21%	34%	21%	16%	10%	15%	47%	50%	100%	2%
Mostly disagree	30	13	16	1	6	7	16	25	3	-	-	2
	15%	14%	17%	2%	14%	12%	26%	15%	17%	-	-	24%
Completely disagree	41	19	22	6	13	12	11	36	2	0	-	3
	21%	21%	22%	18%	29%	21%	18%	22%	9%	5%	-	40%
DNR – Don't know/Refused	6	3	4	-	2	2	2	6	-	-	-	-
	3%	3%	4%	-	4%	3%	4%	4%	-	-	-	-

Echelon Insights
Focus 2024 Survey
N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

[QMessage_StudentLoans - VERSION B] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements
-The Biden Administration forgiving student loans is unfair to the tens of millions of people who were responsible and paid off their loans, and to those who never went to college, who earn less money to begin with

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	191	113	79	94	67	19	12	68	56	67	93	94	51	22	97
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	190	109	81	92	64	17	17	65	60	65	94	89	49	23	97
COMPLETELY/MOSTLY AGREE	115	75	40	62	32	12	8	54	32	29	80	32	34	16	52
	60%	66%	51%	66%	48%	65%	71%	80%	57%	43%	86%	34%	67%	71%	54%
COMPLETELY/MOSTLY DISAGREE	70	34	36	28	33	7	3	11	24	35	11	58	14	6	42
	37%	30%	46%	30%	49%	35%	29%	16%	43%	53%	11%	62%	26%	29%	44%
Completely agree	80	51	29	48	23	3	6	46	21	12	64	13	27	11	33
	42%	45%	36%	51%	34%	18%	52%	68%	38%	18%	69%	14%	54%	51%	34%
Mostly agree	35	24	12	15	9	9	2	8	11	16	15	19	7	4	19
	18%	21%	15%	15%	14%	48%	19%	12%	19%	24%	17%	20%	13%	20%	20%
Mostly disagree	30	19	10	14	10	5	0	2	13	15	5	24	5	4	16
	15%	17%	13%	15%	15%	25%	2%	2%	23%	23%	5%	26%	11%	17%	16%
Completely disagree	41	15	26	13	23	2	3	9	11	20	6	34	8	3	27
	21%	13%	33%	14%	34%	10%	27%	14%	20%	30%	6%	37%	16%	12%	28%
DNR – Don't know/Refused	6	4	2	4	2	-	-	3	-	3	3	4	4	-	2
	3%	3%	3%	4%	3%			4%		5%	3%	4%	7%		2%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

[QMessage_StudentLoans - VERSION B] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements
 -The Biden Administration forgiving student loans is unfair to the tens of millions of people who were responsible and paid off their loans, and to those who never went to college, who earn less money to begin with

	Total	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	191	-	-	191	-	-	-	6	8	1	140	27	15	4	9	5	2			
	100			100				100	100	100	100	100	100	100	100	100	100			
Unweighted Total	190	-	-	190	-	-	-	10	7	2	136	29	17	4	10	5	2			
COMPLETELY/MOSTLY AGREE	115	-	-	115	-	-	-	3	8	1	80	20	10	3	9	5	2			
	60%			60%				55%	100%	100%	57%	72%	63%	81%	92%	100%	100%			
COMPLETELY/MOSTLY DISAGREE	70	-	-	70	-	-	-	3	-	-	56	7	6	1	1	-	-			
	37%			37%				45%			40%	25%	37%	19%	8%					
Completely agree	80	-	-	80	-	-	-	2	7	1	58	15	3	3	7	2	-			
	42%			42%				39%	80%	100%	41%	56%	22%	81%	71%	35%				
Mostly agree	35	-	-	35	-	-	-	1	2	-	22	4	6	-	2	4	2			
	18%			18%				15%	20%		16%	16%	41%		21%	65%	100%			
Mostly disagree	30	-	-	30	-	-	-	2	-	-	24	2	2	1	1	-	-			
	15%			15%				31%			17%	8%	16%	19%	8%					
Completely disagree	41	-	-	41	-	-	-	1	-	-	32	5	3	-	-	-	-			
	21%			21%				14%			23%	17%	21%							
DNR – Don't know/Refused	6	-	-	6	-	-	-	-	-	-	4	1	-	-	-	-	-			
	3%			3%							3%	3%								

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

[QMessage_StudentLoans - VERSION B] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements
 -The Biden Administration forgiving student loans is unfair to the tens of millions of people who were responsible and paid off their loans, and to those who never went to college, who earn less money to begin with

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	191	67	30	57	31	16	19	24	33	15	26	32	26	20	65	42	64
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	190	69	30	59	28	15	19	24	32	12	27	35	26	21	72	36	61
COMPLETELY/MOSTLY AGREE	115	36	19	34	21	13	11	16	18	12	13	20	12	11	43	23	37
	60%	54%	64%	60%	68%	80%	57%	66%	55%	79%	50%	62%	47%	57%	66%	56%	58%
COMPLETELY/MOSTLY DISAGREE	70	28	10	20	10	3	7	8	14	3	12	10	12	8	20	18	25
	37%	42%	33%	36%	32%	20%	38%	34%	41%	21%	47%	32%	49%	39%	30%	44%	38%
Completely agree	80	28	8	27	14	7	7	13	16	7	7	14	9	6	28	18	28
	42%	41%	28%	48%	44%	46%	37%	56%	47%	45%	28%	42%	34%	28%	43%	43%	44%
Mostly agree	35	9	11	7	7	6	4	2	2	5	6	6	3	6	15	6	9
	18%	13%	36%	12%	24%	34%	20%	10%	7%	34%	22%	20%	14%	29%	23%	13%	14%
Mostly disagree	30	9	7	10	3	-	2	4	7	1	4	2	9	3	10	9	7
	15%	14%	24%	17%	10%		10%	19%	20%	5%	17%	7%	34%	15%	15%	22%	11%
Completely disagree	41	19	3	10	7	3	5	4	7	2	8	8	4	5	10	9	17
	21%	28%	9%	18%	22%	20%	27%	15%	21%	16%	30%	25%	14%	25%	15%	21%	27%
DNR – Don't know/Refused	6	3	1	3	-	-	1	-	1	-	1	2	1	1	3	-	3
	3%	4%	3%	4%			6%		4%		3%	5%	4%	4%	4%		4%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

[QMessage_HealthCare] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements

-Under Obamacare, health insurance premiums have continued to skyrocket and the Biden Administration is just doubling down on it It' s time for a new direction to bring health care costs down

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	400	186	214	79	88	110	123	321	45	14	7	13
	100	100	100	100	100	100	100	100	100	100	100	100
COMPLETELY/MOSTLY AGREE	221	102	119	44	49	71	56	189	11	8	4	9
	55%	55%	56%	56%	56%	65%	46%	59%	25%	54%	65%	67%
COMPLETELY/MOSTLY DISAGREE	153	69	84	29	36	30	58	110	34	5	1	3
	38%	37%	39%	37%	41%	27%	47%	34%	75%	32%	21%	24%
Completely agree	168	76	92	37	35	56	40	147	5	5	2	9
	42%	41%	43%	47%	39%	51%	33%	46%	11%	37%	34%	67%
Mostly agree	53	26	27	7	15	15	16	42	6	2	2	-
	13%	14%	13%	9%	17%	14%	13%	13%	14%	17%	31%	-
Mostly disagree	46	20	26	6	11	10	18	34	9	3	0	-
	12%	11%	12%	8%	12%	10%	15%	11%	20%	23%	2%	-
Completely disagree	107	49	58	23	25	20	39	76	25	1	1	3
	27%	26%	27%	29%	28%	18%	32%	24%	55%	10%	19%	24%
DNR – Don' t know/Refused	26	16	10	6	3	8	10	22	0	2	1	1
	7%	8%	5%	7%	3%	7%	8%	7%	*%	13%	15%	9%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

[QMessage_HealthCare] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements

-Under Obamacare, health insurance premiums have continued to skyrocket and the Biden Administration is just doubling down on it It' s time for a new direction to bring health care costs down

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	400	263	137	206	115	57	22	138	136	125	205	178	103	55	193
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
COMPLETELY/MOSTLY AGREE	221	151	70	130	59	21	11	104	79	38	167	48	54	31	110
	55%	58%	51%	63%	51%	37%	50%	75%	58%	31%	82%	27%	53%	57%	57%
COMPLETELY/MOSTLY DISAGREE	153	97	56	62	48	35	8	24	46	82	21	123	42	17	74
	38%	37%	41%	30%	42%	61%	36%	18%	34%	65%	11%	69%	41%	31%	39%
Completely agree	168	122	46	109	38	13	8	87	61	20	138	26	43	24	84
	42%	46%	34%	53%	33%	22%	38%	63%	45%	16%	67%	15%	41%	44%	43%
Mostly agree	53	30	24	21	21	8	3	17	18	19	29	22	11	7	26
	13%	11%	17%	10%	18%	15%	12%	12%	13%	15%	14%	12%	11%	13%	14%
Mostly disagree	46	30	16	18	15	11	1	8	16	21	8	32	13	3	27
	12%	11%	12%	9%	13%	20%	4%	6%	12%	17%	4%	18%	12%	5%	14%
Completely disagree	107	67	39	44	32	24	7	16	30	61	13	90	29	15	48
	27%	26%	29%	21%	28%	42%	31%	12%	22%	48%	6%	51%	28%	26%	25%
DNR – Don' t know/Refused	26	15	11	14	8	1	3	10	11	5	16	8	7	7	9
	7%	6%	8%	7%	7%	2%	14%	7%	8%	4%	8%	4%	7%	12%	4%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

[QMessage_HealthCare] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements

-Under Obamacare, health insurance premiums have continued to skyrocket and the Biden Administration is just doubling down on it It's time for a new direction to bring health care costs down

	Total	State					Swing			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	-	-	-	21	19	5	296	50	41	9	20	19	5		
	100			100				100	100	100	100	100	100	100	100	100	100		
COMPLETELY/MOSTLY AGREE	221	-	-	221	-	-	-	9	11	4	162	29	24	7	13	6	2		
	55%			55%				42%	61%	86%	55%	58%	58%	83%	66%	30%	29%		
COMPLETELY/MOSTLY DISAGREE	153	-	-	153	-	-	-	9	6	1	116	16	16	2	5	11	3		
	38%			38%				46%	34%	14%	39%	32%	39%	17%	24%	58%	54%		
Completely agree	168	-	-	168	-	-	-	6	6	2	127	23	14	7	8	4	2		
	42%			42%				30%	35%	49%	43%	46%	35%	76%	42%	22%	29%		
Mostly agree	53	-	-	53	-	-	-	3	5	2	35	6	9	1	5	1	-		
	13%			13%				12%	26%	38%	12%	12%	23%	6%	24%	8%			
Mostly disagree	46	-	-	46	-	-	-	5	3	0	40	4	3	-	1	5	1		
	12%			12%				26%	18%	2%	13%	8%	6%		5%	26%	29%		
Completely disagree	107	-	-	107	-	-	-	4	3	1	77	12	13	2	4	6	1		
	27%			27%				20%	16%	11%	26%	24%	33%	17%	19%	32%	25%		
DNR – Don't know/Refused	26	-	-	26	-	-	-	2	1	-	18	5	1	-	2	2	1		
	7%			7%				12%	5%		6%	10%	3%		10%	12%	17%		

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

[QMessage_HealthCare] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements
 -Under Obamacare, health insurance premiums have continued to skyrocket and the Biden Administration is just doubling down on it It's time for a new direction to bring health care costs down

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	400	138	72	118	62	37	41	46	62	42	47	63	61	47	146	82	125
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
COMPLETELY/MOSTLY AGREE	221	85	33	64	33	20	23	31	29	25	26	41	28	19	87	48	67
	55%	62%	46%	54%	54%	53%	57%	66%	46%	58%	55%	65%	45%	40%	60%	59%	54%
COMPLETELY/MOSTLY DISAGREE	153	48	33	45	21	15	17	11	27	15	19	19	31	25	47	29	52
	38%	35%	46%	38%	35%	39%	41%	23%	43%	35%	41%	30%	51%	52%	32%	36%	41%
Completely agree	168	64	26	50	23	17	18	23	18	20	17	33	22	11	69	42	46
	42%	47%	37%	43%	38%	46%	44%	49%	30%	48%	36%	52%	36%	23%	47%	51%	37%
Mostly agree	53	21	7	14	10	3	5	8	10	5	9	8	6	8	18	6	21
	13%	15%	9%	11%	16%	7%	13%	16%	16%	11%	20%	12%	9%	17%	12%	8%	17%
Mostly disagree	46	13	13	16	4	3	4	5	7	3	7	5	11	9	14	10	14
	12%	10%	18%	13%	7%	7%	11%	11%	12%	8%	14%	9%	18%	18%	9%	12%	11%
Completely disagree	107	35	20	30	17	12	12	6	19	11	13	14	20	16	34	20	38
	27%	25%	28%	25%	28%	32%	30%	12%	31%	27%	27%	22%	33%	34%	23%	24%	30%
DNR – Don't know/Refused	26	4	6	9	7	3	1	5	7	3	2	3	3	4	12	5	6
	7%	3%	8%	8%	11%	8%	2%	11%	11%	7%	4%	5%	4%	8%	8%	5%	5%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

[QBidenAdminSuccessPost] Sometimes, people change their minds during the course of a survey Based on what you know and anything new you have learned, would you rate the Biden Administration a placeholder?

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	400	186	214	79	88	110	123	321	45	14	7	13
	100	100	100	100	100	100	100	100	100	100	100	100
A TOTAL/MOSTLY A SUCCESS	167	76	91	31	34	39	63	126	29	7	2	3
	42%	41%	42%	39%	39%	36%	51%	39%	64%	50%	23%	25%
A TOTAL/MOSTLY A FAILURE	220	103	117	46	50	68	56	186	14	7	5	8
	55%	55%	55%	59%	57%	62%	45%	58%	31%	47%	77%	61%
A total success	54	19	35	11	9	13	20	40	9	4	-	1
	14%	10%	16%	15%	11%	12%	16%	13%	19%	26%		9%
Mostly a success	113	57	56	20	25	26	43	86	20	3	2	2
	28%	31%	26%	25%	28%	24%	35%	27%	45%	24%	23%	15%
Mostly a failure	52	25	27	14	12	12	13	42	7	1	2	-
	13%	13%	13%	18%	14%	11%	11%	13%	15%	4%	38%	
A total failure	168	78	90	32	38	56	43	144	7	6	3	8
	42%	42%	42%	40%	43%	51%	34%	45%	16%	43%	40%	61%
Unsure	13	7	6	2	4	2	5	9	2	0	-	2
	3%	4%	3%	2%	5%	2%	4%	3%	5%	3%		14%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

[QBidenAdminSuccessPost] Sometimes, people change their minds during the course of a survey Based on what you know and anything new you have learned, would you rate the Biden Administration a placeholder?

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	400	263	137	206	115	57	22	138	136	125	205	178	103	55	193
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A TOTAL/MOSTLY A SUCCESS	167	112	55	76	50	35	5	16	52	99	12	151	47	22	77
	42%	42%	40%	37%	44%	63%	24%	12%	38%	79%	6%	85%	46%	40%	40%
A TOTAL/MOSTLY A FAILURE	220	142	78	125	62	18	16	120	79	21	191	18	53	31	111
	55%	54%	57%	61%	53%	31%	72%	87%	58%	16%	93%	10%	52%	56%	58%
A total success	54	38	16	27	13	11	2	7	14	33	6	48	20	6	20
	14%	15%	11%	13%	12%	20%	10%	5%	11%	26%	3%	27%	20%	11%	10%
Mostly a success	113	73	40	49	37	24	3	9	37	66	6	103	27	16	57
	28%	28%	29%	24%	32%	42%	14%	7%	27%	53%	3%	58%	26%	30%	30%
Mostly a failure	52	31	20	25	17	6	4	16	27	8	30	14	11	4	31
	13%	12%	15%	12%	14%	10%	18%	12%	20%	7%	15%	8%	11%	8%	16%
A total failure	168	111	57	99	45	12	12	104	52	12	161	4	42	27	80
	42%	42%	42%	48%	39%	21%	55%	75%	38%	10%	79%	2%	41%	48%	41%
Unsure	13	9	4	5	3	4	1	2	5	6	1	9	2	2	4
	3%	3%	3%	3%	3%	6%	4%	1%	4%	5%	1%	5%	2%	3%	2%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

[QBidenAdminSuccessPost] Sometimes, people change their minds during the course of a survey Based on what you know and anything new you have learned, would you rate the Biden Administration a placeholder?

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	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	-	-	-	21 100	19 100	5 100	296 100	50 100	41 100	9 100	20 100	19 100	5 100
A TOTAL/MOSTLY A SUCCESS	167 42%	-	-	167 42%	-	-	-	5 24%	5 26%	-	126 43%	19 37%	17 41%	9 100%	12 59%	7 35%	-
A TOTAL/MOSTLY A FAILURE	220 55%	-	-	220 55%	-	-	-	13 64%	14 74%	5 100%	159 54%	29 59%	24 59%	-	7 34%	8 42%	5 100%
A total success	54 14%	-	-	54 14%	-	-	-	-	-	-	42 14%	6 12%	6 14%	6 63%	6 28%	-	-
Mostly a success	113 28%	-	-	113 28%	-	-	-	5 24%	5 26%	-	85 29%	13 26%	11 27%	3 37%	6 31%	7 35%	-
Mostly a failure	52 13%	-	-	52 13%	-	-	-	9 45%	4 22%	1 29%	35 12%	7 14%	7 18%	-	7 34%	5 27%	3 54%
A total failure	168 42%	-	-	168 42%	-	-	-	4 19%	10 52%	4 71%	124 42%	22 45%	17 41%	-	-	3 15%	2 46%
Unsure	13 3%	-	-	13 3%	-	-	-	2 12%	-	-	11 4%	2 3%	-	-	1 6%	4 23%	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

[QBidenAdminSuccessPost] Sometimes, people change their minds during the course of a survey Based on what you know and anything new you have learned, would you rate the Biden Administration a placeholder?

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	400	138	72	118	62	37	41	46	62	42	47	63	61	47	146	82	125
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A TOTAL/MOSTLY A SUCCESS	167	56	32	47	27	15	17	14	30	16	17	25	33	29	52	32	54
	42%	41%	45%	40%	44%	42%	43%	30%	48%	37%	36%	40%	54%	61%	36%	39%	43%
A TOTAL/MOSTLY A FAILURE	220	80	35	68	33	22	21	30	31	25	29	38	25	16	90	48	67
	55%	58%	48%	58%	54%	58%	51%	65%	49%	59%	62%	60%	41%	33%	61%	59%	53%
A total success	54	24	10	11	7	6	5	2	7	6	5	11	13	11	17	9	17
	14%	17%	13%	9%	11%	16%	12%	4%	11%	13%	10%	18%	22%	24%	11%	11%	14%
Mostly a success	113	33	23	36	20	10	12	12	23	10	12	14	20	17	36	23	37
	28%	24%	32%	30%	32%	26%	31%	26%	37%	24%	26%	22%	32%	37%	25%	28%	30%
Mostly a failure	52	15	12	14	10	5	5	7	7	9	7	5	7	5	17	14	16
	13%	11%	17%	12%	16%	15%	12%	16%	11%	21%	15%	7%	11%	10%	12%	17%	13%
A total failure	168	65	23	54	23	16	16	23	24	16	22	33	19	11	72	34	51
	42%	47%	31%	46%	37%	43%	38%	49%	38%	38%	47%	53%	31%	23%	50%	42%	41%
Unsure	13	1	5	3	2	-	3	2	2	2	1	-	3	3	4	2	4
	3%	1%	7%	3%	3%		7%	5%	3%	4%	3%		5%	6%	3%	2%	4%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

[QGender] What is your gender?

	Total		Gender		Age				Race				
	Total		Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	400		186	214	79	88	110	123	321	45	14	7	13
	100		100	100	100	100	100	100	100	100	100	100	100
Man	186		186	-	37	41	46	62	150	17	5	4	10
	47%		100%		47%	46%	42%	51%	47%	38%	34%	60%	81%
Woman	214		-	214	42	47	63	61	171	28	9	3	3
	53%			100%	53%	54%	58%	49%	53%	62%	66%	40%	19%
Prefer not to say	-		-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

[QGender] What is your gender?

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	400	263	137	206	115	57	22	138	136	125	205	178	103	55	193
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Man	186	119	67	96	54	23	13	65	66	56	97	85	43	27	91
	47%	45%	49%	47%	47%	41%	60%	47%	48%	44%	47%	48%	42%	48%	47%
Woman	214	144	70	110	61	33	9	73	71	70	108	93	60	29	102
	53%	55%	51%	53%	53%	59%	40%	53%	52%	56%	53%	52%	58%	52%	53%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 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	-	-	-	21 100	19 100	5 100	296 100	50 100	41 100	9 100	20 100	19 100	5 100			
Man	186 47%	-	-	186 47%	-	-	-	7 34%	9 46%	3 62%	139 47%	18 37%	20 49%	2 20%	8 40%	6 34%	1 25%			
Woman	214 53%	-	-	214 53%	-	-	-	14 66%	10 54%	2 38%	157 53%	31 63%	21 51%	7 80%	12 60%	12 66%	4 75%			
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

[QGender] What is your gender?

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	400	138	72	118	62	37	41	46	62	42	47	63	61	47	146	82	125
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Man	186	-	-	118	62	37	41	46	62	-	-	-	-	23	69	36	58
	47%			100%	100%	100%	100%	100%	100%					48%	47%	44%	47%
Woman	214	138	72	-	-	-	-	-	-	42	47	63	61	25	77	46	67
	53%	100%	100%							100%	100%	100%	100%	52%	53%	56%	53%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
Focus 2024 Survey
N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

[QRace] What is your race or ethnicity?

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	400	186	214	79	88	110	123	321	45	14	7	13
	100	100	100	100	100	100	100	100	100	100	100	100
White	325	153	172	49	72	98	107	321	-	-	-	4
	81%	82%	81%	62%	82%	89%	87%	100%				28%
Black or African American	45	17	28	18	7	8	12	-	45	-	-	-
	11%	9%	13%	23%	8%	7%	10%		100%			
Hispanic or Latino	14	5	9	4	4	3	4	-	-	14	-	-
	4%	3%	4%	5%	5%	2%	3%			100%		
Asian	7	4	3	5	-	0	1	-	-	-	7	-
	2%	2%	1%	7%		0%	1%				100%	
Native American or Alaska Native	3	1	2	2	-	1	-	-	-	-	-	3
	1%	1%	1%	3%		1%						24%
Native Hawaiian or Other Pacific Islander	-	-	-	-	-	-	-	-	-	-	-	-
Something else	10	10	0	2	5	3	-	-	-	-	-	10
	2%	5%	0%	3%	6%	3%						76%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

[QRace] What is your race or ethnicity?

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	400	263	137	206	115	57	22	138	136	125	205	178	103	55	193
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
White	325	209	116	206	115	3	1	127	105	92	178	134	83	44	165
	81%	79%	84%	100%	100%	5%	4%	92%	77%	74%	87%	75%	81%	80%	85%
Black or African American	45	34	11	-	-	34	11	0	18	27	8	34	13	8	16
	11%	13%	8%			60%	50%	*%	13%	21%	4%	19%	13%	15%	9%
Hispanic or Latino	14	11	3	-	-	11	3	5	7	2	7	6	2	1	7
	4%	4%	2%			19%	15%	3%	5%	2%	3%	3%	2%	2%	4%
Asian	7	5	2	-	-	5	2	2	3	2	6	1	1	1	3
	2%	2%	1%			8%	8%	1%	2%	1%	3%	1%	1%	1%	2%
Native American or Alaska Native	3	2	1	-	-	2	1	2	-	1	3	-	1	1	1
	1%	1%	1%			4%	4%	1%		1%	2%		1%	2%	1%
Native Hawaiian or Other Pacific Islander	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Something else	10	5	5	-	-	5	5	4	4	1	5	5	3	1	2
	2%	2%	4%			8%	23%	3%	3%	1%	2%	3%	3%	2%	1%

Echelon Insights
Focus 2024 Survey
N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 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	-	-	-	21 100	19 100	5 100	296 100	50 100	41 100	9 100	20 100	19 100	5 100			
White	325 81%	-	-	325 81%	-	-	-	14 67%	9 48%	5 95%	242 82%	39 79%	33 81%	5 59%	15 74%	11 57%	-			
Black or African American	45 11%	-	-	45 11%	-	-	-	4 21%	6 32%	-	30 10%	8 17%	4 10%	-	1 6%	5 26%	3 54%			
Hispanic or Latino	14 4%	-	-	14 4%	-	-	-	2 11%	-	0 3%	13 4%	0 1%	1 3%	4 41%	4 18%	3 15%	2 46%			
Asian	7 2%	-	-	7 2%	-	-	-	-	4 20%	0 2%	4 1%	1 1%	1 3%	-	-	1 3%	-			
Native American or Alaska Native	3 1%	-	-	3 1%	-	-	-	-	-	-	2 1%	1 2%	-	-	-	-	-			
Native Hawaiian or Other Pacific Islander	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
Something else	10 2%	-	-	10 2%	-	-	-	0 1%	-	-	7 2%	1 3%	1 3%	-	0 1%	-	-			

Echelon Insights
Focus 2024 Survey
N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

[QRace] What is your race or ethnicity?

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	400	138	72	118	62	37	41	46	62	42	47	63	61	47	146	82	125
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
White	325	116	52	101	49	23	33	41	55	25	39	56	52	23	130	69	103
	81%	84%	73%	86%	80%	63%	82%	89%	88%	60%	82%	89%	85%	49%	89%	84%	83%
Black or African American	45	13	15	9	8	6	3	2	6	12	5	5	6	18	9	9	9
	11%	9%	21%	7%	13%	17%	6%	5%	9%	28%	10%	9%	10%	38%	6%	11%	7%
Hispanic or Latino	14	6	4	1	2	2	-	2	1	1	4	1	3	3	3	3	5
	4%	4%	5%	1%	3%	6%		4%	1%	3%	8%	2%	5%	6%	2%	4%	4%
Asian	7	2	0	2	2	3	-	-	1	2	-	0	-	1	3	-	3
	2%	2%	*%	2%	3%	8%			2%	5%		1%		1%	2%		3%
Native American or Alaska Native	3	2	-	1	-	1	-	-	-	1	-	1	-	-	1	-	2
	1%	2%		1%		2%				3%		1%			1%		2%
Native Hawaiian or Other Pacific Islander	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Something else	10	-	0	5	2	2	5	3	-	0	-	0	-	3	1	3	3
	2%		*%	4%	3%	5%	12%	6%		*%		*%		7%	*%	4%	3%

Echelon Insights
Focus 2024 Survey
N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	400	186	214	79	88	110	123	321	45	14	7	13
	100	100	100	100	100	100	100	100	100	100	100	100
High school or less	133	47	87	25	23	37	48	99	23	7	2	3
	33%	25%	41%	31%	27%	34%	39%	31%	51%	49%	31%	22%
Some college	74	44	30	12	22	20	20	64	6	2	1	1
	19%	24%	14%	15%	25%	18%	16%	20%	14%	15%	15%	7%
Associate degree	55	28	27	15	9	12	19	43	5	2	2	3
	14%	15%	13%	18%	10%	11%	16%	13%	11%	13%	27%	26%
Bachelor's degree	86	40	46	18	25	30	13	71	8	2	1	4
	21%	21%	22%	23%	28%	28%	11%	22%	17%	16%	13%	30%
Graduate degree	52	27	24	10	9	10	23	44	3	1	1	2
	13%	15%	11%	12%	11%	9%	18%	14%	7%	7%	15%	16%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	400	263	137	206	115	57	22	138	136	125	205	178	103	55	193
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
High school or less	133	133	-	99	-	35	-	41	43	49	67	62	43	19	55
	33%	51%		48%		61%		30%	32%	39%	33%	35%	42%	34%	28%
Some college	74	74	-	64	-	10	-	31	24	20	43	27	15	23	29
	19%	28%		31%		18%		22%	17%	16%	21%	15%	15%	41%	15%
Associate degree	55	55	-	43	-	12	-	23	14	18	30	24	24	2	19
	14%	21%		21%		21%		17%	10%	14%	15%	13%	23%	4%	10%
Bachelor's degree	86	-	86	-	71	-	15	26	33	26	43	38	13	10	56
	21%		62%		62%		67%	19%	24%	21%	21%	22%	13%	18%	29%
Graduate degree	52	-	52	-	44	-	7	16	22	13	21	27	7	2	35
	13%		38%		38%		33%	12%	16%	10%	10%	15%	7%	3%	18%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 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	-	-	-	21 100	19 100	5 100	296 100	50 100	41 100	9 100	20 100	19 100	5 100			
High school or less	133 33%	-	-	133 33%	-	-	-	6 27%	9 47%	-	101 34%	17 34%	13 33%	6 71%	8 42%	9 46%	-			
Some college	74 19%	-	-	74 19%	-	-	-	5 24%	1 5%	1 24%	54 18%	12 24%	6 15%	1 12%	2 11%	1 7%	-			
Associate degree	55 14%	-	-	55 14%	-	-	-	2 9%	3 14%	4 71%	43 15%	6 12%	5 13%	-	3 15%	3 18%	1 29%			
Bachelor' s degree	86 21%	-	-	86 21%	-	-	-	5 25%	3 16%	0 2%	64 22%	9 17%	7 16%	1 8%	2 12%	5 28%	4 71%			
Graduate degree	52 13%	-	-	52 13%	-	-	-	3 15%	3 18%	0 3%	34 11%	6 13%	9 22%	1 9%	4 19%	-	-			
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	400	138	72	118	62	37	41	46	62	42	47	63	61	47	146	82	125
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
High school or less	133	49	36	31	14	8	9	12	18	17	15	25	30	19	56	28	30
	33%	36%	50%	26%	23%	21%	21%	26%	30%	41%	31%	40%	49%	40%	39%	35%	24%
Some college	74	18	11	27	17	7	12	11	14	6	9	9	6	9	22	18	25
	19%	13%	15%	23%	28%	18%	30%	24%	23%	13%	20%	14%	9%	19%	15%	22%	20%
Associate degree	55	17	10	16	10	6	7	4	10	8	2	8	9	7	24	10	15
	14%	12%	13%	14%	16%	17%	18%	9%	16%	19%	4%	13%	15%	14%	17%	12%	12%
Bachelor's degree	86	36	9	27	12	11	9	14	6	7	16	16	7	7	29	12	38
	21%	26%	12%	23%	20%	30%	22%	30%	9%	16%	33%	26%	12%	14%	20%	14%	30%
Graduate degree	52	17	7	16	8	5	4	5	14	5	6	5	9	6	14	14	18
	13%	13%	9%	14%	13%	13%	9%	11%	22%	11%	12%	8%	15%	13%	10%	17%	14%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
Focus 2024 Survey
N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

[QEmployment] What is your current employment status?

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	400	186	214	79	88	110	123	321	45	14	7	13
	100	100	100	100	100	100	100	100	100	100	100	100
Employed full-time	160	67	93	34	44	65	17	131	13	7	5	3
	40%	36%	43%	43%	50%	59%	14%	41%	28%	52%	71%	26%
Employed part-time	17	5	12	3	9	2	2	15	2	-	-	-
	4%	3%	6%	4%	10%	2%	2%	5%	4%	-	-	-
Freelance, contract, or temporary work	5	2	2	2	2	1	-	3	-	2	-	0
	1%	1%	1%	2%	2%	1%	-	1%	-	12%	-	1%
Gig economy work like ride shares, food delivery, or dog walking	6	5	1	6	1	0	-	3	-	1	-	2
	2%	3%	*%	7%	1%	*%	-	1%	-	5%	-	16%
Unemployed and looking for work	7	5	1	-	-	5	1	5	-	-	-	2
	2%	3%	1%	-	-	5%	1%	1%	-	-	-	14%
Stay-at-home parent or caregiver	5	1	4	-	5	-	-	5	-	-	-	-
	1%	*%	2%	-	5%	-	-	1%	-	-	-	-
Full time student	5	1	5	3	2	1	-	4	2	-	-	-
	1%	*%	2%	4%	2%	1%	-	1%	3%	-	-	-
Retired	167	83	84	30	16	26	95	131	26	4	2	4
	42%	45%	39%	38%	19%	23%	77%	41%	57%	27%	25%	34%
Something else	26	14	13	1	8	9	9	23	3	1	0	-
	7%	7%	6%	1%	9%	9%	7%	7%	6%	4%	4%	-
Prefer not to say	3	3	-	0	3	-	-	1	1	-	-	1
	1%	2%	-	1%	3%	-	-	*%	1%	-	-	9%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

[QEmployment] What is your current employment status?

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	400	263	137	206	115	57	22	138	136	125	205	178	103	55	193
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Employed full-time	160	99	60	80	51	19	9	50	66	43	85	68	22	17	109
	40%	38%	44%	39%	45%	33%	42%	36%	49%	35%	42%	38%	22%	30%	56%
Employed part-time	17	10	7	10	5	-	2	7	4	5	8	9	4	1	10
	4%	4%	5%	5%	5%	-	8%	5%	3%	4%	4%	5%	4%	2%	5%
Freelance, contract, or temporary work	5	5	-	3	-	2	-	2	3	-	4	-	2	-	0
	1%	2%	-	1%	-	3%	-	1%	2%	-	2%	-	2%	-	*%
Gig economy work like ride shares, food delivery, or dog walking	6	3	4	3	1	-	3	2	3	1	5	1	2	1	2
	2%	1%	3%	1%	1%	-	13%	2%	2%	1%	2%	1%	2%	2%	1%
Unemployed and looking for work	7	5	1	4	1	2	-	3	3	-	4	3	5	-	2
	2%	2%	1%	2%	1%	3%	-	2%	3%	-	2%	2%	5%	-	1%
Stay-at-home parent or caregiver	5	2	3	2	3	-	-	1	2	1	4	1	-	1	2
	1%	1%	2%	1%	2%	-	-	1%	2%	1%	2%	1%	-	3%	1%
Full time student	5	4	1	3	1	2	-	3	2	-	3	2	3	-	2
	1%	2%	1%	1%	1%	3%	-	2%	2%	-	1%	1%	3%	-	1%
Retired	167	113	53	85	47	29	7	57	39	71	72	86	55	31	55
	42%	43%	39%	41%	41%	51%	30%	41%	29%	56%	35%	48%	54%	57%	29%
Something else	26	21	6	17	5	3	0	11	13	2	18	7	9	4	9
	7%	8%	4%	8%	4%	6%	2%	8%	10%	2%	9%	4%	9%	7%	5%
Prefer not to say	3	0	3	-	1	0	1	1	1	1	2	1	-	-	1
	1%	*%	2%	-	1%	1%	6%	1%	*%	1%	1%	1%	-	-	1%

Echelon Insights
Focus 2024 Survey
N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 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	-	-	-	21 100	19 100	5 100	296 100	50 100	41 100	9 100	20 100	19 100	5 100
Employed full-time	160 40%	-	-	160 40%	-	-	-	8 40%	11 57%	3 54%	111 38%	23 46%	19 47%	3 35%	8 40%	7 38%	2 42%
Employed part-time	17 4%	-	-	17 4%	-	-	-	-	-	-	14 5%	3 5%	-	-	1 4%	2 12%	2 29%
Freelance, contract, or temporary work	5 1%	-	-	5 1%	-	-	-	1 3%	-	-	3 1%	1 1%	1 2%	1 9%	1 4%	0 2%	-
Gig economy work like ride shares, food delivery, or dog walking	6 2%	-	-	6 2%	-	-	-	0 1%	-	1 11%	2 1%	2 3%	2 5%	1 8%	1 4%	-	-
Unemployed and looking for work	7 2%	-	-	7 2%	-	-	-	-	-	-	6 2%	-	1 2%	-	-	-	-
Stay-at-home parent or caregiver	5 1%	-	-	5 1%	-	-	-	-	-	-	4 1%	1 1%	-	-	-	-	-
Full time student	5 1%	-	-	5 1%	-	-	-	-	-	1 18%	5 2%	-	1 2%	-	-	1 4%	-
Retired	167 42%	-	-	167 42%	-	-	-	9 46%	7 35%	1 17%	132 45%	13 26%	16 38%	3 30%	6 29%	7 39%	1 29%
Something else	26 7%	-	-	26 7%	-	-	-	2 11%	1 8%	-	17 6%	7 15%	2 4%	2 18%	4 19%	1 5%	-
Prefer not to say	3 1%	-	-	3 1%	-	-	-	-	-	-	2 1%	1 1%	-	-	-	-	-

Echelon Insights
Focus 2024 Survey
N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

[QEmployment] What is your current employment status?

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	400	138	72	118	62	37	41	46	62	42	47	63	61	47	146	82	125
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Employed full-time	160	60	30	44	20	16	23	24	4	18	21	41	13	15	59	34	52
	40%	44%	42%	37%	32%	42%	57%	52%	6%	44%	43%	65%	21%	31%	41%	41%	42%
Employed part-time	17	9	3	4	1	-	5	-	0	3	4	2	2	1	5	3	8
	4%	7%	4%	3%	2%		12%		0%	8%	9%	4%	3%	2%	3%	4%	7%
Freelance, contract, or temporary work	5	1	2	1	1	1	-	1	-	1	2	-	-	0	1	2	1
	1%	1%	2%	1%	2%	4%		2%		1%	4%			0%	1%	3%	1%
Gig economy work like ride shares, food delivery, or dog walking	6	1	0	4	2	5	1	-	-	1	-	0	-	1	2	-	4
	2%	1%	0%	3%	3%	13%	1%			2%		0%		2%	1%		3%
Unemployed and looking for work	7	-	1	1	5	-	-	5	-	-	-	-	1	1	2	2	1
	2%		2%	1%	8%			12%					2%	2%	2%	2%	1%
Stay-at-home parent or caregiver	5	4	-	1	-	-	1	-	-	-	4	-	-	2	-	1	1
	1%	3%		1%			2%				8%			4%	2%	2%	1%
Full time student	5	2	2	-	1	-	-	1	-	3	2	-	-	-	3	-	2
	1%	2%	3%		1%			1%		7%	3%				2%		2%
Retired	167	53	29	53	30	15	6	9	53	16	11	16	41	23	67	31	46
	42%	39%	41%	45%	49%	40%	14%	20%	86%	37%	22%	26%	67%	48%	46%	38%	37%
Something else	26	8	5	12	1	-	3	6	5	1	5	3	4	5	8	7	7
	7%	6%	7%	10%	2%		7%	13%	8%	2%	10%	6%	6%	10%	5%	8%	5%
Prefer not to say	3	-	-	-	0	0	3	-	-	-	-	-	-	0	-	2	1
	1%				1%	1%	6%							0%		2%	1%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	400	186	214	79	88	110	123	321	45	14	7	13
	100	100	100	100	100	100	100	100	100	100	100	100
Yes	75	36	39	15	32	20	8	69	2	1	1	2
	19%	19%	18%	19%	37%	18%	7%	21%	5%	7%	21%	15%
No	315	144	171	61	51	88	114	249	41	12	5	8
	79%	77%	80%	77%	58%	81%	93%	78%	91%	82%	79%	62%
Prefer not to say	10	6	3	3	4	2	1	3	2	2	-	3
	2%	3%	2%	4%	5%	1%	1%	1%	4%	11%		23%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	400	263	137	206	115	57	22	138	136	125	205	178	103	55	193
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	75	46	29	42	26	4	3	30	33	12	50	23	11	9	53
	19%	18%	21%	21%	23%	7%	13%	22%	25%	10%	24%	13%	11%	16%	28%
No	315	210	105	163	86	48	18	103	102	109	151	150	92	47	140
	79%	80%	76%	79%	75%	84%	82%	75%	75%	87%	74%	84%	89%	84%	72%
Prefer not to say	10	6	4	1	2	5	1	5	1	4	4	6	-	-	-
	2%	2%	3%	1%	2%	9%	6%	4%	1%	3%	2%	3%			

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 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	-	-	-	21 100	19 100	5 100	296 100	50 100	41 100	9 100	20 100	19 100	5 100
Yes	75 19%	-	-	75	-	-	-	2 12%	3 18%	2 32%	45 15%	16 32%	12 31%	3 33%	6 29%	-	-
No	315 79%	-	-	315	-	-	-	18 88%	15 82%	3 68%	244 83%	32 65%	27 66%	6 67%	14 71%	19 100%	5 100%
Prefer not to say	10 2%	-	-	10	-	-	-	-	-	-	7 2%	2 3%	1 4%	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	400	138	72	118	62	37	41	46	62	42	47	63	61	47	146	82	125
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	75	33	7	29	7	3	17	14	2	12	15	6	6	9	31	16	18
	19%	24%	9%	25%	11%	9%	42%	30%	3%	28%	32%	9%	11%	20%	21%	20%	15%
No	315	104	65	89	53	32	21	31	61	29	31	57	54	35	114	64	102
	79%	75%	91%	75%	86%	86%	51%	67%	97%	70%	65%	91%	88%	74%	78%	78%	82%
Prefer not to say	10	1	-	-	2	2	3	2	-	1	1	-	1	3	1	2	4
	2%	1%			3%	5%	8%	3%		2%	3%		2%	7%	1%	2%	3%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

[QIncome] Which range includes your annual household income?

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	400	186	214	79	88	110	123	321	45	14	7	13
	100	100	100	100	100	100	100	100	100	100	100	100
Less than \$30,000 per year	37	12	26	5	10	4	18	27	8	1	-	1
	9%	6%	12%	7%	12%	4%	14%	8%	19%	4%		9%
\$30,000 to \$49,999 per year	65	31	34	9	9	20	28	55	5	1	1	3
	16%	17%	16%	11%	10%	18%	23%	17%	11%	11%	15%	21%
\$50,000 to \$74,999 per year	55	27	29	9	12	16	20	43	8	1	1	2
	14%	14%	14%	11%	13%	14%	16%	14%	18%	9%	8%	15%
\$75,000 to \$125,000 per year	102	44	58	25	28	30	19	83	9	6	2	3
	26%	24%	27%	31%	32%	28%	16%	26%	20%	44%	23%	25%
More than \$125,000 per year	90	46	44	18	23	31	17	80	8	1	2	0
	23%	25%	21%	23%	26%	28%	14%	25%	17%	4%	26%	1%
Prefer not to say	49	26	23	13	6	8	21	32	7	4	2	4
	12%	14%	11%	17%	7%	8%	17%	10%	16%	28%	29%	29%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

[QIncome] Which range includes your annual household income?

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	400	263	137	206	115	57	22	138	136	125	205	178	103	55	193
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Less than \$30,000 per year	37	35	2	26	1	9	1	14	11	12	17	20	37	-	-
	9%	13%	2%	13%	1%	15%	6%	10%	8%	10%	9%	11%	36%		
\$30,000 to \$49,999 per year	65	48	18	42	13	5	5	26	18	22	35	29	65	-	-
	16%	18%	13%	20%	11%	10%	21%	19%	13%	17%	17%	16%	64%		
\$50,000 to \$74,999 per year	55	44	12	34	9	9	3	25	16	14	32	18	-	55	-
	14%	17%	9%	17%	8%	17%	11%	18%	12%	11%	16%	10%		100%	
\$75,000 to \$125,000 per year	102	64	38	50	33	14	6	30	38	34	52	46	-	-	102
	26%	24%	28%	24%	28%	25%	25%	22%	28%	27%	25%	26%			53%
More than \$125,000 per year	90	38	52	31	49	7	3	29	39	23	45	43	-	-	90
	23%	14%	38%	15%	42%	12%	15%	21%	28%	18%	22%	24%			47%
Prefer not to say	49	35	15	23	10	12	5	15	14	20	23	22	-	-	-
	12%	13%	11%	11%	9%	21%	21%	11%	10%	16%	11%	13%			

Echelon Insights
Focus 2024 Survey
N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

[QIncome] Which range includes your annual household income?

	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	-	-	-	21 100	19 100	5 100	296 100	50 100	41 100	9 100	20 100	19 100	5 100			
Less than \$30,000 per year	37 9%	-	-	37 9%	-	-	-	-	1 6%	1 30%	26 9%	5 11%	5 11%	1 6%	2 9%	4 22%	-			
\$30,000 to \$49,999 per year	65 16%	-	-	65 16%	-	-	-	3 13%	3 18%	1 12%	47 16%	7 14%	9 23%	2 27%	4 21%	2 13%	1 29%			
\$50,000 to \$74,999 per year	55 14%	-	-	55 14%	-	-	-	6 28%	4 23%	-	39 13%	8 16%	4 11%	1 8%	4 20%	3 14%	-			
\$75,000 to \$125,000 per year	102 26%	-	-	102 26%	-	-	-	5 27%	3 17%	1 14%	78 26%	11 21%	12 28%	2 27%	4 21%	4 20%	1 17%			
More than \$125,000 per year	90 23%	-	-	90 23%	-	-	-	3 14%	5 27%	1 24%	63 21%	15 30%	8 20%	2 23%	3 15%	3 14%	1 25%			
Prefer not to say	49 12%	-	-	49 12%	-	-	-	4 19%	2 8%	1 20%	43 14%	4 8%	3 6%	1 8%	3 14%	3 18%	2 29%			

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

[QIncome] Which range includes your annual household income?

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	400	138	72	118	62	37	41	46	62	42	47	63	61	47	146	82	125
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Less than \$30,000 per year	37	6	20	5	6	3	3	2	4	2	8	2	13	10	12	6	9
	9%	4%	28%	4%	10%	7%	6%	4%	7%	6%	16%	4%	22%	21%	8%	7%	7%
\$30,000 to \$49,999 per year	65	14	20	15	17	4	5	9	13	5	3	11	15	9	29	12	15
	16%	10%	27%	12%	27%	10%	13%	20%	21%	12%	7%	17%	24%	19%	20%	15%	12%
\$50,000 to \$74,999 per year	55	22	5	17	9	4	5	5	12	5	6	10	8	5	19	13	17
	14%	16%	7%	15%	15%	10%	13%	12%	19%	11%	13%	16%	13%	11%	13%	16%	14%
\$75,000 to \$125,000 per year	102	45	12	30	15	10	10	13	12	15	19	17	7	7	42	20	34
	26%	33%	17%	25%	24%	26%	24%	28%	19%	36%	39%	27%	12%	14%	29%	24%	28%
More than \$125,000 per year	90	36	8	38	7	11	15	13	8	8	9	18	10	9	29	23	30
	23%	26%	11%	32%	12%	29%	36%	28%	12%	18%	18%	29%	16%	18%	20%	28%	24%
Prefer not to say	49	14	7	14	7	6	3	4	13	7	3	4	9	7	15	8	19
	12%	10%	10%	12%	11%	17%	8%	9%	21%	17%	6%	7%	14%	16%	10%	10%	15%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	400	186	214	79	88	110	123	321	45	14	7	13
	100	100	100	100	100	100	100	100	100	100	100	100
Donald Trump	185	87	98	33	43	61	48	168	1	6	2	8
	46%	47%	46%	42%	48%	56%	39%	52%	3%	42%	27%	60%
Joe Biden	195	90	105	40	42	46	67	135	43	7	5	5
	49%	48%	49%	50%	48%	42%	55%	42%	95%	50%	71%	38%
Jo Jorgensen	2	1	2	1	1	0	-	1	0	0	-	-
	1%	*%	1%	1%	1%	*%		*%	1%	2%		
Howie Hawkins	-	-	-	-	-	-	-	-	-	-	-	-
Kanye West	-	-	-	-	-	-	-	-	-	-	-	-
Someone else	4	2	2	0	1	-	3	4	0	-	-	-
	1%	1%	1%	1%	1%		2%	1%	1%			
I did not vote	8	4	5	4	2	1	1	8	-	1	0	-
	2%	2%	2%	5%	2%	1%	1%	2%		4%	2%	
Unsure	5	2	2	0	-	1	4	4	-	0	-	0
	1%	1%	1%	*%		1%	3%	1%		2%		2%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	400	263	137	206	115	57	22	138	136	125	205	178	103	55	193
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Donald Trump	185	124	61	114	54	10	7	112	57	16	178	5	47	27	89
	46%	47%	45%	56%	47%	17%	33%	81%	42%	13%	87%	3%	46%	49%	46%
Joe Biden	195	127	68	81	54	45	14	19	68	108	19	169	51	26	96
	49%	48%	50%	39%	47%	80%	64%	14%	50%	86%	9%	95%	50%	47%	50%
Jo Jorgensen	2	1	2	-	1	1	0	1	1	0	2	-	0	1	1
	1%	*%	1%		1%	1%	1%	1%	1%	*%	1%		*%	2%	*%
Howie Hawkins	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kanye West	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Someone else	4	2	2	2	2	0	-	-	4	-	0	1	-	-	3
	1%	1%	1%	1%	2%	1%			3%		*%	*%			1%
I did not vote	8	7	2	6	1	0	0	4	4	-	5	2	3	-	4
	2%	3%	1%	3%	1%	1%	1%	3%	3%		2%	1%	3%		2%
Unsure	5	2	3	2	2	0	0	2	2	1	1	1	1	1	1
	1%	1%	2%	1%	2%	*%	2%	1%	2%	1%	1%	1%	1%	2%	1%

Echelon Insights
 Focus 2024 Survey
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[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	-	-	-	21 100	19 100	5 100	296 100	50 100	41 100	9 100	20 100	19 100	5 100			
Donald Trump	185 46%	-	-	185	-	-	-	4 17%	-	-	138 47%	25 50%	18 45%	7 80%	11 56%	3 18%	-			
Joe Biden	195 49%	-	-	195	-	-	-	10 47%	19 100%	-	144 49%	23 45%	20 50%	2 20%	7 35%	13 72%	5 100%			
Jo Jorgensen	2 1%	-	-	2	-	-	-	1 3%	-	-	1 *	0 *	0 1%	-	-	-	-			
Howie Hawkins	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
Kanye West	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
Someone else	4 1%	-	-	4	-	-	-	3 14%	-	-	4 1%	0 1%	-	-	1 5%	-	-			
I did not vote	8 2%	-	-	8	-	-	-	1 6%	-	5 100%	5 2%	1 2%	2 4%	-	-	1 6%	-			
Unsure	5 1%	-	-	5	-	-	-	2 12%	-	-	4 1%	1 2%	-	-	1 5%	1 4%	-			

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[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	138	72	118	62	37	41	46	62	42	47	63	61	47	146	82	125
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Donald Trump	185	70	26	57	26	13	20	27	27	20	23	34	21	13	78	39	55
	46%	51%	36%	49%	43%	35%	49%	59%	43%	48%	48%	54%	34%	28%	53%	48%	44%
Joe Biden	195	62	41	54	33	23	18	19	31	17	24	27	37	34	62	40	60
	49%	45%	57%	46%	53%	61%	44%	41%	49%	41%	51%	43%	60%	71%	42%	48%	48%
Jo Jorgensen	2	1	0	0	0	0	0	-	-	1	1	0	-	-	1	0	1
	1%	1%	*%	*%	*%	1%	1%			2%	1%	*%			1%	*%	1%
Howie Hawkins	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kanye West	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Someone else	4	2	-	2	0	0	1	-	1	-	-	-	2	-	1	2	2
	1%	1%		1%	1%	1%	2%		1%				3%		1%	2%	1%
I did not vote	8	2	3	2	2	1	2	0	1	4	-	1	-	0	3	-	5
	2%	1%	4%	2%	3%	2%	4%	*%	2%	9%		2%		*%	2%		4%
Unsure	5	1	2	2	-	-	-	-	2	0	-	1	2	0	1	2	2
	1%	1%	2%	2%					4%	*%		1%	3%	1%	*%	2%	2%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	400	186	214	79	88	110	123	321	45	14	7	13
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT CONSERVATIVE	180	88	92	28	43	58	51	160	6	6	1	7
	45%	47%	43%	35%	49%	53%	42%	50%	14%	39%	21%	52%
VERY/SOMEWHAT LIBERAL	97	35	62	21	24	22	30	73	18	2	-	3
	24%	19%	29%	26%	27%	20%	24%	23%	41%	16%	-	24%
Very conservative	81	40	41	10	21	21	30	74	2	2	0	3
	20%	22%	19%	13%	24%	19%	24%	23%	4%	16%	4%	23%
Somewhat conservative	99	48	51	18	22	38	22	86	5	3	1	4
	25%	26%	24%	22%	25%	35%	17%	27%	10%	23%	17%	29%
Moderate	118	62	57	29	20	28	41	84	20	6	5	3
	30%	33%	26%	37%	23%	25%	33%	26%	44%	45%	79%	23%
Somewhat liberal	50	16	34	7	10	11	21	37	10	1	-	1
	12%	8%	16%	9%	12%	10%	17%	12%	22%	9%	-	9%
Very liberal	47	19	28	13	13	11	9	35	9	1	-	2
	12%	10%	13%	17%	15%	10%	7%	11%	19%	7%	-	14%
Unsure	5	2	3	1	1	1	1	4	0	-	-	0
	1%	1%	2%	2%	1%	1%	1%	1%	1%	-	-	1%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	400	263	137	206	115	57	22	138	136	125	205	178	103	55	193
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT CONSERVATIVE	180	118	62	105	55	13	7	112	44	25	150	23	47	26	85
	45%	45%	45%	51%	48%	23%	31%	81%	32%	20%	74%	13%	46%	48%	44%
VERY/SOMEWHAT LIBERAL	97	62	35	44	29	18	5	5	24	68	4	90	31	9	47
	24%	24%	25%	21%	25%	32%	25%	4%	17%	54%	2%	51%	31%	16%	24%
Very conservative	81	52	29	49	25	3	4	58	16	8	75	6	22	7	39
	20%	20%	21%	24%	22%	5%	18%	42%	12%	6%	37%	4%	22%	12%	20%
Somewhat conservative	99	66	33	56	31	10	3	54	29	17	76	16	25	20	45
	25%	25%	24%	27%	27%	18%	13%	39%	21%	13%	37%	9%	24%	35%	24%
Moderate	118	79	39	54	30	25	10	19	66	33	47	65	24	18	60
	30%	30%	29%	26%	26%	44%	44%	14%	49%	26%	23%	37%	24%	32%	31%
Somewhat liberal	50	29	21	22	15	7	5	3	15	32	3	45	14	8	23
	12%	11%	15%	11%	13%	12%	25%	3%	11%	25%	1%	25%	13%	14%	12%
Very liberal	47	33	14	21	14	11	-	2	9	36	1	46	18	1	23
	12%	13%	10%	10%	12%	20%	-	1%	7%	29%	1%	26%	17%	2%	12%
Unsure	5	4	1	3	1	0	0	2	2	0	4	-	-	2	1
	1%	1%	1%	2%	1%	1%	1%	2%	2%	0%	2%	-	-	4%	1%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 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	-	-	-	21 100	19 100	5 100	296 100	50 100	41 100	9 100	20 100	19 100	5 100			
VERY/SOMEWHAT CONSERVATIVE	180 45%	-	-	180 45%	-	-	-	7 36%	4 24%	4 82%	133 45%	22 45%	18 43%	9 100%	16 81%	4 24%	1 17%			
VERY/SOMEWHAT LIBERAL	97 24%	-	-	97 24%	-	-	-	2 12%	3 18%	-	75 25%	8 15%	10 25%	-	2 9%	8 44%	1 25%			
Very conservative	81 20%	-	-	81 20%	-	-	-	0 1%	2 12%	1 14%	62 21%	8 17%	6 14%	2 27%	3 17%	1 8%	-			
Somewhat conservative	99 25%	-	-	99 25%	-	-	-	7 36%	2 12%	3 68%	71 24%	14 28%	12 29%	6 73%	13 64%	3 16%	1 17%			
Moderate	118 30%	-	-	118 30%	-	-	-	10 46%	11 58%	-	84 28%	19 39%	13 31%	-	2 9%	6 32%	3 58%			
Somewhat liberal	50 12%	-	-	50 12%	-	-	-	2 12%	2 12%	-	37 12%	5 10%	6 16%	-	2 9%	3 14%	1 25%			
Very liberal	47 12%	-	-	47 12%	-	-	-	-	1 6%	-	38 13%	3 5%	4 10%	-	-	6 31%	-			
Unsure	5 1%	-	-	5 1%	-	-	-	1 5%	-	1 18%	3 1%	0 1%	-	-	0 1%	-	-			

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 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	138	72	118	62	37	41	46	62	42	47	63	61	47	146	82	125
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT CONSERVATIVE	180	64	27	59	26	11	20	28	30	17	23	30	22	15	68	33	64
	45%	46%	38%	50%	42%	29%	48%	61%	48%	41%	49%	48%	36%	31%	47%	41%	51%
VERY/SOMEWHAT LIBERAL	97	36	24	17	16	10	12	6	7	10	12	16	23	19	31	12	35
	24%	26%	33%	14%	27%	28%	29%	13%	11%	24%	25%	26%	38%	39%	21%	15%	28%
Very conservative	81	29	10	28	11	5	10	8	18	5	11	13	12	7	33	12	29
	20%	21%	14%	24%	18%	12%	25%	17%	29%	13%	22%	20%	20%	14%	23%	15%	23%
Somewhat conservative	99	35	17	31	15	6	9	21	12	12	13	17	10	8	35	21	35
	25%	25%	23%	26%	24%	16%	23%	44%	19%	28%	27%	27%	16%	17%	24%	25%	28%
Moderate	118	34	21	41	19	16	8	12	26	14	12	16	15	14	44	35	25
	30%	25%	29%	35%	31%	42%	20%	26%	41%	33%	25%	25%	25%	29%	30%	43%	20%
Somewhat liberal	50	20	12	8	7	4	5	2	5	3	5	9	16	11	16	6	17
	12%	15%	16%	7%	12%	12%	12%	4%	8%	7%	12%	14%	27%	24%	11%	7%	14%
Very liberal	47	16	12	8	9	6	7	4	2	7	7	7	7	7	16	7	17
	12%	11%	16%	7%	15%	16%	17%	9%	3%	17%	14%	11%	11%	15%	11%	8%	14%
Unsure	5	3	0	1	0	0	1	-	-	1	-	1	1	-	2	2	1
	1%	2%	0%	1%	1%	1%	3%	-	-	2%	-	2%	2%	-	1%	2%	1%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

[QMarital] What is your current marital status?

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	400	186	214	79	88	110	123	321	45	14	7	13
	100	100	100	100	100	100	100	100	100	100	100	100
Single, never married	42	18	23	16	10	6	9	29	8	3	1	-
	10%	10%	11%	21%	11%	6%	7%	9%	19%	23%	18%	-
Married	256	118	138	48	57	77	75	215	21	7	4	8
	64%	63%	64%	61%	64%	70%	60%	67%	47%	48%	66%	61%
Separated / Divorced / Widowed	92	43	49	14	17	24	38	71	15	3	1	2
	23%	23%	23%	17%	19%	21%	31%	22%	34%	18%	15%	16%
Prefer not to say	11	7	4	1	4	3	2	6	0	2	-	3
	3%	4%	2%	1%	5%	3%	2%	2%	0%	11%	-	23%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

[QMarital] What is your current marital status?

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	400	263	137	206	115	57	22	138	136	125	205	178	103	55	193
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Single, never married	42	28	14	19	10	9	4	5	19	17	16	21	17	5	16
	10%	11%	10%	9%	9%	16%	17%	4%	14%	14%	8%	12%	16%	9%	9%
Married	256	158	97	131	84	27	13	98	90	68	141	104	40	40	148
	64%	60%	71%	64%	73%	48%	60%	71%	66%	55%	69%	59%	39%	72%	77%
Separated / Divorced / Widowed	92	70	22	53	18	17	4	29	28	35	42	47	46	10	26
	23%	27%	16%	26%	16%	30%	17%	21%	20%	28%	21%	26%	45%	17%	13%
Prefer not to say	11	6	4	3	3	3	1	6	0	5	4	6	-	1	2
	3%	2%	3%	1%	3%	6%	6%	4%	*%	4%	2%	4%		2%	1%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

[QMarital] What is your current marital status?

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	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	-	-	-	21 100	19 100	5 100	296 100	50 100	41 100	9 100	20 100	19 100	5 100
Single, never married	42 10%	-	-	42 10%	-	-	-	5 22%	2 10%	1 24%	32 11%	2 4%	6 16%	2 20%	3 14%	3 16%	1 17%
Married	256 64%	-	-	256 64%	-	-	-	12 59%	13 71%	4 76%	187 63%	35 71%	25 61%	6 74%	11 57%	4 22%	2 29%
Separated / Divorced / Widowed	92 23%	-	-	92 23%	-	-	-	4 18%	3 19%	-	68 23%	11 22%	9 21%	1 6%	6 29%	11 61%	3 54%
Prefer not to say	11 3%	-	-	11 3%	-	-	-	-	-	-	9 3%	1 2%	1 2%	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

[QMarital] What is your current marital status?

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	400	138	72	118	62	37	41	46	62	42	47	63	61	47	146	82	125
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Single, never married	42	-	23	-	18	9	4	3	3	8	6	4	6	2	19	6	15
	10%		32%		30%	23%	10%	6%	5%	18%	12%	6%	10%	4%	13%	7%	12%
Married	256	138	-	118	-	19	26	31	42	29	31	46	32	25	96	53	81
	64%	100%		100%		50%	64%	67%	68%	70%	65%	72%	53%	53%	66%	65%	65%
Separated / Divorced / Widowed	92	-	49	-	43	10	6	10	17	4	11	13	21	19	29	22	22
	23%		68%		70%	26%	15%	22%	27%	9%	23%	21%	34%	40%	20%	27%	18%
Prefer not to say	11	-	-	-	-	-	4	2	-	1	-	1	2	2	2	1	6
	3%						11%	5%		2%		1%	4%	3%	1%	1%	5%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	400	186	214	79	88	110	123	321	45	14	7	13
	100	100	100	100	100	100	100	100	100	100	100	100
Protestant	52	26	26	3	12	14	23	45	6	1	-	-
	13%	14%	12%	4%	14%	13%	19%	14%	14%	7%		
Roman Catholic	65	29	35	2	15	23	25	59	5	-	-	1
	16%	16%	16%	3%	17%	21%	20%	18%	12%			5%
Mormon (Church of Jesus Christ of Latter-day Saints or LDS)	2	1	1	-	-	-	2	2	-	0	-	-
	1%	1%	1%				2%	1%		2%		
Just Christian	118	60	58	32	24	26	36	95	15	4	-	3
	30%	32%	27%	41%	27%	24%	29%	30%	34%	30%		24%
Jewish	3	-	3	-	1	2	-	1	2	-	-	-
	1%		2%		1%	2%		1%	5%			
Muslim	2	2	-	-	2	-	-	-	1	-	-	1
	1%	1%			3%				2%			9%
Atheist	31	15	16	6	4	8	14	27	3	0	1	-
	8%	8%	7%	7%	4%	7%	11%	8%	7%	2%	15%	
Something else (Please specify)	17	9	8	3	1	7	5	14	2	-	-	1
	4%	5%	4%	4%	2%	6%	4%	4%	4%			7%
Nothing in particular	109	43	66	32	30	29	19	78	10	8	6	7
	27%	23%	31%	41%	34%	26%	15%	24%	21%	59%	85%	54%

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[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	263	137	206	115	57	22	138	136	125	205	178	103	55	193
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Protestant	52	35	17	29	16	5	2	22	18	12	27	23	17	9	20
	13%	13%	13%	14%	14%	10%	8%	16%	13%	9%	13%	13%	17%	16%	10%
Roman Catholic	65	41	24	36	22	4	2	25	17	22	33	30	13	12	34
	16%	15%	18%	18%	19%	7%	9%	18%	13%	18%	16%	17%	12%	21%	18%
Mormon (Church of Jesus Christ of Latter-day Saints or LDS)	2	1	1	1	1	-	0	1	-	1	0	1	-	0	-
	1%	*%	1%	1%	1%		1%	1%		1%	*%	1%		*%	
Just Christian	118	83	35	68	27	15	8	48	40	30	78	33	25	19	57
	30%	32%	25%	33%	24%	27%	34%	35%	29%	24%	38%	19%	25%	34%	30%
Jewish	3	1	2	-	1	1	1	-	1	2	1	2	1	-	2
	1%	*%	2%		1%	2%	5%		1%	2%	*%	1%	1%		1%
Muslim	2	1	1	-	-	1	1	-	-	2	-	2	1	1	-
	1%	*%	1%			2%	6%			2%		1%	1%	2%	
Atheist	31	16	15	15	12	2	3	2	16	13	6	24	12	1	14
	8%	6%	11%	7%	11%	3%	12%	2%	12%	10%	3%	13%	12%	2%	7%
Something else (Please specify)	17	12	5	9	5	3	0	3	5	9	8	8	5	5	6
	4%	5%	4%	5%	4%	5%	1%	2%	4%	7%	4%	5%	5%	10%	3%
Nothing in particular	109	72	37	47	31	25	6	37	39	34	50	53	27	8	59
	27%	27%	27%	23%	27%	44%	25%	27%	28%	27%	25%	30%	27%	15%	31%

Echelon Insights
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[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	-	-	-	21 100	19 100	5 100	296 100	50 100	41 100	9 100	20 100	19 100	5 100			
Protestant	52 13%	-	-	52 13%	-	-	-	2 12%	1 7%	-	39 13%	6 12%	6 15%	1 9%	2 11%	2 11%	-			
Roman Catholic	65 16%	-	-	65 16%	-	-	-	1 5%	3 15%	1 27%	51 17%	9 17%	2 6%	-	-	3 16%	-			
Mormon (Church of Jesus Christ of Latter-day Saints or LDS)	2 1%	-	-	2 1%	-	-	-	1 4%	-	-	2 1%	-	-	-	1 4%	-	-			
Just Christian	118 30%	-	-	118 30%	-	-	-	8 38%	6 31%	1 30%	81 27%	16 32%	17 41%	1 12%	6 33%	5 29%	2 42%			
Jewish	3 1%	-	-	3 1%	-	-	-	1 5%	1 5%	-	3 1%	-	-	-	-	-	-			
Muslim	2 1%	-	-	2 1%	-	-	-	-	-	-	1 *	-	1 3%	-	-	-	-			
Atheist	31 8%	-	-	31 8%	-	-	-	1 6%	1 5%	-	27 9%	1 2%	3 8%	-	-	3 14%	2 29%			
Something else (Please specify)	17 4%	-	-	17 4%	-	-	-	-	2 8%	-	13 4%	2 5%	1 2%	-	-	-	-			
Nothing in particular	109 27%	-	-	109 27%	-	-	-	6 31%	5 28%	2 44%	79 27%	16 32%	10 25%	7 80%	10 52%	6 30%	1 29%			

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[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	138	72	118	62	37	41	46	62	42	47	63	61	47	146	82	125
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Protestant	52	16	11	15	11	3	3	6	14	-	9	8	9	8	18	6	20
	13%	11%	15%	12%	18%	9%	7%	13%	22%		19%	12%	15%	17%	12%	8%	16%
Roman Catholic	65	26	9	22	7	2	8	8	11	-	7	15	13	7	21	12	24
	16%	19%	13%	19%	12%	6%	20%	18%	18%		14%	24%	22%	16%	14%	14%	20%
Mormon (Church of Jesus Christ of Latter-day Saints or LDS)	2	-	1	1	-	-	-	-	1	-	-	-	1	0	1	-	1
	1%		1%	1%					2%				1%	*	1%		1%
Just Christian	118	32	24	38	21	13	14	12	22	19	10	14	14	10	43	28	38
	30%	23%	33%	33%	34%	35%	34%	25%	35%	46%	21%	23%	24%	21%	29%	34%	30%
Jewish	3	1	2	-	-	-	-	-	-	-	1	2	-	-	1	-	2
	1%	1%	3%								2%	4%			1%		2%
Muslim	2	-	-	1	1	-	2	-	-	-	-	-	-	2	-	-	-
	1%			1%	2%		6%							5%			
Atheist	31	11	3	7	9	3	1	3	7	2	2	5	6	1	14	10	7
	8%	8%	5%	6%	14%	9%	3%	7%	12%	6%	5%	7%	10%	2%	9%	12%	5%
Something else (Please specify)	17	6	2	6	3	3	0	4	1	-	1	3	4	4	7	3	3
	4%	4%	3%	5%	5%	9%	1%	8%	2%		2%	5%	7%	9%	5%	4%	2%
Nothing in particular	109	45	20	28	10	12	12	13	6	20	17	15	13	14	41	23	30
	27%	33%	27%	23%	16%	32%	31%	28%	9%	48%	36%	24%	21%	30%	28%	28%	24%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	346	160	186	70	80	92	104	279	37	14	6	11
	100	100	100	100	100	100	100	100	100	100	100	100
Yes, born-again or evangelical Christian	100	40	59	21	17	28	33	84	8	3	1	3
	29%	25%	32%	31%	21%	30%	32%	30%	22%	25%	14%	29%
No, not born-again or evangelical Christian	210	99	111	35	55	56	64	167	26	7	4	5
	61%	62%	60%	51%	69%	61%	61%	60%	71%	53%	77%	49%
DNR – Don't know/Refused	36	21	16	13	8	8	8	28	2	3	1	2
	10%	13%	8%	19%	10%	9%	7%	10%	7%	23%	9%	22%

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 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	346	232	114	182	97	50	17	133	114	99	189	141	83	48	170
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes, born-again or evangelical Christian	100	76	23	63	21	13	2	49	28	22	72	24	29	13	44
	29%	33%	20%	35%	22%	26%	13%	37%	25%	22%	38%	17%	35%	28%	26%
No, not born-again or evangelical Christian	210	129	81	97	70	32	11	69	72	69	89	109	45	29	115
	61%	56%	71%	53%	72%	64%	65%	52%	63%	69%	47%	77%	54%	60%	67%
DNR – Don't know/Refused	36	26	10	22	6	5	4	15	13	8	28	8	9	6	12
	10%	11%	9%	12%	6%	10%	22%	11%	12%	8%	15%	6%	11%	12%	7%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 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	346 100	-	-	346 100	-	-	-	18 100	15 100	5 100	252 100	46 100	36 100	9 100	20 100	16 100	4 100	
Yes, born-again or evangelical Christian	100 29%	-	-	100 29%	-	-	-	4 22%	1 9%	2 32%	74 29%	11 24%	9 27%	4 47%	7 35%	4 23%	-	
No, not born-again or evangelical Christian	210 61%	-	-	210 61%	-	-	-	14 75%	13 85%	1 27%	156 62%	25 53%	22 62%	3 38%	8 43%	12 77%	4 100%	
DNR – Don't know/Refused	36 10%	-	-	36 10%	-	-	-	1 4%	1 7%	2 41%	22 9%	11 23%	4 11%	1 15%	4 22%	-	-	

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	346 100	119 100	64 100	104 100	49 100	30 100	37 100	39 100	54 100	40 100	43 100	53 100	51 100	40 100	124 100	69 100	113 100
Yes, born-again or evangelical Christian	100 29%	38 32%	20 31%	29 28%	9 19%	4 12%	7 20%	11 29%	18 34%	18 45%	10 23%	17 32%	15 30%	11 28%	37 30%	19 28%	32 28%
No, not born-again or evangelical Christian	210 61%	69 58%	41 64%	68 65%	27 55%	17 58%	26 69%	25 64%	31 58%	18 46%	29 69%	31 59%	33 64%	24 59%	75 60%	43 62%	69 61%
DNR – Don't know/Refused	36 10%	11 10%	3 5%	7 7%	13 26%	9 30%	4 11%	3 8%	4 8%	4 10%	3 8%	5 10%	3 6%	5 12%	12 10%	7 11%	12 11%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	400	186	214	79	88	110	123	321	45	14	7	13
	100	100	100	100	100	100	100	100	100	100	100	100
At least once a week	116	42	74	27	25	21	43	93	13	6	0	3
	29%	22%	35%	34%	29%	19%	35%	29%	30%	45%	7%	22%
Once or twice a month	52	25	27	11	11	16	14	42	7	2	0	-
	13%	14%	12%	14%	13%	14%	11%	13%	15%	17%	6%	-
A few times a year	50	32	18	8	9	15	16	39	5	3	-	2
	12%	17%	8%	11%	11%	14%	13%	12%	12%	23%	-	16%
Usually just for religious holidays	35	18	18	8	4	13	10	28	2	1	3	1
	9%	9%	8%	10%	4%	12%	8%	9%	5%	4%	42%	10%
Never	121	58	63	20	35	39	27	100	13	2	1	5
	30%	31%	29%	26%	39%	35%	22%	31%	29%	11%	22%	36%
Prefer not to say	26	12	14	4	4	6	13	18	4	-	2	2
	7%	6%	7%	5%	4%	5%	10%	6%	10%	-	23%	16%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	400	263	137	206	115	57	22	138	136	125	205	178	103	55	193
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
At least once a week	116	71	45	55	38	16	7	47	37	32	69	38	25	19	54
	29%	27%	33%	27%	33%	29%	31%	34%	27%	25%	34%	21%	24%	34%	28%
Once or twice a month	52	35	17	29	14	6	4	14	18	20	28	21	13	4	31
	13%	13%	13%	14%	12%	11%	16%	10%	13%	16%	14%	12%	13%	7%	16%
A few times a year	50	35	14	28	11	8	3	21	11	17	26	23	11	13	20
	12%	13%	10%	13%	10%	14%	13%	15%	8%	13%	13%	13%	10%	23%	10%
Usually just for religious holidays	35	19	16	13	15	5	2	11	14	9	21	12	10	3	19
	9%	7%	12%	7%	13%	9%	7%	8%	11%	7%	10%	7%	10%	6%	10%
Never	121	83	38	68	32	15	6	35	47	39	49	69	34	15	63
	30%	31%	28%	33%	28%	26%	27%	25%	34%	31%	24%	39%	33%	26%	33%
Prefer not to say	26	20	6	13	5	7	1	9	8	9	11	15	10	2	6
	7%	8%	4%	7%	4%	12%	6%	7%	6%	7%	6%	8%	10%	3%	3%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	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	-	-	-	21 100	19 100	5 100	296 100	50 100	41 100	9 100	20 100	19 100	5 100
At least once a week	116 29%	-	-	116 29%	-	-	-	11 51%	3 17%	2 47%	93 31%	10 19%	9 22%	4 47%	9 44%	9 49%	1 29%
Once or twice a month	52 13%	-	-	52 13%	-	-	-	4 20%	2 13%	1 12%	32 11%	10 19%	7 18%	3 38%	5 23%	3 15%	-
A few times a year	50 12%	-	-	50 12%	-	-	-	-	4 20%	1 18%	40 14%	5 9%	5 12%	1 8%	1 4%	1 5%	1 17%
Usually just for religious holidays	35 9%	-	-	35 9%	-	-	-	2 9%	2 12%	1 11%	23 8%	3 6%	8 21%	-	3 13%	1 5%	-
Never	121 30%	-	-	121 30%	-	-	-	4 20%	6 30%	1 12%	88 30%	17 35%	11 27%	1 6%	2 9%	5 27%	3 54%
Prefer not to say	26 7%	-	-	26 7%	-	-	-	-	2 8%	-	21 7%	5 10%	-	-	1 6%	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	400	138	72	118	62	37	41	46	62	42	47	63	61	47	146	82	125
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
At least once a week	116	45	28	30	12	8	11	3	19	18	14	18	25	11	41	18	46
	29%	33%	39%	25%	19%	23%	28%	7%	30%	43%	29%	28%	41%	23%	28%	22%	37%
Once or twice a month	52	20	7	17	8	6	6	7	6	6	5	9	7	7	15	12	18
	13%	14%	10%	15%	13%	15%	16%	15%	10%	14%	10%	14%	12%	15%	10%	15%	14%
A few times a year	50	10	8	22	7	7	3	9	12	1	6	6	4	4	15	16	14
	12%	7%	11%	19%	11%	19%	9%	20%	19%	3%	12%	10%	7%	8%	10%	20%	11%
Usually just for religious holidays	35	13	5	8	8	3	4	6	5	5	-	7	5	1	17	3	13
	9%	9%	7%	7%	13%	8%	10%	12%	8%	13%	-	12%	8%	3%	12%	4%	11%
Never	121	42	19	33	24	10	14	20	14	10	20	19	13	18	45	30	28
	30%	31%	27%	28%	38%	27%	35%	43%	22%	25%	43%	29%	22%	39%	31%	36%	22%
Prefer not to say	26	8	5	8	3	3	1	1	7	1	2	5	6	6	12	3	6
	7%	5%	7%	7%	4%	8%	3%	2%	11%	2%	5%	8%	10%	12%	8%	3%	5%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	400	186	214	79	88	110	123	321	45	14	7	13
	100	100	100	100	100	100	100	100	100	100	100	100
Yes	400	186	214	79	88	110	123	321	45	14	7	13
	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 MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	400	263	137	206	115	57	22	138	136	125	205	178	103	55	193
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	400	263	137	206	115	57	22	138	136	125	205	178	103	55	193
	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 MI, March 12-19, 2024, Margin of Error= +/-5.3 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			
		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	-	-	-	21 100	19 100	5 100	296 100	50 100	41 100	9 100	20 100	19 100	5 100			
Yes	400 100%	-	-	400	-	-	-	21 100%	19 100%	5 100%	296 100%	50 100%	41 100%	9 100%	20 100%	19 100%	5 100%			
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
DNR – Don't know/Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	400	138	72	118	62	37	41	46	62	42	47	63	61	47	146	82	125
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	400	138	72	118	62	37	41	46	62	42	47	63	61	47	146	82	125
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DNR – Don't know/Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

[QV1k] What are the chances that you will vote in the November 2024 general election for President, Congress, and other offices?

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	400	186	214	79	88	110	123	321	45	14	7	13
	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY VOTE	389	183	206	73	85	109	122	315	42	13	6	13
	97%	98%	96%	93%	97%	99%	99%	98%	93%	91%	85%	99%
50-50/WILL NOT VOTE	11	3	8	6	3	1	1	6	3	1	1	0
	3%	2%	4%	7%	3%	1%	1%	2%	7%	9%	15%	1%
Definitely vote	380	179	201	69	85	107	119	307	42	13	5	13
	95%	96%	94%	87%	97%	97%	97%	96%	93%	91%	78%	99%
Probably vote	9	5	4	4	-	2	3	8	-	-	1	-
	2%	3%	2%	5%		2%	3%	3%			8%	
50-50	11	3	8	6	3	1	1	6	3	1	1	0
	3%	2%	4%	7%	3%	1%	1%	2%	7%	9%	15%	1%
Will not vote	-	-	-	-	-	-	-	-	-	-	-	-
DNR – Don't know/Refused	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

[QV1k] What are the chances that you will vote in the November 2024 general election for President, Congress, and other offices?

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	400	263	137	206	115	57	22	138	136	125	205	178	103	55	193
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY VOTE	389	255	134	201	114	54	20	133	131	125	198	175	97	55	189
	97%	97%	98%	98%	99%	95%	89%	96%	96%	100%	97%	98%	95%	100%	98%
50-50/WILL NOT VOTE	11	8	3	5	1	3	2	6	5	0	7	3	5	-	3
	3%	3%	2%	2%	1%	5%	11%	4%	4%	*%	3%	2%	5%	-	2%
Definitely vote	380	248	132	194	113	53	20	132	125	123	195	172	94	54	187
	95%	94%	96%	94%	98%	94%	89%	95%	92%	98%	95%	96%	91%	98%	97%
Probably vote	9	7	2	7	2	1	-	1	6	2	3	4	3	1	3
	2%	3%	1%	3%	1%	1%	-	1%	4%	2%	2%	2%	3%	2%	1%
50-50	11	8	3	5	1	3	2	6	5	0	7	3	5	-	3
	3%	3%	2%	2%	1%	5%	11%	4%	4%	*%	3%	2%	5%	-	2%
Will not vote	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DNR – Don't know/Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

[QV1k] What are the chances that you will vote in the November 2024 general election for President, Congress, and other offices?

	Total	State						Swing	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	-	-	-	21 100	19 100	5 100	296 100	50 100	41 100	9 100	20 100	19 100	5 100	
DEFINITELY/PROBABLY VOTE	389 97%	-	-	389 97%	-	-	-	19 93%	18 95%	3 61%	289 97%	48 97%	39 95%	9 100%	18 94%	16 84%	4 71%	
50-50/WILL NOT VOTE	11 3%	-	-	11 3%	-	-	-	1 7%	1 5%	2 39%	7 3%	2 3%	2 5%	-	1 6%	3 16%	2 29%	
Definitely vote	380 95%	-	-	380 95%	-	-	-	17 83%	18 95%	2 43%	285 96%	46 92%	37 91%	9 100%	17 85%	16 84%	4 71%	
Probably vote	9 2%	-	-	9 2%	-	-	-	2 10%	-	1 18%	4 1%	2 4%	2 4%	-	2 9%	-	-	
50-50	11 3%	-	-	11 3%	-	-	-	1 7%	1 5%	2 39%	7 3%	2 3%	2 5%	-	1 6%	3 16%	2 29%	
Will not vote	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
DNR – Don't know/Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

[QV1k] What are the chances that you will vote in the November 2024 general election for President, Congress, and other offices?

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	400	138	72	118	62	37	41	46	62	42	47	63	61	47	146	82	125
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY VOTE	389	133	69	117	60	36	40	45	61	37	45	63	61	46	142	79	122
	97%	96%	96%	100%	97%	98%	99%	98%	98%	87%	95%	100%	100%	97%	97%	97%	98%
50-50/WILL NOT VOTE	11	5	3	0	2	1	0	1	1	5	3	0	-	1	4	3	3
	3%	4%	4%	*%	3%	2%	1%	2%	2%	13%	5%	*%	-	3%	3%	3%	2%
Definitely vote	380	130	68	114	59	35	40	44	59	34	45	62	60	45	136	78	121
	95%	94%	94%	96%	96%	94%	99%	96%	95%	81%	95%	99%	98%	95%	93%	95%	97%
Probably vote	9	3	1	4	1	2	-	1	2	3	-	1	1	1	5	1	1
	2%	2%	2%	3%	2%	4%	-	2%	3%	6%	-	1%	2%	2%	4%	1%	1%
50-50	11	5	3	0	2	1	0	1	1	5	3	0	-	1	4	3	3
	3%	4%	4%	*%	3%	2%	1%	2%	2%	13%	5%	*%	-	3%	3%	3%	2%
Will not vote	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DNR – Don't know/Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

[QAge] What is your age?

	Total		Gender		Age				Race				
	Total		Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	400		186	214	79	88	110	123	321	45	14	7	13
	100		100	100	100	100	100	100	100	100	100	100	100
18-34	79		37	42	79	-	-	-	48	18	4	5	4
	20%		20%	20%	100%				15%	40%	27%	80%	33%
35-49	88		41	47	-	88	-	-	72	7	4	-	5
	22%		22%	22%		100%			22%	16%	28%		37%
50-64	110		46	63	-	-	110	-	95	8	3	0	4
	27%		25%	30%			100%		30%	17%	19%	6%	30%
65+	123		62	61	-	-	-	123	107	12	4	1	-
	31%		33%	29%			100%		33%	27%	26%	15%	

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 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	263	137	206	115	57	22	138	136	125	205	178	103	55	193
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
18-34	79	52	27	29	19	23	8	20	33	26	45	30	14	9	43
	20%	20%	20%	14%	17%	41%	37%	14%	24%	21%	22%	17%	14%	15%	22%
35-49	88	54	34	44	28	10	6	28	33	27	45	39	19	12	52
	22%	21%	25%	21%	24%	18%	27%	20%	24%	22%	22%	22%	18%	21%	27%
50-64	110	69	40	59	36	11	4	48	29	32	64	43	24	16	61
	27%	26%	29%	29%	31%	19%	19%	35%	22%	26%	31%	24%	24%	28%	32%
65+	123	87	36	75	32	13	4	42	41	40	51	66	46	20	37
	31%	33%	26%	36%	28%	23%	17%	31%	30%	32%	25%	37%	44%	36%	19%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

[QAge] What is your age?

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	400 100	-	-	400 100	-	-	-	21 100	19 100	5 100	296 100	50 100	41 100	9 100	20 100	19 100	5 100
18-34	79 20%	-	-	79 20%	-	-	-	5 23%	8 44%	2 47%	41 14%	15 30%	19 46%	4 49%	5 27%	9 50%	3 54%
35-49	88 22%	-	-	88 22%	-	-	-	6 31%	3 15%	2 32%	60 20%	16 32%	9 21%	4 51%	8 43%	2 9%	1 17%
50-64	110 27%	-	-	110 27%	-	-	-	3 14%	5 29%	0 5%	85 29%	15 30%	8 20%	-	3 14%	-	-
65+	123 31%	-	-	123 31%	-	-	-	7 32%	2 12%	1 15%	111 38%	4 8%	5 12%	-	3 16%	8 41%	1 29%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

[QAge] What is your age?

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	400	138	72	118	62	37	41	46	62	42	47	63	61	47	146	82	125
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
18-34	79	29	12	19	18	37	-	-	-	42	-	-	-	11	30	16	22
	20%	21%	16%	16%	30%	100%				100%				24%	21%	19%	17%
35-49	88	31	17	26	10	-	41	-	-	-	47	-	-	10	25	13	40
	22%	22%	23%	22%	17%		100%			100%				21%	17%	16%	32%
50-64	110	46	17	31	13	-	-	46	-	-	-	63	-	14	40	27	30
	27%	33%	24%	26%	21%			100%				100%		29%	27%	32%	24%
65+	123	32	27	42	20	-	-	-	62	-	-	-	61	12	51	27	33
	31%	23%	37%	36%	32%				100%				100%	26%	35%	33%	27%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	400	186	214	79	88	110	123	321	45	14	7	13
	100	100	100	100	100	100	100	100	100	100	100	100
Republican	138	65	73	20	28	48	42	125	0	5	2	6
	35%	35%	34%	25%	32%	44%	34%	39%	1%	33%	28%	46%
Democrat	125	56	70	26	27	32	40	92	27	2	2	3
	31%	30%	33%	33%	31%	29%	32%	29%	59%	17%	23%	21%
Independent	106	51	55	23	24	24	35	81	16	3	2	4
	27%	28%	26%	29%	27%	22%	28%	25%	35%	21%	34%	33%
Member of another party	7	4	4	2	3	1	1	5	1	1	-	-
	2%	2%	2%	3%	3%	1%	1%	2%	1%	9%		
Unsure	23	11	12	8	6	4	6	17	2	3	1	0
	6%	6%	6%	10%	6%	3%	5%	5%	4%	19%	15%	1%

Echelon Insights
Focus 2024 Survey
N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	400	263	137	206	115	57	22	138	136	125	205	178	103	55	193
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Republican	138	95	43	87	38	8	4	138	-	-	122	16	39	25	59
	35%	36%	31%	42%	33%	15%	20%	100%			60%	9%	38%	45%	31%
Democrat	125	87	39	61	31	26	7	-	-	125	18	104	34	14	57
	31%	33%	28%	30%	27%	45%	33%			100%	9%	58%	33%	26%	30%
Independent	106	63	44	47	34	16	10	-	106	-	50	50	24	13	61
	27%	24%	32%	23%	30%	28%	43%		78%		25%	28%	23%	23%	32%
Member of another party	7	2	5	1	4	1	1	-	7	-	6	1	1	-	5
	2%	1%	4%	*%	4%	2%	3%		5%		3%	*%	1%		3%
Unsure	23	16	7	10	7	5	0	-	23	-	8	8	5	3	11
	6%	6%	5%	5%	6%	10%	1%		17%		4%	4%	5%	6%	6%

Echelon Insights
Focus 2024 Survey
N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	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	-	-	-	21 100	19 100	5 100	296 100	50 100	41 100	9 100	20 100	19 100	5 100
Republican	138 35%	-	-	138 35%	-	-	-	1 4%	4 19%	4 82%	105 35%	20 40%	10 24%	4 45%	8 43%	3 19%	1 29%
Democrat	125 31%	-	-	125 31%	-	-	-	3 16%	5 25%	-	103 35%	6 12%	11 26%	2 20%	4 21%	12 67%	2 42%
Independent	106 27%	-	-	106 27%	-	-	-	9 43%	9 47%	-	70 24%	17 34%	17 42%	3 35%	5 25%	2 12%	2 29%
Member of another party	7 2%	-	-	7 2%	-	-	-	1 3%	-	-	5 2%	1 3%	1 2%	-	-	-	-
Unsure	23 6%	-	-	23 6%	-	-	-	7 35%	2 8%	1 18%	12 4%	6 12%	2 6%	-	2 11%	0 2%	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	400	138	72	118	62	37	41	46	62	42	47	63	61	47	146	82	125
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Republican	138	51	20	46	15	5	14	23	23	14	15	25	19	6	53	27	53
	35%	37%	27%	39%	24%	15%	33%	50%	37%	34%	31%	39%	32%	12%	36%	33%	42%
Democrat	125	36	32	33	20	13	16	10	17	14	11	22	22	25	42	18	41
	31%	26%	45%	28%	33%	35%	39%	21%	28%	33%	24%	35%	36%	52%	29%	22%	33%
Independent	106	39	16	28	23	13	9	11	18	10	15	13	17	12	43	27	26
	27%	28%	23%	24%	37%	35%	22%	25%	29%	25%	31%	20%	28%	24%	29%	32%	21%
Member of another party	7	4	-	2	2	1	-	1	1	1	3	-	-	1	4	2	1
	2%	3%		1%	3%	4%		3%	2%	2%	6%			1%	2%	3%	1%
Unsure	23	8	4	9	2	4	2	1	3	3	3	3	2	5	5	8	5
	6%	6%	5%	8%	3%	12%	5%	2%	5%	7%	7%	5%	4%	11%	3%	9%	4%

Echelon Insights
Focus 2024 Survey
N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	138	65	73	20	28	48	42	125	0	5	2	6
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	139	66	73	17	28	51	43	122	2	7	3	5
Firmly a Republican	109	53	57	18	21	37	34	100	0	3	2	4
	79%	81%	78%	90%	75%	76%	80%	80%	100%	62%	100%	69%
Not firmly a Republican	29	13	16	2	7	11	8	25	-	2	-	2
	21%	19%	22%	10%	25%	24%	20%	20%	-	38%	-	31%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	138	95	43	87	38	8	4	138	-	-	122	16	39	25	59
	100	100	100	100	100	100	100	100			100	100	100	100	100
Unweighted Total	139	95	44	87	35	8	9	139	-	-	122	16	40	26	58
Firmly a Republican	109	78	32	73	27	5	4	109	-	-	103	7	31	19	47
	79%	81%	74%	84%	71%	57%	100%	79%			84%	43%	79%	77%	81%
Not firmly a Republican	29	18	11	14	11	4	-	29	-	-	19	9	8	6	11
	21%	19%	26%	16%	29%	43%		21%			16%	57%	21%	23%	19%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	138	-	-	138	-	-	-	1	4	4	105	20	10	4	8	3	1
	100			100				100	100	100	100	100	100	100	100	100	100
Unweighted Total	139	-	-	139	-	-	-	1	3	8	102	20	12	4	9	3	1
Firmly a Republican	109	-	-	109	-	-	-	-	3	3	81	15	10	2	6	3	1
	79%			79%					76%	65%	77%	78%	100%	55%	69%	100%	100%
Not firmly a Republican	29	-	-	29	-	-	-	1	1	1	24	4	-	2	3	-	-
	21%			21%				100%	24%	35%	23%	22%		45%	31%		

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	138	51	20	46	15	5	14	23	23	14	15	25	19	6	53	27	53
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	139	51	20	48	15	5	13	24	24	12	15	27	19	8	58	24	49
Firmly a Republican	109	40	15	36	14	5	11	18	18	12	10	19	16	5	43	22	40
	79%	77%	76%	78%	96%	100%	82%	76%	80%	87%	68%	76%	81%	86%	80%	80%	77%
Not firmly a Republican	29	12	5	10	1	-	2	6	5	2	5	6	4	1	10	5	12
	21%	23%	24%	22%	4%		18%	24%	20%	13%	32%	24%	19%	14%	20%	20%	23%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	125	56	70	26	27	32	40	92	27	2	2	3
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	120	51	69	19	26	36	39	95	19	2	1	3
Firmly a Democrat	104	47	57	20	24	27	33	76	22	2	2	3
	83%	84%	82%	77%	86%	83%	84%	83%	83%	64%	100%	95%
Not firmly a Democrat	22	9	13	6	4	5	6	16	5	1	-	0
	17%	16%	18%	23%	14%	17%	16%	17%	17%	36%		5%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	125	87	39	61	31	26	7	-	-	125	18	104	34	14	57
	100	100	100	100	100	100	100	-	-	100	100	100	100	100	100
Unweighted Total	120	80	40	63	32	17	8	-	-	120	18	99	33	15	55
Firmly a Democrat	104	74	29	52	24	22	6	-	-	104	14	87	32	10	46
	83%	86%	76%	86%	76%	85%	75%	-	-	83%	78%	84%	92%	73%	81%
Not firmly a Democrat	22	12	9	8	8	4	2	-	-	22	4	17	3	4	11
	17%	14%	24%	14%	24%	15%	25%	-	-	17%	22%	16%	8%	27%	19%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

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

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	125	-	-	125	-	-	-	3	5	-	103	6	11	2	4	12	2
	100			100				100	100		100	100	100	100	100	100	100
Unweighted Total	120	-	-	120	-	-	-	3	4	-	96	8	11	2	5	12	2
Firmly a Democrat	104	-	-	104	-	-	-	2	5	-	87	5	7	1	2	9	1
	83%			83%				70%	100%		84%	83%	69%	42%	43%	73%	60%
Not firmly a Democrat	22	-	-	22	-	-	-	1	-	-	16	1	3	1	2	3	1
	17%			17%				30%			16%	17%	31%	58%	57%	27%	40%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	125	36	32	33	20	13	16	10	17	14	11	22	22	25	42	18	41
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	120	36	31	31	18	10	14	11	16	9	12	25	23	22	46	15	37
Firmly a Democrat	104	28	28	28	16	11	14	8	14	9	10	19	20	22	31	16	34
	83%	79%	88%	86%	79%	89%	88%	79%	79%	66%	84%	85%	88%	90%	75%	88%	84%
Not firmly a Democrat	22	8	4	5	4	1	2	2	4	5	2	3	3	2	11	2	6
	17%	21%	12%	14%	21%	11%	12%	21%	21%	34%	16%	15%	12%	10%	25%	12%	16%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

[QPartyLeanView] Even if neither political party perfectly represents your views, who do you agree with more often on issues that are important to you?

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	136	66	71	33	33	29	41	103	18	7	3	4
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	141	67	74	32	34	33	42	102	20	9	5	5
Republicans	50	23	26	8	14	14	14	41	4	1	2	2
	37%	36%	37%	26%	44%	46%	33%	40%	21%	18%	54%	36%
Democrats	44	19	25	8	6	9	21	33	7	2	0	2
	32%	29%	35%	24%	19%	31%	51%	32%	37%	31%	15%	42%
Both equally often	21	13	7	5	7	4	5	13	5	2	1	0
	15%	20%	10%	16%	21%	13%	11%	13%	26%	22%	31%	3%
Unsure	22	9	12	11	5	3	2	16	3	2	-	1
	16%	14%	17%	34%	16%	10%	6%	15%	16%	29%	-	19%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

[QPartyLeanView] Even if neither political party perfectly represents your views, who do you agree with more often on issues that are important to you?

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	136	81	56	58	45	23	10	-	136	-	65	59	29	16	77
	100	100	100	100	100	100	100		100		100	100	100	100	100
Unweighted Total	141	82	59	58	44	24	15	-	141	-	68	58	31	15	78
Republicans	50	36	14	30	12	6	3	-	50	-	43	4	9	7	26
	37%	44%	25%	51%	26%	26%	25%		37%		66%	6%	31%	44%	34%
Democrats	44	25	19	15	17	9	2	-	44	-	6	38	12	5	24
	32%	31%	35%	26%	38%	42%	19%		32%		9%	65%	42%	29%	31%
Both equally often	21	12	9	7	7	5	2	-	21	-	8	10	4	2	15
	15%	15%	16%	12%	15%	23%	21%		15%		12%	16%	14%	10%	19%
Unsure	22	8	13	6	10	2	4	-	22	-	8	7	4	3	12
	16%	10%	24%	11%	22%	9%	36%		16%		13%	13%	13%	17%	15%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 Percentage Points

[QPartyLeanView] Even if neither political party perfectly represents your views, who do you agree with more often on issues that are important to you?

	Total	State						Swing			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	136 100	-	-	136	-	-	-	17	10	1	88	24	20	3	7	3	2			
				100				100	100	100	100	100	100	100	100	100	100			
Unweighted Total	141	-	-	141	-	-	-	21	8	1	86	28	24	4	8	3	1			
Republicans	50 37%	-	-	50	-	-	-	3	5	1	36	6	7	3	3	-	-			
				37%				21%	44%	100%	41%	24%	33%	100%	44%					
Democrats	44 32%	-	-	44	-	-	-	-	3	-	29	8	6	-	1	-	-			
				32%					31%		33%	34%	32%		14%					
Both equally often	21 15%	-	-	21	-	-	-	6	3	-	12	6	1	-	3	1	-			
				15%				38%	25%		13%	25%	5%		42%	29%				
Unsure	22 16%	-	-	22	-	-	-	7	-	-	11	4	6	-	-	2	2			
				16%				41%			12%	16%	30%			71%	100%			

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 Percentage Points

[QPartyLeanView] Even if neither political party perfectly represents your views, who do you agree with more often on issues that are important to you?

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	136	51	20	39	26	19	11	14	22	14	21	16	19	17	51	37	31
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	141	52	22	41	25	17	13	14	23	15	21	19	19	21	58	29	33
Republicans	50	20	7	13	10	5	6	4	9	4	9	9	5	3	17	16	14
	37%	39%	33%	34%	39%	24%	51%	33%	40%	28%	41%	57%	25%	17%	34%	43%	45%
Democrats	44	19	6	7	12	4	1	4	10	3	5	5	11	6	17	11	10
	32%	37%	30%	18%	46%	24%	9%	32%	43%	24%	24%	29%	59%	37%	33%	29%	33%
Both equally often	21	2	5	10	3	4	4	3	2	1	3	1	2	5	9	5	2
	15%	5%	25%	26%	12%	24%	34%	19%	11%	6%	15%	8%	11%	30%	17%	13%	6%
Unsure	22	10	2	9	1	5	1	2	1	6	4	1	1	3	8	6	5
	16%	19%	12%	22%	3%	28%	7%	15%	6%	42%	20%	6%	5%	16%	16%	15%	16%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 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	186	214	79	88	110	123	321	45	14	7	13
	100	100	100	100	100	100	100	100	100	100	100	100
Total Republican+Republican-leaning Independents	188	89	100	28	43	62	56	167	4	6	4	8
	47%	48%	47%	36%	48%	56%	45%	52%	9%	42%	55%	58%
Total Democratic+Democratic-leaning Independents	169	75	94	34	33	41	61	125	33	5	2	5
	42%	40%	44%	43%	38%	37%	49%	39%	74%	32%	30%	35%
Total Independent	42	23	20	17	12	7	7	29	8	4	1	1
	11%	12%	9%	21%	14%	6%	6%	9%	17%	26%	15%	7%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 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	263	137	206	115	57	22	138	136	125	205	178	103	55	193
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Total Republican+Republican-leaning Independents	188	131	57	117	50	14	7	138	50	-	164	19	48	32	85
	47%	50%	42%	57%	43%	25%	32%	100%	37%		80%	11%	47%	58%	44%
Total Democratic+Democratic-leaning Independents	169	111	58	76	49	35	9	-	44	125	24	142	46	19	81
	42%	42%	42%	37%	42%	62%	42%		32%	100%	12%	80%	45%	34%	42%
Total Independent	42	20	22	13	16	7	6	-	42	-	16	17	8	4	27
	11%	8%	16%	6%	14%	13%	26%		31%		8%	9%	8%	8%	14%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error=+/-5.3 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	400 100	-	-	400 100	-	-	-	21 100	19 100	5 100	296 100	50 100	41 100	9 100	20 100	19 100	5 100
Total Republican+Republican-leaning Independents	188 47%	-	-	188 47%	-	-	-	4 21%	8 44%	5 100%	141 48%	26 51%	17 41%	7 80%	12 59%	3 19%	1 29%
Total Democratic+Democratic-leaning Independents	169 42%	-	-	169 42%	-	-	-	3 16%	8 42%	-	132 45%	14 29%	17 42%	2 20%	5 26%	12 67%	2 42%
Total Independent	42 11%	-	-	42 11%	-	-	-	13 64%	3 14%	-	23 8%	10 20%	7 17%	-	3 15%	3 15%	2 29%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in MI, March 12-19, 2024, Margin of Error= +/-5.3 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	138	72	118	62	37	41	46	62	42	47	63	61	47	146	82	125
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Total Republican+Republican-leaning Independents	188	71	26	59	25	10	19	28	32	18	23	34	24	8	70	43	67
	47%	52%	37%	50%	41%	27%	48%	60%	51%	43%	49%	54%	40%	18%	48%	52%	53%
Total Democratic+Democratic-leaning Independents	169	54	38	40	32	17	17	14	27	17	17	27	34	31	59	29	51
	42%	39%	53%	34%	53%	47%	41%	30%	43%	40%	35%	43%	55%	65%	40%	35%	41%
Total Independent	42	12	7	19	4	10	5	5	4	7	7	2	3	8	17	10	7
	11%	9%	10%	16%	6%	26%	11%	10%	6%	16%	16%	3%	5%	17%	12%	13%	6%