

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	401	187	213	75	89	110	126	330	34	18	8	9
	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	158	65	93	21	32	47	59	120	24	7	4	3
	40%	35%	44%	28%	35%	43%	47%	36%	71%	41%	45%	29%
STRONGLY/SOMEWHAT DISAPPROVE	231	118	112	50	55	63	63	201	10	8	5	7
	58%	63%	53%	67%	62%	57%	50%	61%	29%	43%	55%	71%
Strongly approve	99	39	60	9	14	31	44	72	18	4	4	1
	25%	21%	28%	12%	16%	29%	35%	22%	54%	24%	43%	10%
Somewhat approve	59	26	33	12	17	16	15	48	6	3	0	2
	15%	14%	16%	15%	19%	14%	12%	15%	17%	16%	2%	19%
Somewhat disapprove	27	10	17	14	8	4	1	22	2	3	0	-
	7%	5%	8%	19%	9%	3%	1%	7%	5%	14%	3%	-
Strongly disapprove	204	108	95	36	47	59	62	179	8	5	4	7
	51%	58%	45%	48%	53%	54%	49%	54%	24%	29%	52%	71%
DNR – Don't know/Refused	11	4	7	4	3	-	5	8	-	3	-	-
	3%	2%	3%	5%	3%	-	4%	3%	-	16%	-	-

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	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	401	247	153	198	133	50	21	156	84	160	195	181	91	69	196
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	158	88	70	61	60	27	11	27	28	103	1	152	38	28	68
	40%	36%	46%	31%	45%	55%	52%	17%	34%	64%	**%	84%	42%	41%	35%
STRONGLY/SOMEWHAT DISAPPROVE	231	151	79	132	69	19	10	124	49	58	193	22	51	35	124
	58%	61%	52%	67%	52%	39%	48%	79%	58%	36%	99%	12%	56%	51%	63%
Strongly approve	99	60	39	38	34	22	5	19	10	71	0	98	27	17	38
	25%	24%	25%	19%	25%	45%	24%	12%	11%	44%	**%	54%	30%	25%	20%
Somewhat approve	59	27	32	23	26	5	6	8	19	32	0	55	11	11	30
	15%	11%	21%	11%	19%	10%	28%	5%	22%	20%	**%	30%	12%	17%	15%
Somewhat disapprove	27	15	12	13	9	2	2	10	7	10	7	17	5	3	13
	7%	6%	8%	7%	7%	5%	11%	6%	8%	6%	4%	10%	5%	5%	6%
Strongly disapprove	204	136	68	119	60	17	8	114	42	47	186	5	46	32	111
	51%	55%	44%	60%	45%	34%	37%	73%	50%	30%	95%	3%	50%	46%	57%
DNR – Don't know/Refused	11	8	4	5	4	3	-	5	7	-	1	7	2	5	4
	3%	3%	2%	3%	3%	6%	-	3%	8%	-	1%	4%	2%	7%	2%

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	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	401 100	-	-	-	-	401 100	-	29 100	5 100	15 100	302 100	47 100	29 100	8 100	19 100	24 100	6 100
STRONGLY/SOMEWHAT APPROVE	158 40%	-	-	-	-	158 40%	-	5 19%	-	-	132 44%	17 35%	5 17%	-	1 7%	18 75%	3 50%
STRONGLY/SOMEWHAT DISAPPROVE	231 58%	-	-	-	-	231 58%	-	20 69%	5 100%	15 100%	164 54%	28 60%	23 79%	8 100%	16 86%	5 23%	3 50%
Strongly approve	99 25%	-	-	-	-	99 25%	-	1 4%	-	-	85 28%	11 24%	1 2%	-	-	11 46%	-
Somewhat approve	59 15%	-	-	-	-	59 15%	-	4 15%	-	-	47 15%	5 11%	4 15%	-	1 7%	7 28%	3 50%
Somewhat disapprove	27 7%	-	-	-	-	27 7%	-	2 9%	-	-	17 6%	2 5%	3 10%	-	2 11%	5 22%	3 50%
Strongly disapprove	204 51%	-	-	-	-	204 51%	-	17 61%	5 100%	15 100%	146 48%	26 55%	20 70%	8 100%	14 74%	0 1%	-
DNR – Don't know/Refused	11 3%	-	-	-	-	11 3%	-	3 12%	-	-	6 2%	2 5%	1 4%	-	1 7%	1 2%	-

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	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	401 100	117 100	89 100	101 100	81 100	37 100	39 100	58 100	53 100	37 100	50 100	52 100	74 100	31 100	154 100	54 100	162 100
STRONGLY/SOMEWHAT APPROVE	158 40%	49 42%	38 43%	28 27%	34 42%	9 23%	9 24%	26 46%	21 39%	12 32%	22 44%	21 40%	38 52%	22 72%	45 29%	18 33%	73 45%
STRONGLY/SOMEWHAT DISAPPROVE	231 58%	64 55%	47 52%	72 71%	44 55%	26 71%	29 73%	31 54%	32 60%	24 64%	26 53%	31 60%	31 42%	9 28%	106 69%	32 60%	84 52%
Strongly approve	99 25%	32 28%	25 28%	16 16%	20 25%	4 10%	4 9%	17 29%	15 28%	5 14%	11 22%	14 28%	30 40%	17 54%	25 16%	13 24%	45 28%
Somewhat approve	59 15%	17 15%	14 15%	12 12%	13 16%	5 13%	6 15%	9 16%	6 11%	7 18%	11 22%	7 12%	9 12%	5 18%	20 13%	5 9%	28 17%
Somewhat disapprove	27 7%	7 6%	10 11%	3 3%	7 8%	6 17%	2 6%	1 2%	-	8 20%	6 12%	2 5%	1 2%	2 6%	8 5%	5 10%	12 7%
Strongly disapprove	204 51%	57 49%	37 41%	69 68%	38 47%	20 53%	26 67%	30 52%	32 60%	16 43%	21 41%	29 55%	30 40%	7 22%	98 64%	27 50%	72 44%
DNR – Don't know/Refused	11 3%	4 3%	4 4%	1 1%	3 3%	2 7%	1 3%	-	0 1%	2 4%	2 3%	-	4 6%	-	2 2%	4 7%	5 3%

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	401	187	213	75	89	110	126	330	34	18	8	9
	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	201	106	95	35	50	55	61	174	8	8	5	6
	50%	57%	45%	47%	56%	50%	48%	53%	24%	45%	55%	66%
STRONGLY/SOMEWHAT DISAPPROVE	195	81	114	40	38	55	63	154	25	10	4	3
	49%	43%	54%	53%	42%	50%	50%	47%	72%	55%	45%	34%
Strongly approve	133	66	66	17	33	34	49	120	4	3	1	3
	33%	36%	31%	23%	37%	31%	39%	36%	13%	18%	17%	35%
Somewhat approve	68	39	29	17	17	21	12	53	4	5	3	3
	17%	21%	13%	23%	19%	19%	10%	16%	11%	28%	38%	30%
Somewhat disapprove	13	6	7	4	5	1	3	11	0	1	-	1
	3%	3%	3%	5%	5%	1%	3%	3%	*%	6%		6%
Strongly disapprove	182	75	107	36	33	54	59	143	24	9	4	3
	46%	40%	50%	49%	37%	49%	47%	43%	71%	49%	45%	29%
DNR – Don't know/Refused	4	0	4	-	2	-	2	3	1	-	-	-
	1%	*%	2%		2%		2%	1%	4%			

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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	401 100	247 100	153 100	198 100	133 100	50 100	21 100	156 100	84 100	160 100	195 100	181 100	91 100	69 100	196 100
STRONGLY/SOMEWHAT APPROVE	201 50%	138 56%	63 41%	121 61%	52 39%	17 33%	11 52%	119 76%	38 46%	43 27%	187 96%	7 4%	45 49%	30 44%	108 55%
STRONGLY/SOMEWHAT DISAPPROVE	195 49%	108 44%	88 57%	75 38%	79 60%	33 67%	8 41%	36 23%	42 50%	117 73%	7 4%	174 96%	44 48%	37 54%	88 45%
Strongly approve	133 33%	92 37%	41 27%	84 42%	37 28%	8 16%	4 22%	93 59%	12 15%	28 17%	128 66%	2 1%	30 33%	17 25%	72 37%
Somewhat approve	68 17%	46 19%	22 14%	38 19%	15 12%	9 17%	6 31%	26 17%	26 31%	16 10%	59 30%	5 3%	15 16%	13 19%	37 19%
Somewhat disapprove	13 3%	8 3%	5 3%	6 3%	5 4%	2 4%	- -	- -	8 10%	5 3%	2 1%	6 3%	4 4%	1 2%	7 3%
Strongly disapprove	182 46%	100 40%	83 54%	68 35%	74 56%	31 63%	8 41%	36 23%	34 41%	112 70%	5 3%	168 93%	40 44%	36 52%	81 41%
DNR – Don't know/Refused	4 1%	2 1%	3 2%	2 1%	1 1%	- -	1 7%	1 1%	3 4%	- -	0 0%	- -	3 3%	1 2%	- -

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STRONGLY/SOMEWHAT APPROVE	201 50%	-	-	-	-	201 50%	-	10 36%	5 85%	14 95%	142 47%	26 56%	22 77%	7 85%	12 61%	1 6%	-			
STRONGLY/SOMEWHAT DISAPPROVE	195 49%	-	-	-	-	195 49%	-	14 51%	1 15%	1 5%	157 52%	19 41%	7 23%	1 15%	6 32%	22 94%	6 100%			
Strongly approve	133 33%	-	-	-	-	133 33%	-	3 10%	1 22%	6 40%	100 33%	11 24%	13 46%	2 25%	3 15%	0 1%	-			
Somewhat approve	68 17%	-	-	-	-	68 17%	-	7 25%	3 62%	8 55%	42 14%	15 32%	9 31%	5 60%	9 46%	1 5%	-			
Somewhat disapprove	13 3%	-	-	-	-	13 3%	-	5 16%	1 15%	-	8 3%	3 6%	1 4%	0 5%	1 3%	3 12%	2 29%			
Strongly disapprove	182 46%	-	-	-	-	182 46%	-	10 34%	-	1 5%	149 49%	17 35%	5 19%	1 10%	5 29%	19 82%	4 71%			
DNR – Don't know/Refused	4 1%	-	-	-	-	4 1%	-	4 14%	-	-	3 1%	1 3%	-	-	1 7%	-	-			

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	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	401 100	117 100	89 100	101 100	81 100	37 100	39 100	58 100	53 100	37 100	50 100	52 100	74 100	31 100	154 100	54 100	162 100
STRONGLY/SOMEWHAT APPROVE	201 50%	55 47%	38 43%	66 66%	38 47%	20 54%	27 68%	29 51%	29 56%	14 39%	23 46%	26 49%	32 43%	8 25%	98 64%	28 52%	67 41%
STRONGLY/SOMEWHAT DISAPPROVE	195 49%	60 52%	48 54%	35 34%	43 53%	17 46%	12 31%	28 49%	23 44%	23 61%	26 51%	26 51%	40 54%	22 70%	56 36%	24 45%	94 58%
Strongly approve	133 33%	42 36%	23 26%	42 42%	23 28%	8 23%	16 41%	18 31%	24 46%	9 24%	17 34%	16 31%	25 33%	4 14%	67 43%	17 32%	45 28%
Somewhat approve	68 17%	14 12%	15 17%	24 24%	15 19%	12 31%	11 28%	12 20%	5 10%	6 15%	6 12%	10 19%	7 10%	4 11%	32 21%	11 20%	22 14%
Somewhat disapprove	13 3%	5 4%	2 2%	4 4%	2 3%	1 2%	1 4%	1 2%	2 4%	3 7%	3 6%	-	1 1%	-	6 4%	1 2%	6 4%
Strongly disapprove	182 46%	56 48%	46 52%	31 31%	40 50%	16 44%	11 27%	27 47%	21 40%	20 54%	23 45%	26 51%	38 52%	22 70%	50 32%	23 43%	88 54%
DNR – Don't know/Refused	4 1%	1 1%	3 3%	-	0 *%	-	0 1%	-	-	-	1 3%	-	2 3%	1 5%	-	2 3%	1 1%



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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	401	187	213	75	89	110	126	330	34	18	8	9
	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY/LEAN THE REPUBLICAN CANDIDATE	196	107	89	33	47	55	61	173	5	7	5	6
	49%	57%	42%	44%	53%	50%	48%	53%	14%	40%	55%	63%
DEFINITELY/PROBABLY/LEAN THE DEMOCRATIC CANDIDATE	173	72	102	32	37	48	56	133	25	8	4	3
	43%	38%	48%	44%	41%	44%	44%	40%	74%	46%	43%	29%
Definitely the Republican candidate	152	80	71	20	40	41	50	136	2	6	2	6
	38%	43%	33%	27%	45%	37%	40%	41%	5%	33%	28%	63%
Probably the Republican candidate	42	25	17	11	6	14	10	36	3	1	2	-
	10%	13%	8%	15%	7%	13%	8%	11%	9%	7%	27%	-
Lean, the Republican candidate	2	1	1	2	1	-	-	2	-	-	-	-
	1%	1%	*%	2%	1%	-	-	1%	-	-	-	-
Probably the Democratic candidate	21	11	10	4	7	3	7	16	4	1	-	-
	5%	6%	5%	6%	7%	3%	5%	5%	11%	5%	-	-
Definitely the Democratic candidate	149	61	89	27	28	45	48	114	22	8	4	3
	37%	32%	42%	36%	32%	41%	38%	34%	63%	41%	43%	29%
Lean, the Democratic candidate	4	0	3	1	2	-	1	4	-	-	-	-
	1%	*%	2%	1%	2%	-	1%	1%	-	-	-	-
Unsure	31	9	22	9	6	7	10	23	4	3	0	1
	8%	5%	11%	12%	6%	6%	8%	7%	12%	15%	2%	8%

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Total	401	247	153	198	133	50	21	156	84	160	195	181	91	69	196
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY/LEAN THE REPUBLICAN CANDIDATE	196	135	61	122	52	13	9	122	32	42	185	6	41	30	110
	49%	55%	40%	62%	39%	27%	45%	78%	38%	26%	95%	3%	45%	44%	56%
DEFINITELY/PROBABLY/LEAN THE DEMOCRATIC CANDIDATE	173	94	80	62	72	32	8	31	30	112	2	167	39	32	76
	43%	38%	52%	31%	54%	64%	40%	20%	36%	70%	1%	92%	43%	47%	39%
Definitely the Republican candidate	152	103	48	93	42	10	6	98	19	34	147	4	30	19	91
	38%	42%	31%	47%	32%	20%	29%	63%	23%	21%	76%	2%	33%	27%	46%
Probably the Republican candidate	42	29	13	26	10	3	3	23	12	8	36	2	8	12	19
	10%	12%	8%	13%	7%	6%	16%	15%	14%	5%	18%	1%	9%	17%	10%
Lean, the Republican candidate	2	2	-	2	-	-	-	1	1	-	2	-	2	-	0
	1%	1%		1%				1%	1%		1%		2%		*%
Probably the Democratic candidate	21	13	8	9	7	4	1	2	7	12	2	16	4	7	9
	5%	5%	5%	5%	5%	7%	5%	1%	8%	8%	1%	9%	4%	10%	5%
Definitely the Democratic candidate	149	79	70	51	63	28	7	29	21	99	-	148	34	24	66
	37%	32%	46%	26%	47%	57%	35%	18%	25%	62%		81%	37%	35%	34%
Lean, the Democratic candidate	4	1	2	1	2	-	-	1	2	1	-	3	1	1	1
	1%	1%	1%	1%	2%			1%	3%	*%		2%	2%	2%	*%
Unsure	31	19	13	14	9	5	3	3	22	7	8	8	11	6	10
	8%	8%	8%	7%	7%	9%	15%	2%	26%	4%	4%	5%	13%	9%	5%

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Total	401 100	-	-	-	-	401 100	-	29 100	5 100	15 100	302 100	47 100	29 100	8 100	19 100	24 100	6 100			
DEFINITELY/PROBABLY/LEAN THE REPUBLICAN CANDIDATE	196 49%	-	-	-	-	196 49%	-	5 17%	4 67%	13 90%	145 48%	22 47%	20 67%	6 73%	10 52%	2 10%	-			
DEFINITELY/PROBABLY/LEAN THE DEMOCRATIC CANDIDATE	173 43%	-	-	-	-	173 43%	-	5 18%	2 33%	-	141 47%	16 35%	5 18%	2 23%	6 34%	17 73%	5 81%			
Definitely the Republican candidate	152 38%	-	-	-	-	152 38%	-	0 1%	1 22%	8 54%	113 38%	19 40%	11 36%	6 73%	10 52%	1 4%	-			
Probably the Republican candidate	42 10%	-	-	-	-	42 10%	-	5 16%	2 45%	5 36%	30 10%	3 7%	8 28%	-	-	1 6%	-			
Lean, the Republican candidate	2 1%	-	-	-	-	2 1%	-	-	-	-	2 1%	-	1 3%	-	-	-	-			
Probably the Democratic candidate	21 5%	-	-	-	-	21 5%	-	3 9%	2 33%	-	19 6%	-	-	2 23%	4 20%	-	-			
Definitely the Democratic candidate	149 37%	-	-	-	-	149 37%	-	2 6%	-	-	119 39%	16 35%	5 18%	-	3 14%	17 70%	4 71%			
Lean, the Democratic candidate	4 1%	-	-	-	-	4 1%	-	1 3%	-	-	3 1%	-	-	-	-	1 2%	1 10%			
Unsure	31 8%	-	-	-	-	31 8%	-	19 65%	-	1 10%	16 5%	9 18%	4 15%	0 5%	3 15%	4 18%	1 19%			

Echelon Insights  
Focus 2024 Survey  
N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	401	117	89	101	81	37	39	58	53	37	50	52	74	31	154	54	162
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY/LEAN THE REPUBLICAN CANDIDATE	196	56	33	69	38	21	25	29	32	13	22	26	29	8	94	25	70
	49%	48%	37%	68%	47%	55%	64%	51%	61%	34%	44%	49%	39%	25%	61%	46%	43%
DEFINITELY/PROBABLY/LEAN THE DEMOCRATIC CANDIDATE	173	55	44	29	37	13	12	27	20	19	25	22	36	21	45	26	82
	43%	47%	49%	29%	46%	35%	30%	46%	38%	52%	50%	42%	49%	66%	29%	47%	51%
Definitely the Republican candidate	152	46	25	55	25	12	19	23	27	8	21	18	24	6	73	13	60
	38%	39%	28%	55%	31%	32%	48%	39%	51%	23%	42%	34%	32%	19%	47%	24%	37%
Probably the Republican candidate	42	9	8	14	12	7	6	7	5	4	0	8	5	2	20	10	10
	10%	8%	9%	13%	14%	20%	15%	12%	10%	10%	0%	14%	7%	6%	13%	19%	6%
Lean, the Republican candidate	2	1	-	-	1	1	-	-	-	0	1	-	-	-	1	1	-
	1%	1%			2%	4%				1%	2%				1%	2%	
Probably the Democratic candidate	21	4	6	4	6	-	5	2	4	4	2	1	3	1	8	7	5
	5%	3%	7%	4%	8%		12%	4%	7%	12%	4%	1%	4%	3%	5%	13%	3%
Definitely the Democratic candidate	149	51	34	25	31	13	7	24	16	14	21	21	32	20	35	18	76
	37%	44%	39%	24%	38%	35%	18%	42%	31%	38%	42%	40%	44%	63%	23%	34%	47%
Lean, the Democratic candidate	4	1	3	-	0	-	-	-	0	1	2	-	1	-	2	-	2
	1%	1%	3%		0%				0%	2%	4%		1%		1%		1%
Unsure	31	6	12	3	6	4	3	2	1	5	3	5	9	3	15	4	10
	8%	5%	14%	3%	7%	10%	7%	3%	1%	14%	6%	9%	12%	9%	10%	7%	6%

Echelon Insights  
Focus 2024 Survey  
N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	401	187	213	75	89	110	126	330	34	18	8	9
	100	100	100	100	100	100	100	100	100	100	100	100
DONALD TRUMP, DEFINITELY/ PROBABLY/LEAN	195	104	90	30	50	54	60	172	7	5	5	6
	49%	56%	42%	41%	55%	49%	48%	52%	20%	29%	55%	66%
JOE BIDEN, DEFINITELY/ PROBABLY/LEAN	181	72	110	34	35	52	61	140	24	11	4	3
	45%	38%	52%	45%	39%	47%	48%	42%	70%	62%	43%	29%
Donald Trump, definitely	172	93	79	26	45	45	55	152	5	5	3	6
	43%	49%	37%	35%	51%	41%	44%	46%	14%	29%	39%	63%
Donald Trump, probably	21	10	11	4	4	8	5	18	2	-	1	0
	5%	6%	5%	6%	5%	7%	4%	5%	6%	-	16%	2%
Donald Trump, lean	1	1	-	-	-	1	-	1	-	-	-	-
	*%	1%	-	-	-	1%	-	*%	-	-	-	-
Joe Biden, probably	24	7	17	8	5	6	6	22	2	-	-	-
	6%	4%	8%	11%	5%	5%	5%	7%	5%	-	-	-
Joe Biden, definitely	157	64	93	26	31	46	55	117	22	11	4	3
	39%	34%	44%	35%	34%	42%	43%	36%	65%	62%	43%	29%
Joe Biden, lean	-	-	-	-	-	-	-	-	-	-	-	-
Unsure	24	11	13	10	5	4	6	19	3	2	0	1
	6%	6%	6%	14%	5%	4%	4%	6%	10%	9%	2%	6%

Echelon Insights  
Focus 2024 Survey  
N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	401	247	153	198	133	50	21	156	84	160	195	181	91	69	196
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DONALD TRUMP, DEFINITELY/ PROBABLY/LEAN	195	137	58	122	50	15	8	119	36	40	195	-	41	31	108
	49%	55%	38%	62%	37%	30%	38%	76%	43%	25%	100%	-	45%	46%	55%
JOE BIDEN, DEFINITELY/ PROBABLY/LEAN	181	98	84	67	72	31	11	34	34	113	-	181	40	33	80
	45%	40%	55%	34%	55%	62%	54%	22%	41%	71%	-	100%	44%	48%	41%
Donald Trump, definitely	172	121	51	108	44	13	6	110	26	36	172	-	35	24	100
	43%	49%	33%	55%	33%	26%	30%	70%	31%	23%	88%	-	38%	36%	51%
Donald Trump, probably	21	16	6	14	4	2	2	8	10	4	21	-	7	7	7
	5%	6%	4%	7%	3%	4%	9%	5%	12%	2%	11%	-	7%	10%	3%
Donald Trump, lean	1	-	1	-	1	-	-	1	-	-	1	-	-	-	1
	1%	-	1%	-	1%	-	-	1%	-	-	1%	-	-	-	1%
Joe Biden, probably	24	14	10	12	10	2	-	1	10	13	-	24	8	3	12
	6%	6%	7%	6%	8%	4%	-	1%	12%	8%	-	13%	8%	4%	6%
Joe Biden, definitely	157	84	73	55	62	29	11	33	24	100	-	157	33	31	68
	39%	34%	48%	28%	47%	58%	54%	21%	29%	62%	-	87%	36%	45%	35%
Joe Biden, lean	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unsure	24	12	12	8	10	4	2	4	14	7	-	-	10	4	8
	6%	5%	8%	4%	8%	8%	8%	3%	16%	4%	-	-	11%	6%	4%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 Percentage Points

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

	Total	State						Swing	Swing Voters		Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	401 100	-	-	-	-	401	-	29 100	5 100	15 100	302 100	47 100	29 100	8 100	19 100	24 100	6 100
DONALD TRUMP, DEFINITELY/ PROBABLY/LEAN	195 49%	-	-	-	-	195	-	3 12%	5 100%	15 100%	141 47%	25 54%	18 64%	7 95%	12 61%	1 5%	-
JOE BIDEN, DEFINITELY/ PROBABLY/LEAN	181 45%	-	-	-	-	181	-	1 2%	-	-	147 49%	18 39%	6 22%	-	3 16%	19 82%	5 81%
Donald Trump, definitely	172 43%	-	-	-	-	172	-	-	4 71%	9 64%	129 43%	19 40%	15 50%	7 95%	12 61%	1 4%	-
Donald Trump, probably	21 5%	-	-	-	-	21	-	3 12%	2 29%	5 36%	12 4%	5 11%	4 13%	-	-	0 1%	-
Donald Trump, lean	1 0%	-	-	-	-	1	-	-	-	-	-	1 3%	-	-	-	-	-
Joe Biden, probably	24 6%	-	-	-	-	24	-	1 2%	-	-	19 6%	-	2 7%	-	-	3 11%	1 19%
Joe Biden, definitely	157 39%	-	-	-	-	157	-	-	-	-	128 42%	18 39%	4 15%	-	3 16%	17 71%	3 62%
Joe Biden, lean	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unsure	24 6%	-	-	-	-	24	-	24 85%	-	-	14 5%	3 7%	4 14%	0 5%	4 24%	3 13%	1 19%

Echelon Insights  
Focus 2024 Survey  
N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	401	117	89	101	81	37	39	58	53	37	50	52	74	31	154	54	162
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DONALD TRUMP, DEFINITELY/ PROBABLY/LEAN	195	55	34	71	33	18	26	28	31	12	23	26	29	6	98	25	66
	49%	47%	38%	70%	41%	48%	68%	49%	60%	33%	46%	50%	39%	19%	64%	46%	41%
JOE BIDEN, DEFINITELY/ PROBABLY/LEAN	181	59	45	28	40	15	10	26	21	19	26	25	40	22	50	23	87
	45%	50%	51%	28%	50%	40%	25%	45%	39%	51%	51%	49%	54%	70%	33%	43%	53%
Donald Trump, definitely	172	52	25	65	28	16	24	24	29	10	21	21	26	4	87	22	58
	43%	44%	29%	64%	34%	42%	61%	42%	55%	28%	43%	40%	36%	13%	57%	41%	36%
Donald Trump, probably	21	3	8	5	6	2	3	3	2	2	2	5	2	2	11	3	6
	5%	2%	9%	5%	7%	7%	7%	5%	5%	5%	3%	10%	3%	6%	7%	5%	4%
Donald Trump, lean	1	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	1
	1%			1%				2%									1%
Joe Biden, probably	24	9	8	1	5	1	1	2	3	7	4	4	3	-	11	4	9
	6%	7%	9%	1%	6%	3%	2%	4%	6%	18%	8%	7%	4%		7%	8%	6%
Joe Biden, definitely	157	50	37	26	35	14	9	24	17	12	22	22	37	22	40	19	77
	39%	43%	42%	26%	43%	37%	23%	42%	33%	33%	43%	42%	51%	70%	26%	35%	48%
Joe Biden, lean	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unsure	24	3	10	2	7	4	3	3	1	6	1	1	5	4	5	6	10
	6%	3%	11%	2%	9%	11%	8%	6%	1%	16%	3%	2%	7%	11%	3%	12%	6%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	401	187	213	75	89	110	126	330	34	18	8	9
	100	100	100	100	100	100	100	100	100	100	100	100
A TOTAL/MOSTLY A SUCCESS	168	63	105	26	33	49	60	127	26	9	4	3
	42%	34%	49%	35%	37%	45%	47%	38%	77%	47%	45%	29%
A TOTAL/MOSTLY A FAILURE	217	116	101	42	52	60	62	192	8	5	5	7
	54%	62%	47%	57%	59%	55%	49%	58%	23%	29%	55%	71%
A total success	47	20	28	2	7	18	22	31	13	1	2	-
	12%	11%	13%	2%	7%	16%	17%	9%	38%	6%	25%	
Mostly a success	121	43	77	24	27	31	38	96	13	7	2	3
	30%	23%	36%	33%	30%	28%	30%	29%	38%	40%	20%	29%
Mostly a failure	46	27	18	17	13	8	7	43	0	1	2	0
	11%	15%	9%	23%	14%	7%	6%	13%	1%	4%	18%	2%
A total failure	171	88	83	25	40	52	54	149	8	4	3	6
	43%	47%	39%	34%	44%	47%	43%	45%	22%	25%	37%	69%
Unsure	16	8	7	6	4	1	5	11	-	4	-	-
	4%	4%	3%	9%	4%	1%	4%	3%		24%		

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	401 100	247 100	153 100	198 100	133 100	50 100	21 100	156 100	84 100	160 100	195 100	181 100	91 100	69 100	196 100
A TOTAL/MOSTLY A SUCCESS	168 42%	93 38%	75 49%	63 32%	64 48%	30 61%	11 53%	30 19%	33 40%	105 66%	1 %	159 88%	40 44%	28 41%	73 37%
A TOTAL/MOSTLY A FAILURE	217 54%	146 59%	71 46%	129 65%	63 48%	17 34%	8 37%	119 76%	45 54%	53 33%	192 99%	10 6%	50 55%	35 51%	116 59%
A total success	47 12%	34 14%	14 9%	20 10%	11 8%	14 28%	3 13%	8 5%	6 7%	33 21%	0 %	46 25%	16 18%	7 10%	17 9%
Mostly a success	121 30%	59 24%	62 40%	43 22%	53 40%	16 33%	8 40%	22 14%	27 32%	72 45%	1 %	113 62%	24 26%	22 31%	56 29%
Mostly a failure	46 11%	27 11%	18 12%	26 13%	17 13%	1 3%	2 8%	21 13%	15 17%	10 6%	28 15%	8 4%	12 13%	8 12%	24 12%
A total failure	171 43%	118 48%	53 35%	103 52%	47 35%	16 31%	6 30%	98 63%	30 36%	43 27%	163 84%	2 1%	38 42%	26 38%	92 47%
Unsure	16 4%	9 4%	7 5%	6 3%	5 4%	2 5%	2 10%	8 5%	6 7%	2 2%	2 1%	12 7%	1 1%	6 8%	7 4%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 Percentage Points

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

	Total	State						Swing	Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure	
Total	401 100	-	-	-	-	401 100	-	29 100	5 100	15 100	302 100	47 100	29 100	8 100	19 100	24 100	6 100	
A TOTAL/MOSTLY A SUCCESS	168 42%	-	-	-	-	168 42%	-	8 29%	-	-	141 47%	15 32%	5 17%	-	-	23 96%	6 100%	
A TOTAL/MOSTLY A FAILURE	217 54%	-	-	-	-	217 54%	-	19 67%	5 100%	15 100%	154 51%	26 55%	22 74%	8 100%	15 79%	-	-	
A total success	47 12%	-	-	-	-	47 12%	-	1 4%	-	-	42 14%	5 11%	0 1%	-	-	11 47%	-	
Mostly a success	121 30%	-	-	-	-	121 30%	-	7 24%	-	-	99 33%	10 22%	5 16%	-	-	12 49%	6 100%	
Mostly a failure	46 11%	-	-	-	-	46 11%	-	10 36%	2 45%	5 35%	29 10%	6 12%	5 16%	0 5%	3 14%	-	-	
A total failure	171 43%	-	-	-	-	171 43%	-	9 31%	3 55%	9 65%	125 41%	20 43%	17 59%	7 95%	12 65%	-	-	
Unsure	16 4%	-	-	-	-	16 4%	-	1 4%	-	-	7 2%	6 12%	2 9%	-	4 21%	1 4%	-	

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	401 100	117 100	89 100	101 100	81 100	37 100	39 100	58 100	53 100	37 100	50 100	52 100	74 100	31 100	154 100	54 100	162 100
A TOTAL/MOSTLY A SUCCESS	168 42%	57 49%	42 47%	27 26%	33 41%	9 23%	8 21%	26 44%	21 40%	17 47%	25 50%	23 45%	39 53%	23 73%	47 31%	20 38%	78 48%
A TOTAL/MOSTLY A FAILURE	217 54%	59 50%	41 46%	71 70%	43 53%	24 64%	29 73%	31 54%	32 60%	18 50%	24 48%	29 55%	30 41%	7 21%	105 68%	29 53%	77 47%
A total success	47 12%	14 12%	12 14%	6 6%	12 15%	2 4%	1 2%	10 18%	7 14%	- -	6 11%	8 15%	14 19%	11 37%	10 7%	6 11%	20 12%
Mostly a success	121 30%	44 37%	30 33%	20 20%	21 26%	7 19%	7 19%	15 27%	14 26%	17 47%	19 39%	16 30%	25 33%	11 36%	37 24%	14 27%	58 36%
Mostly a failure	46 11%	9 8%	9 10%	13 12%	15 18%	12 32%	8 19%	7 11%	1 2%	5 14%	5 10%	2 3%	6 9%	0 1%	18 12%	8 14%	20 12%
A total failure	171 43%	50 42%	32 36%	58 58%	28 35%	12 31%	21 54%	25 43%	31 58%	13 36%	19 37%	27 52%	24 32%	6 20%	87 57%	21 39%	57 35%
Unsure	16 4%	1 1%	6 7%	3 3%	5 6%	5 14%	2 6%	1 2%	- -	1 3%	1 3%	- -	5 6%	2 6%	2 1%	5 9%	7 4%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	401	187	213	75	89	110	126	330	34	18	8	9
	100	100	100	100	100	100	100	100	100	100	100	100
Biden policies to blame	198	101	97	33	47	57	62	177	6	5	4	6
	49%	54%	46%	44%	52%	51%	49%	54%	19%	29%	43%	63%
Due to factors outside their control	170	70	100	36	36	45	53	133	19	12	5	2
	42%	38%	47%	48%	40%	41%	42%	40%	55%	65%	57%	17%
Not a problem	16	7	8	2	2	6	5	10	5	-	-	-
	4%	4%	4%	2%	2%	6%	4%	3%	15%	-	-	-
Unsure	17	9	8	4	5	2	6	10	4	1	-	2
	4%	5%	4%	6%	5%	2%	5%	3%	11%	6%	-	21%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	401	247	153	198	133	50	21	156	84	160	195	181	91	69	196
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Biden policies to blame	198	136	62	121	55	14	7	111	38	49	176	10	47	31	103
	49%	55%	40%	62%	42%	29%	33%	71%	46%	30%	91%	5%	52%	46%	52%
Due to factors outside their control	170	87	83	63	70	25	12	37	36	97	13	150	35	27	82
	42%	35%	54%	32%	53%	50%	60%	24%	43%	60%	7%	83%	39%	39%	42%
Not a problem	16	11	4	6	4	5	-	4	2	9	-	15	4	5	5
	4%	5%	3%	3%	3%	11%	-	3%	3%	6%	-	8%	5%	7%	3%
Unsure	17	13	4	7	3	5	1	4	7	6	5	6	5	6	7
	4%	5%	3%	4%	2%	11%	7%	3%	9%	3%	3%	3%	5%	8%	3%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	State						Swing			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	401 100	-	-	-	-	401	-	29 100	5 100	15 100	302 100	47 100	29 100	8 100	19 100	24 100	6 100			
Biden policies to blame	198 49%	-	-	-	-	198	-	16 55%	3 52%	12 80%	142 47%	24 52%	20 68%	6 77%	10 55%	2 10%	-			
Due to factors outside their control	170 42%	-	-	-	-	170	-	7 24%	3 48%	2 14%	138 46%	17 35%	7 23%	2 23%	5 25%	18 77%	4 71%			
Not a problem	16 4%	-	-	-	-	16	-	0 1%	-	-	10 3%	3 7%	1 4%	-	-	1 4%	1 10%			
Unsure	17 4%	-	-	-	-	17	-	6 20%	-	1 6%	12 4%	3 6%	2 6%	-	4 20%	2 9%	1 19%			

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	401	117	89	101	81	37	39	58	53	37	50	52	74	31	154	54	162
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Biden policies to blame	198	57	39	63	36	17	24	28	32	16	23	29	30	8	99	26	66
	49%	48%	44%	62%	44%	44%	62%	48%	61%	44%	45%	55%	40%	25%	64%	47%	41%
Due to factors outside their control	170	55	41	27	40	18	12	22	18	17	24	23	35	21	40	23	87
	42%	47%	46%	27%	49%	49%	30%	39%	34%	46%	48%	44%	48%	66%	26%	42%	54%
Not a problem	16	4	4	4	4	-	-	6	1	2	2	0	4	1	8	2	5
	4%	4%	5%	4%	5%			10%	3%	5%	4%	1%	5%	4%	5%	3%	3%
Unsure	17	1	5	7	2	2	3	2	1	2	1	-	5	1	7	4	4
	4%	1%	5%	7%	2%	7%	8%	3%	2%	5%	3%	6%	5%	5%	7%	3%	3%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	401	187	213	75	89	110	126	330	34	18	8	9
	100	100	100	100	100	100	100	100	100	100	100	100
Biden policies to blame	223	117	106	40	51	67	65	198	8	5	5	7
	56%	63%	50%	53%	57%	61%	52%	60%	24%	29%	55%	71%
Due to factors outside their control	132	53	79	22	34	37	39	99	17	9	4	3
	33%	28%	37%	29%	38%	34%	31%	30%	51%	49%	43%	29%
Not a problem	16	9	6	5	2	4	4	12	2	1	0	-
	4%	5%	3%	6%	2%	4%	3%	4%	6%	6%	2%	-
Unsure	30	7	23	9	2	1	18	20	7	3	-	-
	7%	4%	11%	11%	3%	1%	14%	6%	19%	16%	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	401	247	153	198	133	50	21	156	84	160	195	181	91	69	196
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Biden policies to blame	223	154	69	137	62	17	8	118	48	57	188	21	57	32	116
	56%	62%	45%	69%	46%	34%	38%	76%	57%	35%	97%	12%	62%	47%	59%
Due to factors outside their control	132	64	68	42	57	21	11	27	22	83	4	125	24	23	63
	33%	26%	44%	22%	43%	43%	55%	17%	27%	52%	2%	69%	26%	34%	32%
Not a problem	16	9	6	6	6	3	0	4	4	8	0	14	1	4	9
	4%	4%	4%	3%	5%	7%	1%	2%	5%	5%	0%	8%	2%	6%	4%
Unsure	30	20	10	12	8	8	1	8	9	13	3	21	10	9	8
	7%	8%	6%	6%	6%	16%	7%	5%	11%	8%	1%	12%	10%	14%	4%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	State						Swing			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	401 100	-	-	-	-	401	-	29 100	5 100	15 100	302 100	47 100	29 100	8 100	19 100	24 100	6 100			
Biden policies to blame	223 56%	-	-	-	-	223	-	17 60%	5 85%	14 94%	160 53%	28 58%	23 81%	8 100%	13 70%	7 30%	2 28%			
Due to factors outside their control	132 33%	-	-	-	-	132	-	3 12%	1 15%	-	108 36%	12 25%	3 11%	-	1 5%	12 50%	3 52%			
Not a problem	16 4%	-	-	-	-	16	-	1 4%	-	-	14 5%	1 3%	-	-	-	3 13%	1 19%			
Unsure	30 7%	-	-	-	-	30	-	7 24%	-	1 6%	19 6%	7 14%	2 8%	-	5 25%	2 8%	-			

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	401	117	89	101	81	37	39	58	53	37	50	52	74	31	154	54	162
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Biden policies to blame	223	60	44	73	43	21	29	34	33	19	22	33	32	7	108	31	76
	56%	51%	50%	72%	53%	56%	75%	58%	63%	50%	43%	64%	44%	24%	70%	58%	47%
Due to factors outside their control	132	47	29	22	28	10	9	20	14	12	25	17	25	16	31	15	69
	33%	40%	33%	21%	35%	27%	23%	35%	26%	31%	49%	33%	34%	52%	20%	28%	43%
Not a problem	16	4	2	6	4	3	1	3	3	2	1	2	1	2	4	2	7
	4%	4%	2%	6%	5%	8%	2%	4%	6%	4%	3%	4%	2%	7%	3%	3%	4%
Unsure	30	6	14	1	6	3	-	1	3	5	2	-	15	6	9	6	9
	7%	5%	16%	1%	8%	9%		2%	5%	14%	5%		20%	18%	6%	11%	6%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	401	187	213	75	89	110	126	330	34	18	8	9
	100	100	100	100	100	100	100	100	100	100	100	100
Biden policies to blame	188	106	82	34	44	52	58	161	8	7	5	8
	47%	57%	38%	45%	50%	47%	46%	49%	23%	40%	55%	83%
Due to factors outside their control	143	51	92	27	27	39	49	117	13	8	4	1
	36%	27%	43%	37%	30%	36%	38%	35%	39%	41%	43%	10%
Not a problem	36	19	16	7	9	11	8	26	9	-	0	1
	9%	10%	8%	9%	11%	10%	6%	8%	27%	-	2%	7%
Unsure	34	11	23	7	8	8	11	27	4	4	-	-
	9%	6%	11%	9%	9%	7%	9%	8%	11%	19%	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	401	247	153	198	133	50	21	156	84	160	195	181	91	69	196
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Biden policies to blame	188	127	62	109	52	18	10	109	34	45	168	8	45	32	93
	47%	51%	40%	55%	39%	36%	47%	70%	41%	28%	86%	4%	50%	47%	47%
Due to factors outside their control	143	76	66	60	57	17	9	30	22	90	12	126	33	20	65
	36%	31%	43%	30%	43%	34%	42%	19%	26%	56%	6%	69%	36%	29%	33%
Not a problem	36	20	15	11	14	9	1	8	10	18	2	32	4	7	22
	9%	8%	10%	6%	11%	19%	4%	5%	12%	11%	1%	18%	4%	10%	11%
Unsure	34	24	10	18	9	6	1	9	18	8	13	16	9	10	16
	9%	10%	7%	9%	7%	12%	7%	6%	21%	5%	7%	9%	9%	14%	8%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	State						Swing			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	401 100	-	-	-	-	401	-	29 100	5 100	15 100	302 100	47 100	29 100	8 100	19 100	24 100	6 100			
Biden policies to blame	188 47%	-	-	-	-	188	-	13 44%	5 85%	11 72%	137 46%	19 41%	20 69%	8 100%	11 60%	1 6%	-			
Due to factors outside their control	143 36%	-	-	-	-	143	-	7 23%	1 15%	1 10%	112 37%	14 30%	6 19%	-	4 20%	17 72%	3 60%			
Not a problem	36 9%	-	-	-	-	36	-	2 7%	-	-	30 10%	4 8%	1 3%	-	2 9%	3 13%	1 21%			
Unsure	34 9%	-	-	-	-	34	-	7 26%	-	3 18%	22 7%	10 21%	3 9%	-	2 11%	2 9%	1 19%			

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	401	117	89	101	81	37	39	58	53	37	50	52	74	31	154	54	162
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Biden policies to blame	188	47	33	65	40	20	26	30	30	14	18	22	28	8	92	26	62
	47%	40%	37%	64%	49%	53%	68%	52%	56%	37%	36%	42%	39%	25%	60%	49%	38%
Due to factors outside their control	143	48	41	20	26	11	8	18	14	17	19	22	34	17	38	15	73
	36%	41%	46%	20%	33%	28%	20%	31%	27%	45%	38%	41%	47%	53%	25%	28%	45%
Not a problem	36	11	5	10	9	2	5	8	5	5	5	4	4	3	10	6	17
	9%	9%	6%	10%	11%	6%	12%	13%	9%	12%	10%	7%	5%	9%	7%	11%	10%
Unsure	34	12	9	5	6	5	0	2	4	2	8	5	7	4	13	7	11
	9%	10%	10%	5%	7%	13%	1%	4%	7%	5%	16%	10%	10%	12%	8%	12%	7%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 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	200	107	93	31	42	61	66	158	21	11	3	6
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	103	92	31	43	53	68	157	16	10	5	7
Biden Administration	68	30	37	9	12	21	25	47	11	6	2	1
	34%	28%	40%	29%	30%	34%	38%	30%	55%	56%	61%	18%
Trump Administration	105	59	46	13	22	31	38	93	5	2	1	5
	53%	55%	50%	42%	54%	51%	58%	59%	22%	18%	26%	82%
Both equally	7	6	1	2	2	1	2	7	-	-	0	-
	3%	6%	1%	6%	4%	2%	3%	4%			7%	
Neither	16	10	6	7	2	7	1	12	2	2	0	-
	8%	10%	6%	22%	4%	11%	1%	7%	8%	22%	5%	
Unsure	4	2	3	1	3	1	-	1	3	1	-	-
	2%	2%	3%	2%	8%	1%		1%	16%	5%		

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	124	76	94	64	31	11	80	35	85	98	87	44	38	91
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	118	77	93	64	25	13	78	40	77	100	79	41	35	93
Biden Administration	68	40	27	24	23	16	5	15	15	38	0	65	18	11	25
	34%	32%	36%	26%	35%	53%	41%	19%	44%	44%	*%	75%	42%	30%	27%
Trump Administration	105	74	31	64	28	9	3	63	12	30	96	5	19	17	58
	53%	59%	42%	69%	44%	30%	29%	78%	36%	35%	98%	5%	42%	44%	64%
Both equally	7	2	5	2	5	-	0	-	2	5	0	5	3	1	3
	3%	2%	7%	2%	7%	-	2%	-	6%	5%	*%	5%	8%	2%	3%
Neither	16	6	10	3	9	3	2	3	3	10	-	12	2	7	5
	8%	4%	14%	3%	14%	9%	15%	3%	9%	12%	-	14%	5%	17%	6%
Unsure	4	3	1	1	-	2	1	-	2	2	2	1	1	2	-
	2%	2%	2%	1%	-	8%	13%	-	6%	3%	2%	1%	3%	6%	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	State						Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	200	-	-	-	-	200	-	15	3	7	153	27	12	4	9	11	2
	100					100		100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	-	-	-	-	195	-	16	3	7	153	18	13	3	10	13	3
Biden Administration	68	-	-	-	-	68	-	2	-	-	54	10	1	-	-	7	2
	34%					34%		16%			36%	38%	5%			61%	100%
Trump Administration	105	-	-	-	-	105	-	5	2	7	80	12	10	2	6	3	-
	53%					53%		32%	47%	100%	52%	46%	85%	56%	60%	24%	
Both equally	7	-	-	-	-	7	-	2	-	-	7	0	-	-	-	-	-
	3%					3%		13%			4%	1%					
Neither	16	-	-	-	-	16	-	4	-	-	10	2	1	-	2	1	-
	8%					8%		26%			6%	9%	10%		21%	9%	
Unsure	4	-	-	-	-	4	-	2	2	-	2	1	-	2	2	1	-
	2%					2%		13%	53%		2%	6%		44%	19%	5%	

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	52	38	56	47	20	20	37	30	11	21	25	36	17	81	23	79
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	53	35	58	41	18	23	31	31	13	20	22	37	13	86	23	73
Biden Administration	68	18	18	11	17	6	4	13	8	3	9	9	17	11	22	5	30
	34%	34%	47%	20%	36%	30%	18%	34%	27%	27%	41%	35%	47%	62%	27%	22%	38%
Trump Administration	105	30	16	39	18	9	12	18	20	4	10	14	18	3	53	12	38
	53%	57%	41%	69%	38%	45%	59%	48%	66%	36%	49%	57%	51%	15%	65%	51%	49%
Both equally	7	1	-	1	5	2	1	1	2	-	1	-	-	-	2	0	5
	3%	1%		2%	11%	10%	6%	3%	6%		3%			2%	1%	6%	
Neither	16	3	3	3	7	3	2	5	-	3	-	2	1	3	4	4	6
	8%	6%	7%	6%	15%	16%	9%	15%		32%		6%	2%	15%	5%	18%	7%
Unsure	4	1	2	2	-	-	2	-	-	1	1	1	-	1	1	2	-
	2%	1%	5%	3%			9%			5%	7%	2%		9%	1%	8%	

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 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	200	80	121	44	48	49	60	172	13	7	5	3
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	205	91	114	51	50	46	58	174	15	6	4	6
Biden Administration	82	27	55	16	16	20	30	66	9	4	1	2
	41%	34%	45%	36%	34%	41%	50%	38%	67%	54%	30%	48%
Trump Administration	92	45	48	17	25	28	23	84	2	3	2	1
	46%	56%	40%	38%	52%	57%	39%	49%	14%	46%	49%	36%
Both equally	-	-	-	-	-	-	-	-	-	-	-	-
Neither	23	8	14	12	7	1	3	21	0	-	1	1
	11%	10%	12%	26%	14%	2%	5%	12%	2%	-	22%	16%
Unsure	4	-	4	-	-	-	4	1	2	-	-	-
	2%	-	3%	-	-	-	6%	1%	17%	-	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	123	78	104	68	19	10	76	49	75	97	94	47	31	105
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	205	119	86	101	73	18	13	73	53	79	94	96	43	34	109
Biden Administration	82	43	38	33	33	11	5	16	12	54	-	80	17	10	44
	41%	35%	50%	32%	49%	56%	53%	21%	24%	72%		85%	37%	31%	42%
Trump Administration	92	64	29	58	25	6	3	59	19	15	91	-	24	12	51
	46%	52%	37%	56%	37%	29%	34%	78%	38%	19%	94%		51%	39%	48%
Both equally	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Neither	23	12	11	11	9	1	1	1	17	5	6	12	6	6	10
	11%	10%	14%	11%	14%	3%	13%	1%	35%	6%	6%	12%	13%	18%	10%
Unsure	4	4	-	1	-	2	-	-	1	2	-	2	-	4	-
	2%	3%		1%		12%			3%	3%		2%		12%	

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	State						Swing			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	200	-	-	-	-	200	-	14	2	8	149	20	17	4	10	13	3			
	100					100		100	100	100	100	100	100	100	100	100	100			
Unweighted Total	205	-	-	-	-	205	-	19	2	7	148	17	18	4	9	12	3			
Biden Administration	82	-	-	-	-	82	-	1	-	-	67	7	6	-	3	11	2			
	41%					41%		11%			45%	33%	35%		28%	89%	69%			
Trump Administration	92	-	-	-	-	92	-	4	2	7	63	13	10	3	5	-	-			
	46%					46%		31%	100%	88%	43%	63%	57%	90%	52%					
Both equally	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
Neither	23	-	-	-	-	23	-	7	-	1	15	1	1	0	1	1	1			
	11%					11%		49%		12%	10%	4%	7%	10%	6%	11%	31%			
Unsure	4	-	-	-	-	4	-	1	-	-	4	-	-	-	1	-	-			
	2%					2%		10%			2%				13%					

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	65	51	45	34	18	19	21	22	26	29	28	38	14	72	31	83
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	205	66	44	55	34	23	21	22	25	28	29	24	33	11	80	29	85
Biden Administration	82	32	21	12	14	4	4	9	10	12	12	11	20	10	15	16	41
	41%	49%	42%	26%	41%	23%	23%	41%	45%	44%	41%	41%	53%	76%	20%	50%	50%
Trump Administration	92	29	18	28	16	10	11	12	11	7	14	16	12	3	46	14	29
	46%	45%	36%	64%	48%	58%	59%	58%	51%	25%	48%	56%	31%	24%	64%	44%	35%
Both equally	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Neither	23	4	10	4	4	3	3	0	1	8	3	1	2	-	9	1	13
	11%	7%	20%	10%	11%	20%	18%	1%	4%	31%	12%	3%	6%	-	12%	2%	16%
Unsure	4	-	1	-	-	-	-	-	-	-	-	-	4	-	2	1	-
	2%	-	3%	-	-	-	-	-	-	-	-	-	10%	-	3%	4%	-



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	107	93	31	42	61	66	158	21	11	3	6
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	103	92	31	43	53	68	157	16	10	5	7
Biden Administration	70	33	36	5	13	25	27	51	12	4	2	1
	35%	31%	39%	16%	31%	40%	41%	32%	55%	33%	67%	18%
Trump Administration	98	59	39	15	22	25	36	85	4	3	1	5
	49%	55%	42%	48%	53%	41%	55%	54%	21%	23%	26%	82%
Both equally	4	1	2	-	2	0	1	2	1	-	0	-
	2%	1%	2%		5%	0%	2%	1%	7%		7%	
Neither	25	14	12	11	3	11	-	17	3	5	-	-
	13%	13%	13%	36%	7%	19%		11%	16%	44%		
Unsure	3	-	3	-	1	-	2	3	-	-	-	-
	2%		3%		3%		3%	2%				

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	124	76	94	64	31	11	80	35	85	98	87	44	38	91
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	118	77	93	64	25	13	78	40	77	100	79	41	35	93
Biden Administration	70	44	26	27	23	16	2	11	17	41	0	67	19	12	28
	35%	35%	34%	29%	36%	53%	22%	14%	49%	49%	*%	76%	42%	32%	31%
Trump Administration	98	67	31	60	26	8	5	59	13	26	93	3	19	18	52
	49%	54%	41%	63%	40%	25%	46%	73%	38%	31%	95%	3%	43%	47%	58%
Both equally	4	1	2	1	1	-	2	-	2	2	0	2	3	-	1
	2%	1%	3%	1%	1%	-	16%	-	5%	2%	*%	2%	7%	-	1%
Neither	25	12	14	5	12	7	2	7	3	16	5	15	2	8	8
	13%	9%	18%	5%	19%	22%	16%	9%	8%	18%	5%	17%	6%	21%	8%
Unsure	3	1	2	1	2	-	-	3	-	-	-	1	1	-	2
	2%	1%	3%	1%	4%	-	-	4%	-	-	-	1%	3%	-	2%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	State						Swing			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	200	-	-	-	-	200	-	15	3	7	153	27	12	4	9	11	2			
	100					100		100	100	100	100	100	100	100	100	100	100			
Unweighted Total	195	-	-	-	-	195	-	16	3	7	153	18	13	3	10	13	3			
Biden Administration	70	-	-	-	-	70	-	3	-	-	60	7	-	-	0	7	2			
	35%					35%		18%			39%	26%		3%	65%	73%				
Trump Administration	98	-	-	-	-	98	-	3	3	6	75	13	8	4	7	0	-			
	49%					49%		19%	100%	91%	49%	50%	62%	100%	71%	2%				
Both equally	4	-	-	-	-	4	-	1	-	-	2	2	-	-	-	-	-			
	2%					2%		10%			1%	7%								
Neither	25	-	-	-	-	25	-	6	-	1	13	5	5	-	2	4	1			
	13%					13%		40%		9%	8%	17%	38%	26%	33%	27%				
Unsure	3	-	-	-	-	3	-	2	-	-	3	-	-	-	-	-	-			
	2%					2%		13%			2%									

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	52	38	56	47	20	20	37	30	11	21	25	36	17	81	23	79
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	53	35	58	41	18	23	31	31	13	20	22	37	13	86	23	73
Biden Administration	70	18	16	12	19	4	5	15	9	1	8	10	18	9	24	5	32
	35%	35%	43%	22%	39%	20%	27%	40%	30%	10%	36%	40%	50%	51%	29%	22%	41%
Trump Administration	98	26	12	38	21	12	12	15	20	3	10	10	16	5	47	12	35
	49%	51%	32%	67%	44%	60%	58%	41%	66%	26%	49%	41%	44%	26%	58%	54%	44%
Both equally	4	1	1	-	1	-	-	0	1	-	2	-	-	1	1	0	1
	2%	1%	4%	-	3%	-	-	1%	4%	-	10%	-	-	9%	1%	1%	1%
Neither	25	4	7	6	6	4	3	7	-	7	-	5	-	3	8	4	10
	13%	8%	20%	10%	13%	20%	15%	18%	-	64%	-	19%	-	15%	10%	19%	13%
Unsure	3	2	1	-	-	-	-	-	-	-	1	-	2	-	1	1	1
	2%	5%	2%	-	-	-	-	-	-	-	6%	-	5%	-	1%	4%	1%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	80	121	44	48	49	60	172	13	7	5	3
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	205	91	114	51	50	46	58	174	15	6	4	6
Biden Administration	86	25	61	17	16	20	33	69	9	5	1	2
	43%	31%	51%	40%	34%	41%	54%	40%	70%	65%	30%	48%
Trump Administration	88	41	47	17	26	23	23	80	2	2	2	1
	44%	51%	39%	38%	54%	46%	38%	47%	14%	35%	49%	36%
Both equally	5	3	2	1	-	3	1	4	-	-	1	-
	3%	4%	2%	3%		6%	2%	2%			22%	
Neither	18	10	8	8	5	3	2	15	2	-	-	1
	9%	13%	7%	18%	10%	7%	3%	9%	16%			16%
Unsure	3	1	2	1	1	-	1	3	-	-	-	-
	1%	1%	2%	2%	2%		2%	2%				

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	123	78	104	68	19	10	76	49	75	97	94	47	31	105
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	205	119	86	101	73	18	13	73	53	79	94	96	43	34	109
Biden Administration	86	47	39	35	34	12	5	15	13	59	2	84	19	14	42
	43%	38%	50%	34%	50%	62%	53%	19%	27%	78%	2%	89%	41%	46%	40%
Trump Administration	88	62	26	57	23	5	3	54	18	15	84	2	23	11	49
	44%	50%	34%	55%	34%	25%	34%	72%	38%	20%	87%	2%	48%	35%	46%
Both equally	5	4	1	4	0	-	1	1	3	1	2	1	1	3	1
	3%	3%	2%	4%	0%	-	11%	2%	6%	1%	2%	1%	2%	9%	1%
Neither	18	8	10	6	10	2	0	5	12	1	6	8	3	2	12
	9%	7%	13%	5%	14%	13%	1%	7%	25%	1%	7%	8%	7%	6%	12%
Unsure	3	2	1	2	1	-	-	1	2	-	2	-	1	1	1
	1%	2%	1%	2%	1%	-	-	1%	4%	-	2%	-	2%	4%	1%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	-	-	-	-	200	-	14	2	8	149	20	17	4	10	13	3			
	100					100		100	100	100	100	100	100	100	100	100	100			
Unweighted Total	205	-	-	-	-	205	-	19	2	7	148	17	18	4	9	12	3			
Biden Administration	86	-	-	-	-	86	-	-	-	-	71	7	4	-	3	11	3			
	43%					43%					47%	33%	23%		28%	89%	100%			
Trump Administration	88	-	-	-	-	88	-	5	1	8	61	12	9	4	6	-	-			
	44%					44%		34%	60%	100%	41%	58%	53%	100%	59%					
Both equally	5	-	-	-	-	5	-	2	-	-	4	-	2	-	-	1	-			
	3%					3%		13%			2%		10%			11%				
Neither	18	-	-	-	-	18	-	6	1	-	12	2	1	-	-	-	-			
	9%					9%		44%	40%		8%	8%	4%							
Unsure	3	-	-	-	-	3	-	1	-	-	1	-	2	-	1	-	-			
	1%					1%		10%			1%		10%		13%					

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	65	51	45	34	18	19	21	22	26	29	28	38	14	72	31	83
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	205	66	44	55	34	23	21	22	25	28	29	24	33	11	80	29	85
Biden Administration	86	36	22	12	12	5	2	7	10	12	14	13	23	10	19	15	42
	43%	55%	43%	26%	34%	30%	13%	35%	43%	46%	47%	46%	61%	76%	27%	47%	50%
Trump Administration	88	27	19	26	15	10	11	8	11	7	14	14	11	3	44	10	30
	44%	42%	37%	58%	45%	54%	60%	40%	51%	27%	50%	51%	30%	24%	61%	33%	36%
Both equally	5	-	2	-	3	-	-	3	0	1	-	-	1	-	1	2	2
	3%		4%		9%			13%	2%	4%			3%		1%	7%	2%
Neither	18	1	7	6	4	2	5	2	1	6	-	1	1	-	7	2	9
	9%	2%	13%	14%	12%	10%	26%	12%	4%	23%		3%	3%		9%	6%	11%
Unsure	3	1	1	1	-	1	-	-	-	-	1	-	1	-	1	2	-
	1%	1%	3%	2%		5%					3%		3%		1%	7%	



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 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	200	107	93	31	42	61	66	158	21	11	3	6
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	103	92	31	43	53	68	157	16	10	5	7
Biden Administration	71	32	39	6	12	25	28	52	11	4	2	1
	35%	30%	42%	19%	29%	41%	42%	33%	55%	33%	61%	18%
Trump Administration	89	53	36	10	21	24	35	81	1	1	1	5
	45%	49%	39%	33%	50%	39%	52%	51%	7%	12%	26%	82%
Both equally	6	2	4	2	-	3	1	6	-	-	0	-
	3%	2%	4%	6%		5%	1%	4%			7%	
Neither	31	17	13	13	8	8	2	16	8	6	0	-
	15%	16%	15%	42%	19%	13%	3%	10%	39%	55%	5%	
Unsure	3	3	-	-	1	1	1	3	-	-	-	-
	2%	3%			3%	2%	1%	2%				

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	124	76	94	64	31	11	80	35	85	98	87	44	38	91
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	118	77	93	64	25	13	78	40	77	100	79	41	35	93
Biden Administration	71	42	29	26	26	16	3	13	13	45	0	69	20	13	25
	35%	34%	38%	28%	40%	52%	23%	16%	37%	53%	0%	79%	44%	34%	27%
Trump Administration	89	63	26	57	23	5	3	56	12	21	87	1	18	12	52
	45%	50%	35%	61%	36%	18%	29%	69%	36%	25%	89%	1%	40%	31%	57%
Both equally	6	3	3	3	3	-	0	4	0	2	3	2	0	2	4
	3%	2%	4%	3%	5%	-	2%	5%	1%	3%	3%	2%	1%	5%	4%
Neither	31	16	15	6	10	9	5	8	8	15	7	13	7	11	8
	15%	13%	20%	7%	16%	30%	46%	10%	23%	17%	7%	15%	15%	28%	9%
Unsure	3	1	2	1	2	-	-	-	1	2	1	2	-	1	2
	2%	1%	3%	1%	3%	-	-	-	3%	2%	1%	3%	-	2%	3%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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			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	200	-	-	-	-	200	-	15	3	7	153	27	12	4	9	11	2			
	100					100		100	100	100	100	100	100	100	100	100	100			
Unweighted Total	195	-	-	-	-	195	-	16	3	7	153	18	13	3	10	13	3			
Biden Administration	71	-	-	-	-	71	-	2	-	-	60	7	1	-	-	7	1			
	35%					35%		12%			39%	27%	5%			66%	52%			
Trump Administration	89	-	-	-	-	89	-	1	2	5	71	10	6	2	5	1	-			
	45%					45%		8%	47%	70%	46%	39%	45%	56%	51%	11%				
Both equally	6	-	-	-	-	6	-	1	-	-	3	1	2	-	1	-	-			
	3%					3%		6%			2%	5%	15%		10%					
Neither	31	-	-	-	-	31	-	11	2	2	16	8	4	2	4	3	1			
	15%					15%		74%	53%	30%	10%	29%	36%	44%	40%	24%	48%			
Unsure	3	-	-	-	-	3	-	-	-	-	3	-	-	-	-	-	-			
	2%					2%					2%									

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	52	38	56	47	20	20	37	30	11	21	25	36	17	81	23	79
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	53	35	58	41	18	23	31	31	13	20	22	37	13	86	23	73
Biden Administration	71	19	18	11	19	3	4	15	10	2	8	11	18	9	25	5	32
	35%	37%	48%	19%	40%	17%	18%	40%	34%	22%	39%	43%	49%	51%	30%	22%	41%
Trump Administration	89	23	12	36	17	8	11	16	18	2	9	8	17	1	45	11	33
	45%	45%	31%	63%	37%	40%	56%	43%	58%	19%	44%	31%	48%	6%	55%	47%	42%
Both equally	6	4	-	2	0	1	-	0	1	1	-	3	-	-	2	1	3
	3%	8%		3%	1%	4%		1%	3%	8%		13%		2%	5%	4%	
Neither	31	5	8	5	11	8	4	5	1	5	4	3	1	8	8	6	9
	15%	10%	21%	9%	23%	38%	20%	13%	3%	50%	17%	13%	3%	43%	10%	26%	12%
Unsure	3	-	-	3	-	-	1	1	1	-	-	-	-	-	2	-	1
	2%			6%			6%	3%	3%					2%		1%	

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	80	121	44	48	49	60	172	13	7	5	3
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	205	91	114	51	50	46	58	174	15	6	4	6
Biden Administration	69	24	45	16	13	15	24	58	7	3	-	2
	34%	30%	37%	37%	27%	31%	41%	34%	53%	39%	-	48%
Trump Administration	92	43	49	16	25	26	24	81	2	3	4	1
	46%	54%	40%	36%	52%	54%	40%	47%	15%	46%	70%	42%
Both equally	8	4	4	3	2	3	0	5	-	1	1	-
	4%	5%	3%	7%	3%	6%	1%	3%	-	15%	30%	-
Neither	23	8	14	7	7	4	5	20	2	-	-	0
	11%	11%	12%	16%	14%	9%	8%	12%	15%	-	-	10%
Unsure	10	1	9	2	2	-	6	7	2	-	-	-
	5%	1%	7%	4%	3%	-	10%	4%	17%	-	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	123	78	104	68	19	10	76	49	75	97	94	47	31	105
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	205	119	86	101	73	18	13	73	53	79	94	96	43	34	109
Biden Administration	69	35	34	27	30	7	4	12	10	47	-	69	15	7	39
	34%	28%	44%	26%	45%	38%	42%	16%	20%	62%		73%	31%	23%	37%
Trump Administration	92	65	27	59	22	6	4	57	20	15	89	-	24	12	50
	46%	53%	34%	57%	33%	31%	45%	75%	42%	19%	92%		51%	38%	48%
Both equally	8	5	3	4	2	1	1	1	4	3	2	4	1	1	3
	4%	4%	3%	3%	2%	8%	11%	1%	9%	3%	3%	4%	2%	4%	3%
Neither	23	11	12	9	12	2	0	5	11	7	5	13	6	5	10
	11%	9%	15%	8%	17%	12%	1%	6%	22%	9%	5%	14%	13%	17%	9%
Unsure	10	7	2	5	2	2	-	2	4	4	-	8	1	5	3
	5%	6%	3%	5%	3%	12%		2%	8%	5%		9%	2%	18%	3%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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			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	200	-	-	-	-	200	-	14	2	8	149	20	17	4	10	13	3			
	100					100		100	100	100	100	100	100	100	100	100	100			
Unweighted Total	205	-	-	-	-	205	-	19	2	7	148	17	18	4	9	12	3			
Biden Administration	69	-	-	-	-	69	-	-	-	-	55	7	3	-	3	10	2			
	34%					34%					37%	33%	17%		28%	77%	65%			
Trump Administration	92	-	-	-	-	92	-	5	2	6	64	11	10	3	5	-	-			
	46%					46%		36%	100%	78%	43%	57%	57%	90%	55%					
Both equally	8	-	-	-	-	8	-	1	-	1	5	-	2	-	-	1	-			
	4%					4%		11%		10%	3%		14%			9%				
Neither	23	-	-	-	-	23	-	6	-	1	15	2	2	0	0	2	1			
	11%					11%		44%		12%	10%	10%	11%	10%	4%	14%	35%			
Unsure	10	-	-	-	-	10	-	1	-	-	10	-	-	-	1	-	-			
	5%					5%		10%			6%				13%					

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	65	51	45	34	18	19	21	22	26	29	28	38	14	72	31	83
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	205	66	44	55	34	23	21	22	25	28	29	24	33	11	80	29	85
Biden Administration	69	27	18	11	11	6	2	7	8	10	11	8	16	8	12	12	38
	34%	41%	36%	25%	34%	34%	13%	35%	36%	39%	37%	28%	43%	59%	16%	37%	45%
Trump Administration	92	29	19	27	15	9	11	11	11	7	14	16	13	3	48	14	27
	46%	45%	38%	61%	46%	53%	60%	51%	51%	25%	48%	56%	34%	24%	66%	44%	32%
Both equally	8	1	1	2	2	1	2	1	0	2	-	1	-	-	1	1	5
	4%	2%	2%	4%	7%	4%	9%	6%	2%	8%	-	5%	-	-	2%	4%	6%
Neither	23	4	10	4	5	2	3	2	2	5	3	3	3	2	6	3	11
	11%	6%	20%	9%	13%	9%	18%	8%	8%	21%	10%	10%	8%	17%	9%	11%	13%
Unsure	10	4	2	1	-	-	-	-	1	2	2	-	5	-	5	1	3
	5%	6%	5%	2%	-	-	-	-	3%	7%	5%	-	15%	-	7%	4%	4%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 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	200	107	93	31	42	61	66	158	21	11	3	6
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	103	92	31	43	53	68	157	16	10	5	7
Biden Administration	59	27	33	5	10	18	27	42	10	5	2	-
	30%	25%	35%	17%	23%	29%	40%	27%	48%	46%	61%	-
Trump Administration	90	52	39	9	16	30	35	79	4	1	1	5
	45%	48%	42%	29%	39%	49%	53%	50%	20%	12%	33%	82%
Both equally	7	4	3	1	4	2	-	5	1	-	-	-
	3%	4%	3%	3%	9%	4%	-	3%	7%	-	-	-
Neither	38	23	14	15	9	11	3	27	5	5	0	1
	19%	22%	15%	49%	21%	18%	4%	17%	24%	41%	5%	18%
Unsure	6	2	4	1	3	0	2	6	0	-	-	-
	3%	2%	5%	3%	8%	0%	2%	4%	1%	-	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	124	76	94	64	31	11	80	35	85	98	87	44	38	91
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	118	77	93	64	25	13	78	40	77	100	79	41	35	93
Biden Administration	59	34	26	21	21	13	5	13	9	38	0	57	18	10	19
	30%	27%	34%	22%	32%	42%	41%	16%	25%	45%	0%	65%	41%	26%	21%
Trump Administration	90	63	27	55	23	8	3	55	12	24	83	6	16	15	49
	45%	51%	35%	59%	36%	27%	31%	68%	34%	28%	84%	6%	36%	39%	54%
Both equally	7	4	3	4	2	-	1	1	3	3	4	1	4	1	2
	3%	3%	4%	4%	3%	-	13%	1%	9%	3%	4%	2%	8%	2%	3%
Neither	38	21	17	12	15	9	2	8	10	19	8	21	6	12	15
	19%	17%	22%	12%	23%	30%	15%	11%	29%	22%	9%	24%	14%	32%	17%
Unsure	6	3	3	2	3	0	-	3	1	2	3	2	1	0	5
	3%	2%	5%	3%	5%	1%	-	4%	3%	2%	3%	3%	2%	1%	6%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	State						Swing			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	200	-	-	-	-	200	-	15	3	7	153	27	12	4	9	11	2			
	100					100		100	100	100	100	100	100	100	100	100	100			
Unweighted Total	195	-	-	-	-	195	-	16	3	7	153	18	13	3	10	13	3			
Biden Administration	59	-	-	-	-	59	-	2	-	-	49	8	1	-	-	4	1			
	30%					30%		16%			32%	29%	5%			37%	27%			
Trump Administration	90	-	-	-	-	90	-	2	1	4	68	12	8	2	4	3	-			
	45%					45%		13%	26%	60%	45%	44%	63%	56%	41%	24%				
Both equally	7	-	-	-	-	7	-	1	-	1	4	1	1	-	-	1	1			
	3%					3%		10%		19%	3%	6%	7%			5%	25%			
Neither	38	-	-	-	-	38	-	8	3	1	26	6	2	2	5	4	1			
	19%					19%		55%	74%	9%	17%	21%	17%	44%	49%	34%	48%			
Unsure	6	-	-	-	-	6	-	1	-	1	5	-	1	-	1	-	-			
	3%					3%		5%		12%	3%		7%		9%					

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	52	38	56	47	20	20	37	30	11	21	25	36	17	81	23	79
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	53	35	58	41	18	23	31	31	13	20	22	37	13	86	23	73
Biden Administration	59	14	16	8	17	5	3	10	10	1	7	8	17	11	20	3	26
	30%	28%	43%	14%	36%	23%	14%	28%	31%	5%	33%	31%	48%	62%	25%	11%	33%
Trump Administration	90	23	14	36	14	7	9	17	19	2	8	14	16	3	47	9	32
	45%	46%	37%	64%	29%	36%	42%	45%	64%	17%	35%	55%	43%	15%	57%	40%	40%
Both equally	7	1	1	-	4	-	2	2	-	1	2	-	-	1	2	0	3
	3%	3%	4%	-	8%	-	8%	6%	-	8%	10%	-	-	9%	2%	1%	4%
Neither	38	9	5	12	12	7	7	8	2	8	2	3	1	3	11	9	15
	19%	17%	14%	20%	25%	37%	32%	21%	5%	70%	10%	13%	4%	15%	14%	40%	19%
Unsure	6	4	1	1	1	1	1	-	-	-	3	0	2	-	1	2	3
	3%	7%	2%	2%	2%	4%	4%	-	-	-	12%	1%	5%	-	1%	7%	4%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 Percentage Points

[QAdminBorde] 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	200	80	121	44	48	49	60	172	13	7	5	3
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	205	91	114	51	50	46	58	174	15	6	4	6
Biden Administration	46	15	31	9	11	10	17	41	2	1	-	2
	23%	19%	26%	20%	23%	20%	28%	24%	15%	17%	-	48%
Trump Administration	105	51	54	20	28	31	26	95	2	3	4	2
	52%	64%	45%	47%	59%	63%	43%	55%	15%	46%	70%	52%
Both equally	2	2	-	0	1	-	-	2	-	-	-	-
	1%	2%		1%	3%			1%				
Neither	36	11	25	11	6	8	11	25	7	3	1	-
	18%	14%	21%	26%	12%	17%	18%	15%	53%	37%	30%	
Unsure	11	1	10	3	2	-	7	9	2	-	-	-
	6%	1%	9%	6%	3%		11%	5%	17%			

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	123	78	104	68	19	10	76	49	75	97	94	47	31	105
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	205	119	86	101	73	18	13	73	53	79	94	96	43	34	109
Biden Administration	46	21	25	19	22	2	3	9	3	34	-	46	8	6	25
	23%	17%	32%	19%	32%	11%	29%	12%	6%	45%		49%	17%	18%	24%
Trump Administration	105	72	33	66	29	6	4	60	28	17	96	4	27	13	59
	52%	59%	43%	64%	42%	32%	45%	79%	57%	23%	99%	5%	57%	43%	56%
Both equally	2	0	1	0	1	-	-	1	-	0	-	2	1	-	0
	1%	*%	2%	*%	2%			2%		1%		2%	3%		*%
Neither	36	21	15	12	13	9	2	4	12	20	0	33	11	7	16
	18%	17%	20%	12%	19%	45%	26%	5%	25%	27%	*%	35%	23%	22%	15%
Unsure	11	8	3	6	3	2	-	2	6	3	1	9	-	5	5
	6%	6%	4%	5%	5%	12%		2%	13%	5%	1%	10%		17%	5%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	State						Swing			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	200	-	-	-	-	200	-	14	2	8	149	20	17	4	10	13	3			
	100					100		100	100	100	100	100	100	100	100	100	100			
Unweighted Total	205	-	-	-	-	205	-	19	2	7	148	17	18	4	9	12	3			
Biden Administration	46	-	-	-	-	46	-	-	-	-	39	4	2	-	1	7	1			
	23%					23%					26%	21%	12%		13%	58%	34%			
Trump Administration	105	-	-	-	-	105	-	8	2	8	72	13	12	4	6	3	2			
	52%					52%		56%	100%	100%	48%	66%	71%	100%	59%	26%	66%			
Both equally	2	-	-	-	-	2	-	-	-	-	1	-	-	-	-	-	-			
	1%					1%					1%									
Neither	36	-	-	-	-	36	-	4	-	-	29	1	3	-	-	2	-			
	18%					18%		28%			19%	6%	18%			13%				
Unsure	11	-	-	-	-	11	-	2	-	-	8	1	-	-	3	0	-			
	6%					6%		16%			5%	7%			28%	3%				

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	65	51	45	34	18	19	21	22	26	29	28	38	14	72	31	83
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	205	66	44	55	34	23	21	22	25	28	29	24	33	11	80	29	85
Biden Administration	46	22	9	8	6	3	2	4	6	6	9	6	11	6	9	6	25
	23%	33%	18%	17%	18%	17%	12%	19%	27%	22%	31%	20%	28%	41%	13%	18%	31%
Trump Administration	105	30	23	32	19	10	14	14	12	10	14	16	14	5	50	15	36
	52%	46%	46%	72%	56%	59%	77%	68%	53%	38%	48%	59%	37%	33%	69%	48%	43%
Both equally	2	-	-	-	2	0	1	-	-	-	-	-	-	-	-	0	1
	1%				5%	2%	7%									1%	1%
Neither	36	10	14	4	7	4	1	3	4	8	5	6	7	4	9	9	14
	18%	15%	27%	9%	21%	21%	5%	12%	17%	29%	17%	21%	18%	26%	13%	28%	17%
Unsure	11	4	5	1	-	-	-	-	1	3	2	-	6	-	4	1	6
	6%	5%	9%	2%					3%	10%	5%	16%		6%	4%	7%	



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	107	93	31	42	61	66	158	21	11	3	6
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	103	92	31	43	53	68	157	16	10	5	7
Biden Administration	91	49	43	13	18	32	28	64	17	6	3	1
	46%	45%	46%	42%	44%	52%	42%	41%	80%	56%	74%	22%
Trump Administration	48	28	20	3	10	13	22	45	1	-	-	3
	24%	26%	22%	11%	23%	22%	33%	28%	3%	-	-	49%
Both equally	3	1	3	-	2	2	-	2	2	-	-	-
	2%	1%	3%	-	4%	2%	-	1%	9%	-	-	-
Neither	45	26	19	12	9	14	10	37	2	4	1	2
	22%	24%	21%	40%	22%	22%	15%	23%	9%	34%	26%	29%
Unsure	12	5	8	2	3	1	6	11	-	1	-	-
	6%	5%	8%	7%	7%	2%	10%	7%	-	10%	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	124	76	94	64	31	11	80	35	85	98	87	44	38	91
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	118	77	93	64	25	13	78	40	77	100	79	41	35	93
Biden Administration	91	51	40	34	31	18	9	19	19	53	7	76	23	20	32
	46%	41%	53%	36%	48%	58%	82%	24%	54%	62%	7%	87%	52%	52%	35%
Trump Administration	48	38	11	35	9	2	1	36	2	10	48	-	13	7	23
	24%	30%	14%	38%	15%	7%	12%	45%	7%	12%	49%	-	30%	18%	26%
Both equally	3	3	1	1	1	2	-	1	0	2	3	1	1	2	1
	2%	2%	1%	1%	1%	6%	-	1%	1%	3%	3%	1%	2%	4%	1%
Neither	45	25	19	18	19	8	1	17	9	19	30	9	6	8	26
	22%	20%	26%	19%	29%	25%	6%	21%	26%	22%	31%	10%	13%	21%	29%
Unsure	12	8	5	6	5	1	-	7	4	1	10	2	2	2	8
	6%	6%	6%	7%	8%	4%	-	9%	13%	1%	10%	2%	4%	4%	9%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 Percentage Points

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

	Total	State						Swing			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	200	-	-	-	-	200	-	15	3	7	153	27	12	4	9	11	2			
	100					100		100	100	100	100	100	100	100	100	100	100			
Unweighted Total	195	-	-	-	-	195	-	16	3	7	153	18	13	3	10	13	3			
Biden Administration	91	-	-	-	-	91	-	8	2	-	74	10	3	2	4	7	1			
	46%					46%		55%	53%		48%	36%	27%	44%	38%	65%	27%			
Trump Administration	48	-	-	-	-	48	-	-	-	1	39	6	2	2	2	0	-			
	24%					24%				15%	26%	23%	17%	56%	24%	2%				
Both equally	3	-	-	-	-	3	-	-	-	2	2	-	2	-	-	1	1			
	2%					2%				22%	1%		12%			5%	25%			
Neither	45	-	-	-	-	45	-	6	2	4	31	8	5	-	2	1	-			
	22%					22%		38%	47%	51%	20%	29%	37%		20%	9%				
Unsure	12	-	-	-	-	12	-	1	-	1	7	3	1	-	2	2	1			
	6%					6%		7%		12%	5%	12%	7%		18%	19%	48%			

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	52	38	56	47	20	20	37	30	11	21	25	36	17	81	23	79
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	53	35	58	41	18	23	31	31	13	20	22	37	13	86	23	73
Biden Administration	91	19	21	20	26	10	9	20	10	3	10	12	18	15	27	9	40
	46%	38%	56%	36%	55%	51%	42%	53%	34%	26%	45%	50%	50%	85%	33%	42%	51%
Trump Administration	48	15	5	19	9	2	4	8	13	1	6	6	8	1	27	5	15
	24%	29%	14%	34%	18%	12%	20%	21%	44%	8%	26%	22%	24%	6%	33%	23%	20%
Both equally	3	1	2	-	1	-	1	-	-	-	1	2	-	2	1	1	-
	2%	3%	4%	-	1%	-	2%	-	-	-	6%	6%	-	9%	2%	2%	-
Neither	45	12	7	14	10	7	6	8	5	6	3	5	5	-	18	7	21
	22%	23%	19%	24%	22%	33%	29%	23%	16%	54%	15%	22%	13%	-	22%	29%	26%
Unsure	12	4	3	3	2	1	1	1	2	1	2	-	5	-	9	1	3
	6%	7%	7%	5%	4%	4%	6%	3%	6%	12%	8%	-	13%	-	11%	4%	3%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	80	121	44	48	49	60	172	13	7	5	3
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	205	91	114	51	50	46	58	174	15	6	4	6
Biden Administration	83	25	58	19	16	18	30	66	11	2	1	2
	41%	31%	48%	42%	33%	37%	50%	38%	84%	32%	30%	48%
Trump Administration	61	23	38	11	15	17	18	56	1	2	2	0
	30%	29%	31%	25%	31%	35%	30%	32%	9%	29%	34%	8%
Both equally	7	4	3	-	1	3	3	3	-	3	1	-
	3%	5%	2%		3%	6%	5%	2%		39%	22%	
Neither	32	19	13	10	13	6	3	30	1	-	-	1
	16%	24%	11%	22%	28%	12%	5%	18%	4%			44%
Unsure	18	9	10	5	3	5	7	17	0	-	1	-
	9%	11%	8%	11%	5%	9%	11%	10%	3%		15%	

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	123	78	104	68	19	10	76	49	75	97	94	47	31	105
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	205	119	86	101	73	18	13	73	53	79	94	96	43	34	109
Biden Administration	83	46	36	35	31	11	5	15	13	54	2	79	18	13	41
	41%	38%	47%	33%	46%	60%	53%	20%	28%	71%	2%	84%	38%	43%	39%
Trump Administration	61	45	16	41	15	5	1	42	8	11	59	1	17	7	31
	30%	37%	20%	39%	22%	24%	7%	55%	17%	14%	61%	1%	35%	22%	30%
Both equally	7	4	3	3	0	2	2	3	2	2	5	2	-	-	7
	3%	3%	3%	2%	0%	8%	24%	3%	5%	2%	5%	2%	-	-	6%
Neither	32	12	21	10	20	1	1	7	17	8	17	11	6	7	19
	16%	9%	26%	10%	29%	6%	8%	9%	34%	11%	18%	12%	12%	22%	18%
Unsure	18	16	3	15	2	0	1	9	8	1	14	1	7	4	7
	9%	13%	3%	15%	3%	2%	8%	12%	16%	1%	14%	1%	14%	14%	7%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	-	-	-	-	200	-	14	2	8	149	20	17	4	10	13	3			
	100					100		100	100	100	100	100	100	100	100	100	100			
Unweighted Total	205	-	-	-	-	205	-	19	2	7	148	17	18	4	9	12	3			
Biden Administration	83	-	-	-	-	83	-	2	1	-	68	6	5	-	2	12	3			
	41%					41%		13%	40%		46%	27%	27%		16%	95%	100%			
Trump Administration	61	-	-	-	-	61	-	3	-	4	37	8	9	4	5	0	-			
	30%					30%		21%		57%	25%	39%	53%	100%	56%	3%				
Both equally	7	-	-	-	-	7	-	0	1	-	6	-	-	-	-	-	-			
	3%					3%		2%	60%		4%									
Neither	32	-	-	-	-	32	-	6	-	-	23	2	3	-	-	0	-			
	16%					16%		41%			16%	8%	19%			2%				
Unsure	18	-	-	-	-	18	-	3	-	3	13	5	-	-	3	-	-			
	9%					9%		24%		43%	9%	25%		28%						

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	65	51	45	34	18	19	21	22	26	29	28	38	14	72	31	83
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	205	66	44	55	34	23	21	22	25	28	29	24	33	11	80	29	85
Biden Administration	83	30	23	13	11	5	4	7	9	14	12	11	21	9	19	15	39
	41%	47%	46%	29%	31%	28%	21%	33%	41%	52%	41%	41%	55%	67%	26%	47%	48%
Trump Administration	61	23	15	14	9	5	4	5	9	6	11	13	9	1	33	10	16
	30%	35%	29%	31%	27%	27%	22%	22%	41%	24%	37%	45%	23%	8%	45%	33%	20%
Both equally	7	1	1	3	2	-	1	3	0	-	-	-	3	-	4	-	3
	3%	2%	2%	6%	5%		6%	13%	1%				7%		5%		4%
Neither	32	6	7	13	7	4	8	6	2	6	5	0	1	1	11	2	17
	16%	9%	14%	29%	19%	21%	43%	28%	7%	23%	18%	0%	4%	8%	15%	8%	21%
Unsure	18	5	5	3	6	4	1	1	2	0	1	4	4	2	6	4	7
	9%	8%	9%	6%	17%	24%	7%	4%	10%	2%	4%	14%	12%	17%	8%	12%	8%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	401	187	213	75	89	110	126	330	34	18	8	9
	100	100	100	100	100	100	100	100	100	100	100	100
Agenda A: Businesses, cost of living, border security, criminal penalties	208	112	95	33	52	59	63	176	13	8	4	6
	52%	60%	45%	45%	58%	54%	50%	53%	37%	41%	52%	69%
Agenda B: Clean energy, price gouging, abortion, democracy	173	66	107	40	33	47	53	138	19	11	4	2
	43%	35%	50%	53%	37%	43%	42%	42%	56%	59%	43%	17%
Unsure	20	9	11	2	4	4	10	16	2	-	0	1
	5%	5%	5%	2%	5%	3%	8%	5%	7%		5%	14%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	401	247	153	198	133	50	21	156	84	160	195	181	91	69	196
	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	208	142	65	122	55	20	11	115	41	51	183	16	44	34	114
	52%	58%	43%	62%	41%	41%	52%	74%	49%	32%	94%	9%	48%	49%	58%
Agenda B: Clean energy, price gouging, abortion, democracy	173	90	84	64	74	26	10	34	36	103	4	157	41	32	75
	43%	36%	55%	32%	56%	52%	46%	22%	44%	64%	2%	86%	45%	46%	38%
Unsure	20	15	4	12	4	4	0	7	6	7	7	9	7	3	7
	5%	6%	3%	6%	3%	7%	2%	5%	7%	4%	4%	5%	7%	4%	4%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 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			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	401	-	-	-	-	401	-	29	5	15	302	47	29	8	19	24	6			
	100					100		100	100	100	100	100	100	100	100	100	100			
Agenda A: Businesses, cost of living, border security, criminal penalties	208	-	-	-	-	208	-	11	5	15	149	29	22	8	13	4	2			
	52%					52%		39%	85%	100%	49%	61%	77%	100%	69%	17%	40%			
Agenda B: Clean energy, price gouging, abortion, democracy	173	-	-	-	-	173	-	14	-	-	137	15	6	-	6	15	3			
	43%					43%		49%			46%	32%	22%		31%	64%	60%			
Unsure	20	-	-	-	-	20	-	3	1	-	16	3	0	-	-	4	-			
	5%					5%		12%	15%		5%	7%	1%			19%				

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	Marital x Gender				Age x Gender								Region Category			
		Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	401	117	89	101	81	37	39	58	53	37	50	52	74	31	154	54	162
	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	208	59	36	70	40	21	27	31	34	12	25	29	30	13	97	26	71
	52%	50%	40%	70%	50%	57%	68%	53%	64%	32%	50%	55%	40%	43%	63%	48%	44%
Agenda B: Clean energy, price gouging, abortion, democracy	173	55	48	25	38	16	9	25	17	24	25	22	37	16	48	23	86
	43%	47%	54%	25%	46%	41%	23%	44%	31%	64%	49%	42%	50%	52%	31%	43%	53%
Unsure	20	3	5	6	3	1	4	2	3	1	1	2	7	2	9	5	5
	5%	2%	5%	5%	4%	2%	9%	3%	5%	3%	2%	3%	10%	5%	6%	8%	3%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	138	62	76	22	31	31	54	120	7	4	4	4
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	139	66	73	26	30	28	55	120	7	4	4	4
Democrat	10	4	6	4	1	2	4	10	-	-	-	1
	7%	7%	8%	16%	3%	8%	7%	8%				20%
Republican	120	55	65	18	29	26	47	105	5	4	3	2
	86%	88%	85%	80%	95%	83%	86%	88%	67%	100%	93%	52%
DNR – Don't know/Refused	8	3	5	1	1	3	4	5	2	-	0	1
	6%	5%	7%	4%	2%	9%	7%	4%	33%		7%	28%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	138	88	50	73	47	15	3	50	27	62	75	54	35	21	67
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	139	87	52	74	46	13	6	48	30	61	73	55	32	20	71
Democrat	10	8	3	7	3	1	-	3	4	4	3	4	4	1	5
	7%	9%	6%	9%	6%	5%		5%	13%	7%	4%	7%	12%	5%	7%
Republican	120	76	44	65	41	11	3	45	23	52	72	45	27	17	61
	86%	86%	87%	89%	87%	72%	93%	90%	84%	84%	95%	83%	77%	83%	91%
DNR – Don't know/Refused	8	5	4	1	4	3	0	2	1	6	0	5	4	3	2
	6%	5%	8%	2%	8%	22%	7%	5%	2%	9%	0%	10%	11%	13%	2%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	State						Swing	Swing Voters		Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	138 100	-	-	-	-	138	-	10 100	4 100	1 100	122 100	7 100	6 100	3 100	6 100	11 100	1 100
Unweighted Total	139	-	-	-	-	139	-	11	4	2	120	7	7	2	6	11	1
Democrat	10 7%	-	-	-	-	10	-	4 37%	1 21%	-	8 6%	2 22%	1 16%	-	1 14%	2 20%	-
Republican	120 86%	-	-	-	-	120	-	3 35%	3 79%	1 100%	108 88%	5 75%	3 57%	3 100%	6 86%	6 57%	1 100%
DNR – Don't know/Refused	8 6%	-	-	-	-	8	-	3 28%	-	-	7 5%	0 4%	2 27%	-	-	3 23%	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	138	45	27	35	27	15	14	12	21	7	17	20	33	11	51	26	51
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	139	45	26	40	26	18	14	12	22	8	16	16	33	8	58	25	48
Democrat	10	4	2	3	2	4	-	1	-	-	1	2	4	2	4	3	2
	7%	8%	9%	7%	7%	24%		7%			5%	8%	11%	14%	7%	13%	4%
Republican	120	39	24	32	23	12	14	8	21	6	15	18	25	10	44	21	45
	86%	87%	89%	90%	86%	76%	100%	68%	100%	88%	91%	92%	77%	86%	86%	83%	89%
DNR – Don't know/Refused	8	2	1	1	2	-	-	3	-	1	1	-	4	-	3	1	4
	6%	5%	3%	3%	7%			25%		12%	4%		12%		7%	4%	8%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	67	82	24	29	49	47	124	18	4	-	2
	100	100	100	100	100	100	100	100	100	100	-	100
Unweighted Total	146	68	78	28	30	43	45	122	17	3	-	4
Democrat	124	51	73	22	22	41	39	101	16	4	-	2
	83%	76%	89%	91%	78%	83%	82%	82%	86%	100%	-	100%
Republican	7	5	1	-	4	0	3	6	1	-	-	-
	4%	8%	1%	-	13%	1%	5%	5%	4%	-	-	-
DNR – Don't know/Refused	19	11	8	2	3	8	6	17	2	-	-	-
	13%	16%	10%	9%	9%	16%	13%	14%	10%	-	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	97	53	80	45	17	8	62	24	63	67	77	27	28	74
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	146	89	57	76	46	13	11	57	29	60	67	72	25	26	74
Democrat	124	73	51	58	43	15	8	50	18	55	52	68	19	26	61
	83%	75%	97%	73%	97%	87%	95%	81%	75%	88%	78%	89%	72%	91%	83%
Republican	7	5	1	5	1	0	0	4	0	3	3	3	3	-	3
	4%	5%	3%	6%	3%	3%	3%	6%	1%	4%	5%	4%	10%		5%
DNR – Don't know/Refused	19	19	0	17	-	2	0	8	6	5	12	5	5	3	9
	13%	19%	0%	21%		10%	2%	13%	25%	8%	17%	7%	18%	9%	13%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	-	8	1	5	106	23	11	-	4	8	1			
	100					100		100	100	100	100	100	100		100	100	100			
Unweighted Total	146	-	-	-	-	146	-	10	1	4	109	14	9	-	3	7	1			
Democrat	124	-	-	-	-	124	-	3	1	4	90	17	9	-	4	8	1			
	83%					83%		36%	100%	83%	85%	77%	85%		100%	100%	100%			
Republican	7	-	-	-	-	7	-	0	-	-	5	-	-	-	-	-	-			
	4%					4%		2%			5%									
DNR – Don't know/Refused	19	-	-	-	-	19	-	5	-	1	11	5	2	-	-	-	-			
	13%					13%		63%		17%	10%	23%	15%							

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	41	40	37	26	9	11	27	20	15	17	22	27	15	55	15	64
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	146	40	35	41	23	10	13	24	21	18	17	19	24	11	57	15	63
Democrat	124	38	34	26	22	8	7	21	15	14	15	19	24	14	40	13	56
	83%	93%	86%	70%	86%	86%	62%	79%	74%	94%	88%	88%	87%	98%	73%	86%	87%
Republican	7	-	1	3	2	-	3	0	3	-	1	-	-	0	3	2	2
	4%		3%	9%	8%		24%	1%	13%		6%			2%	5%	12%	3%
DNR – Don't know/Refused	19	3	5	8	2	1	2	5	3	1	1	3	3	-	12	0	6
	13%	7%	12%	21%	6%	14%	14%	20%	13%	6%	6%	12%	13%		22%	2%	10%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	401	187	213	75	89	110	126	330	34	18	8	9
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	400	194	206	82	93	99	126	331	31	16	9	13
Government and politicians	199	101	98	32	50	60	57	173	10	8	3	5
	50%	54%	46%	42%	56%	54%	45%	52%	28%	42%	34%	56%
Supply chain disruptions and pandemic-related factors	149	67	82	32	35	43	39	126	9	7	4	2
	37%	36%	38%	43%	39%	39%	31%	38%	26%	40%	53%	20%
Wars and foreign conflicts	109	52	57	26	25	26	32	90	9	5	1	4
	27%	28%	27%	35%	27%	24%	25%	27%	27%	27%	12%	47%
Corporate greed and price gouging	189	74	115	41	35	51	62	151	20	12	4	3
	47%	40%	54%	56%	40%	46%	49%	46%	58%	64%	45%	29%
None of these	8	6	3	1	1	2	5	5	3	-	-	0
	2%	3%	1%	1%	1%	2%	4%	2%	8%			3%
Unsure	10	5	5	1	2	-	7	8	2	-	-	-
	3%	3%	2%	1%	2%		6%	2%	7%			

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	401	247	153	198	133	50	21	156	84	160	195	181	91	69	196
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	400	237	163	194	137	43	26	151	93	156	194	175	84	69	202
Government and politicians	199	127	72	112	62	15	10	101	40	58	159	30	40	34	113
	50%	51%	47%	56%	46%	31%	49%	65%	47%	36%	82%	16%	43%	50%	58%
Supply chain disruptions and pandemic-related factors	149	81	69	64	63	17	6	54	28	67	53	91	26	24	74
	37%	33%	45%	32%	47%	34%	29%	34%	33%	42%	27%	50%	29%	35%	38%
Wars and foreign conflicts	109	72	37	60	29	12	8	46	26	37	59	37	22	21	58
	27%	29%	24%	31%	22%	24%	38%	29%	32%	23%	30%	20%	24%	31%	29%
Corporate greed and price gouging	189	117	72	87	64	30	9	58	39	92	39	135	49	35	82
	47%	47%	47%	44%	48%	60%	41%	37%	47%	57%	20%	74%	54%	50%	42%
None of these	8	6	2	3	2	3	-	1	3	4	2	6	5	1	2
	2%	2%	2%	1%	2%	6%	-	1%	4%	2%	1%	4%	5%	2%	1%
Unsure	10	10	-	8	-	2	-	5	2	4	7	4	5	2	1
	3%	4%	-	4%	-	5%	-	3%	2%	2%	3%	2%	6%	3%	*%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	State						Swing	Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure	
Total	401 100	-	-	-	-	401 100	-	29 100	5 100	15 100	302 100	47 100	29 100	8 100	19 100	24 100	6 100	
Unweighted Total	400	-	-	-	-	400	-	35	5	14	301	35	31	7	19	25	6	
Government and politicians	199 50%	-	-	-	-	199 50%	-	14 47%	3 47%	10 69%	147 49%	21 45%	19 66%	5 69%	7 38%	7 28%	2 40%	
Supply chain disruptions and pandemic-related factors	149 37%	-	-	-	-	149 37%	-	6 21%	3 49%	4 26%	111 37%	22 46%	7 23%	4 49%	10 51%	11 47%	1 20%	
Wars and foreign conflicts	109 27%	-	-	-	-	109 27%	-	13 44%	1 16%	6 44%	77 26%	15 32%	11 39%	5 63%	9 46%	8 35%	2 39%	
Corporate greed and price gouging	189 47%	-	-	-	-	189 47%	-	15 53%	3 51%	5 34%	138 46%	22 47%	16 54%	0 5%	5 26%	15 63%	6 100%	
None of these	8 2%	-	-	-	-	8 2%	-	1 2%	-	-	8 3%	-	-	-	-	-	-	
Unsure	10 3%	-	-	-	-	10 3%	-	-	-	1 6%	8 3%	1 3%	1 3%	-	1 5%	-	-	

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	401	117	89	101	81	37	39	58	53	37	50	52	74	31	154	54	162
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	400	119	79	113	75	41	44	53	56	41	49	46	70	24	166	52	158
Government and politicians	199	58	40	66	32	16	24	31	29	16	26	28	28	4	89	29	77
	50%	49%	45%	66%	40%	42%	61%	54%	56%	42%	52%	54%	38%	14%	58%	54%	47%
Supply chain disruptions and pandemic-related factors	149	51	28	35	32	20	14	17	16	12	21	26	24	10	44	22	73
	37%	44%	31%	34%	40%	54%	36%	30%	30%	33%	41%	49%	32%	31%	29%	42%	45%
Wars and foreign conflicts	109	28	28	32	18	13	10	17	12	13	14	9	20	8	47	13	41
	27%	24%	32%	32%	23%	36%	26%	30%	22%	35%	29%	18%	28%	25%	31%	25%	25%
Corporate greed and price gouging	189	56	56	33	38	16	14	28	16	26	21	22	46	21	62	28	79
	47%	48%	63%	33%	47%	42%	37%	49%	30%	70%	42%	42%	62%	68%	40%	52%	49%
None of these	8	2	1	2	3	0	1	2	3	1	-	-	2	3	5	-	1
	2%	2%	1%	2%	4%	1%	2%	3%	5%	2%	-	-	3%	9%	3%	-	*%
Unsure	10	-	1	1	5	1	2	-	2	-	-	-	5	2	6	1	1
	3%	-	1%	1%	6%	2%	6%	-	4%	-	-	-	7%	7%	4%	1%	*%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 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	200	107	93	31	42	61	66	158	21	11	3	6
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	103	92	31	43	53	68	157	16	10	5	7
MEAN	2.87	3.04	2.68	3.12	3.25	3.05	2.36	2.69	3.98	2.54	4.38	3.46
1 - Do not worry at all	61	31	30	7	8	15	31	52	3	5	0	1
	31%	29%	33%	24%	18%	24%	47%	33%	15%	45%	5%	18%
2	34	18	16	7	4	12	10	28	2	3	0	1
	17%	17%	17%	23%	10%	20%	15%	18%	7%	22%	14%	19%
3	28	11	17	2	12	7	7	26	2	-	-	0
	14%	10%	18%	7%	28%	12%	10%	16%	9%	-	-	4%
4	17	10	7	1	3	9	3	16	-	-	-	1
	8%	9%	7%	4%	7%	15%	5%	10%	-	-	-	15%
5 - Worry about it a great deal	57	37	20	12	13	18	14	34	14	4	3	3
	28%	34%	22%	39%	32%	29%	21%	21%	68%	33%	81%	43%
Unsure	4	1	3	1	2	-	1	4	-	-	-	-
	2%	1%	3%	3%	4%	-	2%	2%	-	-	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	124	76	94	64	31	11	80	35	85	98	87	44	38	91
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	118	77	93	64	25	13	78	40	77	100	79	41	35	93
MEAN	2.87	2.94	2.76	2.65	2.76	3.82	2.80	2.92	2.25	3.09	2.85	2.84	3.16	3.34	2.60
1 - Do not worry at all	61	39	22	33	19	6	4	22	15	24	29	29	12	8	34
	31%	31%	30%	35%	29%	19%	32%	28%	42%	28%	30%	33%	27%	22%	37%
2	34	21	12	18	10	3	2	13	8	13	18	13	5	7	14
	17%	17%	16%	19%	16%	11%	20%	16%	22%	15%	18%	15%	11%	19%	15%
3	28	16	12	15	11	0	2	12	5	10	13	13	6	3	14
	14%	13%	16%	16%	16%	2%	15%	15%	16%	12%	14%	15%	13%	8%	16%
4	17	6	11	5	11	1	-	7	3	7	8	7	3	1	10
	8%	5%	15%	5%	17%	3%	-	8%	7%	9%	9%	8%	8%	4%	11%
5 - Worry about it a great deal	57	42	15	23	11	20	4	22	4	31	26	25	16	18	17
	28%	34%	19%	24%	17%	65%	32%	28%	12%	36%	27%	29%	36%	47%	19%
Unsure	4	1	3	1	3	-	-	4	-	-	3	-	2	-	2
	2%	1%	4%	1%	5%	-	-	5%	-	-	3%	-	5%	-	2%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	-	-	-	-	200	-	15	3	7	153	27	12	4	9	11	2			
	100					100		100	100	100	100	100	100	100	100	100	100			
Unweighted Total	195	-	-	-	-	195	-	16	3	7	153	18	13	3	10	13	3			
MEAN	2.87	-	-	-	-	2.87	-	3.24	3.54	1.68	2.87	3.00	2.68	3.31	2.75	2.69	1.50			
1 - Do not worry at all	61	-	-	-	-	61	-	3	1	4	49	5	4	-	2	5	2			
	31%					31%		21%	26%	54%	32%	19%	30%		17%	44%	75%			
2	34	-	-	-	-	34	-	2	-	2	22	9	2	2	4	1	-			
	17%					17%		15%		25%	14%	32%	20%	56%	45%	5%				
3	28	-	-	-	-	28	-	2	1	-	22	3	2	-	-	2	1			
	14%					14%		12%	22%		14%	11%	13%			17%	25%			
4	17	-	-	-	-	17	-	1	-	-	14	1	1	-	-	1	-			
	8%					8%		8%			9%	5%	10%			9%				
5 - Worry about it a great deal	57	-	-	-	-	57	-	5	2	1	43	9	2	2	3	3	-			
	28%					28%		36%	53%	9%	28%	33%	20%	44%	28%	26%				
Unsure	4	-	-	-	-	4	-	1	-	1	3	-	1	-	1	-	-			
	2%					2%		8%		12%	2%		7%		9%					

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	52	38	56	47	20	20	37	30	11	21	25	36	17	81	23	79
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	53	35	58	41	18	23	31	31	13	20	22	37	13	86	23	73
MEAN	2.87	2.60	2.84	2.56	3.64	3.23	3.43	3.15	2.52	2.92	3.06	2.91	2.21	2.28	2.97	3.00	2.87
1 - Do not worry at all	61	16	13	21	9	4	4	11	13	4	4	4	19	8	24	7	22
	31%	31%	33%	37%	18%	19%	18%	29%	42%	32%	19%	17%	52%	49%	30%	31%	28%
2	34	8	6	12	5	5	3	5	5	2	1	7	5	4	13	3	14
	17%	16%	16%	22%	11%	24%	16%	12%	18%	21%	5%	30%	13%	20%	16%	13%	17%
3	28	12	5	5	6	2	2	3	3	0	9	4	3	1	11	3	12
	14%	23%	13%	9%	12%	10%	12%	9%	11%	2%	43%	17%	9%	9%	14%	14%	16%
4	17	4	3	8	2	-	3	5	2	1	-	4	1	-	5	2	9
	8%	7%	8%	14%	4%	-	13%	14%	6%	12%	-	16%	4%	-	7%	10%	11%
5 - Worry about it a great deal	57	9	11	10	25	8	8	13	7	4	5	5	7	4	27	7	19
	28%	17%	29%	19%	53%	42%	41%	35%	24%	33%	24%	19%	18%	23%	33%	32%	24%
Unsure	4	3	-	-	1	1	-	-	-	-	2	-	1	-	1	-	3
	2%	6%	-	-	2%	4%	-	-	-	-	8%	-	3%	-	1%	-	4%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	107	93	31	42	61	66	158	21	11	3	6
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	103	92	31	43	53	68	157	16	10	5	7
MEAN	2.28	2.26	2.31	2.76	2.36	2.39	1.90	2.03	4.11	2.32	1.71	2.53
1 - Do not worry at all	93	53	40	9	14	28	42	78	3	7	2	3
	46%	49%	43%	29%	34%	45%	63%	49%	15%	61%	67%	46%
2	31	17	15	8	9	9	6	31	0	-	0	-
	16%	16%	16%	25%	21%	14%	9%	19%	1%	-	7%	-
3	23	11	12	2	9	9	3	20	-	1	-	1
	11%	10%	13%	6%	21%	15%	5%	12%	-	13%	-	22%
4	13	9	4	4	4	3	3	6	5	-	1	1
	7%	8%	5%	12%	9%	5%	4%	4%	25%	-	20%	18%
5 - Worry about it a great deal	33	17	15	7	4	12	9	17	12	3	-	1
	16%	16%	17%	24%	10%	20%	14%	11%	59%	27%	-	13%
Unsure	8	1	6	1	2	1	4	7	-	-	0	-
	4%	1%	7%	3%	4%	2%	5%	5%	-	-	6%	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	124	76	94	64	31	11	80	35	85	98	87	44	38	91
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	118	77	93	64	25	13	78	40	77	100	79	41	35	93
MEAN	2.28	2.38	2.11	1.99	2.09	3.56	2.25	2.10	2.11	2.53	2.25	2.31	2.45	2.76	1.98
1 - Do not worry at all	93	61	31	52	26	9	6	38	18	37	46	41	22	13	44
	46%	49%	42%	55%	40%	30%	51%	48%	52%	43%	47%	47%	50%	34%	49%
2	31	15	16	15	16	0	0	15	7	9	14	14	4	4	20
	16%	12%	21%	16%	24%	1%	2%	19%	20%	10%	15%	16%	8%	11%	22%
3	23	9	14	8	11	1	2	10	3	10	13	9	1	5	15
	11%	7%	18%	9%	18%	2%	20%	12%	8%	12%	13%	10%	3%	14%	16%
4	13	7	6	2	4	4	3	3	1	9	9	4	2	6	3
	7%	6%	8%	3%	6%	14%	24%	4%	4%	10%	9%	5%	5%	17%	4%
5 - Worry about it a great deal	33	28	4	13	4	16	0	10	6	17	13	17	12	7	7
	16%	23%	6%	13%	6%	52%	3%	12%	16%	21%	13%	19%	27%	20%	8%
Unsure	8	4	4	3	4	0	-	4	-	4	4	3	3	2	2
	4%	3%	5%	4%	6%	1%	-	5%	-	4%	4%	3%	7%	5%	2%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	-	-	-	-	200	-	15	3	7	153	27	12	4	9	11	2			
	100					100		100	100	100	100	100	100	100	100	100	100			
Unweighted Total	195	-	-	-	-	195	-	16	3	7	153	18	13	3	10	13	3			
MEAN	2.28	-	-	-	-	2.28	-	2.38	2.83	1.95	2.11	2.51	3.33	2.31	2.26	2.31	1.53			
1 - Do not worry at all	93 46%	-	-	-	-	93 46%	-	7 44%	1 22%	3 48%	76 49%	15 55%	2 15%	2 56%	3 33%	4 40%	2 73%			
2	31 16%	-	-	-	-	31 16%	-	2 17%	1 26%	1 15%	26 17%	2 7%	2 16%	-	2 21%	3 29%	-			
3	23 11%	-	-	-	-	23 11%	-	1 8%	-	-	18 12%	-	2 19%	-	2 18%	1 5%	1 27%			
4	13 7%	-	-	-	-	13 7%	-	-	2 53%	2 22%	9 6%	2 8%	2 12%	2 44%	2 19%	1 10%	-			
5 - Worry about it a great deal	33 16%	-	-	-	-	33 16%	-	4 24%	-	-	19 12%	8 30%	4 32%	-	-	2 15%	-			
Unsure	8 4%	-	-	-	-	8 4%	-	1 8%	-	1 15%	6 4%	-	1 7%	-	1 9%	-	-			

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	52	38	56	47	20	20	37	30	11	21	25	36	17	81	23	79
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	53	35	58	41	18	23	31	31	13	20	22	37	13	86	23	73
MEAN	2.28	2.15	2.46	1.98	2.58	2.55	2.26	2.43	1.89	3.13	2.47	2.34	1.90	2.24	2.23	2.86	2.18
1 - Do not worry at all	93 46%	23 45%	16 43%	30 53%	21 44%	8 40%	8 42%	16 44%	20 66%	1 10%	6 28%	11 46%	22 61%	10 56%	40 49%	5 21%	38 48%
2	31 16%	8 16%	5 13%	11 19%	6 12%	4 22%	4 18%	6 17%	3 8%	3 32%	5 25%	2 10%	3 9%	1 8%	14 17%	7 33%	9 11%
3	23 11%	10 19%	2 5%	6 10%	5 11%	- 19%	4 19%	5 13%	2 6%	2 16%	5 22%	4 17%	1 3%	2 10%	5 6%	2 10%	13 17%
4	13 7%	-	4 12%	7 12%	2 4%	2 8%	3 15%	1 4%	3 9%	2 20%	1 3%	2 6%	-	2 9%	5 6%	2 8%	5 7%
5 - Worry about it a great deal	33 16%	7 13%	7 19%	3 6%	13 27%	5 25%	1 6%	8 22%	3 11%	2 22%	3 14%	4 16%	6 16%	3 18%	14 18%	6 27%	9 12%
Unsure	8 4%	3 6%	4 9%	-	1 2%	1 5%	-	-	-	-	2 8%	1 4%	4 10%	-	3 4%	-	4 5%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	107	93	31	42	61	66	158	21	11	3	6
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	103	92	31	43	53	68	157	16	10	5	7
MEAN	3.51	3.58	3.44	3.91	3.63	3.80	2.98	3.37	4.67	2.76	4.52	4.10
1 - Do not worry at all	26	14	13	4	2	4	16	22	-	4	0	-
	13%	13%	14%	14%	4%	7%	25%	14%	-	34%	5%	-
2	25	14	11	2	6	6	12	23	0	2	-	-
	13%	13%	12%	5%	13%	10%	18%	15%	1%	16%	-	-
3	41	19	22	3	14	14	10	34	3	2	0	2
	21%	18%	24%	11%	33%	23%	15%	21%	15%	18%	14%	34%
4	30	16	14	4	6	10	10	28	-	1	-	1
	15%	15%	15%	12%	15%	16%	15%	18%	-	6%	-	23%
5 - Worry about it a great deal	75	44	31	17	14	27	17	49	18	3	3	3
	38%	41%	34%	55%	34%	44%	25%	31%	84%	27%	81%	44%
Unsure	2	1	1	1	-	-	1	2	-	-	-	-
	1%	1%	1%	3%	-	-	2%	1%	-	-	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	124	76	94	64	31	11	80	35	85	98	87	44	38	91
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	118	77	93	64	25	13	78	40	77	100	79	41	35	93
MEAN	3.51	3.65	3.29	3.48	3.22	4.18	3.75	3.56	3.08	3.64	3.70	3.27	3.70	4.12	3.21
1 - Do not worry at all	26	16	10	14	8	2	2	11	7	9	13	13	3	3	17
	13%	13%	14%	15%	13%	7%	18%	14%	19%	11%	13%	15%	7%	8%	18%
2	25	15	11	13	11	2	-	9	4	12	11	14	8	4	12
	13%	12%	14%	13%	17%	7%	-	11%	12%	15%	11%	16%	17%	10%	13%
3	41	22	19	17	17	5	3	15	10	16	12	25	8	4	21
	21%	18%	26%	18%	26%	16%	23%	19%	28%	19%	12%	29%	17%	10%	23%
4	30	13	17	12	16	1	1	13	7	11	20	8	7	3	17
	15%	11%	22%	13%	25%	4%	8%	16%	19%	12%	20%	9%	15%	7%	18%
5 - Worry about it a great deal	75	57	18	36	13	20	6	31	7	37	42	27	19	25	24
	38%	46%	24%	39%	20%	67%	51%	39%	19%	44%	43%	31%	42%	65%	26%
Unsure	2	2	-	2	-	-	-	1	1	-	1	-	1	-	1
	1%	2%	-	2%	-	-	-	1%	3%	-	1%	-	2%	-	1%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 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			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	200	-	-	-	-	200	-	15	3	7	153	27	12	4	9	11	2
	100					100		100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	-	-	-	-	195	-	16	3	7	153	18	13	3	10	13	3
MEAN	3.51	-	-	-	-	3.51	-	3.75	4.53	3.61	3.42	3.72	3.90	3.88	3.70	2.64	1.78
1 - Do not worry at all	26	-	-	-	-	26	-	1	-	1	21	5	1	-	1	2	1
	13%					13%		8%		15%	14%	17%	8%		8%	20%	48%
2	25	-	-	-	-	25	-	1	-	1	22	2	1	1	2	2	1
	13%					13%		6%		19%	15%	6%	7%	28%	24%	14%	25%
3	41	-	-	-	-	41	-	4	-	0	32	4	3	-	-	5	1
	21%					21%		26%		3%	21%	16%	21%			48%	27%
4	30	-	-	-	-	30	-	2	2	-	27	2	1	1	1	2	-
	15%					15%		13%	47%		18%	9%	5%	29%	12%	15%	
5 - Worry about it a great deal	75	-	-	-	-	75	-	6	2	4	50	14	6	2	4	0	-
	38%					38%		39%	53%	51%	33%	52%	51%	44%	46%	2%	
Unsure	2	-	-	-	-	2	-	1	-	1	1	-	1	-	1	-	-
	1%					1%		8%		12%	1%		7%		9%		

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	52	38	56	47	20	20	37	30	11	21	25	36	17	81	23	79
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	53	35	58	41	18	23	31	31	13	20	22	37	13	86	23	73
MEAN	3.51	3.39	3.48	3.21	4.00	3.69	3.89	3.80	3.02	4.30	3.38	3.81	2.95	3.61	3.38	3.83	3.54
1 - Do not worry at all	26 13%	6 11%	6 17%	10 19%	3 7%	3 17%	-	3 9%	7 24%	1 10%	2 8%	1 3%	9 26%	4 25%	16 20%	2 7%	5 6%
2	25 13%	8 16%	3 7%	8 14%	6 13%	2 8%	3 14%	5 13%	5 17%	-	3 13%	1 6%	7 19%	-	8 10%	3 13%	15 19%
3	41 21%	14 26%	9 23%	11 20%	5 11%	2 11%	6 27%	5 14%	6 20%	1 10%	8 38%	9 37%	4 11%	3 15%	16 19%	4 18%	19 24%
4	30 15%	9 17%	4 11%	12 21%	4 8%	3 13%	3 15%	6 16%	4 14%	1 10%	3 15%	4 16%	6 16%	-	12 15%	3 15%	15 19%
5 - Worry about it a great deal	75 38%	15 30%	15 38%	14 26%	28 59%	9 47%	9 44%	18 48%	8 26%	8 70%	5 26%	9 38%	9 25%	9 53%	29 36%	11 47%	26 33%
Unsure	2 1%	-	1 3%	-	1 2%	1 4%	-	-	-	-	-	-	1 3%	1 7%	1 1%	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	107	93	31	42	61	66	158	21	11	3	6
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	103	92	31	43	53	68	157	16	10	5	7
MEAN	3.55	3.58	3.52	3.97	3.64	3.82	3.02	3.43	4.44	2.89	4.65	4.74
1 - Do not worry at all	38	18	20	5	6	9	18	30	1	6	0	-
	19%	17%	21%	15%	14%	14%	28%	19%	7%	50%	5%	
2	14	8	6	-	2	5	7	14	-	-	-	-
	7%	8%	6%		6%	8%	10%	9%				
3	30	15	15	5	9	6	11	27	2	-	0	0
	15%	14%	16%	15%	21%	9%	16%	17%	9%		7%	4%
4	27	18	9	3	9	10	5	25	0	1	-	1
	14%	17%	10%	8%	21%	17%	8%	16%	2%	12%		13%
5 - Worry about it a great deal	84	43	42	18	16	31	20	59	14	4	3	4
	42%	40%	45%	58%	39%	50%	30%	37%	69%	38%	87%	65%
Unsure	7	6	2	1	-	1	6	4	3	-	-	1
	4%	5%	2%	3%		2%	8%	2%	14%			18%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 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	200	124	76	94	64	31	11	80	35	85	98	87	44	38	91
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	118	77	93	64	25	13	78	40	77	100	79	41	35	93
MEAN	3.55	3.62	3.44	3.41	3.47	4.36	3.27	3.74	3.05	3.59	3.84	3.27	3.65	4.02	3.37
1 - Do not worry at all	38	28	10	24	7	4	3	12	12	14	14	19	9	2	20
	19%	22%	13%	25%	10%	12%	31%	14%	35%	17%	14%	22%	21%	6%	22%
2	14	6	8	6	8	-	-	5	1	9	6	8	1	4	7
	7%	5%	11%	6%	13%	-	-	6%	2%	10%	6%	9%	2%	10%	7%
3	30	14	16	14	13	0	2	15	6	9	12	15	4	6	15
	15%	11%	21%	15%	21%	1%	19%	18%	18%	10%	12%	17%	9%	15%	16%
4	27	8	19	6	18	1	1	8	4	14	14	13	3	4	16
	14%	6%	26%	7%	28%	4%	11%	10%	13%	17%	14%	15%	7%	11%	18%
5 - Worry about it a great deal	84	64	21	42	16	21	4	38	11	35	51	28	21	21	33
	42%	51%	27%	45%	25%	69%	39%	47%	32%	41%	52%	32%	47%	55%	36%
Unsure	7	5	2	2	2	4	-	3	-	4	2	5	6	1	-
	4%	4%	3%	2%	3%	13%	-	4%	-	5%	2%	5%	13%	2%	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 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			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	200	-	-	-	-	200	-	15	3	7	153	27	12	4	9	11	2			
	100					100		100	100	100	100	100	100	100	100	100	100			
Unweighted Total	195	-	-	-	-	195	-	16	3	7	153	18	13	3	10	13	3			
MEAN	3.55	-	-	-	-	3.55	-	3.21	3.54	3.67	3.45	3.57	4.29	5.00	4.34	3.31	2.81			
1 - Do not worry at all	38	-	-	-	-	38	-	5	1	1	30	6	1	-	1	3	1			
	19%					19%		31%	26%	19%	20%	23%	10%		8%	30%	48%			
2	14	-	-	-	-	14	-	-	-	-	12	1	-	-	0	-	-			
	7%					7%					8%	4%			3%					
3	30	-	-	-	-	30	-	3	1	1	22	5	2	-	1	1	-			
	15%					15%		19%	22%	20%	15%	18%	14%		10%	12%				
4	27	-	-	-	-	27	-	1	-	-	25	1	-	-	-	1	1			
	14%					14%		3%			16%	5%				10%	25%			
5 - Worry about it a great deal	84	-	-	-	-	84	-	6	2	3	57	14	9	4	7	4	1			
	42%					42%		39%	53%	48%	37%	50%	70%	100%	70%	38%	27%			
Unsure	7	-	-	-	-	7	-	1	-	1	7	-	1	-	1	1	-			
	4%					4%		8%		12%	4%		7%		9%	10%				

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	52	38	56	47	20	20	37	30	11	21	25	36	17	81	23	79
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	53	35	58	41	18	23	31	31	13	20	22	37	13	86	23	73
MEAN	3.55	3.45	3.56	3.29	3.98	3.70	3.85	3.69	3.16	4.44	3.44	4.01	2.92	2.53	3.61	4.07	3.53
1 - Do not worry at all	38	10	9	9	7	4	1	7	6	1	5	2	12	8	15	2	12
	19%	19%	24%	16%	16%	18%	6%	19%	20%	10%	22%	7%	34%	47%	19%	11%	15%
2	14	4	2	8	-	-	2	2	4	-	-	2	3	-	5	1	8
	7%	7%	5%	15%			12%	6%	12%			10%	9%		6%	5%	10%
3	30	11	3	10	5	5	2	3	5	-	6	3	6	2	10	3	15
	15%	22%	9%	18%	10%	24%	12%	8%	17%		29%	12%	16%	9%	13%	13%	19%
4	27	4	5	13	5	1	7	6	4	2	2	4	1	-	10	2	15
	14%	8%	13%	22%	10%	4%	32%	17%	14%	17%	10%	17%	3%		13%	9%	19%
5 - Worry about it a great deal	84	21	18	15	26	10	8	17	8	8	8	13	12	5	36	14	29
	42%	41%	47%	26%	56%	50%	38%	47%	25%	73%	39%	54%	33%	27%	45%	62%	37%
Unsure	7	1	1	2	4	1	-	1	4	-	-	-	2	3	3	-	1
	4%	2%	2%	3%	8%	4%		3%	12%			5%		16%	4%		1%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	107	93	31	42	61	66	158	21	11	3	6
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	103	92	31	43	53	68	157	16	10	5	7
MEAN	2.99	3.11	2.86	3.34	2.93	3.28	2.61	2.76	4.41	2.94	4.46	3.41
1 - Do not worry at all	53	26	27	4	8	13	28	48	1	3	0	-
	26%	24%	29%	12%	19%	22%	42%	31%	7%	24%	5%	-
2	26	13	13	8	6	4	8	21	0	4	0	1
	13%	13%	14%	26%	14%	7%	12%	13%	1%	33%	6%	19%
3	41	21	20	4	14	16	7	35	2	1	0	3
	20%	19%	22%	13%	34%	26%	10%	22%	9%	5%	7%	51%
4	27	14	13	3	9	7	8	24	2	-	-	-
	13%	13%	14%	8%	21%	12%	12%	15%	10%	-	-	-
5 - Worry about it a great deal	52	32	20	12	5	20	15	28	15	4	3	2
	26%	29%	22%	37%	12%	33%	23%	18%	73%	37%	81%	30%
Unsure	2	2	-	1	-	-	1	2	-	-	-	-
	1%	2%	-	3%	-	-	2%	1%	-	-	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	124	76	94	64	31	11	80	35	85	98	87	44	38	91
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	118	77	93	64	25	13	78	40	77	100	79	41	35	93
MEAN	2.99	3.14	2.76	2.83	2.67	4.07	3.31	3.09	2.35	3.17	3.22	2.77	3.42	3.53	2.58
1 - Do not worry at all	53	35	18	33	16	2	2	20	13	20	21	27	7	7	34
	26%	28%	24%	35%	24%	7%	21%	25%	38%	23%	22%	31%	16%	19%	38%
2	26	11	15	8	13	3	2	11	5	11	8	15	7	3	9
	13%	9%	19%	9%	20%	11%	18%	13%	13%	13%	8%	18%	17%	8%	10%
3	41	21	20	17	18	4	2	13	12	16	22	18	6	7	19
	20%	17%	26%	18%	28%	14%	14%	16%	35%	18%	23%	20%	14%	18%	21%
4	27	12	14	10	14	2	0	13	1	12	18	6	5	3	16
	13%	10%	19%	11%	22%	6%	3%	16%	3%	15%	18%	7%	11%	9%	18%
5 - Worry about it a great deal	52	43	9	24	4	19	5	22	4	26	27	22	17	17	12
	26%	34%	12%	25%	6%	63%	44%	28%	10%	31%	27%	25%	39%	45%	13%
Unsure	2	2	-	2	-	-	-	2	-	-	2	-	2	-	-
	1%	2%	-	2%	-	-	-	2%	-	-	2%	-	4%	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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			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	200	-	-	-	-	200	-	15	3	7	153	27	12	4	9	11	2			
	100					100		100	100	100	100	100	100	100	100	100	100			
Unweighted Total	195	-	-	-	-	195	-	16	3	7	153	18	13	3	10	13	3			
MEAN	2.99	-	-	-	-	2.99	-	2.86	3.74	3.79	2.90	3.02	4.10	3.43	3.10	2.97	2.28			
1 - Do not worry at all	53 26%	-	-	-	-	53 26%	-	5 31%	-	-	42 28%	8 28%	1 10%	-	1 8%	3 30%	1 48%			
2	26 13%	-	-	-	-	26 13%	-	3 18%	-	0 3%	19 13%	6 23%	-	1 29%	2 24%	-	-			
3	41 20%	-	-	-	-	41 20%	-	1 8%	1 26%	3 39%	36 24%	2 6%	1 11%	-	1 9%	4 40%	1 27%			
4	27 13%	-	-	-	-	27 13%	-	3 19%	3 74%	-	22 15%	2 6%	2 15%	3 71%	5 49%	1 5%	1 25%			
5 - Worry about it a great deal	52 26%	-	-	-	-	52 26%	-	4 24%	-	2 30%	33 21%	10 37%	6 49%	-	-	3 25%	-			
Unsure	2 1%	-	-	-	-	2 1%	-	-	-	2 27%	-	-	2 15%	-	1 9%	-	-			

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	52	38	56	47	20	20	37	30	11	21	25	36	17	81	23	79
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	53	35	58	41	18	23	31	31	13	20	22	37	13	86	23	73
MEAN	2.99	2.71	3.06	2.77	3.50	3.22	2.87	3.58	2.62	3.55	2.98	2.82	2.60	2.82	3.09	3.14	2.90
1 - Do not worry at all	53 26%	16 31%	10 27%	20 35%	6 12%	3 13%	4 19%	6 17%	13 43%	1 10%	4 19%	7 29%	15 41%	6 35%	21 26%	5 24%	20 25%
2	26 13%	7 13%	5 12%	6 10%	8 17%	6 30%	3 15%	2 6%	2 7%	2 20%	3 13%	2 7%	6 17%	3 19%	9 11%	2 11%	11 14%
3	41 20%	13 25%	7 19%	8 14%	11 24%	2 11%	7 36%	7 20%	4 12%	2 16%	7 32%	9 35%	3 8%	2 10%	15 19%	5 21%	19 24%
4	27 13%	9 18%	3 9%	13 22%	2 3%	1 4%	4 19%	5 14%	4 14%	2 16%	5 23%	2 9%	4 10%	- -	10 12%	3 15%	13 17%
5 - Worry about it a great deal	52 26%	7 14%	12 32%	10 17%	20 43%	7 36%	2 11%	16 43%	6 21%	4 39%	3 13%	5 19%	9 24%	6 36%	24 30%	7 29%	15 19%
Unsure	2 1%	-	-	1 2%	1 2%	1 4%	-	-	1 3%	-	-	-	-	-	1 1%	-	1 1%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	107	93	31	42	61	66	158	21	11	3	6
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	103	92	31	43	53	68	157	16	10	5	7
MEAN	3.02	3.27	2.73	3.89	2.86	3.24	2.52	2.79	4.44	2.76	4.31	3.90
1 - Do not worry at all	57	27	31	7	8	12	30	49	2	6	0	1
	29%	25%	33%	22%	20%	20%	45%	31%	8%	50%	5%	13%
2	27	12	15	-	13	10	4	25	2	-	0	-
	13%	11%	16%		31%	16%	6%	16%	8%		7%	
3	29	14	15	1	6	10	12	27	-	1	-	1
	14%	13%	16%	3%	15%	16%	18%	17%		8%		19%
4	22	11	11	5	5	8	4	18	-	1	1	1
	11%	10%	12%	15%	11%	13%	7%	12%		10%	26%	18%
5 - Worry about it a great deal	62	42	20	18	9	20	14	36	17	4	2	3
	31%	39%	22%	57%	23%	33%	22%	23%	83%	33%	61%	49%
Unsure	3	2	1	1	-	1	1	3	0	-	-	-
	2%	2%	1%	3%		2%	2%	2%	1%			

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	124	76	94	64	31	11	80	35	85	98	87	44	38	91
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	118	77	93	64	25	13	78	40	77	100	79	41	35	93
MEAN	3.02	3.09	2.91	2.75	2.83	4.10	3.33	3.04	2.79	3.10	3.14	2.82	3.65	3.79	2.46
1 - Do not worry at all	57	37	20	32	17	5	3	20	12	26	23	29	8	6	34
	29%	30%	27%	34%	26%	16%	31%	24%	34%	31%	23%	34%	18%	15%	37%
2	27	15	12	13	12	2	0	10	5	12	15	12	3	2	19
	13%	12%	16%	14%	18%	5%	2%	12%	15%	14%	15%	14%	7%	6%	21%
3	29	15	14	14	12	1	1	19	4	5	16	13	5	6	14
	14%	12%	18%	15%	19%	3%	10%	24%	11%	6%	16%	15%	10%	17%	15%
4	22	11	11	9	9	1	2	7	6	9	11	8	4	3	12
	11%	9%	14%	10%	14%	4%	16%	8%	17%	11%	11%	9%	10%	8%	13%
5 - Worry about it a great deal	62	44	18	23	13	22	5	23	8	32	32	24	21	20	13
	31%	36%	23%	24%	20%	71%	41%	28%	22%	37%	32%	27%	47%	54%	14%
Unsure	3	2	1	2	1	0	-	2	0	1	2	1	3	0	-
	2%	2%	1%	2%	1%	1%		3%	1%	1%	3%	1%	7%	1%	

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	-	-	-	-	200	-	15	3	7	153	27	12	4	9	11	2			
	100					100		100	100	100	100	100	100	100	100	100	100			
Unweighted Total	195	-	-	-	-	195	-	16	3	7	153	18	13	3	10	13	3			
MEAN	3.02	-	-	-	-	3.02	-	3.43	4.78	2.88	2.92	2.99	3.73	3.89	3.72	3.01	2.05			
1 - Do not worry at all	57 29%	-	-	-	-	57 29%	-	5 34%	-	1 20%	45 30%	9 34%	2 17%	1 28%	2 20%	3 30%	1 48%			
2	27 13%	-	-	-	-	27 13%	-	-	-	2 34%	20 13%	5 19%	1 8%	-	0 3%	1 5%	1 25%			
3	29 14%	-	-	-	-	29 14%	-	-	-	-	27 18%	1 3%	1 7%	-	-	1 12%	-			
4	22 11%	-	-	-	-	22 11%	-	3 22%	1 22%	0 3%	17 11%	-	1 12%	-	3 27%	3 24%	1 27%			
5 - Worry about it a great deal	62 31%	-	-	-	-	62 31%	-	7 44%	3 78%	2 30%	41 27%	12 43%	6 49%	3 72%	4 41%	2 21%	-			
Unsure	3 2%	-	-	-	-	3 2%	-	-	-	1 12%	3 2%	-	1 7%	-	1 9%	1 9%	-			

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	52	38	56	47	20	20	37	30	11	21	25	36	17	81	23	79
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	53	35	58	41	18	23	31	31	13	20	22	37	13	86	23	73
MEAN	3.02	2.52	2.96	2.70	3.99	3.91	3.29	3.44	2.64	3.85	2.45	2.91	2.43	2.97	3.07	3.54	2.84
1 - Do not worry at all	57 29%	17 33%	13 35%	18 32%	7 15%	5 24%	3 13%	6 18%	13 42%	2 18%	6 26%	6 24%	17 48%	8 47%	25 31%	4 18%	20 25%
2	27 13%	15 28%	-	10 18%	2 3%	-	5 25%	5 14%	2 7%	-	8 37%	4 18%	2 6%	-	7 9%	3 12%	17 22%
3	29 14%	5 9%	9 24%	8 15%	5 11%	-	3 14%	6 17%	5 15%	1 8%	3 16%	4 15%	7 20%	1 8%	10 13%	2 10%	15 19%
4	22 11%	6 12%	5 13%	6 11%	4 9%	2 9%	3 15%	3 9%	2 8%	3 26%	2 7%	5 19%	2 5%	-	10 12%	3 14%	8 11%
5 - Worry about it a great deal	62 31%	9 17%	10 26%	12 21%	28 60%	12 63%	7 32%	16 42%	7 24%	5 48%	3 13%	5 19%	7 20%	8 46%	26 33%	10 42%	18 23%
Unsure	3 2%	0 *	1 2%	1 2%	1 2%	1 4%	-	-	1 5%	-	-	1 5%	-	-	2 3%	1 4%	-



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	107	93	31	42	61	66	158	21	11	3	6
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	103	92	31	43	53	68	157	16	10	5	7
MEAN	4.18	4.21	4.13	4.44	4.19	4.24	3.99	4.09	4.67	3.77	4.86	4.96
1 - Do not worry at all	13	6	7	3	2	1	7	11	-	2	-	-
	7%	6%	7%	8%	5%	2%	11%	7%	-	18%	-	-
2	3	1	2	-	2	-	1	3	-	-	-	-
	2%	1%	3%	-	5%	-	2%	2%	-	-	-	-
3	32	14	18	2	5	15	11	26	3	3	-	-
	16%	13%	20%	5%	12%	24%	16%	16%	17%	22%	-	-
4	35	26	9	3	9	11	12	34	-	1	0	0
	18%	24%	10%	11%	21%	18%	18%	21%	-	8%	14%	4%
5 - Worry about it a great deal	113	57	56	22	24	33	34	81	17	6	3	6
	56%	53%	60%	73%	56%	54%	51%	51%	83%	52%	86%	96%
Unsure	4	3	1	1	-	1	1	4	-	-	-	-
	2%	3%	1%	3%	-	2%	2%	2%	-	-	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	124	76	94	64	31	11	80	35	85	98	87	44	38	91
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	118	77	93	64	25	13	78	40	77	100	79	41	35	93
MEAN	4.18	4.31	3.97	4.17	3.98	4.71	3.87	4.31	4.09	4.09	4.47	3.73	4.47	4.26	4.05
1 - Do not worry at all	13	6	7	6	5	-	2	3	2	9	2	11	1	2	8
	7%	5%	9%	6%	8%	-	18%	3%	5%	10%	2%	13%	1%	6%	9%
2	3	1	2	1	2	-	-	1	2	0	-	3	1	-	2
	2%	1%	3%	1%	3%	-	-	1%	5%	1%	-	4%	2%	-	2%
3	32	19	13	15	12	4	2	14	4	14	13	20	7	7	12
	16%	15%	17%	16%	18%	14%	15%	17%	13%	16%	13%	22%	15%	18%	13%
4	35	18	17	18	15	0	1	13	9	13	19	14	4	4	23
	18%	15%	22%	19%	24%	1%	12%	16%	26%	15%	20%	16%	10%	12%	25%
5 - Worry about it a great deal	113	77	36	51	30	26	6	49	16	48	62	37	30	24	45
	56%	62%	47%	54%	46%	85%	56%	61%	45%	57%	63%	43%	67%	64%	50%
Unsure	4	3	1	3	1	-	-	1	2	1	2	1	2	-	1
	2%	2%	1%	3%	1%	-	-	1%	6%	1%	2%	2%	5%	-	1%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 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	200	-	-	-	-	200	-	15	3	7	153	27	12	4	9	11	2
	100					100		100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	-	-	-	-	195	-	16	3	7	153	18	13	3	10	13	3
MEAN	4.18	-	-	-	-	4.18	-	4.89	4.53	4.44	4.09	4.31	4.43	5.00	4.71	4.06	4.00
1 - Do not worry at all	13 7%	-	-	-	-	13 7%	-	-	-	-	9 6%	4 13%	-	-	-	2 15%	1 25%
2	3 2%	-	-	-	-	3 2%	-	-	-	-	3 2%	-	-	-	-	-	-
3	32 16%	-	-	-	-	32 16%	-	-	-	-	30 20%	-	2 14%	-	1 8%	1 9%	-
4	35 18%	-	-	-	-	35 18%	-	2 11%	2 47%	3 38%	28 18%	4 16%	3 25%	-	1 10%	2 14%	-
5 - Worry about it a great deal	113 56%	-	-	-	-	113 56%	-	13 89%	2 53%	2 30%	79 52%	19 71%	7 54%	4 100%	7 73%	7 61%	2 75%
Unsure	4 2%	-	-	-	-	4 2%	-	-	-	2 31%	3 2%	-	1 7%	-	1 9%	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	52	38	56	47	20	20	37	30	11	21	25	36	17	81	23	79
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	53	35	58	41	18	23	31	31	13	20	22	37	13	86	23	73
MEAN	4.18	4.00	4.28	4.09	4.41	4.21	4.30	4.40	3.94	4.83	4.08	4.01	4.04	3.68	4.23	4.35	4.19
1 - Do not worry at all	13 7%	6 11%	1 3%	4 8%	2 4%	3 13%	-	-	4 13%	-	2 10%	1 6%	3 9%	4 25%	4 4%	1 6%	4 5%
2	3 2%	1 2%	1 2%	-	1 2%	-	1 4%	-	-	-	1 6%	-	1 4%	-	3 4%	-	-
3	32 16%	9 18%	9 24%	6 11%	6 12%	1 4%	3 13%	7 19%	4 12%	1 8%	2 11%	8 31%	7 20%	3 16%	11 13%	2 8%	17 21%
4	35 18%	7 13%	2 6%	21 37%	5 10%	3 17%	7 32%	7 20%	9 29%	-	2 11%	4 15%	3 9%	-	16 19%	5 24%	14 18%
5 - Worry about it a great deal	113 56%	28 55%	25 65%	24 43%	32 67%	12 62%	10 51%	21 57%	13 44%	10 92%	13 62%	12 49%	20 57%	10 59%	46 56%	14 62%	43 54%
Unsure	4 2%	1 1%	-	1 2%	2 5%	1 4%	-	1 4%	1 3%	-	-	-	1 2%	-	2 3%	-	1 2%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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				
		Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	200	80	121	44	48	49	60	172	13	7	5	3
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	205	91	114	51	50	46	58	174	15	6	4	6
Very positive impact	101	49	52	21	26	26	29	93	2	3	2	2
	50%	62%	43%	47%	55%	52%	48%	54%	12%	46%	37%	52%
Somewhat positive impact	56	16	40	14	12	15	14	45	7	3	1	-
	28%	20%	33%	32%	26%	31%	24%	26%	55%	39%	30%	-
Little to no positive impact	33	13	21	7	7	7	12	27	2	1	2	2
	17%	16%	17%	16%	15%	14%	21%	16%	16%	15%	34%	48%
Unsure	10	2	8	2	2	1	5	7	2	-	-	-
	5%	2%	7%	5%	3%	2%	8%	4%	17%	-	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	123	78	104	68	19	10	76	49	75	97	94	47	31	105
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	205	119	86	101	73	18	13	73	53	79	94	96	43	34	109
Very positive impact	101	71	30	66	26	4	4	56	24	21	79	15	22	18	54
	50%	58%	39%	64%	38%	22%	43%	73%	49%	28%	82%	16%	47%	58%	51%
Somewhat positive impact	56	27	29	18	26	9	3	14	14	28	13	41	16	4	30
	28%	22%	37%	18%	39%	46%	28%	18%	29%	37%	13%	44%	34%	12%	28%
Little to no positive impact	33	17	16	13	14	4	3	5	7	22	3	30	8	6	16
	17%	14%	21%	13%	20%	19%	29%	6%	15%	29%	3%	32%	18%	19%	15%
Unsure	10	8	2	5	2	2	-	2	3	5	2	8	1	3	5
	5%	6%	2%	5%	3%	12%	-	2%	6%	6%	2%	8%	2%	10%	5%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 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	200	-	-	-	-	200	-	14	2	8	149	20	17	4	10	13	3
	100					100		100	100	100	100	100	100	100	100	100	100
Unweighted Total	205	-	-	-	-	205	-	19	2	7	148	17	18	4	9	12	3
Very positive impact	101	-	-	-	-	101	-	9	2	8	72	9	11	2	3	3	1
	50%					50%		67%	100%	100%	48%	45%	65%	44%	30%	24%	31%
Somewhat positive impact	56	-	-	-	-	56	-	3	-	-	45	8	2	2	2	5	2
	28%					28%		19%			30%	39%	10%	56%	24%	36%	69%
Little to no positive impact	33	-	-	-	-	33	-	1	-	-	27	2	2	-	2	4	-
	17%					17%		7%			18%	8%	13%		17%	31%	
Unsure	10	-	-	-	-	10	-	1	-	-	5	1	2	-	3	1	-
	5%					5%		7%			3%	7%	12%		28%	8%	

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	65	51	45	34	18	19	21	22	26	29	28	38	14	72	31	83
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	205	66	44	55	34	23	21	22	25	28	29	24	33	11	80	29	85
Very positive impact	101	29	23	29	20	11	13	11	14	10	13	15	14	3	45	19	34
	50%	44%	45%	64%	60%	63%	69%	51%	64%	36%	46%	54%	38%	21%	62%	61%	41%
Somewhat positive impact	56	24	15	7	9	4	2	6	4	11	10	9	10	6	19	9	22
	28%	36%	30%	15%	28%	21%	11%	29%	19%	40%	36%	33%	27%	46%	27%	28%	26%
Little to no positive impact	33	12	9	7	4	3	2	4	4	4	5	3	9	4	3	3	24
	17%	18%	17%	17%	12%	16%	11%	21%	17%	15%	19%	10%	23%	33%	4%	8%	28%
Unsure	10	1	5	2	-	-	2	-	-	2	-	1	5	-	5	1	4
	5%	2%	9%	4%	-	-	9%	-	-	8%	-	4%	12%	-	7%	3%	4%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	80	121	44	48	49	60	172	13	7	5	3
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	205	91	114	51	50	46	58	174	15	6	4	6
Very positive impact	71	31	41	14	21	20	17	65	2	2	2	1
	36%	38%	34%	31%	44%	41%	28%	38%	12%	29%	37%	26%
Somewhat positive impact	29	17	12	7	7	8	7	25	0	1	2	0
	14%	21%	10%	16%	15%	16%	12%	15%	2%	17%	34%	10%
Little to no positive impact	87	30	57	21	17	19	30	72	9	4	-	2
	43%	38%	47%	49%	35%	38%	50%	42%	69%	54%		48%
Unsure	13	2	11	2	3	2	6	9	2	-	1	1
	7%	3%	9%	4%	6%	4%	11%	5%	17%		30%	16%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	123	78	104	68	19	10	76	49	75	97	94	47	31	105
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	205	119	86	101	73	18	13	73	53	79	94	96	43	34	109
Very positive impact	71	48	23	45	20	3	3	43	16	12	71	0	15	10	40
	36%	39%	30%	43%	30%	17%	33%	57%	32%	16%	74%	0%	33%	32%	38%
Somewhat positive impact	29	20	9	18	8	2	1	16	7	6	21	4	9	4	16
	14%	16%	11%	17%	11%	12%	13%	21%	15%	7%	22%	4%	19%	14%	15%
Little to no positive impact	87	44	43	35	37	9	5	15	19	53	1	82	19	14	45
	43%	36%	55%	34%	55%	49%	55%	20%	39%	70%	1%	86%	40%	46%	42%
Unsure	13	10	3	6	3	4	-	2	6	5	3	8	4	3	5
	7%	8%	4%	6%	4%	23%	-	3%	13%	6%	3%	9%	9%	8%	5%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 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	200	-	-	-	-	200	-	14	2	8	149	20	17	4	10	13	3
	100					100		100	100	100	100	100	100	100	100	100	100
Unweighted Total	205	-	-	-	-	205	-	19	2	7	148	17	18	4	9	12	3
Very positive impact	71	-	-	-	-	71	-	3	1	6	48	6	10	2	2	0	-
	36%					36%		25%	40%	75%	32%	30%	58%	44%	17%	3%	
Somewhat positive impact	29	-	-	-	-	29	-	4	1	2	20	7	1	2	4	2	1
	14%					14%		27%	60%	25%	13%	35%	8%	56%	39%	18%	35%
Little to no positive impact	87	-	-	-	-	87	-	4	-	-	70	7	5	-	4	10	2
	43%					43%		29%			47%	35%	29%		44%	79%	65%
Unsure	13	-	-	-	-	13	-	3	-	-	11	-	1	-	-	-	-
	7%					7%		20%			8%		5%				

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	65	51	45	34	18	19	21	22	26	29	28	38	14	72	31	83
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	205	66	44	55	34	23	21	22	25	28	29	24	33	11	80	29	85
Very positive impact	71	24	16	19	11	7	9	6	9	7	12	14	8	3	34	10	24
	36%	37%	32%	43%	34%	39%	46%	28%	41%	25%	42%	51%	21%	24%	47%	32%	29%
Somewhat positive impact	29	6	6	10	7	4	4	6	3	3	3	1	4	1	14	5	8
	14%	10%	11%	23%	20%	21%	23%	30%	12%	12%	10%	5%	11%	9%	20%	18%	9%
Little to no positive impact	87	31	25	14	15	6	5	9	10	15	12	10	19	9	16	16	46
	43%	48%	49%	31%	44%	37%	24%	42%	46%	57%	43%	36%	51%	67%	22%	51%	55%
Unsure	13	3	4	1	1	1	1	-	0	1	2	2	6	-	8	-	5
	7%	5%	8%	3%	2%	3%	7%	-	1%	5%	5%	8%	16%	-	11%	-	6%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 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				
		Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	200	80	121	44	48	49	60	172	13	7	5	3
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	205	91	114	51	50	46	58	174	15	6	4	6
Very positive impact	102	37	64	31	21	26	24	87	6	5	1	2
	51%	47%	53%	71%	44%	53%	40%	51%	48%	68%	30%	48%
Somewhat positive impact	52	20	32	6	13	10	22	45	4	2	1	-
	26%	25%	26%	14%	28%	21%	37%	26%	31%	32%	15%	-
Little to no positive impact	38	19	19	5	9	12	11	33	-	-	3	2
	19%	24%	16%	11%	20%	26%	18%	19%	-	-	55%	52%
Unsure	9	4	6	2	4	0	4	6	3	-	-	-
	5%	5%	5%	3%	8%	1%	6%	4%	21%	-	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	123	78	104	68	19	10	76	49	75	97	94	47	31	105
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	205	119	86	101	73	18	13	73	53	79	94	96	43	34	109
Very positive impact	102	64	38	53	35	11	3	38	19	45	36	62	28	13	47
	51%	52%	49%	51%	51%	57%	35%	50%	39%	59%	37%	66%	60%	43%	45%
Somewhat positive impact	52	29	23	26	18	3	5	20	15	17	23	26	10	7	33
	26%	24%	29%	26%	27%	14%	48%	26%	31%	23%	24%	28%	20%	22%	31%
Little to no positive impact	38	21	17	18	15	3	2	15	12	10	32	2	7	7	21
	19%	17%	22%	17%	22%	15%	18%	20%	25%	14%	33%	3%	15%	23%	20%
Unsure	9	9	-	6	-	3	-	4	2	4	6	4	2	4	4
	5%	8%	-	6%	-	15%	-	5%	4%	5%	6%	4%	4%	11%	4%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 Percentage Points

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

-Tackling corporate price gouging and junk fees

	Total	State						Swing			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	200	-	-	-	-	200	-	14	2	8	149	20	17	4	10	13	3			
	100					100		100	100	100	100	100	100	100	100	100	100			
Unweighted Total	205	-	-	-	-	205	-	19	2	7	148	17	18	4	9	12	3			
Very positive impact	102	-	-	-	-	102	-	8	2	4	73	11	10	3	3	6	2			
	51%					51%		56%	100%	54%	49%	56%	59%	69%	27%	47%	65%			
Somewhat positive impact	52	-	-	-	-	52	-	3	-	2	41	5	2	1	3	5	1			
	26%					26%		20%		21%	27%	25%	11%	31%	27%	38%	35%			
Little to no positive impact	38	-	-	-	-	38	-	3	-	2	30	4	2	-	3	2	-			
	19%					19%		24%		25%	20%	20%	13%		33%	15%				
Unsure	9	-	-	-	-	9	-	-	-	-	5	-	3	-	1	-	-			
	5%					5%					3%		17%		13%					

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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			
		Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	200	65	51	45	34	18	19	21	22	26	29	28	38	14	72	31	83
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	205	66	44	55	34	23	21	22	25	28	29	24	33	11	80	29	85
Very positive impact	102	32	30	17	19	11	6	10	10	20	14	16	14	5	37	17	44
	51%	49%	59%	37%	57%	63%	34%	49%	43%	77%	50%	56%	38%	34%	50%	54%	53%
Somewhat positive impact	52	23	9	9	11	2	6	4	8	4	8	6	14	7	13	7	25
	26%	35%	17%	20%	33%	14%	30%	20%	34%	15%	27%	22%	38%	48%	18%	22%	31%
Little to no positive impact	38	9	9	15	3	4	5	6	4	1	5	6	7	2	19	7	10
	19%	14%	18%	34%	10%	23%	24%	30%	18%	3%	17%	22%	18%	16%	26%	21%	12%
Unsure	9	1	3	4	-	-	2	0	1	2	2	-	2	0	4	1	4
	5%	1%	5%	8%	-	11%	1%	5%	6%	6%	6%	6%	2%	5%	3%	5%	



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	80	121	44	48	49	60	172	13	7	5	3
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	205	91	114	51	50	46	58	174	15	6	4	6
Very positive impact	83	26	57	24	16	19	23	71	6	4	1	1
	41%	33%	47%	54%	34%	40%	39%	41%	45%	50%	30%	27%
Somewhat positive impact	38	14	23	8	10	7	13	31	3	1	1	1
	19%	18%	19%	19%	21%	13%	22%	18%	26%	15%	22%	29%
Little to no positive impact	65	33	32	12	18	20	15	58	1	2	2	1
	33%	42%	27%	27%	38%	41%	25%	34%	10%	35%	49%	44%
Unsure	15	6	9	-	3	3	9	12	3	-	-	-
	7%	8%	7%	7%	6%	6%	14%	7%	19%			

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	123	78	104	68	19	10	76	49	75	97	94	47	31	105
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	205	119	86	101	73	18	13	73	53	79	94	96	43	34	109
Very positive impact	83	47	35	38	33	10	2	24	15	43	14	65	26	8	41
	41%	39%	45%	36%	48%	50%	23%	32%	31%	57%	14%	69%	55%	25%	39%
Somewhat positive impact	38	24	14	21	10	2	4	15	10	13	17	19	10	7	18
	19%	19%	18%	21%	14%	12%	45%	20%	20%	18%	17%	20%	22%	22%	17%
Little to no positive impact	65	41	25	36	22	5	3	30	19	16	58	4	8	12	38
	33%	33%	32%	35%	32%	24%	32%	40%	38%	22%	60%	5%	18%	40%	36%
Unsure	15	11	4	8	4	3	-	7	5	3	8	6	3	4	8
	7%	9%	5%	8%	6%	14%	-	9%	11%	4%	8%	6%	6%	12%	8%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 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	200	-	-	-	-	200	-	14	2	8	149	20	17	4	10	13	3
	100					100		100	100	100	100	100	100	100	100	100	100
Unweighted Total	205	-	-	-	-	205	-	19	2	7	148	17	18	4	9	12	3
Very positive impact	83	-	-	-	-	83	-	6	-	2	62	5	6	1	2	4	1
	41%					41%		47%		24%	42%	25%	38%	21%	21%	30%	34%
Somewhat positive impact	38	-	-	-	-	38	-	2	-	2	29	5	3	-	-	7	2
	19%					19%		18%		23%	19%	23%	17%			53%	66%
Little to no positive impact	65	-	-	-	-	65	-	3	2	4	48	8	6	3	5	2	-
	33%					33%		25%	100%	53%	32%	39%	35%	79%	51%	15%	
Unsure	15	-	-	-	-	15	-	1	-	-	10	3	2	-	3	0	-
	7%					7%		10%			7%	14%	10%		28%	3%	

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	65	51	45	34	18	19	21	22	26	29	28	38	14	72	31	83
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	205	66	44	55	34	23	21	22	25	28	29	24	33	11	80	29	85
Very positive impact	83	30	25	11	14	9	4	6	7	15	12	13	16	6	25	14	38
	41%	46%	49%	24%	42%	49%	20%	30%	33%	58%	43%	47%	42%	43%	34%	46%	45%
Somewhat positive impact	38	15	9	7	8	2	3	2	7	6	7	4	6	5	11	11	11
	19%	22%	17%	15%	22%	10%	16%	11%	33%	25%	24%	15%	16%	40%	15%	34%	13%
Little to no positive impact	65	19	12	24	10	7	10	9	7	5	9	11	8	2	31	5	27
	33%	30%	24%	53%	28%	42%	52%	45%	30%	17%	30%	38%	22%	17%	43%	16%	32%
Unsure	15	1	5	3	3	-	2	3	1	-	1	-	8	-	6	1	8
	7%	2%	10%	8%	8%		13%	13%	4%		3%		20%		8%	4%	9%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	401	187	213	75	89	110	126	330	34	18	8	9
	100	100	100	100	100	100	100	100	100	100	100	100
A humanitarian problem	153	57	95	35	37	42	39	119	18	9	5	2
	38%	31%	45%	47%	41%	38%	31%	36%	52%	50%	57%	17%
A security problem	222	120	102	32	50	65	76	192	11	8	4	8
	56%	64%	48%	42%	56%	59%	60%	58%	33%	43%	43%	83%
Unsure	26	10	16	8	3	2	12	19	5	1	-	-
	6%	5%	7%	11%	3%	2%	10%	6%	15%	7%	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	401	247	153	198	133	50	21	156	84	160	195	181	91	69	196
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A humanitarian problem	153	77	75	55	64	22	11	32	31	90	13	128	38	28	68
	38%	31%	49%	28%	48%	45%	54%	20%	37%	56%	7%	71%	42%	41%	35%
A security problem	222	150	72	129	63	21	10	118	45	59	176	34	44	35	120
	56%	61%	47%	65%	47%	42%	46%	75%	54%	37%	91%	19%	48%	51%	61%
Unsure	26	20	6	14	6	6	-	7	7	12	5	19	10	5	7
	6%	8%	4%	7%	4%	13%	-	4%	9%	7%	3%	10%	10%	7%	4%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	State						Swing	Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure	
Total	401 100	-	-	-	-	401 100	-	29 100	5 100	15 100	302 100	47 100	29 100	8 100	19 100	24 100	6 100	
A humanitarian problem	153 38%	-	-	-	-	153 38%	-	16 55%	2 33%	-	118 39%	18 39%	4 13%	4 45%	5 29%	14 59%	3 60%	
A security problem	222 56%	-	-	-	-	222 56%	-	12 41%	4 67%	13 88%	164 54%	27 58%	22 76%	4 55%	11 56%	9 38%	2 40%	
Unsure	26 6%	-	-	-	-	26 6%	-	1 4%	-	2 12%	20 7%	1 3%	3 11%	-	3 15%	1 2%	-	

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	401	117	89	101	81	37	39	58	53	37	50	52	74	31	154	54	162
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A humanitarian problem	153	44	49	24	30	13	12	19	13	22	25	23	26	15	44	17	77
	38%	37%	55%	23%	37%	35%	31%	33%	25%	59%	49%	44%	35%	48%	28%	32%	47%
A security problem	222	65	35	74	45	21	27	36	36	11	23	29	39	12	97	35	79
	56%	55%	40%	73%	55%	55%	69%	63%	68%	30%	45%	56%	54%	39%	63%	65%	49%
Unsure	26	9	5	4	6	4	-	2	4	4	3	-	8	4	14	2	6
	6%	7%	5%	4%	7%	11%		4%	7%	11%	6%		12%	13%	9%	3%	4%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 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	200	107	93	31	42	61	66	158	21	11	3	6
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	103	92	31	43	53	68	157	16	10	5	7
MEAN	4.03	4.13	3.93	3.97	4.03	3.77	4.31	4.03	3.70	4.05	4.35	4.92
1 - Do not worry at all	12	6	6	2	4	4	2	10	2	-	0	-
	6%	6%	6%	6%	9%	6%	4%	6%	8%	-	7%	-
2	18	8	10	2	3	10	3	13	3	1	0	-
	9%	7%	11%	6%	6%	17%	4%	8%	16%	10%	5%	-
3	33	15	18	7	5	11	10	24	5	4	-	0
	17%	14%	19%	23%	11%	18%	16%	15%	25%	33%	-	4%
4	26	14	12	3	8	7	8	25	-	-	1	-
	13%	13%	13%	11%	20%	11%	12%	16%	-	-	20%	-
5 - Worry about it a great deal	111	63	47	16	22	30	43	85	11	6	2	6
	55%	59%	51%	51%	54%	48%	65%	54%	51%	57%	68%	96%
Unsure	1	1	-	1	-	-	-	1	-	-	-	-
	*%	1%	-	3%	-	-	-	1%	-	-	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 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	200	124	76	94	64	31	11	80	35	85	98	87	44	38	91
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	118	77	93	64	25	13	78	40	77	100	79	41	35	93
MEAN	4.03	4.11	3.91	4.10	3.94	4.12	3.78	4.33	4.00	3.77	4.60	3.46	4.36	3.71	4.08
1 - Do not worry at all	12	5	7	5	6	-	2	2	3	7	2	9	2	2	6
	6%	4%	10%	5%	9%	-	17%	3%	7%	8%	2%	11%	5%	6%	6%
2	18	12	5	8	5	5	-	6	3	9	1	15	1	5	8
	9%	10%	7%	8%	8%	15%	-	7%	8%	11%	1%	17%	2%	14%	9%
3	33	21	12	14	9	6	3	9	6	19	8	21	7	10	11
	17%	17%	16%	15%	15%	21%	24%	11%	16%	22%	8%	24%	15%	27%	12%
4	26	13	13	13	12	-	1	10	5	11	14	10	2	3	16
	13%	11%	17%	14%	18%	-	6%	12%	15%	13%	14%	11%	6%	7%	18%
5 - Worry about it a great deal	111	72	38	53	32	19	6	53	18	39	72	32	31	17	51
	55%	58%	51%	56%	50%	64%	53%	66%	53%	46%	74%	36%	70%	45%	56%
Unsure	1	1	-	1	-	-	-	1	-	-	1	-	1	-	-
	*%	1%	-	1%	-	-	-	1%	-	-	1%	-	2%	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 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	200	-	-	-	-	200	-	15	3	7	153	27	12	4	9	11	2
	100					100		100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	-	-	-	-	195	-	16	3	7	153	18	13	3	10	13	3
MEAN	4.03	-	-	-	-	4.03	-	3.73	3.22	5.00	4.11	3.92	3.85	4.13	4.09	3.94	3.23
1 - Do not worry at all	12 6%	-	-	-	-	12 6%	-	1 8%	-	-	8 5%	1 4%	1 10%	-	-	-	-
2	18 9%	-	-	-	-	18 9%	-	2 10%	-	-	12 8%	3 13%	1 5%	-	0 3%	3 24%	1 27%
3	33 17%	-	-	-	-	33 17%	-	4 27%	3 78%	-	23 15%	6 22%	3 24%	2 44%	3 28%	1 10%	1 48%
4	26 13%	-	-	-	-	26 13%	-	2 13%	1 22%	-	21 14%	2 9%	1 6%	-	2 18%	2 15%	-
5 - Worry about it a great deal	111 55%	-	-	-	-	111 55%	-	6 43%	-	6 88%	88 58%	14 52%	6 48%	2 56%	4 42%	6 51%	1 25%
Unsure	1 *%	-	-	-	-	1 *%	-	-	-	1 12%	-	-	1 7%	-	1 9%	-	-

Echelon Insights  
Focus 2024 Survey  
N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	52	38	56	47	20	20	37	30	11	21	25	36	17	81	23	79
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	53	35	58	41	18	23	31	31	13	20	22	37	13	86	23	73
MEAN	4.03	3.99	3.83	4.03	4.29	4.10	3.97	3.85	4.59	3.74	4.09	3.66	4.07	4.27	4.23	4.01	3.78
1 - Do not worry at all	12	4	2	4	2	2	1	3	1	0	3	1	2	2	2	2	7
	6%	8%	5%	8%	4%	8%	6%	8%	2%	2%	12%	5%	5%	9%	2%	7%	9%
2	18	5	5	4	3	1	2	5	-	1	1	5	3	-	8	1	9
	9%	9%	13%	7%	7%	4%	7%	15%		10%	5%	21%	7%		9%	4%	12%
3	33	9	7	7	7	3	3	5	4	4	2	6	6	3	11	5	15
	17%	17%	20%	13%	14%	17%	15%	13%	13%	34%	8%	24%	18%	14%	13%	24%	19%
4	26	5	7	12	2	1	6	5	2	2	3	2	6	1	11	3	12
	13%	10%	19%	21%	4%	7%	27%	14%	7%	20%	13%	6%	16%	7%	13%	13%	15%
5 - Worry about it a great deal	111	29	16	29	32	12	9	19	24	4	13	11	19	12	50	12	37
	55%	57%	43%	52%	69%	60%	44%	51%	78%	34%	62%	45%	54%	69%	61%	53%	46%
Unsure	1	-	-	-	1	1	-	-	-	-	-	-	-	-	1	-	-
	*%				2%	4%									1%		

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 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	200	107	93	31	42	61	66	158	21	11	3	6
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	103	92	31	43	53	68	157	16	10	5	7
MEAN	3.76	3.66	3.87	3.70	3.72	3.56	3.99	3.70	3.93	3.79	4.79	3.99
1 - Do not worry at all	16	11	5	2	5	5	3	12	2	1	-	1
	8%	10%	5%	7%	13%	9%	4%	8%	9%	5%	-	18%
2	23	15	8	4	2	12	6	21	2	-	-	0
	12%	14%	9%	12%	5%	19%	9%	13%	9%	-	-	4%
3	40	17	22	8	9	10	14	31	4	5	0	-
	20%	16%	24%	25%	20%	16%	20%	20%	17%	44%	6%	-
4	31	17	14	4	6	9	12	28	-	1	0	1
	15%	16%	15%	12%	14%	15%	19%	18%	-	13%	7%	15%
5 - Worry about it a great deal	86	45	41	13	18	23	32	63	12	4	3	4
	43%	42%	45%	41%	43%	38%	49%	40%	57%	38%	81%	62%
Unsure	4	3	2	1	2	2	-	3	2	-	0	-
	2%	2%	2%	3%	4%	3%	-	2%	8%	-	5%	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	124	76	94	64	31	11	80	35	85	98	87	44	38	91
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	118	77	93	64	25	13	78	40	77	100	79	41	35	93
MEAN	3.76	3.85	3.62	3.64	3.80	4.52	2.56	3.69	3.62	3.88	3.84	3.63	3.99	3.80	3.60
1 - Do not worry at all	16	10	5	10	2	1	3	6	2	7	8	8	4	3	9
	8%	8%	7%	10%	4%	2%	28%	8%	7%	9%	8%	9%	8%	7%	10%
2	23	11	12	11	10	0	2	13	5	5	12	9	2	5	14
	12%	9%	16%	11%	16%	1%	17%	16%	15%	6%	12%	10%	5%	12%	16%
3	40	26	14	21	10	5	4	15	9	15	16	21	10	9	15
	20%	21%	18%	23%	15%	15%	37%	19%	27%	18%	16%	24%	22%	23%	16%
4	31	14	17	13	15	2	1	9	4	18	13	17	4	3	17
	15%	12%	22%	14%	24%	5%	10%	11%	12%	21%	13%	20%	9%	7%	19%
5 - Worry about it a great deal	86	60	26	38	25	22	1	35	13	38	47	32	24	19	34
	43%	48%	34%	41%	39%	71%	9%	43%	39%	45%	48%	36%	55%	50%	37%
Unsure	4	3	2	1	2	2	-	3	0	2	3	-	1	-	2
	2%	2%	2%	1%	3%	6%	-	3%	1%	2%	3%	-	2%	-	2%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 Percentage Points

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

	Total	State						Swing			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	200	-	-	-	-	200	-	15	3	7	153	27	12	4	9	11	2			
	100					100		100	100	100	100	100	100	100	100	100	100			
Unweighted Total	195	-	-	-	-	195	-	16	3	7	153	18	13	3	10	13	3			
MEAN	3.76	-	-	-	-	3.76	-	4.01	3.95	3.40	3.74	3.94	3.58	4.13	4.24	3.77	4.73			
1 - Do not worry at all	16 8%	-	-	-	-	16 8%	-	-	-	1 9%	14 9%	1 3%	1 10%	-	-	-	-			
2	23 12%	-	-	-	-	23 12%	-	2 14%	-	1 20%	17 11%	4 14%	1 10%	-	-	2 18%	-			
3	40 20%	-	-	-	-	40 20%	-	3 19%	2 53%	2 22%	31 21%	6 22%	2 12%	2 44%	3 28%	3 29%	-			
4	31 15%	-	-	-	-	31 15%	-	1 8%	-	-	24 16%	2 6%	2 19%	-	1 12%	1 11%	1 27%			
5 - Worry about it a great deal	86 43%	-	-	-	-	86 43%	-	7 47%	2 47%	3 37%	65 43%	15 54%	4 29%	2 56%	5 51%	5 42%	2 73%			
Unsure	4 2%	-	-	-	-	4 2%	-	2 12%	-	1 12%	2 1%	-	3 20%	-	1 9%	-	-			

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	52	38	56	47	20	20	37	30	11	21	25	36	17	81	23	79
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	53	35	58	41	18	23	31	31	13	20	22	37	13	86	23	73
MEAN	3.76	4.03	3.69	3.69	3.66	3.44	3.45	3.43	4.21	4.13	4.00	3.74	3.81	3.62	3.98	3.61	3.61
1 - Do not worry at all	16	3	2	4	6	2	4	4	1	-	2	1	2	2	5	2	7
	8%	6%	4%	8%	12%	11%	19%	11%	2%	-	8%	6%	6%	9%	6%	9%	9%
2	23	4	4	8	8	4	1	8	3	-	1	4	3	-	4	6	13
	12%	8%	10%	13%	16%	19%	6%	21%	8%	-	4%	16%	9%	-	5%	25%	17%
3	40	7	14	12	6	4	5	4	4	3	4	6	9	7	18	3	11
	20%	14%	36%	20%	12%	21%	23%	12%	13%	30%	18%	23%	26%	41%	23%	15%	14%
4	31	9	5	10	5	1	3	7	6	3	3	2	6	3	12	0	16
	15%	18%	13%	19%	10%	4%	14%	20%	19%	26%	14%	8%	18%	18%	14%	1%	20%
5 - Worry about it a great deal	86	26	14	22	22	8	8	12	17	5	10	11	15	5	40	11	29
	43%	50%	37%	40%	47%	40%	37%	32%	57%	44%	49%	46%	41%	31%	49%	51%	37%
Unsure	4	2	-	-	1	1	-	2	-	-	2	0	-	-	3	-	2
	2%	3%	-	-	2%	4%	3%	4%	-	-	8%	1%	-	3%	-	2%	2%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 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	200	107	93	31	42	61	66	158	21	11	3	6
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	103	92	31	43	53	68	157	16	10	5	7
MEAN	3.51	3.64	3.36	3.02	3.63	3.39	3.75	3.51	3.16	3.03	4.78	4.77
1 - Do not worry at all	35	20	16	7	9	11	7	26	9	1	-	-
	18%	18%	17%	24%	22%	18%	11%	16%	42%	8%		
2	30	11	20	5	5	8	13	27	-	3	0	-
	15%	10%	21%	18%	11%	12%	19%	17%		27%	5%	
3	24	13	11	5	2	12	5	18	2	4	-	-
	12%	12%	11%	16%	4%	19%	8%	11%	8%	38%		
4	17	9	8	4	3	6	4	14	-	1	0	1
	8%	9%	8%	14%	8%	9%	6%	9%		10%	6%	23%
5 - Worry about it a great deal	92	54	38	8	23	24	37	72	11	2	3	5
	46%	50%	41%	27%	55%	40%	56%	45%	50%	18%	89%	77%
Unsure	2	1	1	1	-	1	-	2	-	-	-	-
	1%	1%	1%	3%		2%		1%				

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 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	200	124	76	94	64	31	11	80	35	85	98	87	44	38	91
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	118	77	93	64	25	13	78	40	77	100	79	41	35	93
MEAN	3.51	3.79	3.04	3.83	3.03	3.64	3.10	4.01	3.29	3.12	4.61	2.33	4.01	2.94	3.54
1 - Do not worry at all	35	16	19	10	15	5	4	7	3	25	2	29	4	14	15
	18%	13%	26%	11%	24%	18%	38%	9%	9%	30%	2%	34%	8%	37%	16%
2	30	17	13	14	13	3	-	11	10	9	3	26	4	5	16
	15%	14%	18%	15%	21%	11%	-	14%	30%	10%	3%	29%	10%	12%	17%
3	24	11	13	7	11	4	2	6	5	13	4	17	4	4	9
	12%	9%	17%	7%	17%	13%	18%	7%	14%	16%	4%	19%	9%	9%	10%
4	17	14	3	12	3	2	0	7	5	5	13	3	6	2	7
	8%	11%	4%	12%	4%	8%	2%	8%	16%	6%	13%	4%	12%	5%	7%
5 - Worry about it a great deal	92	66	26	50	22	16	5	49	11	32	75	11	25	14	44
	46%	53%	35%	54%	33%	51%	42%	61%	31%	38%	77%	13%	56%	37%	49%
Unsure	2	1	1	1	1	-	-	1	-	1	1	1	2	-	-
	1%	1%	1%	1%	1%	-	-	1%	-	1%	1%	1%	4%	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 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	200	-	-	-	-	200	-	15	3	7	153	27	12	4	9	11	2			
	100					100		100	100	100	100	100	100	100	100	100	100			
Unweighted Total	195	-	-	-	-	195	-	16	3	7	153	18	13	3	10	13	3			
MEAN	3.51	-	-	-	-	3.51	-	3.14	2.64	4.28	3.59	2.97	4.39	2.97	2.80	3.59	2.97			
1 - Do not worry at all	35	-	-	-	-	35	-	4	2	-	24	7	-	2	4	-	-			
	18%					18%		25%	53%		16%	27%		44%	40%					
2	30	-	-	-	-	30	-	2	-	-	24	5	1	-	-	3	1			
	15%					15%		14%			16%	18%	5%			30%	52%			
3	24	-	-	-	-	24	-	3	-	1	16	4	2	-	1	1	-			
	12%					12%		18%		20%	11%	16%	17%		10%	5%				
4	17	-	-	-	-	17	-	1	1	2	13	2	1	1	2	3	1			
	8%					8%		7%	26%	22%	8%	8%	7%	29%	21%	29%	48%			
5 - Worry about it a great deal	92	-	-	-	-	92	-	5	1	3	75	8	8	1	2	3	-			
	46%					46%		36%	22%	45%	49%	30%	63%	28%	20%	27%				
Unsure	2	-	-	-	-	2	-	-	-	1	1	-	1	-	1	1	-			
	1%					1%				12%	1%		7%		9%	9%				

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 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	200	52	38	56	47	20	20	37	30	11	21	25	36	17	81	23	79
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	53	35	58	41	18	23	31	31	13	20	22	37	13	86	23	73
MEAN	3.51	3.32	3.42	3.80	3.48	3.09	3.58	3.49	4.19	2.89	3.67	3.24	3.38	3.22	3.91	3.17	3.25
1 - Do not worry at all	35 18%	10 20%	5 14%	10 18%	9 18%	4 21%	5 22%	7 19%	4 12%	3 29%	5 22%	4 17%	4 10%	3 15%	8 10%	5 22%	19 25%
2	30 15%	10 20%	8 20%	2 4%	7 14%	3 15%	2 10%	4 11%	2 6%	2 23%	3 12%	4 15%	11 31%	5 28%	9 11%	4 19%	12 15%
3	24 12%	5 10%	5 14%	7 13%	6 12%	4 22%	1 6%	6 16%	2 6%	1 5%	1 3%	6 24%	4 10%	3 18%	8 10%	2 11%	10 12%
4	17 8%	4 7%	4 10%	5 9%	4 9%	2 11%	2 12%	4 10%	1 3%	2 18%	1 4%	2 9%	3 8%	-	10 13%	2 8%	5 6%
5 - Worry about it a great deal	92 46%	22 42%	15 39%	32 56%	21 45%	5 27%	10 50%	16 45%	22 73%	3 26%	13 59%	8 32%	15 41%	7 40%	44 55%	8 35%	33 42%
Unsure	2 1%	-	1 2%	-	1 2%	1 4%	-	-	-	-	-	1 4%	-	-	1 1%	1 4%	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 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	200	107	93	31	42	61	66	158	21	11	3	6
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	103	92	31	43	53	68	157	16	10	5	7
MEAN	3.36	3.46	3.26	3.45	3.42	3.25	3.40	3.27	3.82	3.24	4.58	3.66
1 - Do not worry at all	33	18	15	6	3	11	13	26	4	2	0	1
	16%	16%	16%	20%	6%	18%	19%	16%	18%	18%	5%	18%
2	22	8	15	3	9	6	5	20	-	2	-	0
	11%	7%	16%	9%	21%	10%	7%	13%	-	19%	-	4%
3	48	27	21	4	9	18	17	43	1	3	0	1
	24%	25%	23%	14%	21%	29%	25%	27%	7%	23%	7%	15%
4	29	18	11	5	9	9	7	21	7	-	0	1
	15%	17%	12%	15%	20%	15%	10%	13%	34%	-	6%	19%
5 - Worry about it a great deal	65	37	29	12	11	17	25	47	9	4	3	3
	33%	34%	31%	39%	27%	28%	38%	29%	42%	40%	81%	44%
Unsure	3	1	2	1	2	-	-	3	-	-	-	-
	1%	1%	2%	3%	4%	-	-	2%	-	-	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 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	200	124	76	94	64	31	11	80	35	85	98	87	44	38	91
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	118	77	93	64	25	13	78	40	77	100	79	41	35	93
MEAN	3.36	3.63	2.93	3.46	3.00	4.14	2.52	3.62	3.19	3.20	4.06	2.70	3.63	3.45	3.23
1 - Do not worry at all	33	14	19	13	13	2	5	8	5	19	3	27	7	6	14
	16%	11%	25%	13%	21%	5%	48%	10%	15%	23%	3%	31%	16%	15%	16%
2	22	11	12	9	11	2	0	6	5	11	3	15	0	4	15
	11%	9%	15%	9%	18%	7%	2%	8%	16%	12%	3%	17%	1%	10%	16%
3	48	30	18	27	15	3	3	22	9	17	27	18	11	8	23
	24%	24%	23%	29%	23%	9%	23%	28%	25%	20%	27%	20%	25%	21%	25%
4	29	21	9	12	8	8	0	9	8	12	17	11	8	8	10
	15%	17%	11%	13%	13%	27%	3%	12%	24%	14%	17%	13%	19%	22%	11%
5 - Worry about it a great deal	65	48	17	32	15	16	3	31	7	27	46	16	17	12	27
	33%	38%	23%	34%	23%	52%	24%	39%	21%	32%	47%	18%	38%	31%	30%
Unsure	3	1	2	1	2	-	-	3	-	-	3	-	1	-	2
	1%	1%	2%	1%	3%	-	-	3%	-	-	3%	-	2%	-	2%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 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	200	-	-	-	-	200	-	15	3	7	153	27	12	4	9	11	2
	100					100		100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	-	-	-	-	195	-	16	3	7	153	18	13	3	10	13	3
MEAN	3.36	-	-	-	-	3.36	-	2.81	3.78	4.28	3.33	3.46	3.89	4.28	4.02	2.77	2.25
1 - Do not worry at all	33 16%	-	-	-	-	33 16%	-	3 18%	-	-	25 16%	4 17%	1 10%	-	0 3%	2 21%	-
2	22 11%	-	-	-	-	22 11%	-	5 32%	-	-	18 12%	2 8%	1 5%	-	1 9%	2 20%	2 75%
3	48 24%	-	-	-	-	48 24%	-	3 23%	1 22%	1 20%	40 26%	6 21%	2 17%	-	-	4 40%	1 25%
4	29 15%	-	-	-	-	29 15%	-	1 6%	3 78%	2 22%	18 12%	6 23%	2 14%	3 72%	5 50%	-	-
5 - Worry about it a great deal	65 33%	-	-	-	-	65 33%	-	3 22%	-	3 45%	50 33%	9 32%	6 47%	1 28%	3 29%	2 19%	-
Unsure	3 1%	-	-	-	-	3 1%	-	-	-	1 12%	2 1%	-	1 7%	-	1 9%	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 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	200	52	38	56	47	20	20	37	30	11	21	25	36	17	81	23	79
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	53	35	58	41	18	23	31	31	13	20	22	37	13	86	23	73
MEAN	3.36	3.19	3.33	3.29	3.73	3.21	3.33	3.29	3.89	3.88	3.51	3.18	2.99	2.91	3.60	4.02	3.03
1 - Do not worry at all	33 16%	7 14%	7 19%	9 15%	7 14%	5 26%	1 5%	8 21%	4 12%	1 9%	2 8%	3 14%	9 25%	5 27%	9 11%	2 11%	17 21%
2	22 11%	10 20%	5 12%	6 11%	1 2%	1 3%	5 24%	1 3%	1 3%	2 20%	4 19%	5 19%	4 11%	2 12%	6 8%	1 4%	13 17%
3	48 24%	11 21%	9 24%	17 30%	10 21%	3 17%	6 30%	11 29%	7 22%	1 8%	3 13%	7 30%	10 28%	5 30%	22 27%	2 9%	18 23%
4	29 15%	8 16%	3 8%	9 16%	9 19%	5 24%	3 17%	7 19%	3 9%	-	5 24%	2 9%	4 11%	1 5%	13 16%	6 27%	9 11%
5 - Worry about it a great deal	65 33%	13 26%	14 37%	15 27%	20 42%	5 26%	5 25%	10 28%	16 54%	7 63%	6 28%	7 28%	9 25%	5 26%	30 36%	11 50%	20 25%
Unsure	3 1%	2 3%	-	-	1 2%	1 4%	-	-	-	-	2 8%	-	-	-	1 1%	-	2 2%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 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	200	107	93	31	42	61	66	158	21	11	3	6
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	103	92	31	43	53	68	157	16	10	5	7
MEAN	3.40	3.47	3.33	2.58	3.24	3.35	3.92	3.46	3.36	3.11	1.98	3.47
1 - Do not worry at all	47	26	21	12	11	15	8	32	7	3	3	2
	23%	24%	23%	38%	28%	25%	12%	20%	34%	28%	74%	37%
2	19	7	11	3	3	5	8	19	-	-	-	-
	9%	7%	12%	9%	8%	7%	12%	12%				
3	21	11	10	8	6	5	3	16	2	4	-	-
	11%	10%	11%	25%	14%	7%	5%	10%	9%	31%		
4	28	12	16	2	5	13	8	26	-	2	0	0
	14%	12%	17%	8%	13%	21%	11%	16%		16%	6%	4%
5 - Worry about it a great deal	81	47	34	6	16	21	39	64	10	3	1	4
	41%	44%	37%	18%	37%	35%	58%	40%	50%	25%	20%	59%
Unsure	4	4	-	1	-	3	1	3	2	-	-	-
	2%	4%		3%		4%	1%	2%	8%			

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 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	200	124	76	94	64	31	11	80	35	85	98	87	44	38	91
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	118	77	93	64	25	13	78	40	77	100	79	41	35	93
MEAN	3.40	3.78	2.78	3.89	2.81	3.40	2.63	3.82	2.68	3.30	4.31	2.61	3.50	3.55	3.37
1 - Do not worry at all	47	24	23	15	17	9	6	13	12	22	7	35	11	9	19
	23%	19%	30%	16%	26%	30%	51%	16%	34%	26%	7%	40%	24%	23%	21%
2	19	5	14	5	14	-	-	4	6	9	2	12	3	1	13
	9%	4%	18%	5%	22%			5%	16%	10%	2%	14%	7%	4%	14%
3	21	9	12	6	10	4	2	8	7	6	8	9	5	4	11
	11%	8%	16%	6%	15%	12%	16%	10%	20%	7%	8%	11%	11%	11%	12%
4	28	20	8	18	8	2	0	13	2	13	17	11	3	7	10
	14%	16%	11%	19%	12%	6%	2%	17%	6%	15%	18%	13%	6%	19%	12%
5 - Worry about it a great deal	81	64	17	50	14	14	4	40	8	33	62	19	22	16	36
	41%	51%	23%	53%	22%	46%	31%	50%	24%	38%	63%	22%	50%	43%	40%
Unsure	4	3	2	1	2	2	-	2	-	2	2	1	1	-	2
	2%	2%	2%	1%	3%	5%		2%		3%	2%	1%	2%		2%

Echelon Insights  
Focus 2024 Survey  
N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 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	200	-	-	-	-	200	-	15	3	7	153	27	12	4	9	11	2			
	100					100		100	100	100	100	100	100	100	100	100	100			
Unweighted Total	195	-	-	-	-	195	-	16	3	7	153	18	13	3	10	13	3			
MEAN	3.40	-	-	-	-	3.40	-	1.92	2.17	4.50	3.40	3.74	3.27	2.11	2.59	2.57	2.22			
1 - Do not worry at all	47	-	-	-	-	47	-	5	2	-	36	3	4	3	4	3	1			
	23%					23%		33%	53%		23%	13%	31%	72%	44%	31%	27%			
2	19	-	-	-	-	19	-	5	-	-	18	-	-	-	1	2	1			
	9%					9%		31%			12%				9%	14%	25%			
3	21	-	-	-	-	21	-	4	1	1	13	7	1	-	1	2	1			
	11%					11%		25%	26%	20%	8%	27%	7%		10%	18%	48%			
4	28	-	-	-	-	28	-	-	1	0	23	6	-	-	-	2	-			
	14%					14%			22%	3%	15%	21%				19%				
5 - Worry about it a great deal	81	-	-	-	-	81	-	-	-	4	63	11	5	1	3	1	-			
	41%					41%				64%	41%	39%	42%	28%	29%	9%				
Unsure	4	-	-	-	-	4	-	2	-	1	1	-	3	-	1	1	-			
	2%					2%		11%		12%	1%		20%		9%	9%				

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 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	200	52	38	56	47	20	20	37	30	11	21	25	36	17	81	23	79
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	53	35	58	41	18	23	31	31	13	20	22	37	13	86	23	73
MEAN	3.40	3.24	3.47	3.52	3.38	2.39	3.10	3.46	4.41	2.91	3.38	3.18	3.52	2.76	3.95	3.25	3.03
1 - Do not worry at all	47	12	8	13	12	8	7	9	2	4	5	7	6	6	10	5	26
	23%	24%	22%	23%	26%	39%	34%	24%	7%	37%	22%	27%	17%	33%	12%	24%	33%
2	19	6	4	3	4	2	2	2	1	1	1	2	7	4	3	2	10
	9%	12%	9%	5%	9%	10%	10%	7%	4%	7%	7%	9%	19%	21%	4%	7%	12%
3	21	6	4	5	6	7	1	3	1	1	5	2	2	3	9	5	4
	11%	12%	11%	9%	13%	33%	4%	7%	3%	10%	24%	8%	7%	15%	11%	23%	6%
4	28	9	7	11	1	0	4	5	4	2	2	8	4	-	15	3	10
	14%	18%	17%	20%	2%	1%	18%	14%	12%	20%	8%	33%	11%	19%	11%	13%	
5 - Worry about it a great deal	81	17	16	23	23	3	7	15	22	3	9	6	17	5	41	8	27
	41%	33%	41%	41%	48%	14%	35%	42%	72%	26%	40%	24%	47%	31%	51%	34%	34%
Unsure	4	-	-	2	1	1	-	3	1	-	-	-	-	-	3	-	2
	2%			3%	2%	4%		7%	2%						3%		2%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	80	121	44	48	49	60	172	13	7	5	3
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	205	91	114	51	50	46	58	174	15	6	4	6
Very positive impact	67	32	35	11	18	19	19	58	2	2	4	1
	33%	40%	29%	25%	37%	38%	32%	34%	12%	29%	70%	42%
Somewhat positive impact	40	12	28	9	7	14	10	31	6	1	1	0
	20%	15%	23%	20%	14%	29%	17%	18%	42%	15%	30%	10%
Little to no positive impact	73	31	43	23	18	12	20	65	4	3	-	2
	37%	38%	35%	52%	38%	25%	34%	38%	29%	39%	-	48%
Unsure	20	6	14	2	5	4	10	17	2	1	-	-
	10%	7%	12%	4%	10%	7%	17%	10%	17%	17%	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	123	78	104	68	19	10	76	49	75	97	94	47	31	105
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	205	119	86	101	73	18	13	73	53	79	94	96	43	34	109
Very positive impact	67	43	23	38	20	5	3	38	14	15	61	5	14	12	35
	33%	35%	30%	37%	30%	28%	33%	50%	28%	20%	63%	5%	30%	38%	33%
Somewhat positive impact	40	29	11	23	9	6	2	12	9	19	18	20	12	3	23
	20%	23%	15%	22%	13%	32%	25%	16%	18%	25%	19%	21%	25%	10%	22%
Little to no positive impact	73	37	37	32	34	5	3	19	19	36	10	58	17	9	40
	37%	30%	47%	31%	49%	28%	30%	25%	38%	47%	10%	61%	35%	28%	38%
Unsure	20	14	6	11	5	2	1	6	8	6	8	12	5	7	8
	10%	11%	8%	11%	8%	12%	13%	8%	17%	8%	8%	12%	10%	24%	7%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 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	200	-	-	-	-	200	-	14	2	8	149	20	17	4	10	13	3			
	100					100		100	100	100	100	100	100	100	100	100	100			
Unweighted Total	205	-	-	-	-	205	-	19	2	7	148	17	18	4	9	12	3			
Very positive impact	67	-	-	-	-	67	-	1	1	4	50	3	9	2	3	0	-			
	33%					33%		10%	40%	52%	34%	14%	57%	44%	34%	2%				
Somewhat positive impact	40	-	-	-	-	40	-	4	-	2	28	10	2	2	2	8	2			
	20%					20%		32%		25%	19%	50%	11%	56%	24%	66%	69%			
Little to no positive impact	73	-	-	-	-	73	-	6	-	1	57	3	4	-	3	2	1			
	37%					37%		48%		10%	39%	15%	21%		27%	16%	31%			
Unsure	20	-	-	-	-	20	-	1	1	1	14	4	2	-	1	2	-			
	10%					10%		10%	60%	12%	9%	21%	11%		15%	15%				

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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			
		Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	200	65	51	45	34	18	19	21	22	26	29	28	38	14	72	31	83
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	205	66	44	55	34	23	21	22	25	28	29	24	33	11	80	29	85
Very positive impact	67	22	13	18	14	6	8	10	7	5	9	9	12	1	35	6	25
	33%	34%	25%	40%	41%	36%	45%	46%	33%	18%	33%	32%	32%	6%	48%	20%	30%
Somewhat positive impact	40	14	13	10	2	3	3	1	4	5	4	13	6	3	16	9	12
	20%	21%	26%	22%	6%	19%	13%	7%	20%	20%	15%	46%	15%	25%	22%	28%	14%
Little to no positive impact	73	24	19	12	17	8	7	9	7	15	12	4	13	8	14	14	38
	37%	37%	37%	27%	51%	45%	36%	41%	33%	56%	40%	13%	34%	58%	19%	45%	46%
Unsure	20	6	7	5	1	-	1	1	3	2	3	2	7	2	8	2	9
	10%	9%	13%	10%	3%		6%	6%	14%	6%	12%	8%	19%	11%	11%	7%	10%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

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

	Total	Gender		Age				Race				
		Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	200	80	121	44	48	49	60	172	13	7	5	3
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	205	91	114	51	50	46	58	174	15	6	4	6
Very positive impact	81	41	40	12	23	22	23	73	2	2	2	1
	40%	52%	33%	28%	48%	46%	39%	42%	15%	29%	49%	42%
Somewhat positive impact	33	11	22	6	6	10	11	29	2	1	1	0
	17%	14%	18%	13%	13%	21%	19%	17%	14%	17%	22%	10%
Little to no positive impact	77	26	51	24	19	13	21	65	5	4	1	2
	39%	33%	42%	55%	40%	26%	36%	38%	39%	54%	30%	48%
Unsure	9	1	8	1	-	3	4	5	4	-	-	-
	4%	1%	7%	3%		7%	7%	3%	31%			

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	123	78	104	68	19	10	76	49	75	97	94	47	31	105
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	205	119	86	101	73	18	13	73	53	79	94	96	43	34	109
Very positive impact	81	57	24	51	22	6	2	48	16	17	75	2	19	13	43
	40%	46%	31%	49%	32%	31%	21%	64%	32%	22%	78%	2%	40%	41%	41%
Somewhat positive impact	33	22	11	20	9	2	2	15	14	5	19	13	8	3	22
	17%	18%	14%	19%	13%	12%	24%	20%	28%	6%	20%	14%	17%	9%	21%
Little to no positive impact	77	35	42	28	37	7	5	11	19	47	1	71	15	12	39
	39%	28%	55%	27%	55%	36%	55%	14%	39%	63%	1%	75%	33%	40%	37%
Unsure	9	9	-	5	-	4	-	2	1	7	1	8	5	3	1
	4%	7%	-	5%	-	22%	-	2%	1%	9%	1%	9%	10%	10%	1%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 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			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	200	-	-	-	-	200	-	14	2	8	149	20	17	4	10	13	3			
	100					100		100	100	100	100	100	100	100	100	100	100			
Unweighted Total	205	-	-	-	-	205	-	19	2	7	148	17	18	4	9	12	3			
Very positive impact	81	-	-	-	-	81	-	3	1	6	57	8	9	2	4	-	-			
	40%					40%		25%	40%	78%	39%	42%	52%	44%	37%					
Somewhat positive impact	33	-	-	-	-	33	-	3	1	1	22	7	4	2	3	2	1			
	17%					17%		22%	60%	12%	15%	34%	22%	46%	33%	17%	35%			
Little to no positive impact	77	-	-	-	-	77	-	7	-	-	62	3	4	0	3	9	2			
	39%					39%		48%			42%	16%	25%	10%	31%	67%	65%			
Unsure	9	-	-	-	-	9	-	1	-	1	7	2	-	-	-	2	-			
	4%					4%		5%		10%	4%	8%			15%					

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	65	51	45	34	18	19	21	22	26	29	28	38	14	72	31	83
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	205	66	44	55	34	23	21	22	25	28	29	24	33	11	80	29	85
Very positive impact	81	28	11	27	14	7	12	10	12	5	11	13	11	3	36	15	26
	40%	42%	22%	60%	43%	42%	63%	46%	56%	18%	38%	46%	29%	24%	50%	49%	32%
Somewhat positive impact	33	8	14	8	4	2	3	4	2	4	3	7	9	3	18	1	12
	17%	12%	28%	17%	10%	12%	17%	18%	9%	14%	9%	24%	24%	22%	25%	3%	14%
Little to no positive impact	77	28	21	10	15	7	4	8	8	17	15	5	14	6	14	13	44
	39%	43%	42%	23%	44%	41%	20%	36%	35%	65%	52%	18%	36%	42%	20%	43%	53%
Unsure	9	2	4	-	1	1	-	-	-	1	-	3	4	2	4	2	1
	4%	3%	8%		2%	4%				3%		12%	11%	11%	6%	6%	1%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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				
		Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	200	80	121	44	48	49	60	172	13	7	5	3
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	205	91	114	51	50	46	58	174	15	6	4	6
Very positive impact	90	43	46	14	21	26	28	78	4	3	4	1
	45%	54%	38%	33%	45%	53%	47%	45%	27%	46%	70%	42%
Somewhat positive impact	49	18	31	10	12	13	14	39	6	3	1	0
	24%	23%	25%	23%	24%	27%	23%	23%	42%	37%	30%	10%
Little to no positive impact	45	15	30	16	12	8	8	40	2	1	-	2
	22%	19%	25%	36%	26%	17%	14%	23%	15%	17%	-	48%
Unsure	17	3	14	3	2	2	10	15	2	-	-	-
	9%	4%	12%	8%	5%	3%	16%	9%	17%	-	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	123	78	104	68	19	10	76	49	75	97	94	47	31	105
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	205	119	86	101	73	18	13	73	53	79	94	96	43	34	109
Very positive impact	90	58	32	50	28	7	4	46	21	23	73	13	18	16	48
	45%	47%	41%	49%	40%	39%	45%	60%	42%	31%	75%	14%	38%	52%	46%
Somewhat positive impact	49	31	18	23	16	8	2	20	9	20	16	32	13	6	26
	24%	25%	23%	22%	23%	40%	25%	26%	18%	27%	17%	34%	27%	19%	24%
Little to no positive impact	45	22	23	20	20	2	3	8	12	24	4	35	11	5	26
	22%	18%	30%	19%	30%	9%	30%	11%	24%	32%	4%	37%	22%	15%	24%
Unsure	17	12	5	10	5	2	-	2	8	8	3	14	6	4	5
	9%	10%	6%	10%	7%	12%	-	3%	15%	10%	3%	15%	12%	14%	5%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 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	200	-	-	-	-	200	-	14	2	8	149	20	17	4	10	13	3			
	100					100		100	100	100	100	100	100	100	100	100	100			
Unweighted Total	205	-	-	-	-	205	-	19	2	7	148	17	18	4	9	12	3			
Very positive impact	90	-	-	-	-	90	-	4	2	4	68	8	7	2	4	2	-			
	45%					45%		29%	100%	52%	45%	41%	45%	54%	41%	16%				
Somewhat positive impact	49	-	-	-	-	49	-	3	-	2	35	9	4	2	2	4	1			
	24%					24%		21%		25%	23%	43%	25%	46%	18%	32%	35%			
Little to no positive impact	45	-	-	-	-	45	-	6	-	1	36	0	3	-	3	4	1			
	22%					22%		45%		10%	24%	1%	19%		27%	28%	34%			
Unsure	17	-	-	-	-	17	-	1	-	1	11	3	2	-	1	3	1			
	9%					9%		5%		12%	8%	15%	11%		15%	23%	31%			

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	65	51	45	34	18	19	21	22	26	29	28	38	14	72	31	83
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	205	66	44	55	34	23	21	22	25	28	29	24	33	11	80	29	85
Very positive impact	90	31	15	25	19	6	12	12	13	8	9	14	15	3	37	18	32
	45%	48%	29%	55%	55%	36%	64%	57%	58%	30%	32%	50%	41%	21%	51%	58%	39%
Somewhat positive impact	49	14	15	9	9	5	4	5	5	5	8	8	9	7	20	3	19
	24%	21%	30%	20%	28%	28%	20%	23%	21%	20%	27%	31%	24%	53%	27%	10%	22%
Little to no positive impact	45	14	15	8	6	6	3	4	2	10	10	4	7	2	10	10	23
	22%	22%	30%	18%	17%	35%	16%	21%	8%	37%	33%	14%	17%	15%	14%	32%	27%
Unsure	17	6	6	3	-	-	-	-	3	3	2	2	7	2	6	-	9
	9%	9%	11%	6%					13%	13%	9%	6%	18%	11%	9%		11%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	80	121	44	48	49	60	172	13	7	5	3
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	205	91	114	51	50	46	58	174	15	6	4	6
Very positive impact	46	15	31	18	12	4	11	40	2	1	2	2
	23%	19%	26%	42%	25%	9%	19%	23%	14%	11%	34%	48%
Somewhat positive impact	70	26	44	10	12	22	26	56	6	4	3	1
	35%	32%	37%	23%	26%	45%	43%	33%	47%	54%	51%	35%
Little to no positive impact	74	38	36	15	21	21	18	68	3	2	1	1
	37%	48%	30%	34%	43%	43%	30%	40%	21%	35%	15%	18%
Unsure	10	0	9	1	3	2	5	7	2	-	-	-
	5%	*%	8%	2%	6%	3%	8%	4%	18%			

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	123	78	104	68	19	10	76	49	75	97	94	47	31	105
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	205	119	86	101	73	18	13	73	53	79	94	96	43	34	109
Very positive impact	46	23	23	19	22	4	2	10	10	26	7	36	14	6	21
	23%	19%	30%	18%	32%	22%	16%	13%	21%	34%	7%	38%	29%	19%	20%
Somewhat positive impact	70	47	23	37	19	10	4	23	17	30	25	43	20	8	38
	35%	38%	29%	36%	28%	51%	43%	31%	34%	40%	26%	45%	42%	24%	36%
Little to no positive impact	74	45	30	42	26	3	4	41	18	15	62	12	11	14	43
	37%	36%	38%	40%	38%	15%	40%	54%	37%	21%	64%	12%	23%	45%	41%
Unsure	10	8	2	6	2	2	0	2	4	4	3	5	3	4	3
	5%	6%	2%	5%	2%	12%	1%	2%	8%	5%	3%	5%	6%	12%	3%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 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	200	-	-	-	-	200	-	14	2	8	149	20	17	4	10	13	3
	100					100		100	100	100	100	100	100	100	100	100	100
Unweighted Total	205	-	-	-	-	205	-	19	2	7	148	17	18	4	9	12	3
Very positive impact	46	-	-	-	-	46	-	5	-	1	38	-	3	-	3	5	2
	23%					23%		35%		10%	25%		18%		31%	41%	65%
Somewhat positive impact	70	-	-	-	-	70	-	5	-	1	48	12	5	0	0	6	1
	35%					35%		39%		10%	32%	58%	28%	10%	4%	46%	35%
Little to no positive impact	74	-	-	-	-	74	-	1	2	6	56	8	8	3	5	1	-
	37%					37%		5%	100%	79%	37%	41%	48%	90%	52%	10%	
Unsure	10	-	-	-	-	10	-	3	-	-	7	0	1	-	1	0	-
	5%					5%		21%			5%	1%	5%		13%	3%	

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	65	51	45	34	18	19	21	22	26	29	28	38	14	72	31	83
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	205	66	44	55	34	23	21	22	25	28	29	24	33	11	80	29	85
Very positive impact	46	18	13	6	8	5	3	4	3	13	10	-	8	2	11	6	26
	23%	28%	25%	14%	23%	31%	14%	21%	14%	49%	33%		22%	15%	15%	21%	32%
Somewhat positive impact	70	23	20	13	13	3	7	7	9	7	6	15	17	11	21	12	26
	35%	34%	40%	28%	39%	16%	35%	33%	42%	27%	20%	54%	44%	79%	29%	39%	32%
Little to no positive impact	74	21	15	25	13	9	10	10	10	5	11	11	9	1	35	10	28
	37%	31%	30%	57%	38%	53%	51%	46%	43%	21%	38%	41%	23%	6%	49%	33%	34%
Unsure	10	4	3	0	-	-	-	-	0	1	3	2	5	-	5	2	2
	5%	6%	6%	0%					1%	3%	9%	5%	12%		7%	7%	3%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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				
		Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	200	80	121	44	48	49	60	172	13	7	5	3
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	205	91	114	51	50	46	58	174	15	6	4	6
Very positive impact	70	20	49	24	12	14	19	55	9	5	-	2
	35%	26%	41%	54%	26%	29%	32%	32%	67%	65%	-	48%
Somewhat positive impact	41	19	22	6	10	10	16	38	1	-	3	-
	21%	24%	18%	13%	20%	21%	26%	22%	4%	-	51%	-
Little to no positive impact	80	39	41	11	23	23	22	71	2	2	2	2
	40%	49%	34%	26%	48%	48%	37%	42%	12%	35%	49%	52%
Unsure	10	1	9	3	3	1	3	7	2	-	-	-
	5%	1%	7%	7%	6%	2%	5%	4%	17%	-	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	123	78	104	68	19	10	76	49	75	97	94	47	31	105
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	205	119	86	101	73	18	13	73	53	79	94	96	43	34	109
Very positive impact	70	35	34	26	29	10	5	18	13	40	7	58	16	9	36
	35%	29%	44%	25%	43%	52%	53%	23%	26%	53%	7%	62%	33%	31%	34%
Somewhat positive impact	41	26	16	24	14	2	1	15	8	18	19	20	12	4	23
	21%	21%	20%	23%	21%	9%	14%	20%	17%	24%	20%	21%	25%	14%	22%
Little to no positive impact	80	56	24	50	21	5	3	39	25	15	65	12	17	14	42
	40%	45%	31%	49%	31%	27%	32%	52%	51%	20%	67%	13%	37%	46%	40%
Unsure	10	6	4	4	4	2	-	4	3	3	5	4	2	3	4
	5%	5%	5%	4%	5%	12%	-	5%	6%	4%	5%	4%	5%	10%	4%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 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	200	-	-	-	-	200	-	14	2	8	149	20	17	4	10	13	3
	100					100		100	100	100	100	100	100	100	100	100	100
Unweighted Total	205	-	-	-	-	205	-	19	2	7	148	17	18	4	9	12	3
Very positive impact	70	-	-	-	-	70	-	5	-	1	50	6	4	0	2	10	2
	35%					35%		40%		12%	34%	31%	26%	10%	17%	76%	65%
Somewhat positive impact	41	-	-	-	-	41	-	2	1	1	33	3	3	-	-	2	-
	21%					21%		16%	40%	10%	22%	16%	19%			12%	
Little to no positive impact	80	-	-	-	-	80	-	5	1	6	59	9	9	2	6	1	1
	40%					40%		36%	60%	78%	39%	44%	55%	44%	65%	9%	35%
Unsure	10	-	-	-	-	10	-	1	-	-	7	2	-	2	2	0	-
	5%					5%		8%			5%	9%		46%	18%	3%	

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	65	51	45	34	18	19	21	22	26	29	28	38	14	72	31	83
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	205	66	44	55	34	23	21	22	25	28	29	24	33	11	80	29	85
Very positive impact	70	32	18	8	11	6	2	6	7	18	11	8	13	8	12	12	39
	35%	49%	35%	18%	33%	33%	10%	28%	31%	68%	37%	31%	33%	56%	16%	38%	47%
Somewhat positive impact	41	8	12	11	9	3	4	4	8	3	5	6	8	4	18	9	10
	21%	13%	24%	24%	26%	15%	24%	21%	35%	12%	18%	21%	20%	30%	25%	28%	12%
Little to no positive impact	80	23	17	26	13	8	12	11	7	3	10	13	15	2	36	11	31
	40%	35%	34%	58%	38%	48%	66%	51%	32%	10%	36%	45%	40%	15%	49%	34%	38%
Unsure	10	2	4	-	1	1	-	-	0	2	3	1	3	-	7	-	3
	5%	4%	8%		3%	4%			2%	9%	9%	3%	7%		9%		3%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 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	200	107	93	31	42	61	66	158	21	11	3	6
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	103	92	31	43	53	68	157	16	10	5	7
A GREAT DEAL OF/QUITE A BIT OF BLAME	121	65	56	21	26	38	36	96	12	5	3	5
	61%	61%	61%	69%	62%	62%	55%	60%	59%	43%	100%	78%
ONLY A LITTLE BLAME/NO BLAME AT ALL	63	34	29	6	13	18	26	51	7	4	-	0
	31%	31%	31%	18%	31%	29%	40%	32%	33%	35%		4%
A great deal of blame	63	39	23	8	12	26	16	49	5	1	3	4
	31%	37%	25%	27%	29%	42%	25%	31%	25%	12%	93%	59%
Quite a bit of blame	59	26	33	13	14	12	20	47	7	3	0	1
	29%	24%	35%	42%	33%	20%	30%	29%	34%	31%	7%	19%
Only a little blame	47	26	21	1	10	13	23	38	7	2	-	0
	23%	24%	23%	4%	24%	21%	34%	24%	32%	18%		4%
No blame at all	16	8	8	4	3	5	3	13	0	2	-	-
	8%	7%	9%	14%	7%	9%	5%	8%	2%	18%		
Unsure	16	9	8	4	3	5	4	11	2	2	-	1
	8%	8%	8%	13%	7%	9%	6%	7%	8%	22%		18%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	124	76	94	64	31	11	80	35	85	98	87	44	38	91
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	118	77	93	64	25	13	78	40	77	100	79	41	35	93
A GREAT DEAL OF/QUITE A BIT OF BLAME	121	75	46	58	38	17	8	51	21	49	81	32	26	21	62
	61%	61%	60%	62%	59%	57%	71%	64%	61%	57%	82%	36%	58%	55%	69%
ONLY A LITTLE BLAME/NO BLAME AT ALL	63	37	26	29	23	8	3	20	12	31	12	46	12	14	25
	31%	30%	34%	31%	35%	26%	29%	24%	34%	37%	13%	53%	26%	36%	28%
A great deal of blame	63	36	27	28	21	8	5	27	13	22	43	14	13	9	35
	31%	29%	35%	30%	33%	26%	49%	34%	38%	26%	44%	16%	29%	24%	39%
Quite a bit of blame	59	40	19	30	16	9	3	24	8	26	37	17	13	12	27
	29%	32%	25%	32%	25%	31%	22%	30%	23%	31%	38%	20%	29%	32%	30%
Only a little blame	47	29	18	21	17	8	1	14	8	25	9	36	8	14	19
	23%	23%	24%	23%	26%	25%	11%	18%	22%	29%	9%	41%	18%	36%	21%
No blame at all	16	8	8	7	6	0	2	5	4	6	4	10	4	-	6
	8%	6%	10%	8%	9%	1%	18%	7%	12%	7%	4%	12%	9%		7%
Unsure	16	12	4	7	4	5	-	10	2	5	5	9	7	3	3
	8%	10%	5%	8%	6%	17%		12%	5%	6%	5%	10%	15%	8%	4%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	-	-	-	-	200	-	15	3	7	153	27	12	4	9	11	2			
	100					100		100	100	100	100	100	100	100	100	100	100			
Unweighted Total	195	-	-	-	-	195	-	16	3	7	153	18	13	3	10	13	3			
A GREAT DEAL OF/QUITE A BIT OF BLAME	121 61%	-	-	-	-	121	-	9	3	4	93	16	9	4	6	5	2			
						61%		58%	100%	54%	61%	61%	70%	100%	61%	43%	73%			
ONLY A LITTLE BLAME/NO BLAME AT ALL	63 31%	-	-	-	-	63	-	4	-	1	50	8	1	-	3	3	1			
						31%		26%		19%	33%	29%	5%		30%	26%	27%			
A great deal of blame	63 31%	-	-	-	-	63	-	5	1	2	52	4	5	1	2	2	-			
						31%		33%	26%	32%	34%	15%	38%	28%	20%	20%				
Quite a bit of blame	59 29%	-	-	-	-	59	-	4	3	2	40	12	4	3	4	3	2			
						29%		26%	74%	22%	26%	46%	31%	72%	41%	23%	73%			
Only a little blame	47 23%	-	-	-	-	47	-	2	-	-	37	5	1	-	2	2	1			
						23%		13%			24%	19%	5%		21%	16%	27%			
No blame at all	16 8%	-	-	-	-	16	-	2	-	1	13	3	-	-	1	1	-			
						8%		13%		19%	8%	11%			9%	10%				
Unsure	16 8%	-	-	-	-	16	-	2	-	2	10	2	3	-	1	3	-			
						8%		16%		27%	7%	9%	26%		9%	31%				

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	52	38	56	47	20	20	37	30	11	21	25	36	17	81	23	79
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	53	35	58	41	18	23	31	31	13	20	22	37	13	86	23	73
A GREAT DEAL OF/QUITE A BIT OF BLAME	121	33	21	39	24	12	12	22	19	9	14	15	18	7	48	15	52
	61%	64%	56%	69%	52%	62%	57%	61%	61%	81%	67%	63%	49%	39%	59%	64%	65%
ONLY A LITTLE BLAME/NO BLAME AT ALL	63	15	13	15	16	3	7	12	11	2	5	6	16	11	27	3	22
	31%	29%	34%	27%	34%	17%	37%	32%	35%	19%	25%	25%	43%	61%	33%	14%	28%
A great deal of blame	63	13	10	25	13	5	8	15	11	4	4	10	5	3	21	7	31
	31%	26%	26%	44%	27%	25%	39%	42%	37%	32%	20%	42%	14%	19%	26%	33%	39%
Quite a bit of blame	59	20	11	14	12	8	4	7	8	5	10	5	12	4	27	7	21
	29%	38%	29%	25%	25%	38%	18%	19%	25%	48%	46%	21%	35%	20%	33%	32%	26%
Only a little blame	47	11	9	13	12	-	6	9	10	1	4	4	12	6	22	2	16
	23%	21%	24%	23%	25%		31%	25%	34%	12%	18%	15%	35%	36%	27%	11%	20%
No blame at all	16	4	4	2	4	3	1	3	0	1	2	2	3	4	4	1	6
	8%	8%	10%	4%	9%	17%	6%	8%	1%	7%	8%	10%	9%	25%	5%	4%	8%
Unsure	16	4	4	2	7	4	1	2	1	-	2	3	3	-	6	5	5
	8%	7%	10%	4%	14%	20%	7%	6%	3%		8%	13%	8%		8%	21%	7%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	107	93	31	42	61	66	158	21	11	3	6
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	103	92	31	43	53	68	157	16	10	5	7
A GREAT DEAL OF/QUITE A BIT OF BLAME	132	79	52	22	26	41	43	101	19	6	3	3
	66%	74%	57%	72%	62%	66%	65%	64%	89%	49%	100%	49%
ONLY A LITTLE BLAME/NO BLAME AT ALL	64	26	38	8	14	19	23	53	2	6	-	3
	32%	24%	41%	25%	33%	31%	35%	33%	11%	51%	-	51%
A great deal of blame	72	52	20	14	15	24	19	49	13	4	3	2
	36%	48%	22%	45%	36%	40%	28%	31%	64%	40%	93%	30%
Quite a bit of blame	60	28	32	8	11	16	24	52	5	1	0	1
	30%	26%	35%	27%	26%	27%	37%	33%	25%	10%	7%	19%
Only a little blame	54	22	32	6	12	15	20	45	1	5	-	3
	27%	21%	34%	20%	29%	25%	30%	28%	3%	43%	-	51%
No blame at all	10	4	6	2	2	4	3	8	2	1	-	-
	5%	4%	7%	5%	4%	6%	5%	5%	8%	8%	-	-
Unsure	5	2	2	1	2	2	-	5	-	-	-	-
	2%	2%	2%	3%	5%	2%	-	3%	-	-	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	124	76	94	64	31	11	80	35	85	98	87	44	38	91
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	118	77	93	64	25	13	78	40	77	100	79	41	35	93
A GREAT DEAL OF/QUITE A BIT OF BLAME	132	82	50	59	42	23	8	57	20	54	78	42	31	27	62
	66%	66%	65%	63%	65%	75%	69%	71%	59%	64%	79%	48%	69%	72%	68%
ONLY A LITTLE BLAME/NO BLAME AT ALL	64	38	26	30	23	8	3	21	14	29	18	43	11	10	28
	32%	30%	35%	32%	35%	25%	31%	26%	41%	34%	18%	50%	26%	28%	31%
A great deal of blame	72	46	26	30	18	15	8	32	11	29	48	17	16	20	32
	36%	37%	34%	32%	29%	51%	67%	40%	30%	34%	49%	19%	35%	53%	35%
Quite a bit of blame	60	36	24	29	23	7	0	25	10	26	29	25	15	7	30
	30%	29%	31%	31%	36%	24%	2%	31%	28%	30%	30%	29%	34%	19%	34%
Only a little blame	54	31	23	25	21	6	3	19	11	24	16	35	11	8	24
	27%	25%	31%	26%	32%	20%	23%	24%	31%	28%	17%	41%	24%	22%	27%
No blame at all	10	7	3	6	2	2	1	2	3	5	1	8	1	2	4
	5%	6%	4%	6%	3%	5%	8%	3%	10%	6%	2%	9%	2%	6%	4%
Unsure	5	5	-	5	-	-	-	2	-	2	2	2	2	-	1
	2%	4%		5%				3%		3%	2%	3%	5%		1%

Echelon Insights  
Focus 2024 Survey  
N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	-	-	-	-	200	-	15	3	7	153	27	12	4	9	11	2			
	100					100		100	100	100	100	100	100	100	100	100	100			
Unweighted Total	195	-	-	-	-	195	-	16	3	7	153	18	13	3	10	13	3			
A GREAT DEAL OF/QUITE A BIT OF BLAME	132 66%	-	-	-	-	132	-	12	3	6	95	21	11	4	7	5	2			
						66%		80%	78%	88%	62%	78%	87%	100%	71%	47%	73%			
ONLY A LITTLE BLAME/NO BLAME AT ALL	64 32%	-	-	-	-	64	-	3	1	-	54	6	1	-	2	4	1			
						32%		20%	22%		35%	22%	6%		20%	33%	27%			
A great deal of blame	72 36%	-	-	-	-	72	-	7	3	5	50	12	9	3	4	2	-			
						36%		43%	78%	69%	33%	44%	73%	71%	39%	18%				
Quite a bit of blame	60 30%	-	-	-	-	60	-	6	-	1	45	9	2	1	3	3	2			
						30%		37%		19%	29%	35%	14%	29%	31%	29%	73%			
Only a little blame	54 27%	-	-	-	-	54	-	2	1	-	45	5	1	-	2	4	1			
						27%		12%	22%		29%	18%	6%		20%	33%	27%			
No blame at all	10 5%	-	-	-	-	10	-	1	-	-	9	1	-	-	-	-	-			
						5%		8%			6%	3%								
Unsure	5 2%	-	-	-	-	5	-	-	-	1	4	-	1	-	1	2	-			
						2%				12%	2%		7%		9%	21%				

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	52	38	56	47	20	20	37	30	11	21	25	36	17	81	23	79
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	53	35	58	41	18	23	31	31	13	20	22	37	13	86	23	73
A GREAT DEAL OF/QUITE A BIT OF BLAME	132	33	18	40	37	16	14	25	24	6	11	15	19	10	48	16	57
	66%	63%	49%	71%	79%	78%	71%	69%	78%	59%	53%	63%	53%	60%	59%	72%	72%
ONLY A LITTLE BLAME/NO BLAME AT ALL	64	19	17	16	7	3	5	12	7	4	9	8	17	7	29	6	21
	32%	37%	45%	29%	16%	17%	22%	31%	22%	41%	43%	31%	47%	40%	36%	28%	27%
A great deal of blame	72	11	9	26	24	10	10	19	13	4	5	6	5	5	26	13	28
	36%	22%	23%	45%	52%	51%	48%	50%	43%	34%	24%	24%	15%	27%	32%	56%	36%
Quite a bit of blame	60	21	10	15	13	6	5	7	11	3	6	10	14	6	22	4	28
	30%	42%	25%	26%	28%	28%	23%	18%	35%	26%	29%	39%	38%	33%	27%	16%	36%
Only a little blame	54	14	16	16	6	2	5	10	6	4	8	5	14	6	25	5	18
	27%	27%	42%	28%	12%	10%	22%	27%	19%	39%	36%	22%	40%	34%	31%	21%	23%
No blame at all	10	5	1	1	2	1	-	2	1	0	2	2	2	1	4	2	3
	5%	10%	3%	1%	4%	7%		4%	3%	2%	8%	9%	7%	7%	5%	7%	4%
Unsure	5	-	2	-	2	1	1	-	-	-	1	2	-	-	4	-	1
	2%		6%		5%	4%	7%				3%	6%			5%		1%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 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	200	107	93	31	42	61	66	158	21	11	3	6
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	103	92	31	43	53	68	157	16	10	5	7
A GREAT DEAL OF/QUITE A BIT OF BLAME	140	83	57	27	28	42	43	108	15	9	3	5
	70%	78%	61%	87%	68%	69%	64%	68%	70%	80%	100%	82%
ONLY A LITTLE BLAME/NO BLAME AT ALL	55	22	34	3	11	19	22	46	6	2	-	1
	28%	20%	36%	11%	27%	31%	33%	29%	30%	20%	-	18%
A great deal of blame	79	52	27	13	19	27	20	55	14	4	3	3
	39%	48%	29%	42%	45%	44%	31%	35%	67%	40%	86%	46%
Quite a bit of blame	61	32	29	14	10	16	22	53	1	5	0	2
	31%	30%	32%	45%	23%	25%	34%	34%	3%	40%	14%	36%
Only a little blame	50	19	30	2	10	17	21	41	6	2	-	-
	25%	18%	33%	6%	23%	28%	31%	26%	30%	20%	-	-
No blame at all	6	3	3	1	2	2	1	5	-	-	-	1
	3%	2%	4%	5%	4%	3%	2%	3%	-	-	-	18%
Unsure	5	2	2	1	2	-	2	5	-	-	-	-
	2%	2%	2%	3%	5%	-	2%	3%	-	-	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	124	76	94	64	31	11	80	35	85	98	87	44	38	91
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	118	77	93	64	25	13	78	40	77	100	79	41	35	93
A GREAT DEAL OF/QUITE A BIT OF BLAME	140	90	50	69	39	21	11	58	25	58	85	44	29	30	61
	70%	72%	66%	74%	61%	68%	99%	72%	71%	68%	86%	50%	65%	81%	68%
ONLY A LITTLE BLAME/NO BLAME AT ALL	55	30	26	20	25	10	0	19	10	27	10	43	13	7	27
	28%	24%	34%	22%	39%	32%	1%	23%	29%	31%	10%	49%	30%	19%	30%
A great deal of blame	79	52	27	35	20	17	7	33	14	32	54	19	18	20	33
	39%	42%	36%	37%	30%	55%	66%	41%	39%	38%	55%	22%	40%	54%	37%
Quite a bit of blame	61	38	23	34	19	4	4	25	11	25	31	25	11	10	28
	31%	31%	31%	36%	30%	13%	33%	31%	31%	30%	32%	28%	25%	27%	31%
Only a little blame	50	26	23	18	23	9	0	17	8	24	10	38	11	7	24
	25%	21%	31%	19%	36%	28%	1%	22%	24%	28%	10%	43%	25%	19%	26%
No blame at all	6	4	2	3	2	1	-	1	2	3	-	5	2	-	3
	3%	3%	3%	3%	3%	4%	-	1%	5%	4%	-	5%	5%	-	4%
Unsure	5	5	-	5	-	-	-	4	-	1	4	1	2	-	2
	2%	4%	-	5%	-	-	-	5%	-	1%	4%	1%	5%	-	3%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	-	-	-	-	200	-	15	3	7	153	27	12	4	9	11	2			
	100					100		100	100	100	100	100	100	100	100	100	100			
Unweighted Total	195	-	-	-	-	195	-	16	3	7	153	18	13	3	10	13	3			
A GREAT DEAL OF/QUITE A BIT OF BLAME	140	-	-	-	-	140	-	12	3	6	103	20	11	4	8	4	2			
	70%					70%		78%	100%	88%	67%	73%	86%	100%	88%	39%	100%			
ONLY A LITTLE BLAME/NO BLAME AT ALL	55	-	-	-	-	55	-	3	-	-	46	7	1	-	0	6	-			
	28%					28%		22%			30%	27%	7%		3%	54%				
A great deal of blame	79	-	-	-	-	79	-	6	2	5	60	8	7	3	6	2	1			
	39%					39%		42%	53%	70%	39%	30%	59%	71%	66%	16%	25%			
Quite a bit of blame	61	-	-	-	-	61	-	5	2	1	43	12	3	1	2	3	2			
	31%					31%		36%	47%	18%	28%	43%	28%	29%	22%	24%	75%			
Only a little blame	50	-	-	-	-	50	-	2	-	-	41	6	1	-	0	5	-			
	25%					25%		14%			27%	23%	7%		3%	44%				
No blame at all	6	-	-	-	-	6	-	1	-	-	5	1	-	-	-	1	-			
	3%					3%		8%			3%	3%				10%				
Unsure	5	-	-	-	-	5	-	-	-	1	4	-	1	-	1	1	-			
	2%					2%				12%	2%		7%		9%	7%				

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 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	200	52	38	56	47	20	20	37	30	11	21	25	36	17	81	23	79
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	53	35	58	41	18	23	31	31	13	20	22	37	13	86	23	73
A GREAT DEAL OF/QUITE A BIT OF BLAME	140	33	23	47	32	18	16	26	23	9	12	16	20	10	52	22	56
	70%	63%	60%	84%	69%	88%	81%	71%	76%	83%	55%	66%	55%	56%	64%	97%	71%
ONLY A LITTLE BLAME/NO BLAME AT ALL	55	19	13	9	12	1	2	11	7	2	9	8	15	8	25	1	22
	28%	37%	34%	16%	26%	7%	12%	29%	24%	17%	41%	34%	41%	44%	31%	3%	28%
A great deal of blame	79	15	12	27	23	9	11	18	13	4	8	9	7	7	25	15	33
	39%	29%	32%	48%	49%	45%	55%	50%	43%	35%	36%	35%	20%	38%	31%	65%	41%
Quite a bit of blame	61	18	11	20	9	9	5	8	10	5	4	8	12	3	27	7	23
	31%	34%	28%	36%	20%	43%	26%	22%	32%	48%	20%	31%	35%	18%	34%	32%	30%
Only a little blame	50	17	12	7	12	-	2	9	7	2	7	8	13	7	22	1	20
	25%	32%	31%	13%	24%		12%	26%	24%	17%	34%	31%	37%	37%	27%	3%	26%
No blame at all	6	2	1	2	1	1	-	1	-	-	2	1	1	1	3	-	2
	3%	4%	3%	3%	2%	7%		3%			8%	2%	3%	7%	4%		2%
Unsure	5	-	2	-	2	1	1	-	-	-	1	-	2	-	4	-	1
	2%		6%		5%	4%	7%				3%		4%		5%		1%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 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	200	107	93	31	42	61	66	158	21	11	3	6
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	103	92	31	43	53	68	157	16	10	5	7
A GREAT DEAL OF/QUITE A BIT OF BLAME	72 36%	35 32%	38 41%	16 50%	13 32%	27 43%	17 26%	55 35%	14 65%	1 10%	2 69%	-
ONLY A LITTLE BLAME/NO BLAME AT ALL	119 59%	67 63%	51 55%	12 39%	26 63%	32 53%	48 73%	99 62%	6 27%	8 68%	1 31%	5 85%
A great deal of blame	31 16%	15 13%	17 18%	5 16%	6 15%	13 22%	7 10%	20 13%	8 39%	1 5%	2 69%	-
Quite a bit of blame	41 21%	20 19%	21 23%	11 34%	7 17%	13 21%	10 15%	35 22%	6 27%	1 5%	-	-
Only a little blame	84 42%	45 42%	40 43%	8 26%	22 52%	19 31%	36 54%	70 44%	3 16%	6 52%	1 31%	4 63%
No blame at all	34 17%	23 21%	12 13%	4 13%	4 10%	13 22%	12 19%	29 18%	2 11%	2 16%	-	1 22%
Unsure	9 5%	6 5%	4 4%	3 11%	2 5%	3 4%	1 2%	4 3%	2 8%	2 22%	-	1 15%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	124	76	94	64	31	11	80	35	85	98	87	44	38	91
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	118	77	93	64	25	13	78	40	77	100	79	41	35	93
A GREAT DEAL OF/QUITE A BIT OF BLAME	72	45	27	33	22	12	5	19	11	42	23	39	20	17	24
	36%	36%	36%	35%	34%	39%	48%	23%	32%	50%	24%	44%	46%	45%	26%
ONLY A LITTLE BLAME/NO BLAME AT ALL	119	71	47	57	42	14	6	57	19	43	72	43	22	18	64
	59%	57%	63%	61%	65%	45%	52%	71%	55%	50%	73%	50%	49%	49%	70%
A great deal of blame	31	22	9	14	6	8	3	6	6	19	11	15	9	9	11
	16%	17%	12%	15%	9%	25%	30%	7%	18%	23%	11%	17%	19%	23%	12%
Quite a bit of blame	41	23	18	19	16	4	2	13	5	23	12	24	12	8	13
	21%	19%	24%	20%	25%	14%	17%	16%	14%	27%	12%	27%	27%	22%	14%
Only a little blame	84	49	35	41	29	9	6	38	16	30	46	38	16	12	46
	42%	40%	46%	43%	46%	28%	50%	48%	46%	36%	47%	44%	37%	31%	50%
No blame at all	34	22	12	17	12	5	0	19	3	12	26	5	6	7	18
	17%	17%	16%	18%	19%	17%	2%	23%	9%	15%	27%	6%	12%	18%	20%
Unsure	9	8	1	3	1	5	-	5	5	-	3	5	2	2	3
	5%	7%	1%	4%	1%	16%	-	6%	13%	-	3%	6%	5%	6%	3%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	-	-	-	-	200	-	15	3	7	153	27	12	4	9	11	2			
	100					100		100	100	100	100	100	100	100	100	100	100			
Unweighted Total	195	-	-	-	-	195	-	16	3	7	153	18	13	3	10	13	3			
A GREAT DEAL OF/QUITE A BIT OF BLAME	72 36%	-	-	-	-	72 36%	-	11 70%	2 53%	2 22%	50 32%	12 44%	7 57%	2 44%	4 47%	5 50%	1 27%			
ONLY A LITTLE BLAME/NO BLAME AT ALL	119 59%	-	-	-	-	119 59%	-	3 22%	2 47%	5 66%	97 64%	13 47%	4 36%	2 56%	4 44%	6 50%	2 73%			
A great deal of blame	31 16%	-	-	-	-	31 16%	-	5 35%	-	2 22%	21 14%	6 23%	2 12%	-	2 18%	1 11%	-			
Quite a bit of blame	41 21%	-	-	-	-	41 21%	-	5 35%	2 53%	-	29 19%	6 21%	6 45%	2 44%	3 28%	4 38%	1 27%			
Only a little blame	84 42%	-	-	-	-	84 42%	-	1 5%	2 47%	4 51%	68 44%	11 43%	1 7%	1 29%	2 24%	3 30%	1 25%			
No blame at all	34 17%	-	-	-	-	34 17%	-	3 18%	-	1 15%	30 19%	1 4%	4 29%	1 28%	2 20%	2 20%	1 48%			
Unsure	9 5%	-	-	-	-	9 5%	-	1 8%	-	1 12%	6 4%	2 9%	1 7%	-	1 9%	-	-			

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	52	38	56	47	20	20	37	30	11	21	25	36	17	81	23	79
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	53	35	58	41	18	23	31	31	13	20	22	37	13	86	23	73
A GREAT DEAL OF/QUITE A BIT OF BLAME	72	15	23	12	21	7	7	15	6	9	7	12	11	7	23	7	36
	36%	29%	60%	22%	44%	34%	33%	41%	21%	80%	32%	47%	30%	38%	28%	33%	45%
ONLY A LITTLE BLAME/NO BLAME AT ALL	119	35	13	44	21	10	11	22	24	2	15	11	24	10	55	11	43
	59%	68%	35%	78%	44%	49%	56%	59%	79%	20%	68%	43%	67%	55%	68%	49%	54%
A great deal of blame	31	6	10	5	10	-	2	9	3	5	4	4	3	6	12	3	11
	16%	12%	27%	8%	21%		10%	25%	11%	45%	20%	17%	9%	32%	15%	14%	13%
Quite a bit of blame	41	9	12	8	11	7	5	6	3	4	3	7	7	1	11	4	25
	21%	17%	33%	14%	23%	34%	23%	16%	10%	35%	12%	30%	20%	7%	13%	19%	32%
Only a little blame	84	26	11	28	16	8	8	13	16	0	14	6	20	10	37	7	31
	42%	50%	28%	49%	35%	39%	40%	36%	52%	2%	65%	23%	56%	55%	45%	31%	39%
No blame at all	34	9	3	16	4	2	3	9	8	2	1	5	4	-	18	4	12
	17%	18%	7%	29%	9%	10%	17%	23%	28%	18%	4%	20%	11%		23%	18%	15%
Unsure	9	2	2	-	6	3	2	-	-	-	-	3	1	1	3	4	1
	5%	3%	6%		12%	17%	11%					10%	3%	7%	4%	18%	1%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 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	200	107	93	31	42	61	66	158	21	11	3	6
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	103	92	31	43	53	68	157	16	10	5	7
A GREAT DEAL OF/QUITE A BIT OF BLAME	142	81	61	20	32	44	47	110	16	8	3	5
	71%	75%	66%	64%	76%	71%	71%	70%	76%	67%	100%	82%
ONLY A LITTLE BLAME/NO BLAME AT ALL	53	24	30	10	8	16	19	45	4	4	-	1
	27%	22%	32%	33%	20%	26%	28%	28%	17%	33%	-	18%
A great deal of blame	84	50	33	11	12	32	28	65	9	4	2	3
	42%	47%	36%	37%	30%	52%	43%	41%	45%	40%	61%	49%
Quite a bit of blame	58	30	28	8	19	12	19	45	6	3	1	2
	29%	28%	30%	27%	47%	20%	28%	29%	31%	28%	39%	32%
Only a little blame	44	20	24	7	7	16	15	38	4	2	-	1
	22%	19%	26%	22%	16%	25%	23%	24%	17%	15%	-	18%
No blame at all	9	3	6	3	2	1	3	7	-	2	-	-
	5%	3%	6%	11%	4%	1%	5%	4%	-	18%	-	-
Unsure	5	3	2	1	1	2	1	3	2	-	-	-
	2%	3%	2%	3%	3%	3%	1%	2%	8%	-	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	200	124	76	94	64	31	11	80	35	85	98	87	44	38	91
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	118	77	93	64	25	13	78	40	77	100	79	41	35	93
A GREAT DEAL OF/QUITE A BIT OF BLAME	142	92	50	69	41	23	9	65	23	55	91	40	31	30	66
	71%	74%	67%	73%	64%	75%	81%	81%	65%	64%	93%	46%	69%	80%	73%
ONLY A LITTLE BLAME/NO BLAME AT ALL	53	29	25	23	22	6	2	13	11	30	4	45	11	8	24
	27%	23%	32%	24%	35%	20%	19%	16%	30%	35%	5%	51%	26%	20%	26%
A great deal of blame	84	57	27	45	20	12	7	43	9	32	62	14	19	22	35
	42%	46%	35%	48%	30%	38%	65%	53%	26%	38%	63%	16%	42%	59%	39%
Quite a bit of blame	58	35	24	24	22	11	2	22	14	22	29	26	12	8	31
	29%	28%	31%	25%	34%	36%	16%	28%	39%	26%	30%	30%	27%	21%	34%
Only a little blame	44	26	19	19	19	6	0	10	9	25	4	36	9	7	21
	22%	21%	25%	21%	29%	20%	1%	13%	27%	29%	5%	41%	20%	18%	23%
No blame at all	9	3	6	3	4	-	2	3	1	5	-	9	3	1	3
	5%	3%	8%	3%	6%	-	18%	4%	4%	6%	-	10%	6%	2%	3%
Unsure	5	4	1	2	1	2	-	2	2	1	2	2	2	-	1
	2%	3%	1%	2%	1%	5%	-	3%	5%	1%	2%	3%	5%	-	1%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	-	-	-	-	200	-	15	3	7	153	27	12	4	9	11	2			
	100					100		100	100	100	100	100	100	100	100	100	100			
Unweighted Total	195	-	-	-	-	195	-	16	3	7	153	18	13	3	10	13	3			
A GREAT DEAL OF/QUITE A BIT OF BLAME	142 71%	-	-	-	-	142	-	11	3	6	110	17	10	4	8	4	1			
						71%		72%	100%	88%	72%	62%	82%	100%	88%	38%	25%			
ONLY A LITTLE BLAME/NO BLAME AT ALL	53 27%	-	-	-	-	53	-	4	-	-	40	10	1	-	0	7	2			
						27%		28%			26%	38%	11%		3%	62%	75%			
A great deal of blame	84 42%	-	-	-	-	84	-	8	1	3	62	10	9	1	4	1	-			
						42%		53%	22%	45%	41%	37%	74%	28%	47%	11%				
Quite a bit of blame	58 29%	-	-	-	-	58	-	3	3	3	48	7	1	3	4	3	1			
						29%		18%	78%	43%	31%	25%	7%	72%	41%	28%	25%			
Only a little blame	44 22%	-	-	-	-	44	-	4	-	-	34	7	1	-	0	6	2			
						22%		28%			22%	28%	11%		3%	56%	75%			
No blame at all	9 5%	-	-	-	-	9	-	-	-	-	6	3	-	-	-	1	-			
						5%					4%	11%				6%				
Unsure	5 2%	-	-	-	-	5	-	-	-	1	3	-	1	-	1	-	-			
						2%				12%	2%		7%		9%					

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	200	52	38	56	47	20	20	37	30	11	21	25	36	17	81	23	79
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	53	35	58	41	18	23	31	31	13	20	22	37	13	86	23	73
A GREAT DEAL OF/QUITE A BIT OF BLAME	142	35	25	47	32	14	16	27	24	6	15	17	23	9	59	20	54
	71%	68%	66%	83%	69%	69%	81%	72%	79%	55%	72%	70%	64%	54%	73%	87%	69%
ONLY A LITTLE BLAME/NO BLAME AT ALL	53	15	13	9	12	5	2	10	6	5	6	6	13	8	20	1	24
	27%	29%	34%	16%	26%	27%	12%	28%	18%	45%	28%	24%	36%	46%	25%	6%	30%
A great deal of blame	84	21	12	28	20	8	7	18	18	4	5	14	11	7	37	12	29
	42%	41%	33%	51%	43%	38%	36%	48%	58%	35%	23%	56%	30%	38%	45%	52%	37%
Quite a bit of blame	58	14	13	18	12	6	9	9	6	2	10	3	12	3	22	8	25
	29%	27%	33%	32%	26%	31%	45%	24%	21%	20%	48%	13%	34%	16%	27%	35%	32%
Only a little blame	44	11	12	9	10	2	2	10	6	5	4	5	10	5	17	1	22
	22%	21%	31%	15%	20%	10%	12%	28%	18%	45%	21%	21%	27%	28%	20%	6%	27%
No blame at all	9	4	1	1	3	3	-	-	-	-	2	1	3	3	3	-	2
	5%	9%	3%	1%	6%	17%					8%	2%	9%	18%	4%		3%
Unsure	5	2	-	1	2	1	1	-	1	-	-	2	-	-	2	2	1
	2%	3%		1%	5%	4%	7%		2%			6%			3%	7%	1%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 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	200	107	93	31	42	61	66	158	21	11	3	6
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	103	92	31	43	53	68	157	16	10	5	7
A GREAT DEAL OF/QUITE A BIT OF BLAME	121	65	56	21	26	38	36	96	12	5	3	5
	61%	61%	61%	69%	62%	62%	55%	60%	59%	43%	100%	78%
ONLY A LITTLE BLAME/NO BLAME AT ALL	63	34	29	6	13	18	26	51	7	4	-	0
	31%	31%	31%	18%	31%	29%	40%	32%	33%	35%		4%
A great deal of blame	63	39	23	8	12	26	16	49	5	1	3	4
	31%	37%	25%	27%	29%	42%	25%	31%	25%	12%	93%	59%
Quite a bit of blame	59	26	33	13	14	12	20	47	7	3	0	1
	29%	24%	35%	42%	33%	20%	30%	29%	34%	31%	7%	19%
Only a little blame	47	26	21	1	10	13	23	38	7	2	-	0
	23%	24%	23%	4%	24%	21%	34%	24%	32%	18%		4%
No blame at all	16	8	8	4	3	5	3	13	0	2	-	-
	8%	7%	9%	14%	7%	9%	5%	8%	2%	18%		
Unsure	16	9	8	4	3	5	4	11	2	2	-	1
	8%	8%	8%	13%	7%	9%	6%	7%	8%	22%		18%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	124	76	94	64	31	11	80	35	85	98	87	44	38	91
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	118	77	93	64	25	13	78	40	77	100	79	41	35	93
A GREAT DEAL OF/QUITE A BIT OF BLAME	121	75	46	58	38	17	8	51	21	49	81	32	26	21	62
	61%	61%	60%	62%	59%	57%	71%	64%	61%	57%	82%	36%	58%	55%	69%
ONLY A LITTLE BLAME/NO BLAME AT ALL	63	37	26	29	23	8	3	20	12	31	12	46	12	14	25
	31%	30%	34%	31%	35%	26%	29%	24%	34%	37%	13%	53%	26%	36%	28%
A great deal of blame	63	36	27	28	21	8	5	27	13	22	43	14	13	9	35
	31%	29%	35%	30%	33%	26%	49%	34%	38%	26%	44%	16%	29%	24%	39%
Quite a bit of blame	59	40	19	30	16	9	3	24	8	26	37	17	13	12	27
	29%	32%	25%	32%	25%	31%	22%	30%	23%	31%	38%	20%	29%	32%	30%
Only a little blame	47	29	18	21	17	8	1	14	8	25	9	36	8	14	19
	23%	23%	24%	23%	26%	25%	11%	18%	22%	29%	9%	41%	18%	36%	21%
No blame at all	16	8	8	7	6	0	2	5	4	6	4	10	4	-	6
	8%	6%	10%	8%	9%	1%	18%	7%	12%	7%	4%	12%	9%		7%
Unsure	16	12	4	7	4	5	-	10	2	5	5	9	7	3	3
	8%	10%	5%	8%	6%	17%		12%	5%	6%	5%	10%	15%	8%	4%

Echelon Insights  
Focus 2024 Survey  
N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	-	-	-	-	200	-	15	3	7	153	27	12	4	9	11	2			
	100					100		100	100	100	100	100	100	100	100	100	100			
Unweighted Total	195	-	-	-	-	195	-	16	3	7	153	18	13	3	10	13	3			
A GREAT DEAL OF/QUITE A BIT OF BLAME	121 61%	-	-	-	-	121	-	9	3	4	93	16	9	4	6	5	2			
						61%		58%	100%	54%	61%	61%	70%	100%	61%	43%	73%			
ONLY A LITTLE BLAME/NO BLAME AT ALL	63 31%	-	-	-	-	63	-	4	-	1	50	8	1	-	3	3	1			
						31%		26%		19%	33%	29%	5%		30%	26%	27%			
A great deal of blame	63 31%	-	-	-	-	63	-	5	1	2	52	4	5	1	2	2	-			
						31%		33%	26%	32%	34%	15%	38%	28%	20%	20%				
Quite a bit of blame	59 29%	-	-	-	-	59	-	4	3	2	40	12	4	3	4	3	2			
						29%		26%	74%	22%	26%	46%	31%	72%	41%	23%	73%			
Only a little blame	47 23%	-	-	-	-	47	-	2	-	-	37	5	1	-	2	2	1			
						23%		13%			24%	19%	5%		21%	16%	27%			
No blame at all	16 8%	-	-	-	-	16	-	2	-	1	13	3	-	-	1	1	-			
						8%		13%		19%	8%	11%			9%	10%				
Unsure	16 8%	-	-	-	-	16	-	2	-	2	10	2	3	-	1	3	-			
						8%		16%		27%	7%	9%	26%		9%	31%				

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	52	38	56	47	20	20	37	30	11	21	25	36	17	81	23	79
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	53	35	58	41	18	23	31	31	13	20	22	37	13	86	23	73
A GREAT DEAL OF/QUITE A BIT OF BLAME	121	33	21	39	24	12	12	22	19	9	14	15	18	7	48	15	52
	61%	64%	56%	69%	52%	62%	57%	61%	61%	81%	67%	63%	49%	39%	59%	64%	65%
ONLY A LITTLE BLAME/NO BLAME AT ALL	63	15	13	15	16	3	7	12	11	2	5	6	16	11	27	3	22
	31%	29%	34%	27%	34%	17%	37%	32%	35%	19%	25%	25%	43%	61%	33%	14%	28%
A great deal of blame	63	13	10	25	13	5	8	15	11	4	4	10	5	3	21	7	31
	31%	26%	26%	44%	27%	25%	39%	42%	37%	32%	20%	42%	14%	19%	26%	33%	39%
Quite a bit of blame	59	20	11	14	12	8	4	7	8	5	10	5	12	4	27	7	21
	29%	38%	29%	25%	25%	38%	18%	19%	25%	48%	46%	21%	35%	20%	33%	32%	26%
Only a little blame	47	11	9	13	12	-	6	9	10	1	4	4	12	6	22	2	16
	23%	21%	24%	23%	25%		31%	25%	34%	12%	18%	15%	35%	36%	27%	11%	20%
No blame at all	16	4	4	2	4	3	1	3	0	1	2	2	3	4	4	1	6
	8%	8%	10%	4%	9%	17%	6%	8%	1%	7%	8%	10%	9%	25%	5%	4%	8%
Unsure	16	4	4	2	7	4	1	2	1	-	2	3	3	-	6	5	5
	8%	7%	10%	4%	14%	20%	7%	6%	3%		8%	13%	8%		8%	21%	7%



Echelon Insights  
Focus 2024 Survey  
N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	107	93	31	42	61	66	158	21	11	3	6
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	103	92	31	43	53	68	157	16	10	5	7
A GREAT DEAL OF/QUITE A BIT OF BLAME	132	79	52	22	26	41	43	101	19	6	3	3
	66%	74%	57%	72%	62%	66%	65%	64%	89%	49%	100%	49%
ONLY A LITTLE BLAME/NO BLAME AT ALL	64	26	38	8	14	19	23	53	2	6	-	3
	32%	24%	41%	25%	33%	31%	35%	33%	11%	51%	-	51%
A great deal of blame	72	52	20	14	15	24	19	49	13	4	3	2
	36%	48%	22%	45%	36%	40%	28%	31%	64%	40%	93%	30%
Quite a bit of blame	60	28	32	8	11	16	24	52	5	1	0	1
	30%	26%	35%	27%	26%	27%	37%	33%	25%	10%	7%	19%
Only a little blame	54	22	32	6	12	15	20	45	1	5	-	3
	27%	21%	34%	20%	29%	25%	30%	28%	3%	43%	-	51%
No blame at all	10	4	6	2	2	4	3	8	2	1	-	-
	5%	4%	7%	5%	4%	6%	5%	5%	8%	8%	-	-
Unsure	5	2	2	1	2	2	-	5	-	-	-	-
	2%	2%	2%	3%	5%	2%	-	3%	-	-	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	124	76	94	64	31	11	80	35	85	98	87	44	38	91
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	118	77	93	64	25	13	78	40	77	100	79	41	35	93
A GREAT DEAL OF/QUITE A BIT OF BLAME	132	82	50	59	42	23	8	57	20	54	78	42	31	27	62
	66%	66%	65%	63%	65%	75%	69%	71%	59%	64%	79%	48%	69%	72%	68%
ONLY A LITTLE BLAME/NO BLAME AT ALL	64	38	26	30	23	8	3	21	14	29	18	43	11	10	28
	32%	30%	35%	32%	35%	25%	31%	26%	41%	34%	18%	50%	26%	28%	31%
A great deal of blame	72	46	26	30	18	15	8	32	11	29	48	17	16	20	32
	36%	37%	34%	32%	29%	51%	67%	40%	30%	34%	49%	19%	35%	53%	35%
Quite a bit of blame	60	36	24	29	23	7	0	25	10	26	29	25	15	7	30
	30%	29%	31%	31%	36%	24%	2%	31%	28%	30%	30%	29%	34%	19%	34%
Only a little blame	54	31	23	25	21	6	3	19	11	24	16	35	11	8	24
	27%	25%	31%	26%	32%	20%	23%	24%	31%	28%	17%	41%	24%	22%	27%
No blame at all	10	7	3	6	2	2	1	2	3	5	1	8	1	2	4
	5%	6%	4%	6%	3%	5%	8%	3%	10%	6%	2%	9%	2%	6%	4%
Unsure	5	5	-	5	-	-	-	2	-	2	2	2	2	-	1
	2%	4%		5%				3%		3%	2%	3%	5%		1%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	-	-	-	-	200	-	15	3	7	153	27	12	4	9	11	2			
	100					100		100	100	100	100	100	100	100	100	100	100			
Unweighted Total	195	-	-	-	-	195	-	16	3	7	153	18	13	3	10	13	3			
A GREAT DEAL OF/QUITE A BIT OF BLAME	132 66%	-	-	-	-	132	-	12	3	6	95	21	11	4	7	5	2			
						66%		80%	78%	88%	62%	78%	87%	100%	71%	47%	73%			
ONLY A LITTLE BLAME/NO BLAME AT ALL	64 32%	-	-	-	-	64	-	3	1	-	54	6	1	-	2	4	1			
						32%		20%	22%	-	35%	22%	6%	-	20%	33%	27%			
A great deal of blame	72 36%	-	-	-	-	72	-	7	3	5	50	12	9	3	4	2	-			
						36%		43%	78%	69%	33%	44%	73%	71%	39%	18%	-			
Quite a bit of blame	60 30%	-	-	-	-	60	-	6	-	1	45	9	2	1	3	3	2			
						30%		37%	-	19%	29%	35%	14%	29%	31%	29%	73%			
Only a little blame	54 27%	-	-	-	-	54	-	2	1	-	45	5	1	-	2	4	1			
						27%		12%	22%	-	29%	18%	6%	-	20%	33%	27%			
No blame at all	10 5%	-	-	-	-	10	-	1	-	-	9	1	-	-	-	-	-			
						5%		8%	-	-	6%	3%	-	-	-	-	-			
Unsure	5 2%	-	-	-	-	5	-	-	-	1	4	-	1	-	1	2	-			
						2%		-	-	12%	2%	-	7%	-	9%	21%	-			

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	52	38	56	47	20	20	37	30	11	21	25	36	17	81	23	79
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	53	35	58	41	18	23	31	31	13	20	22	37	13	86	23	73
A GREAT DEAL OF/QUITE A BIT OF BLAME	132	33	18	40	37	16	14	25	24	6	11	15	19	10	48	16	57
	66%	63%	49%	71%	79%	78%	71%	69%	78%	59%	53%	63%	53%	60%	59%	72%	72%
ONLY A LITTLE BLAME/NO BLAME AT ALL	64	19	17	16	7	3	5	12	7	4	9	8	17	7	29	6	21
	32%	37%	45%	29%	16%	17%	22%	31%	22%	41%	43%	31%	47%	40%	36%	28%	27%
A great deal of blame	72	11	9	26	24	10	10	19	13	4	5	6	5	5	26	13	28
	36%	22%	23%	45%	52%	51%	48%	50%	43%	34%	24%	24%	15%	27%	32%	56%	36%
Quite a bit of blame	60	21	10	15	13	6	5	7	11	3	6	10	14	6	22	4	28
	30%	42%	25%	26%	28%	28%	23%	18%	35%	26%	29%	39%	38%	33%	27%	16%	36%
Only a little blame	54	14	16	16	6	2	5	10	6	4	8	5	14	6	25	5	18
	27%	27%	42%	28%	12%	10%	22%	27%	19%	39%	36%	22%	40%	34%	31%	21%	23%
No blame at all	10	5	1	1	2	1	-	2	1	0	2	2	2	1	4	2	3
	5%	10%	3%	1%	4%	7%		4%	3%	2%	8%	9%	7%	7%	5%	7%	4%
Unsure	5	-	2	-	2	1	1	-	-	-	1	2	-	-	4	-	1
	2%		6%		5%	4%	7%				3%	6%			5%		1%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 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	200	107	93	31	42	61	66	158	21	11	3	6
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	103	92	31	43	53	68	157	16	10	5	7
A GREAT DEAL OF/QUITE A BIT OF BLAME	140	83	57	27	28	42	43	108	15	9	3	5
	70%	78%	61%	87%	68%	69%	64%	68%	70%	80%	100%	82%
ONLY A LITTLE BLAME/NO BLAME AT ALL	55	22	34	3	11	19	22	46	6	2	-	1
	28%	20%	36%	11%	27%	31%	33%	29%	30%	20%	-	18%
A great deal of blame	79	52	27	13	19	27	20	55	14	4	3	3
	39%	48%	29%	42%	45%	44%	31%	35%	67%	40%	86%	46%
Quite a bit of blame	61	32	29	14	10	16	22	53	1	5	0	2
	31%	30%	32%	45%	23%	25%	34%	34%	3%	40%	14%	36%
Only a little blame	50	19	30	2	10	17	21	41	6	2	-	-
	25%	18%	33%	6%	23%	28%	31%	26%	30%	20%	-	-
No blame at all	6	3	3	1	2	2	1	5	-	-	-	1
	3%	2%	4%	5%	4%	3%	2%	3%	-	-	-	18%
Unsure	5	2	2	1	2	-	2	5	-	-	-	-
	2%	2%	2%	3%	5%	-	2%	3%	-	-	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	124	76	94	64	31	11	80	35	85	98	87	44	38	91
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	118	77	93	64	25	13	78	40	77	100	79	41	35	93
A GREAT DEAL OF/QUITE A BIT OF BLAME	140	90	50	69	39	21	11	58	25	58	85	44	29	30	61
	70%	72%	66%	74%	61%	68%	99%	72%	71%	68%	86%	50%	65%	81%	68%
ONLY A LITTLE BLAME/NO BLAME AT ALL	55	30	26	20	25	10	0	19	10	27	10	43	13	7	27
	28%	24%	34%	22%	39%	32%	1%	23%	29%	31%	10%	49%	30%	19%	30%
A great deal of blame	79	52	27	35	20	17	7	33	14	32	54	19	18	20	33
	39%	42%	36%	37%	30%	55%	66%	41%	39%	38%	55%	22%	40%	54%	37%
Quite a bit of blame	61	38	23	34	19	4	4	25	11	25	31	25	11	10	28
	31%	31%	31%	36%	30%	13%	33%	31%	31%	30%	32%	28%	25%	27%	31%
Only a little blame	50	26	23	18	23	9	0	17	8	24	10	38	11	7	24
	25%	21%	31%	19%	36%	28%	1%	22%	24%	28%	10%	43%	25%	19%	26%
No blame at all	6	4	2	3	2	1	-	1	2	3	-	5	2	-	3
	3%	3%	3%	3%	3%	4%	-	1%	5%	4%	-	5%	5%	-	4%
Unsure	5	5	-	5	-	-	-	4	-	1	4	1	2	-	2
	2%	4%	-	5%	-	-	-	5%	-	1%	4%	1%	5%	-	3%

Echelon Insights  
Focus 2024 Survey  
N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	-	-	-	-	200	-	15	3	7	153	27	12	4	9	11	2			
	100					100		100	100	100	100	100	100	100	100	100	100			
Unweighted Total	195	-	-	-	-	195	-	16	3	7	153	18	13	3	10	13	3			
A GREAT DEAL OF/QUITE A BIT OF BLAME	140 70%	-	-	-	-	140	-	12	3	6	103	20	11	4	8	4	2			
						70%		78%	100%	88%	67%	73%	86%	100%	88%	39%	100%			
ONLY A LITTLE BLAME/NO BLAME AT ALL	55 28%	-	-	-	-	55	-	3	-	-	46	7	1	-	0	6	-			
						28%		22%			30%	27%	7%		3%	54%				
A great deal of blame	79 39%	-	-	-	-	79	-	6	2	5	60	8	7	3	6	2	1			
						39%		42%	53%	70%	39%	30%	59%	71%	66%	16%	25%			
Quite a bit of blame	61 31%	-	-	-	-	61	-	5	2	1	43	12	3	1	2	3	2			
						31%		36%	47%	18%	28%	43%	28%	29%	22%	24%	75%			
Only a little blame	50 25%	-	-	-	-	50	-	2	-	-	41	6	1	-	0	5	-			
						25%		14%			27%	23%	7%		3%	44%				
No blame at all	6 3%	-	-	-	-	6	-	1	-	-	5	1	-	-	-	1	-			
						3%		8%			3%	3%				10%				
Unsure	5 2%	-	-	-	-	5	-	-	-	1	4	-	1	-	1	1	-			
						2%				12%	2%		7%		9%	7%				

Echelon Insights  
Focus 2024 Survey  
N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	52	38	56	47	20	20	37	30	11	21	25	36	17	81	23	79
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	53	35	58	41	18	23	31	31	13	20	22	37	13	86	23	73
A GREAT DEAL OF/QUITE A BIT OF BLAME	140	33	23	47	32	18	16	26	23	9	12	16	20	10	52	22	56
	70%	63%	60%	84%	69%	88%	81%	71%	76%	83%	55%	66%	55%	56%	64%	97%	71%
ONLY A LITTLE BLAME/NO BLAME AT ALL	55	19	13	9	12	1	2	11	7	2	9	8	15	8	25	1	22
	28%	37%	34%	16%	26%	7%	12%	29%	24%	17%	41%	34%	41%	44%	31%	3%	28%
A great deal of blame	79	15	12	27	23	9	11	18	13	4	8	9	7	7	25	15	33
	39%	29%	32%	48%	49%	45%	55%	50%	43%	35%	36%	35%	20%	38%	31%	65%	41%
Quite a bit of blame	61	18	11	20	9	9	5	8	10	5	4	8	12	3	27	7	23
	31%	34%	28%	36%	20%	43%	26%	22%	32%	48%	20%	31%	35%	18%	34%	32%	30%
Only a little blame	50	17	12	7	12	-	2	9	7	2	7	8	13	7	22	1	20
	25%	32%	31%	13%	24%		12%	26%	24%	17%	34%	31%	37%	37%	27%	3%	26%
No blame at all	6	2	1	2	1	1	-	1	-	-	2	1	1	1	3	-	2
	3%	4%	3%	3%	2%	7%		3%			8%	2%	3%	7%	4%		2%
Unsure	5	-	2	-	2	1	1	-	-	-	1	-	2	-	4	-	1
	2%		6%		5%	4%	7%				3%		4%		5%		1%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	107	93	31	42	61	66	158	21	11	3	6
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	103	92	31	43	53	68	157	16	10	5	7
A GREAT DEAL OF/QUITE A BIT OF BLAME	72 36%	35 32%	38 41%	16 50%	13 32%	27 43%	17 26%	55 35%	14 65%	1 10%	2 69%	-
ONLY A LITTLE BLAME/NO BLAME AT ALL	119 59%	67 63%	51 55%	12 39%	26 63%	32 53%	48 73%	99 62%	6 27%	8 68%	1 31%	5 85%
A great deal of blame	31 16%	15 13%	17 18%	5 16%	6 15%	13 22%	7 10%	20 13%	8 39%	1 5%	2 69%	-
Quite a bit of blame	41 21%	20 19%	21 23%	11 34%	7 17%	13 21%	10 15%	35 22%	6 27%	1 5%	-	-
Only a little blame	84 42%	45 42%	40 43%	8 26%	22 52%	19 31%	36 54%	70 44%	3 16%	6 52%	1 31%	4 63%
No blame at all	34 17%	23 21%	12 13%	4 13%	4 10%	13 22%	12 19%	29 18%	2 11%	2 16%	-	1 22%
Unsure	9 5%	6 5%	4 4%	3 11%	2 5%	3 4%	1 2%	4 3%	2 8%	2 22%	-	1 15%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	124	76	94	64	31	11	80	35	85	98	87	44	38	91
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	118	77	93	64	25	13	78	40	77	100	79	41	35	93
A GREAT DEAL OF/QUITE A BIT OF BLAME	72	45	27	33	22	12	5	19	11	42	23	39	20	17	24
	36%	36%	36%	35%	34%	39%	48%	23%	32%	50%	24%	44%	46%	45%	26%
ONLY A LITTLE BLAME/NO BLAME AT ALL	119	71	47	57	42	14	6	57	19	43	72	43	22	18	64
	59%	57%	63%	61%	65%	45%	52%	71%	55%	50%	73%	50%	49%	49%	70%
A great deal of blame	31	22	9	14	6	8	3	6	6	19	11	15	9	9	11
	16%	17%	12%	15%	9%	25%	30%	7%	18%	23%	11%	17%	19%	23%	12%
Quite a bit of blame	41	23	18	19	16	4	2	13	5	23	12	24	12	8	13
	21%	19%	24%	20%	25%	14%	17%	16%	14%	27%	12%	27%	27%	22%	14%
Only a little blame	84	49	35	41	29	9	6	38	16	30	46	38	16	12	46
	42%	40%	46%	43%	46%	28%	50%	48%	46%	36%	47%	44%	37%	31%	50%
No blame at all	34	22	12	17	12	5	0	19	3	12	26	5	6	7	18
	17%	17%	16%	18%	19%	17%	2%	23%	9%	15%	27%	6%	12%	18%	20%
Unsure	9	8	1	3	1	5	-	5	5	-	3	5	2	2	3
	5%	7%	1%	4%	1%	16%	-	6%	13%	-	3%	6%	5%	6%	3%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	-	-	-	-	200	-	15	3	7	153	27	12	4	9	11	2			
	100					100		100	100	100	100	100	100	100	100	100	100			
Unweighted Total	195	-	-	-	-	195	-	16	3	7	153	18	13	3	10	13	3			
A GREAT DEAL OF/QUITE A BIT OF BLAME	72	-	-	-	-	72	-	11	2	2	50	12	7	2	4	5	1			
	36%					36%		70%	53%	22%	32%	44%	57%	44%	47%	50%	27%			
ONLY A LITTLE BLAME/NO BLAME AT ALL	119	-	-	-	-	119	-	3	2	5	97	13	4	2	4	6	2			
	59%					59%		22%	47%	66%	64%	47%	36%	56%	44%	50%	73%			
A great deal of blame	31	-	-	-	-	31	-	5	-	2	21	6	2	-	2	1	-			
	16%					16%		35%	-	22%	14%	23%	12%	-	18%	11%	-			
Quite a bit of blame	41	-	-	-	-	41	-	5	2	-	29	6	6	2	3	4	1			
	21%					21%		35%	53%	-	19%	21%	45%	44%	28%	38%	27%			
Only a little blame	84	-	-	-	-	84	-	1	2	4	68	11	1	1	2	3	1			
	42%					42%		5%	47%	51%	44%	43%	7%	29%	24%	30%	25%			
No blame at all	34	-	-	-	-	34	-	3	-	1	30	1	4	1	2	2	1			
	17%					17%		18%	-	15%	19%	4%	29%	28%	20%	20%	48%			
Unsure	9	-	-	-	-	9	-	1	-	1	6	2	1	-	1	-	-			
	5%					5%		8%	-	12%	4%	9%	7%	-	9%	-	-			

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	52	38	56	47	20	20	37	30	11	21	25	36	17	81	23	79
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	53	35	58	41	18	23	31	31	13	20	22	37	13	86	23	73
A GREAT DEAL OF/QUITE A BIT OF BLAME	72	15	23	12	21	7	7	15	6	9	7	12	11	7	23	7	36
	36%	29%	60%	22%	44%	34%	33%	41%	21%	80%	32%	47%	30%	38%	28%	33%	45%
ONLY A LITTLE BLAME/NO BLAME AT ALL	119	35	13	44	21	10	11	22	24	2	15	11	24	10	55	11	43
	59%	68%	35%	78%	44%	49%	56%	59%	79%	20%	68%	43%	67%	55%	68%	49%	54%
A great deal of blame	31	6	10	5	10	-	2	9	3	5	4	4	3	6	12	3	11
	16%	12%	27%	8%	21%		10%	25%	11%	45%	20%	17%	9%	32%	15%	14%	13%
Quite a bit of blame	41	9	12	8	11	7	5	6	3	4	3	7	7	1	11	4	25
	21%	17%	33%	14%	23%	34%	23%	16%	10%	35%	12%	30%	20%	7%	13%	19%	32%
Only a little blame	84	26	11	28	16	8	8	13	16	0	14	6	20	10	37	7	31
	42%	50%	28%	49%	35%	39%	40%	36%	52%	2%	65%	23%	56%	55%	45%	31%	39%
No blame at all	34	9	3	16	4	2	3	9	8	2	1	5	4	-	18	4	12
	17%	18%	7%	29%	9%	10%	17%	23%	28%	18%	4%	20%	11%		23%	18%	15%
Unsure	9	2	2	-	6	3	2	-	-	-	-	3	1	1	3	4	1
	5%	3%	6%		12%	17%	11%					10%	3%	7%	4%	18%	1%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 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	200	107	93	31	42	61	66	158	21	11	3	6
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	103	92	31	43	53	68	157	16	10	5	7
A GREAT DEAL OF/QUITE A BIT OF BLAME	142	81	61	20	32	44	47	110	16	8	3	5
	71%	75%	66%	64%	76%	71%	71%	70%	76%	67%	100%	82%
ONLY A LITTLE BLAME/NO BLAME AT ALL	53	24	30	10	8	16	19	45	4	4	-	1
	27%	22%	32%	33%	20%	26%	28%	28%	17%	33%	-	18%
A great deal of blame	84	50	33	11	12	32	28	65	9	4	2	3
	42%	47%	36%	37%	30%	52%	43%	41%	45%	40%	61%	49%
Quite a bit of blame	58	30	28	8	19	12	19	45	6	3	1	2
	29%	28%	30%	27%	47%	20%	28%	29%	31%	28%	39%	32%
Only a little blame	44	20	24	7	7	16	15	38	4	2	-	1
	22%	19%	26%	22%	16%	25%	23%	24%	17%	15%	-	18%
No blame at all	9	3	6	3	2	1	3	7	-	2	-	-
	5%	3%	6%	11%	4%	1%	5%	4%	-	18%	-	-
Unsure	5	3	2	1	1	2	1	3	2	-	-	-
	2%	3%	2%	3%	3%	3%	1%	2%	8%	-	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	124	76	94	64	31	11	80	35	85	98	87	44	38	91
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	118	77	93	64	25	13	78	40	77	100	79	41	35	93
A GREAT DEAL OF/QUITE A BIT OF BLAME	142	92	50	69	41	23	9	65	23	55	91	40	31	30	66
	71%	74%	67%	73%	64%	75%	81%	81%	65%	64%	93%	46%	69%	80%	73%
ONLY A LITTLE BLAME/NO BLAME AT ALL	53	29	25	23	22	6	2	13	11	30	4	45	11	8	24
	27%	23%	32%	24%	35%	20%	19%	16%	30%	35%	5%	51%	26%	20%	26%
A great deal of blame	84	57	27	45	20	12	7	43	9	32	62	14	19	22	35
	42%	46%	35%	48%	30%	38%	65%	53%	26%	38%	63%	16%	42%	59%	39%
Quite a bit of blame	58	35	24	24	22	11	2	22	14	22	29	26	12	8	31
	29%	28%	31%	25%	34%	36%	16%	28%	39%	26%	30%	30%	27%	21%	34%
Only a little blame	44	26	19	19	19	6	0	10	9	25	4	36	9	7	21
	22%	21%	25%	21%	29%	20%	1%	13%	27%	29%	5%	41%	20%	18%	23%
No blame at all	9	3	6	3	4	-	2	3	1	5	-	9	3	1	3
	5%	3%	8%	3%	6%	-	18%	4%	4%	6%	-	10%	6%	2%	3%
Unsure	5	4	1	2	1	2	-	2	2	1	2	2	2	-	1
	2%	3%	1%	2%	1%	5%	-	3%	5%	1%	2%	3%	5%	-	1%

Echelon Insights  
Focus 2024 Survey  
N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	-	-	-	-	200	-	15	3	7	153	27	12	4	9	11	2			
	100					100		100	100	100	100	100	100	100	100	100	100			
Unweighted Total	195	-	-	-	-	195	-	16	3	7	153	18	13	3	10	13	3			
A GREAT DEAL OF/QUITE A BIT OF BLAME	142 71%	-	-	-	-	142	-	11	3	6	110	17	10	4	8	4	1			
						71%		72%	100%	88%	72%	62%	82%	100%	88%	38%	25%			
ONLY A LITTLE BLAME/NO BLAME AT ALL	53 27%	-	-	-	-	53	-	4	-	-	40	10	1	-	0	7	2			
						27%		28%			26%	38%	11%		3%	62%	75%			
A great deal of blame	84 42%	-	-	-	-	84	-	8	1	3	62	10	9	1	4	1	-			
						42%		53%	22%	45%	41%	37%	74%	28%	47%	11%				
Quite a bit of blame	58 29%	-	-	-	-	58	-	3	3	3	48	7	1	3	4	3	1			
						29%		18%	78%	43%	31%	25%	7%	72%	41%	28%	25%			
Only a little blame	44 22%	-	-	-	-	44	-	4	-	-	34	7	1	-	0	6	2			
						22%		28%			22%	28%	11%		3%	56%	75%			
No blame at all	9 5%	-	-	-	-	9	-	-	-	-	6	3	-	-	-	1	-			
						5%					4%	11%				6%				
Unsure	5 2%	-	-	-	-	5	-	-	-	1	3	-	1	-	1	-	-			
						2%				12%	2%		7%		9%					

Echelon Insights  
Focus 2024 Survey  
N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	52	38	56	47	20	20	37	30	11	21	25	36	17	81	23	79
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	53	35	58	41	18	23	31	31	13	20	22	37	13	86	23	73
A GREAT DEAL OF/QUITE A BIT OF BLAME	142	35	25	47	32	14	16	27	24	6	15	17	23	9	59	20	54
	71%	68%	66%	83%	69%	69%	81%	72%	79%	55%	72%	70%	64%	54%	73%	87%	69%
ONLY A LITTLE BLAME/NO BLAME AT ALL	53	15	13	9	12	5	2	10	6	5	6	6	13	8	20	1	24
	27%	29%	34%	16%	26%	27%	12%	28%	18%	45%	28%	24%	36%	46%	25%	6%	30%
A great deal of blame	84	21	12	28	20	8	7	18	18	4	5	14	11	7	37	12	29
	42%	41%	33%	51%	43%	38%	36%	48%	58%	35%	23%	56%	30%	38%	45%	52%	37%
Quite a bit of blame	58	14	13	18	12	6	9	9	6	2	10	3	12	3	22	8	25
	29%	27%	33%	32%	26%	31%	45%	24%	21%	20%	48%	13%	34%	16%	27%	35%	32%
Only a little blame	44	11	12	9	10	2	2	10	6	5	4	5	10	5	17	1	22
	22%	21%	31%	15%	20%	10%	12%	28%	18%	45%	21%	21%	27%	28%	20%	6%	27%
No blame at all	9	4	1	1	3	3	-	-	-	-	2	1	3	3	3	-	2
	5%	9%	3%	1%	6%	17%					8%	2%	9%	18%	4%		3%
Unsure	5	2	-	1	2	1	1	-	1	-	-	2	-	-	2	2	1
	2%	3%		1%	5%	4%	7%		2%			6%			3%	7%	1%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

[QCrimeRoot] Which statement comes closer to your view?

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	401	187	213	75	89	110	126	330	34	18	8	9
	100	100	100	100	100	100	100	100	100	100	100	100
Crime is primarily a product of insufficient law enforcement resources and action	119	58	61	9	27	36	47	105	3	3	5	3
	30%	31%	28%	12%	31%	32%	37%	32%	9%	17%	55%	35%
Crime is primarily a product of environmental factors, such as poor economic conditions, lack of education, and not enou	253	114	139	62	53	71	67	204	27	15	4	3
	63%	61%	65%	83%	59%	65%	53%	62%	79%	83%	43%	35%
Unsure	29	16	13	4	9	3	13	22	4	-	0	3
	7%	8%	6%	5%	10%	3%	10%	7%	11%		2%	30%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

[QCrimeRoot] Which statement comes closer to your view?

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	401	247	153	198	133	50	21	156	84	160	195	181	91	69	196
	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	119	76	43	65	40	11	3	60	21	38	103	10	20	17	69
	30%	31%	28%	33%	30%	22%	16%	38%	25%	24%	53%	6%	22%	25%	35%
Crime is primarily a product of environmental factors, such as poor economic conditions, lack of education, and not enou	253	151	102	116	88	35	14	87	51	116	76	163	61	46	118
	63%	61%	67%	59%	66%	71%	68%	55%	61%	72%	39%	90%	66%	67%	60%
Unsure	29	21	8	17	5	4	3	10	12	6	15	8	11	6	9
	7%	8%	5%	9%	4%	8%	15%	7%	15%	4%	8%	4%	12%	8%	5%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

[QCrimeRoot] Which statement comes closer to your view?

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	401 100	-	-	-	-	401	-	29 100	5 100	15 100	302 100	47 100	29 100	8 100	19 100	24 100	6 100
Crime is primarily a product of insufficient law enforcement resources and action	119 30%	-	-	-	-	119	-	7 26%	1 16%	4 28%	98 33%	6 14%	10 33%	2 25%	5 25%	2 9%	-
Crime is primarily a product of environmental factors, such as poor economic conditions, lack of education, and not enou	253 63%	-	-	-	-	253	-	15 54%	4 69%	8 56%	182 60%	38 80%	17 59%	5 65%	13 66%	20 85%	6 100%
Unsure	29 7%	-	-	-	-	29	-	6 20%	1 15%	2 17%	22 7%	3 6%	2 9%	1 10%	2 9%	1 6%	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

[QCrimeRoot] Which statement comes closer to your view?

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	401	117	89	101	81	37	39	58	53	37	50	52	74	31	154	54	162
	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	119	37	23	40	16	4	14	18	22	5	14	18	25	5	56	14	44
	30%	32%	25%	40%	20%	11%	35%	31%	42%	13%	27%	34%	33%	16%	37%	26%	27%
Crime is primarily a product of environmental factors, such as poor economic conditions, lack of education, and not enou	253	76	60	54	55	30	19	37	28	32	34	34	39	25	86	35	107
	63%	65%	68%	54%	68%	79%	48%	65%	53%	87%	69%	64%	53%	80%	56%	65%	66%
Unsure	29	4	6	6	10	4	7	2	3	-	2	1	10	1	12	5	11
	7%	3%	7%	6%	12%	10%	17%	4%	5%		4%	2%	14%	5%	8%	9%	7%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 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	200	107	93	31	42	61	66	158	21	11	3	6
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	103	92	31	43	53	68	157	16	10	5	7
MEAN	3.91	3.95	3.87	3.71	3.93	3.77	4.12	3.88	4.12	3.52	4.60	4.37
1 - Do not worry at all	7	4	3	0	5	1	1	7	-	-	0	-
	3%	4%	3%	1%	11%	2%	1%	4%			5%	
2	28	13	14	6	4	11	7	21	3	4	-	-
	14%	12%	15%	19%	9%	19%	10%	13%	15%	33%		
3	33	18	15	6	3	13	11	25	4	2	-	1
	16%	17%	16%	18%	7%	21%	17%	16%	17%	22%		22%
4	39	18	21	9	9	9	12	36	0	1	1	1
	19%	17%	23%	30%	21%	15%	17%	23%	1%	5%	20%	19%
5- Worry about it a great deal	91	51	40	9	21	25	35	68	12	5	3	4
	45%	47%	43%	29%	52%	41%	53%	43%	59%	40%	75%	59%
Unsure	3	3	-	1	-	2	1	2	2	-	-	-
	2%	3%		3%		3%	1%	1%	8%			

Echelon Insights  
Focus 2024 Survey  
N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 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	200	124	76	94	64	31	11	80	35	85	98	87	44	38	91
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	118	77	93	64	25	13	78	40	77	100	79	41	35	93
MEAN	3.91	4.06	3.67	4.05	3.63	4.08	3.90	4.19	3.64	3.76	4.53	3.25	4.09	3.97	3.87
1 - Do not worry at all	7	3	4	2	4	0	-	3	1	3	1	4	-	1	6
	3%	2%	6%	2%	7%	1%	-	4%	4%	3%	1%	5%	-	2%	6%
2	28	14	14	11	10	3	4	7	6	15	3	24	6	6	12
	14%	11%	18%	11%	16%	11%	32%	9%	16%	18%	3%	28%	14%	15%	13%
3	33	22	11	15	11	7	0	9	8	16	5	24	6	5	12
	16%	17%	15%	16%	17%	23%	3%	11%	23%	19%	5%	28%	14%	15%	13%
4	39	20	19	18	19	2	1	14	9	15	19	13	8	8	21
	19%	16%	26%	19%	29%	6%	6%	18%	26%	18%	19%	15%	19%	20%	23%
5- Worry about it a great deal	91	64	27	48	20	16	7	47	11	34	68	21	23	18	40
	45%	52%	35%	51%	31%	54%	58%	58%	31%	40%	70%	24%	51%	48%	44%
Unsure	3	3	1	1	1	2	-	1	-	2	1	1	1	-	1
	2%	2%	1%	1%	1%	5%	-	1%	-	3%	1%	1%	2%	-	1%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 Percentage Points

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

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	200	-	-	-	-	200	-	15	3	7	153	27	12	4	9	11	2
	100					100		100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	-	-	-	-	195	-	16	3	7	153	18	13	3	10	13	3
MEAN	3.91	-	-	-	-	3.91	-	3.66	4.74	4.05	4.00	3.73	3.57	4.71	3.88	3.88	2.75
1 - Do not worry at all	7 3%	-	-	-	-	7 3%	-	1 7%	-	-	5 3%	-	1 10%	-	1 9%	-	-
2	28 14%	-	-	-	-	28 14%	-	-	-	1 15%	20 13%	5 20%	1 8%	-	0 3%	2 14%	1 25%
3	33 16%	-	-	-	-	33 16%	-	3 22%	-	-	22 14%	7 28%	3 22%	-	1 8%	3 25%	2 75%
4	39 19%	-	-	-	-	39 19%	-	7 48%	1 26%	3 39%	32 21%	4 13%	1 7%	1 29%	4 39%	2 19%	-
5- Worry about it a great deal	91 45%	-	-	-	-	91 45%	-	2 12%	3 74%	2 34%	75 49%	11 40%	4 33%	3 71%	3 31%	5 42%	-
Unsure	3 2%	-	-	-	-	3 2%	-	2 11%	-	1 12%	-	-	3 20%	-	1 9%	-	-

Echelon Insights  
Focus 2024 Survey  
N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	52	38	56	47	20	20	37	30	11	21	25	36	17	81	23	79
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	53	35	58	41	18	23	31	31	13	20	22	37	13	86	23	73
MEAN	3.91	3.73	4.09	4.11	3.81	3.59	3.85	3.88	4.33	3.92	4.00	3.62	3.95	3.83	4.14	4.26	3.60
1 - Do not worry at all	7	3	-	3	1	-	3	1	-	0	2	0	1	1	0	-	6
	3%	5%		5%	2%		15%	3%		2%	8%	1%	2%	5%	*		7%
2	28	9	5	4	9	6	2	4	2	-	1	8	5	4	9	2	12
	14%	18%	13%	6%	20%	29%	12%	10%	6%		7%	32%	14%	25%	11%	10%	16%
3	33	7	6	8	8	2	1	10	6	4	2	3	6	1	14	2	15
	16%	14%	15%	15%	17%	8%	6%	26%	18%	36%	9%	12%	16%	8%	18%	7%	19%
4	39	13	8	10	8	6	2	6	4	3	6	4	8	1	12	7	19
	19%	25%	22%	17%	18%	31%	11%	16%	12%	28%	30%	15%	22%	7%	15%	29%	24%
5- Worry about it a great deal	91	20	19	31	20	5	12	15	19	4	10	10	16	10	43	12	26
	45%	38%	50%	55%	43%	27%	57%	41%	62%	34%	46%	40%	46%	56%	53%	54%	33%
Unsure	3	-	-	1	1	1	-	2	1	-	-	-	-	-	3	-	1
	2%			1%	2%	4%		4%	2%					3%			1%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 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	200	80	121	44	48	49	60	172	13	7	5	3
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	205	91	114	51	50	46	58	174	15	6	4	6
MEAN	3.41	3.74	3.20	2.74	3.02	3.82	3.90	3.45	2.82	3.86	3.48	2.82
1 - Do not worry at all	57	17	41	18	21	10	9	46	7	1	1	2
	29%	21%	34%	41%	43%	20%	15%	27%	53%	11%	30%	48%
2	10	5	5	4	2	2	2	9	-	1	-	-
	5%	6%	4%	8%	5%	5%	3%	5%	-	15%	-	-
3	19	5	14	7	2	2	8	19	0	-	-	-
	9%	6%	12%	17%	4%	5%	13%	11%	3%	-	-	-
4	16	6	10	2	1	6	8	13	0	-	2	1
	8%	8%	8%	4%	1%	12%	13%	8%	2%	-	34%	26%
5- Worry about it a great deal	95	45	51	13	22	27	33	83	6	4	2	1
	48%	56%	42%	30%	47%	55%	55%	48%	43%	52%	37%	26%
Unsure	3	2	0	-	-	2	1	1	-	2	-	-
	1%	3%	*%	-	-	4%	2%	1%	-	22%	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	123	78	104	68	19	10	76	49	75	97	94	47	31	105
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	205	119	86	101	73	18	13	73	53	79	94	96	43	34	109
MEAN	3.41	3.72	2.94	3.84	2.87	3.01	3.41	3.87	3.33	2.99	4.50	2.29	3.58	3.68	3.28
1 - Do not worry at all	57	26	32	18	29	8	3	13	13	31	3	51	13	6	32
	29%	21%	41%	17%	42%	41%	31%	17%	27%	42%	3%	54%	27%	20%	31%
2	10	6	4	6	3	-	1	4	4	2	4	5	1	2	7
	5%	5%	5%	6%	4%	-	11%	6%	8%	2%	4%	6%	2%	6%	6%
3	19	10	9	10	9	0	-	9	6	4	10	9	4	3	10
	9%	8%	11%	10%	13%	2%	-	12%	12%	5%	10%	10%	9%	10%	10%
4	16	10	5	8	5	3	-	3	5	7	4	9	5	4	6
	8%	8%	7%	7%	8%	14%	-	4%	10%	10%	4%	9%	10%	12%	6%
5- Worry about it a great deal	95	67	28	60	23	7	6	46	21	28	75	17	25	16	47
	48%	55%	36%	58%	33%	34%	58%	61%	42%	37%	78%	18%	52%	51%	45%
Unsure	3	3	-	1	-	2	-	0	-	3	0	3	-	0	2
	1%	2%	-	1%	-	8%	-	0%	-	3%	0%	3%	-	1%	2%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 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	200	-	-	-	-	200	-	14	2	8	149	20	17	4	10	13	3			
	100					100		100	100	100	100	100	100	100	100	100	100			
Unweighted Total	205	-	-	-	-	205	-	19	2	7	148	17	18	4	9	12	3			
MEAN	3.41	-	-	-	-	3.41	-	3.60	5.00	4.44	3.36	4.00	3.70	2.86	3.01	3.05	2.04			
1 - Do not worry at all	57	-	-	-	-	57	-	3	-	-	47	1	3	1	2	5	2			
	29%					29%		20%			31%	7%	18%	23%	22%	39%	65%			
2	10	-	-	-	-	10	-	1	-	-	6	2	1	0	0	-	-			
	5%					5%		8%			4%	8%	6%	10%	4%					
3	19	-	-	-	-	19	-	1	-	2	11	5	2	2	3	1	-			
	9%					9%		8%		23%	7%	23%	15%	46%	33%	8%				
4	16	-	-	-	-	16	-	3	-	1	13	0	1	-	3	2	1			
	8%					8%		20%		10%	9%	1%	8%		33%	17%	35%			
5- Worry about it a great deal	95	-	-	-	-	95	-	6	2	5	69	12	9	1	1	4	-			
	48%					48%		44%	100%	67%	46%	61%	53%	21%	8%	33%				
Unsure	3	-	-	-	-	3	-	-	-	-	3	-	-	-	-	0	-			
	1%					1%					2%					3%				

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	65	51	45	34	18	19	21	22	26	29	28	38	14	72	31	83
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	205	66	44	55	34	23	21	22	25	28	29	24	33	11	80	29	85
MEAN	3.41	3.05	3.35	3.83	3.74	3.38	3.70	3.64	4.16	2.31	2.58	3.94	3.75	3.62	3.79	3.52	2.99
1 - Do not worry at all	57	24	15	9	6	6	4	3	4	12	16	6	6	4	13	9	31
	29%	37%	30%	21%	18%	32%	23%	16%	16%	48%	57%	22%	15%	29%	18%	29%	38%
2	10	4	1	3	2	1	1	2	-	2	1	-	2	-	4	0	5
	5%	7%	2%	6%	6%	6%	7%	11%	-	9%	4%	-	5%	-	6%	1%	6%
3	19	6	8	2	3	1	1	1	2	7	1	1	6	-	9	4	6
	9%	9%	16%	4%	9%	4%	6%	6%	7%	25%	2%	4%	16%	-	12%	12%	8%
4	16	5	4	2	4	1	1	4	1	0	-	2	7	3	4	1	7
	8%	8%	9%	4%	13%	8%	3%	17%	3%	1%	-	8%	18%	22%	6%	4%	9%
5- Worry about it a great deal	95	25	22	28	17	9	11	9	16	5	11	18	17	7	42	17	30
	48%	39%	44%	63%	50%	50%	61%	42%	70%	17%	37%	65%	45%	49%	57%	54%	36%
Unsure	3	0	-	1	2	-	-	2	1	-	-	-	0	-	0	-	3
	1%	1%	-	2%	5%	-	-	8%	3%	-	-	-	1%	-	0%	-	3%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 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	200	107	93	31	42	61	66	158	21	11	3	6
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	103	92	31	43	53	68	157	16	10	5	7
MEAN	3.32	3.52	3.10	2.78	3.48	3.37	3.44	3.35	3.33	1.94	4.74	4.27
1 - Do not worry at all	56	26	30	13	11	14	18	41	7	7	-	1
	28%	24%	32%	42%	27%	23%	27%	26%	32%	60%	-	18%
2	21	8	13	3	4	7	7	17	2	3	-	-
	11%	8%	14%	11%	9%	12%	11%	11%	8%	22%	-	-
3	14	8	5	1	3	6	4	13	-	-	0	-
	7%	8%	6%	3%	7%	9%	6%	8%	-	-	7%	-
4	16	11	5	3	2	7	3	16	0	-	0	-
	8%	10%	6%	11%	5%	12%	5%	10%	1%	-	11%	-
5- Worry about it a great deal	90	52	38	9	22	25	34	70	11	2	3	5
	45%	48%	41%	31%	52%	41%	51%	44%	51%	18%	81%	82%
Unsure	3	3	1	1	-	2	1	1	2	-	-	-
	2%	2%	1%	3%	-	3%	1%	1%	8%	-	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	124	76	94	64	31	11	80	35	85	98	87	44	38	91
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	118	77	93	64	25	13	78	40	77	100	79	41	35	93
MEAN	3.32	3.61	2.86	3.76	2.77	3.14	3.37	3.78	3.20	2.94	4.60	2.00	3.29	3.50	3.39
1 - Do not worry at all	56	29	27	17	24	12	3	16	9	31	2	47	15	10	24
	28%	23%	36%	18%	37%	38%	26%	20%	27%	36%	3%	54%	35%	27%	26%
2	21	11	11	9	9	2	2	7	6	9	4	16	2	3	9
	11%	9%	14%	9%	13%	7%	18%	9%	17%	10%	4%	18%	5%	8%	10%
3	14	6	7	6	7	-	0	4	2	7	4	9	2	2	8
	7%	5%	10%	7%	11%	-	2%	5%	6%	9%	4%	10%	5%	5%	9%
4	16	9	8	8	8	1	-	5	4	8	11	6	1	4	9
	8%	7%	10%	9%	12%	2%	-	6%	10%	9%	11%	6%	3%	11%	10%
5- Worry about it a great deal	90	67	23	52	17	14	6	48	14	28	77	9	22	19	41
	45%	54%	31%	56%	27%	47%	54%	59%	40%	33%	78%	10%	50%	50%	45%
Unsure	3	3	-	1	-	2	-	1	-	2	1	1	1	-	-
	2%	3%	-	2%	-	5%	-	1%	-	3%	1%	1%	2%	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	State						Swing			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	200	-	-	-	-	200	-	15	3	7	153	27	12	4	9	11	2			
	100					100		100	100	100	100	100	100	100	100	100	100			
Unweighted Total	195	-	-	-	-	195	-	16	3	7	153	18	13	3	10	13	3			
MEAN	3.32	-	-	-	-	3.32	-	2.66	4.34	4.73	3.36	3.42	3.29	5.00	3.90	2.10	1.75			
1 - Do not worry at all	56	-	-	-	-	56	-	6	-	-	43	6	2	-	2	6	2			
	28%					28%		41%			28%	21%	15%		18%	57%	75%			
2	21	-	-	-	-	21	-	2	1	-	15	4	2	-	0	1	-			
	11%					11%		11%	22%		10%	13%	16%		3%	11%				
3	14	-	-	-	-	14	-	1	-	-	9	4	1	-	1	1	-			
	7%					7%		6%			6%	13%	7%		10%	9%				
4	16	-	-	-	-	16	-	0	-	2	13	1	2	-	-	1	1			
	8%					8%		1%		24%	9%	5%	14%			11%	25%			
5- Worry about it a great deal	90	-	-	-	-	90	-	5	3	4	72	12	3	4	6	1	-			
	45%					45%		30%	78%	64%	47%	46%	28%	100%	60%	12%				
Unsure	3	-	-	-	-	3	-	2	-	1	1	-	3	-	1	-	-			
	2%					2%		11%		12%	1%		20%		9%					

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	200	52	38	56	47	20	20	37	30	11	21	25	36	17	81	23	79
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	53	35	58	41	18	23	31	31	13	20	22	37	13	86	23	73
MEAN	3.32	3.16	3.00	3.78	3.22	2.89	3.64	3.69	3.64	2.58	3.32	2.91	3.26	2.68	3.79	3.39	2.98
1 - Do not worry at all	56	13	15	9	16	7	4	8	6	6	7	6	12	9	16	5	26
	28%	26%	41%	16%	34%	36%	22%	22%	19%	53%	31%	24%	33%	49%	20%	21%	33%
2	21	9	4	5	3	3	1	1	3	1	2	6	4	2	4	4	11
	11%	18%	10%	9%	6%	14%	7%	3%	10%	5%	10%	26%	11%	11%	5%	18%	14%
3	14	4	1	5	3	1	2	2	3	-	1	3	1	-	5	2	6
	7%	8%	2%	9%	7%	4%	10%	7%	10%	-	5%	13%	3%	-	6%	9%	8%
4	16	4	1	6	3	2	2	5	3	2	1	2	1	-	7	1	9
	8%	8%	3%	11%	7%	8%	8%	13%	9%	17%	3%	10%	2%	-	8%	5%	11%
5- Worry about it a great deal	90	20	17	31	21	7	11	18	16	3	11	7	18	7	46	11	27
	45%	39%	44%	54%	44%	33%	53%	50%	52%	26%	51%	27%	50%	39%	56%	47%	34%
Unsure	3	1	-	-	1	1	-	2	-	-	-	-	1	-	3	-	-
	2%	1%	-	-	2%	4%	-	4%	-	-	-	-	2%	-	4%	-	-



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 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	200	80	121	44	48	49	60	172	13	7	5	3
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	205	91	114	51	50	46	58	174	15	6	4	6
MEAN	3.40	3.03	3.65	3.80	3.44	2.69	3.63	3.32	4.43	3.37	4.02	2.92
1 - Do not worry at all	47	21	26	6	12	18	11	41	2	2	-	2
	23%	26%	21%	13%	24%	37%	18%	24%	12%	35%		52%
2	19	9	10	4	4	6	5	18	0	-	1	-
	10%	12%	8%	8%	9%	12%	9%	10%	1%		22%	
3	25	17	8	7	7	5	6	24	0	-	-	-
	12%	22%	6%	16%	14%	11%	10%	14%	3%			
4	21	10	11	4	2	7	8	18	-	2	2	-
	10%	12%	9%	9%	4%	14%	14%	10%		22%	34%	
5- Worry about it a great deal	86	22	64	23	23	11	28	68	11	3	2	2
	43%	27%	53%	53%	49%	22%	47%	39%	84%	43%	45%	48%
Unsure	3	1	2	-	-	2	1	3	-	-	-	-
	2%	1%	2%			5%	2%	2%				

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	200	123	78	104	68	19	10	76	49	75	97	94	47	31	105
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	205	119	86	101	73	18	13	73	53	79	94	96	43	34	109
MEAN	3.40	3.28	3.59	3.13	3.58	4.05	3.66	2.73	3.33	4.16	2.21	4.65	3.24	3.70	3.37
1 - Do not worry at all	47	29	18	25	16	4	2	29	9	9	45	0	5	6	30
	23%	23%	23%	24%	24%	19%	22%	38%	18%	12%	46%	1%	10%	21%	28%
2	19	13	6	13	4	-	1	7	8	3	14	3	11	2	7
	10%	11%	7%	13%	7%	-	13%	10%	17%	4%	15%	4%	22%	6%	6%
3	25	18	7	18	7	-	0	14	8	3	19	3	12	3	10
	12%	15%	9%	17%	10%	-	4%	18%	15%	5%	20%	4%	25%	10%	9%
4	21	15	6	12	6	3	-	6	6	9	6	13	4	3	12
	10%	12%	8%	11%	9%	17%	-	7%	12%	12%	7%	14%	9%	9%	11%
5- Worry about it a great deal	86	45	41	32	35	12	6	20	18	48	11	71	13	17	47
	43%	36%	53%	31%	52%	64%	61%	26%	37%	64%	11%	75%	28%	54%	44%
Unsure	3	3	-	3	-	-	-	1	-	3	1	3	2	-	1
	2%	3%	-	3%	-	-	-	1%	-	4%	1%	3%	5%	-	1%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 Percentage Points

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

	Total	State						Swing			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	200	-	-	-	-	200	-	14	2	8	149	20	17	4	10	13	3			
	100					100		100	100	100	100	100	100	100	100	100	100			
Unweighted Total	205	-	-	-	-	205	-	19	2	7	148	17	18	4	9	12	3			
MEAN	3.40	-	-	-	-	3.40	-	3.32	2.21	2.69	3.46	2.71	3.44	1.21	3.11	4.79	5.00			
1 - Do not worry at all	47 23%	-	-	-	-	47 23%	-	2 11%	1 60%	-	37 25%	5 24%	2 15%	3 79%	3 33%	-	-			
2	19 10%	-	-	-	-	19 10%	-	4 28%	-	2 31%	14 9%	2 12%	2 9%	1 21%	1 8%	-	-			
3	25 12%	-	-	-	-	25 12%	-	2 16%	-	5 69%	12 8%	7 36%	4 22%	-	-	1 9%	-			
4	21 10%	-	-	-	-	21 10%	-	1 8%	1 40%	-	15 10%	1 7%	3 19%	-	3 32%	-	-			
5- Worry about it a great deal	86 43%	-	-	-	-	86 43%	-	5 37%	-	-	70 47%	3 13%	5 31%	-	3 27%	10 76%	3 100%			
Unsure	3 2%	-	-	-	-	3 2%	-	-	-	-	1 1%	2 8%	1 4%	-	-	2 15%	-			

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	200	65	51	45	34	18	19	21	22	26	29	28	38	14	72	31	83
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	205	66	44	55	34	23	21	22	25	28	29	24	33	11	80	29	85
MEAN	3.40	3.66	3.57	2.95	3.07	3.36	2.63	2.81	3.30	4.10	3.97	2.60	3.83	4.18	3.02	3.48	3.59
1 - Do not worry at all	47	15	11	13	8	2	7	7	5	4	5	11	6	1	22	7	17
	23%	23%	21%	29%	24%	10%	36%	36%	21%	15%	17%	38%	17%	6%	30%	23%	20%
2	19	4	6	3	6	4	3	1	2	-	2	5	3	-	10	2	7
	10%	6%	11%	8%	17%	20%	13%	5%	9%		6%	17%	9%		14%	8%	8%
3	25	4	3	13	4	4	5	3	6	3	2	2	-	3	8	5	9
	12%	7%	6%	29%	13%	22%	24%	14%	26%	12%	7%	8%		18%	12%	15%	11%
4	21	6	5	4	5	3	1	5	1	1	1	2	7	2	6	3	10
	10%	10%	9%	10%	14%	17%	4%	24%	5%	4%	4%	6%	19%	12%	8%	9%	12%
5- Worry about it a great deal	86	35	25	11	10	5	4	4	9	18	19	7	20	7	25	14	40
	43%	53%	49%	25%	29%	30%	22%	18%	39%	68%	67%	25%	52%	52%	34%	45%	48%
Unsure	3	1	2	-	1	-	-	1	-	-	-	2	1	2	1	-	0
	2%	1%	3%		2%			4%				6%	2%	11%	2%		1%

Echelon Insights  
Focus 2024 Survey  
N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	200	107	93	31	42	61	66	158	21	11	3	6
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	103	92	31	43	53	68	157	16	10	5	7
MEAN	3.34	3.16	3.56	3.17	3.08	3.55	3.40	3.28	4.35	2.77	3.61	2.47
1 - Do not worry at all	28	17	11	8	4	6	10	20	2	4	1	-
	14%	16%	11%	25%	10%	9%	15%	13%	10%	40%	31%	-
2	35	21	14	4	10	9	12	30	1	2	-	3
	18%	20%	15%	12%	24%	15%	18%	19%	4%	16%	-	53%
3	39	23	16	5	13	13	7	34	1	1	0	3
	19%	21%	17%	15%	32%	22%	11%	21%	7%	5%	7%	47%
4	34	18	17	3	6	12	14	33	-	1	-	-
	17%	16%	18%	8%	14%	19%	21%	21%	-	8%	-	-
5- Worry about it a great deal	63	28	35	11	8	21	22	40	17	4	2	-
	31%	26%	38%	36%	20%	34%	34%	25%	79%	32%	61%	-
Unsure	1	1	-	1	-	-	-	1	-	-	-	-
	*%	1%	-	3%	-	-	-	1%	-	-	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	200	124	76	94	64	31	11	80	35	85	98	87	44	38	91
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	118	77	93	64	25	13	78	40	77	100	79	41	35	93
MEAN	3.34	3.45	3.17	3.33	3.20	3.82	2.98	3.15	3.18	3.59	2.87	3.93	3.83	3.73	2.92
1 - Do not worry at all	28	17	11	12	8	4	3	16	5	7	19	5	2	3	17
	14%	13%	15%	13%	13%	14%	29%	20%	13%	9%	20%	6%	5%	8%	19%
2	35	21	14	17	13	4	2	15	6	14	27	7	7	5	20
	18%	17%	19%	18%	19%	14%	15%	18%	18%	17%	28%	8%	16%	14%	22%
3	39	22	17	19	15	3	2	13	9	16	21	12	8	7	21
	19%	18%	22%	20%	23%	11%	16%	16%	27%	19%	21%	14%	17%	19%	23%
4	34	18	17	18	16	-	1	13	7	14	7	27	4	5	17
	17%	14%	22%	19%	25%	-	8%	16%	21%	17%	7%	31%	10%	14%	19%
5- Worry about it a great deal	63	46	17	27	13	19	4	23	7	32	23	36	22	17	15
	31%	37%	22%	29%	20%	61%	32%	29%	21%	38%	23%	41%	49%	45%	16%
Unsure	1	1	-	1	-	-	-	1	-	-	1	-	1	-	-
	*%	1%	-	1%	-	-	-	1%	-	-	1%	-	2%	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 Percentage Points

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

	Total	State						Swing			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	200	-	-	-	-	200	-	15	3	7	153	27	12	4	9	11	2			
	100					100		100	100	100	100	100	100	100	100	100	100			
Unweighted Total	195	-	-	-	-	195	-	16	3	7	153	18	13	3	10	13	3			
MEAN	3.34	-	-	-	-	3.34	-	2.98	3.58	3.41	3.35	3.45	2.79	3.03	3.09	3.08	2.56			
1 - Do not worry at all	28	-	-	-	-	28	-	4	-	0	18	6	4	1	2	3	1			
	14%					14%		25%		3%	12%	21%	31%	28%	20%	28%	48%			
2	35	-	-	-	-	35	-	1	2	1	30	3	2	1	2	2	-			
	18%					18%		8%	47%	19%	20%	10%	15%	29%	25%	14%				
3	39	-	-	-	-	39	-	6	-	2	31	4	2	-	1	2	1			
	19%					19%		40%		35%	20%	15%	18%		9%	20%	25%			
4	34	-	-	-	-	34	-	-	-	-	30	3	-	-	-	-	-			
	17%					17%					19%	11%								
5- Worry about it a great deal	63	-	-	-	-	63	-	4	2	2	44	11	4	2	3	4	1			
	31%					31%		28%	53%	30%	29%	43%	29%	44%	37%	39%	27%			
Unsure	1	-	-	-	-	1	-	-	-	1	-	-	1	-	1	-	-			
	*%					*%				12%			7%		9%					

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	200	52	38	56	47	20	20	37	30	11	21	25	36	17	81	23	79
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	53	35	58	41	18	23	31	31	13	20	22	37	13	86	23	73
MEAN	3.34	3.39	3.73	3.04	3.37	2.93	3.04	3.37	3.13	3.60	3.12	3.81	3.63	3.89	3.14	3.39	3.42
1 - Do not worry at all	28	6	4	8	8	6	2	4	5	2	2	1	5	2	16	3	8
	14%	12%	10%	13%	17%	29%	10%	12%	17%	19%	11%	5%	14%	11%	19%	12%	10%
2	35	9	5	13	7	3	5	7	7	1	5	3	5	1	13	7	15
	18%	18%	13%	23%	15%	15%	24%	18%	22%	8%	25%	11%	15%	7%	16%	29%	19%
3	39	9	7	15	8	3	8	7	5	1	6	6	3	4	17	2	17
	19%	18%	18%	26%	17%	17%	37%	20%	16%	13%	27%	25%	8%	20%	21%	7%	21%
4	34	12	5	11	5	1	2	8	7	1	4	4	7	1	15	2	16
	17%	23%	12%	20%	10%	6%	10%	21%	22%	12%	17%	17%	20%	5%	18%	11%	21%
5- Worry about it a great deal	63	15	18	10	18	6	4	11	7	5	4	10	15	10	20	9	23
	31%	29%	47%	17%	38%	29%	19%	29%	23%	47%	20%	42%	43%	57%	25%	41%	29%
Unsure	1	-	-	-	1	1	-	-	-	-	-	-	-	-	1	-	-
	*%				2%	4%								1%			



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 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	200	80	121	44	48	49	60	172	13	7	5	3
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	205	91	114	51	50	46	58	174	15	6	4	6
MEAN	4.13	4.13	4.13	3.85	4.09	4.15	4.35	4.16	3.68	4.61	4.07	3.44
1 - Do not worry at all	3	2	0	1	0	2	-	2	0	-	-	-
	1%	3%	*%	2%	*%	3%		1%	2%			
2	18	6	11	6	6	4	2	16	2	-	-	-
	9%	8%	10%	14%	13%	8%	3%	9%	14%			
3	32	12	20	10	6	6	9	24	3	1	1	2
	16%	15%	16%	22%	13%	13%	15%	14%	21%	11%	30%	64%
4	47	17	31	9	12	11	16	38	6	1	2	1
	24%	21%	25%	21%	24%	22%	26%	22%	41%	17%	34%	28%
5- Worry about it a great deal	101	42	59	18	23	26	34	91	3	5	2	0
	50%	53%	49%	41%	49%	54%	56%	53%	22%	72%	37%	8%
Unsure	0	-	0	-	-	-	0	0	-	-	-	-
	*%		*%				1%	*%				

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 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	200	123	78	104	68	19	10	76	49	75	97	94	47	31	105
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	205	119	86	101	73	18	13	73	53	79	94	96	43	34	109
MEAN	4.13	4.25	3.94	4.34	3.89	3.78	4.29	4.28	3.93	4.11	4.46	3.79	4.10	4.30	4.12
1 - Do not worry at all	3	2	1	1	1	0	0	2	0	-	0	2	1	-	1
	1%	1%	1%	1%	1%	1%	1%	3%	1%		*%	2%	3%		1%
2	18	10	7	8	7	2	-	5	7	6	4	13	3	2	12
	9%	8%	10%	8%	11%	9%		6%	14%	8%	5%	14%	7%	6%	12%
3	32	14	17	9	16	6	2	7	9	16	9	19	7	4	14
	16%	12%	22%	9%	23%	29%	16%	9%	18%	21%	10%	21%	15%	14%	14%
4	47	25	22	19	19	6	3	17	13	17	19	26	13	8	23
	24%	21%	28%	19%	27%	32%	32%	23%	27%	22%	20%	28%	27%	24%	22%
5- Worry about it a great deal	101	71	30	65	25	5	5	45	20	36	63	33	23	17	54
	50%	58%	39%	63%	37%	28%	50%	59%	41%	48%	66%	35%	48%	56%	52%
Unsure	0	0	-	0	-	-	-	-	-	0	-	0	-	-	-
	*%	*%		*%						*%	*%				

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 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	200	-	-	-	-	200	-	14	2	8	149	20	17	4	10	13	3			
	100					100		100	100	100	100	100	100	100	100	100	100			
Unweighted Total	205	-	-	-	-	205	-	19	2	7	148	17	18	4	9	12	3			
MEAN	4.13	-	-	-	-	4.13	-	4.41	5.00	4.00	4.10	4.30	4.37	3.86	3.68	4.43	4.07			
1 - Do not worry at all	3 1%	-	-	-	-	3 1%	-	0 1%	-	-	2 2%	0 1%	-	-	-	-	-			
2	18 9%	-	-	-	-	18 9%	-	-	-	1 10%	13 9%	-	1 8%	-	1 13%	1 8%	1 31%			
3	32 16%	-	-	-	-	32 16%	-	3 21%	-	2 30%	25 17%	4 22%	1 7%	2 46%	2 18%	0 2%	-			
4	47 24%	-	-	-	-	47 24%	-	2 13%	-	1 10%	36 24%	5 24%	4 26%	1 21%	5 56%	3 26%	-			
5- Worry about it a great deal	101 50%	-	-	-	-	101 50%	-	9 65%	2 100%	4 50%	72 49%	11 54%	10 59%	1 33%	1 13%	8 60%	2 69%			
Unsure	0 *%	-	-	-	-	0 *%	-	-	-	-	0 *%	-	-	-	-	0 3%	-			

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	65	51	45	34	18	19	21	22	26	29	28	38	14	72	31	83
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	205	66	44	55	34	23	21	22	25	28	29	24	33	11	80	29	85
MEAN	4.13	4.27	4.02	4.16	4.16	4.02	4.12	3.77	4.58	3.74	4.07	4.44	4.22	4.40	4.34	4.20	3.87
1 - Do not worry at all	3	0	-	2	-	1	0	1	-	-	-	0	-	-	0	-	2
	1%	0%	0%	5%	0%	5%	1%	7%	0%	0%	0%	0%	0%	0%	0%	0%	3%
2	18	4	8	2	4	2	2	2	-	4	4	2	2	-	3	4	11
	9%	5%	16%	5%	11%	11%	12%	10%	0%	16%	14%	6%	4%	0%	4%	14%	13%
3	32	8	8	8	4	3	2	5	2	7	4	1	7	2	13	2	14
	16%	12%	15%	17%	11%	15%	12%	23%	11%	27%	15%	5%	18%	15%	18%	7%	17%
4	47	20	11	7	10	3	5	4	5	6	7	7	11	4	12	8	23
	24%	31%	21%	15%	29%	16%	26%	20%	21%	24%	23%	24%	29%	30%	17%	25%	28%
5- Worry about it a great deal	101	33	25	26	17	9	9	8	15	9	14	18	18	7	44	17	32
	50%	51%	49%	58%	49%	53%	49%	40%	68%	33%	49%	64%	48%	55%	61%	55%	39%
Unsure	0	0	-	-	-	-	-	-	-	-	-	-	0	-	-	-	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Echelon Insights  
Focus 2024 Survey  
N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 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	200	107	93	31	42	61	66	158	21	11	3	6
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	103	92	31	43	53	68	157	16	10	5	7
MEAN	3.59	3.50	3.68	3.64	3.30	3.59	3.75	3.49	4.60	2.98	4.40	3.44
1 - Do not worry at all	14	11	3	4	3	5	2	10	-	3	0	1
	7%	10%	4%	13%	7%	9%	2%	6%	-	25%	5%	18%
2	25	12	13	2	9	4	9	22	-	3	-	0
	12%	12%	14%	8%	22%	7%	14%	14%	-	25%	-	4%
3	51	29	22	6	11	16	18	47	2	1	0	1
	26%	27%	24%	19%	26%	26%	28%	30%	9%	6%	6%	18%
4	46	19	27	5	10	18	13	37	4	2	1	2
	23%	18%	29%	17%	24%	29%	19%	23%	19%	18%	27%	34%
5- Worry about it a great deal	62	34	28	12	9	16	24	41	13	3	2	2
	31%	31%	30%	40%	21%	26%	37%	26%	64%	27%	61%	25%
Unsure	3	3	-	1	-	2	-	1	2	-	-	-
	1%	2%	-	3%	-	3%	-	1%	8%	-	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	124	76	94	64	31	11	80	35	85	98	87	44	38	91
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	118	77	93	64	25	13	78	40	77	100	79	41	35	93
MEAN	3.59	3.67	3.45	3.50	3.48	4.22	3.26	3.43	3.19	3.90	3.47	3.65	3.99	4.02	3.21
1 - Do not worry at all	14	8	6	7	3	1	3	9	4	1	9	5	2	2	7
	7%	6%	8%	7%	5%	3%	28%	11%	11%	1%	9%	5%	5%	4%	8%
2	25	15	10	12	10	3	0	9	6	11	14	10	5	2	17
	12%	12%	14%	13%	16%	9%	2%	11%	16%	13%	14%	11%	11%	4%	19%
3	51	32	19	30	17	2	2	23	11	18	25	22	7	9	30
	26%	26%	26%	32%	27%	5%	20%	28%	31%	21%	25%	26%	16%	24%	33%
4	46	23	23	16	21	7	2	17	9	20	21	24	6	7	21
	23%	18%	30%	17%	33%	23%	16%	21%	26%	23%	21%	28%	14%	19%	24%
5- Worry about it a great deal	62	45	17	28	13	16	4	22	5	34	29	26	23	18	15
	31%	36%	22%	30%	20%	54%	34%	27%	16%	40%	29%	30%	52%	48%	16%
Unsure	3	3	-	1	-	2	-	1	-	2	1	-	1	-	-
	1%	2%	-	1%	-	5%	-	1%	-	2%	1%	-	2%	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 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	200	-	-	-	-	200	-	15	3	7	153	27	12	4	9	11	2			
	100					100		100	100	100	100	100	100	100	100	100	100			
Unweighted Total	195	-	-	-	-	195	-	16	3	7	153	18	13	3	10	13	3			
MEAN	3.59	-	-	-	-	3.59	-	3.97	3.53	3.35	3.66	3.25	3.30	4.28	3.96	3.41	3.03			
1 - Do not worry at all	14 7%	-	-	-	-	14 7%	-	0 1%	-	1 15%	6 4%	4 16%	3 25%	-	1 8%	-	-			
2	25 12%	-	-	-	-	25 12%	-	1 7%	-	1 20%	18 12%	6 21%	-	-	-	3 28%	1 48%			
3	51 26%	-	-	-	-	51 26%	-	5 30%	2 47%	0 3%	44 29%	5 18%	2 12%	-	1 10%	2 21%	-			
4	46 23%	-	-	-	-	46 23%	-	1 6%	2 53%	1 19%	39 25%	3 10%	2 12%	3 72%	4 43%	4 35%	1 52%			
5- Worry about it a great deal	62 31%	-	-	-	-	62 31%	-	7 45%	-	2 30%	46 30%	9 34%	4 31%	1 28%	3 30%	2 17%	-			
Unsure	3 1%	-	-	-	-	3 1%	-	2 11%	-	1 12%	-	-	3 20%	-	1 9%	-	-			

Echelon Insights  
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 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	52	38	56	47	20	20	37	30	11	21	25	36	17	81	23	79
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	53	35	58	41	18	23	31	31	13	20	22	37	13	86	23	73
MEAN	3.59	3.49	3.88	3.23	3.85	3.40	3.25	3.58	3.64	4.05	3.34	3.59	3.84	3.70	3.76	3.59	3.39
1 - Do not worry at all	14	3	-	5	5	4	2	3	2	-	1	3	-	2	3	1	8
	7%	6%		9%	11%	20%	10%	8%	5%		4%	10%		11%	4%	6%	10%
2	25	10	3	7	5	1	4	3	4	1	5	1	5	2	10	0	13
	12%	19%	8%	12%	10%	7%	21%	8%	13%	10%	22%	6%	15%	11%	13%	1%	16%
3	51	9	12	24	5	4	6	11	9	2	5	5	9	4	18	11	18
	26%	18%	32%	43%	12%	20%	27%	29%	30%	17%	25%	22%	26%	22%	23%	47%	23%
4	46	17	10	11	7	2	3	8	5	3	7	10	7	1	19	4	22
	23%	33%	26%	19%	14%	10%	17%	22%	18%	31%	31%	39%	20%	7%	23%	19%	27%
5- Worry about it a great deal	62	12	13	10	24	8	5	11	10	5	4	6	14	8	28	6	19
	31%	23%	35%	17%	51%	38%	25%	29%	34%	42%	17%	23%	39%	48%	35%	26%	24%
Unsure	3	-	-	-	1	1	-	2	-	-	-	-	-	-	3	-	-
	1%				2%	4%		4%							3%		



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	107	93	31	42	61	66	158	21	11	3	6
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	103	92	31	43	53	68	157	16	10	5	7
There's a problem with age-inappropriate discussions in schools	93 47%	54 50%	39 43%	10 34%	21 50%	25 40%	37 56%	80 50%	5 26%	2 18%	1 26%	5 82%
The issue is being blown out of proportion	90 45%	39 37%	50 54%	17 54%	19 45%	27 45%	26 40%	65 41%	14 65%	8 75%	2 67%	-
Unsure	17 9%	14 13%	3 3%	4 12%	2 5%	9 15%	3 4%	13 8%	2 9%	1 8%	0 7%	1 18%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	124	76	94	64	31	11	80	35	85	98	87	44	38	91
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	118	77	93	64	25	13	78	40	77	100	79	41	35	93
There's a problem with age-inappropriate discussions in schools	93 47%	67 54%	26 35%	58 62%	22 34%	9 29%	4 40%	46 58%	17 48%	30 36%	81 83%	8 9%	18 41%	16 42%	48 53%
The issue is being blown out of proportion	90 45%	50 40%	40 52%	30 31%	36 56%	21 67%	4 34%	26 32%	14 40%	50 59%	11 11%	71 81%	21 48%	19 52%	34 38%
Unsure	17 9%	7 6%	10 13%	6 7%	7 11%	1 4%	3 26%	9 11%	4 12%	5 5%	6 6%	8 10%	5 11%	3 7%	9 9%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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			
		AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	200	-	-	-	-	200	-	15	3	7	153	27	12	4	9	11	2			
	100					100		100	100	100	100	100	100	100	100	100	100			
Unweighted Total	195	-	-	-	-	195	-	16	3	7	153	18	13	3	10	13	3			
There's a problem with age-inappropriate discussions in schools	93 47%	-	-	-	-	93 47%	-	4 29%	2 47%	6 88%	74 48%	10 39%	7 53%	2 56%	4 44%	2 17%	-			
The issue is being blown out of proportion	90 45%	-	-	-	-	90 45%	-	8 53%	2 53%	-	66 43%	14 51%	4 31%	2 44%	3 37%	6 57%	2 75%			
Unsure	17 9%	-	-	-	-	17 9%	-	3 19%	-	1 12%	13 8%	3 10%	2 16%	-	2 19%	3 26%	1 25%			

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	52	38	56	47	20	20	37	30	11	21	25	36	17	81	23	79
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	53	35	58	41	18	23	31	31	13	20	22	37	13	86	23	73
There's a problem with age-inappropriate discussions in schools	93 47%	22 43%	16 42%	33 58%	18 38%	6 29%	11 55%	17 46%	20 66%	5 42%	10 45%	8 32%	17 48%	5 29%	49 60%	10 43%	30 38%
The issue is being blown out of proportion	90 45%	26 51%	22 58%	14 26%	24 52%	10 52%	8 40%	13 36%	8 26%	6 58%	11 51%	14 59%	19 52%	11 61%	26 32%	12 52%	41 52%
Unsure	17 9%	3 6%	-	9 16%	5 10%	4 18%	1 6%	7 18%	3 8%	-	1 4%	2 10%	-	2 11%	7 8%	1 5%	8 10%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	93	38	54	22	28	19	25	78	8	3	-	3
	100	100	100	100	100	100	100	100	100	100	-	100
Unweighted Total	95	42	53	24	28	18	25	79	8	3	-	5
People who say that these issues should be left to parents to discuss with their children and that schools should get back to focusing on the basics of instruction	56	25	31	11	20	11	15	49	2	3	-	1
	61%	66%	58%	51%	71%	57%	61%	63%	28%	100%	-	48%
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	30	12	18	10	8	6	7	25	4	-	-	2
	33%	32%	33%	44%	29%	33%	27%	32%	48%	-	-	52%
DNR – Don't know/Refused/Unsure	6	1	5	1	-	2	3	4	2	-	-	-
	6%	2%	9%	5%	-	10%	11%	5%	24%	-	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	93	56	36	47	31	9	5	39	20	34	46	43	24	13	51
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	95	57	38	47	32	10	6	36	22	37	44	46	23	13	51
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	56	35	22	31	18	4	3	33	12	11	46	8	12	7	36
	61%	62%	60%	66%	58%	38%	68%	85%	63%	31%	100%	19%	51%	57%	70%
People who say that LGBT students are being unfairly stigmatized and that schools should be able to have open discussions about sexuality and gender identity	30	17	14	13	12	4	2	4	7	19	-	29	9	4	15
	33%	29%	38%	27%	39%	41%	32%	11%	37%	56%	68%	38%	28%	29%	
DNR – Don't know/Refused/Unsure	6	5	1	3	1	2	-	2	-	4	-	6	3	2	1
	6%	9%	2%	7%	2%	20%		4%		12%	13%	12%	14%	1%	

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	93 100	-	-	-	-	93	-	4 100	1 100	5 100	73 100	7 100	8 100	3 100	4 100	7 100	2 100
Unweighted Total	95	-	-	-	-	95	-	7	1	4	73	5	9	3	4	6	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	56 61%	-	-	-	-	56	-	3 66%	1 100%	5 100%	41 56%	7 100%	5 71%	3 100%	4 100%	1 19%	-
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	30 33%	-	-	-	-	30	-	1 34%	-	-	26 36%	-	2 29%	-	-	5 76%	2 100%
DNR – Don't know/Refused/Unsure	6 6%	-	-	-	-	6	-	-	-	-	6 8%	-	-	-	-	0 5%	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	93 100	31 100	23 100	23 100	14 100	9 100	9 100	8 100	12 100	13 100	18 100	11 100	12 100	5 100	35 100	14 100	37 100
Unweighted Total	95	31	21	27	13	10	11	8	13	14	17	10	12	4	40	13	38
People who say that these issues should be left to parents to discuss with their children and that schools should get back to focusing on the basics of instruction	56 61%	19 62%	12 51%	17 75%	8 58%	7 75%	7 76%	4 48%	8 63%	4 35%	13 68%	7 64%	7 59%	3 46%	26 74%	8 54%	20 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	30 33%	9 31%	9 37%	5 22%	6 42%	2 25%	2 24%	4 52%	4 31%	7 57%	6 32%	2 19%	3 24%	3 54%	8 21%	4 26%	16 43%
DNR – Don't know/Refused/Unsure	6 6%	2 7%	3 12%	1 3%	-	-	-	-	1 6%	1 8%	-	2 18%	2 17%	-	2 5%	3 20%	1 3%



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 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	108	41	66	22	20	30	35	93	5	4	5	0
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	110	49	61	27	22	28	33	95	7	3	4	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	63	28	35	9	11	21	21	56	3	-	4	0
	58%	68%	52%	40%	57%	71%	60%	60%	55%		70%	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	38	11	27	13	6	7	11	34	-	4	-	-
	35%	27%	41%	60%	32%	24%	32%	37%		100%		
DNR – Don't know/Refused/Unsure	7	2	5	-	2	2	3	3	2	-	1	-
	6%	5%	7%		11%	5%	9%	3%	45%		30%	

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 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	108	66	41	56	37	10	5	37	29	42	50	51	23	18	54
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	110	62	48	54	41	8	7	37	31	42	50	50	20	21	58
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	63	47	16	42	14	5	2	30	18	15	49	10	19	6	32
	58%	71%	38%	75%	37%	46%	49%	82%	62%	35%	98%	19%	85%	34%	58%
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	38	15	23	13	21	2	2	5	11	22	1	35	2	9	22
	35%	22%	56%	23%	57%	16%	48%	13%	38%	54%	2%	68%	10%	49%	40%
DNR – Don't know/Refused/Unsure	7	5	2	1	2	4	0	2	0	5	0	7	1	3	1
	6%	7%	6%	2%	6%	38%	3%	6%	*%	11%	*%	13%	5%	18%	2%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	108 100	-	-	-	-	108	-	10	1	2	76	13	9	0	6	6	1
						100		100	100	100	100	100	100	100	100	100	100
Unweighted Total	110	-	-	-	-	110	-	12	1	3	75	12	9	1	5	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	63 58%	-	-	-	-	63	-	6	1	2	43	10	5	0	3	3	-
						58%		65%	100%	100%	56%	78%	60%	100%	57%	52%	
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	38 35%	-	-	-	-	38	-	3	-	-	26	3	4	-	3	3	1
						35%		35%			35%	21%	40%		43%	48%	100%
DNR – Don't know/Refused/Unsure	7 6%	-	-	-	-	7	-	-	-	-	7	0	-	-	-	-	-
						6%					9%	1%					

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	108	35	27	22	19	9	10	13	10	13	11	17	25	8	37	17	46
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	110	35	23	28	21	13	10	14	12	14	12	14	21	7	40	16	47
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	63	18	17	18	10	4	7	10	7	5	4	12	14	4	27	10	22
	58%	51%	60%	84%	50%	43%	78%	73%	75%	39%	38%	69%	54%	52%	73%	58%	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	38	16	11	4	7	5	-	4	3	8	6	4	9	4	5	6	23
	35%	46%	40%	16%	38%	57%		27%	25%	61%	62%	21%	34%	48%	14%	37%	50%
DNR – Don't know/Refused/Unsure	7	1	-	-	2	-	2	-	-	-	-	2	3	-	5	1	1
	6%	3%			11%		22%					10%	12%		13%	5%	3%

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 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	401	187	213	75	89	110	126	330	34	18	8	9
	100	100	100	100	100	100	100	100	100	100	100	100
Closer to where I think it ought to be	114	64	50	10	27	29	48	98	8	2	1	5
	28%	34%	23%	14%	30%	27%	38%	30%	23%	10%	15%	50%
Further from where I think it ought to be	226	93	133	52	45	63	65	184	20	13	6	3
	56%	50%	62%	70%	51%	58%	51%	56%	58%	73%	73%	29%
DNR – Don't know/Refused/Unsure	61	30	31	12	17	18	14	48	6	3	1	2
	15%	16%	14%	17%	19%	16%	11%	15%	19%	17%	12%	21%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	401	247	153	198	133	50	21	156	84	160	195	181	91	69	196
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Closer to where I think it ought to be	114	80	34	66	32	14	2	57	19	38	99	10	26	16	65
	28%	32%	22%	33%	24%	28%	10%	36%	23%	24%	51%	6%	29%	23%	33%
Further from where I think it ought to be	226	125	101	95	89	30	12	69	45	112	44	167	48	42	104
	56%	50%	66%	48%	67%	60%	59%	44%	53%	70%	22%	92%	52%	62%	53%
DNR – Don't know/Refused/Unsure	61	43	18	37	12	6	6	31	20	10	52	4	18	11	27
	15%	17%	12%	19%	9%	12%	31%	20%	24%	6%	27%	2%	19%	15%	14%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	State						Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	401 100	-	-	-	-	401 100	-	29 100	5 100	15 100	302 100	47 100	29 100	8 100	19 100	24 100	6 100
Closer to where I think it ought to be	114 28%	-	-	-	-	114 28%	-	4 15%	2 30%	5 36%	92 30%	8 18%	8 26%	4 45%	4 20%	1 5%	1 21%
Further from where I think it ought to be	226 56%	-	-	-	-	226 56%	-	17 59%	1 15%	3 19%	174 58%	23 49%	12 42%	1 10%	9 46%	19 80%	4 79%
DNR – Don't know/Refused/Unsure	61 15%	-	-	-	-	61 15%	-	7 26%	3 55%	7 45%	36 12%	16 33%	9 31%	4 45%	7 34%	4 15%	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	401 100	117 100	89 100	101 100	81 100	37 100	39 100	58 100	53 100	37 100	50 100	52 100	74 100	31 100	154 100	54 100	162 100
Closer to where I think it ought to be	114 28%	33 28%	17 19%	38 38%	25 31%	8 22%	14 35%	14 25%	28 52%	2 6%	13 26%	15 28%	20 27%	9 30%	56 36%	15 28%	34 21%
Further from where I think it ought to be	226 56%	72 62%	55 62%	42 41%	48 59%	24 65%	15 38%	33 58%	20 38%	28 75%	30 60%	30 57%	45 61%	17 55%	70 46%	33 62%	105 65%
DNR – Don't know/Refused/Unsure	61 15%	12 10%	17 19%	21 21%	8 10%	5 13%	10 26%	10 17%	5 10%	7 20%	7 14%	7 14%	9 12%	5 15%	28 18%	6 10%	23 14%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 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	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	401	187	213	75	89	110	126	330	34	18	8	9
	100	100	100	100	100	100	100	100	100	100	100	100
Still support that candidate	128	76	52	20	33	40	36	109	13	2	2	3
	32%	41%	25%	26%	37%	36%	28%	33%	37%	10%	23%	30%
At least have to be comfortable with their position on abortion in order to support them	116	55	61	29	28	25	34	94	8	11	1	2
	29%	29%	29%	39%	31%	23%	27%	29%	23%	58%	12%	22%
I would not support that candidate	156	56	100	26	29	45	56	126	14	6	5	5
	39%	30%	47%	35%	32%	41%	45%	38%	40%	32%	65%	48%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	401	247	153	198	133	50	21	156	84	160	195	181	91	69	196
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Still support that candidate	128	71	57	61	48	10	9	54	32	42	90	30	22	21	75
	32%	29%	37%	31%	36%	20%	44%	35%	39%	26%	46%	17%	24%	31%	38%
At least have to be comfortable with their position on abortion in order to support them	116	72	44	58	36	14	8	56	21	39	49	61	23	26	54
	29%	29%	29%	29%	27%	27%	39%	36%	25%	24%	25%	34%	25%	37%	28%
I would not support that candidate	156	104	51	78	48	26	3	46	30	79	56	90	47	22	67
	39%	42%	34%	40%	36%	52%	17%	30%	36%	49%	29%	50%	51%	32%	34%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	401 100	-	-	-	-	401	-	29 100	5 100	15 100	302 100	47 100	29 100	8 100	19 100	24 100	6 100			
Still support that candidate	128 32%	-	-	-	-	128	-	9 31%	5 100%	10 72%	96 32%	13 27%	14 49%	3 37%	4 21%	4 16%	-			
At least have to be comfortable with their position on abortion in order to support them	116 29%	-	-	-	-	116	-	7 24%	-	2 16%	85 28%	14 30%	8 28%	3 42%	5 24%	6 27%	2 28%			
I would not support that candidate	156 39%	-	-	-	-	156	-	13 45%	-	2 11%	121 40%	20 43%	7 23%	2 21%	10 55%	13 57%	4 72%			

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	401	117	89	101	81	37	39	58	53	37	50	52	74	31	154	54	162
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Still support that candidate	128	34	19	48	26	16	20	22	18	4	13	18	18	8	41	18	61
	32%	29%	21%	47%	32%	43%	52%	37%	34%	10%	25%	35%	24%	26%	27%	34%	38%
At least have to be comfortable with their position on abortion in order to support them	116	38	19	20	32	15	13	15	11	14	15	10	23	10	50	17	40
	29%	32%	22%	20%	40%	40%	34%	27%	21%	38%	29%	19%	31%	31%	32%	31%	25%
I would not support that candidate	156	46	51	33	23	6	6	21	23	19	23	24	33	14	63	19	60
	39%	39%	57%	32%	28%	17%	14%	36%	44%	52%	46%	47%	45%	44%	41%	35%	37%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 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	200	107	93	31	42	61	66	158	21	11	3	6
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	103	92	31	43	53	68	157	16	10	5	7
COMPLETELY/MOSTLY AGREE	106	60	46	12	25	31	37	91	6	1	1	6
	53%	55%	50%	40%	60%	51%	56%	57%	30%	12%	33%	100%
COMPLETELY/MOSTLY DISAGREE	90	46	44	15	17	30	28	64	15	9	2	-
	45%	43%	47%	50%	40%	49%	42%	40%	70%	83%	67%	-
Completely agree	78	46	31	9	16	22	31	67	4	1	1	4
	39%	43%	34%	29%	39%	35%	47%	42%	21%	12%	20%	63%
Mostly agree	28	13	15	3	9	10	6	23	2	-	0	2
	14%	12%	16%	11%	21%	16%	9%	15%	9%	-	14%	37%
Mostly disagree	27	19	8	9	5	6	7	17	6	3	-	-
	13%	18%	8%	29%	11%	10%	11%	11%	30%	25%	-	-
Completely disagree	64	27	36	6	12	24	21	47	8	6	2	-
	32%	25%	39%	21%	29%	39%	32%	29%	39%	58%	67%	-
DNR – Don' t know/Refused	4	2	3	3	-	-	1	4	-	1	-	-
	2%	2%	3%	10%	-	-	2%	2%	-	5%	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	124	76	94	64	31	11	80	35	85	98	87	44	38	91
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	118	77	93	64	25	13	78	40	77	100	79	41	35	93
COMPLETELY/MOSTLY AGREE	106	74	32	62	29	12	3	52	17	37	86	15	25	19	56
	53%	59%	42%	66%	45%	40%	25%	64%	50%	43%	88%	18%	56%	51%	62%
COMPLETELY/MOSTLY DISAGREE	90	47	43	29	35	18	8	26	16	48	10	70	18	18	32
	45%	38%	57%	31%	54%	59%	75%	33%	46%	57%	11%	81%	42%	48%	35%
Completely agree	78	55	23	46	21	9	1	44	9	24	71	5	15	16	42
	39%	44%	30%	49%	33%	29%	13%	55%	27%	28%	73%	6%	33%	43%	47%
Mostly agree	28	19	9	16	7	3	1	7	8	13	14	10	10	3	14
	14%	15%	12%	17%	11%	10%	12%	9%	22%	15%	15%	12%	23%	8%	15%
Mostly disagree	27	10	16	6	12	5	4	5	3	19	1	20	7	6	6
	13%	8%	22%	6%	18%	16%	40%	6%	9%	22%	1%	23%	16%	15%	6%
Completely disagree	64	37	27	24	23	13	4	22	13	29	9	50	12	12	26
	32%	29%	35%	25%	36%	43%	35%	27%	36%	35%	10%	58%	26%	32%	28%
DNR – Don' t know/Refused	4	3	1	3	1	1	-	3	2	-	2	1	1	1	3
	2%	3%	1%	3%	1%	2%	-	3%	5%	-	2%	1%	2%	1%	3%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 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	200	-	-	-	-	200	-	15	3	7	153	27	12	4	9	11	2			
	100					100		100	100	100	100	100	100	100	100	100	100			
Unweighted Total	195	-	-	-	-	195	-	16	3	7	153	18	13	3	10	13	3			
COMPLETELY/MOSTLY AGREE	106	-	-	-	-	106	-	4	3	6	80	14	7	4	7	2	-			
	53%					53%		29%	100%	88%	52%	53%	55%	100%	72%	21%				
COMPLETELY/MOSTLY DISAGREE	90	-	-	-	-	90	-	9	-	-	72	13	3	-	1	7	2			
	45%					45%		61%			47%	47%	23%		9%	64%	100%			
Completely agree	78	-	-	-	-	78	-	1	3	3	58	13	4	4	5	1	-			
	39%					39%		8%	78%	45%	38%	47%	35%	100%	54%	11%				
Mostly agree	28	-	-	-	-	28	-	3	1	3	22	2	2	-	2	1	-			
	14%					14%		21%	22%	43%	14%	6%	20%		18%	10%				
Mostly disagree	27	-	-	-	-	27	-	5	-	-	20	3	2	-	1	3	-			
	13%					13%		35%			13%	12%	13%		9%	29%				
Completely disagree	64	-	-	-	-	64	-	4	-	-	51	9	1	-	-	4	2			
	32%					32%		27%			34%	35%	10%			35%	100%			
DNR – Don't know/Refused	4	-	-	-	-	4	-	1	-	1	1	-	3	-	2	2	-			
	2%					2%		9%		12%	1%		22%		19%	15%				

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	52	38	56	47	20	20	37	30	11	21	25	36	17	81	23	79
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	53	35	58	41	18	23	31	31	13	20	22	37	13	86	23	73
COMPLETELY/MOSTLY AGREE	106	27	18	39	19	7	15	19	19	6	10	12	18	5	50	10	41
	53%	52%	47%	70%	41%	33%	72%	51%	64%	52%	49%	51%	49%	28%	61%	46%	52%
COMPLETELY/MOSTLY DISAGREE	90	24	18	16	27	12	6	18	11	4	11	12	17	11	30	11	37
	45%	46%	49%	28%	57%	58%	28%	49%	36%	35%	51%	49%	48%	65%	37%	50%	47%
Completely agree	78	21	9	35	10	5	10	14	18	4	7	8	13	3	41	8	26
	39%	40%	25%	63%	21%	24%	47%	37%	59%	36%	31%	32%	36%	15%	50%	38%	33%
Mostly agree	28	6	8	4	9	2	5	5	2	2	4	4	5	2	9	2	15
	14%	12%	22%	7%	20%	8%	25%	14%	5%	16%	18%	18%	13%	13%	11%	8%	19%
Mostly disagree	27	2	5	3	14	7	3	3	6	2	2	3	1	6	7	3	11
	13%	5%	14%	6%	30%	34%	16%	7%	21%	19%	7%	14%	2%	33%	9%	12%	14%
Completely disagree	64	21	13	13	13	5	3	15	5	2	9	9	17	6	23	9	26
	32%	41%	34%	23%	28%	24%	12%	42%	15%	15%	44%	35%	46%	32%	28%	38%	33%
DNR – Don' t know/Refused	4	1	2	1	1	2	-	-	-	1	-	-	1	1	1	1	1
	2%	2%	4%	2%	2%	9%				13%			3%	7%	2%	4%	1%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	80	121	44	48	49	60	172	13	7	5	3
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	205	91	114	51	50	46	58	174	15	6	4	6
COMPLETELY/MOSTLY AGREE	102	48	53	23	27	25	27	89	4	3	4	2
	51%	61%	44%	52%	56%	51%	45%	52%	29%	46%	70%	52%
COMPLETELY/MOSTLY DISAGREE	91	29	62	21	18	23	30	77	7	4	1	2
	46%	37%	51%	48%	38%	46%	50%	45%	54%	54%	30%	48%
Completely agree	80	41	39	17	23	20	20	72	4	2	1	2
	40%	52%	32%	39%	49%	40%	34%	42%	28%	29%	15%	52%
Mostly agree	22	7	14	6	3	5	7	18	0	1	3	-
	11%	9%	12%	14%	7%	10%	12%	10%	1%	17%	55%	-
Mostly disagree	15	4	11	6	3	2	4	15	0	-	-	-
	7%	5%	9%	14%	6%	5%	6%	9%	1%	-	-	-
Completely disagree	76	25	51	15	15	20	26	62	7	4	1	2
	38%	31%	42%	34%	32%	41%	43%	36%	53%	54%	30%	48%
DNR – Don't know/Refused	7	2	5	-	3	1	3	5	2	-	-	-
	4%	3%	4%	-	6%	3%	5%	3%	17%	-	-	-

Echelon Insights  
Focus 2024 Survey  
N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	123	78	104	68	19	10	76	49	75	97	94	47	31	105
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	205	119	86	101	73	18	13	73	53	79	94	96	43	34	109
COMPLETELY/MOSTLY AGREE	102	73	29	65	25	8	4	52	31	19	84	10	29	17	49
	51%	59%	37%	62%	36%	42%	45%	68%	63%	25%	87%	11%	62%	56%	47%
COMPLETELY/MOSTLY DISAGREE	91	46	46	37	40	9	5	21	17	53	10	80	16	11	53
	46%	37%	59%	35%	59%	46%	55%	28%	34%	71%	10%	84%	34%	36%	50%
Completely agree	80	55	25	48	23	6	2	44	23	13	68	7	20	10	45
	40%	44%	33%	47%	34%	32%	21%	58%	46%	17%	71%	7%	42%	34%	43%
Mostly agree	22	18	4	16	1	2	2	8	8	6	15	3	10	7	5
	11%	15%	5%	16%	2%	9%	24%	10%	17%	8%	16%	3%	20%	22%	4%
Mostly disagree	15	9	6	9	6	-	0	2	5	8	1	13	5	4	6
	7%	7%	8%	8%	9%		1%	3%	10%	10%	2%	13%	10%	13%	6%
Completely disagree	76	37	39	28	34	9	5	19	12	46	9	67	11	7	47
	38%	30%	51%	27%	50%	46%	53%	25%	24%	60%	9%	71%	24%	24%	44%
DNR – Don't know/Refused	7	5	3	2	3	2	-	3	2	3	3	5	1	2	3
	4%	4%	4%	2%	4%	12%		4%	3%	4%	3%	5%	3%	7%	3%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

[QMessage\_Inflation1 - VERSION B] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements  
 -The cost of living skyrocketed and the price of basic essentials went up by 20% because of the Biden Administration's reckless spending policies, spending trillions and ballooning the national debt to \$34 trillion

	Total	State						Swing			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	200	-	-	-	-	200	-	14	2	8	149	20	17	4	10	13	3			
	100					100		100	100	100	100	100	100	100	100	100	100			
Unweighted Total	205	-	-	-	-	205	-	19	2	7	148	17	18	4	9	12	3			
COMPLETELY/MOSTLY AGREE	102	-	-	-	-	102	-	12	1	8	70	11	12	3	6	5	1			
	51%					51%		89%	60%	100%	47%	57%	71%	90%	66%	42%	35%			
COMPLETELY/MOSTLY DISAGREE	91	-	-	-	-	91	-	1	1	-	73	7	5	0	3	7	2			
	46%					46%		11%	40%		49%	37%	29%	10%	34%	58%	65%			
Completely agree	80	-	-	-	-	80	-	9	-	6	52	11	10	3	5	4	1			
	40%					40%		65%		78%	35%	57%	57%	90%	48%	28%	35%			
Mostly agree	22	-	-	-	-	22	-	3	1	2	18	-	2	-	2	2	-			
	11%					11%		24%	60%	22%	12%		13%		17%	13%				
Mostly disagree	15	-	-	-	-	15	-	1	1	-	9	2	1	0	0	3	1			
	7%					7%		7%	40%		6%	10%	8%	10%	4%	21%	31%			
Completely disagree	76	-	-	-	-	76	-	1	-	-	63	5	3	-	3	5	1			
	38%					38%		4%			43%	27%	21%		30%	38%	34%			
DNR – Don't know/Refused	7	-	-	-	-	7	-	-	-	-	6	1	-	-	-	-	-			
	4%					4%					4%	7%								

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	65	51	45	34	18	19	21	22	26	29	28	38	14	72	31	83
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	205	66	44	55	34	23	21	22	25	28	29	24	33	11	80	29	85
COMPLETELY/MOSTLY AGREE	102	27	26	27	21	11	15	10	12	11	12	15	15	6	48	14	33
	51%	41%	51%	61%	62%	65%	79%	46%	55%	44%	41%	54%	40%	46%	66%	46%	40%
COMPLETELY/MOSTLY DISAGREE	91	37	23	16	12	6	4	10	9	15	14	13	20	7	21	17	46
	46%	57%	46%	36%	35%	35%	21%	47%	42%	56%	48%	46%	54%	54%	29%	54%	56%
Completely agree	80	19	19	24	17	10	14	7	10	7	10	13	10	6	38	10	25
	40%	30%	37%	54%	51%	57%	72%	34%	47%	26%	34%	46%	26%	46%	53%	34%	30%
Mostly agree	22	7	7	3	4	1	1	3	2	5	2	2	5	-	10	4	8
	11%	11%	14%	8%	12%	8%	7%	13%	8%	18%	7%	9%	14%		13%	12%	10%
Mostly disagree	15	5	6	1	4	1	1	1	1	5	1	2	3	2	6	3	4
	7%	7%	12%	2%	10%	7%	8%	4%	4%	18%	4%	6%	7%	11%	8%	9%	5%
Completely disagree	76	33	17	15	8	5	2	9	8	10	13	11	18	6	15	14	42
	38%	50%	34%	34%	25%	28%	13%	44%	37%	38%	44%	40%	47%	43%	20%	45%	50%
DNR – Don' t know/Refused	7	2	1	1	1	-	-	1	1	-	3	-	2	-	4	-	4
	4%	2%	3%	3%	2%			6%	3%		11%		6%		5%		4%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	107	93	31	42	61	66	158	21	11	3	6
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	103	92	31	43	53	68	157	16	10	5	7
COMPLETELY/MOSTLY AGREE	114	65	49	13	23	37	41	94	12	2	1	5
	57%	61%	52%	43%	54%	61%	62%	59%	56%	20%	33%	82%
COMPLETELY/MOSTLY DISAGREE	81	40	41	16	19	21	24	60	9	8	2	1
	40%	37%	44%	53%	45%	35%	37%	38%	43%	76%	67%	18%
Completely agree	90	53	37	11	16	29	33	76	7	2	1	4
	45%	49%	40%	35%	39%	48%	50%	48%	33%	20%	33%	59%
Mostly agree	24	12	12	2	6	8	7	18	5	-	-	1
	12%	11%	13%	8%	15%	13%	11%	11%	23%	-	-	22%
Mostly disagree	27	15	12	9	7	5	7	18	2	7	0	-
	14%	14%	13%	30%	16%	8%	10%	11%	10%	65%	5%	-
Completely disagree	53	25	29	7	12	17	18	42	7	1	2	1
	27%	23%	31%	22%	29%	27%	27%	26%	33%	11%	61%	18%
DNR – Don't know/Refused	6	2	3	1	0	3	1	5	0	1	-	-
	3%	2%	4%	4%	1%	5%	2%	3%	1%	5%	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	124	76	94	64	31	11	80	35	85	98	87	44	38	91
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	118	77	93	64	25	13	78	40	77	100	79	41	35	93
COMPLETELY/MOSTLY AGREE	114	82	32	65	28	16	4	55	20	39	85	20	26	18	57
	57%	66%	43%	69%	44%	53%	34%	68%	57%	46%	87%	23%	58%	49%	63%
COMPLETELY/MOSTLY DISAGREE	81	40	41	26	34	14	7	23	14	43	12	65	15	19	33
	40%	32%	54%	28%	52%	45%	64%	29%	40%	51%	12%	75%	33%	50%	37%
Completely agree	90	66	24	54	22	12	2	49	11	30	77	9	19	15	50
	45%	53%	32%	57%	34%	39%	19%	61%	32%	35%	79%	10%	43%	39%	55%
Mostly agree	24	16	8	11	6	4	2	6	9	10	8	11	7	4	8
	12%	13%	11%	12%	10%	15%	15%	7%	25%	11%	8%	13%	15%	10%	9%
Mostly disagree	27	12	16	6	12	6	4	9	5	14	3	23	6	7	9
	14%	9%	21%	6%	18%	19%	34%	11%	14%	16%	3%	26%	13%	19%	10%
Completely disagree	53	28	25	20	22	8	3	14	9	30	8	43	9	11	24
	27%	23%	33%	21%	34%	26%	30%	18%	27%	35%	8%	49%	21%	30%	27%
DNR – Don't know/Refused	6	3	3	3	2	1	0	2	1	3	1	2	4	1	-
	3%	3%	3%	3%	4%	2%	2%	3%	2%	3%	1%	2%	8%	1%	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	-	-	-	-	200	-	15	3	7	153	27	12	4	9	11	2			
	100					100		100	100	100	100	100	100	100	100	100	100			
Unweighted Total	195	-	-	-	-	195	-	16	3	7	153	18	13	3	10	13	3			
COMPLETELY/MOSTLY AGREE	114	-	-	-	-	114	-	8	3	5	88	14	9	4	7	4	1			
	57%					57%		55%	100%	67%	58%	52%	71%	100%	70%	33%	25%			
COMPLETELY/MOSTLY DISAGREE	81	-	-	-	-	81	-	4	-	1	61	13	1	-	2	5	2			
	40%					40%		26%		20%	40%	48%	10%		21%	46%	75%			
Completely agree	90	-	-	-	-	90	-	4	1	3	69	10	8	2	4	1	-			
	45%					45%		26%	26%	48%	45%	38%	64%	56%	41%	9%				
Mostly agree	24	-	-	-	-	24	-	4	3	1	19	4	1	2	3	3	1			
	12%					12%		29%	74%	19%	13%	14%	7%	44%	28%	24%	25%			
Mostly disagree	27	-	-	-	-	27	-	1	-	-	19	7	-	-	0	3	1			
	14%					14%		9%			12%	27%		3%	24%	48%				
Completely disagree	53	-	-	-	-	53	-	2	-	1	43	6	1	-	2	2	1			
	27%					27%		16%		20%	28%	21%	10%		18%	22%	27%			
DNR – Don't know/Refused	6	-	-	-	-	6	-	3	-	1	3	-	2	-	1	2	-			
	3%					3%		19%		12%	2%		19%	9%	21%					

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 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	200	52	38	56	47	20	20	37	30	11	21	25	36	17	81	23	79
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	53	35	58	41	18	23	31	31	13	20	22	37	13	86	23	73
COMPLETELY/MOSTLY AGREE	114	28	18	42	22	8	13	21	24	5	9	17	17	9	53	13	39
	57%	55%	49%	74%	46%	40%	64%	56%	78%	48%	44%	68%	48%	52%	65%	57%	49%
COMPLETELY/MOSTLY DISAGREE	81	22	17	15	23	11	7	15	7	5	12	6	17	8	25	10	38
	40%	42%	46%	26%	49%	56%	35%	40%	22%	47%	55%	26%	49%	47%	31%	42%	48%
Completely agree	90	24	11	33	18	7	9	16	21	4	7	13	13	5	47	7	31
	45%	47%	30%	59%	39%	35%	44%	44%	68%	34%	35%	53%	36%	30%	57%	31%	39%
Mostly agree	24	4	7	9	4	1	4	4	3	2	2	4	4	4	6	6	8
	12%	8%	19%	15%	8%	4%	20%	12%	10%	14%	10%	15%	12%	22%	8%	26%	10%
Mostly disagree	27	7	5	6	9	7	3	2	2	2	4	2	4	3	12	5	7
	14%	14%	13%	10%	20%	37%	14%	7%	8%	19%	18%	9%	12%	18%	15%	23%	9%
Completely disagree	53	15	13	9	14	4	4	12	4	3	8	4	13	5	13	4	30
	27%	28%	33%	16%	29%	19%	20%	34%	14%	29%	37%	17%	37%	29%	17%	19%	38%
DNR – Don't know/Refused	6	1	2	-	2	1	0	1	-	1	0	2	1	0	3	0	2
	3%	3%	5%		5%	4%	1%	3%		5%	1%	6%	3%	1%	4%	1%	3%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 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	200	80	121	44	48	49	60	172	13	7	5	3
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	205	91	114	51	50	46	58	174	15	6	4	6
COMPLETELY/MOSTLY AGREE	108	50	58	21	29	29	29	94	5	3	4	2
	54%	63%	48%	47%	61%	60%	48%	55%	41%	46%	70%	52%
COMPLETELY/MOSTLY DISAGREE	83	28	55	21	16	18	28	70	6	4	1	2
	41%	35%	46%	48%	33%	37%	47%	41%	42%	54%	30%	48%
Completely agree	89	44	45	16	27	26	20	77	5	3	1	2
	44%	55%	37%	37%	57%	52%	33%	45%	40%	46%	15%	52%
Mostly agree	19	7	13	5	2	4	9	17	0	-	3	-
	10%	9%	10%	10%	5%	8%	15%	10%	1%	-	55%	-
Mostly disagree	22	10	12	6	2	4	10	20	0	2	-	-
	11%	13%	10%	15%	3%	8%	17%	12%	1%	32%	-	-
Completely disagree	61	17	43	14	14	14	18	50	6	2	1	2
	30%	22%	36%	33%	30%	29%	30%	29%	41%	22%	30%	48%
DNR – Don't know/Refused	10	2	8	2	3	1	3	7	2	-	-	-
	5%	2%	7%	5%	5%	3%	5%	4%	17%	-	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	123	78	104	68	19	10	76	49	75	97	94	47	31	105
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	205	119	86	101	73	18	13	73	53	79	94	96	43	34	109
COMPLETELY/MOSTLY AGREE	108	72	36	62	32	10	4	60	28	20	85	17	27	21	53
	54%	58%	47%	60%	47%	52%	42%	78%	58%	27%	88%	18%	57%	67%	50%
COMPLETELY/MOSTLY DISAGREE	83	47	35	40	30	7	6	14	18	51	10	70	19	8	46
	41%	39%	46%	39%	44%	36%	58%	18%	36%	68%	10%	75%	41%	26%	44%
Completely agree	89	59	29	51	26	8	3	52	23	14	77	8	18	17	48
	44%	48%	38%	49%	39%	42%	31%	69%	46%	18%	80%	9%	39%	54%	45%
Mostly agree	19	13	7	11	6	2	1	7	6	7	8	9	8	4	5
	10%	10%	9%	10%	8%	9%	11%	9%	12%	9%	8%	10%	18%	13%	5%
Mostly disagree	22	12	10	12	7	-	2	3	9	11	2	20	4	3	15
	11%	10%	13%	12%	11%		25%	4%	17%	14%	2%	21%	8%	10%	14%
Completely disagree	61	35	26	28	23	7	3	10	9	41	8	51	15	5	32
	30%	28%	33%	27%	33%	36%	33%	14%	19%	54%	8%	54%	33%	15%	30%
DNR – Don't know/Refused	10	4	6	1	6	2	-	3	3	4	2	7	1	2	6
	5%	3%	8%	1%	9%	12%		4%	6%	5%	2%	7%	2%	7%	6%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

[QMessage\_Border1 - 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	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	200	-	-	-	-	200	-	14	2	8	149	20	17	4	10	13	3	
	100					100		100	100	100	100	100	100	100	100	100	100	
Unweighted Total	205	-	-	-	-	205	-	19	2	7	148	17	18	4	9	12	3	
COMPLETELY/MOSTLY AGREE	108	-	-	-	-	108	-	10	2	7	74	16	11	4	7	6	-	
	54%					54%		71%	100%	90%	50%	79%	64%	100%	72%	50%		
COMPLETELY/MOSTLY DISAGREE	83	-	-	-	-	83	-	4	-	1	69	3	5	-	3	5	2	
	41%					41%		26%		10%	46%	14%	29%		28%	42%	69%	
Completely agree	89	-	-	-	-	89	-	7	1	7	59	13	10	4	4	3	-	
	44%					44%		51%	60%	90%	40%	65%	59%	100%	41%	21%		
Mostly agree	19	-	-	-	-	19	-	3	1	-	15	3	1	-	3	4	-	
	10%					10%		20%	40%		10%	15%	6%		31%	29%		
Mostly disagree	22	-	-	-	-	22	-	0	-	1	15	2	3	-	1	1	-	
	11%					11%		2%		10%	10%	8%	17%		15%	5%		
Completely disagree	61	-	-	-	-	61	-	3	-	-	54	1	2	-	1	5	2	
	30%					30%		24%			36%	6%	13%		13%	36%	69%	
DNR – Don't know/Refused	10	-	-	-	-	10	-	0	-	-	6	1	1	-	-	1	1	
	5%					5%		3%			4%	7%	6%			8%	31%	

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 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	200	65	51	45	34	18	19	21	22	26	29	28	38	14	72	31	83
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	205	66	44	55	34	23	21	22	25	28	29	24	33	11	80	29	85
COMPLETELY/MOSTLY AGREE	108	32	25	29	22	10	16	11	14	11	14	19	14	9	50	15	34
	54%	49%	50%	64%	65%	55%	83%	51%	65%	42%	47%	67%	38%	63%	69%	48%	41%
COMPLETELY/MOSTLY DISAGREE	83	30	23	15	11	8	3	9	8	13	13	9	21	5	20	15	43
	41%	46%	46%	33%	34%	45%	17%	43%	34%	49%	44%	33%	55%	37%	27%	49%	52%
Completely agree	89	27	18	26	18	9	15	10	11	7	12	16	9	5	45	13	26
	44%	41%	35%	58%	53%	49%	78%	45%	48%	28%	43%	58%	24%	35%	62%	40%	32%
Mostly agree	19	5	7	3	4	1	1	1	4	4	1	3	5	4	5	2	8
	10%	8%	15%	6%	12%	5%	5%	6%	17%	13%	4%	9%	14%	28%	7%	8%	10%
Mostly disagree	22	7	5	5	5	3	2	2	4	4	-	2	6	2	6	4	10
	11%	10%	10%	11%	15%	15%	8%	10%	18%	15%		6%	16%	12%	8%	14%	12%
Completely disagree	61	23	18	10	6	5	2	7	4	9	13	7	14	3	14	11	33
	30%	36%	36%	22%	19%	31%	9%	32%	16%	34%	44%	26%	38%	25%	19%	35%	39%
DNR – Don't know/Refused	10	3	2	1	0	-	-	1	0	2	3	-	3	-	3	1	6
	5%	5%	4%	3%	1%			6%	2%	9%	9%		8%		4%	3%	7%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

[QMessage\_Crime1] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements

-Since the Biden Administration took office, crime has only gotten worse, making our communities less safe. Big city mayors and prosecutors district attorneys care more about looking progressive than having the backs of our police officers. As a result, police are making fewer arrests and criminals know they won't get caught or prosecuted.

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	401 100	187 100	213 100	75 100	89 100	110 100	126 100	330 100	34 100	18 100	8 100	9 100
COMPLETELY/MOSTLY AGREE	209 52%	117 62%	93 43%	36 49%	50 56%	56 51%	67 53%	175 53%	15 43%	9 47%	5 57%	7 71%
COMPLETELY/MOSTLY DISAGREE	172 43%	68 36%	105 49%	37 50%	35 39%	45 41%	55 43%	142 43%	16 46%	10 53%	4 43%	2 17%
Completely agree	153 38%	84 45%	69 32%	21 28%	37 42%	40 36%	54 43%	129 39%	9 25%	7 36%	3 35%	6 60%
Mostly agree	56 14%	33 18%	23 11%	15 20%	12 14%	16 15%	13 10%	46 14%	6 18%	2 11%	2 22%	1 12%
Mostly disagree	54 13%	15 8%	38 18%	15 20%	12 13%	9 8%	18 14%	48 14%	2 5%	5 25%	-	-
Completely disagree	119 30%	52 28%	67 31%	22 30%	23 26%	36 33%	37 29%	94 28%	14 42%	5 29%	4 43%	2 17%
DNR – Don't know/Refused	19 5%	3 2%	16 7%	1 1%	5 5%	9 8%	5 4%	14 4%	4 11%	-	-	1 12%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	401	247	153	198	133	50	21	156	84	160	195	181	91	69	196
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
COMPLETELY/MOSTLY AGREE	209	145	64	121	53	24	11	104	45	60	167	32	51	36	103
	52%	59%	42%	61%	40%	48%	52%	67%	53%	38%	86%	18%	56%	52%	53%
COMPLETELY/MOSTLY DISAGREE	172	87	85	67	75	21	10	45	35	93	21	138	35	29	84
	43%	35%	55%	34%	57%	42%	48%	29%	42%	58%	11%	76%	38%	42%	43%
Completely agree	153	101	51	86	43	15	8	85	31	37	135	13	31	26	83
	38%	41%	34%	44%	33%	31%	40%	55%	37%	23%	69%	7%	33%	38%	42%
Mostly agree	56	44	13	35	10	9	2	19	14	24	31	19	21	10	20
	14%	18%	8%	18%	8%	17%	12%	12%	17%	15%	16%	10%	23%	14%	10%
Mostly disagree	54	23	31	19	28	3	3	7	17	30	2	42	15	10	20
	13%	9%	20%	10%	21%	7%	13%	5%	20%	19%	1%	23%	16%	14%	10%
Completely disagree	119	65	54	47	47	17	7	37	18	63	18	96	20	19	64
	30%	26%	35%	24%	35%	35%	35%	24%	22%	39%	9%	53%	22%	28%	32%
DNR – Don't know/Refused	19	15	4	10	4	5	-	7	4	8	8	11	6	4	9
	5%	6%	3%	5%	3%	10%	-	5%	5%	5%	4%	6%	6%	6%	5%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	401	-	-	-	-	401	-	29	5	15	302	47	29	8	19	24	6			
	100					100		100	100	100	100	100	100	100	100	100	100			
COMPLETELY/MOSTLY AGREE	209	-	-	-	-	209	-	14	5	10	154	25	20	8	12	4	-			
	52%					52%		50%	100%	68%	51%	53%	67%	100%	64%	17%				
COMPLETELY/MOSTLY DISAGREE	172	-	-	-	-	172	-	14	-	2	136	18	6	-	6	14	5			
	43%					43%		50%		15%	45%	38%	21%		31%	60%	90%			
Completely agree	153	-	-	-	-	153	-	8	3	5	112	18	13	6	6	2	-			
	38%					38%		27%	53%	33%	37%	39%	44%	73%	34%	9%				
Mostly agree	56	-	-	-	-	56	-	7	3	5	42	7	7	2	6	2	-			
	14%					14%		23%	47%	36%	14%	14%	23%	27%	30%	8%				
Mostly disagree	54	-	-	-	-	54	-	9	-	1	38	10	2	-	3	7	2			
	13%					13%		33%		5%	13%	20%	5%		16%	32%	40%			
Completely disagree	119	-	-	-	-	119	-	5	-	1	98	8	5	-	3	7	3			
	30%					30%		17%		10%	32%	18%	16%		16%	29%	50%			
DNR – Don't know/Refused	19	-	-	-	-	19	-	-	-	2	12	4	3	-	1	5	1			
	5%					5%				16%	4%	8%	12%		5%	23%	10%			

Echelon Insights  
Focus 2024 Survey  
N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	401	117	89	101	81	37	39	58	53	37	50	52	74	31	154	54	162
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
COMPLETELY/MOSTLY AGREE	209	57	33	68	47	21	27	29	39	15	23	27	28	11	105	28	66
	52%	49%	38%	67%	58%	56%	70%	51%	74%	41%	45%	51%	38%	35%	68%	51%	41%
COMPLETELY/MOSTLY DISAGREE	172	53	48	32	32	16	12	26	14	22	23	19	41	16	40	24	92
	43%	46%	54%	32%	39%	42%	30%	45%	26%	58%	46%	37%	56%	51%	26%	45%	57%
Completely agree	153	42	25	48	34	10	21	20	32	11	16	20	22	9	81	19	44
	38%	36%	28%	48%	42%	27%	54%	35%	61%	29%	32%	38%	30%	28%	53%	35%	27%
Mostly agree	56	15	8	19	13	11	6	9	7	5	6	7	6	2	24	9	21
	14%	13%	9%	19%	17%	28%	15%	16%	13%	12%	13%	13%	8%	7%	16%	16%	13%
Mostly disagree	54	19	20	8	8	4	2	4	5	11	10	5	13	3	16	7	28
	13%	16%	22%	8%	9%	12%	5%	7%	10%	29%	19%	10%	17%	9%	11%	12%	18%
Completely disagree	119	35	29	24	24	11	10	22	9	11	13	14	29	13	24	18	64
	30%	30%	32%	24%	30%	31%	25%	39%	16%	29%	27%	26%	39%	43%	15%	33%	39%
DNR – Don't know/Refused	19	6	7	1	2	1	-	2	-	0	5	6	5	4	9	2	4
	5%	5%	8%	1%	2%	2%		4%		1%	9%	12%	6%	14%	6%	4%	2%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

[QMessage\_Foreign1 - VERSION A] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements

-Four years ago, the United States was brokering peace treaties, the world was at peace and for the first time in a long time, the U.S. was not involved in a major war. Now, the world is on fire with major wars in Ukraine and the Middle East, and weak leadership in the White House has made it worse

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	200	107	93	31	42	61	66	158	21	11	3	6
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	103	92	31	43	53	68	157	16	10	5	7
COMPLETELY/MOSTLY AGREE	113	66	47	18	25	30	40	92	11	5	1	4
	57%	62%	51%	58%	60%	49%	61%	58%	52%	47%	33%	63%
COMPLETELY/MOSTLY DISAGREE	81	37	43	10	17	31	23	62	10	4	2	2
	40%	35%	47%	33%	40%	51%	34%	39%	48%	35%	67%	37%
Completely agree	87	51	37	10	17	26	34	75	6	2	1	4
	44%	47%	40%	33%	41%	43%	51%	47%	29%	20%	20%	63%
Mostly agree	26	16	10	8	8	4	7	17	5	3	0	-
	13%	15%	11%	25%	18%	6%	10%	11%	22%	27%	14%	-
Mostly disagree	17	7	11	4	7	4	3	14	2	1	0	-
	9%	6%	12%	14%	16%	6%	4%	9%	10%	10%	5%	-
Completely disagree	63	31	33	6	10	28	20	48	8	3	2	2
	32%	29%	35%	19%	25%	45%	30%	30%	39%	25%	61%	37%
DNR – Don't know/Refused	6	4	2	3	-	-	3	4	-	2	-	-
	3%	4%	3%	9%	-	-	5%	3%	-	18%	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 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	200	124	76	94	64	31	11	80	35	85	98	87	44	38	91
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	118	77	93	64	25	13	78	40	77	100	79	41	35	93
COMPLETELY/MOSTLY AGREE	113	80	33	62	30	18	3	57	15	42	88	19	28	22	53
	57%	64%	44%	66%	47%	59%	28%	71%	42%	49%	90%	21%	62%	59%	58%
COMPLETELY/MOSTLY DISAGREE	81	40	40	28	34	13	6	20	18	43	8	65	15	16	35
	40%	32%	53%	30%	53%	41%	54%	24%	51%	51%	8%	75%	34%	41%	39%
Completely agree	87	66	22	56	19	10	3	51	10	26	81	4	17	18	44
	44%	53%	29%	59%	29%	33%	26%	64%	28%	31%	83%	5%	38%	48%	49%
Mostly agree	26	14	11	6	11	8	0	6	5	15	6	14	11	4	9
	13%	12%	15%	7%	17%	26%	2%	7%	14%	18%	6%	16%	24%	11%	10%
Mostly disagree	17	5	12	4	10	2	2	3	2	12	1	13	3	3	9
	9%	4%	16%	4%	16%	5%	16%	4%	6%	15%	1%	15%	8%	8%	10%
Completely disagree	63	35	29	24	24	11	4	17	16	31	8	52	12	12	26
	32%	28%	38%	25%	38%	36%	38%	21%	46%	36%	8%	60%	26%	33%	29%
DNR – Don't know/Refused	6	4	2	4	-	-	2	4	2	-	2	3	2	-	2
	3%	3%	3%	4%			18%	5%	7%		2%	4%	4%		3%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 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	200	-	-	-	-	200	-	15	3	7	153	27	12	4	9	11	2			
	100					100		100	100	100	100	100	100	100	100	100	100			
Unweighted Total	195	-	-	-	-	195	-	16	3	7	153	18	13	3	10	13	3			
COMPLETELY/MOSTLY AGREE	113	-	-	-	-	113	-	7	3	4	84	15	9	4	6	2	-			
	57%					57%		45%	100%	53%	55%	56%	73%	100%	60%	16%				
COMPLETELY/MOSTLY DISAGREE	81	-	-	-	-	81	-	7	-	1	66	10	1	-	3	8	2			
	40%					40%		47%		20%	44%	37%	12%		30%	73%	100%			
Completely agree	87	-	-	-	-	87	-	2	3	3	66	11	7	4	6	2	-			
	44%					44%		11%	78%	41%	43%	41%	53%	100%	60%	16%				
Mostly agree	26	-	-	-	-	26	-	5	1	1	18	4	2	-	-	-	-			
	13%					13%		34%	22%	12%	12%	15%	20%							
Mostly disagree	17	-	-	-	-	17	-	3	-	-	14	-	1	-	3	3	1			
	9%					9%		23%			9%		12%		28%	30%	52%			
Completely disagree	63	-	-	-	-	63	-	4	-	1	52	10	-	-	0	5	1			
	32%					32%		25%		20%	34%	37%			3%	43%	48%			
DNR – Don't know/Refused	6	-	-	-	-	6	-	1	-	2	2	2	2	-	1	1	-			
	3%					3%		8%		27%	2%	7%	15%		9%	10%				

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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			
		Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	200	52	38	56	47	20	20	37	30	11	21	25	36	17	81	23	79
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	53	35	58	41	18	23	31	31	13	20	22	37	13	86	23	73
COMPLETELY/MOSTLY AGREE	113	26	20	38	27	11	14	19	22	7	10	11	19	5	54	14	39
	57%	50%	52%	67%	56%	54%	71%	51%	72%	64%	49%	45%	52%	31%	67%	63%	50%
COMPLETELY/MOSTLY DISAGREE	81	26	16	18	18	6	6	18	7	4	11	13	15	8	26	8	38
	40%	50%	42%	31%	38%	31%	29%	49%	25%	36%	51%	55%	42%	44%	32%	37%	49%
Completely agree	87	22	14	34	14	6	10	17	18	5	8	9	16	3	51	9	25
	44%	42%	36%	61%	30%	28%	48%	47%	59%	43%	35%	36%	44%	15%	63%	40%	31%
Mostly agree	26	4	6	3	12	5	5	2	4	2	3	2	3	3	3	5	15
	13%	8%	16%	6%	26%	27%	23%	4%	13%	21%	14%	9%	8%	16%	4%	22%	19%
Mostly disagree	17	6	4	3	4	3	2	-	2	2	4	4	1	2	4	3	8
	9%	12%	12%	5%	8%	13%	12%		6%	18%	19%	14%	3%	12%	5%	14%	11%
Completely disagree	63	19	11	15	14	4	4	18	6	2	7	10	14	6	22	5	30
	32%	38%	30%	26%	29%	19%	17%	49%	19%	18%	32%	41%	39%	32%	28%	23%	38%
DNR – Don't know/Refused	6	-	2	1	3	3	-	-	1	-	-	-	2	4	1	-	1
	3%		6%	2%	6%	14%			3%				6%	25%	1%		1%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	80	121	44	48	49	60	172	13	7	5	3
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	205	91	114	51	50	46	58	174	15	6	4	6
COMPLETELY/MOSTLY AGREE	96	49	47	21	23	25	27	82	6	3	4	2
	48%	61%	39%	48%	49%	52%	44%	48%	43%	46%	70%	52%
COMPLETELY/MOSTLY DISAGREE	94	29	64	21	21	22	30	82	5	4	1	2
	47%	37%	53%	47%	44%	45%	49%	48%	40%	54%	30%	48%
Completely agree	84	42	42	17	23	23	21	75	2	3	2	2
	42%	53%	35%	38%	47%	48%	36%	44%	14%	46%	49%	52%
Mostly agree	12	7	5	4	1	2	5	7	4	-	1	-
	6%	9%	4%	10%	2%	4%	8%	4%	29%	-	22%	-
Mostly disagree	21	4	17	9	6	3	4	21	-	-	-	-
	11%	5%	14%	21%	12%	6%	6%	12%	-	-	-	-
Completely disagree	73	25	47	12	16	19	26	60	5	4	1	2
	36%	32%	39%	26%	33%	39%	43%	35%	40%	54%	30%	48%
DNR – Don' t know/Refused	10	1	9	2	3	1	4	8	2	-	-	-
	5%	2%	7%	5%	6%	3%	7%	5%	17%	-	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 Percentage Points

[QMessage\_Foreign1 - VERSION B] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements  
 -Four years ago, the United States was brokering peace treaties, the world was at peace and for the first time in a long time, the U.S. was not involved in a major war. Now, the world is on fire with major wars in Ukraine and the Middle East, and weak leadership in the White House has made it worse, starting with the Biden Administration's rushed and haphazard withdrawal from Afghanistan

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	200	123	78	104	68	19	10	76	49	75	97	94	47	31	105
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	205	119	86	101	73	18	13	73	53	79	94	96	43	34	109
COMPLETELY/MOSTLY AGREE	96 48%	72 59%	24 31%	62 60%	20 29%	10 51%	4 47%	50 66%	26 54%	20 26%	82 85%	9 9%	23 49%	15 50%	53 50%
COMPLETELY/MOSTLY DISAGREE	94 47%	44 36%	50 64%	37 36%	45 66%	7 37%	5 53%	23 30%	19 38%	53 70%	11 12%	79 83%	20 43%	13 42%	48 46%
Completely agree	84 42%	62 51%	22 28%	56 54%	19 27%	6 31%	3 36%	49 64%	20 41%	15 20%	78 80%	3 4%	20 42%	12 39%	48 46%
Mostly agree	12 6%	10 8%	2 3%	6 6%	1 2%	4 20%	1 11%	1 2%	6 13%	5 6%	4 4%	5 6%	3 6%	4 11%	5 5%
Mostly disagree	21 11%	9 7%	13 16%	9 8%	13 18%	-	-	5 6%	4 9%	12 17%	2 2%	18 19%	4 8%	6 20%	10 9%
Completely disagree	73 36%	35 29%	37 48%	28 27%	32 47%	7 37%	5 53%	18 24%	15 30%	40 53%	9 10%	61 64%	17 36%	7 22%	38 36%
DNR – Don't know/Refused	10 5%	7 5%	4 5%	4 4%	4 5%	2 12%	-	3 4%	4 8%	3 4%	3 3%	7 7%	4 8%	2 7%	4 4%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 Percentage Points

[QMessage\_Foreign1 - VERSION B] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements

-Four years ago, the United States was brokering peace treaties, the world was at peace and for the first time in a long time, the U.S. was not involved in a major war. Now, the world is on fire with major wars in Ukraine and the Middle East, and weak leadership in the White House has made it worse, starting with the Biden Administration's rushed and haphazard withdrawal from Afghanistan

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	200	-	-	-	-	200	-	14	2	8	149	20	17	4	10	13	3
	100					100		100	100	100	100	100	100	100	100	100	100
Unweighted Total	205	-	-	-	-	205	-	19	2	7	148	17	18	4	9	12	3
COMPLETELY/MOSTLY AGREE	96	-	-	-	-	96	-	9	2	8	67	12	10	3	7	4	1
	48%					48%		69%	100%	100%	45%	58%	61%	90%	68%	34%	35%
COMPLETELY/MOSTLY DISAGREE	94	-	-	-	-	94	-	4	-	-	74	7	6	0	3	7	1
	47%					47%		31%			50%	35%	39%	10%	32%	58%	34%
Completely agree	84	-	-	-	-	84	-	7	1	8	55	12	9	3	5	1	1
	42%					42%		49%	60%	100%	37%	57%	57%	90%	52%	9%	35%
Mostly agree	12	-	-	-	-	12	-	3	1	-	11	0	1	-	2	3	-
	6%					6%		20%	40%		8%	1%	4%		16%	25%	
Mostly disagree	21	-	-	-	-	21	-	1	-	-	13	3	4	0	2	3	-
	11%					11%		7%			9%	17%	22%	10%	17%	20%	
Completely disagree	73	-	-	-	-	73	-	3	-	-	62	4	3	-	1	5	1
	36%					36%		25%			41%	18%	17%		15%	38%	34%
DNR – Don't know/Refused	10	-	-	-	-	10	-	-	-	-	8	1	-	-	-	1	1
	5%					5%					5%	7%				8%	31%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	65	51	45	34	18	19	21	22	26	29	28	38	14	72	31	83
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	205	66	44	55	34	23	21	22	25	28	29	24	33	11	80	29	85
COMPLETELY/MOSTLY AGREE	96	24	23	31	18	11	14	10	13	10	9	15	13	6	45	16	29
	48%	36%	45%	70%	52%	63%	77%	48%	60%	38%	31%	55%	35%	46%	62%	52%	34%
COMPLETELY/MOSTLY DISAGREE	94	39	24	12	16	7	4	10	9	14	17	13	21	7	22	15	50
	47%	59%	47%	27%	48%	37%	23%	45%	40%	54%	58%	45%	55%	54%	30%	48%	60%
Completely agree	84	24	18	29	13	10	14	8	11	7	9	15	11	4	41	12	27
	42%	36%	35%	65%	39%	56%	72%	38%	48%	27%	31%	55%	28%	31%	56%	38%	33%
Mostly agree	12	-	5	2	5	1	1	2	3	3	-	-	2	2	4	4	2
	6%		10%	5%	13%	7%	4%	10%	12%	11%			6%	15%	6%	14%	2%
Mostly disagree	21	10	7	1	3	1	-	1	2	8	6	2	2	3	6	4	8
	11%	16%	13%	2%	10%	7%		6%	7%	31%	19%	6%	5%	20%	8%	14%	10%
Completely disagree	73	28	17	11	13	5	4	8	7	6	11	11	19	5	16	11	41
	36%	43%	34%	25%	38%	31%	23%	39%	33%	24%	39%	40%	50%	34%	22%	34%	50%
DNR – Don't know/Refused	10	3	4	1	-	-	-	1	-	2	3	-	4	-	5	-	5
	5%	4%	7%	3%				6%		8%	11%		10%		7%		6%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	401 100	187 100	213 100	75 100	89 100	110 100	126 100	330 100	34 100	18 100	8 100	9 100
COMPLETELY/MOSTLY AGREE	253 63%	130 70%	123 58%	56 75%	65 72%	60 55%	73 57%	214 65%	18 52%	9 50%	7 82%	6 59%
COMPLETELY/MOSTLY DISAGREE	131 33%	52 28%	79 37%	16 22%	21 24%	45 41%	49 39%	106 32%	13 37%	9 50%	1 18%	3 29%
Completely agree	179 45%	95 51%	84 39%	40 53%	43 48%	44 40%	52 41%	148 45%	16 45%	6 33%	4 45%	6 59%
Mostly agree	75 19%	35 19%	39 18%	16 21%	21 24%	17 15%	21 16%	66 20%	2 6%	3 17%	3 37%	-
Mostly disagree	61 15%	19 10%	41 19%	8 11%	12 13%	19 17%	22 18%	47 14%	5 15%	8 41%	-	1 12%
Completely disagree	71 18%	33 18%	37 18%	8 11%	9 11%	26 24%	27 21%	59 18%	8 22%	2 9%	1 18%	2 17%
DNR – Don't know/Refused	16 4%	4 2%	12 5%	3 4%	4 4%	4 4%	5 4%	11 3%	4 12%	-	-	1 12%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	401 100	247 100	153 100	198 100	133 100	50 100	21 100	156 100	84 100	160 100	195 100	181 100	91 100	69 100	196 100
COMPLETELY/MOSTLY AGREE	253 63%	161 65%	92 60%	134 68%	79 60%	27 54%	13 61%	116 74%	57 68%	81 50%	171 88%	62 34%	64 70%	43 63%	128 65%
COMPLETELY/MOSTLY DISAGREE	131 33%	77 31%	55 36%	57 29%	48 36%	19 39%	7 31%	35 23%	25 30%	71 44%	20 10%	107 59%	22 24%	20 30%	64 32%
Completely agree	179 45%	119 48%	60 39%	97 49%	51 38%	22 44%	9 44%	91 58%	38 46%	49 31%	140 72%	25 14%	46 50%	28 41%	92 47%
Mostly agree	75 19%	43 17%	32 21%	37 19%	29 22%	5 10%	3 17%	25 16%	18 22%	31 20%	31 16%	37 20%	18 20%	15 22%	35 18%
Mostly disagree	61 15%	37 15%	23 15%	28 14%	19 14%	9 18%	5 22%	15 9%	13 16%	33 21%	3 2%	53 29%	16 18%	12 17%	28 14%
Completely disagree	71 18%	39 16%	31 20%	29 15%	30 22%	10 21%	2 9%	21 13%	12 15%	38 23%	17 9%	54 30%	5 6%	9 12%	36 18%
DNR – Don't know/Refused	16 4%	9 4%	7 4%	6 3%	5 4%	3 7%	2 8%	5 3%	1 2%	9 6%	3 2%	12 7%	6 6%	5 8%	5 2%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 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			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	401 100	-	-	-	-	401	-	29 100	5 100	15 100	302 100	47 100	29 100	8 100	19 100	24 100	6 100
COMPLETELY/MOSTLY AGREE	253 63%	-	-	-	-	253	-	24 84%	5 100%	14 94%	179 59%	32 68%	24 84%	8 100%	14 73%	10 44%	3 60%
COMPLETELY/MOSTLY DISAGREE	131 33%	-	-	-	-	131	-	5 16%	-	-	110 36%	15 32%	3 9%	-	3 16%	12 52%	2 40%
Completely agree	179 45%	-	-	-	-	179	-	17 60%	4 78%	11 77%	124 41%	25 53%	18 63%	7 95%	8 44%	5 20%	1 19%
Mostly agree	75 19%	-	-	-	-	75	-	7 24%	1 22%	2 17%	56 18%	7 15%	6 20%	0 5%	5 29%	5 23%	2 41%
Mostly disagree	61 15%	-	-	-	-	61	-	5 16%	-	-	49 16%	7 14%	3 9%	-	1 7%	8 34%	1 19%
Completely disagree	71 18%	-	-	-	-	71	-	-	-	-	61 20%	8 18%	-	-	2 9%	4 18%	1 21%
DNR – Don't know/Refused	16 4%	-	-	-	-	16	-	-	-	1 6%	13 4%	-	2 7%	-	2 11%	1 5%	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	401	117	89	101	81	37	39	58	53	37	50	52	74	31	154	54	162
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
COMPLETELY/MOSTLY AGREE	253	68	53	75	53	28	31	33	39	28	34	27	34	17	108	31	97
	63%	58%	60%	75%	66%	74%	79%	57%	73%	75%	67%	52%	46%	54%	70%	57%	60%
COMPLETELY/MOSTLY DISAGREE	131	45	31	23	26	8	8	22	14	8	13	23	35	11	38	22	60
	33%	39%	35%	23%	32%	22%	21%	38%	27%	21%	26%	45%	47%	37%	25%	41%	37%
Completely agree	179	45	37	55	39	19	25	23	28	21	18	21	23	14	80	21	63
	45%	39%	41%	54%	48%	51%	64%	39%	54%	56%	36%	40%	32%	45%	52%	39%	39%
Mostly agree	75	22	16	21	15	9	6	10	10	7	15	6	11	3	28	10	34
	19%	19%	18%	21%	18%	24%	15%	18%	19%	19%	31%	12%	14%	9%	18%	18%	21%
Mostly disagree	61	26	15	7	12	4	3	8	4	4	9	11	18	6	20	10	25
	15%	22%	17%	7%	15%	12%	7%	13%	8%	10%	17%	22%	24%	19%	13%	19%	15%
Completely disagree	71	19	15	16	14	4	5	14	10	4	4	12	17	6	18	12	35
	18%	16%	17%	16%	18%	10%	13%	25%	19%	12%	8%	23%	23%	18%	12%	21%	22%
DNR – Don't know/Refused	16	4	5	3	1	1	-	3	-	1	4	2	5	3	7	1	5
	4%	4%	6%	3%	2%	4%		5%		3%	7%	3%	7%	9%	5%	2%	3%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 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	200	107	93	31	42	61	66	158	21	11	3	6
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	103	92	31	43	53	68	157	16	10	5	7
COMPLETELY/MOSTLY AGREE	101	59	42	12	24	28	37	79	12	5	1	4
	51%	55%	46%	39%	58%	45%	56%	50%	59%	43%	33%	63%
COMPLETELY/MOSTLY DISAGREE	83	40	43	13	14	31	25	69	4	6	2	2
	41%	37%	47%	44%	33%	51%	37%	44%	17%	52%	67%	37%
Completely agree	75	43	32	9	17	23	26	60	6	5	1	4
	38%	40%	34%	29%	41%	38%	39%	38%	29%	43%	27%	59%
Mostly agree	26	16	10	3	7	4	12	20	6	-	0	0
	13%	15%	11%	10%	17%	7%	17%	12%	29%	-	6%	4%
Mostly disagree	24	6	18	4	5	6	10	19	0	5	0	-
	12%	6%	19%	13%	11%	9%	15%	12%	1%	43%	5%	-
Completely disagree	59	34	25	9	9	26	15	50	3	1	2	2
	29%	31%	27%	31%	22%	42%	22%	32%	16%	10%	61%	37%
DNR – Don't know/Refused	16	9	7	5	4	3	5	10	5	1	-	-
	8%	8%	8%	17%	8%	4%	7%	6%	25%	5%	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	124	76	94	64	31	11	80	35	85	98	87	44	38	91
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	118	77	93	64	25	13	78	40	77	100	79	41	35	93
COMPLETELY/MOSTLY AGREE	101	65	36	50	29	15	7	49	13	39	76	23	19	19	52
	51%	52%	48%	53%	45%	50%	61%	61%	39%	46%	77%	27%	44%	50%	57%
COMPLETELY/MOSTLY DISAGREE	83	47	36	35	34	13	1	25	17	41	14	59	20	15	34
	41%	38%	47%	37%	53%	42%	11%	31%	49%	48%	14%	68%	46%	40%	38%
Completely agree	75	48	27	39	21	9	6	43	6	25	62	11	12	14	42
	38%	38%	36%	41%	32%	30%	57%	54%	18%	30%	64%	13%	28%	37%	46%
Mostly agree	26	17	9	11	8	6	0	5	7	14	14	12	7	5	10
	13%	14%	12%	12%	13%	20%	4%	7%	21%	16%	14%	14%	16%	13%	11%
Mostly disagree	24	11	13	6	13	5	0	6	7	12	0	21	6	2	11
	12%	9%	18%	6%	21%	16%	1%	7%	19%	14%	0%	24%	14%	6%	13%
Completely disagree	59	37	22	29	21	8	1	19	10	29	14	38	14	13	23
	29%	29%	29%	31%	33%	25%	10%	24%	30%	34%	14%	44%	32%	33%	25%
DNR – Don't know/Refused	16	12	4	9	1	3	3	6	4	5	8	4	5	4	5
	8%	9%	5%	10%	2%	8%	28%	8%	12%	6%	8%	5%	11%	10%	5%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	-	-	-	-	200	-	15	3	7	153	27	12	4	9	11	2			
	100					100		100	100	100	100	100	100	100	100	100	100			
Unweighted Total	195	-	-	-	-	195	-	16	3	7	153	18	13	3	10	13	3			
COMPLETELY/MOSTLY AGREE	101	-	-	-	-	101	-	2	2	4	79	11	8	2	4	2	-			
	51%					51%		13%	47%	53%	52%	42%	62%	56%	41%	16%				
COMPLETELY/MOSTLY DISAGREE	83	-	-	-	-	83	-	9	-	1	64	13	2	-	2	6	2			
	41%					41%		62%		20%	42%	47%	15%		21%	56%	100%			
Completely agree	75	-	-	-	-	75	-	2	1	1	59	7	5	2	4	2	-			
	38%					38%		11%	26%	9%	39%	28%	41%	56%	41%	14%				
Mostly agree	26	-	-	-	-	26	-	0	1	3	19	4	3	-	-	0	-			
	13%					13%		2%	22%	44%	13%	15%	21%			2%				
Mostly disagree	24	-	-	-	-	24	-	3	-	-	20	2	1	-	0	3	1			
	12%					12%		17%			13%	9%	5%		3%	31%	27%			
Completely disagree	59	-	-	-	-	59	-	7	-	1	44	10	1	-	2	3	2			
	29%					29%		45%		20%	29%	38%	10%		18%	25%	73%			
DNR – Don't know/Refused	16	-	-	-	-	16	-	4	2	2	10	3	3	2	4	3	-			
	8%					8%		25%	53%	27%	6%	10%	23%	44%	38%	28%				

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	52	38	56	47	20	20	37	30	11	21	25	36	17	81	23	79
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	53	35	58	41	18	23	31	31	13	20	22	37	13	86	23	73
COMPLETELY/MOSTLY AGREE	101	27	15	36	21	7	12	16	24	5	12	12	13	10	47	9	35
	51%	53%	40%	64%	45%	35%	60%	44%	78%	48%	57%	47%	37%	59%	57%	41%	45%
COMPLETELY/MOSTLY DISAGREE	83	24	17	17	21	8	6	20	6	5	8	11	19	6	28	8	41
	41%	47%	45%	29%	45%	42%	30%	53%	18%	47%	36%	47%	53%	33%	34%	37%	52%
Completely agree	75	21	11	29	12	6	8	15	14	3	9	8	11	6	37	7	25
	38%	40%	29%	52%	26%	31%	40%	40%	46%	26%	43%	34%	32%	32%	46%	30%	32%
Mostly agree	26	6	4	7	9	1	4	1	10	2	3	3	2	5	10	2	10
	13%	13%	11%	12%	18%	4%	20%	4%	32%	22%	14%	13%	5%	26%	12%	10%	12%
Mostly disagree	24	8	9	3	3	2	0	2	1	2	4	3	9	4	9	4	8
	12%	16%	25%	6%	6%	12%	2%	6%	3%	14%	21%	13%	25%	20%	10%	20%	10%
Completely disagree	59	16	7	13	18	6	6	17	5	4	3	8	10	2	19	4	33
	29%	31%	20%	23%	39%	29%	29%	47%	16%	33%	15%	34%	28%	13%	24%	17%	42%
DNR – Don't know/Refused	16	-	6	4	5	5	2	1	1	1	1	2	4	1	7	5	3
	8%		16%	7%	11%	24%	10%	3%	3%	5%	7%	6%	10%	9%	8%	22%	3%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 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	200	80	121	44	48	49	60	172	13	7	5	3
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	205	91	114	51	50	46	58	174	15	6	4	6
COMPLETELY/MOSTLY AGREE	96	45	51	22	25	29	21	86	4	4	2	2
	48%	57%	42%	50%	51%	60%	34%	50%	27%	50%	37%	52%
COMPLETELY/MOSTLY DISAGREE	79	31	48	13	18	16	32	64	7	4	3	2
	40%	39%	40%	30%	38%	34%	53%	37%	56%	50%	63%	48%
Completely agree	81	39	42	16	22	26	16	73	1	4	1	2
	40%	49%	35%	38%	46%	54%	27%	43%	11%	50%	15%	52%
Mostly agree	16	6	9	6	2	3	5	12	2	-	1	-
	8%	8%	8%	13%	5%	6%	8%	7%	16%	-	22%	-
Mostly disagree	20	5	14	3	6	3	7	20	-	-	-	-
	10%	7%	12%	7%	13%	7%	12%	11%	-	-	-	-
Completely disagree	60	26	34	10	12	13	25	44	7	4	3	2
	30%	33%	28%	23%	25%	27%	41%	26%	56%	50%	63%	48%
DNR – Don't know/Refused	24	3	21	9	5	3	8	22	2	-	-	-
	12%	4%	18%	20%	11%	6%	13%	13%	17%	-	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	123	78	104	68	19	10	76	49	75	97	94	47	31	105
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	205	119	86	101	73	18	13	73	53	79	94	96	43	34	109
COMPLETELY/MOSTLY AGREE	96	65	32	59	27	5	5	49	30	18	79	15	20	16	56
	48%	53%	41%	57%	39%	28%	56%	65%	60%	23%	82%	16%	43%	52%	53%
COMPLETELY/MOSTLY DISAGREE	79	45	35	33	31	12	4	23	12	44	14	60	20	10	39
	40%	36%	45%	32%	45%	60%	44%	30%	25%	59%	14%	63%	42%	31%	37%
Completely agree	81	55	26	52	22	3	4	49	20	12	73	7	17	12	49
	40%	45%	33%	50%	32%	16%	45%	64%	41%	16%	76%	7%	37%	38%	46%
Mostly agree	16	10	6	7	5	2	1	1	9	5	6	8	3	5	8
	8%	8%	8%	7%	7%	11%	11%	1%	19%	7%	6%	9%	6%	15%	7%
Mostly disagree	20	13	7	13	7	-	-	5	5	9	3	13	8	4	8
	10%	10%	9%	12%	10%	-	-	7%	11%	12%	3%	14%	16%	13%	7%
Completely disagree	60	32	28	21	24	12	4	18	7	36	11	47	12	6	31
	30%	26%	36%	20%	35%	60%	44%	23%	14%	47%	11%	50%	26%	18%	30%
DNR – Don't know/Refused	24	13	11	11	11	2	-	4	7	14	4	20	7	5	10
	12%	11%	14%	11%	16%	12%	-	5%	14%	18%	4%	21%	15%	16%	10%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 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	200	-	-	-	-	200	-	14	2	8	149	20	17	4	10	13	3			
	100					100		100	100	100	100	100	100	100	100	100	100			
Unweighted Total	205	-	-	-	-	205	-	19	2	7	148	17	18	4	9	12	3			
COMPLETELY/MOSTLY AGREE	96	-	-	-	-	96	-	6	2	7	64	16	10	3	5	1	1			
	48%					48%		41%	100%	90%	43%	78%	58%	79%	48%	12%	35%			
COMPLETELY/MOSTLY DISAGREE	79	-	-	-	-	79	-	6	-	1	70	1	4	1	4	9	1			
	40%					40%		44%		10%	47%	7%	23%	21%	39%	68%	34%			
Completely agree	81	-	-	-	-	81	-	4	1	5	55	14	7	3	4	1	1			
	40%					40%		31%	60%	67%	37%	70%	43%	69%	41%	9%	35%			
Mostly agree	16	-	-	-	-	16	-	1	1	2	9	2	3	0	1	0	-			
	8%					8%		10%	40%	22%	6%	8%	15%	10%	6%	2%				
Mostly disagree	20	-	-	-	-	20	-	4	-	-	18	-	1	-	1	4	1			
	10%					10%		29%			12%		8%		13%	34%	34%			
Completely disagree	60	-	-	-	-	60	-	2	-	1	52	1	2	1	2	4	-			
	30%					30%		15%		10%	35%	7%	15%	21%	26%	34%				
DNR – Don't know/Refused	24	-	-	-	-	24	-	2	-	-	15	3	3	-	1	3	1			
	12%					12%		15%			10%	15%	19%		13%	21%	31%			

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 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	200	65	51	45	34	18	19	21	22	26	29	28	38	14	72	31	83
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	205	66	44	55	34	23	21	22	25	28	29	24	33	11	80	29	85
COMPLETELY/MOSTLY AGREE	96	26	25	31	14	10	13	14	9	12	12	16	11	3	47	14	33
	48%	39%	49%	70%	42%	55%	68%	65%	42%	48%	41%	56%	30%	23%	65%	44%	40%
COMPLETELY/MOSTLY DISAGREE	79	30	16	11	19	7	4	7	12	6	14	9	20	9	18	15	38
	40%	46%	32%	25%	57%	42%	24%	35%	55%	21%	47%	33%	52%	66%	24%	47%	46%
Completely agree	81	22	20	27	11	9	12	12	7	8	11	14	9	2	42	9	28
	40%	33%	38%	62%	34%	49%	61%	58%	30%	30%	37%	51%	25%	15%	58%	29%	34%
Mostly agree	16	4	5	4	3	1	1	2	3	5	1	1	2	1	5	5	5
	8%	6%	10%	8%	8%	6%	6%	8%	12%	18%	4%	5%	5%	8%	7%	15%	6%
Mostly disagree	20	7	7	1	5	1	2	1	2	2	4	3	4	4	6	4	6
	10%	10%	14%	2%	13%	4%	8%	4%	11%	9%	16%	10%	12%	29%	8%	11%	7%
Completely disagree	60	23	9	10	15	7	3	7	10	3	9	6	15	5	12	11	32
	30%	36%	18%	23%	43%	39%	15%	31%	44%	12%	32%	23%	40%	37%	16%	36%	39%
DNR – Don't know/Refused	24	10	10	2	1	1	2	-	1	8	3	3	7	2	8	3	12
	12%	15%	19%	6%	2%	3%	9%		4%	31%	12%	11%	18%	11%	11%	9%	15%

Echelon Insights  
Focus 2024 Survey  
N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

[QMessage\_EVs] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements

-In a time when Americans are struggling to afford the basic essentials, the Biden Administration wants to force people to buy electric vehicles that most people can't afford and that don't work as well as gas-powered cars

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	401	187	213	75	89	110	126	330	34	18	8	9
	100	100	100	100	100	100	100	100	100	100	100	100
COMPLETELY/MOSTLY AGREE	201	101	99	36	49	58	58	171	10	9	5	6
	50%	54%	47%	49%	55%	52%	46%	52%	29%	48%	61%	59%
COMPLETELY/MOSTLY DISAGREE	175	77	98	34	35	48	58	139	20	8	3	4
	44%	41%	46%	45%	39%	43%	46%	42%	59%	46%	39%	41%
Completely agree	148	80	69	21	35	51	41	130	6	4	4	4
	37%	42%	32%	29%	39%	46%	32%	39%	17%	22%	45%	48%
Mostly agree	53	22	31	15	14	7	17	41	4	5	1	1
	13%	12%	14%	20%	16%	6%	13%	13%	12%	26%	16%	12%
Mostly disagree	49	26	23	12	10	7	19	36	5	7	-	1
	12%	14%	11%	16%	12%	7%	15%	11%	16%	36%		12%
Completely disagree	126	52	74	22	25	40	39	103	15	2	3	3
	31%	28%	35%	29%	28%	37%	31%	31%	43%	10%	39%	29%
DNR – Don't know/Refused	25	8	16	5	5	5	10	20	4	1	-	-
	6%	5%	8%	6%	5%	4%	8%	6%	11%	6%		

Echelon Insights  
Focus 2024 Survey  
N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

[QMessage\_EVs] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements

-In a time when Americans are struggling to afford the basic essentials, the Biden Administration wants to force people to buy electric vehicles that most people can't afford and that don't work as well as gas-powered cars

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	401	247	153	198	133	50	21	156	84	160	195	181	91	69	196
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
COMPLETELY/MOSTLY AGREE	201	132	68	114	58	19	11	100	48	53	150	40	47	31	107
	50%	54%	45%	57%	43%	38%	52%	64%	57%	33%	77%	22%	51%	46%	55%
COMPLETELY/MOSTLY DISAGREE	175	96	79	70	69	26	10	51	29	95	38	126	40	30	78
	44%	39%	52%	35%	52%	52%	48%	32%	35%	59%	20%	69%	44%	44%	40%
Completely agree	148	100	49	87	43	12	6	87	26	35	130	14	34	27	77
	37%	40%	32%	44%	32%	25%	28%	56%	31%	22%	67%	8%	37%	39%	39%
Mostly agree	53	33	20	26	15	6	5	13	22	17	20	26	13	4	30
	13%	13%	13%	13%	11%	13%	23%	8%	27%	11%	10%	14%	14%	6%	15%
Mostly disagree	49	24	25	13	22	11	2	11	8	30	5	40	12	13	20
	12%	10%	16%	7%	17%	22%	12%	7%	9%	19%	3%	22%	13%	19%	10%
Completely disagree	126	72	55	56	47	15	8	40	22	65	33	86	28	17	57
	31%	29%	36%	29%	35%	31%	37%	25%	26%	40%	17%	47%	30%	25%	29%
DNR – Don't know/Refused	25	19	6	14	6	5	-	6	6	12	6	16	5	7	11
	6%	8%	4%	7%	4%	10%		4%	8%	8%	3%	9%	5%	11%	6%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 Percentage Points

[QMessage\_EVs] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements

-In a time when Americans are struggling to afford the basic essentials, the Biden Administration wants to force people to buy electric vehicles that most people can't afford and that don't work as well as gas-powered cars

	Total	State						Swing			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	401 100	-	-	-	-	401	-	29 100	5 100	15 100	302 100	47 100	29 100	8 100	19 100	24 100	6 100			
COMPLETELY/MOSTLY AGREE	201 50%	-	-	-	-	201	-	12 41%	4 67%	9 65%	152 50%	22 47%	15 53%	6 77%	9 46%	5 21%	1 19%			
COMPLETELY/MOSTLY DISAGREE	175 44%	-	-	-	-	175	-	14 49%	2 33%	3 19%	136 45%	21 45%	8 29%	2 23%	7 34%	14 59%	3 52%			
Completely agree	148 37%	-	-	-	-	148	-	5 17%	1 22%	8 54%	110 36%	16 34%	12 42%	6 77%	8 40%	2 9%	-			
Mostly agree	53 13%	-	-	-	-	53	-	7 24%	2 45%	2 11%	42 14%	6 13%	3 11%	-	1 6%	3 12%	1 19%			
Mostly disagree	49 12%	-	-	-	-	49	-	3 12%	2 33%	1 10%	38 13%	6 13%	2 6%	2 23%	3 14%	8 34%	2 31%			
Completely disagree	126 31%	-	-	-	-	126	-	11 37%	-	1 9%	97 32%	15 32%	7 23%	-	4 20%	6 25%	1 21%			
DNR – Don't know/Refused	25 6%	-	-	-	-	25	-	3 10%	-	2 16%	14 5%	3 7%	5 18%	-	4 19%	5 20%	2 29%			

Echelon Insights  
Focus 2024 Survey  
N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	401	117	89	101	81	37	39	58	53	37	50	52	74	31	154	54	162
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
COMPLETELY/MOSTLY AGREE	201	58	39	66	34	17	24	33	28	19	25	25	30	8	97	24	71
	50%	50%	44%	65%	42%	45%	62%	56%	52%	52%	50%	48%	41%	27%	63%	45%	44%
COMPLETELY/MOSTLY DISAGREE	175	55	41	29	45	19	13	24	21	14	23	24	37	18	48	25	84
	44%	47%	46%	28%	56%	52%	32%	42%	41%	38%	45%	45%	50%	59%	31%	46%	52%
Completely agree	148	42	24	51	26	11	18	28	22	10	17	22	19	3	79	14	52
	37%	36%	27%	51%	33%	29%	46%	49%	42%	28%	34%	43%	25%	11%	51%	26%	32%
Mostly agree	53	16	15	14	7	6	6	4	5	9	8	3	11	5	18	11	19
	13%	14%	17%	14%	9%	16%	16%	7%	10%	24%	16%	5%	16%	16%	12%	20%	12%
Mostly disagree	49	12	11	7	18	8	4	6	8	4	6	2	11	5	13	10	21
	12%	10%	13%	7%	22%	21%	11%	10%	15%	12%	12%	3%	15%	17%	8%	18%	13%
Completely disagree	126	43	29	21	27	12	8	19	14	10	17	22	26	13	36	15	63
	31%	36%	33%	21%	34%	31%	21%	32%	26%	27%	33%	42%	35%	42%	23%	27%	39%
DNR – Don't know/Refused	25	4	9	7	2	1	2	1	4	4	2	4	7	4	9	5	7
	6%	3%	10%	7%	2%	3%	6%	2%	7%	10%	5%	7%	9%	14%	6%	9%	4%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 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	200	107	93	31	42	61	66	158	21	11	3	6
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	103	92	31	43	53	68	157	16	10	5	7
COMPLETELY/MOSTLY AGREE	112	67	45	8	21	43	40	93	12	1	1	5
	56%	63%	48%	27%	50%	71%	60%	59%	56%	12%	39%	81%
COMPLETELY/MOSTLY DISAGREE	76	32	44	16	18	18	24	60	7	7	2	-
	38%	30%	47%	50%	44%	29%	36%	38%	34%	60%	61%	-
Completely agree	89	50	39	7	17	29	36	73	8	1	1	5
	44%	46%	42%	24%	40%	48%	54%	46%	40%	12%	33%	81%
Mostly agree	23	18	6	1	4	14	4	20	3	-	0	-
	12%	16%	6%	3%	10%	23%	6%	12%	16%	-	5%	-
Mostly disagree	21	4	16	2	4	6	8	20	0	1	-	-
	10%	4%	18%	7%	10%	9%	13%	12%	1%	8%	-	-
Completely disagree	55	28	27	13	14	12	16	40	7	6	2	-
	28%	26%	29%	43%	33%	20%	24%	25%	33%	53%	61%	-
DNR – Don't know/Refused	12	8	4	7	3	-	2	6	2	3	-	1
	6%	7%	5%	23%	7%	-	3%	4%	9%	27%	-	19%

Echelon Insights  
Focus 2024 Survey  
N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	124	76	94	64	31	11	80	35	85	98	87	44	38	91
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	118	77	93	64	25	13	78	40	77	100	79	41	35	93
COMPLETELY/MOSTLY AGREE	112	78	34	61	31	17	3	51	18	44	80	30	20	21	61
	56%	63%	45%	65%	49%	55%	25%	63%	52%	51%	81%	34%	46%	56%	67%
COMPLETELY/MOSTLY DISAGREE	76	37	38	28	32	10	6	25	12	39	12	54	21	14	27
	38%	30%	51%	29%	50%	32%	56%	31%	34%	46%	12%	62%	48%	37%	29%
Completely agree	89	62	27	49	24	13	3	47	13	29	72	15	18	12	52
	44%	50%	35%	52%	37%	43%	25%	59%	37%	34%	73%	17%	40%	33%	57%
Mostly agree	23	16	7	12	7	4	-	4	5	14	8	15	3	9	9
	12%	13%	10%	13%	11%	12%	-	5%	15%	17%	8%	17%	6%	24%	10%
Mostly disagree	21	7	14	7	13	0	1	6	5	10	4	17	2	3	12
	10%	6%	18%	7%	20%	1%	8%	8%	14%	11%	4%	20%	5%	8%	13%
Completely disagree	55	30	25	21	19	10	5	18	7	30	8	37	19	11	14
	28%	24%	33%	22%	30%	31%	48%	23%	20%	35%	8%	42%	42%	29%	16%
DNR – Don't know/Refused	12	9	3	5	1	4	2	5	5	2	7	3	3	3	3
	6%	7%	4%	5%	1%	13%	20%	6%	14%	3%	7%	4%	7%	7%	3%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	-	-	-	-	200	-	15	3	7	153	27	12	4	9	11	2			
	100					100		100	100	100	100	100	100	100	100	100	100			
Unweighted Total	195	-	-	-	-	195	-	16	3	7	153	18	13	3	10	13	3			
COMPLETELY/MOSTLY AGREE	112	-	-	-	-	112	-	3	2	6	87	14	8	1	3	3	-			
	56%					56%		18%	47%	88%	57%	53%	64%	28%	32%	28%				
COMPLETELY/MOSTLY DISAGREE	76	-	-	-	-	76	-	10	-	-	63	6	2	-	2	6	1			
	38%					38%		69%			41%	23%	20%		18%	55%	27%			
Completely agree	89	-	-	-	-	89	-	3	2	5	70	9	6	1	3	3	-			
	44%					44%		17%	47%	69%	46%	35%	48%	28%	29%	28%				
Mostly agree	23	-	-	-	-	23	-	0	-	1	16	5	2	-	0	-	-			
	12%					12%		1%		19%	11%	19%	16%		3%					
Mostly disagree	21	-	-	-	-	21	-	-	-	-	19	1	-	-	-	3	-			
	10%					10%					13%	5%			25%					
Completely disagree	55	-	-	-	-	55	-	10	-	-	43	5	2	-	2	3	1			
	28%					28%		69%			28%	18%	20%		18%	31%	27%			
DNR – Don't know/Refused	12	-	-	-	-	12	-	2	2	1	4	6	2	3	5	2	2			
	6%					6%		13%	53%	12%	2%	24%	16%	72%	50%	17%	73%			

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	52	38	56	47	20	20	37	30	11	21	25	36	17	81	23	79
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	195	53	35	58	41	18	23	31	31	13	20	22	37	13	86	23	73
COMPLETELY/MOSTLY AGREE	112	31	13	42	24	5	11	27	24	3	9	17	16	6	53	11	42
	56%	60%	35%	74%	51%	27%	56%	73%	78%	26%	44%	67%	45%	36%	65%	48%	53%
COMPLETELY/MOSTLY DISAGREE	76	18	24	11	19	10	7	10	6	6	11	8	18	9	21	9	37
	38%	36%	63%	20%	40%	48%	34%	27%	19%	54%	53%	33%	51%	51%	26%	39%	47%
Completely agree	89	28	11	31	17	5	9	15	21	3	8	14	15	5	42	9	33
	44%	55%	29%	55%	36%	23%	44%	40%	70%	26%	35%	58%	40%	30%	52%	39%	41%
Mostly agree	23	3	2	11	7	1	2	12	2	-	2	2	2	1	11	2	9
	12%	5%	6%	19%	14%	4%	12%	33%	8%		8%	9%	5%	7%	13%	9%	12%
Mostly disagree	21	11	5	1	3	-	2	2	1	2	3	4	8	2	6	1	11
	10%	21%	14%	2%	6%		9%	5%	3%	20%	12%	16%	21%	13%	7%	5%	14%
Completely disagree	55	8	18	10	16	10	5	8	5	4	9	4	11	7	15	8	26
	28%	15%	49%	18%	34%	48%	26%	22%	16%	34%	41%	17%	30%	37%	19%	33%	33%
DNR – Don't know/Refused	12	2	1	4	4	5	2	-	1	2	1	-	1	2	7	3	-
	6%	4%	2%	6%	9%	25%	10%		3%	20%	4%		4%	13%	8%	13%	

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 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	200	80	121	44	48	49	60	172	13	7	5	3
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	205	91	114	51	50	46	58	174	15	6	4	6
COMPLETELY/MOSTLY AGREE	103	52	51	19	26	32	27	92	4	3	2	2
	51%	65%	42%	43%	53%	65%	44%	54%	26%	46%	37%	52%
COMPLETELY/MOSTLY DISAGREE	85	26	59	24	19	15	28	69	8	4	3	2
	42%	32%	49%	54%	40%	30%	46%	40%	56%	54%	63%	48%
Completely agree	74	36	37	13	18	25	18	65	1	3	2	2
	37%	46%	31%	29%	37%	52%	30%	38%	9%	46%	37%	52%
Mostly agree	29	16	14	6	8	6	9	27	2	-	-	-
	15%	19%	11%	14%	16%	13%	15%	16%	17%	-	-	-
Mostly disagree	24	6	19	8	6	1	10	22	-	1	2	-
	12%	7%	15%	17%	12%	3%	16%	13%	-	15%	34%	-
Completely disagree	61	20	41	16	13	13	18	47	8	3	1	2
	30%	25%	34%	37%	27%	27%	30%	27%	56%	39%	30%	48%
DNR – Don't know/Refused	13	2	10	1	3	3	6	11	2	-	-	-
	6%	3%	9%	2%	7%	5%	10%	6%	17%	-	-	-

Echelon Insights  
Focus 2024 Survey  
N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	123	78	104	68	19	10	76	49	75	97	94	47	31	105
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	205	119	86	101	73	18	13	73	53	79	94	96	43	34	109
COMPLETELY/MOSTLY AGREE	103	70	33	64	28	6	4	53	27	23	75	22	23	18	56
	51%	57%	42%	62%	42%	33%	42%	69%	54%	31%	78%	24%	50%	57%	53%
COMPLETELY/MOSTLY DISAGREE	85	42	43	32	37	11	6	20	20	45	16	65	21	10	44
	42%	34%	55%	31%	55%	55%	58%	26%	41%	60%	16%	69%	45%	33%	41%
Completely agree	74	48	26	44	22	4	4	41	19	13	63	8	11	13	46
	37%	39%	33%	42%	32%	22%	40%	55%	38%	18%	65%	9%	24%	41%	44%
Mostly agree	29	22	7	20	7	2	0	11	8	10	12	14	12	5	10
	15%	18%	9%	19%	10%	11%	3%	15%	16%	13%	13%	15%	26%	16%	9%
Mostly disagree	24	11	13	9	12	2	1	4	6	15	5	18	4	5	13
	12%	9%	17%	9%	18%	9%	11%	5%	12%	20%	5%	19%	9%	17%	12%
Completely disagree	61	31	29	22	25	9	4	16	14	30	11	47	17	5	31
	30%	25%	38%	21%	37%	46%	46%	21%	29%	40%	11%	50%	36%	16%	29%
DNR – Don't know/Refused	13	10	2	8	2	2	-	3	2	7	6	7	2	3	6
	6%	8%	3%	8%	4%	12%	-	5%	5%	9%	6%	7%	5%	10%	5%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 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	200	-	-	-	-	200	-	14	2	8	149	20	17	4	10	13	3			
	100					100		100	100	100	100	100	100	100	100	100	100			
Unweighted Total	205	-	-	-	-	205	-	19	2	7	148	17	18	4	9	12	3			
COMPLETELY/MOSTLY AGREE	103	-	-	-	-	103	-	8	2	5	74	13	8	3	3	5	-			
	51%					51%		58%	100%	67%	50%	65%	47%	77%	30%	40%				
COMPLETELY/MOSTLY DISAGREE	85	-	-	-	-	85	-	5	-	2	68	5	5	1	7	5	2			
	42%					42%		40%		23%	46%	26%	31%	23%	68%	38%	65%			
Completely agree	74	-	-	-	-	74	-	5	1	5	51	12	6	3	3	1	-			
	37%					37%		39%	60%	67%	34%	58%	33%	77%	30%	5%				
Mostly agree	29	-	-	-	-	29	-	3	1	-	23	1	2	-	-	5	-			
	15%					15%		20%	40%		16%	7%	14%			36%				
Mostly disagree	24	-	-	-	-	24	-	2	-	1	17	4	3	1	5	1	1			
	12%					12%		12%		12%	11%	18%	20%	23%	53%	9%	34%			
Completely disagree	61	-	-	-	-	61	-	4	-	1	51	2	2	-	1	4	1			
	30%					30%		28%		10%	34%	8%	11%		15%	29%	31%			
DNR – Don't know/Refused	13	-	-	-	-	13	-	0	-	1	7	2	4	-	0	3	1			
	6%					6%		2%		10%	4%	9%	22%		2%	22%	35%			

Echelon Insights  
Focus 2024 Survey  
N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	200	65	51	45	34	18	19	21	22	26	29	28	38	14	72	31	83
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	205	66	44	55	34	23	21	22	25	28	29	24	33	11	80	29	85
COMPLETELY/MOSTLY AGREE	103	31	19	29	23	10	14	13	15	9	12	18	11	7	49	16	30
	51%	48%	38%	65%	67%	55%	73%	63%	68%	35%	41%	66%	30%	49%	68%	52%	37%
COMPLETELY/MOSTLY DISAGREE	85	31	26	14	10	7	4	8	7	17	15	7	20	4	19	13	49
	42%	48%	52%	31%	30%	39%	20%	37%	32%	65%	52%	25%	54%	31%	26%	41%	59%
Completely agree	74	25	12	23	13	7	10	10	9	6	8	15	9	1	40	12	22
	37%	39%	23%	52%	38%	40%	53%	48%	41%	21%	27%	55%	23%	4%	55%	37%	26%
Mostly agree	29	6	8	6	10	3	4	3	6	4	4	3	3	6	9	5	9
	15%	9%	15%	13%	29%	15%	20%	15%	27%	14%	14%	11%	7%	45%	13%	16%	11%
Mostly disagree	24	11	8	5	0	1	1	1	3	7	5	-	7	-	4	5	16
	12%	17%	15%	12%	1%	4%	5%	6%	13%	26%	17%	-	18%	-	5%	15%	19%
Completely disagree	61	21	18	9	10	6	3	6	4	10	10	7	14	4	15	8	33
	30%	31%	36%	19%	29%	35%	15%	31%	19%	38%	35%	25%	36%	31%	21%	27%	40%
DNR – Don't know/Refused	13	3	5	2	1	1	1	-	-	-	2	3	6	3	4	2	4
	6%	4%	10%	4%	2%	6%	7%	-	-	-	7%	9%	16%	20%	6%	6%	5%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

[QMessage\_HealthCare] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements

-Under Obamacare, health insurance premiums have continued to skyrocket and the Biden Administration is just doubling down on it It' s time for a new direction to bring health care costs down

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	401	187	213	75	89	110	126	330	34	18	8	9
	100	100	100	100	100	100	100	100	100	100	100	100
COMPLETELY/MOSTLY AGREE	231	119	112	42	55	60	75	204	13	7	1	5
	58%	64%	52%	56%	61%	54%	59%	62%	39%	38%	14%	57%
COMPLETELY/MOSTLY DISAGREE	134	50	84	23	27	45	39	99	17	10	5	3
	33%	27%	39%	31%	30%	41%	31%	30%	49%	52%	65%	29%
Completely agree	161	84	77	26	37	48	51	140	11	4	1	5
	40%	45%	36%	34%	41%	43%	41%	42%	31%	24%	14%	50%
Mostly agree	70	35	35	16	18	12	23	64	3	2	-	1
	17%	19%	16%	22%	20%	11%	18%	19%	7%	13%	-	6%
Mostly disagree	34	13	21	11	7	9	8	30	2	2	-	-
	9%	7%	10%	15%	8%	8%	6%	9%	5%	13%	-	-
Completely disagree	99	37	62	12	20	36	31	69	15	7	5	3
	25%	20%	29%	16%	23%	33%	25%	21%	44%	39%	65%	29%
DNR – Don' t know/Refused	36	18	18	10	7	5	13	27	4	2	2	1
	9%	9%	8%	13%	8%	5%	10%	8%	12%	10%	22%	14%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

[QMessage\_HealthCare] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements

-Under Obamacare, health insurance premiums have continued to skyrocket and the Biden Administration is just doubling down on it It' s time for a new direction to bring health care costs down

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	401	247	153	198	133	50	21	156	84	160	195	181	91	69	196
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
COMPLETELY/MOSTLY AGREE	231	151	80	129	75	22	5	103	56	72	156	56	58	38	116
	58%	61%	52%	65%	57%	44%	24%	66%	67%	45%	80%	31%	63%	55%	59%
COMPLETELY/MOSTLY DISAGREE	134	75	58	53	46	22	13	38	22	74	20	110	26	21	62
	33%	31%	38%	27%	34%	44%	60%	24%	26%	46%	10%	61%	28%	31%	32%
Completely agree	161	109	53	91	49	18	3	85	34	42	129	21	41	24	83
	40%	44%	34%	46%	37%	36%	16%	54%	41%	26%	66%	12%	44%	34%	42%
Mostly agree	70	42	27	39	26	4	2	19	21	30	27	35	17	14	33
	17%	17%	18%	20%	19%	8%	8%	12%	26%	19%	14%	19%	19%	20%	17%
Mostly disagree	34	17	17	15	16	2	2	10	6	18	3	30	6	5	20
	9%	7%	11%	7%	12%	5%	8%	7%	7%	11%	2%	17%	6%	8%	10%
Completely disagree	99	58	41	39	30	20	11	27	16	56	16	80	20	16	42
	25%	24%	27%	20%	23%	39%	53%	17%	19%	35%	8%	44%	22%	23%	22%
DNR – Don' t know/Refused	36	21	15	15	12	6	3	16	6	14	19	15	8	10	18
	9%	8%	10%	7%	9%	12%	16%	10%	7%	9%	10%	8%	8%	14%	9%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

[QMessage\_HealthCare] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements

-Under Obamacare, health insurance premiums have continued to skyrocket and the Biden Administration is just doubling down on it It's time for a new direction to bring health care costs down

	Total	State						Swing			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	401 100	-	-	-	-	401	-	29 100	5 100	15 100	302 100	47 100	29 100	8 100	19 100	24 100	6 100			
COMPLETELY/MOSTLY AGREE	231 58%	-	-	-	-	231	-	22 77%	2 45%	8 57%	169 56%	26 56%	21 71%	6 77%	10 52%	11 45%	3 48%			
COMPLETELY/MOSTLY DISAGREE	134 33%	-	-	-	-	134	-	5 16%	-	1 10%	110 37%	16 34%	4 13%	-	3 18%	11 48%	2 42%			
Completely agree	161 40%	-	-	-	-	161	-	14 50%	1 16%	8 57%	116 38%	18 38%	18 61%	6 77%	8 44%	6 26%	-			
Mostly agree	70 17%	-	-	-	-	70	-	8 27%	2 29%	-	53 17%	8 18%	3 10%	-	1 7%	5 19%	3 48%			
Mostly disagree	34 9%	-	-	-	-	34	-	1 3%	-	1 10%	25 8%	7 15%	-	-	0 3%	5 20%	-			
Completely disagree	99 25%	-	-	-	-	99	-	4 14%	-	-	85 28%	9 19%	4 13%	-	3 16%	7 28%	2 42%			
DNR – Don't know/Refused	36 9%	-	-	-	-	36	-	2 6%	3 55%	5 33%	23 8%	5 10%	5 16%	2 23%	6 30%	2 7%	1 11%			

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

[QMessage\_HealthCare] Please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with the following statements  
 -Under Obamacare, health insurance premiums have continued to skyrocket and the Biden Administration is just doubling down on it It' s time for a new direction to bring health care costs down

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	401	117	89	101	81	37	39	58	53	37	50	52	74	31	154	54	162
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
COMPLETELY/MOSTLY AGREE	231	60	50	69	49	17	29	30	43	25	26	29	31	15	103	29	85
	58%	51%	56%	68%	61%	44%	74%	53%	82%	69%	51%	56%	42%	47%	67%	53%	52%
COMPLETELY/MOSTLY DISAGREE	134	50	30	19	27	15	6	24	5	8	21	21	33	13	33	20	67
	33%	43%	33%	19%	34%	39%	15%	42%	10%	22%	42%	40%	45%	43%	22%	36%	42%
Completely agree	161	43	32	47	36	12	20	23	30	14	17	25	21	8	83	18	52
	40%	37%	36%	46%	45%	32%	50%	39%	57%	37%	34%	48%	29%	26%	54%	34%	32%
Mostly agree	70	17	18	22	13	5	9	8	13	12	9	4	10	6	20	10	33
	17%	15%	20%	22%	16%	13%	24%	13%	25%	31%	17%	8%	14%	21%	13%	19%	20%
Mostly disagree	34	14	7	5	8	9	1	1	2	2	6	8	6	2	9	6	18
	9%	12%	8%	5%	10%	23%	2%	2%	4%	7%	12%	14%	8%	5%	6%	11%	11%
Completely disagree	99	36	22	14	19	6	5	23	3	6	15	13	28	12	24	14	50
	25%	31%	25%	14%	24%	16%	13%	39%	6%	15%	31%	26%	38%	38%	16%	26%	31%
DNR – Don' t know/Refused	36	7	9	13	4	6	4	3	4	4	3	2	9	3	17	6	10
	9%	6%	10%	13%	5%	16%	11%	6%	8%	10%	6%	4%	12%	10%	11%	11%	6%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

[QBidenAdminSuccessPost] Sometimes, people change their minds during the course of a survey Based on what you know and anything new you have learned, would you rate the Biden Administration a placeholder?

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	401	187	213	75	89	110	126	330	34	18	8	9
	100	100	100	100	100	100	100	100	100	100	100	100
A TOTAL/MOSTLY A SUCCESS	168	66	102	27	34	45	62	127	28	6	4	3
	42%	35%	48%	36%	38%	41%	49%	39%	81%	35%	45%	29%
A TOTAL/MOSTLY A FAILURE	213	109	104	39	52	61	62	190	6	7	5	6
	53%	58%	49%	52%	58%	55%	49%	57%	18%	38%	55%	59%
A total success	55	25	30	5	11	15	23	38	11	1	2	2
	14%	13%	14%	7%	13%	14%	19%	12%	33%	6%	25%	22%
Mostly a success	113	41	72	22	23	30	39	89	16	5	2	1
	28%	22%	34%	29%	25%	27%	31%	27%	48%	29%	20%	7%
Mostly a failure	43	20	23	14	12	8	9	38	0	2	3	0
	11%	11%	11%	19%	13%	7%	7%	11%	*%	12%	38%	2%
A total failure	170	89	81	25	40	53	53	152	6	5	1	5
	42%	48%	38%	33%	45%	48%	42%	46%	18%	26%	17%	57%
Unsure	19	12	7	9	4	4	2	13	0	5	-	1
	5%	6%	3%	12%	4%	4%	2%	4%	1%	27%		12%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

[QBidenAdminSuccessPost] Sometimes, people change their minds during the course of a survey Based on what you know and anything new you have learned, would you rate the Biden Administration a placeholder?

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	401	247	153	198	133	50	21	156	84	160	195	181	91	69	196
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A TOTAL/MOSTLY A SUCCESS	168	94	75	64	64	30	11	32	33	103	8	153	38	30	75
	42%	38%	49%	32%	48%	60%	52%	20%	39%	64%	4%	85%	42%	44%	38%
A TOTAL/MOSTLY A FAILURE	213	143	71	127	63	16	8	115	46	53	184	14	49	33	116
	53%	58%	46%	64%	47%	32%	37%	73%	54%	33%	95%	8%	54%	48%	59%
A total success	55	37	18	22	16	15	2	13	5	36	7	46	17	6	22
	14%	15%	12%	11%	12%	30%	10%	8%	7%	23%	4%	25%	18%	8%	11%
Mostly a success	113	57	56	42	48	15	9	19	28	67	1	107	21	25	53
	28%	23%	37%	21%	36%	31%	42%	12%	33%	42%	1%	59%	23%	36%	27%
Mostly a failure	43	26	18	22	16	4	2	13	15	15	22	12	15	9	18
	11%	10%	11%	11%	12%	8%	8%	9%	17%	10%	11%	7%	16%	14%	9%
A total failure	170	117	53	105	47	12	6	101	31	38	162	2	34	24	98
	42%	47%	35%	53%	35%	23%	30%	65%	37%	23%	83%	1%	38%	35%	50%
Unsure	19	11	8	7	6	4	2	10	5	4	2	14	4	5	6
	5%	5%	5%	4%	4%	8%	11%	6%	6%	3%	1%	8%	5%	8%	3%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 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	401 100	-	-	-	-	401 100	-	29 100	5 100	15 100	302 100	47 100	29 100	8 100	19 100	24 100	6 100
A TOTAL/MOSTLY A SUCCESS	168 42%	-	-	-	-	168 42%	-	7 24%	2 33%	1 5%	138 46%	19 40%	6 20%	8 100%	12 62%	11 46%	-
A TOTAL/MOSTLY A FAILURE	213 53%	-	-	-	-	213 53%	-	19 65%	4 67%	13 89%	153 51%	24 50%	20 68%	-	5 26%	7 28%	6 100%
A total success	55 14%	-	-	-	-	55 14%	-	2 5%	2 33%	1 5%	47 16%	6 13%	2 6%	7 95%	7 39%	-	-
Mostly a success	113 28%	-	-	-	-	113 28%	-	5 18%	-	-	91 30%	12 26%	4 15%	0 5%	4 23%	11 46%	-
Mostly a failure	43 11%	-	-	-	-	43 11%	-	10 35%	2 45%	2 11%	31 10%	2 3%	3 9%	-	5 26%	5 19%	5 81%
A total failure	170 42%	-	-	-	-	170 42%	-	9 31%	1 22%	11 78%	122 41%	22 47%	17 59%	-	-	2 9%	1 19%
Unsure	19 5%	-	-	-	-	19 5%	-	3 11%	-	1 6%	11 3%	5 10%	3 12%	-	2 12%	6 26%	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

[QBidenAdminSuccessPost] Sometimes, people change their minds during the course of a survey Based on what you know and anything new you have learned, would you rate the Biden Administration a placeholder?

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	401 100	117 100	89 100	101 100	81 100	37 100	39 100	58 100	53 100	37 100	50 100	52 100	74 100	31 100	154 100	54 100	162 100
A TOTAL/MOSTLY A SUCCESS	168 42%	55 47%	41 47%	28 28%	34 42%	10 28%	10 26%	23 40%	22 42%	16 44%	24 48%	22 42%	40 54%	21 68%	46 30%	22 41%	78 48%
A TOTAL/MOSTLY A FAILURE	213 53%	60 51%	42 47%	68 67%	40 49%	20 53%	27 68%	32 55%	31 58%	19 51%	25 49%	29 55%	31 42%	8 25%	100 65%	26 48%	79 49%
A total success	55 14%	18 16%	10 11%	10 10%	12 15%	4 9%	3 7%	10 18%	8 16%	2 5%	9 17%	5 9%	15 21%	7 24%	14 9%	8 14%	26 16%
Mostly a success	113 28%	37 32%	31 35%	19 18%	21 26%	7 19%	7 19%	13 23%	14 26%	15 40%	15 31%	17 33%	25 34%	14 44%	33 21%	15 27%	52 32%
Mostly a failure	43 11%	10 8%	13 15%	6 6%	14 17%	7 20%	6 14%	6 11%	1 2%	7 19%	6 12%	2 3%	8 11%	2 7%	16 10%	7 12%	19 12%
A total failure	170 42%	50 43%	29 32%	61 61%	26 32%	12 33%	21 54%	26 44%	30 56%	12 33%	19 37%	27 52%	23 31%	6 18%	85 55%	19 36%	60 37%
Unsure	19 5%	2 1%	6 6%	5 5%	7 9%	7 19%	2 6%	3 5%	-	2 4%	2 3%	2 3%	2 3%	2 7%	7 5%	5 10%	5 3%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

[QGender] What is your gender?

	Total		Gender		Age				Race				
	Total		Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	401		187	213	75	89	110	126	330	34	18	8	9
	100		100	100	100	100	100	100	100	100	100	100	100
Man	187		187	-	37	39	58	53	147	17	11	3	8
	47%		100%		50%	44%	52%	42%	45%	50%	62%	40%	87%
Woman	213		-	213	37	50	52	74	183	17	7	5	1
	53%			100%	50%	56%	48%	58%	55%	50%	38%	60%	13%
Prefer not to say	-		-	-	-	-	-	-	-	-	-	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

[QGender] What is your gender?

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	401	247	153	198	133	50	21	156	84	160	195	181	91	69	196
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Man	187	114	73	87	60	27	13	81	39	67	104	72	41	43	87
	47%	46%	48%	44%	45%	54%	64%	52%	47%	42%	54%	39%	45%	62%	45%
Woman	213	133	80	110	73	23	7	75	44	94	90	110	50	26	109
	53%	54%	52%	56%	55%	46%	36%	48%	53%	58%	46%	61%	55%	38%	55%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	401 100	-	-	-	-	401	-	29 100	5 100	15 100	302 100	47 100	29 100	8 100	19 100	24 100	6 100	
Man	187 47%	-	-	-	-	187	-	11 40%	5 86%	11 76%	140 46%	23 49%	16 56%	5 62%	9 46%	6 27%	-	
Woman	213 53%	-	-	-	-	213	-	17 60%	1 14%	4 24%	162 54%	24 51%	13 44%	3 38%	10 54%	17 73%	6 100%	
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

[QGender] What is your gender?

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	401	117	89	101	81	37	39	58	53	37	50	52	74	31	154	54	162
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Man	187	-	-	101	81	37	39	58	53	-	-	-	-	13	75	26	73
	47%			100%	100%	100%	100%	100%	100%					43%	49%	49%	45%
Woman	213	117	89	-	-	-	-	-	-	37	50	52	74	18	79	27	89
	53%	100%	100%							100%	100%	100%	100%	57%	51%	51%	55%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights  
Focus 2024 Survey  
N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 Percentage Points

[QRace] What is your race or ethnicity?

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	401	187	213	75	89	110	126	330	34	18	8	9
	100	100	100	100	100	100	100	100	100	100	100	100
White	331	148	183	58	76	87	110	330	-	-	-	1
	83%	79%	86%	77%	86%	79%	87%	100%				10%
Black or African American	34	17	17	4	7	13	9	-	34	-	-	-
	9%	9%	8%	6%	8%	12%	7%		100%			
Hispanic or Latino	18	11	7	11	2	2	4	-	-	18	-	-
	5%	6%	3%	15%	2%	1%	3%			100%		
Asian	8	3	5	0	1	5	3	-	-	-	8	-
	2%	2%	2%	*%	1%	4%	2%				100%	
Native American or Alaska Native	2	1	1	-	-	2	-	-	-	-	-	2
	*%	*%	*%			2%						19%
Native Hawaiian or Other Pacific Islander	-	-	-	-	-	-	-	-	-	-	-	-
Something else	8	7	0	1	3	3	-	-	-	-	-	8
	2%	4%	*%	2%	3%	3%						81%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

[QRace] What is your race or ethnicity?

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	401	247	153	198	133	50	21	156	84	160	195	181	91	69	196
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
White	331	198	133	198	133	-	1	140	68	123	172	140	74	45	177
	83%	80%	87%	100%	100%		4%	89%	81%	77%	88%	77%	81%	66%	90%
Black or African American	34	27	8	-	-	27	8	3	6	25	7	24	9	15	7
	9%	11%	5%			54%	36%	2%	8%	15%	4%	13%	10%	21%	3%
Hispanic or Latino	18	11	7	-	-	11	7	10	3	5	5	11	2	5	9
	5%	5%	5%			23%	33%	6%	4%	3%	3%	6%	2%	7%	4%
Asian	8	6	3	-	-	6	3	2	2	5	5	4	4	1	2
	2%	2%	2%			11%	13%	1%	2%	3%	2%	2%	5%	1%	1%
Native American or Alaska Native	2	1	1	-	-	1	1	-	1	1	1	1	-	-	1
	*%	*%	1%			2%	4%		1%	1%	*%	*%			*%
Native Hawaiian or Other Pacific Islander	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Something else	8	5	3	-	-	5	3	2	3	2	5	2	2	3	1
	2%	2%	2%			10%	13%	1%	4%	1%	3%	1%	2%	4%	1%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

[QRace] What is your race or ethnicity?

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	401 100	-	-	-	-	401 100	-	29 100	5 100	15 100	302 100	47 100	29 100	8 100	19 100	24 100	6 100
White	331 83%	-	-	-	-	331 83%	-	23 80%	2 45%	12 84%	253 84%	35 74%	23 81%	5 62%	14 72%	17 71%	4 70%
Black or African American	34 9%	-	-	-	-	34 9%	-	3 12%	2 33%	2 11%	25 8%	5 12%	3 12%	2 23%	2 9%	4 15%	-
Hispanic or Latino	18 5%	-	-	-	-	18 5%	-	2 6%	1 22%	1 4%	9 3%	6 12%	2 8%	-	1 4%	2 9%	2 30%
Asian	8 2%	-	-	-	-	8 2%	-	0 1%	-	0 1%	7 2%	0 1%	-	-	2 9%	-	-
Native American or Alaska Native	2 1%	-	-	-	-	2 1%	-	-	-	-	2 1%	-	-	-	-	-	-
Native Hawaiian or Other Pacific Islander	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Something else	8 2%	-	-	-	-	8 2%	-	1 2%	-	-	6 2%	1 2%	-	1 15%	1 6%	1 5%	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

[QRace] What is your race or ethnicity?

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	401	117	89	101	81	37	39	58	53	37	50	52	74	31	154	54	162
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
White	331	106	74	89	55	27	32	42	47	31	44	44	64	17	130	43	141
	83%	90%	83%	88%	68%	72%	82%	73%	88%	83%	88%	84%	87%	55%	84%	80%	87%
Black or African American	34	5	9	5	10	2	3	8	5	2	5	6	4	12	9	7	6
	9%	5%	10%	5%	13%	5%	6%	13%	10%	7%	10%	11%	6%	39%	6%	14%	4%
Hispanic or Latino	18	4	3	2	9	7	2	2	1	4	-	-	3	2	6	3	7
	5%	3%	3%	2%	12%	19%	5%	3%	2%	11%			4%	6%	4%	6%	4%
Asian	8	2	2	1	3	0	-	3	-	-	1	2	3	-	3	0	5
	2%	1%	2%	1%	3%	1%		5%			1%	3%	4%		2%	%	3%
Native American or Alaska Native	2	-	1	-	-	-	-	1	-	-	-	1	-	1	1	-	-
	%		1%					2%				2%		3%	1%		
Native Hawaiian or Other Pacific Islander	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Something else	8	-	-	4	3	1	3	3	-	-	0	-	-	-	5	-	3
	2%			4%	4%	4%	7%	5%			1%				3%		2%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	401	187	213	75	89	110	126	330	34	18	8	9
	100	100	100	100	100	100	100	100	100	100	100	100
High school or less	147	66	81	19	23	47	57	123	17	5	2	0
	37%	35%	38%	26%	26%	42%	45%	37%	49%	26%	20%	3%
Some college	61	24	37	17	15	13	15	45	9	3	0	3
	15%	13%	17%	23%	17%	12%	12%	14%	27%	17%	3%	34%
Associate degree	40	24	16	5	7	15	12	29	1	4	4	2
	10%	13%	7%	7%	8%	14%	10%	9%	2%	20%	45%	26%
Bachelor's degree	96	47	49	23	26	20	27	84	4	5	1	2
	24%	25%	23%	31%	29%	18%	21%	26%	11%	27%	11%	21%
Graduate degree	57	26	31	10	18	15	15	48	4	2	2	2
	14%	14%	15%	14%	20%	13%	12%	15%	11%	10%	22%	17%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	401	247	153	198	133	50	21	156	84	160	195	181	91	69	196
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
High school or less	147	147	-	123	-	23	-	62	21	63	84	54	43	31	57
	37%	59%		62%		47%		40%	25%	39%	43%	30%	47%	44%	29%
Some college	61	61	-	45	-	16	-	25	18	17	31	27	18	9	27
	15%	25%		23%		32%		16%	22%	11%	16%	15%	20%	12%	14%
Associate degree	40	40	-	29	-	10	-	16	12	12	21	17	14	8	12
	10%	16%		15%		21%		10%	14%	7%	11%	9%	16%	12%	6%
Bachelor's degree	96	-	96	-	84	-	12	34	19	43	34	54	13	10	60
	24%		63%		64%		57%	22%	23%	27%	17%	30%	14%	15%	31%
Graduate degree	57	-	57	-	48	-	9	19	13	25	24	30	3	11	39
	14%		37%		36%		43%	12%	16%	16%	12%	17%	3%	16%	20%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	401 100	-	-	-	-	401 100	-	29 100	5 100	15 100	302 100	47 100	29 100	8 100	19 100	24 100	6 100
High school or less	147 37%	-	-	-	-	147 37%	-	12 41%	2 33%	8 57%	109 36%	19 41%	13 44%	2 23%	7 36%	10 42%	1 19%
Some college	61 15%	-	-	-	-	61 15%	-	3 9%	1 14%	4 27%	39 13%	10 22%	5 16%	2 21%	5 25%	5 19%	2 39%
Associate degree	40 10%	-	-	-	-	40 10%	-	1 5%	-	1 7%	31 10%	3 7%	5 16%	1 15%	2 10%	1 4%	-
Bachelor's degree	96 24%	-	-	-	-	96 24%	-	10 33%	2 38%	-	76 25%	11 23%	4 15%	3 41%	5 27%	7 30%	2 42%
Graduate degree	57 14%	-	-	-	-	57 14%	-	3 12%	1 16%	1 10%	46 15%	3 7%	3 10%	-	0 1%	1 4%	-
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	401 100	117 100	89 100	101 100	81 100	37 100	39 100	58 100	53 100	37 100	50 100	52 100	74 100	31 100	154 100	54 100	162 100
High school or less	147 37%	43 37%	35 39%	33 33%	30 37%	9 23%	10 26%	22 38%	25 47%	11 29%	13 26%	25 47%	32 44%	16 50%	75 49%	20 37%	36 22%
Some college	61 15%	15 12%	19 21%	14 14%	10 12%	9 25%	6 15%	5 9%	4 7%	8 21%	9 18%	8 16%	11 15%	4 12%	23 15%	15 27%	19 12%
Associate degree	40 10%	7 6%	7 8%	11 10%	14 17%	4 11%	5 13%	9 15%	6 12%	1 2%	2 5%	7 13%	6 8%	- -	18 12%	5 9%	17 11%
Bachelor's degree	96 24%	31 27%	17 20%	28 28%	18 22%	11 30%	12 31%	13 22%	11 22%	12 32%	14 27%	8 15%	16 21%	5 18%	24 15%	11 20%	56 35%
Graduate degree	57 14%	21 18%	11 12%	15 15%	10 12%	4 11%	6 15%	9 16%	7 13%	6 16%	12 23%	5 10%	8 11%	6 20%	14 9%	4 8%	33 21%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights  
Focus 2024 Survey  
N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

[QEmployment] What is your current employment status?

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	401	187	213	75	89	110	126	330	34	18	8	9
	100	100	100	100	100	100	100	100	100	100	100	100
Employed full-time	193	102	92	40	72	61	20	164	16	6	1	7
	48%	54%	43%	54%	81%	56%	16%	50%	46%	32%	8%	74%
Employed part-time	20	10	10	7	4	2	7	17	0	3	0	-
	5%	5%	5%	10%	5%	2%	5%	5%	1%	14%	3%	-
Freelance, contract, or temporary work	9	5	4	1	1	4	3	8	0	-	-	1
	2%	3%	2%	2%	1%	3%	2%	2%	1%	-	-	9%
*Gig economy* work like ride shares, food delivery, or dog walking	2	1	1	-	1	1	-	2	-	-	-	-
	1%	1%	1%	-	1%	1%	-	1%	-	-	-	-
Unemployed and looking for work	1	1	-	1	-	0	-	1	0	-	-	-
	*%	1%	-	1%	-	*%	-	*%	1%	-	-	-
Stay-at-home parent or caregiver	5	2	3	2	1	2	-	4	-	1	-	-
	1%	1%	1%	2%	1%	2%	-	1%	-	4%	-	-
Full time student	15	2	12	12	1	2	-	12	2	1	-	-
	4%	1%	6%	16%	1%	1%	-	4%	5%	3%	-	-
Retired	122	50	73	8	4	24	87	105	6	6	5	1
	31%	26%	34%	10%	4%	22%	69%	32%	16%	30%	58%	12%
Something else	24	15	9	4	3	12	6	13	6	3	1	-
	6%	8%	4%	5%	3%	11%	4%	4%	19%	17%	12%	-
Prefer not to say	8	0	8	-	2	2	5	2	4	-	2	0
	2%	*%	4%	-	2%	2%	4%	1%	11%	-	20%	5%

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[QEmployment] What is your current employment status?

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	401	247	153	198	133	50	21	156	84	160	195	181	91	69	196
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Employed full-time	193	102	92	82	82	19	10	78	46	70	99	84	22	36	122
	48%	41%	60%	42%	62%	39%	48%	50%	54%	44%	51%	46%	24%	52%	62%
Employed part-time	20	10	10	9	8	1	2	11	5	4	10	6	7	3	7
	5%	4%	6%	5%	6%	2%	10%	7%	5%	3%	5%	3%	7%	4%	4%
Freelance, contract, or temporary work	9	5	4	4	4	1	0	4	3	2	8	1	4	1	3
	2%	2%	3%	2%	3%	2%	2%	2%	4%	1%	4%	1%	4%	1%	1%
*Gig economy* work like ride shares, food delivery, or dog walking	2	2	-	2	-	-	-	-	1	1	-	2	2	-	-
	1%	1%		1%					1%	1%		2%			
Unemployed and looking for work	1	1	0	1	-	-	0	1	-	-	1	-	1	-	-
	*%	*%	*%	1%			1%	1%			1%		1%		
Stay-at-home parent or caregiver	5	4	2	3	2	1	-	4	1	-	4	-	1	-	4
	1%	1%	1%	1%	1%	2%		3%	1%		2%		1%		2%
Full time student	15	12	3	10	3	2	-	3	5	7	2	11	4	-	7
	4%	5%	2%	5%	2%	5%		2%	6%	4%	1%	6%	4%		4%
Retired	122	87	36	75	31	12	5	45	14	63	56	61	40	21	45
	31%	35%	23%	38%	23%	24%	24%	29%	17%	39%	29%	34%	43%	30%	23%
Something else	24	18	6	9	4	9	2	9	6	8	10	12	9	6	7
	6%	7%	4%	4%	3%	18%	8%	6%	7%	5%	5%	7%	10%	9%	3%
Prefer not to say	8	7	2	2	-	4	2	-	3	5	3	4	1	2	1
	2%	3%	1%	1%		9%	8%		4%	3%	1%	2%	2%	3%	1%

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Focus 2024 Survey  
N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

[QEmployment] What is your current employment status?

	Total	State						Swing	Swing Voters		Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	401 100	-	-	-	-	401 100	-	29 100	5 100	15 100	302 100	47 100	29 100	8 100	19 100	24 100	6 100
Employed full-time	193 48%	-	-	-	-	193 48%	-	11 38%	5 86%	10 71%	149 49%	19 40%	16 54%	7 86%	12 64%	8 33%	4 71%
Employed part-time	20 5%	-	-	-	-	20 5%	-	4 15%	-	1 7%	10 3%	3 7%	1 4%	-	-	2 7%	-
Freelance, contract, or temporary work	9 2%	-	-	-	-	9 2%	-	-	-	-	9 3%	-	-	-	-	1 4%	-
*Gig economy* work like ride shares, food delivery, or dog walking	2 1%	-	-	-	-	2 1%	-	-	-	-	2 1%	-	-	-	-	1 4%	-
Unemployed and looking for work	1 *%	-	-	-	-	1 *%	-	-	-	-	1 *%	-	-	-	-	-	-
Stay-at-home parent or caregiver	5 1%	-	-	-	-	5 1%	-	1 2%	-	-	4 1%	-	-	-	-	1 4%	-
Full time student	15 4%	-	-	-	-	15 4%	-	2 6%	-	1 5%	8 3%	1 3%	3 9%	-	1 7%	4 18%	2 29%
Retired	122 31%	-	-	-	-	122 31%	-	5 19%	1 14%	2 17%	100 33%	14 29%	7 24%	1 14%	6 29%	7 30%	-
Something else	24 6%	-	-	-	-	24 6%	-	4 14%	-	-	15 5%	7 15%	2 8%	-	-	-	-
Prefer not to say	8 2%	-	-	-	-	8 2%	-	2 6%	-	-	4 1%	3 6%	-	-	-	-	-

Echelon Insights  
Focus 2024 Survey  
N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

[QEmployment] What is your current employment status?

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	401	117	89	101	81	37	39	58	53	37	50	52	74	31	154	54	162
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Employed full-time	193	63	27	58	41	23	33	34	11	17	39	27	9	9	76	22	86
	48%	54%	31%	58%	51%	62%	85%	60%	21%	45%	78%	52%	12%	29%	50%	41%	53%
Employed part-time	20	6	5	4	6	3	1	1	4	4	3	1	3	4	4	4	8
	5%	5%	5%	4%	7%	9%	3%	2%	7%	10%	6%	2%	4%	13%	3%	7%	5%
Freelance, contract, or temporary work	9	3	1	2	3	1	-	1	2	-	1	2	1	-	2	5	2
	2%	3%	1%	2%	4%	4%		2%	5%		2%	5%	1%		1%	10%	1%
*Gig economy* work like ride shares, food delivery, or dog walking	2	1	-	-	1	-	-	1	-	-	1	-	-	-	1	-	1
	1%	1%			1%			2%			3%				1%		1%
Unemployed and looking for work	1	-	-	0	1	1	-	0	-	-	-	-	-	0	1	-	-
	*%			*%	1%	3%		*%						1%	1%		
Stay-at-home parent or caregiver	5	2	1	2	-	-	1	1	-	2	-	2	-	-	3	-	2
	1%	2%	1%	2%			3%	2%		4%		3%			2%		2%
Full time student	15	1	11	-	2	2	-	-	-	10	1	2	-	-	4	3	7
	4%	1%	13%		3%	6%				26%	3%	3%			3%	5%	5%
Retired	122	38	35	31	17	2	1	15	31	5	3	9	56	13	49	10	49
	31%	32%	39%	31%	21%	6%	2%	26%	59%	14%	6%	17%	76%	43%	32%	19%	31%
Something else	24	3	6	4	9	4	3	3	5	-	-	8	1	3	8	9	4
	6%	2%	7%	4%	11%	11%	7%	6%	9%			16%	1%	9%	5%	17%	3%
Prefer not to say	8	-	3	-	-	-	0	-	-	-	2	2	5	1	5	-	1
	2%		3%				1%				3%	3%	6%	5%	3%		1%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	401	187	213	75	89	110	126	330	34	18	8	9
	100	100	100	100	100	100	100	100	100	100	100	100
Yes	103	54	50	20	51	22	9	85	7	6	1	4
	26%	29%	23%	27%	58%	20%	7%	26%	19%	35%	17%	42%
No	293	133	161	53	38	85	117	244	27	11	5	5
	73%	71%	75%	71%	42%	77%	93%	74%	80%	60%	63%	55%
Prefer not to say	4	1	3	1	0	3	-	1	0	1	2	0
	1%	*%	2%	1%	*%	2%	-	*%	1%	6%	20%	3%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	401	247	153	198	133	50	21	156	84	160	195	181	91	69	196
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	103	55	49	42	43	13	6	43	29	31	61	35	12	13	67
	26%	22%	32%	21%	32%	26%	27%	28%	34%	19%	32%	19%	13%	20%	34%
No	293	189	104	155	89	34	15	112	53	128	133	144	79	55	128
	73%	77%	68%	79%	67%	68%	71%	72%	64%	79%	68%	79%	87%	80%	65%
Prefer not to say	4	3	1	-	1	3	0	1	2	2	1	2	-	-	1
	1%	1%	1%		1%	6%	1%	1%	2%	1%	1%	1%			1%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	State						Swing			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	401 100	-	-	-	-	401	-	29 100	5 100	15 100	302 100	47 100	29 100	8 100	19 100	24 100	6 100			
Yes	103 26%	-	-	-	-	103	-	8 27%	3 53%	6 43%	74 24%	8 17%	15 53%	3 37%	6 32%	2 7%	-			
No	293 73%	-	-	-	-	293	-	20 68%	3 47%	8 57%	225 75%	38 80%	14 47%	5 63%	13 68%	21 88%	5 81%			
Prefer not to say	4 1%	-	-	-	-	4	-	1 4%	-	-	3 1%	1 2%	-	-	-	1 5%	1 19%			

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	401	117	89	101	81	37	39	58	53	37	50	52	74	31	154	54	162
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	103	32	16	34	16	9	28	14	3	12	24	8	6	5	42	12	44
	26%	27%	18%	34%	20%	23%	70%	25%	6%	32%	48%	15%	8%	17%	27%	22%	27%
No	293	84	73	66	65	29	12	43	50	24	26	43	68	26	109	42	117
	73%	72%	82%	65%	80%	77%	30%	74%	94%	65%	52%	81%	92%	83%	71%	78%	72%
Prefer not to say	4	1	-	1	-	-	-	1	-	1	0	2	-	-	3	-	1
	1%	1%		1%				1%		3%	1%	4%			2%		1%

Echelon Insights  
Focus 2024 Survey  
N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

[QIncome] Which range includes your annual household income?

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	401	187	213	75	89	110	126	330	34	18	8	9
	100	100	100	100	100	100	100	100	100	100	100	100
Less than \$30,000 per year	50	19	31	8	10	14	18	40	7	-	2	-
	12%	10%	15%	11%	11%	12%	15%	12%	21%		28%	
\$30,000 to \$49,999 per year	42	23	19	12	5	9	15	34	2	2	2	2
	10%	12%	9%	17%	5%	8%	12%	10%	6%	10%	23%	24%
\$50,000 to \$74,999 per year	69	43	26	15	10	20	24	45	15	5	1	3
	17%	23%	12%	21%	11%	18%	19%	14%	42%	28%	9%	29%
\$75,000 to \$125,000 per year	91	31	59	13	23	25	29	82	3	5	2	-
	23%	17%	28%	17%	26%	23%	23%	25%	8%	25%	21%	
More than \$125,000 per year	105	56	49	18	38	26	23	95	4	4	-	2
	26%	30%	23%	24%	42%	24%	18%	29%	12%	22%		24%
Prefer not to say	44	15	29	7	4	16	17	34	4	3	2	2
	11%	8%	14%	10%	5%	15%	13%	10%	11%	15%	20%	22%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

[QIncome] Which range includes your annual household income?

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	401	247	153	198	133	50	21	156	84	160	195	181	91	69	196
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Less than \$30,000 per year	50	42	8	34	6	8	2	15	13	22	20	24	50	-	-
	12%	17%	5%	17%	5%	15%	8%	9%	16%	14%	10%	13%	54%		
\$30,000 to \$49,999 per year	42	34	8	26	7	8	0	13	10	18	21	16	42	-	-
	10%	14%	5%	13%	5%	15%	2%	9%	12%	11%	11%	9%	46%		
\$50,000 to \$74,999 per year	69	47	22	30	15	17	7	27	11	31	31	33	-	69	-
	17%	19%	14%	15%	11%	33%	32%	17%	13%	19%	16%	18%		100%	
\$75,000 to \$125,000 per year	91	53	38	47	35	6	3	49	14	28	55	32	-	-	91
	23%	22%	25%	24%	26%	12%	15%	31%	16%	18%	28%	18%			46%
More than \$125,000 per year	105	44	62	38	57	6	5	37	30	39	53	48	-	-	105
	26%	18%	40%	19%	43%	11%	23%	23%	36%	24%	27%	26%			54%
Prefer not to say	44	28	17	21	13	6	4	16	6	22	14	28	-	-	-
	11%	11%	11%	11%	10%	13%	20%	10%	8%	14%	7%	15%			

Echelon Insights  
Focus 2024 Survey  
N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

[QIncome] Which range includes your annual household income?

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	401 100	-	-	-	-	401 100	-	29 100	5 100	15 100	302 100	47 100	29 100	8 100	19 100	24 100	6 100
Less than \$30,000 per year	50 12%	-	-	-	-	50 12%	-	8 29%	-	3 18%	33 11%	8 17%	5 16%	1 10%	2 13%	4 18%	2 28%
\$30,000 to \$49,999 per year	42 10%	-	-	-	-	42 10%	-	5 17%	-	3 23%	33 11%	3 6%	4 13%	1 15%	3 15%	4 17%	-
\$50,000 to \$74,999 per year	69 17%	-	-	-	-	69 17%	-	5 17%	2 33%	3 19%	48 16%	12 25%	4 13%	2 23%	4 21%	3 14%	-
\$75,000 to \$125,000 per year	91 23%	-	-	-	-	91 23%	-	4 13%	1 16%	1 7%	71 24%	8 18%	5 18%	3 38%	6 29%	5 21%	2 40%
More than \$125,000 per year	105 26%	-	-	-	-	105 26%	-	4 15%	2 38%	5 32%	85 28%	9 19%	8 26%	1 14%	3 18%	5 22%	2 31%
Prefer not to say	44 11%	-	-	-	-	44 11%	-	3 10%	1 14%	-	32 11%	7 16%	4 14%	-	1 4%	2 8%	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

[QIncome] Which range includes your annual household income?

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	401 100	117 100	89 100	101 100	81 100	37 100	39 100	58 100	53 100	37 100	50 100	52 100	74 100	31 100	154 100	54 100	162 100
Less than \$30,000 per year	50 12%	4 3%	27 31%	3 3%	16 20%	4 9%	2 4%	6 10%	7 14%	4 12%	8 16%	8 14%	11 15%	10 33%	18 12%	4 8%	17 10%
\$30,000 to \$49,999 per year	42 10%	7 6%	12 13%	10 9%	13 17%	7 19%	3 7%	5 8%	9 16%	6 15%	2 5%	4 8%	7 9%	1 4%	20 13%	7 13%	13 8%
\$50,000 to \$74,999 per year	69 17%	11 10%	12 14%	16 16%	26 32%	10 28%	4 10%	14 25%	14 27%	5 14%	6 11%	5 10%	10 13%	6 20%	33 21%	13 25%	16 10%
\$75,000 to \$125,000 per year	91 23%	40 34%	19 22%	23 23%	8 10%	3 9%	12 31%	11 18%	5 10%	10 26%	11 22%	15 28%	24 32%	5 17%	32 21%	16 30%	37 23%
More than \$125,000 per year	105 26%	40 35%	9 10%	44 43%	12 15%	10 26%	17 43%	16 28%	13 25%	8 23%	21 42%	10 20%	9 13%	4 12%	30 20%	9 17%	62 38%
Prefer not to say	44 11%	14 12%	10 11%	6 6%	5 7%	3 9%	2 6%	6 10%	4 7%	4 11%	2 4%	10 19%	13 18%	4 14%	19 13%	4 7%	17 10%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	401	187	213	75	89	110	126	330	34	18	8	9
	100	100	100	100	100	100	100	100	100	100	100	100
Donald Trump	181	91	89	22	46	53	59	163	3	3	4	6
	45%	49%	42%	30%	52%	48%	47%	50%	10%	19%	50%	66%
Joe Biden	184	78	107	33	41	49	61	137	29	12	4	3
	46%	41%	50%	45%	46%	44%	48%	41%	85%	66%	43%	29%
Jo Jorgensen	0	0	-	-	0	-	-	0	0	-	-	-
	*%	*%			1%			*%	1%			
Howie Hawkins	0	-	0	0	-	0	-	0	0	-	-	-
	*%		*%	*%		*%		*%	*%			
Kanye West	-	-	-	-	-	-	-	-	-	-	-	-
Someone else	4	2	1	1	0	1	1	3	-	-	0	-
	1%	1%	1%	1%	*%	1%	1%	1%			2%	
I did not vote	27	14	13	18	1	6	2	22	2	3	0	-
	7%	7%	6%	24%	1%	5%	2%	7%	4%	15%	3%	
Unsure	5	2	3	-	0	2	2	4	-	-	0	0
	1%	1%	1%		1%	2%	2%	1%			3%	5%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	401	247	153	198	133	50	21	156	84	160	195	181	91	69	196
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Donald Trump	181	123	58	112	52	11	6	109	34	38	173	3	38	27	103
	45%	50%	38%	57%	39%	22%	29%	69%	40%	24%	89%	2%	42%	39%	53%
Joe Biden	184	94	91	60	77	34	14	33	36	116	5	167	42	35	80
	46%	38%	59%	30%	58%	68%	67%	21%	43%	72%	3%	92%	46%	52%	41%
Jo Jorgensen	0	0	0	-	0	0	0	-	0	-	0	-	-	-	0
	%	%	%		%	%	1%		1%		%				%
Howie Hawkins	0	0	0	0	-	-	0	-	0	-	0	0	0	-	0
	%	%	%	%			1%		%		%	%	%		%
Kanye West	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Someone else	4	2	2	2	2	0	-	1	2	1	1	1	1	1	1
	1%	1%	1%	1%	1%	%		1%	2%	%	%	%	1%	1%	1%
I did not vote	27	25	1	21	1	5	-	10	11	6	15	8	8	6	11
	7%	10%	1%	11%	1%	9%		7%	13%	4%	7%	4%	9%	9%	5%
Unsure	5	3	2	3	1	0	0	4	1	-	1	3	3	-	-
	1%	1%	1%	1%	1%	1%	2%	2%	1%		%	2%	3%		

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	State						Swing			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	401 100	-	-	-	-	401 100	-	29 100	5 100	15 100	302 100	47 100	29 100	8 100	19 100	24 100	6 100
Donald Trump	181 45%	-	-	-	-	181 45%	-	8 27%	-	-	140 46%	20 43%	12 40%	5 62%	8 43%	1 5%	-
Joe Biden	184 46%	-	-	-	-	184 46%	-	12 43%	5 100%	-	150 50%	20 42%	6 21%	2 23%	5 26%	17 72%	3 52%
Jo Jorgensen	0 *%	-	-	-	-	0 *%	-	0 2%	-	-	0 *%	0 *%	-	-	-	-	-
Howie Hawkins	0 *%	-	-	-	-	0 *%	-	-	-	-	0 *%	0 *%	-	-	-	-	-
Kanye West	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Someone else	4 1%	-	-	-	-	4 1%	-	2 8%	-	-	2 1%	1 1%	0 1%	0 5%	1 5%	1 3%	-
I did not vote	27 7%	-	-	-	-	27 7%	-	4 16%	-	15 100%	5 2%	6 12%	11 38%	1 10%	5 27%	5 20%	3 48%
Unsure	5 1%	-	-	-	-	5 1%	-	1 4%	-	-	4 1%	0 1%	-	-	-	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	401 100	117 100	89 100	101 100	81 100	37 100	39 100	58 100	53 100	37 100	50 100	52 100	74 100	31 100	154 100	54 100	162 100
Donald Trump	181 45%	56 48%	32 36%	63 63%	28 35%	11 30%	23 59%	26 46%	30 58%	11 30%	23 46%	26 51%	29 39%	4 14%	91 59%	23 43%	62 38%
Joe Biden	184 46%	57 49%	45 51%	31 31%	42 51%	16 44%	14 37%	26 45%	21 39%	17 45%	27 54%	22 43%	40 55%	24 77%	49 32%	28 52%	83 51%
Jo Jorgensen	0 *%	-	-	0 *%	-	-	0 1%	-	-	-	-	-	-	-	0 *%	-	0 *%
Howie Hawkins	0 *%	0 *%	0 *%	-	-	-	-	-	-	0 *%	-	0 *%	-	-	-	-	0 *%
Kanye West	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Someone else	4 1%	1 1%	0 *%	1 1%	1 1%	0 1%	0 1%	1 1%	1 1%	1 2%	-	0 *%	1 1%	-	1 1%	0 *%	2 1%
I did not vote	27 7%	2 2%	11 12%	4 4%	10 12%	10 26%	1 2%	3 5%	1 2%	8 23%	-	3 6%	1 2%	2 5%	11 7%	2 4%	12 7%
Unsure	5 1%	1 1%	-	1 1%	0 *%	-	0 1%	2 3%	-	-	0 1%	-	2 3%	1 4%	0 *%	0 *%	3 2%

Echelon Insights  
Focus 2024 Survey  
N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	401	187	213	75	89	110	126	330	34	18	8	9
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT CONSERVATIVE	160	85	76	23	36	41	61	145	6	2	4	3
	40%	45%	35%	31%	40%	37%	48%	44%	18%	10%	46%	35%
VERY/SOMEWHAT LIBERAL	111	38	73	28	21	26	35	86	13	7	4	1
	28%	20%	34%	37%	24%	24%	28%	26%	39%	36%	43%	7%
Very conservative	73	31	42	7	18	20	28	67	1	1	-	3
	18%	16%	20%	9%	20%	18%	22%	20%	4%	7%		33%
Somewhat conservative	88	54	34	16	18	20	33	78	5	1	4	0
	22%	29%	16%	22%	20%	18%	26%	24%	14%	3%	46%	2%
Moderate	110	58	53	18	30	39	24	83	13	9	1	4
	28%	31%	25%	24%	33%	35%	19%	25%	37%	51%	11%	46%
Somewhat liberal	49	12	37	6	12	11	20	43	3	-	1	1
	12%	6%	17%	7%	14%	10%	16%	13%	9%		18%	7%
Very liberal	62	26	36	22	9	15	15	43	10	7	2	-
	15%	14%	17%	30%	10%	14%	12%	13%	29%	36%	25%	
Unsure	19	7	12	6	2	4	7	15	2	1	-	1
	5%	4%	6%	8%	2%	4%	5%	5%	7%	3%		12%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	401 100	247 100	153 100	198 100	133 100	50 100	21 100	156 100	84 100	160 100	195 100	181 100	91 100	69 100	196 100
VERY/SOMEWHAT CONSERVATIVE	160 40%	116 47%	45 29%	104 53%	41 31%	12 23%	4 17%	96 61%	26 31%	39 24%	141 73%	16 9%	31 34%	27 39%	92 47%
VERY/SOMEWHAT LIBERAL	111 28%	56 23%	54 35%	37 19%	49 37%	19 38%	5 24%	25 16%	14 17%	72 45%	5 2%	97 53%	26 29%	16 24%	49 25%
Very conservative	73 18%	50 20%	22 15%	46 23%	21 16%	4 9%	1 6%	53 34%	5 5%	16 10%	71 37%	1 1%	12 13%	11 16%	44 22%
Somewhat conservative	88 22%	65 26%	22 15%	58 29%	20 15%	7 15%	2 11%	43 28%	21 26%	23 14%	70 36%	15 8%	19 21%	16 23%	49 25%
Moderate	110 28%	60 24%	50 33%	45 23%	38 29%	15 30%	12 58%	27 17%	37 44%	46 29%	36 18%	64 35%	23 26%	21 30%	55 28%
Somewhat liberal	49 12%	20 8%	28 18%	17 9%	26 20%	3 7%	2 10%	14 9%	7 8%	28 17%	2 1%	45 25%	6 6%	6 9%	25 13%
Very liberal	62 15%	36 15%	26 17%	20 10%	23 17%	16 32%	3 15%	11 7%	7 8%	44 27%	2 1%	52 29%	21 23%	10 14%	24 12%
Unsure	19 5%	15 6%	4 3%	11 5%	4 3%	4 8%	-	9 6%	7 8%	4 3%	13 7%	5 2%	11 12%	5 7%	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	State						Swing			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	401 100	-	-	-	-	401 100	-	29 100	5 100	15 100	302 100	47 100	29 100	8 100	19 100	24 100	6 100			
VERY/SOMEWHAT CONSERVATIVE	160 40%	-	-	-	-	160 40%	-	3 11%	2 30%	11 74%	120 40%	20 43%	13 45%	5 62%	9 48%	6 27%	-			
VERY/SOMEWHAT LIBERAL	111 28%	-	-	-	-	111 28%	-	9 31%	-	-	88 29%	7 16%	6 19%	-	3 16%	10 41%	4 71%			
Very conservative	73 18%	-	-	-	-	73 18%	-	-	-	-	55 18%	7 16%	5 19%	4 48%	5 25%	1 6%	-			
Somewhat conservative	88 22%	-	-	-	-	88 22%	-	3 11%	2 30%	11 74%	65 22%	13 27%	8 27%	1 14%	4 22%	5 22%	-			
Moderate	110 28%	-	-	-	-	110 28%	-	12 41%	4 70%	2 14%	84 28%	16 33%	8 26%	2 27%	5 28%	6 24%	2 29%			
Somewhat liberal	49 12%	-	-	-	-	49 12%	-	2 7%	-	-	45 15%	1 3%	1 3%	-	-	8 34%	2 42%			
Very liberal	62 15%	-	-	-	-	62 15%	-	7 24%	-	-	43 14%	6 13%	5 16%	-	3 16%	2 7%	2 29%			
Unsure	19 5%	-	-	-	-	19 5%	-	5 17%	-	2 11%	10 3%	4 8%	3 9%	1 10%	2 9%	2 7%	-			

Echelon Insights  
Focus 2024 Survey  
N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total		Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC	
Total	401	117	89	101	81	37	39	58	53	37	50	52	74	31	154	54	162	
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
VERY/SOMEWHAT CONSERVATIVE	160	47	28	52	32	14	19	20	32	9	17	21	28	9	75	20	57	
	40%	40%	31%	52%	40%	37%	49%	34%	61%	25%	33%	40%	39%	29%	49%	37%	35%	
VERY/SOMEWHAT LIBERAL	111	38	31	11	23	10	6	13	9	18	16	14	26	14	28	11	57	
	28%	33%	35%	11%	28%	26%	14%	22%	18%	48%	32%	26%	35%	47%	18%	21%	35%	
Very conservative	73	26	15	24	7	3	7	8	14	4	11	13	14	3	40	9	20	
	18%	22%	17%	24%	8%	7%	17%	13%	26%	11%	22%	24%	19%	10%	26%	17%	13%	
Somewhat conservative	88	21	12	28	26	11	13	12	18	5	6	8	14	6	35	11	36	
	22%	18%	14%	28%	32%	30%	32%	21%	35%	14%	11%	16%	20%	19%	23%	20%	22%	
Moderate	110	28	25	36	21	10	14	23	10	7	16	15	14	8	37	19	46	
	28%	24%	28%	36%	26%	27%	37%	41%	18%	20%	31%	29%	19%	24%	24%	35%	29%	
Somewhat liberal	49	23	11	6	5	2	2	3	4	4	10	8	16	7	17	1	24	
	12%	20%	12%	6%	6%	5%	6%	6%	8%	10%	20%	15%	21%	23%	11%	3%	15%	
Very liberal	62	15	21	5	18	8	3	9	5	14	6	6	10	7	11	10	34	
	15%	13%	24%	5%	22%	21%	9%	16%	10%	38%	12%	11%	14%	23%	7%	18%	21%	
Unsure	19	4	5	2	5	3	-	2	2	3	2	2	5	-	14	4	2	
	5%	3%	5%	2%	6%	9%		3%	3%	7%	4%	5%	7%		9%	7%	1%	



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

[QMarital] What is your current marital status?

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	401	187	213	75	89	110	126	330	34	18	8	9
	100	100	100	100	100	100	100	100	100	100	100	100
Single, never married	88	45	44	42	10	21	16	66	11	6	2	2
	22%	24%	20%	56%	11%	19%	12%	20%	33%	35%	26%	24%
Married	218	101	117	25	61	60	72	195	10	6	2	4
	54%	54%	55%	33%	69%	54%	57%	59%	30%	33%	29%	43%
Separated / Divorced / Widowed	81	36	45	8	17	23	34	63	8	6	2	2
	20%	19%	21%	10%	19%	21%	27%	19%	25%	31%	25%	18%
Prefer not to say	13	5	8	1	1	6	5	6	4	-	2	1
	3%	3%	4%	1%	1%	5%	4%	2%	12%		20%	15%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

[QMarital] What is your current marital status?

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	401	247	153	198	133	50	21	156	84	160	195	181	91	69	196
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Single, never married	88	53	35	39	27	14	9	29	25	34	31	45	39	20	19
	22%	22%	23%	20%	20%	28%	41%	18%	30%	21%	16%	25%	43%	30%	10%
Married	218	122	95	109	86	14	9	99	35	83	125	87	23	28	147
	54%	50%	62%	55%	65%	27%	45%	63%	42%	52%	64%	48%	26%	40%	75%
Separated / Divorced / Widowed	81	61	21	44	19	17	1	27	20	34	36	40	29	18	29
	20%	25%	14%	22%	15%	33%	7%	17%	24%	21%	18%	22%	32%	26%	15%
Prefer not to say	13	11	2	5	1	6	1	1	2	9	2	9	-	3	1
	3%	4%	1%	3%	*%	12%	7%	1%	3%	6%	1%	5%		4%	*%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	401 100	-	-	-	-	401	-	29 100	5 100	15 100	302 100	47 100	29 100	8 100	19 100	24 100	6 100
Single, never married	88 22%	-	-	-	-	88	-	13 46%	-	9 63%	53 18%	12 25%	10 34%	2 25%	6 30%	8 35%	2 29%
Married	218 54%	-	-	-	-	218	-	6 20%	5 100%	4 27%	177 59%	22 46%	12 43%	4 53%	8 42%	9 38%	3 50%
Separated / Divorced / Widowed	81 20%	-	-	-	-	81	-	8 28%	-	1 10%	62 20%	13 27%	5 18%	2 22%	5 28%	7 28%	1 21%
Prefer not to say	13 3%	-	-	-	-	13	-	2 6%	-	-	10 3%	1 3%	2 6%	-	-	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

[QMarital] What is your current marital status?

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	401	117	89	101	81	37	39	58	53	37	50	52	74	31	154	54	162
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Single, never married	88	-	44	-	45	21	7	10	7	21	3	11	8	10	28	15	36
	22%		49%		55%	55%	17%	17%	14%	57%	6%	21%	11%	31%	18%	28%	22%
Married	218	117	-	101	-	10	25	30	36	14	37	30	36	8	90	27	93
	54%	100%		100%		28%	63%	52%	68%	39%	74%	57%	48%	25%	58%	51%	57%
Separated / Divorced / Widowed	81	-	45	-	36	6	7	14	9	2	10	9	24	11	28	11	30
	20%		51%		45%	16%	18%	24%	18%	5%	19%	18%	33%	37%	19%	21%	19%
Prefer not to say	13	-	-	-	-	1	1	4	-	-	0	2	5	2	8	-	3
	3%					1%	2%	7%			1%	4%	7%	7%	5%		2%

Echelon Insights  
Focus 2024 Survey  
N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	401	187	213	75	89	110	126	330	34	18	8	9
	100	100	100	100	100	100	100	100	100	100	100	100
Protestant	38	16	22	3	4	12	19	33	2	2	-	1
	9%	9%	10%	4%	4%	11%	15%	10%	5%	10%		9%
Roman Catholic	102	47	55	10	21	30	40	92	3	5	1	1
	25%	25%	26%	14%	24%	28%	32%	28%	8%	28%	15%	8%
Mormon (Church of Jesus Christ of Latter-day Saints or LDS)	2	0	2	-	2	0	-	2	-	-	-	-
	*%	*%	1%		2%	*%		1%				
Just Christian	90	41	49	10	37	18	24	76	8	2	3	0
	22%	22%	23%	14%	42%	16%	19%	23%	24%	12%	40%	3%
Jewish	7	2	5	1	-	1	5	7	-	-	-	-
	2%	1%	2%	1%		1%	4%	2%				
Muslim	7	4	3	1	3	3	-	4	3	-	-	-
	2%	2%	1%	1%	4%	3%		1%	10%			
Atheist	41	22	19	13	11	9	8	31	4	2	1	3
	10%	12%	9%	17%	13%	8%	6%	9%	10%	13%	18%	29%
Something else (Please specify)	27	16	11	1	2	12	12	14	10	-	2	1
	7%	9%	5%	1%	3%	11%	9%	4%	30%		27%	10%
Nothing in particular	87	38	49	36	8	25	18	72	4	7	-	4
	22%	21%	23%	48%	9%	22%	14%	22%	12%	37%		41%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	401	247	153	198	133	50	21	156	84	160	195	181	91	69	196
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Protestant	38	27	11	22	11	4	0	19	7	12	21	15	10	4	19
	9%	11%	7%	11%	8%	8%	1%	12%	9%	7%	11%	8%	11%	5%	9%
Roman Catholic	102	55	47	49	43	6	4	39	14	49	59	39	18	14	59
	25%	22%	31%	25%	33%	12%	19%	25%	17%	31%	30%	21%	20%	21%	30%
Mormon (Church of Jesus Christ of Latter-day Saints or LDS)	2	2	0	2	0	-	-	2	-	-	2	0	-	-	2
	*%	1%	*%	1%	*%			1%			1%	*%			1%
Just Christian	90	61	29	52	23	9	5	44	18	27	63	23	21	21	42
	22%	25%	19%	26%	18%	17%	26%	28%	22%	17%	32%	13%	23%	30%	21%
Jewish	7	3	4	3	4	-	-	2	2	3	1	5	1	1	4
	2%	1%	3%	1%	3%			1%	2%	2%	*%	3%	1%	1%	2%
Muslim	7	7	-	4	-	3	-	4	-	3	3	2	-	3	1
	2%	3%		2%		7%		3%		2%	2%	1%		5%	*%
Atheist	41	23	18	18	13	5	5	9	14	18	11	28	10	7	22
	10%	9%	12%	9%	10%	10%	25%	6%	17%	11%	5%	16%	10%	11%	11%
Something else (Please specify)	27	22	6	8	6	13	0	8	3	16	8	19	12	5	8
	7%	9%	4%	4%	4%	27%	2%	5%	4%	10%	4%	11%	13%	7%	4%
Nothing in particular	87	50	37	40	32	9	6	30	25	32	28	51	20	14	40
	22%	20%	24%	20%	24%	19%	27%	19%	30%	20%	14%	28%	22%	20%	21%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	State						Swing			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	401 100	-	-	-	-	401 100	-	29 100	5 100	15 100	302 100	47 100	29 100	8 100	19 100	24 100	6 100			
Protestant	38 9%	-	-	-	-	38 9%	-	2 8%	-	-	30 10%	6 12%	1 4%	-	0 1%	2 6%	-			
Roman Catholic	102 25%	-	-	-	-	102 25%	-	4 15%	3 51%	2 13%	83 27%	8 18%	4 14%	1 14%	2 11%	4 17%	-			
Mormon (Church of Jesus Christ of Latter-day Saints or LDS)	2 *	-	-	-	-	2 *	-	-	-	-	0 *	2 3%	-	-	0 1%	-	-			
Just Christian	90 22%	-	-	-	-	90 22%	-	4 13%	1 16%	4 27%	70 23%	6 14%	8 28%	1 10%	4 21%	8 35%	2 31%			
Jewish	7 2%	-	-	-	-	7 2%	-	1 2%	-	-	6 2%	-	1 3%	-	-	-	-			
Muslim	7 2%	-	-	-	-	7 2%	-	3 9%	2 33%	-	5 2%	-	3 9%	2 23%	3 14%	-	-			
Atheist	41 10%	-	-	-	-	41 10%	-	5 19%	-	3 24%	31 10%	5 10%	3 9%	-	2 9%	3 12%	1 11%			
Something else (Please specify)	27 7%	-	-	-	-	27 7%	-	0 1%	-	-	22 7%	3 7%	2 5%	-	-	-	-			
Nothing in particular	87 22%	-	-	-	-	87 22%	-	10 33%	-	5 36%	55 18%	17 36%	8 27%	4 53%	8 43%	7 30%	3 59%			

Echelon Insights  
Focus 2024 Survey  
N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	401	117	89	101	81	37	39	58	53	37	50	52	74	31	154	54	162
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Protestant	38	14	7	13	3	0	2	8	6	3	1	4	14	1	19	4	13
	9%	12%	8%	13%	4%	1%	6%	14%	11%	7%	3%	7%	19%	4%	12%	8%	8%
Roman Catholic	102	37	15	29	18	1	12	15	19	9	9	15	21	5	32	15	49
	25%	32%	17%	29%	22%	2%	31%	27%	36%	25%	19%	29%	29%	17%	21%	29%	30%
Mormon (Church of Jesus Christ of Latter-day Saints or LDS)	2	2	-	0	-	-	-	0	-	-	2	-	-	-	-	-	2
	*%	1%		*%				*%			3%						1%
Just Christian	90	29	19	24	17	7	13	9	11	3	24	9	12	7	46	7	30
	22%	25%	22%	23%	21%	20%	34%	15%	22%	8%	48%	18%	17%	24%	30%	13%	18%
Jewish	7	2	3	-	2	-	-	-	2	1	-	1	3	-	-	2	5
	2%	2%	3%		2%				3%	2%		1%	4%			4%	3%
Muslim	7	-	3	3	-	1	2	2	-	-	2	2	-	-	3	3	2
	2%		3%	3%		2%	5%	3%			3%	3%			2%	5%	1%
Atheist	41	9	8	9	12	8	6	5	3	5	6	4	5	2	10	6	22
	10%	8%	9%	9%	15%	22%	15%	8%	6%	12%	11%	7%	6%	7%	7%	12%	14%
Something else (Please specify)	27	5	6	6	10	1	1	8	6	-	2	4	5	5	12	3	8
	7%	4%	7%	6%	13%	2%	2%	14%	12%		3%	8%	7%	15%	8%	6%	5%
Nothing in particular	87	19	27	17	19	19	3	11	5	17	5	13	13	10	32	13	32
	22%	16%	30%	17%	23%	51%	8%	20%	10%	45%	11%	26%	18%	33%	21%	24%	20%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	318	143	175	59	72	85	102	275	17	16	5	6
	100	100	100	100	100	100	100	100	100	100	100	100
Yes, born-again or evangelical Christian	77	39	38	11	17	17	33	68	5	2	1	2
	24%	27%	22%	18%	24%	19%	32%	25%	27%	10%	22%	35%
No, not born-again or evangelical Christian	211	90	121	40	46	64	62	180	10	13	4	4
	66%	63%	69%	67%	63%	75%	61%	66%	62%	82%	78%	61%
DNR – Don't know/Refused	30	15	16	9	10	5	7	27	2	1	-	0
	10%	10%	9%	15%	13%	6%	7%	10%	12%	8%	-	4%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	318	193	125	165	110	28	15	134	65	120	172	128	69	52	162
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes, born-again or evangelical Christian	77	58	19	53	15	6	3	41	10	26	59	18	21	19	27
	24%	30%	15%	32%	14%	20%	22%	30%	16%	22%	34%	14%	31%	36%	17%
No, not born-again or evangelical Christian	211	110	101	89	91	21	10	78	44	89	92	104	39	32	118
	66%	57%	81%	54%	83%	74%	65%	58%	68%	74%	54%	82%	56%	61%	73%
DNR – Don't know/Refused	30	25	5	23	4	2	2	15	10	5	21	6	9	1	16
	10%	13%	4%	14%	3%	6%	13%	12%	16%	4%	12%	4%	13%	3%	10%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	318 100	-	-	-	-	318	-	20 100	4 100	11 100	239 100	39 100	21 100	6 100	15 100	21 100	5 100			
Yes, born-again or evangelical Christian	77 24%	-	-	-	-	77	-	1 4%	1 24%	2 16%	58 24%	9 22%	6 28%	3 46%	4 30%	7 32%	1 23%			
No, not born-again or evangelical Christian	211 66%	-	-	-	-	211	-	15 78%	3 76%	4 34%	164 69%	22 58%	11 54%	1 25%	8 56%	11 54%	4 77%			
DNR – Don't know/Refused	30 10%	-	-	-	-	30	-	4 18%	-	6 50%	16 7%	8 20%	4 19%	2 29%	2 14%	3 14%	-			

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	318	101	69	83	56	28	31	43	41	32	42	42	60	24	128	40	126
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes, born-again or evangelical Christian	77	22	15	26	13	6	6	9	17	5	11	7	16	8	45	7	17
	24%	22%	23%	31%	23%	21%	21%	22%	41%	15%	26%	17%	26%	34%	35%	17%	13%
No, not born-again or evangelical Christian	211	72	45	48	39	17	21	32	20	23	25	32	42	14	65	29	103
	66%	72%	66%	57%	69%	61%	67%	74%	48%	72%	60%	76%	70%	59%	50%	72%	82%
DNR – Don't know/Refused	30	6	8	10	5	5	4	2	4	4	6	3	3	2	19	4	6
	10%	6%	11%	12%	8%	17%	12%	4%	10%	13%	14%	7%	5%	7%	14%	11%	5%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	401	187	213	75	89	110	126	330	34	18	8	9
	100	100	100	100	100	100	100	100	100	100	100	100
At least once a week	102	42	60	10	18	24	50	86	11	2	1	2
	25%	23%	28%	13%	20%	22%	40%	26%	33%	9%	9%	22%
Once or twice a month	32	17	14	2	11	9	10	21	6	3	0	1
	8%	9%	7%	3%	12%	8%	8%	7%	17%	19%	5%	9%
A few times a year	60	31	29	10	21	11	18	54	1	3	1	2
	15%	17%	14%	13%	23%	10%	15%	16%	3%	15%	8%	24%
Usually just for religious holidays	38	22	16	3	5	18	10	32	2	2	1	1
	9%	12%	7%	5%	6%	17%	8%	10%	7%	9%	15%	8%
Never	142	66	77	47	30	40	27	118	12	7	4	2
	36%	35%	36%	62%	33%	36%	21%	36%	34%	37%	45%	25%
Prefer not to say	27	9	18	3	5	8	11	20	3	2	1	1
	7%	5%	8%	4%	6%	7%	9%	6%	8%	11%	18%	12%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	401	247	153	198	133	50	21	156	84	160	195	181	91	69	196
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
At least once a week	102	64	37	54	32	10	5	47	13	42	58	37	31	18	38
	25%	26%	24%	27%	24%	21%	25%	30%	15%	26%	30%	20%	34%	26%	20%
Once or twice a month	32	22	10	16	6	7	4	10	9	13	20	9	5	8	17
	8%	9%	6%	8%	4%	13%	18%	7%	10%	8%	10%	5%	6%	12%	9%
A few times a year	60	31	29	27	27	4	2	27	17	16	40	16	12	5	37
	15%	13%	19%	14%	20%	9%	11%	18%	20%	10%	21%	9%	13%	7%	19%
Usually just for religious holidays	38	27	11	22	10	5	1	15	7	16	17	20	9	3	25
	9%	11%	7%	11%	7%	9%	6%	9%	8%	10%	9%	11%	10%	5%	13%
Never	142	82	61	62	55	19	5	49	33	61	52	81	30	31	72
	36%	33%	39%	32%	42%	39%	25%	31%	39%	38%	27%	45%	33%	45%	37%
Prefer not to say	27	21	6	17	3	4	3	8	6	13	7	18	4	4	7
	7%	9%	4%	9%	2%	8%	15%	5%	7%	8%	4%	10%	4%	6%	4%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 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	401 100	-	-	-	-	401	-	29 100	5 100	15 100	302 100	47 100	29 100	8 100	19 100	24 100	6 100
At least once a week	102 25%	-	-	-	-	102	-	9 31%	1 16%	-	76 25%	14 30%	6 19%	2 26%	5 26%	6 27%	1 21%
Once or twice a month	32 8%	-	-	-	-	32	-	2 9%	3 55%	1 6%	20 7%	4 9%	7 24%	2 23%	2 9%	3 11%	1 10%
A few times a year	60 15%	-	-	-	-	60	-	4 13%	2 29%	2 17%	49 16%	7 16%	3 9%	0 5%	2 12%	3 14%	1 19%
Usually just for religious holidays	38 9%	-	-	-	-	38	-	-	-	1 7%	31 10%	4 8%	-	-	-	3 14%	1 19%
Never	142 36%	-	-	-	-	142	-	11 39%	-	10 70%	105 35%	14 31%	12 42%	4 47%	9 48%	7 29%	2 31%
Prefer not to say	27 7%	-	-	-	-	27	-	2 8%	-	-	21 7%	3 7%	2 6%	-	1 5%	1 5%	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	401	117	89	101	81	37	39	58	53	37	50	52	74	31	154	54	162
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
At least once a week	102	32	27	30	12	4	5	8	25	5	13	16	25	11	44	16	30
	25%	27%	30%	30%	15%	11%	12%	15%	47%	15%	26%	30%	35%	36%	29%	29%	19%
Once or twice a month	32	11	3	12	4	-	7	4	6	2	4	5	4	2	10	5	15
	8%	9%	4%	12%	5%		18%	7%	12%	6%	7%	10%	5%	7%	6%	10%	9%
A few times a year	60	20	9	20	11	5	10	10	6	5	11	1	12	1	27	5	27
	15%	17%	11%	20%	13%	13%	25%	18%	11%	14%	22%	2%	17%	3%	18%	9%	17%
Usually just for religious holidays	38	9	7	11	11	2	3	12	5	2	3	6	5	0	8	8	21
	9%	8%	7%	11%	13%	5%	6%	20%	10%	4%	6%	12%	7%	1%	5%	15%	13%
Never	142	39	38	24	39	24	12	20	10	23	18	19	17	12	54	15	62
	36%	33%	43%	24%	49%	63%	30%	35%	18%	62%	36%	36%	23%	40%	35%	27%	38%
Prefer not to say	27	7	4	3	4	3	3	3	1	-	2	5	10	4	10	5	7
	7%	6%	5%	3%	5%	8%	8%	4%	2%		4%	10%	14%	14%	7%	9%	4%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	401	187	213	75	89	110	126	330	34	18	8	9
	100	100	100	100	100	100	100	100	100	100	100	100
Yes	401	187	213	75	89	110	126	330	34	18	8	9
	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 PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	401	247	153	198	133	50	21	156	84	160	195	181	91	69	196
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	401	247	153	198	133	50	21	156	84	160	195	181	91	69	196
	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 PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	State						Swing			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	401 100	-	-	-	-	401	-	29	5	15	302	47	29	8	19	24	6			
						100		100	100	100	100	100	100	100	100	100	100			
Yes	401 100%	-	-	-	-	401	-	29	5	15	302	47	29	8	19	24	6			
						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 PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	401	117	89	101	81	37	39	58	53	37	50	52	74	31	154	54	162
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	401	117	89	101	81	37	39	58	53	37	50	52	74	31	154	54	162
	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 PA March 12-19, 2024, Margin of Error=+/-5.5 Percentage Points

[QV1k] What are the chances that you will vote in the November 2024 general election for President, Congress, and other offices?

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	401	187	213	75	89	110	126	330	34	18	8	9
	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY VOTE	388	181	206	68	88	107	124	321	31	18	8	9
	97%	97%	97%	92%	99%	97%	98%	97%	90%	97%	100%	100%
50-50/WILL NOT VOTE	13	6	7	6	1	3	3	9	3	1	-	-
	3%	3%	3%	8%	1%	3%	2%	3%	10%	3%	-	-
Definitely vote	368	169	199	62	83	103	120	303	31	17	8	8
	92%	90%	93%	83%	93%	94%	95%	92%	90%	91%	100%	88%
Probably vote	20	13	7	6	6	4	4	18	-	1	-	1
	5%	7%	3%	8%	6%	4%	3%	5%	-	6%	-	12%
50-50	13	6	7	6	1	3	3	9	3	1	-	-
	3%	3%	3%	8%	1%	3%	2%	3%	10%	3%	-	-
Will not vote	-	-	-	-	-	-	-	-	-	-	-	-
DNR – Don't know/Refused	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

[QV1k] What are the chances that you will vote in the November 2024 general election for President, Congress, and other offices?

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	401	247	153	198	133	50	21	156	84	160	195	181	91	69	196
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY VOTE	388	236	152	190	131	46	21	154	79	155	188	178	85	65	193
	97%	96%	99%	96%	99%	92%	100%	98%	95%	96%	97%	98%	93%	95%	98%
50-50/WILL NOT VOTE	13	11	2	7	2	4	-	3	4	6	6	3	6	4	3
	3%	4%	1%	4%	1%	8%	-	2%	5%	4%	3%	2%	7%	5%	2%
Definitely vote	368	221	147	177	126	44	21	149	70	149	179	170	77	61	185
	92%	89%	96%	90%	95%	88%	100%	95%	83%	93%	92%	94%	85%	89%	94%
Probably vote	20	15	5	13	5	2	-	4	10	6	9	8	8	4	8
	5%	6%	3%	7%	3%	4%	-	3%	12%	4%	5%	4%	9%	5%	4%
50-50	13	11	2	7	2	4	-	3	4	6	6	3	6	4	3
	3%	4%	1%	4%	1%	8%	-	2%	5%	4%	3%	2%	7%	5%	2%
Will not vote	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DNR – Don't know/Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights  
Focus 2024 Survey  
N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

[QV11k] What are the chances that you will vote in the November 2024 general election for President, Congress, and other offices?

	Total	State						Swing			Vote History			Moved by Messaging			
		AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	401 100	-	-	-	-	401 100	-	29 100	5 100	15 100	302 100	47 100	29 100	8 100	19 100	24 100	6 100
DEFINITELY/PROBABLY VOTE	388 97%	-	-	-	-	388 97%	-	26 89%	5 100%	11 77%	299 99%	44 93%	23 78%	7 95%	17 89%	23 98%	6 100%
50-50/WILL NOT VOTE	13 3%	-	-	-	-	13 3%	-	3 11%	-	3 23%	3 1%	3 7%	6 22%	0 5%	2 11%	1 2%	-
Definitely vote	368 92%	-	-	-	-	368 92%	-	22 78%	5 100%	9 59%	289 96%	40 86%	18 64%	6 70%	15 79%	21 88%	4 71%
Probably vote	20 5%	-	-	-	-	20 5%	-	3 11%	-	3 18%	10 3%	4 8%	4 14%	2 25%	2 10%	2 10%	2 29%
50-50	13 3%	-	-	-	-	13 3%	-	3 11%	-	3 23%	3 1%	3 7%	6 22%	0 5%	2 11%	1 2%	-
Will not vote	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DNR – Don't know/Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

[QV1k] What are the chances that you will vote in the November 2024 general election for President, Congress, and other offices?

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	401 100	117 100	89 100	101 100	81 100	37 100	39 100	58 100	53 100	37 100	50 100	52 100	74 100	31 100	154 100	54 100	162 100
DEFINITELY/PROBABLY VOTE	388 97%	116 99%	83 94%	97 96%	79 97%	36 95%	39 100%	57 98%	50 95%	33 88%	49 98%	51 97%	74 100%	30 95%	146 95%	51 95%	161 99%
50-50/WILL NOT VOTE	13 3%	1 1%	6 6%	4 4%	2 3%	2 5%	-	1 2%	3 5%	5 12%	1 2%	2 3%	-	2 5%	7 5%	3 5%	1 1%
Definitely vote	368 92%	112 96%	80 90%	93 92%	70 87%	32 85%	36 93%	52 90%	48 91%	30 82%	46 93%	51 97%	72 97%	30 95%	138 90%	49 91%	151 93%
Probably vote	20 5%	4 3%	3 4%	5 5%	8 10%	4 11%	3 7%	4 7%	2 4%	2 6%	3 6%	-	2 3%	-	8 6%	2 4%	9 6%
50-50	13 3%	1 1%	6 6%	4 4%	2 3%	2 5%	-	1 2%	3 5%	5 12%	1 2%	2 3%	-	2 5%	7 5%	3 5%	1 1%
Will not vote	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DNR – Don't know/Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

[QAge] What is your age?

	Total		Gender		Age				Race				
	Total		Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	401		187	213	75	89	110	126	330	34	18	8	9
	100		100	100	100	100	100	100	100	100	100	100	100
18-34	75		37	37	75	-	-	-	58	4	11	0	1
	19%		20%	17%	100%				17%	12%	61%	3%	16%
35-49	89		39	50	-	89	-	-	76	7	2	1	3
	22%		21%	24%		100%			23%	22%	10%	8%	32%
50-64	110		58	52	-	-	110	-	86	13	2	5	5
	27%		31%	25%			100%		26%	38%	9%	57%	52%
65+	126		53	74	-	-	-	126	110	9	4	3	-
	32%		28%	35%			100%		33%	28%	21%	33%	

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

[OAge] What is your age?

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	401	247	153	198	133	50	21	156	84	160	195	181	91	69	196
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
18-34	75	41	33	30	28	12	5	30	22	23	30	34	20	15	31
	19%	17%	22%	15%	21%	23%	26%	19%	26%	14%	16%	19%	22%	23%	16%
35-49	89	46	43	40	37	6	7	35	23	32	50	35	15	10	61
	22%	19%	28%	20%	28%	13%	31%	23%	27%	20%	25%	19%	16%	14%	31%
50-64	110	75	35	56	29	19	6	42	23	45	54	52	23	20	52
	27%	30%	23%	29%	22%	38%	27%	27%	27%	28%	28%	29%	25%	29%	26%
65+	126	85	42	72	39	13	3	50	16	60	60	61	34	24	52
	32%	34%	27%	36%	29%	26%	15%	32%	20%	38%	31%	33%	37%	35%	27%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

[QAge] What is your age?

	Total	State					Swing			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure		
Total	401 100	-	-	-	-	401 100	-	29 100	5 100	15 100	302 100	47 100	29 100	8 100	19 100	24 100	6 100		
18-34	75 19%	-	-	-	-	75 19%	-	12 41%	1 16%	10 69%	30 10%	20 42%	12 42%	4 52%	9 47%	4 18%	3 48%		
35-49	89 22%	-	-	-	-	89 22%	-	5 16%	4 70%	1 4%	72 24%	5 10%	7 25%	3 34%	4 23%	5 19%	2 31%		
50-64	110 27%	-	-	-	-	110 27%	-	7 23%	-	3 20%	89 30%	13 28%	7 23%	-	0 1%	9 40%	-		
65+	126 32%	-	-	-	-	126 32%	-	6 19%	1 14%	1 7%	111 37%	9 19%	3 9%	1 14%	6 29%	5 22%	1 21%		

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

[QAge] What is your age?

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	401	117	89	101	81	37	39	58	53	37	50	52	74	31	154	54	162
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
18-34	75	14	23	10	27	37	-	-	-	37	-	-	-	2	27	14	32
	19%	12%	26%	10%	33%	100%				100%				7%	17%	26%	20%
35-49	89	37	13	25	14	-	39	-	-	-	50	-	-	4	31	8	46
	22%	32%	15%	24%	17%		100%				100%			12%	20%	15%	29%
50-64	110	30	20	30	24	-	-	58	-	-	-	52	-	8	42	17	43
	27%	26%	23%	30%	29%			100%				100%		24%	27%	32%	27%
65+	126	36	33	36	17	-	-	-	53	-	-	-	74	18	54	15	40
	32%	30%	37%	36%	21%				100%				100%	57%	35%	28%	25%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	401	187	213	75	89	110	126	330	34	18	8	9
	100	100	100	100	100	100	100	100	100	100	100	100
Republican	156	81	75	30	35	42	50	140	3	10	2	2
	39%	43%	35%	40%	39%	38%	39%	42%	9%	54%	20%	23%
Democrat	160	67	94	23	32	45	60	122	25	5	5	3
	40%	36%	44%	31%	35%	41%	48%	37%	72%	28%	62%	32%
Independent	64	33	31	14	17	18	14	52	5	2	2	4
	16%	17%	15%	19%	19%	16%	11%	16%	13%	9%	18%	39%
Member of another party	4	3	1	4	0	-	-	4	0	-	-	-
	1%	2%	*%	5%	*%			1%	*%			
Unsure	16	4	12	4	5	5	2	12	2	2	-	1
	4%	2%	6%	5%	6%	4%	2%	4%	5%	10%		6%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	401	247	153	198	133	50	21	156	84	160	195	181	91	69	196
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Republican	156	104	53	93	46	10	7	156	-	-	119	34	28	27	86
	39%	42%	34%	47%	35%	21%	32%	100%			61%	19%	31%	39%	44%
Democrat	160	92	68	63	60	30	8	-	-	160	40	113	40	31	67
	40%	37%	44%	32%	45%	60%	39%			100%	21%	63%	44%	45%	34%
Independent	64	40	24	33	19	7	4	-	64	-	30	28	14	9	37
	16%	16%	15%	17%	15%	14%	21%		76%		15%	16%	15%	13%	19%
Member of another party	4	2	2	2	2	-	0	-	4	-	2	1	1	1	2
	1%	1%	1%	1%	1%		1%		5%		1%	1%	1%	1%	1%
Unsure	16	9	7	6	6	3	1	-	16	-	5	4	9	1	4
	4%	4%	5%	3%	4%	5%	7%		19%		2%	2%	9%	2%	2%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	401 100	-	-	-	-	401	-	29 100	5 100	15 100	302 100	47 100	29 100	8 100	19 100	24 100	6 100
Republican	156 39%	-	-	-	-	156	-	4 14%	1 22%	9 64%	109 36%	23 49%	15 52%	3 43%	6 33%	3 14%	-
Democrat	160 40%	-	-	-	-	160	-	7 24%	3 47%	2 11%	132 44%	13 27%	8 27%	3 42%	8 42%	14 60%	3 62%
Independent	64 16%	-	-	-	-	64	-	6 21%	2 31%	2 16%	50 17%	5 10%	6 21%	1 15%	4 22%	4 17%	1 19%
Member of another party	4 1%	-	-	-	-	4	-	2 6%	-	1 10%	1 *	2 4%	-	-	-	-	-
Unsure	16 4%	-	-	-	-	16	-	10 36%	-	-	10 3%	5 11%	-	-	1 4%	2 9%	1 19%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	401	117	89	101	81	37	39	58	53	37	50	52	74	31	154	54	162
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Republican	156	51	23	48	33	21	16	22	23	9	19	20	27	10	67	24	55
	39%	44%	26%	48%	41%	55%	41%	38%	43%	25%	38%	38%	36%	31%	44%	45%	34%
Democrat	160	52	38	32	30	7	11	23	25	16	21	22	35	18	55	19	69
	40%	44%	42%	32%	37%	19%	28%	40%	48%	43%	41%	43%	48%	57%	35%	35%	43%
Independent	64	12	18	19	13	6	10	12	5	8	7	6	10	1	23	9	31
	16%	10%	20%	19%	16%	16%	25%	21%	9%	21%	15%	12%	13%	4%	15%	17%	19%
Member of another party	4	-	1	0	2	3	0	-	-	1	-	-	-	-	1	-	3
	1%		1%	0%	3%	7%	1%			2%					1%		2%
Unsure	16	3	9	1	3	1	2	1	-	3	3	4	2	3	8	2	4
	4%	2%	10%	1%	3%	2%	5%	2%		9%	6%	7%	3%	9%	5%	3%	2%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	156	81	75	30	35	42	50	140	3	10	2	2
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	151	82	69	29	34	39	49	131	6	8	3	3
Firmly a Republican	110	54	56	19	27	29	35	102	1	4	1	1
	70%	66%	74%	64%	77%	69%	70%	73%	41%	45%	59%	33%
Not firmly a Republican	47	27	20	11	8	13	15	37	2	5	1	1
	30%	34%	26%	36%	23%	31%	30%	27%	59%	55%	41%	67%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	156	104	53	93	46	10	7	156	-	-	119	34	28	27	86
	100	100	100	100	100	100	100	100			100	100	100	100	100
Unweighted Total	151	98	53	86	45	12	8	151	-	-	113	32	28	29	81
Firmly a Republican	110	78	32	72	30	6	2	110	-	-	95	13	24	16	61
	70%	75%	60%	78%	64%	54%	28%	70%			80%	38%	84%	58%	71%
Not firmly a Republican	47	26	21	21	16	5	5	47	-	-	24	21	4	11	25
	30%	25%	40%	22%	36%	46%	72%	30%			20%	62%	16%	42%	29%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	State						Swing			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	156	-	-	-	-	156	-	4	1	9	109	23	15	3	6	3	-			
	100					100		100	100	100	100	100	100	100	100	100				
Unweighted Total	151	-	-	-	-	151	-	6	1	10	106	14	17	3	7	4	-			
Firmly a Republican	110	-	-	-	-	110	-	2	-	6	75	14	13	3	4	1	-			
	70%					70%		47%		64%	68%	63%	88%	75%	58%	35%				
Not firmly a Republican	47	-	-	-	-	47	-	2	1	3	34	9	2	1	3	2	-			
	30%					30%		53%	100%	36%	32%	37%	12%	25%	42%	65%				

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	156	51	23	48	33	21	16	22	23	9	19	20	27	10	67	24	55
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	151	48	20	52	30	20	16	22	24	9	18	17	25	9	71	20	51
Firmly a Republican	110	39	15	31	23	13	12	13	16	6	15	16	19	6	46	19	39
	70%	77%	67%	65%	68%	63%	75%	59%	71%	66%	77%	80%	70%	59%	68%	80%	70%
Not firmly a Republican	47	12	8	17	11	8	4	9	7	3	4	4	8	4	22	5	16
	30%	23%	33%	35%	32%	37%	25%	41%	29%	34%	23%	20%	30%	41%	32%	20%	30%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error=+/-5.5 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	160	67	94	23	32	45	60	122	25	5	5	3
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	156	63	93	27	33	36	60	130	15	4	3	4
Firmly a Democrat	115	46	70	16	17	37	45	84	20	5	4	3
	72%	69%	74%	68%	55%	81%	75%	69%	79%	100%	68%	100%
Not firmly a Democrat	45	21	24	7	14	9	15	38	5	-	2	-
	28%	31%	26%	32%	45%	19%	25%	31%	21%	-	32%	-

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	160	92	68	63	60	30	8	-	-	160	40	113	40	31	67
	100	100	100	100	100	100	100			100	100	100	100	100	100
Unweighted Total	156	85	71	67	63	18	8	-	-	156	41	108	34	27	72
Firmly a Democrat	115	70	45	46	38	25	7	-	-	115	16	95	31	23	45
	72%	76%	66%	73%	64%	82%	81%			72%	41%	84%	77%	74%	67%
Not firmly a Democrat	45	22	23	17	21	5	2	-	-	45	24	18	9	8	22
	28%	24%	34%	27%	36%	18%	19%			28%	59%	16%	23%	26%	33%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

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

	Total	State						Swing	Swing Voters		Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	160	-	-	-	-	160	-	7	3	2	132	13	8	3	8	14	3
	100					100		100	100	100	100	100	100	100	100	100	100
Unweighted Total	156	-	-	-	-	156	-	7	2	1	129	9	7	3	7	14	4
Firmly a Democrat	115	-	-	-	-	115	-	4	1	-	92	11	6	1	3	9	2
	72%					72%		55%	29%	-	70%	89%	81%	34%	42%	60%	50%
Not firmly a Democrat	45	-	-	-	-	45	-	3	2	2	40	1	2	2	5	6	2
	28%					28%		45%	71%	100%	30%	11%	19%	66%	58%	40%	50%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	160	52	38	32	30	7	11	23	25	16	21	22	35	18	55	19	69
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	156	55	34	34	25	9	12	17	25	18	21	19	35	12	56	22	66
Firmly a Democrat	115	37	29	20	21	5	3	20	18	11	14	17	28	15	36	13	51
	72%	71%	76%	62%	71%	70%	28%	87%	70%	67%	70%	76%	79%	85%	66%	70%	74%
Not firmly a Democrat	45	15	9	12	9	2	8	3	7	5	6	5	7	3	19	6	18
	28%	29%	24%	38%	29%	30%	72%	13%	30%	33%	30%	24%	21%	15%	34%	30%	26%



Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	84 100	39 100	44 100	22 100	23 100	23 100	16 100	68 100	6 100	3 100	2 100	4 100
Unweighted Total	93	49	44	26	26	24	17	70	10	4	3	6
Republicans	32 38%	23 58%	9 21%	8 35%	10 45%	10 45%	4 24%	27 40%	1 16%	-	1 88%	3 65%
Democrats	31 37%	11 28%	20 46%	8 38%	8 34%	7 30%	8 51%	28 41%	4 55%	-	-	-
Both equally often	8 10%	3 7%	5 11%	3 15%	3 12%	2 9%	-	5 7%	0 2%	2 62%	0 12%	1 22%
Unsure	12 15%	3 7%	10 22%	3 12%	2 10%	3 15%	4 25%	9 13%	2 27%	1 38%	-	1 13%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	84 100	51 100	33 100	41 100	27 100	10 100	6 100	-	84 100	-	36 100	34 100	23 100	11 100	43 100
Unweighted Total	93	54	39	41	29	13	10	-	93	-	40	35	22	13	49
Republicans	32 38%	19 37%	13 41%	17 41%	10 38%	2 19%	3 55%	-	32 38%	-	28 78%	2 6%	11 46%	3 30%	18 41%
Democrats	31 37%	18 35%	13 40%	15 35%	13 49%	3 35%	0 2%	-	31 37%	-	0 1%	29 84%	5 23%	4 42%	18 42%
Both equally often	8 10%	5 9%	3 10%	2 6%	2 8%	2 24%	1 18%	-	8 10%	-	3 9%	2 6%	2 11%	1 8%	4 10%
Unsure	12 15%	10 19%	3 9%	8 18%	1 5%	2 22%	1 25%	-	12 15%	-	5 13%	1 3%	5 20%	2 19%	3 7%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	84 100	-	-	-	-	84	-	18	2	4	61	12	6	1	5	6	2			
						100		100	100	100	100	100	100	100	100	100	100			
Unweighted Total	93	-	-	-	-	93	-	22	2	3	66	12	7	1	5	7	2			
Republicans	32 38%	-	-	-	-	32	-	2	2	4	25	3	4	1	1	-	-			
						38%		12%	100%	100%	40%	30%	62%	100%	24%					
Democrats	31 37%	-	-	-	-	31	-	2	-	-	27	1	0	-	1	3	1			
						37%		12%			44%	12%	5%		29%	57%	49%			
Both equally often	8 10%	-	-	-	-	8	-	4	-	-	4	1	2	-	0	2	1			
						10%		21%			6%	11%	33%		5%	34%	51%			
Unsure	12 15%	-	-	-	-	12	-	10	-	-	6	5	-	-	2	1	-			
						15%		55%			10%	47%			42%	9%				

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 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	84 100	15 100	28 100	21 100	18 100	10 100	12 100	13 100	5 100	12 100	10 100	10 100	12 100	4 100	32 100	11 100	38 100
Unweighted Total	93	16	25	27	20	12	16	14	7	14	10	10	10	3	39	10	41
Republicans	32 38%	4 25%	5 19%	12 58%	10 59%	6 65%	8 65%	8 59%	1 24%	1 11%	2 22%	3 29%	3 24%	-	11 33%	3 24%	19 50%
Democrats	31 37%	7 48%	13 47%	6 31%	4 23%	2 17%	2 15%	4 33%	3 67%	7 54%	6 55%	3 27%	5 45%	1 30%	9 28%	5 49%	16 43%
Both equally often	8 10%	3 21%	2 6%	0 2%	3 14%	0 2%	2 14%	1 8%	-	3 25%	1 9%	1 11%	-	-	5 16%	2 15%	1 3%
Unsure	12 15%	1 6%	8 27%	2 9%	1 4%	1 15%	1 6%	-	0 9%	1 10%	1 14%	3 34%	4 32%	3 70%	7 23%	1 12%	1 4%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

[QPartyConsolidated] QParty and QPartyLeanView

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	401	187	213	75	89	110	126	330	34	18	8	9
	100	100	100	100	100	100	100	100	100	100	100	100
Total Republican+Republican-leaning Independents	189	104	85	37	45	52	54	166	4	10	3	5
	47%	56%	40%	50%	51%	47%	42%	50%	13%	54%	35%	52%
Total Democratic+Democratic-leaning Independents	192	78	114	31	39	52	69	150	28	5	5	3
	48%	41%	53%	42%	44%	48%	54%	45%	82%	28%	62%	32%
Total Independent	20	6	15	6	5	6	4	13	2	3	0	1
	5%	3%	7%	8%	5%	5%	3%	4%	5%	19%	2%	16%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

[QPartyConsolidated] QParty and QPartyLeanView

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	401	247	153	198	133	50	21	156	84	160	195	181	91	69	196
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Total Republican+Republican-leaning Independents	189	122	66	110	56	12	10	156	32	-	146	36	39	30	103
	47%	50%	43%	56%	42%	24%	48%	100%	38%		75%	20%	43%	44%	53%
Total Democratic+Democratic-leaning Independents	192	110	81	77	73	33	8	-	31	160	40	142	45	36	85
	48%	45%	53%	39%	55%	67%	40%		37%	100%	21%	78%	50%	52%	44%
Total Independent	20	14	6	10	4	4	3	-	20	-	8	3	7	3	8
	5%	6%	4%	5%	3%	9%	12%		24%		4%	2%	8%	4%	4%

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

[QPartyConsolidated] QParty and QPartyLeanView

	Total	State						Swing	Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure	
Total	401 100	-	-	-	-	401	-	29 100	5 100	15 100	302 100	47 100	29 100	8 100	19 100	24 100	6 100	
Total Republican+Republican-leaning Independents	189 47%	-	-	-	-	189	-	6 21%	3 53%	13 89%	134 44%	26 56%	19 65%	5 58%	7 39%	3 14%	-	
Total Democratic+Democratic-leaning Independents	192 48%	-	-	-	-	192	-	9 32%	3 47%	2 11%	159 53%	14 30%	8 28%	3 42%	9 49%	18 75%	5 81%	
Total Independent	20 5%	-	-	-	-	20	-	14 47%	-	-	10 3%	7 14%	2 7%	-	2 12%	3 11%	1 19%	

Echelon Insights  
 Focus 2024 Survey  
 N=400 Registered Voters in the Likely Electorate in PA March 12-19, 2024, Margin of Error= +/-5.5 Percentage Points

[QPartyConsolidated] QParty and QPartyLeanView

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	401	117	89	101	81	37	39	58	53	37	50	52	74	31	154	54	162
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Total Republican+Republican-leaning Independents	189	54	28	60	43	27	24	29	24	10	22	23	30	10	78	27	74
	47%	47%	32%	60%	54%	72%	61%	51%	45%	28%	43%	44%	40%	31%	51%	50%	46%
Total Democratic+Democratic-leaning Independents	192	58	51	38	34	9	13	27	28	22	26	25	40	19	63	24	85
	48%	50%	57%	38%	42%	24%	33%	48%	54%	60%	52%	48%	55%	61%	41%	45%	53%
Total Independent	20	4	9	2	3	2	2	1	0	4	2	4	4	3	12	3	3
	5%	3%	11%	2%	4%	4%	6%	2%	1%	11%	5%	9%	5%	9%	8%	5%	2%