

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	193	207	67	85	119	130	351	19	16	6	10
	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	174	76	98	20	26	54	74	150	12	8	1	3
	44%	39%	47%	30%	30%	45%	57%	43%	64%	51%	19%	33%
STRONGLY/SOMEWHAT DISAPPROVE	220	116	104	45	57	65	53	195	7	7	4	7
	55%	60%	50%	68%	66%	55%	41%	56%	36%	48%	73%	67%
Strongly approve	100	46	53	8	11	33	48	85	8	5	1	0
	25%	24%	26%	12%	12%	28%	37%	24%	44%	34%	19%	5%
Somewhat approve	75	30	45	12	15	20	27	65	4	3	-	3
	19%	15%	22%	18%	18%	17%	21%	19%	20%	17%	-	28%
Somewhat disapprove	30	18	12	8	5	11	6	23	2	4	-	1
	8%	10%	6%	13%	6%	9%	5%	7%	11%	23%	-	14%
Strongly disapprove	190	97	93	37	52	54	47	172	5	4	4	5
	47%	50%	45%	55%	60%	46%	37%	49%	25%	25%	73%	54%
DNR – Don't know/Refused	6	1	5	1	3	-	2	5	-	0	0	-
	1%	1%	2%	2%	3%	-	1%	1%	-	1%	8%	-

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	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	400	257	143	222	129	35	14	126	137	137	186	188	93	74	187
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	174	108	67	90	60	18	6	11	65	98	1	166	37	30	81
	44%	42%	47%	40%	47%	51%	44%	9%	47%	72%	1%	88%	40%	41%	43%
STRONGLY/SOMEWHAT DISAPPROVE	220	147	73	129	66	17	7	114	70	36	183	20	54	42	105
	55%	57%	51%	58%	51%	49%	51%	90%	51%	26%	98%	11%	58%	58%	56%
Strongly approve	100	65	35	53	31	12	3	7	30	62	-	100	21	13	49
	25%	25%	24%	24%	24%	33%	24%	6%	22%	45%		53%	22%	17%	26%
Somewhat approve	75	43	32	36	29	6	3	4	35	36	1	66	17	17	31
	19%	17%	22%	16%	23%	18%	20%	3%	25%	26%	1%	35%	18%	24%	17%
Somewhat disapprove	30	19	12	16	7	3	4	6	18	6	9	14	9	4	13
	8%	7%	8%	7%	6%	8%	29%	5%	13%	5%	5%	8%	10%	5%	7%
Strongly disapprove	190	128	62	114	59	15	3	108	53	30	173	6	45	39	91
	47%	50%	43%	51%	46%	41%	23%	85%	38%	22%	93%	3%	48%	53%	49%
DNR – Don't know/Refused	6	3	3	3	2	-	1	1	2	3	2	2	2	1	2
	1%	1%	2%	1%	2%		4%	1%	1%	2%	1%	1%	2%	1%	1%

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	Total	State					Swing	Swing Voters		Vote History			Moved by Messaging				
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	400 100	-	-	-	-	-	400 100	32 100	4 100	7 100	309 100	50 100	18 100	4 100	15 100	28 100	4 100
STRONGLY/SOMEWHAT APPROVE	174 44%	-	-	-	-	-	174 44%	9 29%	-	1 19%	143 46%	15 29%	7 39%	-	3 19%	18 63%	3 79%
STRONGLY/SOMEWHAT DISAPPROVE	220 55%	-	-	-	-	-	220 55%	21 66%	3 73%	5 81%	163 53%	34 67%	11 61%	4 100%	11 73%	9 33%	1 21%
Strongly approve	100 25%	-	-	-	-	-	100 25%	-	-	-	86 28%	7 13%	4 21%	-	2 15%	14 49%	2 56%
Somewhat approve	75 19%	-	-	-	-	-	75 19%	9 29%	-	1 19%	57 19%	8 16%	3 18%	-	1 4%	4 14%	1 22%
Somewhat disapprove	30 8%	-	-	-	-	-	30 8%	8 24%	1 28%	1 17%	16 5%	6 12%	3 19%	2 55%	4 29%	6 21%	0 9%
Strongly disapprove	190 47%	-	-	-	-	-	190 47%	13 41%	2 45%	4 65%	147 48%	28 55%	8 43%	2 45%	7 44%	4 13%	0 12%
DNR – Don't know/Refused	6 1%	-	-	-	-	-	6 1%	2 6%	1 27%	-	3 1%	2 3%	-	-	1 8%	1 3%	-

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	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	400	117	89	124	64	33	40	61	59	34	45	58	71	11	178	101	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	174	51	46	51	21	9	10	28	29	11	16	26	45	4	71	43	56
	44%	44%	52%	41%	34%	27%	24%	46%	49%	34%	36%	44%	64%	38%	40%	43%	51%
STRONGLY/SOMEWHAT DISAPPROVE	220	64	40	72	42	24	30	33	29	21	27	32	25	7	106	56	52
	55%	55%	45%	58%	66%	73%	75%	54%	49%	63%	59%	56%	35%	62%	59%	56%	47%
Strongly approve	100	29	24	31	12	3	6	19	19	5	5	15	29	3	41	21	35
	25%	25%	28%	25%	19%	10%	15%	31%	32%	14%	10%	26%	41%	25%	23%	21%	32%
Somewhat approve	75	22	22	19	9	6	4	10	10	7	11	11	16	1	30	22	21
	19%	19%	25%	16%	15%	17%	10%	16%	18%	19%	25%	19%	23%	13%	17%	22%	19%
Somewhat disapprove	30	2	9	11	7	3	4	8	3	6	1	2	3	0	11	11	7
	8%	2%	10%	9%	11%	8%	10%	14%	5%	17%	2%	4%	4%	3%	6%	11%	7%
Strongly disapprove	190	62	31	61	35	21	26	24	26	15	26	30	22	6	94	45	44
	47%	53%	35%	49%	55%	65%	64%	40%	44%	46%	57%	52%	31%	59%	53%	45%	40%
DNR – Don't know/Refused	6	2	3	1	-	-	0	-	1	1	2	-	1	-	1	2	3
	1%	2%	3%	1%	-	-	1%	-	2%	3%	5%	-	1%	-	1%	2%	3%

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	400	193	207	67	85	119	130	351	19	16	6	10
	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	189	98	91	31	48	58	52	170	7	5	2	5
	47%	51%	44%	47%	57%	49%	40%	49%	37%	32%	43%	48%
STRONGLY/SOMEWHAT DISAPPROVE	203	91	112	34	32	59	77	174	9	11	3	5
	51%	47%	54%	51%	38%	50%	59%	50%	50%	68%	57%	52%
Strongly approve	116	63	54	18	28	33	37	106	6	-	2	3
	29%	32%	26%	27%	33%	28%	28%	30%	31%		40%	28%
Somewhat approve	73	36	37	13	20	25	15	65	1	5	0	2
	18%	18%	18%	20%	23%	21%	12%	18%	6%	32%	3%	20%
Somewhat disapprove	27	16	12	6	5	6	10	18	-	5	-	5
	7%	8%	6%	9%	6%	5%	8%	5%		31%		47%
Strongly disapprove	175	75	100	28	27	53	67	156	9	6	3	0
	44%	39%	48%	42%	32%	45%	52%	45%	50%	37%	57%	5%
DNR – Don't know/Refused	8	4	4	1	5	2	1	6	2	-	-	-
	2%	2%	2%	2%	5%	1%	1%	2%	13%			

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	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	400	257	143	222	129	35	14	126	137	137	186	188	93	74	187
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	189	130	59	114	56	16	3	108	56	25	171	9	46	36	89
	47%	51%	41%	51%	44%	47%	18%	86%	41%	19%	92%	5%	50%	49%	48%
STRONGLY/SOMEWHAT DISAPPROVE	203	123	79	105	70	18	10	18	73	111	12	177	42	38	95
	51%	48%	56%	47%	54%	52%	68%	14%	53%	81%	7%	94%	45%	51%	50%
Strongly approve	116	82	34	72	33	10	1	71	28	18	109	5	29	22	54
	29%	32%	24%	33%	26%	28%	6%	56%	20%	13%	58%	3%	31%	30%	29%
Somewhat approve	73	48	25	42	23	7	2	37	28	8	63	3	17	14	35
	18%	19%	17%	19%	18%	18%	12%	29%	20%	6%	34%	2%	19%	19%	19%
Somewhat disapprove	27	19	9	12	6	7	3	3	16	9	10	12	10	1	12
	7%	7%	6%	5%	5%	19%	18%	2%	12%	6%	5%	6%	11%	1%	7%
Strongly disapprove	175	105	71	93	63	12	7	15	57	103	2	165	32	37	82
	44%	41%	49%	42%	49%	33%	50%	12%	42%	75%	1%	88%	34%	50%	44%
DNR – Don't know/Refused	8	4	5	3	3	0	2	-	8	0	3	3	5	-	3
	2%	1%	3%	1%	2%	1%	14%		6%	*%	1%	1%	5%		2%

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Total	400 100	-	-	-	-	-	400 100	32 100	4 100	7 100	309 100	50 100	18 100	4 100	15 100	28 100	4 100		
STRONGLY/SOMEWHAT APPROVE	189 47%	-	-	-	-	-	189 47%	11 33%	1 28%	5 72%	144 47%	29 58%	11 63%	1 27%	7 50%	3 9%	0 9%		
STRONGLY/SOMEWHAT DISAPPROVE	203 51%	-	-	-	-	-	203 51%	17 55%	3 72%	2 28%	157 51%	20 40%	7 37%	3 73%	8 50%	26 91%	4 91%		
Strongly approve	116 29%	-	-	-	-	-	116 29%	3 11%	-	2 28%	89 29%	18 37%	5 26%	-	5 36%	1 4%	-		
Somewhat approve	73 18%	-	-	-	-	-	73 18%	7 23%	1 28%	3 44%	56 18%	11 21%	7 36%	1 27%	2 14%	1 5%	0 9%		
Somewhat disapprove	27 7%	-	-	-	-	-	27 7%	8 27%	3 72%	2 28%	16 5%	3 5%	3 14%	1 32%	3 20%	8 27%	1 37%		
Strongly disapprove	175 44%	-	-	-	-	-	175 44%	9 28%	-	-	141 46%	17 34%	4 24%	2 42%	4 30%	18 64%	2 54%		
DNR – Don't know/Refused	8 2%	-	-	-	-	-	8 2%	4 12%	-	-	7 2%	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	400	117	89	124	64	33	40	61	59	34	45	58	71	11	178	101	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	189	60	32	64	34	19	28	25	27	13	21	33	25	4	89	52	44
	47%	51%	35%	51%	53%	57%	68%	41%	46%	38%	46%	57%	35%	41%	50%	51%	40%
STRONGLY/SOMEWHAT DISAPPROVE	203	58	53	58	29	14	11	34	32	20	22	25	45	6	83	49	64
	51%	49%	60%	47%	45%	43%	27%	56%	54%	59%	48%	43%	64%	59%	47%	49%	58%
Strongly approve	116	33	21	43	20	11	19	15	18	8	10	18	18	3	53	33	27
	29%	28%	24%	34%	31%	32%	46%	25%	31%	23%	22%	31%	26%	29%	30%	33%	24%
Somewhat approve	73	27	11	21	14	8	9	10	9	5	11	15	7	1	36	19	17
	18%	23%	12%	17%	21%	25%	22%	16%	15%	15%	24%	26%	9%	12%	20%	19%	15%
Somewhat disapprove	27	3	9	9	7	2	1	5	7	4	4	1	3	1	12	8	6
	7%	3%	10%	7%	11%	7%	4%	8%	12%	11%	9%	2%	4%	11%	7%	8%	5%
Strongly disapprove	175	54	44	50	22	12	9	29	25	16	18	24	42	5	71	41	59
	44%	46%	50%	40%	34%	36%	23%	48%	42%	48%	39%	41%	60%	48%	40%	40%	53%
DNR – Don't know/Refused	8	-	4	2	2	-	2	2	0	1	3	-	1	-	6	-	3
	2%		5%	2%	2%		5%	3%	1%	3%	6%		1%		3%		2%

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

	Total	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	400	193	207	67	85	119	130	351	19	16	6	10
	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY/LEAN THE REPUBLICAN CANDIDATE	186	99	88	30	51	57	49	168	7	4	3	5
	47%	51%	42%	45%	59%	48%	38%	48%	35%	25%	63%	50%
DEFINITELY/PROBABLY/LEAN THE DEMOCRATIC CANDIDATE	175	74	100	28	27	54	66	154	9	7	2	2
	44%	38%	48%	42%	32%	45%	51%	44%	49%	46%	37%	18%
Definitely the Republican candidate	140	83	57	22	32	46	40	126	3	3	3	5
	35%	43%	27%	33%	37%	39%	30%	36%	15%	17%	63%	50%
Probably the Republican candidate	44	15	30	6	19	11	9	40	3	1	-	-
	11%	8%	14%	9%	22%	9%	7%	11%	18%	8%	-	-
Lean, the Republican candidate	2	1	1	2	0	-	-	2	0	-	-	-
	1%	1%	1%	3%	1%	-	-	1%	3%	-	-	-
Probably the Democratic candidate	31	11	19	4	9	8	9	29	-	-	0	1
	8%	6%	9%	6%	11%	7%	7%	8%	-	-	8%	14%
Definitely the Democratic candidate	137	61	76	24	18	43	52	119	9	7	2	0
	34%	32%	37%	36%	21%	36%	40%	34%	49%	46%	29%	5%
Lean, the Democratic candidate	7	2	5	-	-	2	4	7	-	-	-	-
	2%	1%	2%	-	-	2%	3%	2%	-	-	-	-
Unsure	39	20	19	9	7	8	15	29	3	5	-	3
	10%	11%	9%	13%	9%	7%	12%	8%	16%	30%	-	31%

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Total	400	257	143	222	129	35	14	126	137	137	186	188	93	74	187
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
DEFINITELY/PROBABLY/LEAN THE REPUBLICAN CANDIDATE	186	126	60	113	54	13	6	111	51	25	179	6	41	37	92
	47%	49%	42%	51%	42%	37%	41%	88%	37%	18%	96%	3%	44%	50%	49%
DEFINITELY/PROBABLY/LEAN THE DEMOCRATIC CANDIDATE	175	106	69	93	61	13	8	14	54	106	2	171	35	35	83
	44%	41%	48%	42%	48%	36%	53%	11%	40%	78%	1%	91%	37%	48%	44%
Definitely the Republican candidate	140	90	50	79	47	11	3	92	27	21	136	2	32	27	68
	35%	35%	35%	36%	37%	31%	19%	73%	20%	15%	73%	1%	34%	37%	36%
Probably the Republican candidate	44	34	10	32	7	2	3	18	22	4	40	4	9	9	23
	11%	13%	7%	15%	6%	6%	18%	15%	16%	3%	22%	2%	10%	12%	12%
Lean, the Republican candidate	2	2	0	2	-	-	0	1	2	-	2	-	-	0	1
	1%	1%	0%	1%	0%	0%	3%	1%	1%	0%	1%	0%	0%	1%	1%
Probably the Democratic candidate	31	17	14	17	12	-	2	1	16	13	1	28	6	5	15
	8%	7%	10%	8%	9%	0%	12%	1%	12%	10%	1%	15%	7%	7%	8%
Definitely the Democratic candidate	137	85	52	72	46	13	6	11	33	93	-	137	28	28	67
	34%	33%	36%	33%	36%	36%	41%	9%	24%	68%	0%	73%	30%	39%	36%
Lean, the Democratic candidate	7	4	3	4	3	-	-	1	6	-	1	6	1	2	-
	2%	1%	2%	2%	2%	0%	0%	1%	4%	0%	0%	3%	1%	2%	0%
Unsure	39	25	14	16	13	10	1	1	32	6	5	11	18	1	13
	10%	10%	10%	7%	10%	28%	6%	1%	23%	4%	3%	6%	19%	2%	7%

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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	State						Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	400 100	-	-	-	-	-	400 100	32 100	4 100	7 100	309 100	50 100	18 100	4 100	15 100	28 100	4 100
DEFINITELY/PROBABLY/LEAN THE REPUBLICAN CANDIDATE	186 47%	-	-	-	-	-	186 47%	4 12%	1 22%	5 72%	146 47%	27 54%	8 43%	1 27%	4 28%	3 12%	-
DEFINITELY/PROBABLY/LEAN THE DEMOCRATIC CANDIDATE	175 44%	-	-	-	-	-	175 44%	3 8%	-	2 28%	140 45%	18 36%	6 30%	3 73%	5 35%	19 68%	4 91%
Definitely the Republican candidate	140 35%	-	-	-	-	-	140 35%	3 9%	-	3 43%	106 34%	23 47%	6 35%	1 24%	4 27%	3 9%	-
Probably the Republican candidate	44 11%	-	-	-	-	-	44 11%	1 3%	1 22%	1 22%	38 12%	4 8%	1 8%	0 3%	0 1%	1 3%	-
Lean, the Republican candidate	2 1%	-	-	-	-	-	2 1%	-	-	0 7%	2 1%	-	-	-	-	-	-
Probably the Democratic candidate	31 8%	-	-	-	-	-	31 8%	1 4%	-	1 17%	24 8%	4 9%	1 6%	3 61%	3 17%	5 16%	1 22%
Definitely the Democratic candidate	137 34%	-	-	-	-	-	137 34%	0 1%	-	-	111 36%	14 27%	3 15%	0 12%	3 17%	12 43%	3 68%
Lean, the Democratic candidate	7 2%	-	-	-	-	-	7 2%	1 3%	-	1 11%	5 2%	-	2 10%	-	-	3 9%	-
Unsure	39 10%	-	-	-	-	-	39 10%	25 80%	3 78%	-	22 7%	5 10%	5 27%	-	6 37%	6 20%	0 9%

Echelon Insights
Focus 2024 Survey
N=400 Registered Voters in the Likely Electorate in WI 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	400	117	89	124	64	33	40	61	59	34	45	58	71	11	178	101	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY/LEAN THE REPUBLICAN CANDIDATE	186	61	27	64	33	18	28	27	25	12	23	30	23	5	91	47	44
	47%	52%	30%	52%	52%	55%	69%	44%	43%	34%	50%	52%	33%	44%	51%	46%	40%
DEFINITELY/PROBABLY/LEAN THE DEMOCRATIC CANDIDATE	175	51	50	50	20	11	11	28	24	17	16	26	42	5	71	42	58
	44%	43%	56%	40%	32%	34%	27%	45%	41%	50%	36%	45%	59%	44%	40%	42%	52%
Definitely the Republican candidate	140	39	18	52	30	14	22	24	22	8	10	22	17	3	63	39	34
	35%	33%	20%	42%	46%	44%	54%	40%	38%	23%	22%	38%	24%	30%	35%	39%	31%
Probably the Republican candidate	44	21	9	11	3	3	6	3	3	3	13	8	6	1	27	7	9
	11%	18%	10%	9%	5%	9%	14%	4%	5%	8%	28%	14%	9%	14%	15%	7%	8%
Lean, the Republican candidate	2	1	-	0	1	1	0	-	-	1	-	-	-	-	1	1	0
	1%	1%		0%	1%	2%	1%			3%					1%	1%	0%
Probably the Democratic candidate	31	8	11	11	1	-	3	3	6	4	6	5	4	-	14	8	8
	8%	7%	12%	9%	1%		7%	4%	10%	12%	13%	9%	5%		8%	8%	7%
Definitely the Democratic candidate	137	41	35	37	20	11	8	23	19	13	10	20	33	5	52	30	50
	34%	35%	39%	30%	31%	34%	19%	38%	32%	38%	23%	34%	47%	44%	29%	30%	45%
Lean, the Democratic candidate	7	1	4	2	-	-	-	2	-	-	-	1	4	-	4	3	-
	2%	1%	4%	1%				3%				1%	6%		2%	3%	
Unsure	39	6	13	10	10	3	2	6	9	5	6	2	6	1	16	12	10
	10%	5%	14%	8%	16%	10%	4%	10%	15%	16%	13%	3%	9%	12%	9%	12%	9%

Echelon Insights
Focus 2024 Survey
N=400 Registered Voters in the Likely Electorate in WI 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	400	193	207	67	85	119	130	351	19	16	6	10
	100	100	100	100	100	100	100	100	100	100	100	100
DONALD TRUMP, DEFINITELY/ PROBABLY/LEAN	186	99	87	32	49	56	50	169	5	5	2	5
	46%	51%	42%	48%	57%	47%	38%	48%	25%	32%	43%	54%
JOE BIDEN, DEFINITELY/ PROBABLY/LEAN	188	84	104	28	30	55	75	161	13	9	3	2
	47%	43%	50%	42%	35%	46%	57%	46%	72%	55%	57%	18%
Donald Trump, definitely	159	89	70	30	44	46	39	145	3	4	2	4
	40%	46%	34%	45%	52%	39%	30%	41%	16%	25%	43%	42%
Donald Trump, probably	26	10	16	2	5	9	10	22	2	1	-	1
	6%	5%	8%	4%	6%	7%	8%	6%	9%	8%	-	11%
Donald Trump, lean	1	0	1	-	-	1	0	1	-	-	-	-
	*%	*%	1%			1%	*%	*%				
Joe Biden, probably	17	5	12	7	5	1	5	11	2	2	0	1
	4%	3%	6%	10%	6%	*%	4%	3%	10%	13%	9%	14%
Joe Biden, definitely	167	76	91	22	25	53	67	148	9	7	3	0
	42%	39%	44%	32%	29%	45%	52%	42%	49%	42%	48%	5%
Joe Biden, lean	5	3	2	-	1	1	3	2	2	-	-	-
	1%	2%	1%		1%	1%	2%	1%	12%			
Unsure	26	10	16	6	6	8	6	21	1	2	-	3
	7%	5%	8%	9%	7%	7%	4%	6%	4%	13%		28%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	257	143	222	129	35	14	126	137	137	186	188	93	74	187
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DONALD TRUMP, DEFINITELY/ PROBABLY/LEAN	186	131	55	117	52	14	3	110	51	26	186	-	45	37	90
	46%	51%	38%	53%	40%	40%	22%	87%	37%	19%	100%	-	48%	50%	48%
JOE BIDEN, DEFINITELY/ PROBABLY/LEAN	188	113	75	97	64	16	11	13	67	107	-	188	36	35	90
	47%	44%	52%	44%	50%	46%	74%	11%	49%	78%	-	100%	38%	47%	48%
Donald Trump, definitely	159	110	49	99	46	11	3	98	39	22	159	-	36	32	79
	40%	43%	34%	45%	36%	30%	20%	78%	28%	16%	85%	-	38%	44%	42%
Donald Trump, probably	26	20	6	16	6	4	0	12	10	4	26	-	8	5	11
	6%	8%	4%	7%	4%	10%	2%	10%	7%	3%	14%	-	8%	6%	6%
Donald Trump, lean	1	1	-	1	-	-	-	-	1	-	1	-	1	-	-
	*%	1%	-	1%	-	-	-	-	1%	-	1%	-	1%	-	-
Joe Biden, probably	17	8	9	6	5	1	4	2	10	6	-	17	3	4	7
	4%	3%	6%	3%	4%	4%	30%	1%	7%	4%	-	9%	4%	5%	4%
Joe Biden, definitely	167	101	65	89	59	13	6	12	54	101	-	167	31	31	82
	42%	39%	45%	40%	46%	36%	44%	9%	39%	74%	-	89%	33%	42%	44%
Joe Biden, lean	5	4	1	2	1	2	-	-	4	1	-	5	1	-	1
	1%	2%	*%	1%	1%	6%	-	-	3%	*%	-	3%	2%	-	*%
Unsure	26	13	13	8	13	5	1	3	19	4	-	-	13	2	8
	7%	5%	9%	4%	10%	14%	4%	2%	14%	3%	-	-	14%	3%	4%

Echelon Insights
Focus 2024 Survey
N=400 Registered Voters in the Likely Electorate in WI 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	400 100	-	-	-	-	-	400 100	32 100	4 100	7 100	309 100	50 100	18 100	4 100	15 100	28 100	4 100
DONALD TRUMP, DEFINITELY/ PROBABLY/LEAN	186 46%	-	-	-	-	-	186 46%	3 10%	4 100%	7 100%	140 45%	28 57%	10 55%	1 27%	5 36%	5 16%	0 9%
JOE BIDEN, DEFINITELY/ PROBABLY/LEAN	188 47%	-	-	-	-	-	188 47%	2 7%	-	-	153 50%	18 36%	5 30%	2 49%	6 43%	21 74%	4 91%
Donald Trump, definitely	159 40%	-	-	-	-	-	159 40%	-	-	4 57%	120 39%	26 52%	7 40%	1 27%	3 20%	1 4%	-
Donald Trump, probably	26 6%	-	-	-	-	-	26 6%	3 10%	4 100%	2 27%	20 6%	2 4%	2 10%	-	2 16%	3 10%	-
Donald Trump, lean	1 0%	-	-	-	-	-	1 0%	-	-	1 17%	-	0 1%	1 6%	-	-	0 1%	0 9%
Joe Biden, probably	17 4%	-	-	-	-	-	17 4%	2 7%	-	-	10 3%	3 5%	2 9%	2 49%	3 18%	3 12%	1 22%
Joe Biden, definitely	167 42%	-	-	-	-	-	167 42%	-	-	-	139 45%	15 29%	4 21%	-	2 10%	18 62%	3 68%
Joe Biden, lean	5 1%	-	-	-	-	-	5 1%	-	-	-	4 1%	1 1%	-	-	2 15%	-	-
Unsure	26 7%	-	-	-	-	-	26 7%	26 82%	-	-	15 5%	4 7%	3 14%	1 24%	3 21%	3 9%	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	117	89	124	64	33	40	61	59	34	45	58	71	11	178	101	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DONALD TRUMP, DEFINITELY/ PROBABLY/LEAN	186	59	28	61	37	20	26	27	27	13	23	29	23	4	92	49	41
	46%	50%	32%	49%	57%	59%	64%	44%	46%	38%	50%	50%	32%	41%	52%	48%	37%
JOE BIDEN, DEFINITELY/ PROBABLY/LEAN	188	54	50	57	23	12	13	29	30	16	17	26	44	5	78	45	61
	47%	46%	56%	46%	36%	36%	32%	47%	52%	49%	39%	46%	62%	43%	44%	44%	54%
Donald Trump, definitely	159	48	22	58	30	18	24	23	23	11	20	23	16	4	78	39	37
	40%	41%	25%	47%	47%	56%	60%	38%	39%	34%	44%	39%	23%	41%	44%	39%	33%
Donald Trump, probably	26	11	5	3	6	1	2	3	4	1	3	5	7	-	12	9	4
	6%	9%	6%	3%	10%	3%	4%	5%	6%	4%	7%	9%	9%	-	7%	9%	4%
Donald Trump, lean	1	-	1	-	0	-	-	-	0	-	-	1	-	-	1	-	-
	*%		1%		1%				1%			2%			1%		
Joe Biden, probably	17	4	7	5	-	2	3	1	-	5	2	-	5	0	8	4	4
	4%	3%	8%	4%		5%	7%	1%		14%	5%		6%	3%	5%	4%	4%
Joe Biden, definitely	167	50	41	49	23	10	10	28	27	12	15	25	40	4	69	38	56
	42%	42%	47%	39%	36%	30%	25%	46%	47%	34%	32%	44%	56%	41%	39%	37%	50%
Joe Biden, lean	5	1	1	3	-	-	-	-	3	-	1	1	-	-	1	3	0
	1%	1%	1%	2%					5%		2%	2%			1%	3%	*%
Unsure	26	4	11	6	4	2	2	5	2	5	5	3	4	2	7	7	10
	7%	4%	12%	5%	7%	5%	4%	9%	3%	13%	11%	4%	6%	15%	4%	7%	9%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	193	207	67	85	119	130	351	19	16	6	10
	100	100	100	100	100	100	100	100	100	100	100	100
A TOTAL/MOSTLY A SUCCESS	169	76	93	21	25	55	68	149	9	9	1	0
	42%	39%	45%	31%	30%	46%	52%	42%	49%	58%	20%	5%
A TOTAL/MOSTLY A FAILURE	208	108	99	44	55	61	49	186	7	6	3	7
	52%	56%	48%	66%	64%	51%	38%	53%	37%	37%	52%	67%
A total success	37	19	18	5	4	16	13	29	4	3	1	-
	9%	10%	9%	7%	4%	14%	10%	8%	22%	20%	20%	
Mostly a success	131	57	75	16	22	39	55	120	5	6	-	0
	33%	29%	36%	24%	25%	32%	42%	34%	27%	39%		5%
Mostly a failure	54	24	30	16	12	15	11	46	4	2	0	1
	14%	13%	14%	25%	14%	13%	8%	13%	21%	13%	9%	14%
A total failure	154	84	70	27	43	46	38	139	3	4	2	5
	38%	43%	34%	41%	50%	39%	29%	40%	15%	24%	43%	54%
Unsure	24	9	15	2	6	3	13	16	3	1	2	3
	6%	5%	7%	3%	7%	3%	10%	5%	14%	5%	27%	28%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	257	143	222	129	35	14	126	137	137	186	188	93	74	187
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A TOTAL/MOSTLY A SUCCESS	169	109	60	93	56	16	4	13	56	99	0	165	33	32	81
	42%	42%	42%	42%	43%	45%	30%	10%	41%	72%	0%	88%	35%	44%	43%
A TOTAL/MOSTLY A FAILURE	208	138	70	123	62	15	8	110	64	35	181	11	50	41	102
	52%	54%	49%	56%	48%	41%	52%	87%	46%	25%	97%	6%	53%	55%	54%
A total success	37	24	14	17	12	7	2	5	5	28	-	37	3	4	23
	9%	9%	9%	8%	9%	19%	13%	4%	4%	20%	0%	20%	3%	5%	12%
Mostly a success	131	85	46	76	44	9	2	8	51	72	0	127	30	28	58
	33%	33%	32%	34%	34%	26%	17%	6%	38%	52%	0%	68%	32%	39%	31%
Mostly a failure	54	35	19	33	14	3	5	20	22	12	34	10	18	10	22
	14%	14%	13%	15%	11%	7%	36%	16%	16%	9%	18%	6%	19%	13%	12%
A total failure	154	103	51	91	49	12	2	90	42	22	148	1	32	31	80
	38%	40%	36%	41%	38%	34%	15%	71%	30%	16%	79%	0%	34%	42%	43%
Unsure	24	10	14	5	11	5	3	3	17	3	4	12	11	1	4
	6%	4%	9%	2%	8%	14%	18%	3%	12%	3%	2%	7%	12%	1%	2%

Echelon Insights
Focus 2024 Survey
N=400 Registered Voters in the Likely Electorate in WI 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	400 100	-	-	-	-	-	400 100	32 100	4 100	7 100	309 100	50 100	18 100	4 100	15 100	28 100	4 100
A TOTAL/MOSTLY A SUCCESS	169 42%	-	-	-	-	-	169 42%	5 16%	-	-	140 45%	15 30%	4 21%	-	-	23 80%	4 100%
A TOTAL/MOSTLY A FAILURE	208 52%	-	-	-	-	-	208 52%	18 56%	4 100%	6 89%	152 49%	32 64%	12 67%	4 100%	12 81%	-	-
A total success	37 9%	-	-	-	-	-	37 9%	-	-	-	33 11%	1 2%	3 16%	-	-	12 41%	-
Mostly a success	131 33%	-	-	-	-	-	131 33%	5 16%	-	-	108 35%	14 29%	1 5%	-	-	11 39%	4 100%
Mostly a failure	54 14%	-	-	-	-	-	54 14%	10 32%	3 77%	4 53%	34 11%	9 18%	6 31%	3 76%	6 43%	-	-
A total failure	154 38%	-	-	-	-	-	154 38%	7 23%	1 23%	2 35%	118 38%	23 46%	7 36%	1 24%	6 38%	-	-
Unsure	24 6%	-	-	-	-	-	24 6%	9 28%	-	1 11%	16 5%	3 6%	2 12%	-	3 19%	6 20%	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	117	89	124	64	33	40	61	59	34	45	58	71	11	178	101	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A TOTAL/MOSTLY A SUCCESS	169	51	42	48	24	10	10	28	27	11	15	26	41	4	76	36	53
	42%	43%	47%	39%	38%	30%	26%	47%	46%	33%	33%	46%	58%	41%	43%	36%	47%
A TOTAL/MOSTLY A FAILURE	208	65	34	70	38	23	30	29	27	21	25	32	21	5	99	53	51
	52%	55%	39%	56%	59%	68%	73%	48%	46%	64%	55%	54%	30%	49%	56%	52%	46%
A total success	37	10	9	13	3	3	1	11	4	2	2	5	9	2	15	5	15
	9%	8%	10%	11%	4%	8%	4%	18%	6%	6%	5%	8%	13%	21%	9%	5%	13%
Mostly a success	131	41	33	35	21	7	9	17	23	9	13	21	32	2	60	31	38
	33%	35%	37%	28%	33%	22%	22%	28%	40%	26%	28%	37%	45%	20%	34%	30%	34%
Mostly a failure	54	16	14	14	9	6	7	7	5	11	5	7	6	1	18	18	16
	14%	14%	15%	12%	14%	18%	16%	12%	8%	32%	12%	13%	9%	13%	10%	18%	14%
A total failure	154	49	21	55	29	17	23	22	23	11	20	24	15	4	80	34	35
	38%	41%	24%	44%	45%	51%	57%	36%	38%	32%	43%	42%	22%	36%	45%	34%	31%
Unsure	24	2	13	6	2	1	0	3	5	1	5	-	8	1	3	12	8
	6%	2%	14%	5%	3%	2%	1%	6%	8%	4%	12%		12%	11%	2%	12%	7%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	193	207	67	85	119	130	351	19	16	6	10
	100	100	100	100	100	100	100	100	100	100	100	100
Biden policies to blame	194	104	90	35	55	58	46	176	7	4	2	5
	49%	54%	43%	53%	64%	49%	36%	50%	35%	25%	43%	54%
Due to factors outside their control	174	77	97	28	26	54	67	150	9	8	3	5
	44%	40%	47%	42%	30%	46%	51%	43%	50%	48%	48%	46%
Not a problem	8	4	4	0	1	2	5	7	-	1	-	-
	2%	2%	2%	1%	1%	2%	4%	2%	-	6%	-	-
Unsure	24	8	16	3	4	5	12	17	3	3	0	-
	6%	4%	8%	5%	5%	4%	9%	5%	15%	21%	8%	-

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

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

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	400	257	143	222	129	35	14	126	137	137	186	188	93	74	187
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Biden policies to blame	194	132	62	119	57	13	5	106	56	32	175	9	46	39	93
	49%	51%	44%	54%	44%	37%	36%	84%	41%	24%	94%	5%	50%	53%	50%
Due to factors outside their control	174	107	67	91	59	16	8	16	68	91	5	161	35	32	81
	44%	42%	47%	41%	46%	45%	56%	12%	49%	66%	3%	85%	38%	44%	44%
Not a problem	8	5	3	4	3	1	-	1	-	7	-	8	1	1	5
	2%	2%	2%	2%	2%	3%	-	1%	-	5%	-	4%	1%	1%	3%
Unsure	24	13	11	8	10	5	1	3	13	7	6	11	11	2	7
	6%	5%	8%	3%	8%	15%	8%	2%	10%	5%	3%	6%	12%	2%	4%

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

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

	Total	State						Swing			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	400	-	-	-	-	-	400	32	4	7	309	50	18	4	15	28	4			
	100						100	100	100	100	100	100	100	100	100	100	100			
Biden policies to blame	194	-	-	-	-	-	194	14	2	5	147	29	11	1	6	2	1			
	49%						49%	43%	45%	72%	48%	59%	59%	27%	43%	8%	22%			
Due to factors outside their control	174	-	-	-	-	-	174	11	-	1	140	15	6	2	3	21	2			
	44%						44%	34%	-	17%	45%	31%	32%	56%	19%	73%	60%			
Not a problem	8	-	-	-	-	-	8	-	-	-	6	0	-	-	-	2	1			
	2%						2%				2%	1%			6%	18%				
Unsure	24	-	-	-	-	-	24	7	2	1	15	5	2	1	6	4	-			
	6%						6%	24%	55%	11%	5%	10%	9%	17%	38%	14%				

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	117	89	124	64	33	40	61	59	34	45	58	71	11	178	101	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Biden policies to blame	194	60	30	68	35	19	31	29	25	16	24	29	21	5	94	47	48
	49%	51%	33%	55%	55%	57%	77%	48%	43%	48%	53%	50%	29%	48%	53%	47%	43%
Due to factors outside their control	174	51	46	50	24	14	8	28	28	14	17	26	39	5	71	45	53
	44%	43%	52%	40%	38%	41%	20%	46%	47%	42%	39%	45%	55%	42%	40%	45%	48%
Not a problem	8	2	2	2	1	-	1	2	1	0	-	-	4	0	4	1	3
	2%	2%	3%	2%	1%		2%	3%	2%	1%		6%	3%	2%	1%	2%	
Unsure	24	4	11	4	4	0	0	2	5	3	4	2	7	1	9	7	7
	6%	4%	12%	3%	6%	1%	1%	3%	8%	9%	8%	4%	10%	6%	5%	7%	7%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	193	207	67	85	119	130	351	19	16	6	10
	100	100	100	100	100	100	100	100	100	100	100	100
Biden policies to blame	216	114	102	40	55	62	59	195	5	7	2	7
	54%	59%	49%	61%	64%	52%	45%	56%	27%	42%	43%	67%
Due to factors outside their control	140	59	82	14	24	46	56	119	10	5	3	3
	35%	30%	39%	21%	28%	39%	43%	34%	53%	33%	48%	33%
Not a problem	16	9	7	8	2	4	1	12	1	2	-	-
	4%	5%	3%	12%	2%	4%	1%	4%	7%	13%	-	-
Unsure	28	12	17	4	5	6	14	23	3	2	0	-
	7%	6%	8%	6%	6%	5%	10%	7%	13%	12%	8%	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	257	143	222	129	35	14	126	137	137	186	188	93	74	187
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Biden policies to blame	216	143	73	127	68	16	5	108	73	36	178	26	51	39	106
	54%	56%	51%	57%	53%	45%	32%	85%	53%	26%	95%	14%	55%	53%	57%
Due to factors outside their control	140	89	51	75	44	14	7	13	44	84	3	131	33	25	62
	35%	35%	36%	34%	34%	39%	49%	10%	32%	61%	2%	70%	35%	34%	33%
Not a problem	16	7	8	6	6	1	2	1	9	6	0	12	3	4	8
	4%	3%	6%	3%	5%	4%	13%	1%	7%	4%	0%	6%	3%	6%	4%
Unsure	28	18	11	14	10	4	1	5	12	11	5	20	7	6	12
	7%	7%	8%	6%	8%	11%	6%	4%	9%	8%	3%	10%	7%	8%	6%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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			
		AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure		
Total	400	-	-	-	-	-	400	32	4	7	309	50	18	4	15	28	4		
	100						100	100	100	100	100	100	100	100	100	100	100		
Biden policies to blame	216	-	-	-	-	-	216	18	3	4	163	33	10	2	6	8	1		
	54%						54%	57%	73%	56%	53%	66%	55%	58%	43%	29%	22%		
Due to factors outside their control	140	-	-	-	-	-	140	6	-	3	112	13	8	1	3	14	3		
	35%						35%	20%		44%	36%	26%	42%	24%	17%	49%	68%		
Not a problem	16	-	-	-	-	-	16	4	-	-	11	1	0	-	2	1	0		
	4%						4%	11%			3%	3%	3%		12%	3%	9%		
Unsure	28	-	-	-	-	-	28	4	1	-	24	3	-	1	4	5	-		
	7%						7%	11%	27%		8%	5%		17%	28%	18%			

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	117	89	124	64	33	40	61	59	34	45	58	71	11	178	101	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Biden policies to blame	216	63	39	73	40	22	28	31	33	18	27	31	26	4	106	52	54
	54%	54%	43%	59%	63%	68%	69%	51%	56%	53%	60%	54%	36%	38%	60%	51%	48%
Due to factors outside their control	140	39	42	37	17	5	11	23	20	9	13	23	37	4	57	35	43
	35%	34%	47%	30%	27%	16%	27%	37%	34%	26%	28%	41%	52%	40%	32%	35%	39%
Not a problem	16	4	2	7	2	4	1	3	1	4	1	1	-	1	2	5	7
	4%	4%	3%	5%	3%	11%	1%	6%	2%	13%	3%	2%	-	14%	1%	5%	6%
Unsure	28	10	6	7	4	1	1	4	5	3	4	2	9	1	12	8	7
	7%	9%	7%	6%	6%	4%	3%	6%	8%	9%	8%	3%	12%	8%	7%	8%	6%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	193	207	67	85	119	130	351	19	16	6	10
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Biden policies to blame	164	93	72	30	39	51	44	146	6	6	1	5
	41%	48%	35%	45%	45%	43%	34%	42%	32%	36%	25%	56%
Due to factors outside their control	173	67	107	25	34	52	62	148	10	7	4	4
	43%	35%	52%	38%	40%	44%	47%	42%	54%	47%	67%	39%
Not a problem	36	17	20	8	8	11	10	33	-	3	-	0
	9%	9%	9%	11%	9%	9%	8%	9%	-	17%	-	5%
Unsure	26	17	9	4	4	4	14	23	3	-	0	-
	6%	9%	4%	6%	5%	4%	11%	7%	14%	-	8%	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	257	143	222	129	35	14	126	137	137	186	188	93	74	187
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Biden policies to blame	164	108	56	97	49	12	7	86	52	26	149	5	40	33	81
	41%	42%	39%	44%	38%	33%	48%	68%	38%	19%	80%	3%	43%	44%	43%
Due to factors outside their control	173	105	69	85	63	19	6	32	56	86	29	135	42	28	78
	43%	41%	48%	39%	49%	55%	39%	26%	41%	62%	15%	72%	45%	38%	42%
Not a problem	36	24	12	22	11	2	1	3	15	18	-	34	6	11	19
	9%	9%	9%	10%	9%	6%	7%	2%	11%	13%	-	18%	6%	15%	10%
Unsure	26	20	6	18	5	2	1	5	14	7	8	14	5	2	9
	6%	8%	4%	8%	4%	6%	6%	4%	10%	5%	4%	8%	6%	3%	5%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	-	-	-	-	-	400	32	4	7	309	50	18	4	15	28	4		
	100						100	100	100	100	100	100	100	100	100	100	100		
Biden policies to blame	164	-	-	-	-	-	164	12	1	4	123	26	8	2	7	2	0		
	41%						41%	37%	28%	56%	40%	51%	43%	58%	47%	7%	9%		
Due to factors outside their control	173	-	-	-	-	-	173	11	1	3	140	17	10	1	1	18	3		
	43%						43%	35%	22%	44%	45%	34%	57%	24%	7%	64%	79%		
Not a problem	36	-	-	-	-	-	36	3	-	-	27	3	-	-	2	3	0		
	9%						9%	10%	-	-	9%	5%	-	12%	9%	12%	-		
Unsure	26	-	-	-	-	-	26	6	2	-	19	5	-	1	5	6	-		
	6%						6%	18%	50%	-	6%	10%	-	17%	34%	21%	-		

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	117	89	124	64	33	40	61	59	34	45	58	71	11	178	101	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Biden policies to blame	164	49	23	65	27	18	24	26	24	12	15	25	20	3	78	42	41
	41%	42%	26%	52%	42%	55%	59%	43%	41%	35%	33%	43%	28%	23%	44%	42%	37%
Due to factors outside their control	173	52	54	41	24	11	11	25	20	15	23	27	41	8	71	41	53
	43%	44%	61%	33%	37%	32%	27%	41%	35%	44%	52%	47%	58%	77%	40%	41%	48%
Not a problem	36	12	8	12	3	4	2	8	4	4	6	3	6	-	17	10	10
	9%	10%	9%	9%	5%	11%	5%	12%	6%	12%	13%	6%	9%		9%	10%	9%
Unsure	26	5	4	7	10	1	4	2	11	3	1	2	3	-	12	7	7
	6%	4%	4%	6%	15%	2%	9%	4%	18%	9%	2%	4%	4%		7%	7%	6%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	99	100	32	52	53	61	174	7	8	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	96	102	32	45	55	66	173	8	8	3	6
Biden Administration	62	31	31	4	11	23	25	56	2	4	0	-
	31%	32%	31%	11%	20%	43%	42%	32%	34%	48%	18%	-
Trump Administration	110	57	53	23	35	28	25	96	2	2	2	7
	55%	58%	53%	70%	66%	52%	41%	55%	33%	26%	82%	100%
Both equally	9	6	4	4	2	1	3	9	-	1	-	-
	5%	6%	4%	12%	4%	2%	5%	5%	-	8%	-	-
Neither	8	2	6	2	3	2	2	8	-	-	-	-
	4%	2%	6%	5%	6%	3%	3%	5%	-	-	-	-
Unsure	9	3	7	1	2	-	6	6	2	1	-	-
	5%	3%	7%	2%	5%	-	10%	3%	32%	19%	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	132	67	111	63	21	4	66	70	63	105	81	49	37	93
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	127	71	109	64	18	7	54	70	74	88	97	47	37	97
Biden Administration	62	43	19	37	18	5	1	4	21	38	0	60	16	10	28
	31%	32%	29%	34%	29%	26%	31%	6%	30%	60%	0%	74%	33%	28%	31%
Trump Administration	110	72	38	60	36	12	2	60	35	15	102	3	25	21	54
	55%	55%	57%	54%	57%	56%	55%	92%	49%	24%	98%	4%	51%	58%	58%
Both equally	9	6	3	6	2	-	1	1	5	3	-	6	0	1	8
	5%	5%	4%	6%	4%	-	14%	1%	8%	5%	-	8%	1%	4%	8%
Neither	8	5	3	5	3	-	-	-	4	4	1	5	3	3	1
	4%	4%	4%	4%	5%	-	-	-	6%	6%	1%	6%	6%	7%	1%
Unsure	9	6	4	2	4	4	-	1	5	4	1	7	4	1	2
	5%	4%	5%	2%	6%	18%	-	1%	7%	6%	1%	9%	9%	3%	2%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	199	-	-	-	-	-	199	16	2	5	151	25	12	2	6	14	1			
	100						100	100	100	100	100	100	100	100	100	100	100			
Unweighted Total	198	-	-	-	-	-	198	16	2	6	150	28	10	3	7	14	2			
Biden Administration	62	-	-	-	-	-	62	3	-	-	54	5	2	0	0	7	0			
	31%						31%	22%			36%	22%	15%	24%	8%	52%	30%			
Trump Administration	110	-	-	-	-	-	110	6	2	3	78	18	9	1	1	1	-			
	55%						55%	36%	100%	64%	52%	73%	72%	64%	21%	9%				
Both equally	9	-	-	-	-	-	9	3	-	-	6	-	-	-	1	1	1			
	5%						5%	20%			4%				9%	8%	70%			
Neither	8	-	-	-	-	-	8	2	-	1	4	1	2	0	1	1	-			
	4%						4%	12%		21%	3%	5%	13%	13%	24%	8%				
Unsure	9	-	-	-	-	-	9	2	-	1	9	-	-	-	2	3	-			
	5%						5%	10%		15%	6%				37%	22%				

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	55	45	63	34	17	25	28	29	15	27	25	32	4	89	57	49
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	57	45	62	31	16	22	28	30	16	23	27	36	8	86	55	49
Biden Administration	62	17	14	21	9	1	5	15	10	2	6	8	15	1	27	18	17
	31%	30%	32%	34%	25%	7%	20%	53%	35%	15%	20%	31%	47%	27%	30%	31%	34%
Trump Administration	110	31	22	33	23	13	18	12	14	10	16	15	12	2	54	30	24
	55%	56%	49%	53%	68%	76%	72%	45%	46%	64%	60%	61%	36%	55%	60%	53%	48%
Both equally	9	3	1	5	1	2	2	-	1	1	-	1	1	0	1	3	5
	5%	5%	2%	7%	3%	13%	8%	-	5%	10%	-	4%	4%	6%	1%	6%	10%
Neither	8	2	4	1	1	-	-	1	2	2	3	1	-	0	4	3	1
	4%	3%	9%	2%	2%	-	-	2%	5%	11%	11%	4%	-	12%	4%	4%	2%
Unsure	9	3	4	2	1	1	-	-	2	-	2	-	4	-	3	3	3
	5%	5%	8%	4%	2%	3%	-	-	8%	-	9%	-	13%	-	4%	5%	6%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	201	94	107	34	33	66	68	176	12	8	3	3
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	202	93	109	41	35	59	67	169	14	11	4	4
Biden Administration	91	36	56	17	10	29	36	77	7	4	3	0
	45%	38%	52%	48%	30%	44%	52%	44%	60%	51%	94%	18%
Trump Administration	83	44	39	10	18	31	24	76	2	3	0	2
	41%	47%	37%	29%	56%	46%	36%	43%	16%	34%	6%	82%
Both equally	3	2	1	1	2	-	-	1	2	-	-	-
	1%	2%	1%	2%	6%			**%	17%			
Neither	20	10	10	7	3	6	4	18	1	1	-	-
	10%	10%	9%	19%	8%	9%	6%	10%	8%	15%		
Unsure	5	3	2	1	-	-	4	5	-	-	-	-
	2%	3%	2%	2%			6%	3%				

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	201 100	126 100	76 100	111 100	65 100	15 100	11 100	60 100	67 100	74 100	82 100	107 100	44 100	37 100	95 100
Unweighted Total	202	118	84	104	65	14	19	57	66	79	73	113	42	39	96
Biden Administration	91 45%	53 42%	38 50%	44 40%	33 50%	9 61%	5 51%	8 13%	29 43%	55 74%	- 85%	91 85%	15 35%	16 44%	45 48%
Trump Administration	83 41%	61 48%	23 30%	56 51%	20 31%	4 30%	2 23%	50 83%	20 30%	13 18%	78 96%	1 1%	21 48%	14 39%	42 44%
Both equally	3 1%	1 1%	2 3%	1 1%	-	-	2 19%	-	2 3%	1 1%	- 3%	3 3%	-	1 2%	2 2%
Neither	20 10%	8 6%	12 16%	6 6%	11 17%	1 9%	1 7%	2 3%	13 19%	5 7%	2 3%	9 9%	7 17%	5 12%	5 5%
Unsure	5 2%	4 3%	1 2%	4 3%	1 2%	-	-	1 2%	4 6%	-	1 1%	3 3%	-	1 3%	1 1%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	201 100	-	-	-	-	-	201 100	16 100	2 100	1 100	158 100	25 100	6 100	2 100	9 100	15 100	3 100			
Unweighted Total	202	-	-	-	-	-	202	20	2	2	161	23	6	4	11	18	4			
Biden Administration	91 45%	-	-	-	-	-	91 45%	0 3%	-	-	76 48%	7 26%	2 33%	0 12%	0 3%	10 72%	3 100%			
Trump Administration	83 41%	-	-	-	-	-	83 41%	6 38%	2 100%	1 69%	66 42%	13 50%	-	1 54%	6 71%	1 9%	-			
Both equally	3 1%	-	-	-	-	-	3 1%	-	-	-	2 1%	1 3%	-	-	-	-	-			
Neither	20 10%	-	-	-	-	-	20 10%	8 51%	-	0 31%	11 7%	4 15%	4 67%	1 34%	2 26%	1 8%	-			
Unsure	5 2%	-	-	-	-	-	5 2%	1 8%	-	-	3 2%	1 6%	-	-	-	2 11%	-			

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	201 100	63 100	44 100	61 100	30 100	16 100	15 100	33 100	30 100	19 100	18 100	32 100	39 100	7 100	88 100	44 100	62 100
Unweighted Total	202	59	48	62	29	20	19	27	27	21	16	32	40	11	88	41	62
Biden Administration	91 45%	28 44%	28 63%	23 37%	11 35%	8 50%	2 16%	13 39%	12 41%	9 47%	8 43%	16 49%	23 61%	3 45%	39 44%	15 35%	34 55%
Trump Administration	83 41%	30 48%	9 21%	31 51%	12 42%	5 30%	9 62%	16 49%	13 45%	5 28%	9 50%	14 44%	11 28%	3 50%	39 45%	20 45%	21 33%
Both equally	3 1%	1 1%	-	2 3%	-	-	2 13%	-	-	1 4%	-	-	-	-	3 3%	-	-
Neither	20 10%	4 7%	6 14%	5 8%	4 15%	3 17%	1 9%	4 12%	2 5%	4 21%	1 7%	2 7%	3 7%	0 5%	3 4%	8 19%	8 12%
Unsure	5 2%	-	1 2%	1 1%	3 9%	1 3%	-	-	3 9%	-	-	-	2 4%	-	4 5%	1 1%	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	99	100	32	52	53	61	174	7	8	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	96	102	32	45	55	66	173	8	8	3	6
Biden Administration	75	34	41	7	13	23	32	62	3	6	-	4
	38%	34%	41%	21%	25%	44%	52%	36%	42%	74%	-	56%
Trump Administration	101	55	46	21	28	27	25	91	2	2	2	3
	51%	55%	46%	64%	54%	51%	40%	52%	33%	26%	82%	44%
Both equally	3	1	1	1	1	-	-	3	-	-	-	-
	1%	1%	1%	5%	3%	-	-	2%	-	-	-	-
Neither	15	9	6	3	5	3	4	13	2	-	0	-
	8%	9%	6%	10%	10%	6%	6%	7%	24%	-	18%	-
Unsure	5	-	5	-	5	-	1	5	-	-	-	-
	3%	-	5%	-	9%	-	1%	3%	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	132	67	111	63	21	4	66	70	63	105	81	49	37	93
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	127	71	109	64	18	7	54	70	74	88	97	47	37	97
Biden Administration	75	53	22	43	19	10	3	5	25	45	-	70	22	12	32
	38%	40%	32%	39%	30%	49%	66%	8%	35%	72%		87%	45%	32%	34%
Trump Administration	101	65	35	56	35	9	1	58	30	12	99	0	23	21	50
	51%	50%	53%	51%	55%	43%	22%	88%	43%	20%	95%	*%	47%	58%	54%
Both equally	3	1	1	1	1	-	-	-	1	1	-	1	-	-	3
	1%	1%	2%	1%	2%	-	-	-	2%	2%	-	2%	-	-	3%
Neither	15	9	6	7	6	2	0	-	11	4	2	8	2	4	8
	8%	7%	9%	6%	9%	8%	12%	-	16%	6%	2%	10%	5%	10%	9%
Unsure	5	3	2	3	2	-	-	3	2	-	3	1	2	-	-
	3%	2%	4%	3%	4%	-	-	4%	3%	-	3%	1%	3%	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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 Voters			Vote History			Moved by Messaging				
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	199 100	-	-	-	-	-	199 100	16 100	2 100	5 100	151 100	25 100	12 100	2 100	6 100	14 100	1 100
Unweighted Total	198	-	-	-	-	-	198	16	2	6	150	28	10	3	7	14	2
Biden Administration	75 38%	-	-	-	-	-	75 38%	6 37%	-	-	61 41%	6 25%	3 22%	1 64%	4 68%	11 83%	1 70%
Trump Administration	101 51%	-	-	-	-	-	101 51%	1 7%	2 100%	4 79%	74 49%	15 60%	8 65%	-	-	1 8%	0 30%
Both equally	3 1%	-	-	-	-	-	3 1%	1 9%	-	-	3 2%	-	-	-	-	-	-
Neither	15 8%	-	-	-	-	-	15 8%	6 37%	-	1 21%	7 5%	4 15%	2 13%	1 36%	2 32%	1 9%	-
Unsure	5 3%	-	-	-	-	-	5 3%	2 10%	-	-	5 4%	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	55	45	63	34	17	25	28	29	15	27	25	32	4	89	57	49
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	57	45	62	31	16	22	28	30	16	23	27	36	8	86	55	49
Biden Administration	75	20	21	23	10	2	3	14	14	5	10	9	18	2	31	21	20
	38%	37%	47%	36%	28%	12%	12%	53%	49%	30%	37%	34%	56%	62%	35%	38%	40%
Trump Administration	101	30	16	31	23	13	18	11	13	8	11	15	12	1	51	27	22
	51%	54%	37%	50%	66%	76%	70%	42%	43%	51%	40%	61%	38%	27%	58%	47%	44%
Both equally	3	1	-	1	-	-	1	-	-	1	-	-	-	-	-	-	3
	1%	3%		2%			5%			10%							6%
Neither	15	3	3	8	2	2	3	2	2	1	2	1	1	0	3	9	3
	8%	5%	7%	12%	5%	12%	13%	6%	8%	9%	7%	5%	4%	12%	3%	15%	6%
Unsure	5	1	5	-	-	-	-	-	-	-	5	-	1	-	4	-	2
	3%	2%	10%								17%		3%		4%		3%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	201	94	107	34	33	66	68	176	12	8	3	3
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	202	93	109	41	35	59	67	169	14	11	4	4
Biden Administration	96	40	56	17	12	30	37	80	9	4	2	0
	48%	43%	52%	49%	36%	45%	54%	46%	75%	51%	78%	18%
Trump Administration	84	44	41	12	17	31	25	77	2	3	0	2
	42%	47%	38%	34%	52%	47%	36%	44%	19%	40%	6%	82%
Both equally	4	3	1	-	2	-	3	4	0	-	-	-
	2%	3%	1%		5%		4%	2%	4%			
Neither	12	5	7	4	2	5	1	11	-	1	-	-
	6%	6%	6%	11%	6%	7%	2%	6%		9%		
Unsure	5	1	3	2	0	-	2	4	0	-	0	-
	2%	2%	3%	6%	1%		3%	2%	2%		16%	

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	201 100	126 100	76 100	111 100	65 100	15 100	11 100	60 100	67 100	74 100	82 100	107 100	44 100	37 100	95 100
Unweighted Total	202	118	84	104	65	14	19	57	66	79	73	113	42	39	96
Biden Administration	96 48%	54 43%	42 55%	45 41%	35 54%	9 61%	7 63%	8 13%	33 49%	55 75%	- 87%	93 87%	17 38%	18 49%	46 49%
Trump Administration	84 42%	60 48%	24 32%	55 50%	22 33%	5 36%	2 23%	50 83%	22 33%	12 17%	79 97%	1 1%	23 53%	16 43%	40 42%
Both equally	4 2%	3 2%	1 1%	3 2%	1 2%	0 3%	-	-	4 6%	-	0 1%	4 3%	-	-	2 2%
Neither	12 6%	6 5%	6 8%	6 5%	6 9%	-	1 7%	1 2%	6 9%	5 6%	-	9 9%	4 9%	2 6%	5 5%
Unsure	5 2%	2 2%	2 3%	2 2%	2 3%	-	1 7%	1 2%	2 3%	2 2%	2 3%	0 0%	0 1%	1 3%	3 3%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	201 100	-	-	-	-	-	201 100	16 100	2 100	1 100	158 100	25 100	6 100	2 100	9 100	15 100	3 100			
Unweighted Total	202	-	-	-	-	-	202	20	2	2	161	23	6	4	11	18	4			
Biden Administration	96 48%	-	-	-	-	-	96 48%	3 22%	-	-	78 50%	8 31%	3 54%	-	-	10 70%	3 100%			
Trump Administration	84 42%	-	-	-	-	-	84 42%	7 44%	2 100%	1 100%	65 41%	14 53%	1 20%	0 6%	4 49%	2 15%	-			
Both equally	4 2%	-	-	-	-	-	4 2%	-	-	-	3 2%	-	1 17%	-	-	-	-			
Neither	12 6%	-	-	-	-	-	12 6%	3 21%	-	-	8 5%	3 11%	1 9%	1 46%	3 39%	1 8%	-			
Unsure	5 2%	-	-	-	-	-	5 2%	2 13%	-	-	3 2%	1 4%	-	1 47%	1 11%	1 7%	-			

Echelon Insights
Focus 2024 Survey
N=400 Registered Voters in the Likely Electorate in WI 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	201 100	63 100	44 100	61 100	30 100	16 100	15 100	33 100	30 100	19 100	18 100	32 100	39 100	7 100	88 100	44 100	62 100
Unweighted Total	202	59	48	62	29	20	19	27	27	21	16	32	40	11	88	41	62
Biden Administration	96 48%	28 44%	28 64%	26 42%	12 39%	8 54%	5 35%	14 43%	12 40%	9 46%	7 37%	15 48%	25 66%	3 50%	41 46%	17 39%	35 56%
Trump Administration	84 42%	29 47%	11 26%	29 48%	15 49%	5 34%	8 53%	17 50%	14 47%	6 34%	9 50%	14 44%	11 29%	3 50%	39 44%	21 49%	21 33%
Both equally	4 2%	1 2%	-	0 1%	3 9%	-	0 3%	-	3 9%	-	1 6%	-	-	-	3 3%	1 2%	-
Neither	12 6%	3 5%	3 7%	5 7%	1 3%	1 6%	1 6%	2 6%	1 5%	3 15%	1 6%	3 8%	-	-	3 4%	4 10%	4 7%
Unsure	5 2%	1 2%	1 3%	1 2%	-	1 6%	0 3%	-	-	1 6%	-	-	2 6%	-	2 3%	-	2 4%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	99	100	32	52	53	61	174	7	8	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	96	102	32	45	55	66	173	8	8	3	6
Biden Administration	76	39	37	4	17	25	30	67	2	4	-	3
	38%	39%	37%	12%	32%	47%	50%	39%	34%	48%		38%
Trump Administration	90	47	43	20	25	23	23	82	2	1	2	3
	45%	48%	43%	61%	47%	43%	37%	47%	33%	10%	82%	44%
Both equally	7	3	3	2	1	2	1	7	-	-	-	-
	3%	4%	3%	7%	2%	4%	1%	4%				
Neither	17	6	11	6	5	3	2	15	-	1	0	1
	8%	6%	11%	20%	10%	5%	4%	8%		8%	18%	18%
Unsure	10	3	6	-	4	0	5	5	2	3	-	-
	5%	3%	6%		8%	0%	8%	3%	32%	35%		

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	132	67	111	63	21	4	66	70	63	105	81	49	37	93
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	127	71	109	64	18	7	54	70	74	88	97	47	37	97
Biden Administration	76	51	24	43	24	8	1	6	28	41	2	67	22	12	35
	38%	39%	36%	39%	37%	39%	18%	10%	40%	65%	2%	82%	45%	32%	38%
Trump Administration	90	58	32	50	31	8	1	57	22	11	90	0	21	19	41
	45%	44%	48%	45%	50%	37%	22%	87%	31%	18%	86%	*%	42%	52%	44%
Both equally	7	3	3	3	3	-	-	2	1	3	3	1	2	-	5
	3%	3%	5%	3%	5%	-	-	3%	2%	6%	3%	1%	3%	-	5%
Neither	17	9	7	9	5	-	2	0	11	5	4	9	3	6	6
	8%	7%	11%	9%	8%	-	60%	*%	16%	9%	4%	12%	7%	16%	6%
Unsure	10	10	-	5	-	5	-	-	8	2	6	4	2	-	6
	5%	7%	-	4%	-	24%	-	-	11%	3%	5%	5%	3%	-	6%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	-	-	-	-	-	199	16	2	5	151	25	12	2	6	14	1			
	100						100	100	100	100	100	100	100	100	100	100	100			
Unweighted Total	198	-	-	-	-	-	198	16	2	6	150	28	10	3	7	14	2			
Biden Administration	76	-	-	-	-	-	76	9	-	-	61	7	4	-	1	9	1			
	38%						38%	57%			40%	28%	36%		11%	62%	70%			
Trump Administration	90	-	-	-	-	-	90	-	1	4	69	12	7	-	-	0	0			
	45%						45%		44%	85%	45%	47%	60%			3%	30%			
Both equally	7	-	-	-	-	-	7	3	-	1	5	-	-	-	-	1	-			
	3%						3%	16%		15%	4%					5%				
Neither	17	-	-	-	-	-	17	4	-	-	8	5	0	2	3	2	-			
	8%						8%	27%			5%	20%	4%	100%	52%	17%				
Unsure	10	-	-	-	-	-	10	-	1	-	8	1	-	-	2	2	-			
	5%						5%		56%		6%	5%			37%	12%				

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	55	45	63	34	17	25	28	29	15	27	25	32	4	89	57	49
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	57	45	62	31	16	22	28	30	16	23	27	36	8	86	55	49
Biden Administration	76	19	17	24	13	2	8	18	12	2	9	7	18	2	28	23	23
	38%	35%	39%	39%	39%	9%	30%	65%	42%	16%	33%	27%	57%	48%	32%	40%	46%
Trump Administration	90	24	19	28	18	13	15	7	11	6	9	15	11	1	48	22	19
	45%	44%	41%	45%	54%	76%	61%	27%	39%	43%	34%	61%	35%	27%	54%	38%	40%
Both equally	7	1	2	2	1	-	1	2	-	2	-	-	1	-	1	2	3
	3%	3%	4%	4%	4%	-	5%	8%	-	16%	-	-	2%	-	1%	3%	7%
Neither	17	6	6	6	-	3	1	-	2	4	4	3	0	1	6	7	3
	8%	10%	13%	9%	-	15%	4%	-	7%	25%	16%	11%	1%	19%	7%	12%	7%
Unsure	10	4	2	2	1	-	-	-	3	-	4	0	1	0	6	4	-
	5%	8%	4%	4%	3%	-	-	-	12%	-	16%	1%	4%	6%	6%	7%	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	201	94	107	34	33	66	68	176	12	8	3	3
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	202	93	109	41	35	59	67	169	14	11	4	4
Biden Administration	83	34	50	16	10	27	31	70	7	4	2	0
	41%	36%	46%	46%	30%	41%	45%	40%	58%	51%	78%	18%
Trump Administration	86	45	41	10	19	32	26	79	2	3	0	2
	43%	47%	39%	28%	56%	49%	38%	45%	14%	38%	6%	82%
Both equally	9	5	3	1	3	0	5	7	2	-	-	-
	4%	5%	3%	2%	9%	1%	7%	4%	17%			
Neither	19	10	9	7	2	6	5	17	1	1	0	-
	10%	11%	9%	19%	5%	9%	8%	10%	6%	11%	16%	
Unsure	4	0	4	2	-	1	2	3	1	-	-	-
	2%	*%	3%	5%		1%	2%	2%	5%			

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	201 100	126 100	76 100	111 100	65 100	15 100	11 100	60 100	67 100	74 100	82 100	107 100	44 100	37 100	95 100
Unweighted Total	202	118	84	104	65	14	19	57	66	79	73	113	42	39	96
Biden Administration	83 41%	51 41%	32 42%	42 38%	27 42%	9 61%	5 44%	8 13%	23 34%	53 71%	- 78%	83 78%	15 33%	16 42%	41 43%
Trump Administration	86 43%	60 48%	26 35%	55 50%	24 37%	5 33%	2 21%	51 85%	23 34%	12 16%	79 96%	2 2%	23 53%	16 44%	41 43%
Both equally	9 4%	3 3%	5 7%	3 3%	3 5%	-	2 19%	-	7 11%	1 2%	-	9 8%	1 1%	1 2%	4 5%
Neither	19 10%	9 7%	11 14%	8 8%	9 14%	0 3%	2 15%	1 2%	13 19%	5 7%	1 2%	12 11%	5 12%	2 6%	8 8%
Unsure	4 2%	2 2%	2 2%	2 2%	2 3%	0 3%	0 2%	0 **	1 2%	3 4%	2 2%	2 1%	-	2 6%	1 1%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	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	201 100	-	-	-	-	-	201 100	16 100	2 100	1 100	158 100	25 100	6 100	2 100	9 100	15 100	3 100			
Unweighted Total	202	-	-	-	-	-	202	20	2	2	161	23	6	4	11	18	4			
Biden Administration	83 41%	-	-	-	-	-	83 41%	-	-	-	68 43%	7 29%	2 33%	-	-	8 58%	2 79%			
Trump Administration	86 43%	-	-	-	-	-	86 43%	8 49%	1 47%	1 100%	68 43%	14 53%	1 21%	1 54%	4 48%	2 15%	-			
Both equally	9 4%	-	-	-	-	-	9 4%	1 3%	-	-	7 4%	1 2%	1 17%	-	-	2 12%	1 21%			
Neither	19 10%	-	-	-	-	-	19 10%	7 43%	-	-	13 8%	4 15%	2 29%	1 46%	3 39%	1 10%	-			
Unsure	4 2%	-	-	-	-	-	4 2%	1 5%	1 53%	-	3 2%	-	-	-	1 13%	1 5%	-			

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	201 100	63 100	44 100	61 100	30 100	16 100	15 100	33 100	30 100	19 100	18 100	32 100	39 100	7 100	88 100	44 100	62 100
Unweighted Total	202	59	48	62	29	20	19	27	27	21	16	32	40	11	88	41	62
Biden Administration	83 41%	25 40%	25 57%	21 34%	11 35%	7 47%	3 22%	13 39%	10 33%	9 46%	6 36%	14 42%	21 55%	3 39%	37 42%	15 34%	29 46%
Trump Administration	86 43%	30 48%	11 26%	30 49%	14 47%	5 30%	8 56%	18 54%	13 45%	5 26%	10 57%	14 44%	12 32%	3 50%	39 45%	21 49%	22 35%
Both equally	9 4%	2 3%	1 3%	2 4%	3 9%	1 3%	2 13%	-	3 9%	-	1 6%	0 1%	2 5%	0 6%	5 6%	2 4%	1 2%
Neither	19 10%	4 7%	5 11%	8 13%	2 7%	3 17%	1 9%	2 6%	4 13%	4 21%	0 1%	4 11%	2 4%	0 5%	6 7%	6 14%	7 12%
Unsure	4 2%	1 2%	2 4%	-	0 2%	0 3%	-	-	-	1 7%	-	1 2%	2 4%	-	1 1%	-	3 5%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	99	100	32	52	53	61	174	7	8	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	96	102	32	45	55	66	173	8	8	3	6
Biden Administration	65	34	31	3	12	20	30	56	2	4	-	3
	33%	34%	32%	8%	23%	38%	49%	32%	34%	54%		38%
Trump Administration	88	46	42	20	26	22	20	80	2	1	2	2
	44%	46%	42%	61%	50%	41%	33%	46%	33%	10%	82%	28%
Both equally	4	4	1	-	1	1	2	4	-	-	-	-
	2%	4%	1%		2%	2%	4%	2%				
Neither	24	9	15	10	6	7	2	20	-	1	0	2
	12%	9%	15%	31%	11%	13%	3%	11%		20%	18%	34%
Unsure	18	8	10	-	8	3	7	14	2	1	-	-
	9%	8%	10%		15%	6%	11%	8%	32%	16%		

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	132	67	111	63	21	4	66	70	63	105	81	49	37	93
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	127	71	109	64	18	7	54	70	74	88	97	47	37	97
Biden Administration	65	46	19	38	18	8	1	6	22	37	3	58	22	10	27
	33%	35%	28%	34%	28%	41%	18%	9%	31%	59%	3%	71%	45%	28%	30%
Trump Administration	88	54	34	47	33	7	1	50	26	12	85	1	19	18	45
	44%	41%	51%	42%	52%	32%	22%	76%	36%	19%	81%	2%	39%	50%	48%
Both equally	4	4	-	4	-	-	-	-	1	3	1	3	1	-	4
	2%	3%		4%					2%	5%	1%	4%	2%		4%
Neither	24	13	12	11	9	2	2	2	12	10	4	14	3	6	12
	12%	10%	17%	10%	15%	10%	60%	4%	17%	16%	4%	18%	7%	16%	13%
Unsure	18	15	3	11	3	3	-	7	9	1	11	5	4	2	5
	9%	11%	5%	10%	5%	17%		11%	14%	1%	11%	6%	7%	6%	6%

Echelon Insights
Focus 2024 Survey
N=400 Registered Voters in the Likely Electorate in WI 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 Voters			Vote History			Moved by Messaging				
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	199	-	-	-	-	-	199	16	2	5	151	25	12	2	6	14	1
	100						100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	-	-	-	-	-	198	16	2	6	150	28	10	3	7	14	2
Biden Administration	65	-	-	-	-	-	65	6	-	-	54	4	3	-	-	6	0
	33%						33%	37%			36%	15%	22%			43%	30%
Trump Administration	88	-	-	-	-	-	88	1	1	3	66	14	6	-	-	-	-
	44%						44%	9%	44%	64%	43%	55%	51%				
Both equally	4	-	-	-	-	-	4	-	-	-	4	1	-	-	-	1	1
	2%						2%				2%	3%				6%	70%
Neither	24	-	-	-	-	-	24	6	-	1	12	5	3	2	4	4	-
	12%						12%	36%		21%	8%	18%	28%	100%	63%	29%	
Unsure	18	-	-	-	-	-	18	3	1	1	16	2	-	-	2	3	-
	9%						9%	18%	56%	15%	10%	8%		37%	21%		

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	55	45	63	34	17	25	28	29	15	27	25	32	4	89	57	49
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	57	45	62	31	16	22	28	30	16	23	27	36	8	86	55	49
Biden Administration	65	16	15	19	14	1	6	15	11	2	6	5	19	2	25	19	19
	33%	30%	33%	31%	40%	5%	24%	56%	38%	12%	22%	18%	60%	48%	28%	34%	39%
Trump Administration	88	28	14	27	17	11	16	7	11	8	10	15	9	1	46	21	19
	44%	51%	32%	44%	51%	65%	65%	26%	38%	57%	36%	57%	29%	34%	52%	37%	39%
Both equally	4	-	1	4	-	-	1	1	1	-	-	-	1	-	1	1	2
	2%		2%	6%			4%	4%	5%				3%		1%	3%	4%
Neither	24	8	7	6	2	5	1	2	1	5	5	5	1	1	10	8	6
	12%	14%	16%	10%	6%	30%	3%	8%	3%	32%	19%	19%	2%	18%	11%	14%	12%
Unsure	18	3	7	6	1	-	1	2	5	-	6	1	2	-	8	7	3
	9%	5%	16%	10%	3%		5%	6%	16%		24%	6%	6%		8%	12%	6%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	201	94	107	34	33	66	68	176	12	8	3	3
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	202	93	109	41	35	59	67	169	14	11	4	4
Biden Administration	50	23	27	9	5	15	20	38	7	3	1	0
	25%	24%	25%	27%	16%	23%	30%	22%	58%	43%	40%	18%
Trump Administration	95	51	44	15	19	35	26	86	3	4	1	2
	47%	54%	41%	43%	57%	53%	38%	49%	23%	47%	22%	82%
Both equally	7	3	5	1	2	1	4	7	-	-	-	-
	4%	3%	4%	4%	5%	1%	5%	4%				
Neither	39	13	26	9	6	13	11	35	2	1	1	-
	19%	14%	24%	26%	20%	19%	16%	20%	17%	10%	38%	
Unsure	10	4	6	-	1	2	7	10	0	-	-	-
	5%	5%	6%		3%	3%	11%	6%	2%			

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	201	126	76	111	65	15	11	60	67	74	82	107	44	37	95
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	202	118	84	104	65	14	19	57	66	79	73	113	42	39	96
Biden Administration	50	33	17	24	14	9	3	4	13	34	-	50	9	8	23
	25%	26%	23%	21%	22%	61%	28%	6%	19%	46%		47%	21%	23%	25%
Trump Administration	95	64	31	58	27	6	4	50	29	16	81	6	25	16	48
	47%	51%	41%	53%	42%	39%	33%	83%	43%	21%	99%	6%	58%	43%	51%
Both equally	7	4	3	4	3	-	-	1	2	3	-	7	1	1	4
	4%	3%	4%	4%	5%			2%	4%	5%		6%	3%	2%	4%
Neither	39	19	20	19	17	-	4	3	18	18	-	36	7	9	16
	19%	15%	27%	17%	25%		37%	5%	27%	24%		34%	15%	24%	17%
Unsure	10	6	4	6	4	-	0	2	5	4	1	8	1	3	3
	5%	5%	6%	6%	6%		2%	3%	7%	5%	1%	8%	3%	8%	3%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	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	201 100	-	-	-	-	-	201 100	16 100	2 100	1 100	158 100	25 100	6 100	2 100	9 100	15 100	3 100
Unweighted Total	202	-	-	-	-	-	202	20	2	2	161	23	6	4	11	18	4
Biden Administration	50 25%	-	-	-	-	-	50 25%	0 2%	-	-	38 24%	4 15%	2 33%	0 12%	0 3%	6 44%	2 62%
Trump Administration	95 47%	-	-	-	-	-	95 47%	10 65%	2 100%	1 100%	73 47%	14 54%	3 50%	1 54%	7 78%	2 17%	-
Both equally	7 4%	-	-	-	-	-	7 4%	1 5%	-	-	6 4%	1 6%	-	1 34%	1 8%	1 9%	1 21%
Neither	39 19%	-	-	-	-	-	39 19%	4 22%	-	-	32 20%	5 18%	1 17%	-	1 11%	2 10%	0 17%
Unsure	10 5%	-	-	-	-	-	10 5%	1 6%	-	-	8 5%	2 7%	-	-	-	3 19%	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	201	63	44	61	30	16	15	33	30	19	18	32	39	7	88	44	62
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	202	59	48	62	29	20	19	27	27	21	16	32	40	11	88	41	62
Biden Administration	50	11	16	12	9	5	1	10	7	4	5	5	13	3	24	7	17
	25%	17%	37%	19%	29%	35%	4%	29%	24%	20%	26%	16%	35%	39%	27%	16%	27%
Trump Administration	95	32	12	35	16	7	10	19	15	8	9	16	11	3	42	23	26
	47%	51%	27%	57%	53%	44%	65%	58%	50%	42%	50%	49%	29%	50%	47%	53%	42%
Both equally	7	1	3	3	-	-	2	-	1	1	-	1	3	-	5	1	1
	4%	2%	7%	4%	-	-	11%	-	3%	7%	-	2%	7%	-	6%	1%	2%
Neither	39	18	7	11	3	3	3	4	2	6	3	8	9	1	12	10	16
	19%	29%	17%	17%	9%	21%	21%	13%	8%	30%	19%	26%	22%	11%	14%	23%	25%
Unsure	10	-	5	2	3	-	-	-	4	-	1	2	3	-	5	3	2
	5%	-	12%	3%	9%	-	-	-	15%	-	5%	7%	7%	-	6%	7%	3%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	99	100	32	52	53	61	174	7	8	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	96	102	32	45	55	66	173	8	8	3	6
Biden Administration	85	40	45	6	20	30	30	74	2	3	0	5
	43%	41%	45%	17%	37%	56%	50%	43%	34%	35%	18%	72%
Trump Administration	50	27	23	7	16	15	11	46	0	1	1	1
	25%	27%	23%	23%	30%	29%	18%	26%	6%	16%	44%	16%
Both equally	3	2	1	0	1	1	1	1	0	-	1	-
	1%	2%	1%	1%	2%	1%	2%	1%	7%		38%	
Neither	51	23	28	17	15	5	13	45	1	4	-	1
	26%	23%	28%	53%	29%	10%	22%	26%	20%	47%		12%
Unsure	10	7	3	2	1	2	5	7	2	0	-	-
	5%	7%	3%	6%	2%	3%	9%	4%	32%	2%		

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	132	67	111	63	21	4	66	70	63	105	81	49	37	93
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	127	71	109	64	18	7	54	70	74	88	97	47	37	97
Biden Administration	85	52	33	44	30	8	3	12	33	40	11	66	23	13	40
	43%	40%	49%	40%	48%	40%	64%	18%	48%	64%	10%	81%	46%	36%	43%
Trump Administration	50	33	16	29	16	4	-	35	9	7	48	2	16	10	21
	25%	25%	24%	27%	26%	19%	-	53%	12%	10%	46%	2%	32%	26%	23%
Both equally	3	3	-	1	-	2	-	0	0	2	2	1	1	-	2
	1%	2%	-	1%	-	7%	-	1%	0%	3%	2%	1%	2%	-	2%
Neither	51	34	17	29	16	5	1	17	20	13	39	7	7	11	28
	26%	26%	25%	26%	25%	22%	33%	26%	29%	21%	38%	8%	15%	30%	30%
Unsure	10	9	1	7	1	2	0	2	7	1	5	5	3	3	2
	5%	7%	2%	6%	1%	11%	3%	3%	10%	1%	4%	6%	6%	7%	2%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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 Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	199 100	-	-	-	-	-	199 100	16 100	2 100	5 100	151 100	25 100	12 100	2 100	6 100	14 100	1 100
Unweighted Total	198	-	-	-	-	-	198	16	2	6	150	28	10	3	7	14	2
Biden Administration	85 43%	-	-	-	-	-	85 43%	9 58%	-	3 59%	68 45%	7 30%	4 31%	2 87%	2 38%	8 57%	-
Trump Administration	50 25%	-	-	-	-	-	50 25%	1 4%	2 100%	-	36 24%	8 33%	4 36%	-	-	0 3%	0 30%
Both equally	3 1%	-	-	-	-	-	3 1%	-	-	-	2 2%	0 2%	-	-	-	1 8%	1 70%
Neither	51 26%	-	-	-	-	-	51 26%	6 38%	-	1 24%	38 25%	7 27%	3 26%	0 13%	2 25%	4 32%	-
Unsure	10 5%	-	-	-	-	-	10 5%	-	-	1 17%	7 5%	2 8%	1 7%	-	2 37%	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	55	45	63	34	17	25	28	29	15	27	25	32	4	89	57	49
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	57	45	62	31	16	22	28	30	16	23	27	36	8	86	55	49
Biden Administration	85	22	23	26	12	1	8	18	14	5	12	12	17	3	35	22	25
	43%	40%	51%	42%	34%	3%	32%	66%	47%	33%	42%	46%	52%	62%	39%	39%	52%
Trump Administration	50	16	8	13	14	4	11	6	6	4	5	9	5	0	28	14	8
	25%	29%	17%	21%	40%	21%	43%	21%	22%	26%	18%	37%	15%	12%	31%	24%	17%
Both equally	3	-	1	2	0	0	1	-	1	-	-	1	-	0	0	0	2
	1%		2%	3%	1%	2%	4%		4%			3%		6%	%	1%	4%
Neither	51	16	12	15	8	12	5	2	5	5	11	4	8	1	21	16	13
	26%	29%	26%	24%	25%	69%	18%	7%	16%	34%	39%	14%	26%	19%	24%	28%	27%
Unsure	10	1	2	7	-	1	1	2	3	1	-	-	2	-	5	5	-
	5%	2%	4%	11%		5%	4%	6%	11%	8%		6%		6%	8%		

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	201	94	107	34	33	66	68	176	12	8	3	3
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	202	93	109	41	35	59	67	169	14	11	4	4
Biden Administration	88	36	52	15	13	26	35	74	9	3	3	0
	44%	39%	48%	43%	39%	40%	51%	42%	75%	32%	94%	18%
Trump Administration	51	24	27	6	11	16	18	46	1	1	0	2
	25%	25%	26%	17%	32%	25%	27%	26%	12%	10%	6%	82%
Both equally	10	6	4	-	1	5	4	9	-	0	-	-
	5%	6%	4%		3%	7%	6%	5%		6%		
Neither	41	25	16	10	7	17	7	36	1	4	-	-
	21%	27%	15%	30%	22%	25%	10%	21%	7%	52%		
Unsure	11	3	8	3	1	2	5	10	1	-	-	-
	5%	4%	7%	9%	4%	3%	7%	6%	7%			

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	201 100	126 100	76 100	111 100	65 100	15 100	11 100	60 100	67 100	74 100	82 100	107 100	44 100	37 100	95 100
Unweighted Total	202	118	84	104	65	14	19	57	66	79	73	113	42	39	96
Biden Administration	88 44%	52 41%	37 48%	44 40%	30 45%	8 51%	7 67%	8 13%	28 42%	52 70%	1 1%	87 82%	14 31%	14 38%	47 50%
Trump Administration	51 25%	35 28%	16 22%	32 29%	14 22%	3 18%	2 18%	37 61%	7 11%	7 9%	47 57%	2 1%	14 31%	9 25%	23 24%
Both equally	10 5%	9 7%	1 1%	8 7%	1 2%	0 3%	-	2 4%	8 11%	-	7 9%	3 2%	1 2%	0 1%	6 6%
Neither	41 21%	27 21%	15 20%	23 21%	14 21%	4 25%	1 12%	7 12%	19 29%	15 20%	19 23%	15 14%	12 28%	10 27%	16 17%
Unsure	11 5%	4 3%	7 9%	4 3%	7 10%	0 3%	0 3%	6 10%	5 7%	0 0%	8 10%	1 1%	3 8%	3 9%	3 3%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	201 100	-	-	-	-	-	201 100	16 100	2 100	1 100	158 100	25 100	6 100	2 100	9 100	15 100	3 100			
Unweighted Total	202	-	-	-	-	-	202	20	2	2	161	23	6	4	11	18	4			
Biden Administration	88 44%	-	-	-	-	-	88 44%	1 3%	-	-	73 46%	7 27%	2 33%	-	-	10 70%	3 100%			
Trump Administration	51 25%	-	-	-	-	-	51 25%	4 25%	-	1 69%	42 26%	7 28%	-	1 54%	4 48%	1 9%	-			
Both equally	10 5%	-	-	-	-	-	10 5%	1 6%	1 47%	0 31%	6 4%	2 10%	-	-	-	-	-			
Neither	41 21%	-	-	-	-	-	41 21%	8 54%	1 53%	-	26 17%	8 32%	4 67%	1 46%	5 52%	1 10%	-			
Unsure	11 5%	-	-	-	-	-	11 5%	2 11%	-	-	10 6%	1 4%	-	-	-	2 11%	-			

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	201 100	63 100	44 100	61 100	30 100	16 100	15 100	33 100	30 100	19 100	18 100	32 100	39 100	7 100	88 100	44 100	62 100
Unweighted Total	202	59	48	62	29	20	19	27	27	21	16	32	40	11	88	41	62
Biden Administration	88 44%	25 40%	27 61%	24 39%	10 33%	8 54%	5 30%	12 35%	12 40%	6 34%	8 47%	14 45%	23 59%	3 41%	41 46%	14 32%	31 49%
Trump Administration	51 25%	20 32%	8 17%	17 28%	6 21%	4 23%	5 35%	6 18%	9 29%	2 13%	5 30%	10 31%	10 25%	3 50%	22 25%	14 32%	12 19%
Both equally	10 5%	4 7%	-	2 3%	4 12%	-	1 6%	1 3%	4 12%	-	-	4 11%	0 1%	-	6 7%	3 7%	1 1%
Neither	41 21%	10 17%	6 13%	16 27%	9 28%	3 21%	4 29%	14 43%	3 10%	7 39%	3 16%	2 7%	4 11%	0 5%	15 17%	10 23%	16 26%
Unsure	11 5%	3 5%	4 9%	2 3%	2 6%	0 3%	-	-	3 10%	3 14%	1 8%	2 6%	2 4%	0 4%	5 5%	3 8%	3 5%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	193	207	67	85	119	130	351	19	16	6	10
	100	100	100	100	100	100	100	100	100	100	100	100
Agenda A: Businesses, cost of living, border security, criminal penalties	200	108	92	33	51	60	56	175	7	8	3	7
	50%	56%	44%	49%	59%	51%	43%	50%	39%	49%	63%	67%
Agenda B: Clean energy, price gouging, abortion, democracy	180	82	99	30	25	57	68	156	11	8	2	3
	45%	42%	48%	46%	30%	48%	52%	44%	60%	51%	37%	33%
Unsure	20	4	17	3	10	2	6	20	0	-	-	-
	5%	2%	8%	5%	11%	1%	5%	6%	1%			

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	257	143	222	129	35	14	126	137	137	186	188	93	74	187
	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	200	131	69	112	63	19	6	105	62	33	172	15	45	37	97
	50%	51%	48%	50%	49%	53%	45%	83%	45%	24%	92%	8%	49%	50%	52%
Agenda B: Clean energy, price gouging, abortion, democracy	180	118	63	101	55	17	8	14	63	102	6	164	44	32	81
	45%	46%	44%	45%	43%	47%	54%	11%	46%	75%	3%	87%	47%	44%	43%
Unsure	20	9	11	9	11	-	0	6	12	2	9	9	4	4	10
	5%	4%	8%	4%	9%	-	2%	5%	9%	1%	5%	5%	4%	6%	5%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	-	-	-	-	-	400	32	4	7	309	50	18	4	15	28	4		
	100						100	100	100	100	100	100	100	100	100	100	100		
Agenda A: Businesses, cost of living, border security, criminal penalties	200	-	-	-	-	-	200	16	3	4	152	31	8	2	9	5	1		
	50%						50%	50%	73%	58%	49%	62%	46%	58%	62%	18%	22%		
Agenda B: Clean energy, price gouging, abortion, democracy	180	-	-	-	-	-	180	13	-	3	141	17	10	1	4	20	3		
	45%						45%	41%	-	42%	46%	34%	54%	35%	28%	71%	78%		
Unsure	20	-	-	-	-	-	20	3	1	-	16	2	-	0	1	3	-		
	5%						5%	9%	27%	-	5%	5%	-	6%	9%	12%	-		

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

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

	Total	Marital x Gender				Age x Gender								Region Category			
		Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	400	117	89	124	64	33	40	61	59	34	45	58	71	11	178	101	111
	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	200	61	30	68	38	18	29	29	32	15	22	31	24	3	94	51	52
	50%	52%	34%	55%	60%	55%	71%	48%	54%	43%	49%	54%	34%	32%	53%	50%	47%
Agenda B: Clean energy, price gouging, abortion, democracy	180	46	53	53	26	15	11	30	26	16	15	27	42	6	76	44	54
	45%	39%	59%	42%	40%	45%	26%	49%	44%	47%	32%	46%	59%	54%	43%	44%	49%
Unsure	20	10	6	4	-	-	1	2	1	3	8	-	5	2	8	6	5
	5%	9%	6%	3%	-	3%	3%	2%	10%	19%	-	7%	15%	5%	6%	5%	

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	143	63	80	13	33	48	48	127	7	6	2	1
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	144	61	83	16	31	45	52	127	8	6	2	1
Democrat	10	3	7	2	2	2	4	10	0	-	-	-
	7%	5%	9%	16%	6%	5%	8%	8%	2%			
Republican	124	56	68	11	31	43	39	108	7	6	2	1
	87%	89%	85%	84%	92%	90%	81%	85%	95%	100%	100%	100%
DNR – Don't know/Refused	9	4	5	-	1	3	5	8	0	-	-	-
	6%	6%	6%		2%	5%	11%	7%	3%			

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	143	100	43	86	41	14	2	43	42	58	61	78	29	24	72
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	144	93	51	82	45	11	6	36	46	62	49	89	28	24	76
Democrat	10	8	2	8	2	-	0	2	4	4	2	7	1	1	6
	7%	8%	5%	10%	5%		5%	5%	8%	8%	3%	9%	2%	3%	9%
Republican	124	88	37	74	34	14	2	39	34	52	58	65	27	23	62
	87%	88%	85%	86%	84%	100%	85%	90%	81%	89%	95%	83%	92%	97%	87%
DNR – Don't know/Refused	9	4	5	4	4	-	0	2	5	2	1	6	2	-	3
	6%	4%	11%	5%	11%		10%	4%	11%	4%	2%	8%	5%		5%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	143	-	-	-	-	-	143	7	-	2	118	12	5	1	4	9	0		
	100						100	100		100	100	100	100	100	100	100	100		
Unweighted Total	144	-	-	-	-	-	144	10	-	3	120	12	4	1	4	11	1		
Democrat	10	-	-	-	-	-	10	3	-	-	9	1	1	-	-	2	-		
	7%						7%	43%			7%	5%	20%			18%			
Republican	124	-	-	-	-	-	124	1	-	2	102	10	4	-	3	6	0		
	87%						87%	18%		100%	86%	89%	80%		79%	66%	100%		
DNR – Don't know/Refused	9	-	-	-	-	-	9	3	-	-	8	1	-	1	1	2	-		
	6%						6%	39%			7%	6%		100%	21%	16%			

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	143	46	34	43	16	4	16	25	17	9	17	23	32	1	64	36	42
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	144	47	36	42	15	7	16	22	16	9	15	23	36	2	61	38	43
Democrat	10	6	2	2	-	1	0	2	-	1	2	0	4	-	4	2	4
	7%	13%	4%	5%		13%	1%	9%		17%	10%	1%	12%		6%	7%	9%
Republican	124	39	30	37	16	3	15	22	15	7	15	22	24	1	55	30	37
	87%	84%	86%	86%	100%	87%	94%	86%	89%	83%	90%	93%	77%	100%	87%	83%	89%
DNR – Don't know/Refused	9	1	3	4	-	-	1	1	2	-	-	1	3	-	4	4	1
	6%	3%	9%	9%			5%	5%	11%			6%	11%		7%	10%	2%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	141	69	73	9	38	37	58	130	6	1	1	3
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	141	70	71	10	36	37	58	126	7	2	1	5
Democrat	116	61	55	5	32	34	45	107	6	-	-	3
	82%	89%	76%	63%	85%	91%	77%	82%	92%			100%
Republican	12	3	9	-	5	1	6	11	-	-	1	-
	8%	4%	12%		12%	3%	10%	8%			100%	
DNR – Don't know/Refused	14	5	9	3	1	2	7	12	0	1	-	-
	10%	7%	12%	37%	3%	6%	12%	10%	8%	100%		

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	141	95	47	89	42	6	5	43	50	48	73	61	32	32	61
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	141	91	50	84	42	7	8	38	49	54	63	67	31	35	62
Democrat	116	77	39	72	35	5	4	37	37	42	62	50	26	27	53
	82%	82%	83%	81%	85%	90%	68%	86%	74%	87%	86%	81%	81%	84%	86%
Republican	12	6	6	6	5	-	1	1	8	3	2	6	2	2	5
	8%	6%	13%	6%	12%		20%	3%	15%	6%	3%	10%	5%	7%	9%
DNR – Don't know/Refused	14	12	2	11	1	1	1	5	5	4	8	5	4	3	3
	10%	12%	4%	12%	3%	10%	11%	10%	11%	8%	11%	8%	14%	9%	5%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	141 100	-	-	-	-	-	141 100	9 100	2 100	3 100	120 100	16 100	2 100	-	3 100	8 100	1 100
Unweighted Total	141	-	-	-	-	-	141	12	2	3	119	15	2	-	4	8	1
Democrat	116 82%	-	-	-	-	-	116 82%	5 58%	1 45%	2 81%	98 82%	13 81%	2 100%	-	2 66%	3 33%	-
Republican	12 8%	-	-	-	-	-	12 8%	3 32%	-	-	12 10%	-	-	-	-	2 28%	1 100%
DNR – Don't know/Refused	14 10%	-	-	-	-	-	14 10%	1 10%	1 55%	0 19%	10 8%	3 19%	-	-	1 34%	3 39%	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	141	46	26	50	18	5	19	18	27	4	19	19	31	0	70	37	34
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	141	45	25	53	17	5	20	18	27	5	16	19	31	1	68	34	38
Democrat	116	35	20	46	15	5	17	17	22	1	15	17	22	0	59	32	25
	82%	76%	77%	92%	81%	100%	89%	94%	84%	14%	81%	89%	72%	100%	84%	86%	74%
Republican	12	7	2	2	1	-	1	1	1	-	4	-	5	-	2	2	7
	8%	15%	6%	4%	5%		5%	6%	3%		19%		16%		3%	6%	21%
DNR – Don't know/Refused	14	4	4	2	3	-	1	-	4	3	-	2	4	-	9	3	2
	10%	8%	17%	4%	14%		6%		13%	86%		11%	12%		13%	8%	5%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	193	207	67	85	119	130	351	19	16	6	10
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	400	189	211	73	80	114	133	342	22	19	7	10
Government and politicians	185	97	88	31	50	60	43	164	5	8	1	6
	46%	50%	42%	47%	59%	51%	33%	47%	26%	52%	25%	64%
Supply chain disruptions and pandemic-related factors	168	88	81	26	34	50	59	149	9	5	3	2
	42%	45%	39%	39%	39%	42%	45%	43%	49%	32%	49%	25%
Wars and foreign conflicts	78	35	43	16	22	20	20	66	5	2	3	3
	19%	18%	21%	24%	26%	17%	15%	19%	25%	10%	51%	28%
Corporate greed and price gouging	211	88	123	42	36	67	65	186	7	8	3	6
	53%	46%	59%	64%	42%	56%	50%	53%	39%	53%	56%	61%
None of these	7	5	2	-	-	3	5	6	-	1	-	-
	2%	3%	1%			2%	4%	2%		6%		
Unsure	12	3	8	-	3	1	8	9	2	-	-	-
	3%	2%	4%		3%	1%	6%	3%	12%			

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	257	143	222	129	35	14	126	137	137	186	188	93	74	187
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	400	245	155	213	129	32	26	111	136	153	161	210	89	76	193
Government and politicians	185	125	59	111	53	14	7	93	51	41	152	24	43	34	86
	46%	49%	41%	50%	41%	39%	47%	74%	37%	30%	81%	13%	46%	47%	46%
Supply chain disruptions and pandemic-related factors	168	97	72	82	67	15	5	41	55	72	59	106	33	28	89
	42%	38%	50%	37%	52%	41%	32%	33%	40%	52%	32%	56%	35%	38%	48%
Wars and foreign conflicts	78	59	19	52	14	7	5	29	30	19	44	25	24	13	35
	19%	23%	13%	23%	11%	20%	33%	23%	22%	14%	24%	13%	25%	18%	19%
Corporate greed and price gouging	211	135	75	120	66	15	9	40	82	89	50	141	55	37	96
	53%	53%	53%	54%	51%	44%	64%	31%	60%	65%	27%	75%	59%	50%	51%
None of these	7	6	2	5	2	1	-	1	4	2	3	4	2	-	2
	2%	2%	1%	2%	1%	3%	-	1%	3%	1%	2%	2%	2%	-	1%
Unsure	12	8	3	6	3	2	-	4	6	2	4	5	5	2	2
	3%	3%	2%	3%	2%	6%	-	3%	4%	1%	2%	3%	5%	3%	1%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400 100	-	-	-	-	-	400 100	32 100	4 100	7 100	309 100	50 100	18 100	4 100	15 100	28 100	4 100
Unweighted Total	400	-	-	-	-	-	400	36	4	8	311	51	16	7	18	32	6
Government and politicians	185 46%	-	-	-	-	-	185 46%	9 29%	2 55%	4 57%	140 45%	31 62%	7 36%	3 82%	10 68%	3 12%	1 22%
Supply chain disruptions and pandemic-related factors	168 42%	-	-	-	-	-	168 42%	5 16%	1 27%	3 45%	136 44%	11 22%	7 38%	0 9%	2 14%	6 19%	1 32%
Wars and foreign conflicts	78 19%	-	-	-	-	-	78 19%	10 33%	-	0 7%	57 19%	14 27%	4 22%	0 12%	1 8%	5 17%	0 12%
Corporate greed and price gouging	211 53%	-	-	-	-	-	211 53%	23 74%	2 45%	4 61%	161 52%	24 49%	10 52%	4 91%	9 60%	16 55%	4 91%
None of these	7 2%	-	-	-	-	-	7 2%	1 4%	-	-	5 2%	0 1%	2 10%	-	-	6 23%	0 9%
Unsure	12 3%	-	-	-	-	-	12 3%	2 7%	-	1 11%	11 3%	1 2%	-	-	2 15%	3 12%	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	117	89	124	64	33	40	61	59	34	45	58	71	11	178	101	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	400	116	93	124	60	36	41	55	57	37	39	59	76	19	174	96	111
Government and politicians	185	55	33	54	41	17	28	28	24	14	23	33	18	2	88	46	48
	46%	47%	37%	44%	64%	52%	68%	45%	41%	42%	50%	57%	26%	23%	50%	46%	43%
Supply chain disruptions and pandemic-related factors	168	54	27	59	25	14	16	24	33	12	17	26	25	5	66	39	58
	42%	46%	30%	47%	39%	43%	41%	39%	57%	36%	38%	46%	36%	49%	37%	39%	52%
Wars and foreign conflicts	78	20	23	16	18	7	9	12	7	9	13	8	13	3	41	17	17
	19%	17%	26%	13%	29%	22%	23%	19%	11%	26%	28%	15%	18%	25%	23%	17%	16%
Corporate greed and price gouging	211	65	58	59	28	17	17	29	25	25	19	38	41	8	88	52	62
	53%	55%	65%	47%	44%	52%	42%	48%	42%	75%	43%	65%	57%	75%	50%	52%	56%
None of these	7	-	2	5	0	-	-	3	3	-	-	-	2	-	4	3	-
	2%		3%	4%	1%			4%	4%				3%		2%	3%	
Unsure	12	2	5	2	1	-	-	1	2	-	3	-	5	0	7	3	2
	3%	2%	6%	2%	2%			2%	4%		6%		8%	3%	4%	3%	1%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	99	100	32	52	53	61	174	7	8	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	96	102	32	45	55	66	173	8	8	3	6
MEAN	2.71	2.84	2.58	2.91	3.18	2.68	2.20	2.67	2.16	3.15	3.43	3.27
1 - Do not worry at all	57	23	34	8	9	13	27	50	2	2	-	2
	29%	23%	34%	24%	18%	24%	44%	29%	34%	20%		34%
2	37	20	17	5	9	14	9	32	1	2	1	1
	18%	20%	17%	16%	17%	27%	14%	19%	10%	24%	38%	12%
3	44	23	21	9	12	10	13	42	1	1	-	-
	22%	23%	21%	29%	22%	19%	21%	24%	10%	16%		
4	26	14	12	3	9	9	6	24	0	-	1	-
	13%	14%	12%	8%	17%	16%	10%	14%	7%		44%	
5 - Worry about it a great deal	34	18	16	7	14	7	5	26	0	3	0	4
	17%	18%	16%	23%	27%	14%	8%	15%	7%	40%	18%	54%
Unsure	2	2	-	-	-	-	2	-	2	-	-	-
	1%	2%					4%		32%			

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	132	67	111	63	21	4	66	70	63	105	81	49	37	93
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	127	71	109	64	18	7	54	70	74	88	97	47	37	97
MEAN	2.71	2.78	2.57	2.71	2.60	3.18	2.19	3.13	2.55	2.44	2.96	2.29	2.88	2.68	2.73
1 - Do not worry at all	57	39	18	35	15	4	2	11	21	25	22	34	16	11	25
	29%	30%	26%	31%	24%	21%	54%	16%	30%	39%	21%	42%	32%	31%	27%
2	37	21	16	17	15	4	1	9	18	10	20	13	4	6	21
	18%	16%	24%	15%	24%	17%	21%	13%	26%	15%	19%	16%	9%	15%	23%
3	44	25	18	23	18	2	-	19	11	14	26	16	11	9	16
	22%	19%	27%	21%	29%	9%	-	29%	16%	22%	25%	19%	23%	25%	18%
4	26	18	8	16	8	2	-	16	4	6	16	9	6	4	15
	13%	14%	12%	15%	12%	8%	-	24%	5%	10%	16%	11%	11%	11%	17%
5 - Worry about it a great deal	34	26	7	19	6	7	1	11	14	9	21	8	12	6	15
	17%	20%	11%	17%	10%	33%	24%	17%	19%	14%	20%	10%	25%	17%	16%
Unsure	2	2	-	-	-	2	-	-	2	-	-	2	-	-	-
	1%	2%	-	-	-	11%	-	-	3%	-	-	3%	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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 Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	199	-	-	-	-	-	199	16	2	5	151	25	12	2	6	14	1
	100						100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	-	-	-	-	-	198	16	2	6	150	28	10	3	7	14	2
MEAN	2.71	-	-	-	-	-	2.71	2.88	3.44	3.09	2.64	2.72	3.04	2.20	2.42	2.58	3.41
1 - Do not worry at all	57	-	-	-	-	-	57	4	-	1	45	7	2	1	2	3	-
	29%						29%	23%		18%	30%	28%	15%	64%	31%	22%	
2	37	-	-	-	-	-	37	4	-	1	26	3	4	-	-	6	0
	18%						18%	28%		17%	17%	13%	33%			41%	30%
3	44	-	-	-	-	-	44	2	1	2	33	9	1	0	1	2	-
	22%						22%	15%	56%	35%	22%	37%	12%	13%	16%	12%	
4	26	-	-	-	-	-	26	1	1	-	24	0	2	-	1	1	1
	13%						13%	6%	44%		16%	2%	14%		9%	8%	70%
5 - Worry about it a great deal	34	-	-	-	-	-	34	4	-	2	20	5	3	0	0	2	-
	17%						17%	28%		30%	13%	20%	26%	24%	8%	17%	
Unsure	2	-	-	-	-	-	2	-	-	-	2	-	-	-	2	-	-
	1%						1%				2%				37%		

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	55	45	63	34	17	25	28	29	15	27	25	32	4	89	57	49
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	57	45	62	31	16	22	28	30	16	23	27	36	8	86	55	49
MEAN	2.71	2.47	2.71	2.90	2.75	3.06	3.33	2.70	2.38	2.74	3.04	2.66	2.05	3.30	2.62	2.84	2.67
1 - Do not worry at all	57	17	17	13	9	3	5	7	8	5	4	5	19	0	26	17	14
	29%	30%	39%	21%	26%	15%	19%	27%	27%	34%	16%	21%	60%	9%	29%	30%	28%
2	37	14	3	13	7	4	3	7	6	1	5	8	3	1	21	7	8
	18%	25%	7%	21%	20%	22%	14%	24%	20%	8%	19%	30%	9%	25%	24%	12%	16%
3	44	12	10	14	8	5	3	4	10	4	9	6	2	1	18	10	15
	22%	21%	21%	22%	24%	29%	11%	16%	36%	29%	33%	22%	8%	15%	20%	17%	31%
4	26	8	4	9	4	1	7	5	1	1	2	4	5	1	9	10	5
	13%	14%	10%	14%	13%	7%	27%	18%	3%	9%	8%	14%	16%	30%	10%	18%	11%
5 - Worry about it a great deal	34	5	10	12	6	4	7	4	2	3	7	3	3	1	15	11	7
	17%	10%	23%	19%	17%	26%	29%	15%	7%	20%	24%	13%	9%	21%	17%	19%	14%
Unsure	2	-	-	2	-	-	-	-	2	-	-	-	-	-	-	2	-
	1%			4%					8%							4%	

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	99	100	32	52	53	61	174	7	8	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	96	102	32	45	55	66	173	8	8	3	6
MEAN	2.11	2.27	1.96	2.32	2.51	2.25	1.53	2.11	1.51	2.01	1.89	2.95
1 - Do not worry at all	100	42	59	13	17	25	45	87	5	5	2	1
	50%	42%	59%	40%	33%	47%	73%	50%	76%	63%	56%	18%
2	25	14	11	5	11	6	4	20	1	1	-	3
	13%	15%	11%	14%	21%	11%	7%	12%	10%	16%	-	44%
3	39	24	15	10	13	10	6	38	0	-	1	-
	20%	24%	15%	32%	24%	19%	9%	22%	7%	-	44%	-
4	10	8	2	0	3	5	1	10	-	0	-	-
	5%	8%	2%	1%	6%	10%	2%	6%	-	2%	-	-
5 - Worry about it a great deal	21	9	12	4	8	6	3	16	0	1	-	3
	10%	9%	12%	13%	16%	11%	5%	9%	7%	20%	-	38%
Unsure	3	2	1	-	-	1	2	3	-	-	-	-
	2%	2%	1%	-	-	2%	3%	2%	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	132	67	111	63	21	4	66	70	63	105	81	49	37	93
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	127	71	109	64	18	7	54	70	74	88	97	47	37	97
MEAN	2.11	2.09	2.15	2.09	2.15	2.12	2.15	2.55	1.99	1.80	2.42	1.67	2.31	2.01	2.10
1 - Do not worry at all	100	71	29	61	26	10	3	22	38	40	38	54	27	19	43
	50%	54%	43%	55%	41%	49%	70%	33%	54%	64%	37%	67%	54%	50%	46%
2	25	14	12	9	12	5	-	9	10	7	18	8	1	4	18
	13%	11%	17%	8%	18%	24%		14%	14%	11%	17%	9%	3%	12%	20%
3	39	20	19	18	19	2	-	21	12	7	24	14	9	10	18
	20%	15%	29%	16%	30%	8%		31%	17%	11%	22%	17%	19%	27%	19%
4	10	10	0	10	-	-	0	4	4	2	9	1	2	3	5
	5%	7%	0%	9%			3%	6%	6%	3%	9%	1%	4%	7%	5%
5 - Worry about it a great deal	21	14	6	11	5	4	1	9	6	6	13	4	9	1	8
	10%	11%	10%	10%	8%	18%	26%	14%	8%	9%	13%	5%	19%	3%	9%
Unsure	3	2	1	2	1	-	-	1	1	1	2	1	1	-	1
	2%	2%	2%	2%	2%			2%	1%	2%	2%	1%	2%		1%

Echelon Insights
Focus 2024 Survey
N=400 Registered Voters in the Likely Electorate in WI 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	199 100	-	-	-	-	-	199 100	16 100	2 100	5 100	151 100	25 100	12 100	2 100	6 100	14 100	1 100			
Unweighted Total	198	-	-	-	-	-	198	16	2	6	150	28	10	3	7	14	2			
MEAN	2.11	-	-	-	-	-	2.11	2.13	3.32	2.13	2.09	2.25	2.01	1.00	1.82	1.74	4.00			
1 - Do not worry at all	100 50%	-	-	-	-	-	100 50%	10 65%	-	3 53%	78 52%	9 38%	7 56%	2 100%	5 80%	10 71%	-			
2	25 13%	-	-	-	-	-	25 13%	-	1 56%	-	19 13%	5 19%	-	-	-	1 8%	-			
3	39 20%	-	-	-	-	-	39 20%	2 14%	-	2 38%	26 17%	8 31%	4 36%	-	-	1 5%	-			
4	10 5%	-	-	-	-	-	10 5%	-	-	-	9 6%	1 2%	-	-	-	1 9%	1 100%			
5 - Worry about it a great deal	21 10%	-	-	-	-	-	21 10%	3 21%	1 44%	0 9%	15 10%	2 9%	1 7%	-	1 20%	1 7%	-			
Unsure	3 2%	-	-	-	-	-	3 2%	-	-	-	3 2%	-	-	-	-	-	-			

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	55	45	63	34	17	25	28	29	15	27	25	32	4	89	57	49
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	57	45	62	31	16	22	28	30	16	23	27	36	8	86	55	49
MEAN	2.11	1.91	2.02	2.25	2.35	2.40	2.75	2.06	1.94	2.23	2.28	2.47	1.18	2.00	2.20	2.16	1.91
1 - Do not worry at all	100	30	28	25	15	6	5	14	16	7	12	11	29	3	44	27	27
	50%	55%	63%	40%	43%	36%	21%	52%	54%	45%	44%	42%	91%	71%	49%	46%	55%
2	25	9	2	11	3	1	4	5	4	3	7	1	-	-	8	10	8
	13%	16%	5%	18%	10%	8%	17%	16%	15%	22%	24%	4%	-	-	8%	18%	16%
3	39	8	7	14	9	8	10	4	3	2	3	7	3	0	20	10	9
	20%	15%	15%	22%	28%	46%	38%	14%	10%	16%	12%	26%	9%	8%	23%	17%	19%
4	10	2	-	5	3	0	3	3	1	-	-	2	-	-	5	3	2
	5%	4%	-	8%	9%	2%	13%	11%	5%	-	-	9%	-	-	6%	5%	4%
5 - Worry about it a great deal	21	4	7	5	4	1	3	2	3	3	5	4	-	1	10	7	3
	10%	8%	16%	9%	11%	9%	11%	7%	10%	17%	20%	15%	-	21%	11%	12%	6%
Unsure	3	1	-	2	-	-	-	-	2	-	-	1	-	-	2	1	-
	2%	2%	-	3%	-	-	-	-	7%	-	-	5%	-	-	2%	2%	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	99	100	32	52	53	61	174	7	8	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	96	102	32	45	55	66	173	8	8	3	6
MEAN	3.59	3.71	3.46	3.54	3.96	3.82	3.08	3.56	3.80	2.96	4.56	4.32
1 - Do not worry at all	28	12	17	5	1	5	17	26	-	3	-	-
	14%	12%	17%	17%	1%	10%	28%	15%	-	35%	-	-
2	17	6	10	2	5	5	4	14	2	-	-	-
	8%	6%	10%	7%	10%	10%	6%	8%	34%	-	-	-
3	39	18	21	7	10	6	16	35	-	1	-	2
	20%	18%	21%	21%	20%	11%	26%	20%	-	19%	-	34%
4	40	26	14	5	15	14	6	36	1	2	1	-
	20%	26%	14%	15%	28%	27%	10%	20%	17%	25%	44%	-
5 - Worry about it a great deal	75	37	38	13	21	22	18	64	3	2	2	5
	38%	37%	38%	40%	40%	42%	30%	36%	49%	21%	56%	66%
Unsure	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	132	67	111	63	21	4	66	70	63	105	81	49	37	93
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	127	71	109	64	18	7	54	70	74	88	97	47	37	97
MEAN	3.59	3.53	3.70	3.47	3.71	3.81	3.61	3.87	3.52	3.36	3.91	3.23	3.29	3.66	3.63
1 - Do not worry at all	28	20	8	18	8	3	-	8	9	11	9	16	12	6	7
	14%	15%	12%	16%	13%	13%		12%	13%	18%	9%	19%	24%	16%	7%
2	17	11	6	9	5	2	1	2	8	7	6	9	-	3	14
	8%	8%	9%	8%	8%	8%	18%	2%	11%	12%	6%	11%		8%	15%
3	39	29	10	26	9	3	1	11	14	15	15	21	16	3	19
	20%	22%	15%	24%	14%	12%	34%	16%	19%	24%	15%	25%	32%	8%	21%
4	40	23	17	19	16	4	1	18	16	6	27	13	5	11	21
	20%	17%	26%	17%	26%	18%	18%	27%	24%	9%	26%	16%	11%	31%	22%
5 - Worry about it a great deal	75	49	26	39	25	10	1	28	23	24	47	23	16	14	32
	38%	37%	38%	35%	39%	49%	31%	43%	33%	37%	45%	28%	33%	37%	35%
Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	199	-	-	-	-	-	199	16	2	5	151	25	12	2	6	14	1			
	100						100	100	100	100	100	100	100	100	100	100	100			
Unweighted Total	198	-	-	-	-	-	198	16	2	6	150	28	10	3	7	14	2			
MEAN	3.59	-	-	-	-	-	3.59	2.89	4.44	4.02	3.50	3.61	4.23	3.34	4.35	3.24	3.70			
1 - Do not worry at all	28	-	-	-	-	-	28	5	-	1	25	4	-	-	-	4	-			
	14%						14%	33%		21%	16%	14%				29%				
2	17	-	-	-	-	-	17	1	-	-	13	3	-	0	0	-	-			
	8%						8%	9%			9%	11%		13%	4%					
3	39	-	-	-	-	-	39	4	-	-	29	5	2	1	1	3	0			
	20%						20%	25%			20%	21%	15%	64%	21%	18%	30%			
4	40	-	-	-	-	-	40	0	1	1	29	2	6	-	1	3	1			
	20%						20%	2%	56%	15%	20%	7%	48%		9%	25%	70%			
5 - Worry about it a great deal	75	-	-	-	-	-	75	5	1	3	54	11	4	0	4	4	-			
	38%						38%	32%	44%	65%	36%	46%	37%	24%	65%	28%				
Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			

Echelon Insights
Focus 2024 Survey
N=400 Registered Voters in the Likely Electorate in WI 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	199	55	45	63	34	17	25	28	29	15	27	25	32	4	89	57	49
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	57	45	62	31	16	22	28	30	16	23	27	36	8	86	55	49
MEAN	3.59	3.46	3.46	3.95	3.30	3.62	3.93	3.77	3.52	3.44	3.99	3.88	2.69	4.24	3.65	3.53	3.47
1 - Do not worry at all	28	7	9	3	7	3	1	3	5	2	-	2	12	-	12	8	9
	14%	13%	21%	6%	22%	19%	3%	12%	16%	15%	-	7%	39%	-	13%	13%	18%
2	17	9	1	5	1	-	2	3	2	2	4	3	2	1	8	4	3
	8%	17%	3%	9%	2%	-	7%	10%	6%	14%	14%	10%	6%	25%	9%	8%	6%
3	39	9	12	11	7	3	4	3	8	4	7	2	8	-	17	13	10
	20%	16%	28%	17%	22%	17%	14%	13%	27%	26%	25%	10%	25%	-	19%	23%	20%
4	40	11	3	14	11	5	12	6	3	-	3	8	3	-	14	14	12
	20%	20%	7%	23%	32%	29%	47%	21%	12%	-	11%	33%	8%	-	16%	25%	24%
5 - Worry about it a great deal	75	19	19	29	7	6	7	12	11	7	14	10	7	3	38	18	16
	38%	35%	42%	46%	22%	36%	29%	44%	39%	44%	51%	40%	22%	75%	43%	31%	33%
Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	99	100	32	52	53	61	174	7	8	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	96	102	32	45	55	66	173	8	8	3	6
MEAN	3.64	3.59	3.69	4.25	4.22	3.63	2.82	3.63	3.31	3.16	3.33	4.82
1 - Do not worry at all	35	16	20	0	3	9	23	32	2	1	-	-
	18%	16%	20%	1%	6%	17%	37%	18%	34%	13%		
2	15	9	6	4	3	4	5	14	-	-	2	-
	8%	9%	6%	11%	6%	8%	7%	8%			56%	
3	28	16	12	4	5	10	9	23	-	5	-	-
	14%	16%	12%	12%	10%	19%	14%	13%		67%		
4	27	19	8	3	8	4	11	23	2	-	-	1
	14%	19%	8%	11%	16%	7%	19%	13%	32%			18%
5 - Worry about it a great deal	92	40	53	20	33	26	14	81	2	2	1	6
	46%	40%	53%	63%	62%	49%	23%	47%	33%	21%	44%	82%
Unsure	1	-	1	1	-	-	-	1	-	-	-	-
	*%		1%	2%				*%				

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	132	67	111	63	21	4	66	70	63	105	81	49	37	93
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	127	71	109	64	18	7	54	70	74	88	97	47	37	97
MEAN	3.64	3.65	3.62	3.62	3.64	3.80	3.21	4.08	3.64	3.16	4.13	2.85	3.60	3.56	3.71
1 - Do not worry at all	35	27	9	24	8	3	1	6	13	17	10	26	12	4	14
	18%	20%	13%	22%	13%	13%	18%	8%	18%	27%	9%	31%	24%	11%	15%
2	15	7	8	6	7	1	0	5	2	7	8	7	1	7	7
	8%	6%	12%	6%	12%	5%	12%	8%	4%	12%	7%	9%	2%	19%	8%
3	28	17	12	12	11	4	1	7	13	8	7	18	6	4	16
	14%	13%	17%	11%	17%	21%	18%	10%	19%	13%	7%	22%	13%	10%	17%
4	27	16	11	13	10	2	1	9	11	8	14	13	5	7	13
	14%	12%	17%	12%	16%	11%	34%	14%	15%	12%	13%	16%	10%	20%	14%
5 - Worry about it a great deal	92	65	28	54	27	10	1	39	31	22	66	17	24	14	44
	46%	49%	41%	49%	43%	50%	18%	60%	45%	35%	63%	21%	49%	39%	47%
Unsure	1	1	-	1	-	-	-	-	-	1	-	1	1	-	-
	1%	1%	-	1%	-	-	-	-	-	1%	-	1%	2%	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	-	-	-	-	-	199	16	2	5	151	25	12	2	6	14	1			
	100						100	100	100	100	100	100	100	100	100	100	100			
Unweighted Total	198	-	-	-	-	-	198	16	2	6	150	28	10	3	7	14	2			
MEAN	3.64	-	-	-	-	-	3.64	3.86	3.88	3.68	3.62	3.71	3.60	3.66	3.99	2.88	3.70			
1 - Do not worry at all	35	-	-	-	-	-	35	3	-	1	27	4	4	-	-	4	-			
	18%						18%	17%		18%	18%	15%	29%			29%				
2	15	-	-	-	-	-	15	0	-	1	13	1	-	0	0	-	-			
	8%						8%	2%		21%	9%	4%		24%	8%					
3	28	-	-	-	-	-	28	3	1	-	19	4	1	-	1	5	0			
	14%						14%	18%	56%		13%	18%	12%		9%	37%	30%			
4	27	-	-	-	-	-	27	1	-	-	21	5	-	1	4	3	1			
	14%						14%	4%			14%	19%		64%	59%	22%	70%			
5 - Worry about it a great deal	92	-	-	-	-	-	92	9	1	3	70	10	7	0	1	2	-			
	46%						46%	59%	44%	62%	46%	41%	59%	13%	24%	12%				
Unsure	1	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-			
	*%						*%					3%								

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	55	45	63	34	17	25	28	29	15	27	25	32	4	89	57	49
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	57	45	62	31	16	22	28	30	16	23	27	36	8	86	55	49
MEAN	3.64	3.64	3.75	3.71	3.47	4.13	3.87	3.36	3.23	4.40	4.55	3.92	2.45	3.55	3.70	3.49	3.69
1 - Do not worry at all	35	10	10	10	4	-	2	8	6	0	1	1	16	1	14	12	8
	18%	18%	22%	16%	12%		7%	28%	22%	2%	5%	6%	51%	27%	16%	22%	17%
2	15	4	2	3	6	3	3	1	2	0	-	3	2	-	6	6	3
	8%	8%	4%	5%	18%	18%	12%	3%	7%	3%		13%	8%		7%	11%	6%
3	28	8	4	9	7	2	4	4	6	2	2	6	3	0	17	4	7
	14%	15%	9%	14%	21%	10%	14%	16%	20%	14%	6%	23%	9%	12%	19%	7%	14%
4	27	5	3	16	3	2	5	4	8	1	3	0	3	1	7	10	9
	14%	9%	7%	25%	9%	12%	21%	13%	27%	9%	12%	1%	10%	14%	8%	18%	18%
5 - Worry about it a great deal	92	27	26	26	14	10	12	11	7	10	21	15	7	2	44	24	22
	46%	49%	57%	41%	40%	60%	46%	40%	23%	66%	77%	58%	22%	47%	50%	42%	45%
Unsure	1	-	1	-	-	-	-	-	-	1	-	-	-	-	1	-	-
	*%		2%							5%					1%		

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	99	100	32	52	53	61	174	7	8	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	96	102	32	45	55	66	173	8	8	3	6
MEAN	2.92	2.93	2.91	3.39	3.06	2.78	2.67	2.87	2.84	2.80	3.69	4.00
1 - Do not worry at all	54	26	28	4	12	19	19	48	2	3	-	1
	27%	26%	28%	14%	22%	35%	31%	27%	34%	35%		16%
2	25	13	12	5	5	6	8	24	-	-	1	-
	12%	13%	12%	16%	10%	11%	13%	14%			38%	
3	46	25	22	5	17	10	14	43	-	2	-	1
	23%	25%	22%	16%	33%	19%	23%	25%		26%		18%
4	27	9	18	7	5	6	9	24	1	2	0	-
	14%	10%	18%	23%	9%	11%	15%	14%	10%	26%	18%	
5 - Worry about it a great deal	45	24	21	10	14	13	9	36	2	1	1	5
	23%	24%	21%	30%	26%	24%	14%	21%	24%	12%	44%	66%
Unsure	2	2	-	-	-	-	2	-	2	-	-	-
	1%	2%					4%		32%			

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	132	67	111	63	21	4	66	70	63	105	81	49	37	93
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	127	71	109	64	18	7	54	70	74	88	97	47	37	97
MEAN	2.92	3.00	2.77	2.95	2.74	3.33	3.21	3.22	2.93	2.59	3.37	2.31	3.29	2.96	2.82
1 - Do not worry at all	54	35	19	29	18	5	1	12	19	23	16	35	11	9	26
	27%	26%	28%	26%	29%	27%	18%	18%	27%	36%	16%	43%	22%	24%	28%
2	25	16	9	15	9	1	-	8	7	10	11	11	5	3	15
	12%	12%	13%	14%	14%	5%	-	12%	10%	16%	11%	13%	9%	8%	16%
3	46	26	20	24	19	2	1	18	16	12	28	16	10	11	21
	23%	20%	30%	22%	30%	9%	37%	27%	23%	20%	27%	19%	20%	31%	22%
4	27	19	8	18	6	2	1	9	11	7	14	11	7	7	11
	14%	15%	11%	16%	10%	9%	33%	13%	16%	11%	14%	13%	14%	20%	12%
5 - Worry about it a great deal	45	33	12	25	11	8	0	19	15	11	34	7	17	6	20
	23%	25%	17%	23%	18%	39%	12%	29%	21%	18%	33%	9%	34%	17%	22%
Unsure	2	2	-	-	-	2	-	-	2	-	-	2	-	-	-
	1%	2%	-	-	-	11%	-	-	3%	-	-	3%	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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			Vote History			Moved by Messaging				
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	199	-	-	-	-	-	199	16	2	5	151	25	12	2	6	14	1
	100						100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	-	-	-	-	-	198	16	2	6	150	28	10	3	7	14	2
MEAN	2.92	-	-	-	-	-	2.92	2.68	3.88	4.23	2.84	3.36	3.07	3.24	3.77	2.17	5.00
1 - Do not worry at all	54 27%	-	-	-	-	-	54 27%	6 35%	-	-	42 28%	4 18%	4 29%	-	-	9 66%	-
2	25 12%	-	-	-	-	-	25 12%	3 16%	-	1 21%	20 13%	1 6%	1 12%	-	-	-	-
3	46 23%	-	-	-	-	-	46 23%	2 15%	1 56%	-	37 24%	8 31%	2 16%	2 76%	2 26%	-	-
4	27 14%	-	-	-	-	-	27 14%	2 13%	-	1 15%	21 14%	3 11%	1 10%	0 24%	2 26%	2 18%	-
5 - Worry about it a great deal	45 23%	-	-	-	-	-	45 23%	3 21%	1 44%	3 65%	29 19%	8 34%	4 34%	-	1 11%	2 16%	1 100%
Unsure	2 1%	-	-	-	-	-	2 1%	-	-	-	2 2%	-	-	-	2 37%	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	55	45	63	34	17	25	28	29	15	27	25	32	4	89	57	49
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	57	45	62	31	16	22	28	30	16	23	27	36	8	86	55	49
MEAN	2.92	2.73	3.12	2.89	2.96	3.49	3.19	2.53	2.75	3.28	2.93	3.06	2.60	3.22	3.01	2.75	2.93
1 - Do not worry at all	54	16	12	16	10	2	4	13	6	2	7	5	13	1	26	16	11
	27%	29%	27%	25%	29%	12%	17%	49%	20%	16%	27%	20%	41%	34%	29%	28%	22%
2	25	6	5	9	3	3	3	2	5	2	2	4	3	-	7	11	6
	12%	12%	12%	14%	9%	17%	13%	6%	17%	15%	8%	16%	10%		8%	19%	13%
3	46	16	6	15	10	2	8	3	11	3	9	7	3	0	21	10	15
	23%	30%	12%	24%	28%	14%	33%	11%	37%	19%	32%	28%	10%	12%	24%	17%	30%
4	27	9	9	7	2	4	2	3	0	4	2	3	9	1	11	6	9
	14%	16%	19%	11%	6%	21%	9%	12%	1%	25%	9%	10%	27%	18%	12%	11%	19%
5 - Worry about it a great deal	45	7	13	14	10	6	7	6	5	4	6	7	4	1	24	12	8
	23%	13%	29%	22%	28%	35%	28%	22%	17%	25%	24%	26%	12%	36%	27%	20%	16%
Unsure	2	-	-	2	-	-	-	-	2	-	-	-	-	-	-	2	-
	1%			4%					8%							4%	

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	99	100	32	52	53	61	174	7	8	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	96	102	32	45	55	66	173	8	8	3	6
MEAN	3.22	3.22	3.22	4.16	3.58	3.09	2.55	3.11	3.57	3.50	3.87	4.84
1 - Do not worry at all	52	26	26	2	8	16	26	48	2	1	-	-
	26%	26%	26%	8%	15%	29%	42%	28%	34%	14%		
2	22	11	11	3	5	5	9	20	-	1	1	-
	11%	11%	11%	9%	9%	10%	15%	11%		16%	38%	
3	24	11	13	3	7	7	7	22	-	2	-	-
	12%	11%	13%	9%	14%	13%	11%	13%		23%		
4	29	14	15	2	13	8	6	27	0	-	-	1
	14%	14%	15%	6%	25%	14%	10%	16%	6%			16%
5 - Worry about it a great deal	70	35	35	21	19	17	13	55	4	4	2	6
	35%	35%	35%	65%	36%	31%	22%	31%	60%	47%	62%	84%
Unsure	2	2	-	1	-	1	-	2	-	-	-	-
	1%	2%		4%		2%		1%				

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	132	67	111	63	21	4	66	70	63	105	81	49	37	93
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	127	71	109	64	18	7	54	70	74	88	97	47	37	97
MEAN	3.22	3.22	3.21	3.10	3.14	3.92	4.14	3.77	3.02	2.86	3.67	2.53	3.39	3.11	3.10
1 - Do not worry at all	52	33	19	31	18	3	1	8	21	22	13	36	11	13	23
	26%	25%	28%	28%	28%	13%	21%	12%	31%	36%	13%	44%	21%	34%	25%
2	22	18	4	15	4	2	-	9	6	7	15	7	7	1	13
	11%	13%	7%	14%	7%	11%	-	14%	8%	11%	14%	9%	14%	4%	14%
3	24	17	7	16	7	2	-	4	13	7	10	12	6	3	14
	12%	13%	10%	14%	11%	8%	-	6%	19%	11%	10%	14%	12%	9%	15%
4	29	13	16	12	16	2	-	13	7	8	21	8	5	5	17
	14%	10%	23%	10%	25%	8%	-	20%	10%	13%	20%	10%	9%	15%	18%
5 - Worry about it a great deal	70	50	20	38	17	12	3	31	21	18	45	17	21	13	26
	35%	38%	29%	34%	26%	60%	79%	48%	30%	28%	43%	21%	43%	34%	28%
Unsure	2	-	2	-	2	-	-	-	1	1	1	1	-	1	-
	1%	-	3%	-	3%	-	-	-	2%	1%	1%	1%	-	3%	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	-	-	-	-	-	199	16	2	5	151	25	12	2	6	14	1			
	100						100	100	100	100	100	100	100	100	100	100	100			
Unweighted Total	198	-	-	-	-	-	198	16	2	6	150	28	10	3	7	14	2			
MEAN	3.22	-	-	-	-	-	3.22	3.30	3.32	4.65	3.19	3.35	3.36	4.74	4.29	2.64	3.41			
1 - Do not worry at all	52 26%	-	-	-	-	-	52 26%	6 35%	-	-	40 26%	4 17%	4 29%	-	1 11%	7 48%	-			
2	22 11%	-	-	-	-	-	22 11%	-	1 56%	-	16 11%	6 24%	-	-	-	0 3%	0 30%			
3	24 12%	-	-	-	-	-	24 12%	3 16%	-	-	20 13%	2 7%	3 23%	0 13%	1 13%	2 12%	-			
4	29 14%	-	-	-	-	-	29 14%	-	-	2 35%	25 17%	2 10%	-	-	-	2 12%	1 70%			
5 - Worry about it a great deal	70 35%	-	-	-	-	-	70 35%	8 50%	1 44%	3 65%	50 33%	10 42%	6 47%	2 87%	5 76%	3 25%	-			
Unsure	2 1%	-	-	-	-	-	2 1%	-	-	-	1 1%	-	-	-	-	-	-			

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	55	45	63	34	17	25	28	29	15	27	25	32	4	89	57	49
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	57	45	62	31	16	22	28	30	16	23	27	36	8	86	55	49
MEAN	3.22	3.04	3.44	3.24	3.17	4.07	3.41	2.79	2.97	4.25	3.73	3.40	2.16	3.08	3.31	3.01	3.31
1 - Do not worry at all	52	14	12	18	7	2	4	12	8	0	4	4	18	2	20	20	11
	26%	26%	27%	28%	21%	12%	16%	43%	27%	2%	15%	14%	56%	39%	22%	35%	22%
2	22	6	4	5	6	2	3	1	5	1	1	4	4	-	10	4	7
	11%	11%	10%	8%	18%	12%	13%	4%	17%	5%	5%	16%	14%		11%	8%	15%
3	24	11	2	8	3	-	3	3	5	3	5	4	1	1	11	6	6
	12%	21%	4%	12%	9%		11%	11%	18%	19%	17%	16%	5%	15%	13%	11%	13%
4	29	10	5	9	4	-	9	2	3	2	5	6	3	0	16	8	4
	14%	18%	12%	14%	13%		34%	7%	11%	13%	17%	22%	9%	8%	18%	15%	9%
5 - Worry about it a great deal	70	13	21	23	11	12	7	9	8	9	12	8	5	2	31	18	19
	35%	24%	48%	37%	32%	68%	26%	32%	28%	61%	46%	31%	17%	39%	34%	32%	40%
Unsure	2	-	-	-	2	1	-	1	-	-	-	-	-	-	1	-	1
	1%				6%	7%		3%							1%		2%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	99	100	32	52	53	61	174	7	8	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	96	102	32	45	55	66	173	8	8	3	6
MEAN	4.27	4.23	4.31	4.27	4.53	4.20	4.11	4.30	2.82	4.02	5.00	4.82
1 - Do not worry at all	4	2	2	-	-	1	3	2	1	1	-	-
	2%	2%	2%			1%	5%	1%	10%	13%		
2	8	3	6	1	2	2	2	7	2	-	-	-
	4%	3%	6%	4%	5%	4%	4%	4%	24%			
3	33	19	14	6	3	12	11	27	4	2	-	-
	16%	19%	14%	19%	5%	23%	19%	16%	50%	23%		
4	40	22	17	7	12	9	11	38	0	0	-	1
	20%	23%	17%	22%	23%	17%	19%	22%	6%	2%		18%
5 - Worry about it a great deal	114	53	61	17	35	29	32	100	1	5	3	6
	57%	53%	61%	54%	67%	55%	53%	57%	10%	63%	100%	82%
Unsure	1	-	1	-	-	-	1	1	-	-	-	-
	*%		1%				1%	*%				

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	132	67	111	63	21	4	66	70	63	105	81	49	37	93
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	127	71	109	64	18	7	54	70	74	88	97	47	37	97
MEAN	4.27	4.28	4.25	4.33	4.27	4.04	3.91	4.46	4.23	4.12	4.60	3.81	4.21	4.21	4.38
1 - Do not worry at all	4	3	1	2	-	1	1	-	1	3	1	3	2	-	1
	2%	2%	1%	2%		5%	18%		2%	4%	1%	3%	4%		1%
2	8	5	3	4	3	2	-	1	4	4	-	8	2	3	4
	4%	4%	4%	3%	4%	8%		1%	6%	6%		10%	3%	7%	4%
3	33	22	11	17	11	5	-	9	12	11	8	21	10	6	11
	16%	17%	16%	15%	17%	25%		14%	18%	17%	8%	26%	20%	16%	12%
4	40	22	18	21	16	0	1	15	12	12	19	18	6	10	20
	20%	17%	26%	19%	26%	2%	37%	24%	17%	19%	19%	23%	12%	26%	21%
5 - Worry about it a great deal	114	79	35	66	33	12	2	41	40	33	75	30	29	19	57
	57%	60%	52%	60%	53%	60%	45%	62%	58%	52%	72%	37%	59%	51%	61%
Unsure	1	1	-	1	-	-	-	-	-	1	-	1	1	-	-
	1%	1%		1%						1%		1%	2%		

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	199	-	-	-	-	-	199	16	2	5	151	25	12	2	6	14	1			
	100						100	100	100	100	100	100	100	100	100	100	100			
Unweighted Total	198	-	-	-	-	-	198	16	2	6	150	28	10	3	7	14	2			
MEAN	4.27	-	-	-	-	-	4.27	4.07	5.00	4.44	4.31	3.86	4.59	4.36	4.04	3.80	4.00			
1 - Do not worry at all	4 2%	-	-	-	-	-	4 2%	1 8%	-	-	4 3%	-	-	-	-	2 16%	-			
2	8 4%	-	-	-	-	-	8 4%	-	-	-	4 3%	4 16%	-	-	-	-	-			
3	33 16%	-	-	-	-	-	33 16%	4 25%	-	1 21%	24 16%	4 16%	2 15%	-	2 37%	3 20%	-			
4	40 20%	-	-	-	-	-	40 20%	2 11%	-	1 15%	29 19%	7 29%	1 12%	1 64%	1 21%	2 15%	1 100%			
5 - Worry about it a great deal	114 57%	-	-	-	-	-	114 57%	9 56%	2 100%	3 65%	90 60%	9 35%	9 74%	1 36%	3 41%	7 49%	-			
Unsure	1 *%	-	-	-	-	-	1 *%	-	-	-	-	1 3%	-	-	-	-	-			

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	55	45	63	34	17	25	28	29	15	27	25	32	4	89	57	49
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	57	45	62	31	16	22	28	30	16	23	27	36	8	86	55	49
MEAN	4.27	4.43	4.17	4.32	3.99	4.39	4.42	4.15	4.03	4.13	4.63	4.24	4.18	3.96	4.38	3.96	4.45
1 - Do not worry at all	4	-	2	1	1	-	-	-	2	-	-	1	1	1	2	1	-
	2%		4%	2%	3%				7%			3%	3%	18%	2%	2%	
2	8	3	2	2	1	-	2	-	1	1	1	2	2	-	3	4	1
	4%	6%	5%	3%	2%		7%		3%	9%	3%	8%	5%		3%	8%	2%
3	33	5	8	8	11	3	2	9	6	3	1	3	6	1	11	14	7
	16%	9%	19%	13%	31%	18%	7%	32%	19%	21%	4%	14%	18%	16%	12%	24%	15%
4	40	11	6	16	7	4	6	6	6	3	6	3	5	-	16	13	10
	20%	20%	14%	25%	20%	25%	25%	21%	21%	18%	21%	13%	17%		18%	23%	20%
5 - Worry about it a great deal	114	35	25	36	15	10	16	13	15	8	20	16	18	3	56	24	31
	57%	65%	57%	57%	43%	57%	62%	47%	50%	52%	72%	63%	55%	66%	63%	43%	63%
Unsure	1	-	1	-	-	-	-	-	-	-	-	-	1	-	1	-	-
	*%		2%										3%		1%		

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	201	94	107	34	33	66	68	176	12	8	3	3
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	202	93	109	41	35	59	67	169	14	11	4	4
Very positive impact	87	45	42	12	19	29	27	79	3	3	0	2
	43%	48%	40%	35%	57%	44%	40%	45%	21%	40%	6%	82%
Somewhat positive impact	65	30	35	11	8	22	24	56	5	2	3	-
	32%	32%	33%	32%	24%	33%	36%	32%	42%	20%	94%	-
Little to no positive impact	32	15	17	7	3	12	11	27	2	3	-	0
	16%	16%	16%	20%	9%	18%	16%	15%	17%	33%	-	18%
Unsure	17	4	12	4	3	3	6	14	2	1	-	-
	8%	5%	12%	12%	10%	5%	9%	8%	20%	7%	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	201	126	76	111	65	15	11	60	67	74	82	107	44	37	95
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	202	118	84	104	65	14	19	57	66	79	73	113	42	39	96
Very positive impact	87	61	26	56	23	5	3	42	28	18	64	14	13	17	45
	43%	49%	34%	50%	36%	36%	26%	69%	41%	25%	79%	13%	31%	48%	48%
Somewhat positive impact	65	38	27	34	22	4	5	12	21	32	15	48	20	9	29
	32%	30%	35%	31%	34%	30%	45%	20%	31%	43%	18%	45%	46%	24%	31%
Little to no positive impact	32	18	14	15	12	3	2	3	15	14	-	32	8	6	16
	16%	14%	19%	14%	18%	18%	23%	5%	23%	19%	-	30%	18%	16%	17%
Unsure	17	8	9	6	8	2	1	3	3	10	3	13	2	5	4
	8%	6%	12%	5%	13%	16%	6%	6%	5%	13%	3%	13%	6%	12%	4%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	201	-	-	-	-	-	201	16	2	1	158	25	6	2	9	15	3			
	100						100	100	100	100	100	100	100	100	100	100	100			
Unweighted Total	202	-	-	-	-	-	202	20	2	2	161	23	6	4	11	18	4			
Very positive impact	87	-	-	-	-	-	87	11	1	1	70	14	-	1	6	3	-			
	43%						43%	69%	53%	100%	44%	55%		66%	69%	22%				
Somewhat positive impact	65	-	-	-	-	-	65	4	1	-	48	9	5	1	1	6	2			
	32%						32%	23%	47%		30%	35%	74%	34%	13%	45%	62%			
Little to no positive impact	32	-	-	-	-	-	32	1	-	-	29	1	-	-	-	2	0			
	16%						16%	3%			18%	4%				15%	17%			
Unsure	17	-	-	-	-	-	17	1	-	-	11	2	2	-	2	3	1			
	8%						8%	5%			7%	7%	26%		18%	18%	21%			

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	201	63	44	61	30	16	15	33	30	19	18	32	39	7	88	44	62
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	202	59	48	62	29	20	19	27	27	21	16	32	40	11	88	41	62
Very positive impact	87	29	13	32	13	6	9	16	14	6	10	13	13	2	41	20	24
	43%	47%	29%	52%	42%	38%	57%	48%	48%	33%	56%	41%	34%	28%	46%	47%	39%
Somewhat positive impact	65	18	17	17	13	6	4	9	11	5	4	13	13	4	30	8	22
	32%	28%	39%	28%	42%	40%	26%	26%	37%	26%	22%	40%	34%	65%	34%	18%	36%
Little to no positive impact	32	12	6	11	4	4	3	5	3	3	0	6	7	0	10	10	12
	16%	19%	13%	18%	12%	22%	17%	16%	11%	18%	3%	20%	19%	7%	11%	23%	19%
Unsure	17	4	8	1	1	-	-	3	1	4	3	-	5	-	7	6	4
	8%	6%	18%	2%	3%			10%	3%	22%	19%		13%		8%	13%	6%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	201 100	94 100	107 100	34 100	33 100	66 100	68 100	176 100	12 100	8 100	3 100	3 100
Unweighted Total	202	93	109	41	35	59	67	169	14	11	4	4
Very positive impact	67 33%	39 42%	27 25%	5 16%	16 48%	26 40%	19 28%	59 33%	4 31%	3 32%	-	2 69%
Somewhat positive impact	27 14%	12 13%	15 14%	6 18%	4 12%	9 13%	8 12%	26 15%	1 5%	1 7%	0 6%	-
Little to no positive impact	90 45%	38 40%	52 49%	19 55%	9 29%	30 45%	32 47%	75 43%	8 64%	5 60%	2 78%	0 18%
Unsure	17 8%	5 5%	12 12%	4 12%	4 11%	1 2%	8 12%	16 9%	-	-	0 16%	0 12%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	201 100	126 100	76 100	111 100	65 100	15 100	11 100	60 100	67 100	74 100	82 100	107 100	44 100	37 100	95 100
Unweighted Total	202	118	84	104	65	14	19	57	66	79	73	113	42	39	96
Very positive impact	67 33%	49 39%	17 23%	45 41%	14 21%	4 30%	4 35%	39 65%	17 25%	11 14%	60 73%	3 3%	19 44%	12 32%	30 31%
Somewhat positive impact	27 14%	14 11%	13 17%	13 12%	13 19%	1 6%	0 4%	12 20%	11 17%	4 5%	19 23%	4 3%	9 21%	4 11%	14 15%
Little to no positive impact	90 45%	56 44%	35 46%	46 42%	29 45%	9 64%	6 54%	6 10%	29 43%	55 74%	0 1%	88 82%	14 33%	19 53%	42 44%
Unsure	17 8%	6 5%	11 14%	6 6%	10 15%	-	1 7%	3 4%	10 15%	4 6%	2 3%	12 11%	1 3%	2 5%	9 10%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure		
Total	201	-	-	-	-	-	201	16	2	1	158	25	6	2	9	15	3		
	100						100	100	100	100	100	100	100	100	100	100	100		
Unweighted Total	202	-	-	-	-	-	202	20	2	2	161	23	6	4	11	18	4		
Very positive impact	67	-	-	-	-	-	67	6	1	1	51	13	-	0	2	0	-		
	33%						33%	37%	47%	69%	32%	50%		6%	22%	3%			
Somewhat positive impact	27	-	-	-	-	-	27	5	-	0	23	1	3	1	3	1	-		
	14%						14%	30%		31%	15%	5%	41%	47%	36%	9%			
Little to no positive impact	90	-	-	-	-	-	90	2	-	-	73	8	3	0	2	10	3		
	45%						45%	15%			46%	30%	42%	12%	20%	72%	100%		
Unsure	17	-	-	-	-	-	17	3	1	-	11	4	1	1	2	2	-		
	8%						8%	19%	53%		7%	16%	17%	34%	21%	16%			

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	201	63	44	61	30	16	15	33	30	19	18	32	39	7	88	44	62
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	202	59	48	62	29	20	19	27	27	21	16	32	40	11	88	41	62
Very positive impact	67	20	7	27	12	3	10	15	12	3	6	11	7	2	33	16	16
	33%	32%	17%	44%	41%	17%	64%	44%	41%	15%	35%	35%	18%	36%	37%	36%	25%
Somewhat positive impact	27	11	4	7	5	4	1	4	3	2	3	5	6	1	9	8	9
	14%	17%	10%	12%	15%	24%	8%	13%	9%	13%	15%	14%	15%	20%	10%	17%	15%
Little to no positive impact	90	26	26	25	11	9	4	14	11	10	6	16	21	3	40	15	32
	45%	41%	60%	41%	35%	56%	25%	43%	37%	53%	32%	48%	55%	45%	46%	35%	51%
Unsure	17	6	6	2	3	1	0	-	4	4	3	1	5	-	6	5	6
	8%	9%	14%	3%	9%	3%	3%	-	12%	19%	18%	3%	12%	-	7%	11%	9%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	201	94	107	34	33	66	68	176	12	8	3	3
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	202	93	109	41	35	59	67	169	14	11	4	4
Very positive impact	96	43	53	18	12	30	37	85	4	5	0	1
	48%	46%	49%	52%	37%	45%	53%	48%	36%	61%	16%	48%
Somewhat positive impact	66	31	35	12	14	26	14	58	3	3	1	1
	33%	33%	33%	34%	42%	39%	21%	33%	26%	33%	46%	39%
Little to no positive impact	30	18	12	1	6	11	12	25	3	-	1	0
	15%	19%	11%	4%	17%	16%	18%	14%	26%	-	38%	12%
Unsure	10	2	8	4	1	-	5	8	1	0	-	-
	5%	2%	7%	10%	3%	-	8%	4%	12%	6%	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	201	126	76	111	65	15	11	60	67	74	82	107	44	37	95
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	202	118	84	104	65	14	19	57	66	79	73	113	42	39	96
Very positive impact	96	59	37	51	34	7	3	22	27	47	19	67	26	14	40
	48%	47%	49%	46%	52%	51%	32%	36%	41%	64%	23%	63%	59%	38%	42%
Somewhat positive impact	66	40	26	36	21	4	4	22	28	16	35	29	9	16	35
	33%	32%	34%	33%	33%	26%	40%	37%	42%	21%	43%	27%	20%	43%	37%
Little to no positive impact	30	20	10	17	8	3	2	14	7	9	22	7	5	6	18
	15%	16%	13%	16%	12%	20%	14%	23%	11%	12%	27%	6%	10%	16%	19%
Unsure	10	6	4	6	2	0	1	3	4	2	5	4	5	1	2
	5%	5%	5%	5%	3%	3%	13%	5%	7%	3%	7%	3%	10%	3%	2%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	201	-	-	-	-	-	201	16	2	1	158	25	6	2	9	15	3
	100						100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	202	-	-	-	-	-	202	20	2	2	161	23	6	4	11	18	4
Very positive impact	96	-	-	-	-	-	96	10	1	-	73	10	5	1	4	7	3
	48%						48%	64%	53%		47%	41%	83%	40%	40%	47%	100%
Somewhat positive impact	66	-	-	-	-	-	66	2	-	1	53	10	1	-	2	3	-
	33%						33%	15%		69%	33%	38%	17%		21%	19%	
Little to no positive impact	30	-	-	-	-	-	30	2	-	-	25	5	-	1	3	1	-
	15%						15%	10%			16%	19%		60%	39%	8%	
Unsure	10	-	-	-	-	-	10	2	1	0	7	1	-	-	-	4	-
	5%						5%	11%	47%	31%	4%	3%			26%		

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	201	63	44	61	30	16	15	33	30	19	18	32	39	7	88	44	62
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	202	59	48	62	29	20	19	27	27	21	16	32	40	11	88	41	62
Very positive impact	96	23	30	25	16	8	4	18	13	9	8	12	23	3	42	24	27
	48%	36%	69%	40%	54%	53%	28%	53%	44%	51%	44%	37%	60%	44%	48%	55%	43%
Somewhat positive impact	66	26	9	23	8	5	7	11	7	7	7	14	7	3	28	12	23
	33%	42%	20%	37%	25%	33%	44%	34%	25%	35%	41%	44%	18%	38%	31%	28%	37%
Little to no positive impact	30	9	3	14	4	1	4	4	8	0	2	6	4	1	15	6	8
	15%	15%	6%	23%	13%	6%	28%	13%	28%	1%	8%	19%	11%	17%	17%	13%	13%
Unsure	10	4	2	-	2	1	-	-	1	2	1	-	4	-	4	2	5
	5%	7%	5%		7%	8%			3%	12%	6%		11%		4%	4%	7%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	201	94	107	34	33	66	68	176	12	8	3	3
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	202	93	109	41	35	59	67	169	14	11	4	4
Very positive impact	83	34	49	16	12	25	31	69	9	5	0	0
	41%	36%	46%	46%	37%	37%	45%	39%	75%	60%	16%	18%
Somewhat positive impact	38	15	23	10	3	14	11	36	1	0	1	-
	19%	16%	22%	28%	10%	22%	16%	20%	10%	2%	40%	-
Little to no positive impact	71	41	31	7	17	25	22	65	2	2	0	2
	35%	44%	28%	19%	51%	39%	33%	37%	15%	28%	6%	82%
Unsure	8	4	4	3	0	1	4	7	-	1	1	-
	4%	5%	4%	8%	1%	2%	6%	4%	-	10%	38%	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	201	126	76	111	65	15	11	60	67	74	82	107	44	37	95
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	202	118	84	104	65	14	19	57	66	79	73	113	42	39	96
Very positive impact	83	49	35	41	28	8	7	11	28	45	7	75	18	15	38
	41%	39%	46%	37%	43%	53%	64%	18%	42%	60%	8%	70%	40%	40%	41%
Somewhat positive impact	38	29	9	28	8	2	1	10	10	18	17	20	8	10	14
	19%	23%	12%	25%	12%	11%	8%	16%	15%	24%	21%	19%	18%	28%	15%
Little to no positive impact	71	44	27	39	26	5	1	36	25	10	56	10	15	10	40
	35%	35%	36%	35%	40%	36%	10%	60%	37%	14%	69%	9%	34%	28%	43%
Unsure	8	4	5	4	3	-	2	3	4	1	2	2	4	2	1
	4%	3%	7%	3%	5%		18%	5%	6%	1%	2%	2%	9%	4%	1%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	201	-	-	-	-	-	201	16	2	1	158	25	6	2	9	15	3			
	100						100	100	100	100	100	100	100	100	100	100	100			
Unweighted Total	202	-	-	-	-	-	202	20	2	2	161	23	6	4	11	18	4			
Very positive impact	83	-	-	-	-	-	83	3	1	-	64	9	3	-	2	8	3			
	41%						41%	21%	47%	-	41%	35%	42%	-	18%	58%	100%			
Somewhat positive impact	38	-	-	-	-	-	38	1	-	-	27	7	1	2	2	4	-			
	19%						19%	8%	-	-	17%	29%	20%	100%	24%	29%	-			
Little to no positive impact	71	-	-	-	-	-	71	7	1	1	63	6	1	-	5	1	-			
	35%						35%	43%	53%	100%	40%	24%	17%	-	59%	8%	-			
Unsure	8	-	-	-	-	-	8	4	-	-	4	3	1	-	-	1	-			
	4%						4%	28%	-	-	3%	12%	21%	-	-	5%	-			

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	201	63	44	61	30	16	15	33	30	19	18	32	39	7	88	44	62
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	202	59	48	62	29	20	19	27	27	21	16	32	40	11	88	41	62
Very positive impact	83	25	25	22	10	7	4	12	10	8	8	12	21	2	37	18	26
	41%	40%	56%	35%	34%	48%	29%	37%	33%	44%	44%	38%	55%	23%	42%	42%	42%
Somewhat positive impact	38	13	10	8	7	6	2	5	3	4	2	10	8	2	15	8	14
	19%	21%	23%	13%	22%	37%	10%	14%	9%	20%	11%	29%	21%	23%	17%	17%	22%
Little to no positive impact	71	23	8	30	11	2	9	15	15	5	8	11	8	3	34	15	18
	35%	36%	18%	49%	35%	11%	61%	45%	50%	25%	43%	33%	20%	50%	39%	35%	29%
Unsure	8	2	1	2	3	1	-	1	2	2	0	-	2	0	1	3	4
	4%	3%	3%	3%	9%	4%		4%	8%	10%	2%		5%	4%	2%	6%	7%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	193	207	67	85	119	130	351	19	16	6	10
	100	100	100	100	100	100	100	100	100	100	100	100
A humanitarian problem	151	67	85	27	24	45	54	133	8	8	3	-
	38%	34%	41%	41%	28%	38%	42%	38%	42%	50%	57%	-
A security problem	216	114	102	35	52	68	60	195	6	7	2	6
	54%	59%	49%	53%	61%	58%	47%	56%	32%	43%	43%	59%
Unsure	33	12	21	4	9	5	15	23	5	1	-	4
	8%	6%	10%	6%	11%	4%	12%	6%	25%	7%	-	41%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	257	143	222	129	35	14	126	137	137	186	188	93	74	187
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A humanitarian problem	151	90	61	79	53	11	8	16	47	87	7	134	36	32	69
	38%	35%	43%	36%	41%	30%	56%	13%	35%	64%	4%	71%	39%	44%	37%
A security problem	216	145	71	129	67	16	5	105	72	39	177	30	50	37	105
	54%	56%	50%	58%	52%	46%	32%	84%	53%	28%	95%	16%	53%	51%	56%
Unsure	33	22	10	14	9	8	2	4	17	11	2	24	7	4	13
	8%	9%	7%	6%	7%	23%	12%	3%	13%	8%	1%	13%	8%	5%	7%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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					WI	Swing Voters			Vote History			Moved by Messaging			
		AZ	GA	MI	NV	PA		Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	400 100	-	-	-	-	-	400 100	32 100	4 100	7 100	309 100	50 100	18 100	4 100	15 100	28 100	4 100
A humanitarian problem	151 38%	-	-	-	-	-	151 38%	11 35%	1 22%	1 13%	119 39%	15 30%	7 39%	2 42%	5 36%	16 56%	2 54%
A security problem	216 54%	-	-	-	-	-	216 54%	14 46%	3 78%	6 87%	162 52%	33 66%	10 57%	0 3%	4 29%	9 33%	2 46%
Unsure	33 8%	-	-	-	-	-	33 8%	6 19%	-	-	28 9%	2 4%	1 5%	2 55%	5 35%	3 12%	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	117	89	124	64	33	40	61	59	34	45	58	71	11	178	101	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A humanitarian problem	151	44	41	46	20	12	11	25	20	16	13	21	35	6	60	35	51
	38%	37%	46%	37%	32%	35%	27%	41%	33%	47%	30%	36%	49%	51%	34%	35%	46%
A security problem	216	65	37	69	43	20	28	32	33	15	24	36	27	4	105	53	55
	54%	55%	42%	56%	67%	62%	70%	53%	57%	44%	53%	62%	38%	38%	59%	52%	49%
Unsure	33	9	11	9	1	1	1	4	6	3	8	1	9	1	13	13	5
	8%	8%	12%	7%	1%	3%	3%	6%	10%	8%	17%	2%	13%	11%	7%	13%	5%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	99	100	32	52	53	61	174	7	8	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	96	102	32	45	55	66	173	8	8	3	6
MEAN	3.95	4.02	3.89	3.82	3.95	3.76	4.19	4.02	3.13	3.70	4.26	3.01
1 - Do not worry at all	19	7	13	4	7	6	3	15	1	1	-	3
	10%	7%	13%	12%	13%	11%	5%	9%	10%	8%	-	38%
2	15	9	5	3	4	6	2	11	2	2	-	-
	7%	9%	5%	9%	8%	11%	3%	6%	24%	23%	-	-
3	30	13	17	5	5	9	10	28	-	-	0	1
	15%	13%	17%	17%	10%	17%	17%	16%	-	-	18%	16%
4	25	14	10	3	5	8	9	20	1	1	1	1
	12%	15%	10%	9%	9%	15%	14%	12%	14%	16%	38%	16%
5 - Worry about it a great deal	107	53	54	17	31	25	35	100	1	3	1	2
	54%	53%	55%	52%	60%	47%	57%	57%	20%	42%	44%	30%
Unsure	3	3	-	1	-	-	2	-	2	1	-	-
	2%	3%	-	3%	-	-	4%	-	32%	12%	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	132	67	111	63	21	4	66	70	63	105	81	49	37	93
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	127	71	109	64	18	7	54	70	74	88	97	47	37	97
MEAN	3.95	3.98	3.90	4.06	3.94	3.42	3.39	4.53	3.75	3.55	4.71	3.23	3.88	3.77	4.04
1 - Do not worry at all	19	11	8	8	7	3	1	1	8	10	-	13	7	5	6
	10%	8%	12%	8%	11%	13%	32%	2%	11%	16%	-	16%	14%	13%	6%
2	15	10	4	7	4	3	-	5	6	4	3	10	3	4	7
	7%	8%	6%	6%	7%	17%	-	7%	8%	6%	3%	12%	6%	12%	7%
3	30	21	9	20	9	1	0	3	13	14	5	21	7	3	17
	15%	16%	14%	18%	14%	6%	12%	4%	19%	22%	5%	26%	14%	10%	19%
4	25	15	10	11	9	4	0	6	10	9	11	13	5	6	10
	12%	11%	14%	10%	15%	20%	6%	9%	14%	14%	10%	16%	10%	17%	11%
5 - Worry about it a great deal	107	72	36	66	34	6	2	51	31	25	85	21	28	18	52
	54%	54%	53%	59%	54%	29%	49%	77%	45%	40%	82%	26%	56%	49%	56%
Unsure	3	3	-	-	-	3	-	-	2	1	-	3	-	-	1
	2%	2%	-	-	-	16%	-	-	3%	1%	-	4%	-	-	1%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	-	-	-	-	-	199	16	2	5	151	25	12	2	6	14	1
	100						100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	-	-	-	-	-	198	16	2	6	150	28	10	3	7	14	2
MEAN	3.95	-	-	-	-	-	3.95	2.54	4.44	4.02	3.96	4.15	4.09	4.27	3.17	3.44	4.41
1 - Do not worry at all	19	-	-	-	-	-	19	6	-	-	13	1	1	-	1	1	-
	10%						10%	37%			9%	3%	11%		20%	8%	
2	15	-	-	-	-	-	15	2	-	1	13	2	-	-	-	2	-
	7%						7%	11%		21%	8%	8%			12%		
3	30	-	-	-	-	-	30	5	-	-	22	5	1	1	1	4	0
	15%						15%	30%			15%	19%	12%	36%	12%	29%	30%
4	25	-	-	-	-	-	25	1	1	2	17	3	3	-	1	3	-
	12%						12%	3%	56%	36%	12%	13%	24%		9%	18%	
5 - Worry about it a great deal	107	-	-	-	-	-	107	3	1	2	82	14	6	1	1	4	1
	54%						54%	18%	44%	43%	54%	57%	54%	64%	21%	26%	70%
Unsure	3	-	-	-	-	-	3	-	-	-	3	-	-	-	2	1	-
	2%						2%				2%			37%	7%		

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	55	45	63	34	17	25	28	29	15	27	25	32	4	89	57	49
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	57	45	62	31	16	22	28	30	16	23	27	36	8	86	55	49
MEAN	3.95	4.01	3.74	4.04	3.93	3.98	4.32	3.71	4.08	3.64	3.61	3.82	4.29	2.57	4.19	3.66	3.97
1 - Do not worry at all	19	5	8	3	4	1	1	2	2	2	6	3	1	2	4	5	8
	10%	9%	17%	5%	11%	9%	5%	9%	5%	16%	20%	12%	5%	51%	4%	9%	17%
2	15	3	2	4	5	2	3	3	1	1	1	2	1	0	5	8	1
	7%	6%	4%	6%	15%	12%	10%	12%	4%	4%	5%	9%	3%	8%	6%	13%	2%
3	30	11	7	11	1	2	-	5	6	4	5	4	5	0	15	12	3
	15%	19%	15%	18%	3%	10%		19%	19%	24%	19%	14%	15%	9%	16%	21%	7%
4	25	4	7	10	3	1	4	5	4	2	1	3	4	-	12	6	6
	12%	6%	15%	17%	9%	6%	17%	18%	15%	12%	3%	12%	14%		14%	11%	12%
5 - Worry about it a great deal	107	32	22	31	21	10	17	11	14	7	14	13	20	1	53	24	29
	54%	59%	49%	49%	61%	58%	68%	42%	49%	44%	52%	52%	64%	33%	59%	42%	60%
Unsure	3	-	-	3	-	1	-	-	2	-	-	-	-	-	-	2	1
	2%			5%		5%			8%						4%	2%	

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	99	100	32	52	53	61	174	7	8	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	96	102	32	45	55	66	173	8	8	3	6
MEAN	3.69	3.58	3.80	3.57	3.57	3.95	3.62	3.69	3.46	3.97	4.62	3.36
1 - Do not worry at all	12	8	4	2	4	1	5	10	1	1	-	1
	6%	8%	4%	8%	7%	2%	9%	6%	10%	8%	-	12%
2	26	14	12	7	6	4	8	21	2	1	-	1
	13%	14%	12%	23%	11%	8%	13%	12%	34%	13%	-	16%
3	39	21	19	3	14	13	9	37	-	-	-	2
	20%	21%	19%	8%	27%	24%	15%	21%	-	-	-	34%
4	54	28	27	9	14	12	19	50	1	3	1	-
	27%	28%	27%	28%	27%	23%	31%	29%	11%	35%	38%	-
5 - Worry about it a great deal	67	30	37	11	15	22	19	56	3	3	2	3
	33%	30%	37%	34%	28%	42%	31%	32%	45%	45%	62%	38%
Unsure	1	-	1	-	-	-	1	1	-	-	-	-
	*%	-	1%	-	-	-	1%	*%	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	132	67	111	63	21	4	66	70	63	105	81	49	37	93
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	127	71	109	64	18	7	54	70	74	88	97	47	37	97
MEAN	3.69	3.64	3.78	3.60	3.83	3.86	2.97	3.71	3.75	3.60	3.78	3.49	3.79	3.55	3.77
1 - Do not worry at all	12	10	2	9	1	1	1	6	2	4	7	5	3	2	3
	6%	8%	3%	8%	1%	4%	32%	9%	3%	6%	7%	7%	6%	4%	3%
2	26	17	8	13	8	5	-	7	10	9	14	11	8	8	9
	13%	13%	12%	12%	13%	22%	-	11%	14%	14%	13%	14%	16%	23%	10%
3	39	27	12	26	11	1	1	12	15	12	19	19	7	4	24
	20%	21%	18%	23%	17%	5%	34%	19%	21%	19%	18%	23%	14%	11%	26%
4	54	30	24	26	24	4	0	14	19	21	20	29	12	14	25
	27%	23%	35%	24%	37%	20%	6%	22%	27%	33%	19%	36%	24%	39%	27%
5 - Worry about it a great deal	67	46	21	36	20	10	1	26	24	17	45	16	20	9	30
	33%	35%	31%	32%	31%	48%	28%	39%	34%	27%	43%	20%	41%	24%	33%
Unsure	1	1	-	1	-	-	-	-	-	1	-	1	-	-	1
	*%	1%	-	1%	-	-	-	-	-	1%	-	1%	-	-	1%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	-	-	-	-	-	199	16	2	5	151	25	12	2	6	14	1			
	100						100	100	100	100	100	100	100	100	100	100	100			
Unweighted Total	198	-	-	-	-	-	198	16	2	6	150	28	10	3	7	14	2			
MEAN	3.69	-	-	-	-	-	3.69	3.90	3.56	3.41	3.79	3.27	3.13	3.60	3.96	3.45	3.59			
1 - Do not worry at all	12	-	-	-	-	-	12	1	-	-	10	1	-	-	1	2	-			
	6%						6%	8%			7%	4%		9%	11%					
2	26	-	-	-	-	-	26	0	-	2	13	8	4	-	-	2	-			
	13%						13%	3%		34%	9%	32%	31%			15%				
3	39	-	-	-	-	-	39	3	1	1	30	5	5	1	1	3	1			
	20%						20%	17%	44%	21%	20%	20%	41%	64%	21%	19%	70%			
4	54	-	-	-	-	-	54	6	1	1	42	5	1	0	1	4	-			
	27%						27%	35%	56%	15%	28%	19%	12%	13%	24%	27%				
5 - Worry about it a great deal	67	-	-	-	-	-	67	6	-	2	56	6	2	0	3	4	0			
	33%						33%	37%		30%	37%	24%	16%	24%	45%	27%	30%			
Unsure	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-			
	*%						*%				*%									

Echelon Insights
Focus 2024 Survey
N=400 Registered Voters in the Likely Electorate in WI 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	199	55	45	63	34	17	25	28	29	15	27	25	32	4	89	57	49
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	57	45	62	31	16	22	28	30	16	23	27	36	8	86	55	49
MEAN	3.69	3.93	3.65	3.65	3.51	3.16	3.71	3.94	3.38	4.06	3.45	3.96	3.85	3.52	3.57	3.64	3.98
1 - Do not worry at all	12	-	4	4	4	2	1	-	5	-	3	1	1	1	5	4	2
	6%		10%	6%	12%	14%	3%		16%		11%	4%	2%	24%	5%	8%	4%
2	26	7	5	10	3	5	2	4	3	2	4	1	5	0	13	6	6
	13%	14%	11%	15%	9%	31%	7%	13%	10%	13%	15%	4%	16%	12%	15%	11%	12%
3	39	11	8	12	7	-	8	5	7	3	6	8	2	-	21	13	5
	20%	20%	18%	19%	21%		32%	19%	25%	17%	23%	31%	7%		24%	23%	11%
4	54	14	13	17	11	6	9	8	5	3	6	4	14	1	26	14	13
	27%	25%	28%	27%	32%	33%	34%	30%	18%	22%	20%	16%	42%	16%	29%	25%	27%
5 - Worry about it a great deal	67	22	15	21	9	4	6	11	9	7	8	12	10	2	24	18	22
	33%	40%	33%	33%	27%	21%	25%	39%	31%	48%	31%	46%	30%	48%	27%	32%	46%
Unsure	1	1	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-
	*%	1%											2%			1%	

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	99	100	32	52	53	61	174	7	8	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	96	102	32	45	55	66	173	8	8	3	6
MEAN	3.55	3.63	3.47	3.59	3.84	3.35	3.47	3.60	2.66	2.63	3.71	4.28
1 - Do not worry at all	32	17	15	6	6	11	9	26	2	4	-	-
	16%	18%	15%	18%	12%	22%	15%	15%	34%	55%		
2	29	10	20	3	7	9	10	26	2	-	0	-
	15%	10%	20%	8%	14%	17%	16%	15%	32%		18%	
3	20	12	8	4	2	4	10	19	-	-	1	-
	10%	12%	8%	12%	4%	8%	16%	11%			38%	
4	32	13	19	7	10	6	9	26	-	1	-	5
	16%	13%	19%	21%	19%	12%	14%	15%		16%		72%
5 - Worry about it a great deal	86	47	39	13	27	22	24	78	2	2	1	2
	43%	47%	39%	41%	51%	42%	39%	45%	33%	29%	44%	28%
Unsure	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199 100	132 100	67 100	111 100	63 100	21 100	4 100	66 100	70 100	63 100	105 100	81 100	49 100	37 100	93 100
Unweighted Total	198	127	71	109	64	18	7	54	70	74	88	97	47	37	97
MEAN	3.55	3.52	3.62	3.56	3.66	3.29	2.99	4.34	3.52	2.77	4.62	2.30	3.72	3.59	3.39
1 - Do not worry at all	32 16%	25 19%	8 11%	19 17%	6 10%	5 26%	1 32%	3 4%	11 15%	19 30%	- -	27 33%	10 20%	5 14%	14 15%
2	29 15%	17 13%	13 19%	14 13%	12 19%	2 11%	0 12%	4 7%	12 18%	12 20%	3 3%	26 32%	2 3%	6 18%	18 20%
3	20 10%	12 9%	8 12%	11 10%	8 13%	1 5%	- -	5 8%	6 8%	9 14%	5 5%	13 16%	3 7%	5 14%	11 12%
4	32 16%	23 18%	8 13%	18 17%	7 11%	5 24%	1 34%	10 15%	13 18%	9 15%	21 20%	8 10%	12 24%	1 2%	18 19%
5 - Worry about it a great deal	86 43%	55 42%	31 46%	48 43%	30 47%	7 34%	1 22%	44 67%	29 41%	13 21%	76 72%	7 9%	23 46%	19 52%	32 34%
Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	-	-	-	-	-	199	16	2	5	151	25	12	2	6	14	1			
	100						100	100	100	100	100	100	100	100	100	100	100			
Unweighted Total	198	-	-	-	-	-	198	16	2	6	150	28	10	3	7	14	2			
MEAN	3.55	-	-	-	-	-	3.55	3.12	4.00	4.23	3.51	3.80	3.53	3.14	2.09	2.65	4.30			
1 - Do not worry at all	32	-	-	-	-	-	32	5	-	-	26	2	2	0	2	5	-			
	16%						16%	32%			17%	8%	19%	13%	33%	39%				
2	29	-	-	-	-	-	29	1	-	-	23	4	1	0	3	2	-			
	15%						15%	6%			16%	18%	12%	24%	45%	17%				
3	20	-	-	-	-	-	20	2	-	1	17	-	-	-	-	1	-			
	10%						10%	11%		21%	11%				8%					
4	32	-	-	-	-	-	32	3	2	2	17	8	5	1	1	2	1			
	16%						16%	21%	100%	36%	11%	34%	38%	64%	21%	12%	70%			
5 - Worry about it a great deal	86	-	-	-	-	-	86	5	-	2	67	10	4	-	-	3	0			
	43%						43%	31%		43%	45%	40%	32%			24%	30%			
Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			

Echelon Insights
Focus 2024 Survey
N=400 Registered Voters in the Likely Electorate in WI 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	199	55	45	63	34	17	25	28	29	15	27	25	32	4	89	57	49
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	57	45	62	31	16	22	28	30	16	23	27	36	8	86	55	49
MEAN	3.55	3.36	3.60	3.47	3.90	3.88	4.01	3.16	3.61	3.24	3.67	3.55	3.34	3.03	3.65	3.50	3.48
1 - Do not worry at all	32	6	9	11	6	2	3	8	4	3	3	4	5	2	14	7	10
	16%	10%	21%	18%	18%	14%	13%	28%	14%	22%	11%	15%	15%	38%	15%	13%	20%
2	29	17	3	10	-	-	2	4	3	3	5	5	7	0	13	11	5
	15%	31%	6%	15%			8%	16%	11%	18%	20%	19%	21%	8%	15%	19%	10%
3	20	5	3	6	5	4	1	2	6	-	1	3	4	-	4	8	8
	10%	8%	7%	10%	15%	22%	5%	5%	19%		4%	10%	12%		5%	14%	16%
4	32	7	12	9	3	2	4	4	4	5	6	2	5	1	18	8	5
	16%	13%	26%	15%	8%	11%	15%	14%	12%	33%	23%	9%	16%	21%	20%	15%	9%
5 - Worry about it a great deal	86	21	18	26	20	9	15	10	13	4	12	12	11	1	40	23	22
	43%	38%	41%	42%	59%	53%	60%	37%	44%	27%	42%	48%	35%	33%	45%	40%	44%
Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	99	100	32	52	53	61	174	7	8	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	96	102	32	45	55	66	173	8	8	3	6
MEAN	3.24	3.19	3.30	3.49	3.49	3.17	2.97	3.28	2.27	2.82	3.32	3.81
1 - Do not worry at all	36	18	17	3	6	14	12	30	2	2	1	-
	18%	19%	17%	10%	10%	27%	20%	17%	34%	30%	38%	-
2	28	15	13	7	5	4	12	24	2	1	-	1
	14%	15%	13%	21%	10%	8%	19%	13%	32%	13%	-	18%
3	41	18	22	4	16	7	14	36	1	1	-	2
	20%	18%	23%	12%	31%	13%	22%	21%	16%	16%	-	32%
4	41	25	16	7	10	12	13	38	0	2	0	-
	21%	25%	16%	21%	18%	23%	21%	22%	7%	27%	18%	-
5 - Worry about it a great deal	53	23	31	11	16	15	11	47	1	1	1	4
	27%	23%	31%	35%	31%	28%	18%	27%	10%	14%	44%	50%
Unsure	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	132	67	111	63	21	4	66	70	63	105	81	49	37	93
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	127	71	109	64	18	7	54	70	74	88	97	47	37	97
MEAN	3.24	3.21	3.31	3.23	3.36	3.09	2.57	3.62	3.28	2.81	3.89	2.43	3.19	3.34	3.19
1 - Do not worry at all	36	28	8	23	7	4	1	6	10	19	4	29	12	7	15
	18%	21%	12%	21%	10%	22%	32%	10%	14%	30%	4%	36%	24%	19%	16%
2	28	14	14	11	13	3	1	9	11	8	10	15	4	6	14
	14%	11%	21%	10%	20%	16%	34%	13%	16%	13%	9%	19%	8%	17%	15%
3	41	29	12	24	12	5	-	11	18	12	23	15	9	4	21
	20%	22%	18%	22%	19%	22%	-	17%	25%	19%	22%	18%	18%	11%	23%
4	41	25	16	23	16	3	0	17	11	13	25	15	13	6	21
	21%	19%	24%	21%	25%	12%	12%	26%	16%	21%	24%	19%	27%	16%	23%
5 - Worry about it a great deal	53	36	17	30	17	6	1	22	20	11	43	6	12	13	21
	27%	27%	26%	27%	26%	28%	22%	34%	28%	17%	41%	8%	24%	37%	23%
Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
Focus 2024 Survey
N=400 Registered Voters in the Likely Electorate in WI 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			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	199	-	-	-	-	-	199	16	2	5	151	25	12	2	6	14	1			
	100						100	100	100	100	100	100	100	100	100	100	100			
Unweighted Total	198	-	-	-	-	-	198	16	2	6	150	28	10	3	7	14	2			
MEAN	3.24	-	-	-	-	-	3.24	3.46	2.56	3.67	3.22	3.40	3.22	2.60	2.40	2.81	2.70			
1 - Do not worry at all	36	-	-	-	-	-	36	2	-	-	27	4	2	-	1	3	-			
	18%						18%	15%			18%	17%	18%		9%	23%				
2	28	-	-	-	-	-	28	3	1	1	21	3	-	1	4	3	0			
	14%						14%	18%	44%	21%	14%	12%		64%	59%	24%	30%			
3	41	-	-	-	-	-	41	3	1	1	33	3	4	0	1	3	1			
	20%						20%	16%	56%	18%	22%	13%	37%	13%	16%	19%	70%			
4	41	-	-	-	-	-	41	1	-	2	30	7	4	0	1	2	-			
	21%						21%	7%		36%	20%	28%	31%	24%	17%	16%				
5 - Worry about it a great deal	53	-	-	-	-	-	53	7	-	1	40	7	2	-	-	2	-			
	27%						27%	44%		26%	26%	29%	14%			18%				
Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	55	45	63	34	17	25	28	29	15	27	25	32	4	89	57	49
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	57	45	62	31	16	22	28	30	16	23	27	36	8	86	55	49
MEAN	3.24	3.40	3.18	3.19	3.17	3.45	3.63	2.88	2.94	3.53	3.36	3.49	3.00	3.17	3.31	3.10	3.29
1 - Do not worry at all	36	9	8	9	9	1	2	9	6	2	3	6	7	2	14	10	9
	18%	17%	18%	15%	27%	9%	9%	32%	20%	12%	11%	22%	21%	46%	16%	18%	19%
2	28	7	6	11	3	5	1	3	7	2	4	2	5	-	10	14	5
	14%	13%	14%	18%	10%	28%	3%	10%	22%	14%	16%	7%	16%	-	11%	24%	10%
3	41	11	11	13	3	1	7	5	6	3	9	3	8	-	23	8	10
	20%	21%	25%	21%	10%	7%	27%	16%	19%	19%	34%	10%	25%	-	25%	14%	20%
4	41	7	9	15	9	4	9	6	6	3	1	6	7	-	18	12	12
	21%	13%	20%	25%	26%	23%	36%	21%	21%	19%	2%	24%	21%	-	20%	20%	24%
5 - Worry about it a great deal	53	20	11	13	9	6	6	6	5	5	10	9	6	2	24	14	13
	27%	36%	24%	21%	27%	33%	25%	20%	17%	37%	36%	37%	18%	54%	27%	24%	27%
Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199 100	99 100	100 100	32 100	52 100	53 100	61 100	174 100	7 100	8 100	3 100	7 100
Unweighted Total	198	96	102	32	45	55	66	173	8	8	3	6
MEAN	3.33	3.39	3.27	3.01	3.49	3.01	3.64	3.44	2.79	2.15	2.96	2.61
1 - Do not worry at all	48 24%	22 22%	26 26%	9 28%	12 22%	18 34%	9 15%	37 21%	2 34%	4 55%	1 38%	3 38%
2	20 10%	7 7%	13 13%	5 16%	3 6%	5 10%	7 11%	17 10%	-	1 16%	0 18%	1 18%
3	31 16%	19 19%	12 12%	5 14%	8 15%	8 15%	11 18%	27 15%	3 39%	1 8%	-	1 16%
4	18 9%	11 11%	7 7%	4 12%	7 14%	3 5%	4 7%	18 10%	0 6%	-	-	-
5 - Worry about it a great deal	81 41%	40 40%	42 42%	10 30%	23 43%	19 36%	30 49%	75 43%	1 20%	2 21%	1 44%	2 28%
Unsure	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	132	67	111	63	21	4	66	70	63	105	81	49	37	93
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	127	71	109	64	18	7	54	70	74	88	97	47	37	97
MEAN	3.33	3.44	3.11	3.60	3.16	2.60	2.32	3.98	3.04	2.98	4.13	2.53	3.47	3.59	3.13
1 - Do not worry at all	48	30	18	21	17	9	1	7	20	21	6	34	12	8	24
	24%	23%	27%	19%	26%	44%	32%	10%	28%	33%	6%	42%	24%	23%	26%
2	20	12	9	11	7	1	2	7	7	7	8	10	4	5	10
	10%	9%	13%	10%	11%	6%	46%	10%	10%	10%	8%	12%	8%	13%	11%
3	31	19	12	15	12	5	-	7	14	9	16	13	5	1	19
	16%	15%	18%	13%	19%	22%	-	11%	21%	15%	15%	16%	10%	2%	21%
4	18	13	6	12	6	0	-	5	8	5	9	7	7	3	8
	9%	10%	8%	11%	9%	2%	-	8%	12%	7%	9%	9%	15%	9%	9%
5 - Worry about it a great deal	81	58	23	53	22	5	1	40	20	21	65	16	22	20	31
	41%	44%	35%	48%	35%	26%	22%	60%	29%	34%	62%	20%	44%	54%	34%
Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	-	-	-	-	-	199	16	2	5	151	25	12	2	6	14	1			
	100						100	100	100	100	100	100	100	100	100	100	100			
Unweighted Total	198	-	-	-	-	-	198	16	2	6	150	28	10	3	7	14	2			
MEAN	3.33	-	-	-	-	-	3.33	2.08	2.44	3.24	3.41	3.34	2.85	2.26	2.28	2.11	3.70			
1 - Do not worry at all	48	-	-	-	-	-	48	7	-	1	36	4	4	-	1	7	-			
	24%						24%	43%		21%	24%	17%	35%		18%	52%				
2	20	-	-	-	-	-	20	4	1	1	13	5	1	2	3	2	-			
	10%						10%	23%	56%	21%	9%	19%	12%	87%	41%	15%				
3	31	-	-	-	-	-	31	3	1	1	23	3	2	-	2	2	0			
	16%						16%	16%	44%	15%	15%	14%	15%		37%	14%	30%			
4	18	-	-	-	-	-	18	3	-	-	12	4	1	0	0	1	1			
	9%						9%	17%			8%	15%	12%	13%	4%	6%	70%			
5 - Worry about it a great deal	81	-	-	-	-	-	81	-	-	2	67	9	3	-	-	2	-			
	41%						41%			43%	44%	35%	27%		12%					
Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	55	45	63	34	17	25	28	29	15	27	25	32	4	89	57	49
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	57	45	62	31	16	22	28	30	16	23	27	36	8	86	55	49
MEAN	3.33	3.28	3.25	3.37	3.37	3.70	3.83	2.88	3.32	2.20	3.18	3.15	3.92	2.40	3.50	3.21	3.24
1 - Do not worry at all	48	15	11	15	7	2	4	10	6	6	8	8	3	2	18	12	15
	24%	27%	24%	24%	21%	14%	15%	37%	20%	44%	29%	30%	11%	59%	20%	21%	32%
2	20	6	7	3	4	2	1	2	3	3	3	3	4	0	11	5	5
	10%	11%	15%	5%	12%	12%	3%	7%	10%	21%	9%	13%	12%	8%	12%	8%	10%
3	31	7	5	13	5	2	4	5	8	3	4	3	3	-	11	17	3
	16%	13%	11%	20%	16%	12%	15%	19%	28%	17%	14%	10%	9%	-	13%	30%	5%
4	18	3	5	7	4	2	5	2	2	2	2	1	3	-	10	5	4
	9%	5%	10%	11%	12%	14%	20%	8%	5%	10%	8%	3%	8%	-	11%	9%	7%
5 - Worry about it a great deal	81	24	18	25	13	8	12	8	11	1	11	11	19	1	40	18	22
	41%	44%	39%	39%	39%	48%	47%	30%	38%	9%	39%	43%	59%	33%	45%	31%	45%
Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	201	94	107	34	33	66	68	176	12	8	3	3
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	202	93	109	41	35	59	67	169	14	11	4	4
Very positive impact	60	35	25	5	15	22	18	55	2	2	0	1
	30%	37%	23%	15%	47%	33%	26%	31%	18%	22%	6%	21%
Somewhat positive impact	48	20	27	4	3	17	24	45	0	1	-	1
	24%	22%	25%	12%	9%	25%	35%	25%	1%	17%	-	48%
Little to no positive impact	77	32	45	22	12	23	20	64	5	5	3	0
	38%	34%	42%	63%	36%	35%	30%	36%	43%	60%	94%	12%
Unsure	17	6	11	3	3	5	7	12	4	-	-	0
	8%	7%	10%	9%	8%	7%	10%	7%	37%	-	-	18%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	201	126	76	111	65	15	11	60	67	74	82	107	44	37	95
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	202	118	84	104	65	14	19	57	66	79	73	113	42	39	96
Very positive impact	60	45	14	42	13	4	1	31	19	9	51	4	16	12	29
	30%	36%	19%	38%	20%	24%	10%	51%	29%	13%	62%	4%	37%	34%	30%
Somewhat positive impact	48	25	23	23	22	2	1	16	20	12	16	28	8	7	23
	24%	20%	30%	21%	33%	12%	10%	27%	30%	16%	19%	26%	19%	19%	24%
Little to no positive impact	77	44	33	39	25	5	8	7	25	45	9	65	15	14	36
	38%	35%	44%	35%	38%	34%	75%	12%	38%	60%	11%	61%	34%	39%	38%
Unsure	17	11	6	7	5	4	0	6	3	8	6	10	4	3	7
	8%	9%	8%	6%	8%	30%	5%	10%	4%	11%	7%	9%	10%	8%	7%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	201 100	-	-	-	-	-	201 100	16 100	2 100	1 100	158 100	25 100	6 100	2 100	9 100	15 100	3 100
Unweighted Total	202	-	-	-	-	-	202	20	2	2	161	23	6	4	11	18	4
Very positive impact	60 30%	-	-	-	-	-	60 30%	6 36%	1 47%	-	46 29%	12 46%	-	-	1 16%	1 9%	-
Somewhat positive impact	48 24%	-	-	-	-	-	48 24%	5 33%	-	1 100%	44 28%	2 8%	1 18%	0 6%	3 31%	1 8%	-
Little to no positive impact	77 38%	-	-	-	-	-	77 38%	3 20%	1 53%	-	57 36%	4 18%	5 82%	2 94%	5 53%	10 72%	3 100%
Unsure	17 8%	-	-	-	-	-	17 8%	2 11%	-	-	10 6%	7 28%	-	-	-	2 11%	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	201	63	44	61	30	16	15	33	30	19	18	32	39	7	88	44	62
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	202	59	48	62	29	20	19	27	27	21	16	32	40	11	88	41	62
Very positive impact	60	18	6	24	11	4	9	11	11	1	6	11	6	3	29	14	14
	30%	29%	15%	40%	35%	26%	59%	32%	39%	7%	36%	34%	16%	41%	33%	31%	23%
Somewhat positive impact	48	14	13	16	5	1	2	8	10	3	1	9	14	0	24	9	14
	24%	23%	29%	25%	16%	8%	11%	24%	32%	15%	8%	27%	37%	7%	27%	20%	23%
Little to no positive impact	77	26	19	19	13	10	5	12	5	11	7	11	15	3	26	17	30
	38%	41%	43%	31%	44%	66%	30%	36%	18%	61%	42%	34%	39%	44%	30%	39%	49%
Unsure	17	4	6	3	1	-	-	3	3	3	3	2	3	1	9	4	4
	8%	7%	13%	4%	4%			9%	11%	17%	15%	5%	8%	8%	10%	9%	6%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	201	94	107	34	33	66	68	176	12	8	3	3
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	202	93	109	41	35	59	67	169	14	11	4	4
Very positive impact	77	37	40	7	14	29	27	70	2	3	0	2
	38%	39%	37%	19%	42%	44%	40%	40%	14%	40%	6%	69%
Somewhat positive impact	34	20	14	6	6	10	10	28	5	-	-	0
	17%	21%	13%	19%	19%	16%	15%	16%	44%			12%
Little to no positive impact	88	37	50	20	13	27	29	75	5	5	3	0
	44%	40%	47%	57%	38%	40%	42%	43%	40%	60%	94%	18%
Unsure	3	-	3	2	-	-	2	3	0	-	-	-
	2%		3%	5%			2%	2%	2%			

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	201	126	76	111	65	15	11	60	67	74	82	107	44	37	95
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	202	118	84	104	65	14	19	57	66	79	73	113	42	39	96
Very positive impact	77	57	20	52	18	5	2	45	21	10	69	2	21	13	36
	38%	45%	26%	47%	27%	33%	19%	75%	32%	14%	85%	2%	48%	34%	38%
Somewhat positive impact	34	15	18	12	16	3	2	7	13	13	11	20	5	7	16
	17%	12%	24%	11%	25%	22%	22%	12%	20%	18%	13%	18%	10%	20%	17%
Little to no positive impact	88	53	35	46	29	7	6	8	30	49	1	84	18	15	42
	44%	42%	46%	41%	45%	45%	57%	13%	45%	67%	2%	78%	41%	42%	44%
Unsure	3	1	3	1	2	-	0	-	2	1	-	1	0	1	1
	2%	1%	4%	1%	4%		2%		3%	2%		1%	1%	4%	1%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	201	-	-	-	-	-	201	16	2	1	158	25	6	2	9	15	3
	100						100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	202	-	-	-	-	-	202	20	2	2	161	23	6	4	11	18	4
Very positive impact	77	-	-	-	-	-	77	7	1	1	60	14	-	0	3	3	-
	38%						38%	46%	47%	100%	38%	53%		6%	36%	23%	
Somewhat positive impact	34	-	-	-	-	-	34	4	1	-	30	2	-	1	3	-	-
	17%						17%	24%	53%		19%	9%		47%	35%		
Little to no positive impact	88	-	-	-	-	-	88	3	-	-	66	8	6	1	3	10	3
	44%						44%	18%			42%	31%	100%	46%	29%	70%	100%
Unsure	3	-	-	-	-	-	3	2	-	-	1	2	-	-	-	1	-
	2%						2%	13%			1%	7%			7%		

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	201	63	44	61	30	16	15	33	30	19	18	32	39	7	88	44	62
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	202	59	48	62	29	20	19	27	27	21	16	32	40	11	88	41	62
Very positive impact	77	30	10	24	13	3	5	15	14	4	9	13	14	2	35	18	21
	38%	48%	22%	39%	43%	17%	33%	46%	47%	21%	50%	42%	35%	35%	40%	42%	34%
Somewhat positive impact	34	5	9	17	0	4	6	5	5	3	-	5	6	1	16	7	10
	17%	8%	20%	28%	2%	23%	42%	15%	17%	15%	-	17%	14%	15%	18%	17%	15%
Little to no positive impact	88	27	24	21	17	9	4	13	11	10	9	14	18	3	36	18	30
	44%	42%	54%	34%	55%	60%	25%	39%	37%	54%	50%	42%	46%	50%	40%	42%	48%
Unsure	3	1	2	-	-	-	-	-	-	2	-	-	2	-	2	-	2
	2%	1%	5%	-	-	-	-	-	-	10%	-	-	4%	-	2%	-	3%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	201	94	107	34	33	66	68	176	12	8	3	3
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	202	93	109	41	35	59	67	169	14	11	4	4
Very positive impact	90	51	39	11	16	33	30	80	4	3	0	2
	45%	54%	36%	31%	48%	51%	44%	46%	35%	38%	6%	88%
Somewhat positive impact	41	14	28	1	4	11	25	39	2	0	-	0
	21%	15%	26%	4%	12%	17%	37%	22%	19%	2%	-	12%
Little to no positive impact	53	27	27	17	8	19	10	42	4	5	3	-
	26%	28%	25%	48%	24%	28%	14%	24%	33%	58%	94%	-
Unsure	17	2	14	6	5	3	3	15	2	0	-	-
	8%	3%	13%	17%	15%	4%	5%	9%	14%	2%	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	201	126	76	111	65	15	11	60	67	74	82	107	44	37	95
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	202	118	84	104	65	14	19	57	66	79	73	113	42	39	96
Very positive impact	90	58	32	52	28	5	4	45	29	16	67	17	23	13	44
	45%	46%	43%	47%	43%	36%	41%	75%	43%	21%	82%	16%	52%	36%	47%
Somewhat positive impact	41	29	13	27	12	2	1	6	17	18	6	34	10	8	19
	21%	23%	17%	24%	19%	14%	6%	11%	26%	24%	8%	32%	22%	23%	20%
Little to no positive impact	53	28	25	22	20	7	4	6	17	31	4	45	9	11	24
	26%	23%	33%	19%	31%	47%	40%	9%	26%	41%	5%	42%	21%	30%	26%
Unsure	17	11	6	10	5	0	1	3	4	10	4	11	2	4	7
	8%	9%	8%	9%	7%	3%	13%	5%	6%	13%	4%	11%	4%	12%	7%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	201	-	-	-	-	-	201	16	2	1	158	25	6	2	9	15	3			
	100						100	100	100	100	100	100	100	100	100	100	100			
Unweighted Total	202	-	-	-	-	-	202	20	2	2	161	23	6	4	11	18	4			
Very positive impact	90	-	-	-	-	-	90	8	1	1	71	14	-	0	3	2	-			
	45%						45%	51%	47%	100%	45%	54%		6%	36%	17%				
Somewhat positive impact	41	-	-	-	-	-	41	1	1	-	36	3	1	-	2	3	1			
	21%						21%	7%	53%		23%	12%	18%		24%	24%	26%			
Little to no positive impact	53	-	-	-	-	-	53	4	-	-	42	3	5	2	4	5	2			
	26%						26%	27%			27%	14%	82%	94%	40%	37%	74%			
Unsure	17	-	-	-	-	-	17	2	-	-	8	5	-	-	-	3	-			
	8%						8%	16%			5%	20%			23%					

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	201	63	44	61	30	16	15	33	30	19	18	32	39	7	88	44	62
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	202	59	48	62	29	20	19	27	27	21	16	32	40	11	88	41	62
Very positive impact	90	29	11	35	16	5	9	19	19	6	7	15	12	2	44	17	28
	45%	46%	24%	57%	52%	32%	56%	56%	63%	30%	42%	45%	30%	26%	50%	38%	44%
Somewhat positive impact	41	13	15	12	2	-	3	2	8	1	0	9	17	1	19	7	14
	21%	20%	34%	20%	6%		23%	6%	28%	8%	3%	28%	43%	12%	22%	16%	23%
Little to no positive impact	53	16	11	13	11	9	3	12	3	8	5	7	7	4	19	17	13
	26%	25%	24%	21%	38%	56%	21%	36%	9%	42%	27%	21%	19%	53%	22%	39%	21%
Unsure	17	6	8	1	1	2	-	1	-	4	5	2	3	1	6	3	7
	8%	9%	18%	2%	5%	12%		2%		21%	29%	6%	8%	8%	7%	7%	11%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	201 100	94 100	107 100	34 100	33 100	66 100	68 100	176 100	12 100	8 100	3 100	3 100
Unweighted Total	202	93	109	41	35	59	67	169	14	11	4	4
Very positive impact	58 29%	23 24%	35 33%	12 35%	8 23%	16 24%	22 33%	50 29%	4 33%	3 37%	-	0 18%
Somewhat positive impact	75 37%	36 38%	39 36%	14 41%	10 31%	21 32%	29 43%	63 36%	6 50%	4 47%	2 84%	-
Little to no positive impact	63 31%	36 38%	28 26%	8 22%	14 42%	28 43%	13 20%	57 33%	2 18%	1 14%	0 16%	2 82%
Unsure	6 3%	-	6 6%	1 2%	1 4%	1 1%	3 5%	6 3%	-	0 2%	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	201	126	76	111	65	15	11	60	67	74	82	107	44	37	95
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	202	118	84	104	65	14	19	57	66	79	73	113	42	39	96
Very positive impact	58	36	22	31	19	5	3	11	18	29	9	45	17	10	22
	29%	29%	28%	28%	29%	31%	26%	17%	27%	39%	11%	42%	39%	26%	23%
Somewhat positive impact	75	42	33	35	28	7	5	22	22	31	23	48	10	15	38
	37%	33%	43%	32%	42%	45%	51%	37%	32%	42%	28%	45%	23%	41%	40%
Little to no positive impact	63	44	19	41	16	4	2	28	25	11	49	8	16	12	33
	31%	35%	25%	37%	25%	24%	22%	46%	37%	14%	61%	8%	36%	31%	35%
Unsure	6	3	3	3	3	-	0	-	3	3	-	5	1	1	2
	3%	3%	4%	3%	4%		2%		4%	5%		5%	2%	2%	2%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	201 100	-	-	-	-	-	201 100	16 100	2 100	1 100	158 100	25 100	6 100	2 100	9 100	15 100	3 100			
Unweighted Total	202	-	-	-	-	-	202	20	2	2	161	23	6	4	11	18	4			
Very positive impact	58 29%	-	-	-	-	-	58 29%	5 29%	1 53%	1 69%	43 27%	4 15%	4 61%	0 6%	3 32%	4 27%	2 74%			
Somewhat positive impact	75 37%	-	-	-	-	-	75 37%	5 31%	1 47%	-	60 38%	11 44%	1 18%	1 46%	2 26%	4 28%	1 26%			
Little to no positive impact	63 31%	-	-	-	-	-	63 31%	5 34%	-	0 31%	50 32%	9 34%	1 21%	1 47%	4 43%	2 17%	-			
Unsure	6 3%	-	-	-	-	-	6 3%	1 6%	-	-	4 3%	2 6%	-	-	-	4 28%	-			

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	201	63	44	61	30	16	15	33	30	19	18	32	39	7	88	44	62
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	202	59	48	62	29	20	19	27	27	21	16	32	40	11	88	41	62
Very positive impact	58	17	18	13	7	5	2	11	4	7	6	4	18	3	27	15	13
	29%	27%	41%	22%	23%	34%	11%	34%	14%	35%	34%	13%	47%	46%	31%	33%	20%
Somewhat positive impact	75	21	17	23	12	6	5	8	16	8	5	13	14	2	33	13	27
	37%	34%	39%	38%	41%	40%	33%	25%	53%	41%	29%	39%	35%	24%	37%	30%	44%
Little to no positive impact	63	20	8	25	11	4	9	13	10	4	5	15	4	2	26	16	19
	31%	32%	17%	40%	36%	25%	56%	40%	32%	19%	30%	45%	10%	30%	30%	36%	30%
Unsure	6	4	1	-	-	-	-	-	-	1	1	1	3	-	2	-	4
	3%	7%	2%							4%	7%	3%	8%		3%		6%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	201	94	107	34	33	66	68	176	12	8	3	3
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	202	93	109	41	35	59	67	169	14	11	4	4
Very positive impact	83	33	50	24	12	20	27	72	4	5	2	0
	41%	35%	47%	70%	38%	30%	40%	41%	37%	61%	56%	18%
Somewhat positive impact	45	21	24	6	8	15	16	39	5	0	1	-
	22%	23%	22%	17%	25%	22%	24%	22%	40%	2%	38%	-
Little to no positive impact	66	38	27	4	12	30	19	58	3	3	0	2
	33%	41%	25%	11%	38%	46%	28%	33%	23%	36%	6%	82%
Unsure	7	1	6	1	-	1	5	7	-	-	-	-
	4%	1%	5%	2%	-	1%	8%	4%	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	201	126	76	111	65	15	11	60	67	74	82	107	44	37	95
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	202	118	84	104	65	14	19	57	66	79	73	113	42	39	96
Very positive impact	83	47	37	42	30	5	7	14	25	44	14	67	20	17	36
	41%	37%	49%	38%	46%	31%	65%	24%	37%	60%	17%	62%	45%	46%	38%
Somewhat positive impact	45	28	18	23	16	4	1	13	12	20	14	27	6	9	25
	22%	22%	23%	21%	25%	30%	14%	21%	19%	27%	17%	25%	15%	25%	27%
Little to no positive impact	66	47	19	41	17	6	2	32	26	8	52	10	14	10	34
	33%	37%	25%	37%	26%	39%	21%	53%	38%	11%	64%	9%	32%	27%	35%
Unsure	7	5	2	5	2	-	-	1	4	2	1	3	4	1	-
	4%	4%	3%	4%	4%	-	-	2%	6%	2%	2%	3%	9%	2%	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	201 100	-	-	-	-	-	201 100	16	2	1	158	25	6	2	9	15	3
Unweighted Total	202	-	-	-	-	-	202	20	2	2	161	23	6	4	11	18	4
Very positive impact	83 41%	-	-	-	-	-	83 41%	5 29%	2 100%	-	66 42%	6 24%	3 44%	1 66%	4 46%	8 55%	1 53%
Somewhat positive impact	45 22%	-	-	-	-	-	45 22%	4 27%	-	-	36 23%	6 23%	2 35%	1 34%	2 19%	4 26%	1 47%
Little to no positive impact	66 33%	-	-	-	-	-	66 33%	4 28%	-	1 100%	50 32%	12 46%	1 21%	-	3 35%	1 8%	-
Unsure	7 4%	-	-	-	-	-	7 4%	2 16%	-	-	5 3%	2 6%	-	-	-	2 11%	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	201	63	44	61	30	16	15	33	30	19	18	32	39	7	88	44	62
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	202	59	48	62	29	20	19	27	27	21	16	32	40	11	88	41	62
Very positive impact	83	27	23	21	12	11	5	10	7	13	7	10	21	5	33	18	28
	41%	44%	51%	34%	40%	71%	34%	31%	22%	69%	40%	29%	54%	67%	37%	41%	45%
Somewhat positive impact	45	13	11	15	4	2	3	9	8	4	6	6	9	0	22	6	17
	22%	21%	25%	24%	13%	15%	17%	26%	25%	19%	31%	19%	23%	7%	24%	14%	27%
Little to no positive impact	66	21	6	25	13	2	7	15	14	1	5	16	5	2	30	17	17
	33%	34%	14%	41%	43%	14%	48%	44%	48%	8%	29%	49%	13%	26%	34%	38%	28%
Unsure	7	1	4	-	1	-	-	-	1	1	-	1	4	-	4	3	-
	4%	1%	10%		4%				4%	4%		3%	11%		5%	7%	

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	99	100	32	52	53	61	174	7	8	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	96	102	32	45	55	66	173	8	8	3	6
A GREAT DEAL OF/QUIE A BIT OF BLAME	123	66	57	24	35	31	33	110	4	5	2	2
	62%	66%	57%	74%	67%	58%	54%	63%	55%	61%	82%	30%
ONLY A LITTLE BLAME/NO BLAME AT ALL	62	28	34	8	15	21	19	56	1	1	0	4
	31%	28%	34%	24%	28%	40%	31%	32%	13%	8%	18%	54%
A great deal of blame	66	35	31	13	16	19	18	60	1	2	1	2
	33%	35%	31%	42%	30%	36%	29%	34%	14%	23%	44%	30%
Quite a bit of blame	57	31	26	10	20	12	15	50	3	3	1	-
	28%	31%	26%	32%	38%	22%	25%	29%	41%	38%	38%	-
Only a little blame	56	26	29	5	14	19	18	50	0	1	0	4
	28%	26%	29%	17%	26%	35%	29%	29%	7%	8%	18%	54%
No blame at all	6	2	4	2	1	2	1	6	0	-	-	-
	3%	2%	4%	7%	2%	5%	2%	3%	6%	-	-	-
Unsure	14	5	9	1	3	1	10	9	2	2	-	1
	7%	5%	9%	3%	5%	2%	16%	5%	32%	32%	-	16%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	132	67	111	63	21	4	66	70	63	105	81	49	37	93
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	127	71	109	64	18	7	54	70	74	88	97	47	37	97
A GREAT DEAL OF/QUITE A BIT OF BLAME	123	78	44	68	42	10	3	50	45	28	87	29	29	25	62
	62%	59%	66%	61%	65%	49%	73%	75%	65%	44%	83%	36%	60%	68%	67%
ONLY A LITTLE BLAME/NO BLAME AT ALL	62	42	20	38	19	5	1	15	19	28	15	42	14	11	27
	31%	32%	29%	34%	29%	23%	27%	23%	27%	44%	15%	51%	27%	30%	29%
A great deal of blame	66	39	27	35	25	4	2	31	20	15	52	12	14	9	38
	33%	30%	40%	31%	40%	21%	43%	47%	29%	24%	49%	15%	29%	24%	41%
Quite a bit of blame	57	39	18	33	16	6	1	19	25	13	35	17	15	16	24
	28%	30%	26%	30%	26%	27%	30%	29%	36%	20%	34%	21%	31%	44%	26%
Only a little blame	56	38	18	33	17	4	1	15	17	24	15	37	14	11	21
	28%	29%	26%	30%	26%	21%	27%	23%	24%	38%	14%	46%	27%	29%	23%
No blame at all	6	5	2	4	2	0	-	0	2	4	0	5	-	0	6
	3%	3%	3%	4%	3%	2%	-	*%	3%	6%	*%	6%	-	1%	6%
Unsure	14	11	3	5	3	6	-	1	6	7	2	10	6	1	4
	7%	8%	5%	5%	5%	28%	-	2%	8%	12%	2%	13%	13%	2%	4%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	-	-	-	-	-	199	16	2	5	151	25	12	2	6	14	1		
	100						100	100	100	100	100	100	100	100	100	100	100		
Unweighted Total	198	-	-	-	-	-	198	16	2	6	150	28	10	3	7	14	2		
A GREAT DEAL OF/QUITE A BIT OF BLAME	123 62%	-	-	-	-	-	123 62%	7 46%	2 100%	4 82%	89 59%	19 77%	7 60%	2 76%	3 46%	6 41%	1 70%		
ONLY A LITTLE BLAME/NO BLAME AT ALL	62 31%	-	-	-	-	-	62 31%	6 36%	-	1 18%	49 33%	5 18%	5 40%	0 24%	1 17%	4 33%	0 30%		
A great deal of blame	66 33%	-	-	-	-	-	66 33%	2 13%	-	1 21%	49 32%	10 40%	4 29%	2 76%	2 26%	1 9%	-		
Quite a bit of blame	57 28%	-	-	-	-	-	57 28%	5 33%	2 100%	3 61%	40 26%	9 37%	4 30%	-	1 20%	4 32%	1 70%		
Only a little blame	56 28%	-	-	-	-	-	56 28%	4 27%	-	1 18%	44 29%	4 14%	5 40%	0 24%	1 17%	4 33%	0 30%		
No blame at all	6 3%	-	-	-	-	-	6 3%	1 9%	-	-	6 4%	1 4%	-	-	-	-	-		
Unsure	14 7%	-	-	-	-	-	14 7%	3 18%	-	-	13 9%	1 5%	-	-	2 37%	4 26%	-		

Echelon Insights
Focus 2024 Survey
N=400 Registered Voters in the Likely Electorate in WI 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	199	55	45	63	34	17	25	28	29	15	27	25	32	4	89	57	49
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	57	45	62	31	16	22	28	30	16	23	27	36	8	86	55	49
A GREAT DEAL OF/QUITE A BIT OF BLAME	123	35	22	41	24	14	23	13	16	10	12	18	16	2	58	34	29
	62%	64%	49%	65%	71%	79%	91%	46%	56%	67%	45%	71%	51%	51%	65%	59%	60%
ONLY A LITTLE BLAME/NO BLAME AT ALL	62	17	17	17	9	3	2	15	8	5	12	6	11	2	26	19	16
	31%	30%	38%	27%	27%	17%	9%	54%	28%	31%	45%	25%	33%	40%	29%	34%	32%
A great deal of blame	66	20	12	24	10	7	9	9	10	6	7	10	8	1	32	16	17
	33%	36%	26%	38%	30%	42%	36%	33%	33%	42%	25%	40%	26%	33%	36%	27%	36%
Quite a bit of blame	57	15	10	17	14	6	14	4	7	4	6	8	8	1	26	18	12
	28%	28%	23%	27%	41%	38%	56%	13%	24%	25%	21%	31%	26%	18%	29%	32%	24%
Only a little blame	56	12	17	15	9	3	2	13	8	2	12	6	9	1	24	17	13
	28%	23%	38%	24%	27%	17%	9%	47%	28%	17%	42%	23%	29%	33%	27%	29%	27%
No blame at all	6	4	0	2	-	-	-	2	-	2	1	0	1	0	1	2	2
	3%	8%	1%	3%	-	-	-	7%	-	14%	3%	2%	3%	8%	2%	4%	5%
Unsure	14	3	6	5	1	1	-	-	5	0	3	1	5	0	6	4	4
	7%	6%	13%	7%	2%	3%	-	-	16%	2%	9%	4%	16%	9%	7%	7%	8%

Echelon Insights
Focus 2024 Survey
N=400 Registered Voters in the Likely Electorate in WI 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	199	99	100	32	52	53	61	174	7	8	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	96	102	32	45	55	66	173	8	8	3	6
A GREAT DEAL OF/QUITE A BIT OF BLAME	119	60	58	20	39	31	28	102	4	5	1	6
	60%	61%	58%	62%	75%	59%	46%	59%	55%	68%	44%	84%
ONLY A LITTLE BLAME/NO BLAME AT ALL	71	36	35	11	11	21	28	64	3	1	2	1
	35%	36%	35%	35%	21%	39%	46%	37%	45%	13%	56%	16%
A great deal of blame	54	27	27	8	15	17	14	48	2	1	1	2
	27%	27%	27%	26%	29%	32%	22%	27%	24%	18%	44%	30%
Quite a bit of blame	64	33	31	12	24	14	15	54	2	4	-	4
	32%	33%	31%	36%	45%	27%	24%	31%	31%	51%	-	54%
Only a little blame	63	33	30	10	10	18	25	58	3	-	2	1
	32%	33%	30%	32%	19%	35%	40%	33%	39%	-	56%	16%
No blame at all	7	3	4	1	1	2	3	6	0	1	-	-
	4%	3%	4%	3%	1%	4%	5%	3%	6%	13%	-	-
Unsure	10	3	7	1	3	1	5	8	-	1	-	-
	5%	3%	7%	3%	5%	2%	8%	5%	-	19%	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	132	67	111	63	21	4	66	70	63	105	81	49	37	93
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	127	71	109	64	18	7	54	70	74	88	97	47	37	97
A GREAT DEAL OF/QUITE A BIT OF BLAME	119	77	42	64	38	13	3	47	46	26	79	31	23	22	63
	60%	58%	62%	57%	61%	62%	88%	71%	66%	41%	75%	39%	47%	61%	68%
ONLY A LITTLE BLAME/NO BLAME AT ALL	71	49	21	43	21	6	0	18	21	32	25	42	20	13	27
	35%	37%	32%	39%	33%	31%	12%	27%	30%	50%	24%	52%	41%	36%	29%
A great deal of blame	54	32	22	29	19	3	3	21	20	14	43	10	12	4	33
	27%	24%	33%	26%	30%	17%	76%	32%	28%	22%	41%	13%	23%	12%	36%
Quite a bit of blame	64	45	20	35	19	9	0	26	26	12	36	21	11	18	30
	32%	34%	29%	32%	30%	46%	12%	39%	38%	20%	34%	26%	23%	49%	32%
Only a little blame	63	44	20	39	19	5	0	18	18	27	24	36	19	12	23
	32%	33%	30%	35%	31%	24%	12%	27%	26%	43%	23%	44%	38%	34%	24%
No blame at all	7	6	1	4	1	1	-	-	2	5	0	6	2	1	5
	4%	4%	2%	4%	2%	7%	-	-	3%	8%	0%	8%	4%	2%	5%
Unsure	10	6	4	4	4	1	-	1	3	5	1	7	6	1	3
	5%	4%	6%	4%	7%	7%	-	2%	4%	9%	1%	9%	12%	4%	3%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	-	-	-	-	-	199	16	2	5	151	25	12	2	6	14	1		
	100						100	100	100	100	100	100	100	100	100	100	100		
Unweighted Total	198	-	-	-	-	-	198	16	2	6	150	28	10	3	7	14	2		
A GREAT DEAL OF/QUITE A BIT OF BLAME	119	-	-	-	-	-	119	10	2	4	86	16	7	1	2	6	1		
	60%						60%	61%	100%	79%	57%	65%	55%	64%	31%	46%	70%		
ONLY A LITTLE BLAME/NO BLAME AT ALL	71	-	-	-	-	-	71	5	-	1	57	7	5	1	4	6	0		
	35%						35%	29%		21%	38%	30%	45%	36%	69%	43%	30%		
A great deal of blame	54	-	-	-	-	-	54	1	-	2	40	8	2	1	2	0	-		
	27%						27%	7%		39%	26%	31%	19%	64%	31%	2%			
Quite a bit of blame	64	-	-	-	-	-	64	9	2	2	46	8	4	-	-	6	1		
	32%						32%	53%	100%	41%	30%	34%	36%			45%	70%		
Only a little blame	63	-	-	-	-	-	63	4	-	1	50	7	5	0	4	5	0		
	32%						32%	28%		21%	33%	28%	45%	24%	65%	36%	30%		
No blame at all	7	-	-	-	-	-	7	0	-	-	6	1	-	0	0	1	-		
	4%						4%	2%			4%	3%		13%	4%	7%			
Unsure	10	-	-	-	-	-	10	2	-	-	9	1	-	-	-	1	-		
	5%						5%	10%			6%	5%				10%			

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	55	45	63	34	17	25	28	29	15	27	25	32	4	89	57	49
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	57	45	62	31	16	22	28	30	16	23	27	36	8	86	55	49
A GREAT DEAL OF/QUITE A BIT OF BLAME	119	35	23	37	22	12	20	16	12	8	19	15	16	3	55	35	26
	60%	64%	51%	60%	65%	71%	80%	58%	41%	52%	70%	60%	50%	72%	61%	61%	53%
ONLY A LITTLE BLAME/NO BLAME AT ALL	71	18	17	23	11	5	4	12	15	7	7	9	13	1	29	22	20
	35%	33%	37%	36%	33%	26%	16%	42%	53%	45%	24%	35%	39%	19%	32%	38%	40%
A great deal of blame	54	17	10	18	8	4	9	8	6	5	6	8	8	2	27	10	15
	27%	32%	21%	29%	24%	21%	36%	30%	21%	32%	23%	33%	24%	51%	30%	18%	31%
Quite a bit of blame	64	18	13	19	14	9	11	8	6	3	13	7	9	1	28	25	11
	32%	32%	30%	31%	41%	49%	44%	28%	20%	20%	47%	27%	27%	21%	31%	44%	22%
Only a little blame	63	15	16	21	10	5	4	10	15	6	6	8	10	1	26	19	18
	32%	27%	35%	33%	31%	26%	16%	36%	50%	39%	22%	33%	31%	19%	29%	33%	37%
No blame at all	7	3	1	2	1	-	-	2	1	1	1	0	2	-	3	3	1
	4%	6%	3%	3%	3%			6%	3%	6%	2%	2%	8%		3%	5%	3%
Unsure	10	2	5	3	1	1	1	-	2	0	2	1	3	0	6	1	3
	5%	3%	11%	4%	2%	3%	4%		6%	2%	6%	5%	11%	9%	6%	1%	7%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	99	100	32	52	53	61	174	7	8	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	96	102	32	45	55	66	173	8	8	3	6
A GREAT DEAL OF/QUITE A BIT OF BLAME	144	77	67	23	44	39	38	127	4	5	2	7
	72%	78%	67%	71%	84%	74%	62%	73%	57%	61%	62%	100%
ONLY A LITTLE BLAME/NO BLAME AT ALL	47	19	28	9	7	14	17	44	1	2	1	-
	24%	19%	28%	29%	13%	26%	28%	25%	11%	20%	38%	-
A great deal of blame	62	30	32	11	17	17	16	54	1	1	2	5
	31%	30%	32%	35%	33%	32%	26%	31%	10%	10%	62%	68%
Quite a bit of blame	82	48	35	12	27	22	22	73	3	4	-	2
	41%	48%	35%	36%	51%	42%	35%	42%	47%	51%	-	32%
Only a little blame	41	18	23	7	7	13	14	39	1	1	1	-
	21%	18%	23%	22%	13%	24%	23%	22%	11%	8%	38%	-
No blame at all	6	1	5	2	-	1	3	5	-	1	-	-
	3%	1%	5%	7%	-	2%	5%	3%	-	13%	-	-
Unsure	8	3	5	-	2	-	6	4	2	1	-	-
	4%	3%	5%	-	3%	-	10%	2%	32%	19%	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	132	67	111	63	21	4	66	70	63	105	81	49	37	93
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	127	71	109	64	18	7	54	70	74	88	97	47	37	97
A GREAT DEAL OF/QUITE A BIT OF BLAME	144	96	48	82	45	14	3	50	52	42	88	46	33	27	71
	72%	73%	72%	73%	71%	70%	79%	76%	75%	66%	85%	57%	67%	73%	76%
ONLY A LITTLE BLAME/NO BLAME AT ALL	47	29	18	27	17	2	1	16	12	19	16	29	12	9	22
	24%	22%	26%	24%	26%	12%	21%	24%	18%	30%	15%	36%	23%	25%	24%
A great deal of blame	62	38	24	32	22	6	2	21	26	15	46	11	21	12	25
	31%	29%	35%	29%	34%	30%	49%	31%	37%	24%	44%	14%	42%	34%	27%
Quite a bit of blame	82	58	25	49	23	8	1	29	26	27	43	35	12	14	46
	41%	44%	37%	45%	37%	40%	30%	44%	38%	43%	41%	43%	25%	39%	49%
Only a little blame	41	24	17	23	16	2	1	16	10	15	16	24	11	8	18
	21%	18%	25%	20%	25%	7%	21%	24%	14%	24%	15%	30%	22%	22%	20%
No blame at all	6	5	1	4	1	1	-	-	2	4	-	5	1	1	4
	3%	4%	1%	4%	1%	5%	-	-	3%	6%	-	6%	2%	3%	4%
Unsure	8	6	2	2	2	4	-	-	5	2	-	6	5	1	-
	4%	5%	2%	2%	3%	18%	-	-	8%	4%	-	8%	10%	2%	-

Echelon Insights
Focus 2024 Survey
N=400 Registered Voters in the Likely Electorate in WI 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 Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	199	-	-	-	-	-	199	16	2	5	151	25	12	2	6	14	1
	100						100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	-	-	-	-	-	198	16	2	6	150	28	10	3	7	14	2
A GREAT DEAL OF/QUITE A BIT OF BLAME	144 72%	-	-	-	-	-	144 72%	12 77%	1 56%	4 79%	106 70%	19 78%	10 85%	2 87%	3 49%	9 63%	1 100%
ONLY A LITTLE BLAME/NO BLAME AT ALL	47 24%	-	-	-	-	-	47 24%	2 13%	1 44%	1 21%	37 25%	5 22%	2 15%	0 13%	1 14%	4 27%	-
A great deal of blame	62 31%	-	-	-	-	-	62 31%	6 40%	-	3 53%	43 28%	10 40%	2 16%	2 87%	3 49%	2 17%	-
Quite a bit of blame	82 41%	-	-	-	-	-	82 41%	6 38%	1 56%	1 26%	63 42%	9 38%	8 69%	-	-	6 47%	1 100%
Only a little blame	41 21%	-	-	-	-	-	41 21%	1 3%	1 44%	1 21%	32 21%	5 19%	2 15%	0 13%	1 14%	3 20%	-
No blame at all	6 3%	-	-	-	-	-	6 3%	1 9%	-	-	5 4%	1 3%	-	-	-	1 7%	-
Unsure	8 4%	-	-	-	-	-	8 4%	2 10%	-	-	8 5%	-	-	-	2 37%	1 10%	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	55	45	63	34	17	25	28	29	15	27	25	32	4	89	57	49
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	57	45	62	31	16	22	28	30	16	23	27	36	8	86	55	49
A GREAT DEAL OF/QUITE A BIT OF BLAME	144	37	30	51	24	14	24	21	19	9	20	19	19	4	68	38	34
	72%	67%	67%	82%	71%	79%	96%	75%	64%	62%	73%	73%	60%	92%	77%	67%	70%
ONLY A LITTLE BLAME/NO BLAME AT ALL	47	17	11	8	10	4	1	7	7	6	6	7	10	0	18	17	12
	24%	32%	24%	13%	29%	21%	4%	25%	25%	38%	21%	27%	31%	8%	20%	29%	25%
A great deal of blame	62	17	15	16	12	5	8	9	7	6	9	8	10	2	27	15	18
	31%	32%	33%	25%	36%	30%	33%	34%	23%	41%	32%	30%	30%	54%	30%	27%	36%
Quite a bit of blame	82	19	15	36	12	9	16	11	12	3	11	11	10	2	42	23	16
	41%	35%	34%	57%	35%	49%	62%	41%	42%	21%	40%	44%	30%	38%	47%	40%	33%
Only a little blame	41	13	10	7	10	4	1	6	7	4	6	7	7	0	16	14	11
	21%	25%	22%	11%	29%	21%	4%	21%	25%	24%	21%	27%	22%	8%	18%	25%	22%
No blame at all	6	4	1	1	-	-	-	1	-	2	-	-	3	-	2	2	1
	3%	7%	2%	2%	-	-	-	4%	-	14%	-	-	9%	-	2%	4%	3%
Unsure	8	1	4	3	-	-	-	-	3	-	2	-	3	-	3	2	3
	4%	1%	9%	5%	-	-	-	11%	11%	6%	6%	9%	9%	-	3%	4%	5%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	99	100	32	52	53	61	174	7	8	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	96	102	32	45	55	66	173	8	8	3	6
A GREAT DEAL OF/QUITE A BIT OF BLAME	57	31	26	13	16	15	13	48	1	3	2	4
	29%	31%	26%	41%	30%	28%	22%	27%	10%	43%	62%	50%
ONLY A LITTLE BLAME/NO BLAME AT ALL	127	62	65	18	33	35	41	115	4	3	1	4
	64%	62%	65%	55%	63%	67%	66%	66%	58%	38%	38%	50%
A great deal of blame	19	8	11	4	4	6	4	17	1	1	-	-
	9%	8%	11%	14%	8%	10%	7%	10%	10%	8%	-	-
Quite a bit of blame	39	23	15	9	12	9	9	31	-	3	2	4
	19%	23%	15%	27%	22%	18%	15%	18%	-	35%	62%	50%
Only a little blame	79	44	35	7	19	23	29	72	2	1	1	2
	40%	44%	35%	22%	37%	44%	47%	41%	34%	10%	38%	34%
No blame at all	48	18	31	10	14	12	12	43	2	2	-	1
	24%	18%	31%	32%	26%	23%	19%	25%	23%	28%	-	16%
Unsure	15	7	8	2	3	3	7	11	2	1	-	-
	8%	7%	8%	5%	7%	5%	12%	6%	32%	19%	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	132	67	111	63	21	4	66	70	63	105	81	49	37	93
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	127	71	109	64	18	7	54	70	74	88	97	47	37	97
A GREAT DEAL OF/QUITE A BIT OF BLAME	57	39	18	32	16	7	2	9	22	25	17	30	20	13	21
	29%	30%	26%	29%	25%	36%	45%	14%	32%	40%	17%	37%	41%	35%	22%
ONLY A LITTLE BLAME/NO BLAME AT ALL	127	81	46	72	43	9	2	55	40	32	81	44	23	22	67
	64%	62%	68%	65%	68%	46%	55%	84%	57%	51%	78%	54%	47%	60%	73%
A great deal of blame	19	13	5	13	4	-	1	2	6	11	7	9	6	4	7
	9%	10%	8%	12%	7%		32%	2%	8%	18%	6%	12%	12%	12%	7%
Quite a bit of blame	39	26	12	19	12	7	0	8	17	14	11	20	14	9	14
	19%	20%	18%	17%	19%	36%	12%	12%	24%	23%	10%	25%	29%	23%	15%
Only a little blame	79	50	28	46	26	4	2	32	22	24	43	34	17	16	38
	40%	38%	42%	41%	41%	22%	55%	49%	32%	39%	41%	42%	34%	44%	41%
No blame at all	48	31	17	26	17	5	-	23	17	8	38	10	6	6	30
	24%	24%	25%	23%	27%	24%		35%	25%	12%	37%	12%	13%	16%	32%
Unsure	15	11	4	7	4	4	-	1	8	6	6	7	6	2	5
	8%	8%	6%	7%	6%	18%		2%	11%	9%	6%	9%	12%	5%	5%

Echelon Insights
Focus 2024 Survey
N=400 Registered Voters in the Likely Electorate in WI 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	199	-	-	-	-	-	199	16	2	5	151	25	12	2	6	14	1		
	100						100	100	100	100	100	100	100	100	100	100	100		
Unweighted Total	198	-	-	-	-	-	198	16	2	6	150	28	10	3	7	14	2		
A GREAT DEAL OF/QUITE A BIT OF BLAME	57 29%	-	-	-	-	-	57 29%	10 60%	1 44%	2 38%	38 25%	8 34%	3 27%	1 36%	2 33%	5 38%	1 100%		
ONLY A LITTLE BLAME/NO BLAME AT ALL	127 64%	-	-	-	-	-	127 64%	5 30%	1 56%	3 62%	100 66%	15 61%	9 73%	1 64%	2 30%	7 51%	-		
A great deal of blame	19 9%	-	-	-	-	-	19 9%	2 15%	1 44%	1 21%	13 9%	3 12%	1 9%	0 13%	2 25%	1 5%	0 30%		
Quite a bit of blame	39 19%	-	-	-	-	-	39 19%	7 45%	-	1 17%	25 16%	5 22%	2 18%	0 24%	0 8%	5 34%	1 70%		
Only a little blame	79 40%	-	-	-	-	-	79 40%	3 22%	-	3 62%	59 39%	10 41%	6 51%	1 64%	2 30%	5 35%	-		
No blame at all	48 24%	-	-	-	-	-	48 24%	1 8%	1 56%	-	41 27%	5 20%	3 22%	-	-	2 16%	-		
Unsure	15 8%	-	-	-	-	-	15 8%	2 10%	-	-	13 8%	1 5%	-	-	2 37%	1 10%	-		

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

	Marital x Gender					Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	199	55	45	63	34	17	25	28	29	15	27	25	32	4	89	57	49
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	57	45	62	31	16	22	28	30	16	23	27	36	8	86	55	49
A GREAT DEAL OF/QUITE A BIT OF BLAME	57	14	12	17	14	8	6	7	10	5	10	8	3	3	20	20	15
	29%	26%	27%	27%	41%	45%	24%	26%	33%	35%	36%	31%	11%	65%	22%	35%	30%
ONLY A LITTLE BLAME/NO BLAME AT ALL	127	38	28	40	19	8	18	19	16	9	15	16	25	1	61	34	31
	64%	69%	61%	64%	56%	48%	72%	69%	55%	62%	55%	65%	76%	27%	68%	59%	65%
A great deal of blame	19	5	6	6	1	1	2	2	2	3	2	3	2	1	6	6	6
	9%	9%	14%	10%	4%	5%	8%	9%	8%	23%	8%	13%	6%	24%	7%	10%	13%
Quite a bit of blame	39	9	6	11	12	7	4	5	7	2	7	5	2	2	14	14	8
	19%	17%	14%	17%	36%	40%	16%	17%	25%	12%	27%	18%	5%	40%	16%	25%	17%
Only a little blame	79	15	19	30	11	2	15	16	11	5	4	8	18	0	36	22	21
	40%	28%	43%	48%	33%	14%	59%	57%	38%	32%	16%	31%	55%	12%	40%	39%	43%
No blame at all	48	22	8	10	8	6	3	3	5	5	11	9	7	1	25	12	11
	24%	41%	19%	16%	22%	33%	13%	13%	17%	31%	39%	34%	21%	15%	28%	20%	22%
Unsure	15	3	5	6	1	1	1	1	3	0	3	1	4	0	9	3	3
	8%	6%	11%	9%	4%	7%	4%	5%	11%	2%	9%	5%	13%	9%	10%	6%	5%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	Gender		Age				Race				
	Total	Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	199	99	100	32	52	53	61	174	7	8	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	96	102	32	45	55	66	173	8	8	3	6
A GREAT DEAL OF/QUITE A BIT OF BLAME	148	75	73	25	42	36	45	130	4	5	3	6
	74%	76%	73%	79%	80%	67%	73%	75%	61%	61%	100%	84%
ONLY A LITTLE BLAME/NO BLAME AT ALL	44	21	23	7	9	17	10	40	0	2	-	1
	22%	21%	23%	21%	17%	33%	17%	23%	7%	20%	-	16%
A great deal of blame	78	40	38	12	24	20	22	73	2	1	2	1
	39%	41%	38%	36%	47%	38%	36%	42%	26%	10%	62%	12%
Quite a bit of blame	70	35	35	14	17	16	23	57	2	4	1	5
	35%	35%	35%	43%	33%	30%	37%	33%	34%	51%	38%	72%
Only a little blame	37	17	20	6	7	16	8	35	0	1	-	1
	19%	18%	20%	20%	14%	30%	13%	20%	7%	8%	-	16%
No blame at all	6	3	3	0	2	2	2	5	-	1	-	-
	3%	3%	3%	1%	3%	3%	4%	3%	-	13%	-	-
Unsure	8	3	4	-	2	-	6	4	2	1	-	-
	4%	3%	4%	-	3%	-	10%	2%	32%	19%	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	199	132	67	111	63	21	4	66	70	63	105	81	49	37	93
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	127	71	109	64	18	7	54	70	74	88	97	47	37	97
A GREAT DEAL OF/QUITE A BIT OF BLAME	148	103	45	89	41	14	3	53	52	42	96	41	38	28	69
	74%	78%	66%	80%	65%	69%	86%	81%	75%	67%	91%	51%	77%	77%	75%
ONLY A LITTLE BLAME/NO BLAME AT ALL	44	23	20	20	20	3	1	12	13	18	9	34	7	8	23
	22%	18%	30%	18%	31%	13%	14%	19%	19%	28%	9%	42%	15%	21%	24%
A great deal of blame	78	55	23	51	22	4	1	34	27	17	68	9	18	16	35
	39%	42%	34%	46%	34%	19%	34%	51%	39%	27%	65%	11%	36%	43%	38%
Quite a bit of blame	70	48	21	38	19	10	2	19	25	25	28	33	20	13	35
	35%	37%	32%	34%	30%	51%	52%	30%	36%	40%	27%	40%	41%	34%	37%
Only a little blame	37	18	19	17	19	2	1	12	11	15	9	28	6	8	18
	19%	14%	28%	15%	29%	8%	14%	18%	15%	24%	9%	34%	13%	21%	19%
No blame at all	6	5	1	4	1	1	-	1	3	3	-	6	1	-	5
	3%	4%	2%	3%	2%	5%	-	1%	4%	4%	-	8%	2%	-	5%
Unsure	8	5	2	2	2	4	-	-	4	3	-	6	4	1	1
	4%	4%	3%	1%	4%	18%	-	-	6%	5%	-	7%	8%	2%	1%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	-	-	-	-	-	199	16	2	5	151	25	12	2	6	14	1			
	100						100	100	100	100	100	100	100	100	100	100	100			
Unweighted Total	198	-	-	-	-	-	198	16	2	6	150	28	10	3	7	14	2			
A GREAT DEAL OF/QUITE A BIT OF BLAME	148	-	-	-	-	-	148	14	1	5	110	20	8	2	3	7	1			
	74%						74%	85%	56%	100%	73%	82%	71%	100%	45%	50%	100%			
ONLY A LITTLE BLAME/NO BLAME AT ALL	44	-	-	-	-	-	44	1	1	-	33	4	4	-	1	5	-			
	22%						22%	5%	44%		22%	18%	29%		18%	39%				
A great deal of blame	78	-	-	-	-	-	78	3	-	2	58	12	6	1	1	2	-			
	39%						39%	21%		43%	38%	48%	51%	36%	24%	11%				
Quite a bit of blame	70	-	-	-	-	-	70	10	1	3	53	9	2	1	1	5	1			
	35%						35%	64%	56%	57%	35%	35%	20%	64%	21%	39%	100%			
Only a little blame	37	-	-	-	-	-	37	1	1	-	28	4	4	-	1	4	-			
	19%						19%	5%	44%		19%	16%	29%		18%	32%				
No blame at all	6	-	-	-	-	-	6	-	-	-	5	0	-	-	-	1	-			
	3%						3%				3%	1%			7%					
Unsure	8	-	-	-	-	-	8	2	-	-	8	-	-	-	2	1	-			
	4%						4%	10%			5%			37%	10%					

Echelon Insights
Focus 2024 Survey
N=400 Registered Voters in the Likely Electorate in WI 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	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	199	55	45	63	34	17	25	28	29	15	27	25	32	4	89	57	49
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	57	45	62	31	16	22	28	30	16	23	27	36	8	86	55	49
A GREAT DEAL OF/QUITE A BIT OF BLAME	148	39	33	49	24	15	21	18	22	11	21	18	23	3	70	40	35
	74%	72%	74%	78%	72%	85%	85%	64%	74%	72%	75%	71%	73%	84%	78%	71%	71%
ONLY A LITTLE BLAME/NO BLAME AT ALL	44	14	9	10	10	3	4	10	4	4	5	7	6	1	18	14	11
	22%	26%	19%	16%	28%	15%	15%	36%	15%	28%	19%	29%	19%	16%	20%	25%	22%
A great deal of blame	78	20	18	28	12	7	13	9	11	4	11	11	11	1	44	18	15
	39%	37%	39%	44%	35%	42%	53%	31%	38%	30%	41%	45%	35%	33%	49%	32%	31%
Quite a bit of blame	70	19	16	22	13	7	8	9	10	6	9	7	12	2	26	22	19
	35%	34%	35%	34%	37%	43%	32%	33%	36%	42%	34%	26%	38%	51%	29%	39%	40%
Only a little blame	37	12	8	9	8	3	2	9	4	4	5	7	4	0	17	11	9
	19%	22%	17%	14%	23%	15%	9%	32%	13%	25%	19%	27%	13%	8%	19%	20%	19%
No blame at all	6	2	1	2	2	-	2	1	1	0	-	1	2	0	1	3	2
	3%	3%	2%	3%	5%		7%	4%	2%	2%		3%	5%	9%	1%	6%	3%
Unsure	8	1	3	3	-	-	-	-	3	-	2	-	3	-	2	2	3
	4%	2%	7%	5%					11%		6%		9%		2%	4%	7%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	99	100	32	52	53	61	174	7	8	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	96	102	32	45	55	66	173	8	8	3	6
A GREAT DEAL OF/QUITE A BIT OF BLAME	123	66	57	24	35	31	33	110	4	5	2	2
	62%	66%	57%	74%	67%	58%	54%	63%	55%	61%	82%	30%
ONLY A LITTLE BLAME/NO BLAME AT ALL	62	28	34	8	15	21	19	56	1	1	0	4
	31%	28%	34%	24%	28%	40%	31%	32%	13%	8%	18%	54%
A great deal of blame	66	35	31	13	16	19	18	60	1	2	1	2
	33%	35%	31%	42%	30%	36%	29%	34%	14%	23%	44%	30%
Quite a bit of blame	57	31	26	10	20	12	15	50	3	3	1	-
	28%	31%	26%	32%	38%	22%	25%	29%	41%	38%	38%	-
Only a little blame	56	26	29	5	14	19	18	50	0	1	0	4
	28%	26%	29%	17%	26%	35%	29%	29%	7%	8%	18%	54%
No blame at all	6	2	4	2	1	2	1	6	0	-	-	-
	3%	2%	4%	7%	2%	5%	2%	3%	6%	-	-	-
Unsure	14	5	9	1	3	1	10	9	2	2	-	1
	7%	5%	9%	3%	5%	2%	16%	5%	32%	32%	-	16%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	132	67	111	63	21	4	66	70	63	105	81	49	37	93
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	127	71	109	64	18	7	54	70	74	88	97	47	37	97
A GREAT DEAL OF/QUITE A BIT OF BLAME	123	78	44	68	42	10	3	50	45	28	87	29	29	25	62
	62%	59%	66%	61%	65%	49%	73%	75%	65%	44%	83%	36%	60%	68%	67%
ONLY A LITTLE BLAME/NO BLAME AT ALL	62	42	20	38	19	5	1	15	19	28	15	42	14	11	27
	31%	32%	29%	34%	29%	23%	27%	23%	27%	44%	15%	51%	27%	30%	29%
A great deal of blame	66	39	27	35	25	4	2	31	20	15	52	12	14	9	38
	33%	30%	40%	31%	40%	21%	43%	47%	29%	24%	49%	15%	29%	24%	41%
Quite a bit of blame	57	39	18	33	16	6	1	19	25	13	35	17	15	16	24
	28%	30%	26%	30%	26%	27%	30%	29%	36%	20%	34%	21%	31%	44%	26%
Only a little blame	56	38	18	33	17	4	1	15	17	24	15	37	14	11	21
	28%	29%	26%	30%	26%	21%	27%	23%	24%	38%	14%	46%	27%	29%	23%
No blame at all	6	5	2	4	2	0	-	0	2	4	0	5	-	0	6
	3%	3%	3%	4%	3%	2%	-	0%	3%	6%	0%	6%	-	1%	6%
Unsure	14	11	3	5	3	6	-	1	6	7	2	10	6	1	4
	7%	8%	5%	5%	5%	28%	-	2%	8%	12%	2%	13%	13%	2%	4%

Echelon Insights
Focus 2024 Survey
N=400 Registered Voters in the Likely Electorate in WI 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	199	-	-	-	-	-	199	16	2	5	151	25	12	2	6	14	1			
	100						100	100	100	100	100	100	100	100	100	100	100			
Unweighted Total	198	-	-	-	-	-	198	16	2	6	150	28	10	3	7	14	2			
A GREAT DEAL OF/QUITE A BIT OF BLAME	123 62%	-	-	-	-	-	123 62%	7 46%	2 100%	4 82%	89 59%	19 77%	7 60%	2 76%	3 46%	6 41%	1 70%			
ONLY A LITTLE BLAME/NO BLAME AT ALL	62 31%	-	-	-	-	-	62 31%	6 36%	-	1 18%	49 33%	5 18%	5 40%	0 24%	1 17%	4 33%	0 30%			
A great deal of blame	66 33%	-	-	-	-	-	66 33%	2 13%	-	1 21%	49 32%	10 40%	4 29%	2 76%	2 26%	1 9%	-			
Quite a bit of blame	57 28%	-	-	-	-	-	57 28%	5 33%	2 100%	3 61%	40 26%	9 37%	4 30%	-	1 20%	4 32%	1 70%			
Only a little blame	56 28%	-	-	-	-	-	56 28%	4 27%	-	1 18%	44 29%	4 14%	5 40%	0 24%	1 17%	4 33%	0 30%			
No blame at all	6 3%	-	-	-	-	-	6 3%	1 9%	-	-	6 4%	1 4%	-	-	-	-	-			
Unsure	14 7%	-	-	-	-	-	14 7%	3 18%	-	-	13 9%	1 5%	-	-	2 37%	4 26%	-			

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	55	45	63	34	17	25	28	29	15	27	25	32	4	89	57	49
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	57	45	62	31	16	22	28	30	16	23	27	36	8	86	55	49
A GREAT DEAL OF/QUITE A BIT OF BLAME	123	35	22	41	24	14	23	13	16	10	12	18	16	2	58	34	29
	62%	64%	49%	65%	71%	79%	91%	46%	56%	67%	45%	71%	51%	51%	65%	59%	60%
ONLY A LITTLE BLAME/NO BLAME AT ALL	62	17	17	17	9	3	2	15	8	5	12	6	11	2	26	19	16
	31%	30%	38%	27%	27%	17%	9%	54%	28%	31%	45%	25%	33%	40%	29%	34%	32%
A great deal of blame	66	20	12	24	10	7	9	9	10	6	7	10	8	1	32	16	17
	33%	36%	26%	38%	30%	42%	36%	33%	33%	42%	25%	40%	26%	33%	36%	27%	36%
Quite a bit of blame	57	15	10	17	14	6	14	4	7	4	6	8	8	1	26	18	12
	28%	28%	23%	27%	41%	38%	56%	13%	24%	25%	21%	31%	26%	18%	29%	32%	24%
Only a little blame	56	12	17	15	9	3	2	13	8	2	12	6	9	1	24	17	13
	28%	23%	38%	24%	27%	17%	9%	47%	28%	17%	42%	23%	29%	33%	27%	29%	27%
No blame at all	6	4	0	2	-	-	-	2	-	2	1	0	1	0	1	2	2
	3%	8%	1%	3%	-	-	-	7%	-	14%	3%	2%	3%	8%	2%	4%	5%
Unsure	14	3	6	5	1	1	-	-	5	0	3	1	5	0	6	4	4
	7%	6%	13%	7%	2%	3%	-	-	16%	2%	9%	4%	16%	9%	7%	7%	8%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	99	100	32	52	53	61	174	7	8	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	96	102	32	45	55	66	173	8	8	3	6
A GREAT DEAL OF/QUITE A BIT OF BLAME	119	60	58	20	39	31	28	102	4	5	1	6
	60%	61%	58%	62%	75%	59%	46%	59%	55%	68%	44%	84%
ONLY A LITTLE BLAME/NO BLAME AT ALL	71	36	35	11	11	21	28	64	3	1	2	1
	35%	36%	35%	35%	21%	39%	46%	37%	45%	13%	56%	16%
A great deal of blame	54	27	27	8	15	17	14	48	2	1	1	2
	27%	27%	27%	26%	29%	32%	22%	27%	24%	18%	44%	30%
Quite a bit of blame	64	33	31	12	24	14	15	54	2	4	-	4
	32%	33%	31%	36%	45%	27%	24%	31%	31%	51%	-	54%
Only a little blame	63	33	30	10	10	18	25	58	3	-	2	1
	32%	33%	30%	32%	19%	35%	40%	33%	39%	-	56%	16%
No blame at all	7	3	4	1	1	2	3	6	0	1	-	-
	4%	3%	4%	3%	1%	4%	5%	3%	6%	13%	-	-
Unsure	10	3	7	1	3	1	5	8	-	1	-	-
	5%	3%	7%	3%	5%	2%	8%	5%	-	19%	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	132	67	111	63	21	4	66	70	63	105	81	49	37	93
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	127	71	109	64	18	7	54	70	74	88	97	47	37	97
A GREAT DEAL OF/QUITE A BIT OF BLAME	119	77	42	64	38	13	3	47	46	26	79	31	23	22	63
	60%	58%	62%	57%	61%	62%	88%	71%	66%	41%	75%	39%	47%	61%	68%
ONLY A LITTLE BLAME/NO BLAME AT ALL	71	49	21	43	21	6	0	18	21	32	25	42	20	13	27
	35%	37%	32%	39%	33%	31%	12%	27%	30%	50%	24%	52%	41%	36%	29%
A great deal of blame	54	32	22	29	19	3	3	21	20	14	43	10	12	4	33
	27%	24%	33%	26%	30%	17%	76%	32%	28%	22%	41%	13%	23%	12%	36%
Quite a bit of blame	64	45	20	35	19	9	0	26	26	12	36	21	11	18	30
	32%	34%	29%	32%	30%	46%	12%	39%	38%	20%	34%	26%	23%	49%	32%
Only a little blame	63	44	20	39	19	5	0	18	18	27	24	36	19	12	23
	32%	33%	30%	35%	31%	24%	12%	27%	26%	43%	23%	44%	38%	34%	24%
No blame at all	7	6	1	4	1	1	-	-	2	5	0	6	2	1	5
	4%	4%	2%	4%	2%	7%	-	-	3%	8%	0%	8%	4%	2%	5%
Unsure	10	6	4	4	4	1	-	1	3	5	1	7	6	1	3
	5%	4%	6%	4%	7%	7%	-	2%	4%	9%	1%	9%	12%	4%	3%

Echelon Insights
Focus 2024 Survey
N=400 Registered Voters in the Likely Electorate in WI 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	199	-	-	-	-	-	199	16	2	5	151	25	12	2	6	14	1		
	100						100	100	100	100	100	100	100	100	100	100	100		
Unweighted Total	198	-	-	-	-	-	198	16	2	6	150	28	10	3	7	14	2		
A GREAT DEAL OF/QUITE A BIT OF BLAME	119	-	-	-	-	-	119	10	2	4	86	16	7	1	2	6	1		
	60%						60%	61%	100%	79%	57%	65%	55%	64%	31%	46%	70%		
ONLY A LITTLE BLAME/NO BLAME AT ALL	71	-	-	-	-	-	71	5	-	1	57	7	5	1	4	6	0		
	35%						35%	29%		21%	38%	30%	45%	36%	69%	43%	30%		
A great deal of blame	54	-	-	-	-	-	54	1	-	2	40	8	2	1	2	0	-		
	27%						27%	7%		39%	26%	31%	19%	64%	31%	2%			
Quite a bit of blame	64	-	-	-	-	-	64	9	2	2	46	8	4	-	-	6	1		
	32%						32%	53%	100%	41%	30%	34%	36%			45%	70%		
Only a little blame	63	-	-	-	-	-	63	4	-	1	50	7	5	0	4	5	0		
	32%						32%	28%		21%	33%	28%	45%	24%	65%	36%	30%		
No blame at all	7	-	-	-	-	-	7	0	-	-	6	1	-	0	0	1	-		
	4%						4%	2%			4%	3%		13%	4%	7%			
Unsure	10	-	-	-	-	-	10	2	-	-	9	1	-	-	-	1	-		
	5%						5%	10%			6%	5%				10%			

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	55	45	63	34	17	25	28	29	15	27	25	32	4	89	57	49
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	57	45	62	31	16	22	28	30	16	23	27	36	8	86	55	49
A GREAT DEAL OF/QUITE A BIT OF BLAME	119	35	23	37	22	12	20	16	12	8	19	15	16	3	55	35	26
	60%	64%	51%	60%	65%	71%	80%	58%	41%	52%	70%	60%	50%	72%	61%	61%	53%
ONLY A LITTLE BLAME/NO BLAME AT ALL	71	18	17	23	11	5	4	12	15	7	7	9	13	1	29	22	20
	35%	33%	37%	36%	33%	26%	16%	42%	53%	45%	24%	35%	39%	19%	32%	38%	40%
A great deal of blame	54	17	10	18	8	4	9	8	6	5	6	8	8	2	27	10	15
	27%	32%	21%	29%	24%	21%	36%	30%	21%	32%	23%	33%	24%	51%	30%	18%	31%
Quite a bit of blame	64	18	13	19	14	9	11	8	6	3	13	7	9	1	28	25	11
	32%	32%	30%	31%	41%	49%	44%	28%	20%	20%	47%	27%	27%	21%	31%	44%	22%
Only a little blame	63	15	16	21	10	5	4	10	15	6	6	8	10	1	26	19	18
	32%	27%	35%	33%	31%	26%	16%	36%	50%	39%	22%	33%	31%	19%	29%	33%	37%
No blame at all	7	3	1	2	1	-	-	2	1	1	1	0	2	-	3	3	1
	4%	6%	3%	3%	3%			6%	3%	6%	2%	2%	8%		3%	5%	3%
Unsure	10	2	5	3	1	1	1	-	2	0	2	1	3	0	6	1	3
	5%	3%	11%	4%	2%	3%	4%		6%	2%	6%	5%	11%	9%	6%	1%	7%

Echelon Insights
Focus 2024 Survey
N=400 Registered Voters in the Likely Electorate in WI 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	199	99	100	32	52	53	61	174	7	8	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	96	102	32	45	55	66	173	8	8	3	6
A GREAT DEAL OF/QUITE A BIT OF BLAME	144	77	67	23	44	39	38	127	4	5	2	7
	72%	78%	67%	71%	84%	74%	62%	73%	57%	61%	62%	100%
ONLY A LITTLE BLAME/NO BLAME AT ALL	47	19	28	9	7	14	17	44	1	2	1	-
	24%	19%	28%	29%	13%	26%	28%	25%	11%	20%	38%	
A great deal of blame	62	30	32	11	17	17	16	54	1	1	2	5
	31%	30%	32%	35%	33%	32%	26%	31%	10%	10%	62%	68%
Quite a bit of blame	82	48	35	12	27	22	22	73	3	4	-	2
	41%	48%	35%	36%	51%	42%	35%	42%	47%	51%		32%
Only a little blame	41	18	23	7	7	13	14	39	1	1	1	-
	21%	18%	23%	22%	13%	24%	23%	22%	11%	8%	38%	
No blame at all	6	1	5	2	-	1	3	5	-	1	-	-
	3%	1%	5%	7%		2%	5%	3%		13%		
Unsure	8	3	5	-	2	-	6	4	2	1	-	-
	4%	3%	5%		3%		10%	2%	32%	19%		

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	132	67	111	63	21	4	66	70	63	105	81	49	37	93
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	127	71	109	64	18	7	54	70	74	88	97	47	37	97
A GREAT DEAL OF/QUITE A BIT OF BLAME	144	96	48	82	45	14	3	50	52	42	88	46	33	27	71
	72%	73%	72%	73%	71%	70%	79%	76%	75%	66%	85%	57%	67%	73%	76%
ONLY A LITTLE BLAME/NO BLAME AT ALL	47	29	18	27	17	2	1	16	12	19	16	29	12	9	22
	24%	22%	26%	24%	26%	12%	21%	24%	18%	30%	15%	36%	23%	25%	24%
A great deal of blame	62	38	24	32	22	6	2	21	26	15	46	11	21	12	25
	31%	29%	35%	29%	34%	30%	49%	31%	37%	24%	44%	14%	42%	34%	27%
Quite a bit of blame	82	58	25	49	23	8	1	29	26	27	43	35	12	14	46
	41%	44%	37%	45%	37%	40%	30%	44%	38%	43%	41%	43%	25%	39%	49%
Only a little blame	41	24	17	23	16	2	1	16	10	15	16	24	11	8	18
	21%	18%	25%	20%	25%	7%	21%	24%	14%	24%	15%	30%	22%	22%	20%
No blame at all	6	5	1	4	1	1	-	-	2	4	-	5	1	1	4
	3%	4%	1%	4%	1%	5%	-	-	3%	6%	-	6%	2%	3%	4%
Unsure	8	6	2	2	2	4	-	-	5	2	-	6	5	1	-
	4%	5%	2%	2%	3%	18%	-	-	8%	4%	-	8%	10%	2%	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	-	-	-	-	-	199	16	2	5	151	25	12	2	6	14	1			
	100						100	100	100	100	100	100	100	100	100	100	100			
Unweighted Total	198	-	-	-	-	-	198	16	2	6	150	28	10	3	7	14	2			
A GREAT DEAL OF/QUITE A BIT OF BLAME	144	-	-	-	-	-	144	12	1	4	106	19	10	2	3	9	1			
	72%						72%	77%	56%	79%	70%	78%	85%	87%	49%	63%	100%			
ONLY A LITTLE BLAME/NO BLAME AT ALL	47	-	-	-	-	-	47	2	1	1	37	5	2	0	1	4	-			
	24%						24%	13%	44%	21%	25%	22%	15%	13%	14%	27%				
A great deal of blame	62	-	-	-	-	-	62	6	-	3	43	10	2	2	3	2	-			
	31%						31%	40%		53%	28%	40%	16%	87%	49%	17%				
Quite a bit of blame	82	-	-	-	-	-	82	6	1	1	63	9	8	-	-	6	1			
	41%						41%	38%	56%	26%	42%	38%	69%			47%	100%			
Only a little blame	41	-	-	-	-	-	41	1	1	1	32	5	2	0	1	3	-			
	21%						21%	3%	44%	21%	21%	19%	15%	13%	14%	20%				
No blame at all	6	-	-	-	-	-	6	1	-	-	5	1	-	-	-	1	-			
	3%						3%	9%			4%	3%				7%				
Unsure	8	-	-	-	-	-	8	2	-	-	8	-	-	-	2	1	-			
	4%						4%	10%			5%			37%	10%					

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	55	45	63	34	17	25	28	29	15	27	25	32	4	89	57	49
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	57	45	62	31	16	22	28	30	16	23	27	36	8	86	55	49
A GREAT DEAL OF/QUITE A BIT OF BLAME	144	37	30	51	24	14	24	21	19	9	20	19	19	4	68	38	34
	72%	67%	67%	82%	71%	79%	96%	75%	64%	62%	73%	73%	60%	92%	77%	67%	70%
ONLY A LITTLE BLAME/NO BLAME AT ALL	47	17	11	8	10	4	1	7	7	6	6	7	10	0	18	17	12
	24%	32%	24%	13%	29%	21%	4%	25%	25%	38%	21%	27%	31%	8%	20%	29%	25%
A great deal of blame	62	17	15	16	12	5	8	9	7	6	9	8	10	2	27	15	18
	31%	32%	33%	25%	36%	30%	33%	34%	23%	41%	32%	30%	30%	54%	30%	27%	36%
Quite a bit of blame	82	19	15	36	12	9	16	11	12	3	11	11	10	2	42	23	16
	41%	35%	34%	57%	35%	49%	62%	41%	42%	21%	40%	44%	30%	38%	47%	40%	33%
Only a little blame	41	13	10	7	10	4	1	6	7	4	6	7	7	0	16	14	11
	21%	25%	22%	11%	29%	21%	4%	21%	25%	24%	21%	27%	22%	8%	18%	25%	22%
No blame at all	6	4	1	1	-	-	-	1	-	2	-	-	3	-	2	2	1
	3%	7%	2%	2%	-	-	-	4%	-	14%	-	-	9%	-	2%	4%	3%
Unsure	8	1	4	3	-	-	-	-	3	-	2	-	3	-	3	2	3
	4%	1%	9%	5%	-	-	-	11%	-	6%	-	9%	-	3%	4%	5%	

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	99	100	32	52	53	61	174	7	8	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	96	102	32	45	55	66	173	8	8	3	6
A GREAT DEAL OF/QUITE A BIT OF BLAME	57	31	26	13	16	15	13	48	1	3	2	4
	29%	31%	26%	41%	30%	28%	22%	27%	10%	43%	62%	50%
ONLY A LITTLE BLAME/NO BLAME AT ALL	127	62	65	18	33	35	41	115	4	3	1	4
	64%	62%	65%	55%	63%	67%	66%	66%	58%	38%	38%	50%
A great deal of blame	19	8	11	4	4	6	4	17	1	1	-	-
	9%	8%	11%	14%	8%	10%	7%	10%	10%	8%	-	-
Quite a bit of blame	39	23	15	9	12	9	9	31	-	3	2	4
	19%	23%	15%	27%	22%	18%	15%	18%	-	35%	62%	50%
Only a little blame	79	44	35	7	19	23	29	72	2	1	1	2
	40%	44%	35%	22%	37%	44%	47%	41%	34%	10%	38%	34%
No blame at all	48	18	31	10	14	12	12	43	2	2	-	1
	24%	18%	31%	32%	26%	23%	19%	25%	23%	28%	-	16%
Unsure	15	7	8	2	3	3	7	11	2	1	-	-
	8%	7%	8%	5%	7%	5%	12%	6%	32%	19%	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	132	67	111	63	21	4	66	70	63	105	81	49	37	93
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	127	71	109	64	18	7	54	70	74	88	97	47	37	97
A GREAT DEAL OF/QUITE A BIT OF BLAME	57	39	18	32	16	7	2	9	22	25	17	30	20	13	21
	29%	30%	26%	29%	25%	36%	45%	14%	32%	40%	17%	37%	41%	35%	22%
ONLY A LITTLE BLAME/NO BLAME AT ALL	127	81	46	72	43	9	2	55	40	32	81	44	23	22	67
	64%	62%	68%	65%	68%	46%	55%	84%	57%	51%	78%	54%	47%	60%	73%
A great deal of blame	19	13	5	13	4	-	1	2	6	11	7	9	6	4	7
	9%	10%	8%	12%	7%		32%	2%	8%	18%	6%	12%	12%	12%	7%
Quite a bit of blame	39	26	12	19	12	7	0	8	17	14	11	20	14	9	14
	19%	20%	18%	17%	19%	36%	12%	12%	24%	23%	10%	25%	29%	23%	15%
Only a little blame	79	50	28	46	26	4	2	32	22	24	43	34	17	16	38
	40%	38%	42%	41%	41%	22%	55%	49%	32%	39%	41%	42%	34%	44%	41%
No blame at all	48	31	17	26	17	5	-	23	17	8	38	10	6	6	30
	24%	24%	25%	23%	27%	24%		35%	25%	12%	37%	12%	13%	16%	32%
Unsure	15	11	4	7	4	4	-	1	8	6	6	7	6	2	5
	8%	8%	6%	7%	6%	18%		2%	11%	9%	6%	9%	12%	5%	5%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	-	-	-	-	-	199	16	2	5	151	25	12	2	6	14	1		
	100						100	100	100	100	100	100	100	100	100	100	100		
Unweighted Total	198	-	-	-	-	-	198	16	2	6	150	28	10	3	7	14	2		
A GREAT DEAL OF/QUITE A BIT OF BLAME	57 29%	-	-	-	-	-	57 29%	10 60%	1 44%	2 38%	38 25%	8 34%	3 27%	1 36%	2 33%	5 38%	1 100%		
ONLY A LITTLE BLAME/NO BLAME AT ALL	127 64%	-	-	-	-	-	127 64%	5 30%	1 56%	3 62%	100 66%	15 61%	9 73%	1 64%	2 30%	7 51%	-		
A great deal of blame	19 9%	-	-	-	-	-	19 9%	2 15%	1 44%	1 21%	13 9%	3 12%	1 9%	0 13%	2 25%	1 5%	0 30%		
Quite a bit of blame	39 19%	-	-	-	-	-	39 19%	7 45%	-	1 17%	25 16%	5 22%	2 18%	0 24%	0 8%	5 34%	1 70%		
Only a little blame	79 40%	-	-	-	-	-	79 40%	3 22%	-	3 62%	59 39%	10 41%	6 51%	1 64%	2 30%	5 35%	-		
No blame at all	48 24%	-	-	-	-	-	48 24%	1 8%	1 56%	-	41 27%	5 20%	3 22%	-	-	2 16%	-		
Unsure	15 8%	-	-	-	-	-	15 8%	2 10%	-	-	13 8%	1 5%	-	-	2 37%	1 10%	-		

Echelon Insights
Focus 2024 Survey
N=400 Registered Voters in the Likely Electorate in WI 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	199	55	45	63	34	17	25	28	29	15	27	25	32	4	89	57	49
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	57	45	62	31	16	22	28	30	16	23	27	36	8	86	55	49
A GREAT DEAL OF/QUITE A BIT OF BLAME	57	14	12	17	14	8	6	7	10	5	10	8	3	3	20	20	15
	29%	26%	27%	27%	41%	45%	24%	26%	33%	35%	36%	31%	11%	65%	22%	35%	30%
ONLY A LITTLE BLAME/NO BLAME AT ALL	127	38	28	40	19	8	18	19	16	9	15	16	25	1	61	34	31
	64%	69%	61%	64%	56%	48%	72%	69%	55%	62%	55%	65%	76%	27%	68%	59%	65%
A great deal of blame	19	5	6	6	1	1	2	2	2	3	2	3	2	1	6	6	6
	9%	9%	14%	10%	4%	5%	8%	9%	8%	23%	8%	13%	6%	24%	7%	10%	13%
Quite a bit of blame	39	9	6	11	12	7	4	5	7	2	7	5	2	2	14	14	8
	19%	17%	14%	17%	36%	40%	16%	17%	25%	12%	27%	18%	5%	40%	16%	25%	17%
Only a little blame	79	15	19	30	11	2	15	16	11	5	4	8	18	0	36	22	21
	40%	28%	43%	48%	33%	14%	59%	57%	38%	32%	16%	31%	55%	12%	40%	39%	43%
No blame at all	48	22	8	10	8	6	3	3	5	5	11	9	7	1	25	12	11
	24%	41%	19%	16%	22%	33%	13%	13%	17%	31%	39%	34%	21%	15%	28%	20%	22%
Unsure	15	3	5	6	1	1	1	1	3	0	3	1	4	0	9	3	3
	8%	6%	11%	9%	4%	7%	4%	5%	11%	2%	9%	5%	13%	9%	10%	6%	5%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	99	100	32	52	53	61	174	7	8	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	96	102	32	45	55	66	173	8	8	3	6
A GREAT DEAL OF/QUITE A BIT OF BLAME	148	75	73	25	42	36	45	130	4	5	3	6
	74%	76%	73%	79%	80%	67%	73%	75%	61%	61%	100%	84%
ONLY A LITTLE BLAME/NO BLAME AT ALL	44	21	23	7	9	17	10	40	0	2	-	1
	22%	21%	23%	21%	17%	33%	17%	23%	7%	20%	-	16%
A great deal of blame	78	40	38	12	24	20	22	73	2	1	2	1
	39%	41%	38%	36%	47%	38%	36%	42%	26%	10%	62%	12%
Quite a bit of blame	70	35	35	14	17	16	23	57	2	4	1	5
	35%	35%	35%	43%	33%	30%	37%	33%	34%	51%	38%	72%
Only a little blame	37	17	20	6	7	16	8	35	0	1	-	1
	19%	18%	20%	20%	14%	30%	13%	20%	7%	8%	-	16%
No blame at all	6	3	3	0	2	2	2	5	-	1	-	-
	3%	3%	3%	1%	3%	3%	4%	3%	-	13%	-	-
Unsure	8	3	4	-	2	-	6	4	2	1	-	-
	4%	3%	4%	-	3%	-	10%	2%	32%	19%	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	132	67	111	63	21	4	66	70	63	105	81	49	37	93
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	127	71	109	64	18	7	54	70	74	88	97	47	37	97
A GREAT DEAL OF/QUITE A BIT OF BLAME	148	103	45	89	41	14	3	53	52	42	96	41	38	28	69
	74%	78%	66%	80%	65%	69%	86%	81%	75%	67%	91%	51%	77%	77%	75%
ONLY A LITTLE BLAME/NO BLAME AT ALL	44	23	20	20	20	3	1	12	13	18	9	34	7	8	23
	22%	18%	30%	18%	31%	13%	14%	19%	19%	28%	9%	42%	15%	21%	24%
A great deal of blame	78	55	23	51	22	4	1	34	27	17	68	9	18	16	35
	39%	42%	34%	46%	34%	19%	34%	51%	39%	27%	65%	11%	36%	43%	38%
Quite a bit of blame	70	48	21	38	19	10	2	19	25	25	28	33	20	13	35
	35%	37%	32%	34%	30%	51%	52%	30%	36%	40%	27%	40%	41%	34%	37%
Only a little blame	37	18	19	17	19	2	1	12	11	15	9	28	6	8	18
	19%	14%	28%	15%	29%	8%	14%	18%	15%	24%	9%	34%	13%	21%	19%
No blame at all	6	5	1	4	1	1	-	1	3	3	-	6	1	-	5
	3%	4%	2%	3%	2%	5%	-	1%	4%	4%	-	8%	2%	-	5%
Unsure	8	5	2	2	2	4	-	-	4	3	-	6	4	1	1
	4%	4%	3%	1%	4%	18%	-	-	6%	5%	-	7%	8%	2%	1%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	-	-	-	-	-	199	16	2	5	151	25	12	2	6	14	1			
	100						100	100	100	100	100	100	100	100	100	100	100			
Unweighted Total	198	-	-	-	-	-	198	16	2	6	150	28	10	3	7	14	2			
A GREAT DEAL OF/QUITE A BIT OF BLAME	148	-	-	-	-	-	148	14	1	5	110	20	8	2	3	7	1			
	74%						74%	85%	56%	100%	73%	82%	71%	100%	45%	50%	100%			
ONLY A LITTLE BLAME/NO BLAME AT ALL	44	-	-	-	-	-	44	1	1	-	33	4	4	-	1	5	-			
	22%						22%	5%	44%		22%	18%	29%		18%	39%				
A great deal of blame	78	-	-	-	-	-	78	3	-	2	58	12	6	1	1	2	-			
	39%						39%	21%		43%	38%	48%	51%	36%	24%	11%				
Quite a bit of blame	70	-	-	-	-	-	70	10	1	3	53	9	2	1	1	5	1			
	35%						35%	64%	56%	57%	35%	35%	20%	64%	21%	39%	100%			
Only a little blame	37	-	-	-	-	-	37	1	1	-	28	4	4	-	1	4	-			
	19%						19%	5%	44%		19%	16%	29%		18%	32%				
No blame at all	6	-	-	-	-	-	6	-	-	-	5	0	-	-	-	1	-			
	3%						3%				3%	1%				7%				
Unsure	8	-	-	-	-	-	8	2	-	-	8	-	-	-	2	1	-			
	4%						4%	10%			5%			37%	10%					

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	55	45	63	34	17	25	28	29	15	27	25	32	4	89	57	49
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	57	45	62	31	16	22	28	30	16	23	27	36	8	86	55	49
A GREAT DEAL OF/QUITE A BIT OF BLAME	148	39	33	49	24	15	21	18	22	11	21	18	23	3	70	40	35
	74%	72%	74%	78%	72%	85%	85%	64%	74%	72%	75%	71%	73%	84%	78%	71%	71%
ONLY A LITTLE BLAME/NO BLAME AT ALL	44	14	9	10	10	3	4	10	4	4	5	7	6	1	18	14	11
	22%	26%	19%	16%	28%	15%	15%	36%	15%	28%	19%	29%	19%	16%	20%	25%	22%
A great deal of blame	78	20	18	28	12	7	13	9	11	4	11	11	11	1	44	18	15
	39%	37%	39%	44%	35%	42%	53%	31%	38%	30%	41%	45%	35%	33%	49%	32%	31%
Quite a bit of blame	70	19	16	22	13	7	8	9	10	6	9	7	12	2	26	22	19
	35%	34%	35%	34%	37%	43%	32%	33%	36%	42%	34%	26%	38%	51%	29%	39%	40%
Only a little blame	37	12	8	9	8	3	2	9	4	4	5	7	4	0	17	11	9
	19%	22%	17%	14%	23%	15%	9%	32%	13%	25%	19%	27%	13%	8%	19%	20%	19%
No blame at all	6	2	1	2	2	-	2	1	1	0	-	1	2	0	1	3	2
	3%	3%	2%	3%	5%		7%	4%	2%	2%		3%	5%	9%	1%	6%	3%
Unsure	8	1	3	3	-	-	-	-	3	-	2	-	3	-	2	2	3
	4%	2%	7%	5%					11%		6%		9%		2%	4%	7%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	193	207	67	85	119	130	351	19	16	6	10
	100	100	100	100	100	100	100	100	100	100	100	100
Crime is primarily a product of insufficient law enforcement resources and action	127 32%	74 39%	52 25%	19 28%	35 41%	39 33%	34 26%	113 32%	2 10%	4 24%	1 25%	6 64%
Crime is primarily a product of environmental factors, such as poor economic conditions, lack of education, and not enou	237 59%	107 55%	130 63%	45 68%	46 54%	71 60%	74 57%	207 59%	12 65%	10 63%	4 75%	4 36%
Unsure	37 9%	12 6%	25 12%	3 4%	5 6%	9 7%	21 16%	30 9%	5 25%	2 14%	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	257	143	222	129	35	14	126	137	137	186	188	93	74	187
	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	127 32%	85 33%	42 29%	75 34%	39 30%	10 28%	3 23%	66 52%	41 30%	20 15%	104 56%	18 9%	28 30%	29 39%	59 31%
Crime is primarily a product of environmental factors, such as poor economic conditions, lack of education, and not enou	237 59%	147 57%	89 63%	127 57%	80 62%	20 57%	10 66%	52 41%	76 56%	108 79%	66 35%	152 81%	56 60%	41 55%	115 62%
Unsure	37 9%	26 10%	12 8%	20 9%	10 8%	5 15%	2 11%	8 7%	20 15%	9 6%	16 9%	18 10%	8 9%	4 6%	13 7%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400 100	-	-	-	-	-	400 100	32 100	4 100	7 100	309 100	50 100	18 100	4 100	15 100	28 100	4 100
Crime is primarily a product of insufficient law enforcement resources and action	127 32%	-	-	-	-	-	127 32%	7 22%	1 23%	4 58%	93 30%	21 42%	6 33%	1 35%	4 27%	3 11%	1 22%
Crime is primarily a product of environmental factors, such as poor economic conditions, lack of education, and not enou	237 59%	-	-	-	-	-	237 59%	21 67%	2 49%	3 42%	181 59%	26 53%	12 67%	3 65%	8 54%	24 83%	3 78%
Unsure	37 9%	-	-	-	-	-	37 9%	4 11%	1 28%	-	35 11%	3 5%	-	-	3 18%	2 6%	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	117	89	124	64	33	40	61	59	34	45	58	71	11	178	101	111
	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	127 32%	35 30%	17 19%	42 34%	33 51%	15 45%	20 50%	20 33%	20 33%	4 12%	15 33%	19 33%	15 21%	2 17%	57 32%	34 34%	34 30%
Crime is primarily a product of environmental factors, such as poor economic conditions, lack of education, and not enou	237 59%	68 58%	62 70%	76 61%	27 42%	17 51%	19 47%	40 66%	31 53%	28 84%	27 60%	31 54%	44 61%	8 74%	100 56%	61 60%	68 61%
Unsure	37 9%	14 12%	10 11%	7 5%	4 7%	1 4%	1 3%	1 2%	8 14%	1 4%	4 8%	8 13%	13 18%	1 9%	21 12%	6 6%	9 8%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	99	100	32	52	53	61	174	7	8	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	96	102	32	45	55	66	173	8	8	3	6
MEAN	3.97	3.98	3.95	3.76	4.13	3.94	3.97	3.94	3.65	4.37	4.62	4.28
1 - Do not worry at all	12	6	6	2	2	3	6	12	-	-	-	-
	6%	6%	6%	6%	3%	5%	9%	7%				
2	19	10	9	2	7	6	4	16	2	1	-	-
	10%	10%	9%	6%	13%	12%	6%	9%	34%	8%		
3	31	14	17	10	4	9	8	29	1	1	-	-
	16%	14%	17%	32%	8%	17%	12%	17%	16%	12%		
4	39	19	20	6	10	9	15	32	-	1	1	5
	20%	19%	20%	18%	19%	16%	24%	18%		16%	38%	72%
5- Worry about it a great deal	98	50	48	12	30	26	30	86	4	5	2	2
	49%	50%	48%	38%	57%	50%	48%	49%	50%	64%	62%	28%
Unsure	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	132	67	111	63	21	4	66	70	63	105	81	49	37	93
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	127	71	109	64	18	7	54	70	74	88	97	47	37	97
MEAN	3.97	4.03	3.84	3.99	3.85	4.25	3.69	4.53	3.93	3.42	4.58	3.28	4.03	4.01	3.84
1 - Do not worry at all	12	8	4	8	4	-	-	-	3	8	1	8	4	1	6
	6%	6%	5%	7%	6%	-	-	-	5%	13%	1%	10%	7%	2%	6%
2	19	9	10	7	9	2	1	2	8	9	1	17	2	6	9
	10%	7%	15%	6%	14%	8%	32%	3%	12%	14%	1%	20%	5%	15%	10%
3	31	21	11	19	11	2	-	4	13	14	8	21	7	6	17
	16%	16%	16%	17%	17%	10%	-	7%	18%	22%	8%	26%	14%	18%	18%
4	39	27	12	21	10	6	1	15	12	12	19	16	11	4	22
	20%	21%	18%	19%	17%	29%	34%	23%	17%	19%	18%	19%	23%	10%	24%
5- Worry about it a great deal	98	67	31	56	30	11	1	44	34	20	75	20	25	20	39
	49%	51%	46%	50%	47%	52%	34%	67%	49%	31%	72%	25%	50%	55%	42%
Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	199	-	-	-	-	-	199	16	2	5	151	25	12	2	6	14	1			
	100						100	100	100	100	100	100	100	100	100	100	100			
Unweighted Total	198	-	-	-	-	-	198	16	2	6	150	28	10	3	7	14	2			
MEAN	3.97	-	-	-	-	-	3.97	3.26	4.00	4.16	4.00	3.67	4.41	4.11	3.80	3.65	3.30			
1 - Do not worry at all	12 6%	-	-	-	-	-	12 6%	3 22%	-	-	10 6%	1 5%	-	-	1 11%	1 9%	-			
2	19 10%	-	-	-	-	-	19 10%	1 9%	-	-	12 8%	5 19%	0 4%	-	1 9%	3 19%	-			
3	31 16%	-	-	-	-	-	31 16%	3 16%	-	2 42%	25 16%	4 15%	1 9%	0 13%	1 13%	3 20%	1 70%			
4	39 20%	-	-	-	-	-	39 20%	5 31%	2 100%	-	27 18%	7 27%	3 29%	1 64%	1 21%	0 3%	0 30%			
5- Worry about it a great deal	98 49%	-	-	-	-	-	98 49%	4 23%	-	3 58%	78 52%	8 34%	7 58%	0 24%	3 45%	7 50%	-			
Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	55	45	63	34	17	25	28	29	15	27	25	32	4	89	57	49
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	57	45	62	31	16	22	28	30	16	23	27	36	8	86	55	49
MEAN	3.97	3.96	3.94	3.87	4.20	3.95	4.22	3.97	3.79	3.53	4.04	3.90	4.12	3.33	4.09	3.98	3.78
1 - Do not worry at all	12	3	3	5	1	-	1	2	3	2	1	1	2	0	3	4	3
	6%	6%	6%	8%	3%		3%	7%	11%	12%	3%	3%	8%	9%	4%	8%	7%
2	19	4	5	7	2	1	2	4	3	1	5	2	1	1	7	5	5
	10%	8%	11%	11%	7%	5%	9%	14%	10%	8%	17%	10%	3%	37%	8%	9%	11%
3	31	11	6	10	4	7	3	2	3	4	2	7	5	-	13	8	10
	16%	20%	13%	16%	12%	39%	11%	8%	9%	25%	6%	27%	15%		15%	13%	21%
4	39	8	12	10	9	2	4	5	9	4	6	4	6	1	19	10	9
	20%	15%	26%	16%	25%	11%	14%	16%	31%	26%	23%	16%	18%	21%	21%	18%	19%
5- Worry about it a great deal	98	28	20	31	18	8	16	15	12	4	14	11	18	1	46	30	20
	49%	50%	45%	49%	53%	44%	62%	55%	40%	30%	52%	44%	56%	33%	52%	52%	42%
Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	201	94	107	34	33	66	68	176	12	8	3	3
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	202	93	109	41	35	59	67	169	14	11	4	4
MEAN	3.25	3.59	2.96	2.66	3.38	3.42	3.34	3.21	3.88	2.88	3.39	4.01
1 - Do not worry at all	59	20	39	17	8	19	15	52	2	4	1	0
	29%	21%	36%	49%	25%	29%	22%	29%	16%	51%	40%	18%
2	13	6	7	2	3	2	6	13	-	0	-	-
	7%	6%	7%	7%	10%	3%	8%	7%	-	2%	-	-
3	21	8	13	2	3	5	11	19	2	-	-	0
	10%	9%	12%	6%	10%	7%	16%	11%	15%	-	-	12%
4	22	13	8	3	4	7	8	19	2	0	-	-
	11%	14%	8%	8%	13%	10%	12%	11%	20%	2%	-	-
5- Worry about it a great deal	79	43	37	11	14	30	25	66	6	4	2	2
	39%	46%	34%	31%	43%	45%	37%	38%	50%	45%	60%	69%
Unsure	7	4	3	-	-	4	3	7	-	-	-	-
	3%	4%	3%	-	-	6%	4%	4%	-	-	-	-

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[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	201	126	76	111	65	15	11	60	67	74	82	107	44	37	95
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	202	118	84	104	65	14	19	57	66	79	73	113	42	39	96
MEAN	3.25	3.37	3.05	3.34	2.98	3.57	3.45	4.26	3.16	2.52	4.57	2.26	3.48	3.17	3.16
1 - Do not worry at all	59	35	25	29	22	5	3	7	18	35	3	52	11	11	29
	29%	27%	33%	27%	34%	34%	24%	11%	26%	47%	3%	49%	25%	31%	31%
2	13	9	4	9	4	-	0	2	4	8	1	11	2	3	7
	7%	7%	5%	8%	6%	-	2%	3%	6%	10%	1%	10%	5%	9%	8%
3	21	12	9	11	8	0	2	1	12	8	3	18	5	3	10
	10%	9%	12%	10%	12%	3%	15%	2%	17%	11%	3%	17%	12%	8%	11%
4	22	12	9	12	7	-	2	10	8	4	15	6	4	5	12
	11%	10%	12%	11%	11%	-	23%	17%	12%	5%	18%	6%	8%	15%	12%
5- Worry about it a great deal	79	56	24	46	20	9	4	40	20	19	59	16	20	14	34
	39%	44%	31%	42%	31%	63%	36%	66%	30%	26%	73%	15%	46%	37%	36%
Unsure	7	2	5	2	5	-	-	1	6	-	1	3	2	-	3
	3%	2%	6%	2%	7%	-	-	2%	9%	-	1%	2%	5%	-	3%

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[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	201 100	-	-	-	-	-	201 100	16 100	2 100	1 100	158 100	25 100	6 100	2 100	9 100	15 100	3 100			
Unweighted Total	202	-	-	-	-	-	202	20	2	2	161	23	6	4	11	18	4			
MEAN	3.25	-	-	-	-	-	3.25	3.12	4.00	5.00	3.24	3.69	3.09	3.38	3.43	2.75	2.30			
1 - Do not worry at all	59 29%	-	-	-	-	-	59 29%	4 26%	-	-	45 29%	7 28%	1 18%	1 34%	2 19%	6 38%	0 17%			
2	13 7%	-	-	-	-	-	13 7%	1 7%	-	-	11 7%	1 5%	1 15%	-	1 11%	1 9%	1 36%			
3	21 10%	-	-	-	-	-	21 10%	0 2%	-	-	19 12%	-	1 17%	0 12%	0 3%	1 9%	1 47%			
4	22 11%	-	-	-	-	-	22 11%	1 7%	1 53%	-	19 12%	1 6%	-	-	4 43%	2 15%	-			
5- Worry about it a great deal	79 39%	-	-	-	-	-	79 39%	5 31%	-	1 100%	59 38%	16 62%	2 29%	1 54%	2 25%	3 23%	-			
Unsure	7 3%	-	-	-	-	-	7 3%	4 27%	1 47%	-	5 3%	-	1 21%	-	-	1 5%	-			

Echelon Insights
 Focus 2024 Survey
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[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	201	63	44	61	30	16	15	33	30	19	18	32	39	7	88	44	62
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	202	59	48	62	29	20	19	27	27	21	16	32	40	11	88	41	62
MEAN	3.25	3.16	2.69	3.64	3.35	2.83	3.55	3.67	3.93	2.51	3.24	3.17	2.88	2.87	3.36	3.51	2.98
1 - Do not worry at all	59	20	19	13	7	7	3	8	2	10	5	11	13	3	21	11	24
	29%	32%	44%	21%	24%	43%	18%	25%	8%	53%	31%	33%	33%	45%	24%	25%	39%
2	13	5	3	5	1	1	3	-	2	2	0	2	4	0	10	1	2
	7%	7%	6%	7%	5%	5%	21%		7%	8%	1%	5%	10%	6%	11%	3%	3%
3	21	6	7	3	5	2	-	1	5	0	3	4	6	-	8	3	10
	10%	9%	16%	5%	18%	11%		3%	18%	1%	18%	11%	15%		9%	8%	16%
4	22	5	3	11	3	1	2	5	5	1	2	1	3	1	11	5	4
	11%	8%	7%	18%	8%	8%	13%	16%	16%	8%	13%	4%	9%	17%	12%	12%	7%
5- Worry about it a great deal	79	24	12	29	11	5	7	16	14	5	7	14	11	2	35	20	22
	39%	39%	28%	47%	38%	33%	49%	48%	48%	29%	37%	42%	28%	33%	40%	45%	35%
Unsure	7	3	-	1	2	-	-	3	1	-	-	1	2	-	4	3	-
	3%	4%		2%	8%			8%	3%			4%	5%		5%	6%	

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	99	100	32	52	53	61	174	7	8	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	96	102	32	45	55	66	173	8	8	3	6
MEAN	3.35	3.40	3.29	3.69	3.54	2.97	3.33	3.39	2.22	2.67	1.56	4.68
1 - Do not worry at all	49	23	26	5	13	18	13	42	3	2	1	-
	25%	23%	26%	16%	24%	35%	20%	24%	44%	33%	44%	-
2	24	15	9	3	4	8	10	19	2	2	2	-
	12%	15%	9%	8%	8%	15%	16%	11%	32%	23%	56%	-
3	20	7	13	6	4	2	9	20	-	-	-	-
	10%	7%	13%	19%	7%	3%	15%	12%	-	-	-	-
4	18	7	12	2	4	7	5	13	0	3	-	2
	9%	7%	12%	6%	8%	14%	8%	8%	4%	35%	-	32%
5- Worry about it a great deal	86	47	39	17	27	18	25	79	1	1	-	5
	43%	47%	39%	51%	51%	34%	41%	45%	20%	10%	-	68%
Unsure	1	1	-	-	1	-	-	1	-	-	-	-
	*%	1%	-	-	2%	-	-	1%	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	132	67	111	63	21	4	66	70	63	105	81	49	37	93
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	127	71	109	64	18	7	54	70	74	88	97	47	37	97
MEAN	3.35	3.44	3.15	3.53	3.14	2.95	3.26	4.28	3.29	2.44	4.50	1.98	3.58	3.36	3.19
1 - Do not worry at all	49	28	21	23	20	6	1	6	13	30	6	40	10	10	27
	25%	21%	31%	20%	31%	27%	32%	10%	18%	47%	5%	50%	20%	27%	29%
2	24	16	8	11	7	5	0	1	14	9	2	19	5	4	10
	12%	12%	12%	10%	12%	24%	12%	2%	20%	14%	2%	23%	10%	10%	11%
3	20	14	6	14	6	-	-	5	9	6	5	12	6	3	10
	10%	11%	10%	13%	10%	-	-	8%	13%	9%	5%	15%	11%	8%	10%
4	18	15	3	10	3	5	0	8	7	3	14	4	6	3	8
	9%	12%	5%	9%	5%	24%	6%	12%	10%	5%	14%	5%	12%	7%	9%
5- Worry about it a great deal	86	58	28	53	26	5	2	45	26	15	77	6	24	17	37
	43%	44%	42%	47%	41%	25%	49%	68%	37%	24%	74%	8%	48%	47%	40%
Unsure	1	-	1	-	1	-	-	-	1	-	1	-	-	-	1
	*%		1%		1%				1%		1%				1%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	-	-	-	-	-	199	16	2	5	151	25	12	2	6	14	1			
	100						100	100	100	100	100	100	100	100	100	100	100			
Unweighted Total	198	-	-	-	-	-	198	16	2	6	150	28	10	3	7	14	2			
MEAN	3.35	-	-	-	-	-	3.35	2.58	4.00	3.96	3.24	3.44	4.20	3.78	2.40	1.94	3.00			
1 - Do not worry at all	49	-	-	-	-	-	49	4	-	-	42	4	0	0	2	6	-			
	25%						25%	26%			28%	17%	4%	13%	25%	42%				
2	24	-	-	-	-	-	24	4	-	1	19	3	2	0	3	5	-			
	12%						12%	25%		15%	12%	11%	15%	24%	54%	37%				
3	20	-	-	-	-	-	20	5	-	-	13	5	-	-	-	1	1			
	10%						10%	30%			9%	22%			9%	100%				
4	18	-	-	-	-	-	18	0	2	3	13	2	2	-	-	1	-			
	9%						9%	2%	100%	59%	8%	10%	21%			10%				
5- Worry about it a great deal	86	-	-	-	-	-	86	3	-	1	64	10	7	1	1	0	-			
	43%						43%	17%		26%	42%	40%	61%	64%	21%	2%				
Unsure	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-			
	*%						*%				1%									

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	55	45	63	34	17	25	28	29	15	27	25	32	4	89	57	49
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	57	45	62	31	16	22	28	30	16	23	27	36	8	86	55	49
MEAN	3.35	3.24	3.34	3.15	3.89	4.08	3.79	2.57	3.47	3.24	3.31	3.40	3.19	3.13	3.48	3.22	3.26
1 - Do not worry at all	49	15	11	18	5	2	6	11	4	3	7	8	8	2	16	16	15
	25%	28%	24%	29%	15%	14%	23%	38%	14%	18%	26%	31%	26%	38%	18%	29%	31%
2	24	6	3	11	3	-	1	7	7	3	3	1	3	0	13	8	3
	12%	12%	7%	17%	10%		5%	25%	23%	17%	11%	4%	9%	8%	14%	14%	6%
3	20	5	8	4	2	3	1	1	3	3	3	1	6	-	10	4	6
	10%	9%	19%	7%	7%	16%	4%	3%	10%	22%	10%	3%	19%		12%	7%	13%
4	18	5	6	3	3	1	1	2	2	1	3	5	3	0	11	4	3
	9%	10%	14%	4%	9%	4%	4%	9%	8%	8%	12%	19%	8%	12%	13%	7%	5%
5- Worry about it a great deal	86	23	17	26	20	11	15	7	13	5	11	11	12	2	38	25	22
	43%	41%	37%	42%	60%	66%	61%	25%	45%	35%	41%	43%	37%	42%	43%	43%	45%
Unsure	1	-	-	1	-	-	1	-	-	-	-	-	-	-	1	-	-
	*%			1%			4%								1%		

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	201 100	94 100	107 100	34 100	33 100	66 100	68 100	176 100	12 100	8 100	3 100	3 100
Unweighted Total	202	93	109	41	35	59	67	169	14	11	4	4
MEAN	3.47	3.23	3.69	3.83	3.40	3.27	3.52	3.44	4.14	3.42	4.81	1.62
1 - Do not worry at all	48 24%	25 27%	23 21%	7 20%	7 22%	20 31%	13 20%	41 23%	2 15%	3 34%	-	2 69%
2	19 9%	13 14%	6 6%	2 7%	2 7%	6 9%	9 13%	18 10%	0 1%	0 6%	0 6%	-
3	20 10%	8 9%	12 11%	2 7%	7 20%	6 9%	5 8%	19 11%	0 2%	0 2%	-	1 31%
4	17 8%	10 10%	7 6%	1 4%	4 11%	3 5%	8 12%	15 8%	2 18%	-	-	-
5- Worry about it a great deal	96 48%	38 40%	58 54%	22 63%	13 40%	30 46%	31 45%	81 46%	8 64%	5 58%	3 94%	-
Unsure	1 1%	-	1 1%	-	-	-	1 2%	1 1%	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	201	126	76	111	65	15	11	60	67	74	82	107	44	37	95
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	202	118	84	104	65	14	19	57	66	79	73	113	42	39	96
MEAN	3.47	3.34	3.70	3.32	3.64	3.45	4.11	2.50	3.57	4.18	2.12	4.57	3.08	3.32	3.64
1 - Do not worry at all	48	33	14	29	13	5	1	25	12	11	40	4	15	9	20
	24%	27%	19%	26%	20%	33%	14%	42%	18%	14%	49%	4%	35%	26%	21%
2	19	11	8	10	8	0	0	9	10	1	13	4	4	4	6
	9%	9%	11%	9%	12%	3%	3%	14%	15%	1%	16%	4%	10%	11%	6%
3	20	15	5	15	4	-	1	11	6	4	15	4	2	5	11
	10%	12%	7%	14%	6%	-	11%	18%	8%	5%	19%	4%	5%	13%	12%
4	17	13	4	11	4	2	-	2	6	9	5	10	4	3	8
	8%	10%	5%	10%	6%	14%	-	4%	8%	12%	6%	9%	8%	7%	8%
5- Worry about it a great deal	96	54	43	46	35	7	8	13	33	51	9	84	17	16	49
	48%	43%	56%	42%	54%	50%	71%	22%	49%	68%	11%	79%	40%	43%	52%
Unsure	1	-	1	-	1	-	-	-	1	-	-	1	1	-	-
	1%	-	2%	-	2%	-	-	-	2%	-	-	1%	1%	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	201 100	-	-	-	-	-	201 100	16 100	2 100	1 100	158 100	25 100	6 100	2 100	9 100	15 100	3 100			
Unweighted Total	202	-	-	-	-	-	202	20	2	2	161	23	6	4	11	18	4			
MEAN	3.47	-	-	-	-	-	3.47	2.95	4.53	1.31	3.37	3.40	3.97	2.86	2.98	4.10	4.79			
1 - Do not worry at all	48 24%	-	-	-	-	-	48 24%	5 29%	-	1 69%	41 26%	5 18%	1 21%	1 54%	4 48%	2 12%	-			
2	19 9%	-	-	-	-	-	19 9%	2 14%	-	0 31%	17 11%	2 9%	-	-	-	1 6%	-			
3	20 10%	-	-	-	-	-	20 10%	1 7%	-	-	13 9%	6 25%	-	-	-	-	-			
4	17 8%	-	-	-	-	-	17 8%	3 20%	1 47%	-	11 7%	3 12%	1 20%	-	1 11%	3 18%	1 21%			
5- Worry about it a great deal	96 48%	-	-	-	-	-	96 48%	4 24%	1 53%	-	73 46%	9 37%	4 59%	1 46%	4 42%	8 58%	2 79%			
Unsure	1 1%	-	-	-	-	-	1 1%	1 5%	-	-	1 1%	-	-	-	-	1 5%	-			

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	201	63	44	61	30	16	15	33	30	19	18	32	39	7	88	44	62
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	202	59	48	62	29	20	19	27	27	21	16	32	40	11	88	41	62
MEAN	3.47	3.46	4.01	3.11	3.33	3.54	3.31	2.98	3.32	4.08	3.47	3.58	3.68	3.37	3.11	3.63	3.88
1 - Do not worry at all	48	16	7	18	7	4	4	12	6	3	4	8	8	2	29	9	8
	24%	26%	15%	30%	23%	26%	23%	36%	19%	15%	22%	25%	20%	24%	33%	20%	13%
2	19	3	3	7	6	1	1	4	7	1	1	2	1	0	9	2	7
	9%	5%	7%	12%	19%	7%	5%	11%	25%	7%	8%	6%	4%	3%	10%	6%	12%
3	20	9	3	7	2	1	3	3	0	1	3	3	5	2	6	7	6
	10%	15%	6%	11%	5%	7%	21%	10%	2%	6%	18%	9%	13%	30%	7%	15%	9%
4	17	4	3	7	2	1	3	1	5	-	1	2	4	-	9	3	4
	8%	7%	7%	12%	7%	8%	17%	4%	15%	-	5%	7%	10%	-	10%	8%	7%
5- Worry about it a great deal	96	30	28	22	14	8	5	13	12	14	8	17	19	3	34	22	37
	48%	48%	65%	35%	45%	52%	33%	39%	39%	72%	47%	53%	50%	44%	39%	50%	59%
Unsure	1	-	1	-	-	-	-	-	-	-	-	-	1	-	1	1	-
	1%	-	1%	-	-	-	-	-	-	-	-	-	4%	-	1%	1%	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	99	100	32	52	53	61	174	7	8	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	96	102	32	45	55	66	173	8	8	3	6
MEAN	3.12	2.87	3.36	2.61	2.99	3.38	3.28	3.11	2.62	3.05	2.92	3.77
1 - Do not worry at all	35	17	18	11	12	6	6	34	1	1	-	-
	18%	17%	18%	34%	22%	12%	10%	19%	14%	8%		
2	30	24	6	7	8	8	8	22	2	3	1	2
	15%	24%	6%	21%	15%	14%	13%	12%	31%	38%	44%	30%
3	51	28	24	4	15	13	19	49	0	1	1	-
	26%	28%	24%	13%	28%	25%	31%	28%	7%	8%	38%	
4	32	8	23	2	6	9	14	27	-	2	-	2
	16%	8%	23%	7%	11%	17%	24%	15%		32%		32%
5- Worry about it a great deal	46	19	27	7	12	15	11	41	1	1	0	3
	23%	19%	27%	22%	24%	29%	18%	23%	16%	14%	18%	38%
Unsure	5	4	1	1	-	1	2	3	2	-	-	-
	3%	4%	1%	4%		3%	4%	2%	32%			

Echelon Insights
Focus 2024 Survey
N=400 Registered Voters in the Likely Electorate in WI 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	199	132	67	111	63	21	4	66	70	63	105	81	49	37	93
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	127	71	109	64	18	7	54	70	74	88	97	47	37	97
MEAN	3.12	3.16	3.05	3.16	3.04	3.16	3.22	2.66	3.06	3.65	2.46	3.86	3.28	2.84	3.20
1 - Do not worry at all	35	25	10	24	10	1	0	17	14	4	30	5	7	9	12
	18%	19%	15%	22%	15%	7%	6%	25%	20%	7%	29%	6%	13%	26%	13%
2	30	17	13	10	12	7	1	11	11	8	23	3	8	7	14
	15%	13%	19%	9%	18%	35%	34%	17%	16%	13%	22%	4%	16%	19%	16%
3	51	32	19	31	18	1	1	20	16	15	31	19	12	6	30
	26%	25%	28%	28%	28%	5%	26%	31%	23%	23%	29%	23%	24%	15%	32%
4	32	21	10	16	10	5	-	10	7	14	9	21	11	7	12
	16%	16%	16%	15%	17%	23%	-	15%	10%	23%	9%	26%	23%	19%	13%
5- Worry about it a great deal	46	33	13	29	11	4	1	6	18	22	9	30	12	6	22
	23%	25%	19%	26%	18%	20%	34%	9%	26%	34%	9%	37%	24%	18%	24%
Unsure	5	2	3	-	3	2	-	1	4	-	3	2	-	1	1
	3%	2%	4%	-	4%	11%	-	2%	5%	-	3%	3%	-	3%	2%

Echelon Insights
Focus 2024 Survey
N=400 Registered Voters in the Likely Electorate in WI 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	199 100	-	-	-	-	-	199 100	16 100	2 100	5 100	151 100	25 100	12 100	2 100	6 100	14 100	1 100			
Unweighted Total	198	-	-	-	-	-	198	16	2	6	150	28	10	3	7	14	2			
MEAN	3.12	-	-	-	-	-	3.12	3.75	2.44	2.67	3.15	2.58	3.40	3.09	3.68	3.83	3.59			
1 - Do not worry at all	35 18%	-	-	-	-	-	35 18%	-	-	2 34%	28 18%	6 26%	1 7%	-	-	-	-			
2	30 15%	-	-	-	-	-	30 15%	4 23%	1 56%	-	19 12%	8 32%	2 20%	1 64%	1 21%	2 12%	-			
3	51 26%	-	-	-	-	-	51 26%	4 23%	1 44%	2 30%	39 26%	3 13%	4 35%	-	1 9%	3 22%	1 70%			
4	32 16%	-	-	-	-	-	32 16%	2 10%	-	2 35%	27 18%	4 15%	-	-	-	5 36%	-			
5- Worry about it a great deal	46 23%	-	-	-	-	-	46 23%	7 44%	-	-	35 23%	3 14%	4 37%	1 36%	2 32%	4 29%	0 30%			
Unsure	5 3%	-	-	-	-	-	5 3%	-	-	-	4 2%	-	-	-	2 37%	-	-			

Echelon Insights
Focus 2024 Survey
N=400 Registered Voters in the Likely Electorate in WI 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	199	55	45	63	34	17	25	28	29	15	27	25	32	4	89	57	49
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	57	45	62	31	16	22	28	30	16	23	27	36	8	86	55	49
MEAN	3.12	3.37	3.35	3.06	2.56	2.13	2.61	3.31	3.12	3.12	3.34	3.46	3.41	4.53	2.87	3.21	3.37
1 - Do not worry at all	35	9	10	6	10	6	5	4	1	5	7	3	5	-	24	5	6
	18%	16%	21%	9%	29%	37%	20%	14%	5%	31%	24%	10%	14%	-	27%	8%	13%
2	30	2	3	16	8	5	8	6	6	1	-	2	3	0	12	13	5
	15%	4%	8%	26%	23%	31%	31%	20%	19%	9%	-	8%	8%	8%	13%	22%	11%
3	51	17	6	21	6	2	7	5	12	2	7	8	7	0	19	18	14
	26%	32%	14%	33%	18%	13%	30%	20%	43%	13%	26%	30%	21%	12%	21%	31%	29%
4	32	10	13	4	4	0	1	4	3	2	5	5	12	-	19	6	7
	16%	18%	30%	6%	11%	2%	6%	14%	10%	13%	17%	21%	36%	-	21%	10%	14%
5- Worry about it a great deal	46	15	12	14	5	2	3	9	4	5	9	6	7	3	15	14	14
	23%	27%	28%	22%	14%	11%	13%	32%	15%	35%	33%	25%	21%	80%	17%	24%	29%
Unsure	5	1	-	2	1	1	-	-	2	-	-	1	-	-	1	2	1
	3%	3%	-	4%	4%	7%	-	-	8%	-	-	6%	-	1%	4%	3%	3%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	201 100	94 100	107 100	34 100	33 100	66 100	68 100	176 100	12 100	8 100	3 100	3 100
Unweighted Total	202	93	109	41	35	59	67	169	14	11	4	4
MEAN	4.08	4.16	4.00	3.74	4.04	4.09	4.26	4.06	4.41	3.77	3.82	5.00
1 - Do not worry at all	12 6%	6 6%	6 5%	2 7%	5 15%	4 6%	1 1%	10 6%	-	1 18%	-	-
2	10 5%	4 4%	6 6%	4 12%	1 3%	3 5%	1 2%	9 5%	-	1 8%	-	-
3	29 14%	10 11%	19 17%	7 22%	3 8%	7 11%	12 17%	26 15%	1 10%	1 10%	1 40%	-
4	49 24%	23 25%	26 24%	7 19%	4 13%	21 31%	17 25%	43 24%	5 39%	0 5%	1 38%	-
5- Worry about it a great deal	100 49%	51 54%	49 45%	14 40%	20 61%	31 47%	35 51%	86 49%	6 51%	5 58%	1 22%	3 100%
Unsure	2 1%	-	2 2%	-	-	-	2 4%	2 1%	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	201	126	76	111	65	15	11	60	67	74	82	107	44	37	95
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	202	118	84	104	65	14	19	57	66	79	73	113	42	39	96
MEAN	4.08	4.07	4.09	4.06	4.06	4.15	4.27	4.34	4.08	3.86	4.39	3.81	4.04	4.06	4.12
1 - Do not worry at all	12	10	2	9	2	1	-	3	5	4	5	7	4	5	3
	6%	8%	2%	8%	2%	10%	-	4%	8%	5%	6%	6%	9%	14%	3%
2	10	4	6	4	5	-	1	2	1	7	1	8	2	2	4
	5%	3%	8%	4%	8%	-	6%	4%	1%	9%	2%	8%	5%	6%	5%
3	29	18	11	16	10	2	1	6	8	16	5	23	5	-	17
	14%	14%	14%	15%	15%	13%	11%	10%	11%	21%	6%	21%	12%	-	18%
4	49	28	21	25	18	3	3	10	20	18	16	29	8	7	25
	24%	22%	28%	22%	27%	19%	32%	16%	30%	25%	20%	27%	19%	20%	26%
5- Worry about it a great deal	100	66	34	57	29	9	5	39	30	30	54	39	24	22	45
	49%	52%	45%	51%	44%	58%	51%	65%	46%	40%	66%	36%	54%	60%	48%
Unsure	2	-	2	-	2	-	-	-	2	-	-	2	-	-	-
	1%	-	3%	-	4%	-	-	-	4%	-	-	2%	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	201 100	-	-	-	-	-	201 100	16 100	2 100	1 100	158 100	25 100	6 100	2 100	9 100	15 100	3 100			
Unweighted Total	202	-	-	-	-	-	202	20	2	2	161	23	6	4	11	18	4			
MEAN	4.08	-	-	-	-	-	4.08	4.46	5.00	5.00	4.08	4.22	4.54	4.25	4.09	3.72	2.99			
1 - Do not worry at all	12 6%	-	-	-	-	-	12 6%	-	-	-	8 5%	1 4%	-	-	-	-	-			
2	10 5%	-	-	-	-	-	10 5%	0 2%	-	-	7 4%	2 7%	1 15%	-	-	1 7%	1 36%			
3	29 14%	-	-	-	-	-	29 14%	2 11%	-	-	25 16%	3 12%	-	1 34%	3 30%	6 38%	1 47%			
4	49 24%	-	-	-	-	-	49 24%	4 24%	-	-	42 27%	4 15%	-	0 6%	3 31%	4 25%	-			
5- Worry about it a great deal	100 49%	-	-	-	-	-	100 49%	9 59%	2 100%	1 100%	74 47%	16 61%	5 85%	1 60%	3 39%	4 25%	0 17%			
Unsure	2 1%	-	-	-	-	-	2 1%	1 5%	-	-	2 2%	-	-	-	-	1 5%	-			

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	201	63	44	61	30	16	15	33	30	19	18	32	39	7	88	44	62
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	202	59	48	62	29	20	19	27	27	21	16	32	40	11	88	41	62
MEAN	4.08	4.20	3.70	4.27	3.94	3.82	4.32	3.99	4.46	3.67	3.80	4.19	4.11	3.87	3.97	4.01	4.29
1 - Do not worry at all	12	3	3	4	2	1	1	3	1	1	4	1	-	-	7	3	1
	6%	5%	7%	7%	5%	6%	7%	9%	3%	7%	22%	2%	-	-	8%	8%	1%
2	10	3	3	1	2	1	-	2	-	3	1	1	1	0	4	3	3
	5%	4%	8%	2%	8%	9%	-	7%	-	15%	5%	3%	4%	5%	4%	6%	6%
3	29	9	9	6	5	4	2	2	3	4	1	5	9	2	13	5	8
	14%	15%	21%	9%	15%	23%	10%	7%	9%	21%	5%	15%	23%	32%	15%	12%	13%
4	49	11	14	12	9	3	3	10	7	3	1	11	10	2	23	10	14
	24%	18%	33%	19%	30%	21%	21%	30%	22%	18%	7%	33%	27%	32%	26%	22%	22%
5- Worry about it a great deal	100	36	12	38	12	6	9	16	19	7	11	15	16	2	41	21	36
	49%	58%	28%	62%	41%	41%	62%	47%	65%	39%	61%	47%	40%	30%	46%	48%	58%
Unsure	2	-	2	-	-	-	-	-	-	-	-	-	2	-	1	2	-
	1%	-	4%	-	-	-	-	-	-	-	-	-	6%	-	1%	4%	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	99	100	32	52	53	61	174	7	8	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	96	102	32	45	55	66	173	8	8	3	6
MEAN	3.49	3.36	3.62	3.37	3.48	3.66	3.43	3.48	3.69	3.76	4.44	2.96
1 - Do not worry at all	10	5	5	-	3	-	7	9	-	-	-	1
	5%	5%	5%		6%		11%	5%				12%
2	23	14	8	6	5	8	4	20	-	2	-	1
	11%	14%	9%	19%	9%	15%	7%	11%		23%		18%
3	70	37	33	14	22	16	18	63	3	2	-	2
	35%	37%	33%	43%	42%	30%	30%	36%	38%	24%		32%
4	52	28	25	7	10	15	21	44	4	1	2	3
	26%	28%	25%	20%	19%	29%	34%	25%	56%	8%	56%	38%
5- Worry about it a great deal	44	16	28	6	13	14	11	39	0	3	1	-
	22%	16%	28%	17%	25%	26%	19%	22%	7%	46%	44%	
Unsure	0	-	0	-	-	0	-	0	-	-	-	-
	*%		*%			*%		*%				

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	132	67	111	63	21	4	66	70	63	105	81	49	37	93
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	127	71	109	64	18	7	54	70	74	88	97	47	37	97
MEAN	3.49	3.45	3.58	3.42	3.59	3.61	3.42	3.28	3.57	3.63	3.35	3.68	3.36	3.37	3.65
1 - Do not worry at all	10	10	-	9	-	1	-	5	1	3	8	2	5	-	1
	5%	7%		8%		4%		8%	2%	5%	7%	3%	9%		1%
2	23	16	6	15	5	2	1	7	8	8	14	6	7	5	8
	11%	12%	9%	13%	8%	8%	34%	10%	12%	13%	13%	7%	15%	13%	9%
3	70	41	29	35	29	6	0	31	23	17	41	25	13	16	39
	35%	31%	43%	31%	45%	32%	6%	46%	33%	27%	39%	31%	27%	44%	42%
4	52	34	19	27	17	7	2	11	25	17	19	30	13	13	19
	26%	25%	28%	24%	27%	34%	45%	16%	36%	26%	18%	37%	26%	36%	21%
5- Worry about it a great deal	44	31	13	26	13	5	1	13	13	18	23	17	11	2	26
	22%	23%	20%	23%	20%	22%	15%	19%	18%	29%	22%	21%	22%	7%	28%
Unsure	0	0	-	0	-	-	-	-	-	0	-	0	0	-	-
	*%	*%		*%						*%	*%	*%	1%		

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	-	-	-	-	-	199	16	2	5	151	25	12	2	6	14	1			
	100						100	100	100	100	100	100	100	100	100	100	100			
Unweighted Total	198	-	-	-	-	-	198	16	2	6	150	28	10	3	7	14	2			
MEAN	3.49	-	-	-	-	-	3.49	3.32	3.44	2.97	3.56	2.88	3.36	2.73	3.37	3.58	3.30			
1 - Do not worry at all	10	-	-	-	-	-	10	1	-	-	6	3	-	-	-	1	-			
	5%						5%	8%			4%	13%				9%				
2	23	-	-	-	-	-	23	3	-	2	16	6	1	1	1	2	-			
	11%						11%	21%		38%	10%	24%	10%	64%	21%	12%				
3	70	-	-	-	-	-	70	4	1	2	53	8	6	-	1	3	1			
	35%						35%	28%	56%	36%	35%	34%	47%		20%	18%	70%			
4	52	-	-	-	-	-	52	3	1	1	39	5	5	1	4	4	0			
	26%						26%	19%	44%	17%	25%	18%	39%	36%	59%	29%	30%			
5- Worry about it a great deal	44	-	-	-	-	-	44	4	-	0	37	3	0	-	-	4	-			
	22%						22%	25%		9%	25%	10%	4%			29%				
Unsure	0	-	-	-	-	-	0	-	-	-	0	-	-	-	-	0	-			
	*%						*%				*%					2%				

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	55	45	63	34	17	25	28	29	15	27	25	32	4	89	57	49
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	57	45	62	31	16	22	28	30	16	23	27	36	8	86	55	49
MEAN	3.49	3.88	3.32	3.43	3.31	3.25	3.42	3.62	3.11	3.50	3.52	3.69	3.71	3.88	3.48	3.49	3.48
1 - Do not worry at all	10	-	5	4	1	-	-	-	5	-	3	-	2	-	6	2	1
	5%		11%	6%	3%				16%		11%		7%		7%	4%	3%
2	23	2	6	6	6	3	2	6	3	3	3	2	1	0	13	4	6
	11%	4%	14%	10%	19%	19%	8%	20%	12%	19%	10%	9%	2%	9%	14%	7%	12%
3	70	21	13	22	14	8	16	5	8	6	6	11	11	1	27	24	19
	35%	38%	28%	35%	42%	47%	65%	18%	26%	40%	21%	43%	33%	20%	30%	42%	39%
4	52	14	11	22	6	4	1	11	11	2	9	4	10	2	20	18	13
	26%	26%	24%	35%	16%	26%	5%	39%	38%	14%	31%	17%	31%	39%	22%	31%	28%
5- Worry about it a great deal	44	18	10	9	7	2	6	6	2	4	7	8	9	1	24	9	9
	22%	33%	22%	14%	20%	9%	22%	22%	8%	27%	27%	30%	28%	26%	27%	16%	19%
Unsure	0	-	0	-	-	-	-	-	-	-	-	0	-	0	-	-	-
	*%		1%									1%		6%			

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	99	100	32	52	53	61	174	7	8	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	96	102	32	45	55	66	173	8	8	3	6
There's a problem with age-inappropriate discussions in schools	107	58	49	19	34	27	28	94	2	4	1	7
	54%	59%	49%	58%	65%	50%	46%	54%	26%	48%	44%	100%
The issue is being blown out of proportion	83	37	46	12	17	25	29	73	5	4	2	-
	42%	37%	47%	37%	33%	47%	47%	42%	67%	52%	56%	-
Unsure	8	4	4	2	1	1	4	8	0	-	-	-
	4%	4%	4%	5%	2%	2%	7%	4%	7%	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	132	67	111	63	21	4	66	70	63	105	81	49	37	93
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	127	71	109	64	18	7	54	70	74	88	97	47	37	97
There's a problem with age-inappropriate discussions in schools	107 54%	72 54%	36 53%	60 54%	34 53%	12 57%	2 55%	54 81%	33 48%	21 33%	89 85%	13 16%	27 55%	21 56%	50 54%
The issue is being blown out of proportion	83 42%	56 42%	27 41%	47 43%	26 41%	8 41%	2 45%	9 14%	31 45%	42 67%	12 12%	66 81%	21 43%	15 41%	37 40%
Unsure	8 4%	4 3%	4 6%	4 3%	4 6%	0 2%	-	3 4%	5 8%	-	4 4%	3 3%	1 3%	1 3%	5 5%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure		
Total	199	-	-	-	-	-	199	16	2	5	151	25	12	2	6	14	1		
	100						100	100	100	100	100	100	100	100	100	100	100		
Unweighted Total	198	-	-	-	-	-	198	16	2	6	150	28	10	3	7	14	2		
There's a problem with age-inappropriate discussions in schools	107 54%	-	-	-	-	-	107 54%	6 40%	2 100%	3 68%	80 53%	13 53%	8 67%	1 64%	1 21%	3 21%	1 70%		
The issue is being blown out of proportion	83 42%	-	-	-	-	-	83 42%	8 49%	-	1 18%	66 44%	10 42%	4 33%	1 36%	5 79%	10 74%	0 30%		
Unsure	8 4%	-	-	-	-	-	8 4%	2 11%	-	1 15%	5 3%	1 5%	-	-	-	1 5%	-		

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	55	45	63	34	17	25	28	29	15	27	25	32	4	89	57	49
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	57	45	62	31	16	22	28	30	16	23	27	36	8	86	55	49
There's a problem with age-inappropriate discussions in schools	107 54%	28 52%	21 46%	32 51%	24 72%	12 70%	18 71%	12 44%	16 55%	7 44%	16 60%	14 57%	12 37%	2 54%	54 61%	28 49%	23 48%
The issue is being blown out of proportion	83 42%	24 43%	23 51%	26 42%	10 28%	3 20%	6 25%	15 56%	12 40%	8 56%	11 40%	10 38%	17 54%	2 46%	31 35%	26 46%	24 49%
Unsure	8 4%	3 5%	1 3%	4 7%	-	2 10%	1 4%	-	2 5%	-	-	1 5%	3 9%	-	4 4%	3 5%	2 3%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	95 100	44 100	51 100	21 100	17 100	28 100	29 100	84 100	5 100	4 100	1 100	1 100
Unweighted Total	98	46	52	23	18	26	31	83	6	5	2	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 59%	26 58%	30 60%	10 45%	15 90%	16 57%	15 53%	50 60%	4 74%	1 32%	0 13%	1 100%
People who say that LGBT students are being unfairly stigmatized and that schools should be able to have open discussions about sexuality and gender identity	36 38%	17 39%	19 37%	11 51%	2 9%	11 38%	13 45%	31 37%	1 26%	2 63%	1 87%	-
DNR – Don't know/Refused/Unsure	3 3%	1 3%	2 3%	1 4%	0 1%	1 4%	1 2%	3 3%	-	0 5%	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	95 100	58 100	37 100	52 100	32 100	5 100	5 100	32 100	35 100	29 100	37 100	50 100	24 100	19 100	45 100
Unweighted Total	98	57	41	50	33	7	8	30	35	33	36	54	22	21	45
People who say that these issues should be left to parents to discuss with their children and that schools should get back to focusing on the basics of instruction	56 59%	35 61%	21 56%	33 63%	17 53%	2 35%	4 74%	26 83%	20 58%	10 34%	35 94%	14 28%	14 58%	10 52%	29 64%
People who say that LGBT students are being unfairly stigmatized and that schools should be able to have open discussions about sexuality and gender identity	36 38%	22 38%	14 38%	18 35%	13 41%	3 65%	1 23%	6 17%	13 38%	17 61%	2 6%	33 67%	10 41%	7 40%	15 33%
DNR – Don't know/Refused/Unsure	3 3%	1 1%	2 6%	1 1%	2 6%	-	0 3%	-	1 4%	1 5%	-	3 5%	0 1%	1 8%	1 3%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	95 100	-	-	-	-	-	95 100	9 100	1 100	1 100	77 100	13 100	2 100	1 100	6 100	9 100	2 100
Unweighted Total	98	-	-	-	-	-	98	10	1	2	80	13	2	1	6	10	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 59%	-	-	-	-	-	56 59%	9 94%	1 100%	1 100%	42 55%	11 82%	1 52%	1 100%	5 84%	2 25%	-
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	36 38%	-	-	-	-	-	36 38%	0 4%	-	-	32 42%	2 12%	1 48%	-	1 16%	5 61%	2 100%
DNR – Don't know/Refused/Unsure	3 3%	-	-	-	-	-	3 3%	0 2%	-	-	2 3%	1 6%	-	-	-	1 14%	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	95 100	30 100	21 100	30 100	14 100	9 100	8 100	14 100	13 100	12 100	9 100	14 100	16 100	5 100	42 100	19 100	29 100
Unweighted Total	98	28	24	33	13	11	9	11	15	12	9	15	16	8	40	19	31
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 59%	20 65%	11 51%	18 62%	7 51%	4 42%	7 93%	7 50%	8 56%	6 48%	7 87%	9 65%	8 50%	2 36%	30 70%	10 51%	15 51%
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	36 38%	10 32%	9 44%	10 34%	7 49%	5 58%	1 7%	6 42%	6 44%	6 46%	1 11%	5 35%	7 46%	3 64%	12 28%	9 49%	12 41%
DNR – Don't know/Refused/Unsure	3 3%	1 2%	1 4%	1 4%	-	-	-	1 9%	-	1 6%	0 2%	-	1 5%	-	1 2%	-	2 7%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	106	50	57	13	16	38	39	92	7	5	2	2
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	104	47	57	18	17	33	36	86	8	6	2	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	51	28	23	5	5	23	18	44	4	3	-	2
	48%	57%	41%	39%	30%	61%	47%	48%	50%	59%		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	52	20	32	8	9	15	20	46	3	2	1	-
	49%	41%	56%	61%	56%	39%	51%	50%	50%	41%	70%	
DNR – Don't know/Refused/Unsure	3	1	2	-	2	-	1	2	-	-	0	-
	3%	3%	3%		14%		2%	3%			30%	

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	106	68	38	58	33	10	5	29	32	45	44	57	20	18	50
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	104	61	43	54	32	7	11	27	31	46	37	59	20	18	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	51	33	18	27	17	6	1	20	18	13	39	8	14	10	20
	48%	49%	48%	46%	51%	66%	29%	69%	56%	29%	89%	15%	67%	53%	40%
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	52	33	19	30	16	3	3	9	13	30	5	46	7	9	28
	49%	49%	49%	51%	47%	34%	62%	31%	41%	66%	11%	81%	33%	47%	56%
DNR – Don't know/Refused/Unsure	3	2	1	2	1	-	0	-	1	2	-	2	-	-	2
	3%	3%	3%	3%	2%		9%		2%	5%		4%			4%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	Swing Voters		Vote History			Moved by Messaging				
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	106 100	-	-	-	-	-	106 100	7 100	1 100	-	81 100	12 100	4 100	1 100	3 100	6 100	1 100
Unweighted Total	104	-	-	-	-	-	104	10	1	-	81	10	4	3	5	8	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	51 48%	-	-	-	-	-	51 48%	5 70%	1 100%	-	39 48%	6 51%	3 74%	0 12%	2 67%	2 25%	1 55%
People who say that LGBT students are being unfairly stigmatized and that schools should be able to have open discussions about sexuality and gender identity	52 49%	-	-	-	-	-	52 49%	1 19%	-	-	39 48%	6 49%	1 26%	1 88%	1 33%	4 63%	0 45%
DNR – Don't know/Refused/Unsure	3 3%	-	-	-	-	-	3 3%	1 11%	-	-	3 4%	-	-	-	-	1 12%	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	106	33	23	32	16	7	7	19	16	6	9	18	23	2	46	25	33
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	104	31	24	29	16	9	10	16	12	9	7	17	24	3	48	22	31
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	51	13	10	18	8	3	4	14	8	2	1	9	11	1	22	15	14
	48%	41%	43%	56%	51%	46%	55%	70%	47%	32%	11%	51%	47%	53%	47%	60%	41%
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	52	18	13	13	8	4	2	6	9	4	7	9	11	1	22	9	20
	49%	56%	57%	40%	49%	54%	28%	30%	53%	68%	78%	49%	50%	47%	48%	36%	59%
DNR – Don't know/Refused/Unsure	3	1	-	1	-	-	1	-	-	-	1	-	1	-	2	1	-
	3%	3%		4%			17%				10%		3%		4%	4%	

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	193	207	67	85	119	130	351	19	16	6	10
	100	100	100	100	100	100	100	100	100	100	100	100
Closer to where I think it ought to be	109	61	48	19	28	28	35	97	5	1	1	5
	27%	32%	23%	28%	33%	23%	27%	28%	27%	7%	25%	47%
Further from where I think it ought to be	238	103	135	40	43	75	80	208	10	10	4	5
	59%	53%	65%	60%	50%	63%	62%	59%	53%	67%	75%	53%
DNR – Don't know/Refused/Unsure	53	29	24	8	15	16	15	46	4	4	-	-
	13%	15%	12%	12%	17%	13%	12%	13%	19%	26%		

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	257	143	222	129	35	14	126	137	137	186	188	93	74	187
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Closer to where I think it ought to be	109	71	38	62	35	8	4	60	29	20	92	15	27	23	48
	27%	28%	27%	28%	27%	24%	26%	47%	21%	15%	49%	8%	29%	31%	26%
Further from where I think it ought to be	238	149	89	130	78	20	10	48	82	108	58	163	54	39	119
	59%	58%	62%	58%	61%	55%	71%	38%	60%	79%	31%	86%	57%	52%	63%
DNR – Don't know/Refused/Unsure	53	37	16	30	16	7	0	19	25	9	37	11	13	12	20
	13%	14%	11%	14%	12%	21%	3%	15%	19%	7%	20%	6%	14%	16%	11%

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

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

	Total	State					Swing	Swing Voters		Vote History			Moved by Messaging				
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	400 100	-	-	-	-	-	400 100	32 100	4 100	7 100	309 100	50 100	18 100	4 100	15 100	28 100	4 100
Closer to where I think it ought to be	109 27%	-	-	-	-	-	109 27%	5 15%	-	2 29%	82 27%	19 38%	4 21%	1 35%	3 22%	5 18%	1 14%
Further from where I think it ought to be	238 59%	-	-	-	-	-	238 59%	19 59%	2 49%	3 44%	189 61%	21 41%	14 74%	2 42%	6 41%	21 73%	3 63%
DNR – Don't know/Refused/Unsure	53 13%	-	-	-	-	-	53 13%	8 25%	2 51%	2 27%	38 12%	10 21%	1 5%	1 24%	6 37%	3 9%	1 22%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	117	89	124	64	33	40	61	59	34	45	58	71	11	178	101	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Closer to where I think it ought to be	109	31	18	34	23	13	16	14	18	6	12	14	17	2	53	31	23
	27%	26%	20%	28%	37%	38%	41%	23%	31%	19%	26%	24%	24%	18%	30%	31%	21%
Further from where I think it ought to be	238	75	59	70	31	17	16	38	32	23	26	38	48	8	95	57	77
	59%	64%	67%	57%	48%	51%	40%	62%	55%	69%	59%	65%	67%	76%	53%	57%	70%
DNR – Don't know/Refused/Unsure	53	12	12	20	10	4	8	9	9	4	7	7	7	1	30	12	10
	13%	10%	13%	16%	15%	11%	19%	15%	15%	13%	15%	12%	9%	5%	17%	12%	9%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	193	207	67	85	119	130	351	19	16	6	10
	100	100	100	100	100	100	100	100	100	100	100	100
Still support that candidate	144	82	63	25	34	42	43	131	3	6	2	2
	36%	42%	30%	38%	40%	35%	33%	37%	17%	41%	30%	25%
At least have to be comfortable with their position on abortion in order to support them	120	49	71	23	26	35	36	102	7	4	3	5
	30%	25%	34%	35%	31%	29%	28%	29%	38%	26%	48%	48%
I would not support that candidate	136	62	73	18	25	42	51	118	9	5	1	3
	34%	32%	35%	27%	29%	35%	39%	34%	46%	34%	22%	27%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	257	143	222	129	35	14	126	137	137	186	188	93	74	187
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Still support that candidate	144	92	52	84	47	8	6	55	56	34	97	38	29	27	74
	36%	36%	37%	38%	36%	22%	41%	43%	41%	24%	52%	20%	31%	36%	40%
At least have to be comfortable with their position on abortion in order to support them	120	80	40	68	34	13	6	31	42	47	41	68	35	22	45
	30%	31%	28%	30%	27%	36%	39%	25%	31%	35%	22%	36%	37%	30%	24%
I would not support that candidate	136	85	51	70	48	15	3	40	39	56	48	83	30	25	68
	34%	33%	35%	32%	37%	42%	20%	32%	29%	41%	26%	44%	32%	34%	36%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400 100	-	-	-	-	-	400 100	32 100	4 100	7 100	309 100	50 100	18 100	4 100	15 100	28 100	4 100
Still support that candidate	144 36%	-	-	-	-	-	144 36%	14 44%	3 78%	4 65%	113 37%	19 38%	6 36%	1 35%	3 21%	6 22%	0 12%
At least have to be comfortable with their position on abortion in order to support them	120 30%	-	-	-	-	-	120 30%	12 38%	-	1 17%	90 29%	10 20%	8 46%	1 18%	5 33%	11 40%	2 48%
I would not support that candidate	136 34%	-	-	-	-	-	136 34%	5 17%	1 22%	1 19%	105 34%	21 42%	3 19%	2 48%	7 46%	11 38%	2 40%

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

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

	Total	Marital x Gender				Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	400	117	89	124	64	33	40	61	59	34	45	58	71	11	178	101	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Still support that candidate	144	43	20	45	36	16	19	26	20	9	15	16	22	2	75	33	34
	36%	37%	22%	36%	57%	49%	47%	43%	35%	28%	34%	27%	31%	18%	42%	32%	31%
At least have to be comfortable with their position on abortion in order to support them	120	36	35	33	14	13	10	14	12	10	16	21	24	7	49	28	36
	30%	30%	40%	26%	22%	38%	26%	23%	21%	31%	35%	36%	34%	63%	28%	28%	33%
I would not support that candidate	136	39	34	47	14	4	11	21	26	14	14	21	25	2	53	40	40
	34%	33%	38%	38%	22%	13%	27%	34%	44%	41%	30%	36%	35%	18%	30%	40%	36%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	99	100	32	52	53	61	174	7	8	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	96	102	32	45	55	66	173	8	8	3	6
COMPLETELY/MOSTLY AGREE	111	60	50	21	31	26	32	97	5	4	2	3
	56%	61%	50%	66%	59%	50%	52%	55%	66%	48%	82%	46%
COMPLETELY/MOSTLY DISAGREE	80	37	44	11	19	23	27	71	2	2	0	4
	40%	37%	44%	34%	36%	44%	45%	41%	34%	33%	18%	54%
Completely agree	85	44	40	15	25	24	22	77	2	2	2	1
	43%	45%	41%	46%	47%	45%	35%	44%	33%	33%	82%	12%
Mostly agree	26	16	10	6	6	2	10	20	2	1	-	2
	13%	16%	10%	20%	12%	5%	17%	11%	32%	16%	-	34%
Mostly disagree	26	12	14	5	9	6	6	21	2	-	-	4
	13%	12%	14%	15%	17%	11%	10%	12%	24%	-	-	54%
Completely disagree	54	25	29	6	10	17	21	50	1	2	0	-
	27%	25%	29%	19%	19%	32%	34%	29%	10%	33%	18%	-
DNR – Don' t know/Refused	8	2	6	-	2	3	2	6	-	1	-	-
	4%	2%	6%	-	5%	6%	3%	4%	-	19%	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	132	67	111	63	21	4	66	70	63	105	81	49	37	93
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	127	71	109	64	18	7	54	70	74	88	97	47	37	97
COMPLETELY/MOSTLY AGREE	111	73	38	61	36	12	2	55	33	22	92	15	28	22	49
	56%	55%	56%	55%	56%	57%	55%	84%	47%	35%	88%	19%	57%	59%	53%
COMPLETELY/MOSTLY DISAGREE	80	54	27	46	25	7	2	10	32	38	10	63	16	15	42
	40%	41%	40%	42%	40%	36%	45%	16%	45%	60%	10%	77%	33%	41%	45%
Completely agree	85	56	29	49	28	7	1	47	23	15	75	8	22	17	37
	43%	43%	43%	44%	44%	34%	22%	71%	32%	24%	72%	10%	45%	47%	40%
Mostly agree	26	17	9	12	8	5	1	8	10	7	17	7	6	4	12
	13%	13%	14%	11%	12%	22%	34%	13%	15%	11%	17%	9%	12%	12%	13%
Mostly disagree	26	19	8	13	8	6	-	3	15	8	3	16	7	6	11
	13%	14%	12%	12%	12%	27%	-	5%	22%	12%	2%	20%	13%	16%	12%
Completely disagree	54	35	19	33	17	2	2	7	16	31	8	46	9	9	30
	27%	27%	28%	30%	27%	9%	45%	11%	23%	48%	7%	57%	19%	25%	33%
DNR – Don' t know/Refused	8	5	3	4	3	1	-	-	5	3	2	3	5	-	2
	4%	4%	4%	3%	4%	7%	-	-	8%	4%	2%	4%	10%	-	2%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	-	-	-	-	-	199	16	2	5	151	25	12	2	6	14	1		
	100						100	100	100	100	100	100	100	100	100	100	100		
Unweighted Total	198	-	-	-	-	-	198	16	2	6	150	28	10	3	7	14	2		
COMPLETELY/MOSTLY AGREE	111	-	-	-	-	-	111	4	2	3	82	17	8	1	4	6	1		
	56%						56%	26%	100%	61%	54%	68%	69%	64%	67%	42%	100%		
COMPLETELY/MOSTLY DISAGREE	80	-	-	-	-	-	80	8	-	-	63	8	3	1	2	6	-		
	40%						40%	53%			42%	32%	22%	36%	33%	40%			
Completely agree	85	-	-	-	-	-	85	2	-	2	62	12	8	-	-	3	0		
	43%						43%	11%		47%	41%	51%	65%			21%	30%		
Mostly agree	26	-	-	-	-	-	26	3	2	1	20	4	0	1	4	3	1		
	13%						13%	16%	100%	15%	13%	18%	4%	64%	67%	21%	70%		
Mostly disagree	26	-	-	-	-	-	26	8	-	-	16	4	1	0	1	1	-		
	13%						13%	53%			10%	16%	7%	13%	16%	8%			
Completely disagree	54	-	-	-	-	-	54	-	-	-	47	4	2	0	1	4	-		
	27%						27%				31%	15%	15%	24%	17%	32%			
DNR – Don't know/Refused	8	-	-	-	-	-	8	3	-	2	6	-	1	-	-	3	-		
	4%						4%	21%		39%	4%		9%			18%			

Echelon Insights
Focus 2024 Survey
N=400 Registered Voters in the Likely Electorate in WI 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	199	55	45	63	34	17	25	28	29	15	27	25	32	4	89	57	49
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	57	45	62	31	16	22	28	30	16	23	27	36	8	86	55	49
COMPLETELY/MOSTLY AGREE	111	28	23	35	24	13	19	12	16	8	12	15	16	1	52	32	25
	56%	51%	50%	56%	71%	76%	75%	43%	56%	55%	44%	57%	49%	26%	59%	56%	52%
COMPLETELY/MOSTLY DISAGREE	80	26	17	26	10	4	6	14	13	7	13	9	14	3	31	25	22
	40%	48%	39%	42%	29%	24%	25%	50%	44%	45%	47%	37%	45%	68%	35%	44%	44%
Completely agree	85	24	16	26	17	10	15	11	9	5	9	13	13	1	41	22	22
	43%	45%	36%	42%	51%	57%	60%	39%	30%	34%	35%	52%	39%	15%	45%	38%	45%
Mostly agree	26	3	7	9	7	3	4	1	8	3	3	1	3	0	12	10	3
	13%	6%	15%	14%	20%	19%	16%	4%	26%	21%	9%	5%	9%	12%	13%	18%	7%
Mostly disagree	26	5	9	9	3	2	3	3	5	3	6	3	2	1	9	11	5
	13%	10%	20%	14%	8%	10%	13%	9%	15%	22%	21%	13%	6%	29%	10%	20%	10%
Completely disagree	54	21	8	18	7	2	3	11	8	4	7	6	13	2	22	14	17
	27%	38%	19%	28%	21%	14%	11%	40%	28%	24%	26%	24%	39%	39%	24%	24%	35%
DNR – Don' t know/Refused	8	1	5	1	-	-	-	2	-	-	2	1	2	0	6	-	2
	4%	2%	11%	2%	-	-	-	7%	-	-	9%	5%	6%	6%	7%	-	3%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	201 100	94 100	107 100	34 100	33 100	66 100	68 100	176 100	12 100	8 100	3 100	3 100
Unweighted Total	202	93	109	41	35	59	67	169	14	11	4	4
COMPLETELY/MOSTLY AGREE	100 50%	55 58%	45 42%	13 38%	20 62%	31 46%	36 53%	88 50%	7 57%	3 40%	0 6%	2 82%
COMPLETELY/MOSTLY DISAGREE	89 44%	37 39%	53 49%	18 52%	11 35%	32 49%	28 40%	76 43%	5 43%	5 58%	3 94%	0 18%
Completely agree	79 39%	46 49%	33 31%	10 29%	17 51%	25 39%	27 39%	71 40%	4 34%	2 22%	-	2 82%
Mostly agree	21 11%	9 10%	12 11%	3 9%	4 11%	5 8%	10 14%	17 10%	3 24%	1 17%	0 6%	-
Mostly disagree	18 9%	8 9%	10 9%	4 11%	2 6%	4 5%	9 13%	17 9%	0 2%	-	1 38%	-
Completely disagree	71 35%	29 30%	43 40%	14 41%	10 29%	29 44%	19 28%	60 34%	5 41%	5 58%	2 56%	0 18%
DNR – Don't know/Refused	12 6%	3 3%	9 9%	3 10%	1 3%	3 4%	5 7%	12 7%	-	0 2%	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	201	126	76	111	65	15	11	60	67	74	82	107	44	37	95
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	202	118	84	104	65	14	19	57	66	79	73	113	42	39	96
COMPLETELY/MOSTLY AGREE	100	68	32	60	27	8	4	49	32	19	77	14	25	18	48
	50%	54%	42%	54%	42%	53%	42%	82%	47%	26%	95%	13%	57%	50%	51%
COMPLETELY/MOSTLY DISAGREE	89	54	36	47	30	7	6	10	31	49	3	85	16	16	45
	44%	43%	47%	42%	46%	47%	56%	17%	46%	66%	4%	80%	37%	42%	47%
Completely agree	79	60	19	53	18	7	1	41	20	17	66	9	23	16	35
	39%	48%	25%	48%	27%	47%	10%	68%	30%	24%	81%	8%	51%	43%	37%
Mostly agree	21	8	13	7	10	1	3	8	11	2	11	5	2	2	13
	11%	6%	18%	6%	15%	6%	33%	14%	17%	2%	14%	4%	5%	7%	14%
Mostly disagree	18	8	10	8	8	-	1	1	8	9	1	16	2	4	6
	9%	7%	13%	8%	13%		12%	2%	12%	13%	1%	15%	4%	11%	7%
Completely disagree	71	45	26	38	21	7	5	9	23	39	2	69	14	11	38
	35%	36%	34%	34%	33%	47%	44%	15%	34%	53%	3%	64%	32%	31%	40%
DNR – Don' t know/Refused	12	4	8	4	8	-	0	1	5	6	1	8	3	3	2
	6%	3%	11%	3%	12%		2%	2%	7%	9%	1%	8%	7%	8%	2%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	201	-	-	-	-	-	201	16	2	1	158	25	6	2	9	15	3		
	100						100	100	100	100	100	100	100	100	100	100	100		
Unweighted Total	202	-	-	-	-	-	202	20	2	2	161	23	6	4	11	18	4		
COMPLETELY/MOSTLY AGREE	100	-	-	-	-	-	100	12	1	1	77	17	2	1	5	3	1		
	50%						50%	75%	47%	100%	49%	68%	37%	54%	58%	20%	21%		
COMPLETELY/MOSTLY DISAGREE	89	-	-	-	-	-	89	1	-	-	73	6	3	1	2	12	2		
	44%						44%	8%			46%	25%	42%	46%	18%	80%	79%		
Completely agree	79	-	-	-	-	-	79	6	1	1	61	12	2	1	4	2	-		
	39%						39%	39%	47%	69%	39%	47%	37%	47%	43%	11%			
Mostly agree	21	-	-	-	-	-	21	6	-	0	16	5	-	0	1	1	1		
	11%						11%	36%		31%	10%	21%		6%	16%	9%	21%		
Mostly disagree	18	-	-	-	-	-	18	1	-	-	14	3	1	1	1	6	1		
	9%						9%	8%			9%	12%	15%	46%	11%	41%	36%		
Completely disagree	71	-	-	-	-	-	71	-	-	-	59	3	2	-	1	6	1		
	35%						35%				38%	12%	27%		7%	39%	43%		
DNR – Don't know/Refused	12	-	-	-	-	-	12	3	1	-	8	2	1	-	2	-	-		
	6%						6%	18%	53%		5%	7%	21%		24%				

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	201	63	44	61	30	16	15	33	30	19	18	32	39	7	88	44	62
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	202	59	48	62	29	20	19	27	27	21	16	32	40	11	88	41	62
COMPLETELY/MOSTLY AGREE	100	31	13	40	15	7	10	16	21	6	10	14	15	3	49	22	26
	50%	50%	30%	65%	49%	44%	68%	49%	72%	33%	56%	44%	38%	46%	56%	51%	41%
COMPLETELY/MOSTLY DISAGREE	89	27	26	21	13	9	5	15	8	9	7	17	19	4	39	15	32
	44%	42%	59%	35%	43%	56%	32%	45%	27%	49%	37%	54%	50%	54%	44%	35%	51%
Completely agree	79	24	9	32	13	5	8	15	17	5	9	10	9	3	42	15	20
	39%	39%	20%	53%	43%	33%	54%	45%	58%	26%	48%	32%	24%	38%	47%	33%	32%
Mostly agree	21	7	4	7	2	2	2	1	4	1	1	4	5	1	8	8	6
	11%	11%	10%	12%	6%	11%	14%	3%	14%	7%	8%	12%	14%	8%	9%	18%	9%
Mostly disagree	18	4	5	5	3	1	1	1	5	3	1	2	4	-	7	1	11
	9%	7%	12%	8%	11%	9%	5%	4%	16%	14%	6%	7%	10%	-	8%	1%	17%
Completely disagree	71	22	21	17	10	7	4	14	3	7	5	15	15	4	32	15	21
	35%	35%	47%	27%	32%	47%	27%	41%	12%	35%	31%	46%	40%	54%	36%	34%	33%
DNR – Don' t know/Refused	12	5	5	0	2	-	-	2	0	3	1	1	4	-	1	6	5
	6%	7%	11%	*%	8%	-	-	7%	1%	18%	6%	2%	11%	-	1%	14%	8%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	99	100	32	52	53	61	174	7	8	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	96	102	32	45	55	66	173	8	8	3	6
COMPLETELY/MOSTLY AGREE	117	67	50	24	33	29	31	104	5	4	-	4
	59%	68%	50%	75%	63%	54%	51%	60%	66%	48%		62%
COMPLETELY/MOSTLY DISAGREE	76	30	46	6	20	22	28	67	2	2	3	3
	38%	30%	46%	17%	37%	42%	46%	38%	34%	20%	100%	38%
Completely agree	91	51	40	21	23	24	24	85	2	1	-	3
	46%	51%	40%	65%	44%	45%	39%	49%	33%	10%		46%
Mostly agree	26	16	9	3	10	5	8	19	2	3	-	1
	13%	17%	9%	10%	18%	9%	13%	11%	32%	38%		16%
Mostly disagree	20	9	12	1	6	2	11	17	2	-	2	-
	10%	9%	12%	3%	11%	4%	18%	10%	24%		56%	
Completely disagree	56	21	34	4	14	20	17	50	1	2	1	3
	28%	22%	35%	14%	27%	38%	28%	28%	10%	20%	44%	38%
DNR – Don't know/Refused	6	2	4	3	-	2	1	4	-	2	-	-
	3%	2%	4%	8%		4%	2%	2%		31%		

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	132	67	111	63	21	4	66	70	63	105	81	49	37	93
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	127	71	109	64	18	7	54	70	74	88	97	47	37	97
COMPLETELY/MOSTLY AGREE	117	76	41	65	39	11	2	56	41	19	92	18	25	22	54
	59%	58%	61%	59%	61%	51%	55%	86%	59%	30%	88%	22%	51%	61%	58%
COMPLETELY/MOSTLY DISAGREE	76	50	26	42	24	8	2	10	27	40	10	59	20	14	38
	38%	38%	39%	38%	39%	37%	45%	14%	38%	63%	10%	73%	40%	39%	41%
Completely agree	91	56	36	52	33	4	2	51	26	15	83	7	21	21	40
	46%	42%	53%	46%	53%	21%	55%	77%	37%	24%	79%	9%	43%	57%	43%
Mostly agree	26	20	6	14	6	6	-	6	16	4	10	11	4	1	15
	13%	15%	8%	12%	9%	31%	-	9%	23%	6%	9%	13%	9%	4%	16%
Mostly disagree	20	13	7	10	7	3	0	1	8	11	1	18	5	6	7
	10%	10%	11%	9%	11%	13%	12%	1%	11%	18%	1%	23%	10%	17%	8%
Completely disagree	56	37	19	32	18	5	1	9	19	28	9	41	15	8	30
	28%	28%	28%	29%	28%	24%	32%	13%	27%	45%	9%	50%	30%	22%	33%
DNR – Don't know/Refused	6	6	-	4	-	2	-	-	2	4	2	4	4	-	1
	3%	5%	-	3%	-	11%	-	-	3%	6%	2%	5%	8%	-	1%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	-	-	-	-	-	199	16	2	5	151	25	12	2	6	14	1		
	100						100	100	100	100	100	100	100	100	100	100	100		
Unweighted Total	198	-	-	-	-	-	198	16	2	6	150	28	10	3	7	14	2		
COMPLETELY/MOSTLY AGREE	117	-	-	-	-	-	117	9	2	2	84	17	10	2	4	8	1		
	59%						59%	54%	100%	41%	56%	71%	80%	76%	63%	56%	100%		
COMPLETELY/MOSTLY DISAGREE	76	-	-	-	-	-	76	7	-	1	62	7	1	0	2	4	-		
	38%						38%	46%		21%	41%	26%	11%	24%	37%	27%			
Completely agree	91	-	-	-	-	-	91	2	-	2	65	15	8	1	1	4	1		
	46%						46%	15%		41%	43%	62%	65%	64%	21%	28%	70%		
Mostly agree	26	-	-	-	-	-	26	6	2	-	20	2	2	0	3	4	0		
	13%						13%	39%	100%		13%	9%	15%	13%	41%	28%	30%		
Mostly disagree	20	-	-	-	-	-	20	1	-	-	15	4	-	0	0	1	-		
	10%						10%	6%			10%	16%		24%	8%	6%			
Completely disagree	56	-	-	-	-	-	56	7	-	1	48	3	1	-	2	3	-		
	28%						28%	41%		21%	32%	11%	11%		29%	20%			
DNR – Don't know/Refused	6	-	-	-	-	-	6	-	-	2	4	1	1	-	-	2	-		
	3%						3%			39%	3%	3%	9%			17%			

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	55	45	63	34	17	25	28	29	15	27	25	32	4	89	57	49
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	57	45	62	31	16	22	28	30	16	23	27	36	8	86	55	49
COMPLETELY/MOSTLY AGREE	117	26	23	42	25	15	19	14	19	9	14	14	12	1	56	36	24
	59%	48%	51%	67%	74%	86%	75%	52%	65%	62%	51%	56%	39%	21%	63%	63%	48%
COMPLETELY/MOSTLY DISAGREE	76	28	18	20	9	1	6	12	10	4	13	10	18	3	29	21	23
	38%	52%	40%	31%	26%	9%	25%	44%	35%	28%	49%	40%	57%	79%	32%	37%	48%
Completely agree	91	20	20	34	17	13	15	10	13	8	8	13	11	1	41	28	21
	46%	37%	45%	54%	51%	76%	59%	37%	44%	51%	31%	53%	34%	21%	46%	49%	44%
Mostly agree	26	6	3	9	8	2	4	4	6	2	5	1	2	-	15	8	2
	13%	12%	6%	14%	23%	10%	17%	15%	21%	10%	20%	3%	5%		17%	14%	5%
Mostly disagree	20	8	4	6	2	-	3	1	4	1	2	1	7	0	4	10	6
	10%	14%	9%	9%	5%		13%	5%	14%	8%	8%	3%	23%	8%	5%	17%	13%
Completely disagree	56	20	14	14	7	1	3	11	6	3	11	9	11	3	24	11	17
	28%	37%	31%	22%	21%	9%	11%	39%	21%	20%	41%	37%	34%	71%	27%	20%	35%
DNR – Don't know/Refused	6	-	4	1	-	1	-	1	-	2	-	1	1	-	4	-	2
	3%		9%	1%		5%		3%		11%		4%	4%		5%		4%

Echelon Insights
Focus 2024 Survey
N=400 Registered Voters in the Likely Electorate in WI 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	201	94	107	34	33	66	68	176	12	8	3	3
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	202	93	109	41	35	59	67	169	14	11	4	4
COMPLETELY/MOSTLY AGREE	104	50	53	17	18	31	37	93	3	3	2	2
	51%	54%	50%	51%	55%	48%	54%	53%	23%	40%	84%	82%
COMPLETELY/MOSTLY DISAGREE	90	42	47	16	14	31	29	75	9	5	0	0
	45%	45%	44%	47%	42%	47%	42%	43%	75%	60%	16%	18%
Completely agree	79	41	38	10	16	28	25	70	3	3	1	2
	39%	43%	36%	30%	49%	42%	36%	40%	21%	34%	44%	82%
Mostly agree	24	9	15	7	2	4	12	23	0	0	1	-
	12%	10%	14%	21%	5%	5%	18%	13%	2%	6%	40%	-
Mostly disagree	24	14	10	2	4	6	11	22	2	0	-	-
	12%	14%	10%	6%	13%	9%	16%	12%	18%	2%	-	-
Completely disagree	66	29	37	14	10	25	17	53	7	5	0	0
	33%	31%	34%	41%	29%	38%	25%	30%	57%	58%	16%	18%
DNR – Don't know/Refused	8	1	7	1	1	4	3	8	0	-	-	-
	4%	1%	6%	2%	3%	5%	4%	5%	2%	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	201	126	76	111	65	15	11	60	67	74	82	107	44	37	95
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	202	118	84	104	65	14	19	57	66	79	73	113	42	39	96
COMPLETELY/MOSTLY AGREE	104	68	36	61	32	7	4	45	32	27	74	24	22	20	52
	51%	54%	47%	55%	49%	47%	34%	74%	48%	36%	91%	23%	50%	55%	55%
COMPLETELY/MOSTLY DISAGREE	90	53	37	45	30	8	7	15	31	44	7	77	19	16	40
	45%	42%	48%	41%	46%	53%	64%	24%	46%	60%	9%	72%	42%	43%	42%
Completely agree	79	56	23	51	20	5	3	40	23	15	68	8	18	14	42
	39%	45%	30%	46%	30%	36%	32%	67%	35%	21%	83%	7%	42%	39%	44%
Mostly agree	24	12	12	10	12	2	0	5	8	11	7	17	4	6	10
	12%	10%	16%	9%	19%	11%	2%	7%	13%	16%	8%	16%	9%	16%	11%
Mostly disagree	24	19	5	17	5	2	0	2	7	14	1	20	4	8	10
	12%	15%	7%	15%	8%	14%	2%	4%	11%	19%	1%	19%	8%	21%	10%
Completely disagree	66	34	31	29	25	6	7	12	23	30	6	57	15	8	30
	33%	27%	41%	26%	38%	39%	62%	21%	35%	40%	8%	53%	34%	22%	32%
DNR – Don't know/Refused	8	5	4	5	3	-	0	1	4	3	-	6	3	1	2
	4%	4%	5%	4%	5%		2%	2%	7%	4%		6%	7%	2%	2%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	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	201	-	-	-	-	-	201	16	2	1	158	25	6	2	9	15	3			
	100						100	100	100	100	100	100	100	100	100	100	100			
Unweighted Total	202	-	-	-	-	-	202	20	2	2	161	23	6	4	11	18	4			
COMPLETELY/MOSTLY AGREE	104	-	-	-	-	-	104	7	2	1	81	17	1	1	4	4	-			
	51%						51%	47%	100%	100%	51%	67%	20%	54%	45%	30%				
COMPLETELY/MOSTLY DISAGREE	90	-	-	-	-	-	90	6	-	-	72	7	4	1	5	8	3			
	45%						45%	39%			46%	26%	59%	46%	55%	57%	100%			
Completely agree	79	-	-	-	-	-	79	6	1	1	64	11	-	1	3	2	-			
	39%						39%	37%	47%	69%	41%	45%		54%	32%	11%				
Mostly agree	24	-	-	-	-	-	24	2	1	0	16	6	1	-	1	3	-			
	12%						12%	10%	53%	31%	10%	23%	20%		13%	19%				
Mostly disagree	24	-	-	-	-	-	24	3	-	-	19	5	-	1	2	3	-			
	12%						12%	21%			12%	18%		46%	22%	21%				
Completely disagree	66	-	-	-	-	-	66	3	-	-	53	2	4	-	3	5	3			
	33%						33%	18%			33%	8%	59%		33%	36%	100%			
DNR – Don't know/Refused	8	-	-	-	-	-	8	2	-	-	5	2	1	-	-	2	-			
	4%						4%	15%			3%	6%	21%			13%				

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	201	63	44	61	30	16	15	33	30	19	18	32	39	7	88	44	62
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	202	59	48	62	29	20	19	27	27	21	16	32	40	11	88	41	62
COMPLETELY/MOSTLY AGREE	104	36	18	34	17	8	7	15	20	9	11	16	17	4	43	23	34
	51%	57%	40%	55%	55%	51%	49%	44%	67%	50%	60%	51%	44%	57%	48%	54%	54%
COMPLETELY/MOSTLY DISAGREE	90	24	23	28	12	8	8	17	10	9	6	14	19	3	41	17	29
	45%	39%	52%	45%	41%	49%	51%	52%	33%	46%	35%	42%	49%	43%	47%	38%	46%
Completely agree	79	31	7	29	12	5	7	13	15	5	9	14	10	3	35	18	23
	39%	50%	17%	47%	38%	33%	49%	40%	50%	28%	50%	44%	26%	40%	40%	41%	37%
Mostly agree	24	5	10	5	5	3	-	1	5	4	2	2	7	1	7	6	11
	12%	7%	24%	7%	17%	18%	-	4%	17%	23%	10%	6%	18%	17%	8%	13%	17%
Mostly disagree	24	6	4	12	1	1	4	2	6	1	0	4	5	1	12	-	11
	12%	10%	8%	20%	4%	8%	27%	7%	20%	5%	1%	12%	14%	15%	14%	-	17%
Completely disagree	66	18	19	16	11	7	4	15	4	8	6	10	14	2	29	17	18
	33%	28%	43%	25%	36%	41%	24%	45%	13%	41%	34%	30%	35%	28%	33%	38%	29%
DNR – Don't know/Refused	8	3	3	-	1	-	-	1	-	1	1	2	3	-	5	4	-
	4%	4%	8%	-	4%	-	-	4%	-	4%	5%	7%	8%	-	5%	8%	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	193	207	67	85	119	130	351	19	16	6	10
	100	100	100	100	100	100	100	100	100	100	100	100
COMPLETELY/MOSTLY AGREE	203	113	90	34	52	54	63	180	7	7	3	6
	51%	58%	44%	52%	61%	46%	48%	51%	35%	47%	63%	62%
COMPLETELY/MOSTLY DISAGREE	181	78	103	30	28	62	61	155	12	8	2	4
	45%	40%	50%	45%	32%	52%	47%	44%	61%	53%	37%	38%
Completely agree	159	93	66	28	40	46	45	140	6	5	3	5
	40%	48%	32%	41%	47%	39%	35%	40%	30%	32%	63%	50%
Mostly agree	44	19	25	7	11	8	17	40	1	2	-	1
	11%	10%	12%	10%	13%	7%	13%	11%	5%	15%		12%
Mostly disagree	58	30	28	11	9	18	21	49	4	2	1	3
	15%	15%	14%	16%	11%	15%	16%	14%	21%	11%	17%	28%
Completely disagree	123	48	74	20	18	45	40	106	8	7	1	1
	31%	25%	36%	29%	22%	38%	31%	30%	40%	42%	20%	11%
DNR – Don't know/Refused	16	2	14	2	6	2	6	16	1	-	-	-
	4%	1%	7%	3%	7%	2%	5%	4%	4%			

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	257	143	222	129	35	14	126	137	137	186	188	93	74	187
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
COMPLETELY/MOSTLY AGREE	203	133	70	117	63	16	8	100	66	38	165	26	50	40	94
	51%	52%	49%	53%	49%	45%	52%	79%	48%	28%	88%	14%	54%	55%	50%
COMPLETELY/MOSTLY DISAGREE	181	116	65	97	58	19	7	24	65	92	19	151	37	31	89
	45%	45%	45%	44%	45%	54%	46%	19%	47%	67%	10%	80%	40%	42%	48%
Completely agree	159	104	55	92	48	12	7	85	48	26	139	12	37	33	79
	40%	41%	38%	41%	37%	34%	48%	67%	35%	19%	75%	6%	40%	46%	42%
Mostly agree	44	29	15	25	15	4	1	15	17	12	25	14	13	7	15
	11%	11%	11%	11%	11%	11%	4%	12%	13%	9%	14%	8%	14%	10%	8%
Mostly disagree	58	41	18	32	16	8	1	4	22	32	5	46	11	11	28
	15%	16%	12%	15%	13%	23%	9%	3%	16%	23%	3%	24%	12%	15%	15%
Completely disagree	123	76	47	65	41	11	5	21	42	60	14	105	26	20	61
	31%	29%	33%	29%	32%	31%	37%	16%	31%	44%	7%	56%	28%	27%	33%
DNR – Don't know/Refused	16	8	8	8	8	0	0	2	7	7	3	11	6	2	4
	4%	3%	6%	3%	6%	1%	2%	2%	5%	5%	2%	6%	6%	3%	2%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	-	-	-	-	-	400	32	4	7	309	50	18	4	15	28	4			
	100						100	100	100	100	100	100	100	100	100	100	100			
COMPLETELY/MOSTLY AGREE	203	-	-	-	-	-	203	18	3	4	151	33	12	2	6	7	1			
	51%						51%	56%	73%	67%	49%	65%	66%	58%	38%	25%	32%			
COMPLETELY/MOSTLY DISAGREE	181	-	-	-	-	-	181	11	-	2	145	15	6	2	8	18	3			
	45%						45%	36%		33%	47%	30%	34%	42%	54%	65%	68%			
Completely agree	159	-	-	-	-	-	159	12	2	3	116	29	9	1	3	2	1			
	40%						40%	38%	51%	42%	37%	58%	49%	35%	21%	8%	22%			
Mostly agree	44	-	-	-	-	-	44	6	1	2	35	4	3	1	3	5	0			
	11%						11%	18%	22%	25%	11%	7%	17%	24%	17%	18%	9%			
Mostly disagree	58	-	-	-	-	-	58	8	-	2	43	7	3	1	5	7	1			
	15%						15%	25%		33%	14%	14%	16%	18%	34%	24%	24%			
Completely disagree	123	-	-	-	-	-	123	4	-	-	102	8	3	1	3	12	2			
	31%						31%	11%			33%	17%	18%	24%	20%	41%	44%			
DNR – Don't know/Refused	16	-	-	-	-	-	16	3	1	-	13	2	-	-	1	3	-			
	4%						4%	8%	27%		4%	5%		8%	10%					

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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			
		Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	400	117	89	124	64	33	40	61	59	34	45	58	71	11	178	101	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
COMPLETELY/MOSTLY AGREE	203	58	33	72	40	21	31	29	32	14	21	26	30	4	93	51	55
	51%	49%	37%	58%	62%	62%	77%	47%	55%	41%	46%	44%	43%	37%	52%	51%	50%
COMPLETELY/MOSTLY DISAGREE	181	54	49	50	24	12	9	32	25	18	19	30	36	7	79	43	52
	45%	46%	55%	40%	38%	38%	22%	53%	42%	53%	41%	52%	51%	63%	44%	43%	47%
Completely agree	159	47	19	59	35	17	27	24	26	11	13	22	19	3	69	43	44
	40%	40%	21%	47%	54%	50%	67%	39%	45%	33%	30%	39%	27%	27%	39%	43%	40%
Mostly agree	44	11	14	13	5	4	4	5	6	3	8	3	11	1	23	8	11
	11%	9%	15%	11%	8%	12%	10%	8%	10%	8%	17%	5%	16%	10%	13%	8%	10%
Mostly disagree	58	15	13	23	5	3	5	11	10	7	4	6	10	2	21	17	18
	15%	13%	15%	19%	9%	10%	12%	18%	18%	22%	9%	11%	15%	18%	12%	17%	17%
Completely disagree	123	39	35	26	19	9	4	21	14	10	14	24	26	5	58	26	34
	31%	33%	40%	21%	29%	28%	10%	35%	24%	31%	32%	41%	36%	45%	33%	26%	30%
DNR – Don't know/Refused	16	6	7	2	-	-	0	-	2	2	6	2	4	-	6	6	4
	4%	5%	8%	2%	-	-	1%	-	3%	6%	12%	4%	6%	-	4%	6%	3%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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				
		Men	Women	18-34	35-49	50-64	65+	White	Black	Hispanic	Asian	Native+Other
Total	199	99	100	32	52	53	61	174	7	8	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	96	102	32	45	55	66	173	8	8	3	6
COMPLETELY/MOSTLY AGREE	115	65	51	25	30	30	30	102	5	4	1	4
	58%	65%	51%	78%	58%	57%	48%	58%	66%	48%	38%	62%
COMPLETELY/MOSTLY DISAGREE	79	34	46	7	20	22	31	69	2	4	2	3
	40%	34%	46%	22%	37%	41%	50%	39%	34%	52%	62%	38%
Completely agree	85	47	38	17	22	23	23	77	2	2	1	2
	43%	47%	38%	53%	42%	43%	37%	44%	33%	26%	38%	30%
Mostly agree	31	17	13	8	9	8	7	25	2	2	-	2
	15%	18%	13%	25%	16%	14%	11%	14%	32%	23%		32%
Mostly disagree	16	7	9	3	3	3	7	10	-	2	0	3
	8%	7%	9%	9%	6%	5%	12%	6%		31%	18%	38%
Completely disagree	63	27	36	4	17	19	24	58	2	2	1	-
	32%	27%	36%	13%	31%	36%	38%	33%	34%	20%	44%	
DNR – Don't know/Refused	4	1	3	-	2	1	1	4	-	-	-	-
	2%	1%	3%		5%	2%	1%	2%				

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	132	67	111	63	21	4	66	70	63	105	81	49	37	93
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	127	71	109	64	18	7	54	70	74	88	97	47	37	97
COMPLETELY/MOSTLY AGREE	115	78	37	66	35	12	2	57	35	24	92	15	28	22	54
	58%	59%	56%	60%	56%	56%	55%	86%	50%	37%	88%	19%	57%	61%	58%
COMPLETELY/MOSTLY DISAGREE	79	51	28	42	26	9	2	9	32	39	11	64	19	14	38
	40%	39%	42%	38%	42%	44%	45%	14%	45%	61%	11%	79%	38%	39%	41%
Completely agree	85	54	31	49	28	5	2	43	24	18	73	10	19	20	38
	43%	41%	45%	44%	45%	26%	55%	65%	35%	28%	70%	12%	38%	54%	41%
Mostly agree	31	24	7	18	7	6	-	14	11	6	19	5	9	2	16
	15%	18%	10%	16%	11%	30%	-	21%	15%	9%	19%	7%	19%	6%	17%
Mostly disagree	16	12	4	7	3	5	0	-	11	5	2	10	6	4	4
	8%	9%	5%	7%	5%	25%	12%	-	15%	9%	2%	12%	13%	10%	4%
Completely disagree	63	39	25	35	23	4	1	9	21	33	9	54	13	11	34
	32%	29%	37%	31%	37%	19%	32%	14%	30%	53%	8%	67%	25%	29%	37%
DNR – Don't know/Refused	4	3	2	3	2	-	-	-	3	1	1	2	2	-	1
	2%	2%	2%	2%	3%	-	-	-	5%	1%	1%	2%	5%	-	1%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	-	-	-	-	-	199	16	2	5	151	25	12	2	6	14	1			
	100						100	100	100	100	100	100	100	100	100	100	100			
Unweighted Total	198	-	-	-	-	-	198	16	2	6	150	28	10	3	7	14	2			
COMPLETELY/MOSTLY AGREE	115	-	-	-	-	-	115	9	2	3	83	17	8	2	4	5	1			
	58%						58%	54%	100%	61%	55%	70%	69%	76%	63%	38%	100%			
COMPLETELY/MOSTLY DISAGREE	79	-	-	-	-	-	79	6	-	1	63	7	4	0	2	8	-			
	40%						40%	36%	-	21%	42%	30%	31%	24%	37%	56%	-			
Completely agree	85	-	-	-	-	-	85	2	1	1	58	15	6	1	1	2	0			
	43%						43%	11%	56%	26%	39%	62%	51%	64%	21%	14%	30%			
Mostly agree	31	-	-	-	-	-	31	7	1	2	25	2	2	0	3	3	1			
	15%						15%	42%	44%	35%	16%	8%	18%	13%	41%	24%	70%			
Mostly disagree	16	-	-	-	-	-	16	6	-	1	11	1	2	0	2	4	-			
	8%						8%	36%	-	21%	7%	5%	16%	24%	28%	26%	-			
Completely disagree	63	-	-	-	-	-	63	-	-	-	53	6	2	-	1	4	-			
	32%						32%	-	-	-	35%	25%	15%	-	9%	30%	-			
DNR – Don't know/Refused	4	-	-	-	-	-	4	2	-	1	4	-	-	-	-	1	-			
	2%						2%	10%	-	18%	3%	-	-	-	6%	-	-			

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	55	45	63	34	17	25	28	29	15	27	25	32	4	89	57	49
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	57	45	62	31	16	22	28	30	16	23	27	36	8	86	55	49
COMPLETELY/MOSTLY AGREE	115	27	23	39	25	15	19	16	15	10	11	15	15	1	53	34	27
	58%	50%	52%	62%	74%	86%	76%	57%	51%	68%	41%	57%	46%	26%	60%	60%	55%
COMPLETELY/MOSTLY DISAGREE	79	27	19	24	9	2	6	11	14	5	14	11	16	3	33	23	20
	40%	49%	42%	38%	26%	14%	24%	39%	49%	32%	49%	43%	51%	74%	37%	40%	41%
Completely agree	85	21	17	31	16	11	15	11	11	6	7	12	12	1	40	21	22
	43%	38%	37%	49%	46%	62%	58%	39%	38%	43%	27%	47%	37%	15%	45%	38%	46%
Mostly agree	31	7	7	8	9	4	5	5	4	4	4	2	3	0	13	13	4
	15%	12%	15%	13%	28%	24%	18%	19%	13%	26%	15%	10%	9%	12%	15%	22%	9%
Mostly disagree	16	3	7	6	1	1	1	2	3	2	3	1	4	1	7	6	2
	8%	5%	15%	9%	3%	7%	2%	6%	11%	11%	9%	4%	13%	21%	8%	11%	4%
Completely disagree	63	24	12	18	8	1	6	9	11	3	11	10	12	2	27	16	18
	32%	44%	27%	29%	23%	7%	22%	33%	39%	20%	40%	39%	38%	53%	30%	29%	37%
DNR – Don't know/Refused	4	1	2	-	-	-	-	1	-	-	2	-	1	-	3	-	2
	2%	2%	6%					3%			9%		3%	3%			3%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	201	94	107	34	33	66	68	176	12	8	3	3
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	202	93	109	41	35	59	67	169	14	11	4	4
COMPLETELY/MOSTLY AGREE	90	52	39	14	20	29	27	79	5	4	1	2
	45%	55%	36%	41%	62%	44%	40%	45%	40%	47%	44%	82%
COMPLETELY/MOSTLY DISAGREE	103	40	62	17	12	34	39	89	7	4	2	0
	51%	43%	58%	50%	35%	52%	58%	51%	60%	53%	56%	18%
Completely agree	73	42	31	8	17	28	21	66	2	3	0	2
	36%	45%	29%	22%	53%	42%	31%	37%	16%	38%	6%	82%
Mostly agree	17	10	8	7	3	1	6	13	3	1	1	-
	8%	10%	7%	19%	9%	2%	9%	7%	24%	9%	38%	-
Mostly disagree	24	11	14	1	3	12	8	24	0	0	0	-
	12%	11%	13%	4%	8%	18%	12%	13%	2%	2%	16%	-
Completely disagree	78	30	48	16	9	22	31	66	7	4	1	0
	39%	32%	45%	46%	27%	34%	45%	37%	58%	51%	40%	18%
DNR – Don't know/Refused	8	2	6	3	1	3	2	8	-	-	-	-
	4%	2%	6%	9%	3%	4%	2%	5%	-	-	-	-

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

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	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	201	126	76	111	65	15	11	60	67	74	82	107	44	37	95
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	202	118	84	104	65	14	19	57	66	79	73	113	42	39	96
COMPLETELY/MOSTLY AGREE	90	63	28	57	22	6	6	41	31	18	72	13	21	17	46
	45%	50%	37%	51%	33%	39%	58%	68%	47%	24%	88%	12%	48%	45%	48%
COMPLETELY/MOSTLY DISAGREE	103	58	45	49	40	9	4	19	31	53	10	89	20	18	46
	51%	46%	59%	44%	61%	61%	42%	31%	46%	72%	12%	83%	45%	49%	49%
Completely agree	73	55	18	50	16	5	2	38	22	14	65	5	18	14	37
	36%	44%	24%	45%	25%	36%	19%	63%	32%	18%	80%	4%	42%	38%	39%
Mostly agree	17	8	9	7	5	0	4	3	10	5	7	8	3	3	9
	8%	6%	13%	6%	8%	3%	39%	5%	15%	6%	8%	8%	7%	7%	10%
Mostly disagree	24	12	13	12	12	-	1	5	6	13	4	18	6	4	11
	12%	9%	17%	11%	18%	-	8%	9%	10%	17%	4%	17%	15%	11%	12%
Completely disagree	78	46	32	37	28	9	4	13	24	41	6	71	13	14	35
	39%	37%	42%	34%	43%	61%	34%	22%	36%	55%	8%	66%	31%	38%	37%
DNR – Don't know/Refused	8	5	4	5	4	-	-	1	5	3	-	5	3	2	3
	4%	4%	5%	4%	6%	-	-	2%	7%	4%	-	5%	6%	6%	3%

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

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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	201	-	-	-	-	-	201	16	2	1	158	25	6	2	9	15	3
	100						100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	202	-	-	-	-	-	202	20	2	2	161	23	6	4	11	18	4
COMPLETELY/MOSTLY AGREE	90	-	-	-	-	-	90	8	2	1	70	12	3	1	6	2	-
	45%						45%	52%	100%	100%	45%	49%	46%	66%	65%	11%	
COMPLETELY/MOSTLY DISAGREE	103	-	-	-	-	-	103	4	-	-	83	11	2	1	3	12	2
	51%						51%	25%			52%	42%	33%	34%	35%	80%	79%
Completely agree	73	-	-	-	-	-	73	6	1	1	56	12	1	0	1	0	-
	36%						36%	37%	47%	100%	36%	49%	17%	6%	7%	3%	
Mostly agree	17	-	-	-	-	-	17	2	1	-	14	-	2	1	5	1	-
	8%						8%	15%	53%		9%		29%	60%	59%	8%	
Mostly disagree	24	-	-	-	-	-	24	3	-	-	20	5	-	1	3	3	-
	12%						12%	18%			12%	19%		34%	35%	23%	
Completely disagree	78	-	-	-	-	-	78	1	-	-	63	6	2	-	-	8	2
	39%						39%	7%			40%	23%	33%			57%	79%
DNR – Don't know/Refused	8	-	-	-	-	-	8	4	-	-	5	2	1	-	-	1	1
	4%						4%	23%			3%	9%	21%			9%	21%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	201	63	44	61	30	16	15	33	30	19	18	32	39	7	88	44	62
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	202	59	48	62	29	20	19	27	27	21	16	32	40	11	88	41	62
COMPLETELY/MOSTLY AGREE	90	31	7	37	15	7	10	17	17	7	10	11	10	3	41	20	27
	45%	50%	16%	60%	49%	44%	68%	52%	58%	38%	56%	35%	26%	40%	46%	45%	43%
COMPLETELY/MOSTLY DISAGREE	103	30	33	24	14	8	5	15	12	9	7	19	27	4	45	21	33
	51%	48%	75%	39%	47%	52%	32%	44%	41%	48%	38%	60%	70%	60%	50%	49%	52%
Completely agree	73	26	6	29	13	4	7	16	15	4	10	11	6	3	35	17	19
	36%	41%	13%	47%	43%	24%	49%	48%	50%	20%	56%	35%	15%	40%	39%	38%	31%
Mostly agree	17	6	2	8	2	3	3	1	2	3	-	-	4	-	6	3	8
	8%	9%	4%	13%	6%	21%	19%	4%	7%	18%	-	-	11%	-	7%	7%	13%
Mostly disagree	24	6	8	8	2	1	2	5	3	1	0	7	6	0	13	7	4
	12%	9%	19%	14%	7%	5%	16%	14%	9%	3%	1%	23%	15%	5%	15%	15%	7%
Completely disagree	78	24	24	15	12	8	2	10	10	8	7	12	21	4	32	14	28
	39%	39%	55%	25%	40%	48%	16%	30%	32%	45%	37%	37%	56%	54%	36%	33%	45%
DNR – Don't know/Refused	8	2	4	1	1	1	-	1	0	3	1	2	1	-	3	3	3
	4%	3%	9%	1%	4%	3%	-	4%	1%	13%	5%	5%	3%	-	3%	6%	4%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	193	207	67	85	119	130	351	19	16	6	10
	100	100	100	100	100	100	100	100	100	100	100	100
COMPLETELY/MOSTLY AGREE	260	128	132	51	63	72	74	227	9	10	3	9
	65%	66%	64%	76%	74%	60%	57%	65%	50%	66%	59%	94%
COMPLETELY/MOSTLY DISAGREE	125	58	67	14	16	43	52	109	8	5	2	1
	31%	30%	32%	21%	19%	36%	40%	31%	41%	34%	41%	6%
Completely agree	183	98	85	40	50	51	43	163	7	8	2	3
	46%	51%	41%	60%	58%	43%	33%	47%	37%	50%	30%	34%
Mostly agree	76	30	47	11	14	21	31	64	2	3	2	6
	19%	15%	23%	16%	16%	18%	24%	18%	13%	16%	29%	60%
Mostly disagree	53	22	31	8	6	14	24	50	1	-	1	-
	13%	11%	15%	13%	7%	11%	19%	14%	8%	-	19%	-
Completely disagree	72	36	36	5	10	29	28	59	6	5	1	1
	18%	19%	18%	8%	12%	25%	22%	17%	33%	34%	22%	6%
DNR – Don't know/Refused	16	8	8	2	6	4	4	14	2	-	-	-
	4%	4%	4%	3%	7%	3%	3%	4%	9%	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	257	143	222	129	35	14	126	137	137	186	188	93	74	187
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
COMPLETELY/MOSTLY AGREE	260	173	86	151	77	23	9	101	95	64	164	74	66	51	115
	65%	67%	60%	68%	60%	64%	65%	80%	69%	46%	88%	40%	71%	69%	62%
COMPLETELY/MOSTLY DISAGREE	125	75	50	64	45	11	5	23	33	69	19	105	25	19	65
	31%	29%	35%	29%	35%	31%	35%	18%	24%	50%	10%	56%	27%	26%	35%
Completely agree	183	131	52	118	45	12	7	89	60	35	148	23	45	33	89
	46%	51%	37%	53%	35%	35%	50%	70%	44%	25%	79%	12%	48%	45%	47%
Mostly agree	76	42	34	32	32	10	2	12	35	29	16	52	21	18	27
	19%	16%	24%	15%	25%	29%	16%	10%	25%	21%	9%	27%	23%	24%	14%
Mostly disagree	53	29	24	29	21	-	3	7	15	30	6	46	11	10	25
	13%	11%	17%	13%	17%	-	18%	6%	11%	22%	3%	24%	12%	14%	13%
Completely disagree	72	46	27	35	24	11	2	16	18	39	13	59	14	9	40
	18%	18%	19%	16%	19%	31%	17%	13%	13%	28%	7%	31%	15%	12%	22%
DNR – Don't know/Refused	16	9	6	8	6	2	-	2	10	4	3	9	2	4	7
	4%	4%	4%	3%	5%	5%	-	1%	7%	3%	2%	5%	2%	5%	4%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400 100	-	-	-	-	-	400 100	32 100	4 100	7 100	309 100	50 100	18 100	4 100	15 100	28 100	4 100
COMPLETELY/MOSTLY AGREE	260 65%	-	-	-	-	-	260 65%	26 82%	4 100%	5 70%	197 64%	35 70%	13 72%	4 100%	13 85%	15 52%	1 32%
COMPLETELY/MOSTLY DISAGREE	125 31%	-	-	-	-	-	125 31%	2 7%	-	1 16%	101 33%	11 22%	4 21%	-	-	13 45%	3 68%
Completely agree	183 46%	-	-	-	-	-	183 46%	16 52%	3 72%	2 35%	134 44%	28 56%	11 61%	3 74%	5 35%	6 21%	1 32%
Mostly agree	76 19%	-	-	-	-	-	76 19%	10 31%	1 28%	2 35%	63 20%	7 14%	2 11%	1 26%	7 50%	9 31%	-
Mostly disagree	53 13%	-	-	-	-	-	53 13%	1 3%	-	-	43 14%	6 12%	-	-	-	5 19%	1 14%
Completely disagree	72 18%	-	-	-	-	-	72 18%	1 4%	-	1 16%	59 19%	5 10%	4 21%	-	-	8 27%	2 54%
DNR – Don't know/Refused	16 4%	-	-	-	-	-	16 4%	3 11%	-	1 14%	10 3%	4 8%	1 7%	-	2 15%	1 3%	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	117	89	124	64	33	40	61	59	34	45	58	71	11	178	101	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
COMPLETELY/MOSTLY AGREE	260	76	55	81	47	25	30	37	35	25	33	35	38	6	115	70	69
	65%	65%	62%	65%	73%	77%	75%	60%	60%	76%	74%	60%	54%	55%	65%	69%	62%
COMPLETELY/MOSTLY DISAGREE	125	37	30	38	16	8	7	20	23	6	10	23	29	5	55	25	40
	31%	32%	33%	31%	24%	23%	16%	33%	40%	18%	21%	40%	41%	45%	31%	25%	36%
Completely agree	183	57	28	61	37	22	25	29	23	18	25	22	20	4	88	48	43
	46%	49%	31%	49%	58%	66%	61%	47%	39%	55%	56%	38%	28%	37%	50%	48%	39%
Mostly agree	76	19	27	20	9	4	5	8	13	7	8	13	19	2	27	22	26
	19%	16%	31%	16%	15%	11%	14%	13%	21%	21%	18%	22%	26%	18%	15%	22%	23%
Mostly disagree	53	17	14	13	8	3	2	8	9	5	4	6	16	1	21	17	14
	13%	14%	15%	11%	13%	10%	5%	12%	15%	15%	9%	10%	22%	10%	12%	17%	13%
Completely disagree	72	20	16	25	8	4	4	13	15	1	5	17	13	4	34	9	26
	18%	17%	18%	20%	12%	13%	11%	21%	25%	3%	12%	29%	19%	34%	19%	9%	24%
DNR – Don't know/Refused	16	4	4	5	2	-	4	4	-	2	2	-	4	-	8	5	2
	4%	3%	4%	4%	3%		9%	7%		6%	5%		5%		5%	5%	2%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	99	100	32	52	53	61	174	7	8	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	96	102	32	45	55	66	173	8	8	3	6
COMPLETELY/MOSTLY AGREE	112	62	50	21	33	23	34	101	5	2	1	3
	56%	63%	50%	66%	63%	44%	56%	58%	66%	26%	38%	46%
COMPLETELY/MOSTLY DISAGREE	79	35	43	9	16	27	26	65	2	6	2	4
	39%	36%	43%	29%	31%	51%	43%	37%	34%	74%	62%	54%
Completely agree	80	41	39	13	27	19	20	74	2	1	-	3
	40%	41%	39%	42%	52%	36%	33%	42%	33%	8%	-	46%
Mostly agree	32	21	11	8	6	4	14	28	2	1	1	-
	16%	21%	11%	24%	11%	8%	23%	16%	32%	17%	38%	-
Mostly disagree	28	12	17	4	4	8	12	20	-	4	-	4
	14%	12%	17%	14%	8%	15%	19%	12%	-	54%	-	54%
Completely disagree	50	24	26	5	12	19	14	45	2	2	2	-
	25%	24%	27%	15%	22%	36%	23%	26%	34%	20%	62%	-
DNR – Don't know/Refused	8	2	6	2	3	3	1	8	-	-	-	-
	4%	2%	6%	5%	6%	5%	1%	5%	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	132	67	111	63	21	4	66	70	63	105	81	49	37	93
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	127	71	109	64	18	7	54	70	74	88	97	47	37	97
COMPLETELY/MOSTLY AGREE	112	75	38	66	35	9	2	54	36	22	91	20	23	22	55
	56%	57%	56%	59%	56%	43%	55%	82%	52%	35%	87%	25%	46%	60%	59%
COMPLETELY/MOSTLY DISAGREE	79	53	25	41	24	12	2	11	29	39	12	58	23	15	34
	39%	40%	38%	37%	37%	57%	45%	16%	42%	61%	11%	72%	46%	40%	36%
Completely agree	80	48	32	44	30	4	2	42	22	16	71	8	12	19	41
	40%	36%	47%	39%	47%	21%	52%	64%	31%	25%	68%	10%	23%	52%	44%
Mostly agree	32	27	6	22	6	4	0	12	14	6	20	12	11	3	14
	16%	20%	8%	20%	9%	22%	3%	18%	21%	9%	19%	15%	22%	8%	15%
Mostly disagree	28	22	6	15	6	8	-	5	9	14	4	17	12	5	8
	14%	17%	9%	13%	9%	38%	-	8%	13%	22%	4%	21%	25%	14%	9%
Completely disagree	50	31	20	27	18	4	2	5	20	25	7	42	11	10	26
	25%	23%	29%	24%	28%	19%	45%	8%	29%	39%	7%	51%	21%	26%	28%
DNR – Don't know/Refused	8	4	4	4	4	-	-	1	4	3	2	3	4	-	4
	4%	3%	6%	3%	7%	-	-	2%	6%	4%	2%	3%	9%	-	4%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	-	-	-	-	-	199	16	2	5	151	25	12	2	6	14	1			
	100						100	100	100	100	100	100	100	100	100	100	100			
Unweighted Total	198	-	-	-	-	-	198	16	2	6	150	28	10	3	7	14	2			
COMPLETELY/MOSTLY AGREE	112	-	-	-	-	-	112	3	2	2	84	16	8	2	4	2	0			
	56%						56%	17%	100%	45%	55%	64%	67%	76%	63%	17%	30%			
COMPLETELY/MOSTLY DISAGREE	79	-	-	-	-	-	79	10	-	3	62	8	4	0	2	10	1			
	39%						39%	63%		55%	41%	33%	33%	24%	37%	75%	70%			
Completely agree	80	-	-	-	-	-	80	1	-	0	63	12	3	1	1	0	0			
	40%						40%	7%		9%	42%	48%	22%	64%	21%	3%	30%			
Mostly agree	32	-	-	-	-	-	32	2	2	2	21	4	5	0	3	2	-			
	16%						16%	10%	100%	36%	14%	16%	46%	13%	41%	15%				
Mostly disagree	28	-	-	-	-	-	28	7	-	2	21	3	1	-	1	5	-			
	14%						14%	45%		38%	14%	12%	7%	20%	38%					
Completely disagree	50	-	-	-	-	-	50	3	-	1	40	5	3	0	1	5	1			
	25%						25%	18%		17%	27%	21%	26%	24%	17%	37%	70%			
DNR – Don't know/Refused	8	-	-	-	-	-	8	3	-	-	6	1	-	-	-	1	-			
	4%						4%	21%			4%	3%			8%					

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	55	45	63	34	17	25	28	29	15	27	25	32	4	89	57	49
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	57	45	62	31	16	22	28	30	16	23	27	36	8	86	55	49
COMPLETELY/MOSTLY AGREE	112	29	21	38	23	12	19	13	18	9	14	10	16	1	53	34	24
	56%	52%	48%	61%	69%	71%	74%	47%	62%	59%	53%	41%	51%	27%	59%	60%	50%
COMPLETELY/MOSTLY DISAGREE	79	23	20	23	10	3	6	15	11	6	10	12	15	3	34	21	22
	39%	42%	45%	37%	31%	19%	26%	53%	38%	41%	35%	49%	47%	67%	38%	36%	45%
Completely agree	80	26	13	27	14	8	14	10	9	5	13	9	12	1	33	23	22
	40%	48%	28%	42%	42%	47%	57%	35%	30%	35%	47%	37%	36%	27%	37%	40%	46%
Mostly agree	32	2	9	11	9	4	4	3	9	4	2	1	5	-	19	11	2
	16%	4%	19%	18%	27%	24%	17%	12%	32%	24%	6%	4%	15%		21%	20%	4%
Mostly disagree	28	6	10	5	5	1	-	5	6	3	4	3	6	1	13	7	7
	14%	12%	23%	8%	14%	5%		18%	19%	23%	16%	11%	19%	29%	15%	13%	13%
Completely disagree	50	17	10	18	6	2	6	10	5	3	5	10	9	2	20	13	15
	25%	30%	22%	29%	17%	14%	26%	35%	19%	17%	19%	38%	28%	38%	23%	23%	31%
DNR – Don't know/Refused	8	3	3	2	-	2	-	-	-	-	3	3	1	0	3	2	2
	4%	6%	7%	3%		10%					12%	10%	2%	6%	4%	4%	5%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	201 100	94 100	107 100	34 100	33 100	66 100	68 100	176 100	12 100	8 100	3 100	3 100
Unweighted Total	202	93	109	41	35	59	67	169	14	11	4	4
COMPLETELY/MOSTLY AGREE	92 45%	53 56%	39 36%	11 33%	19 57%	28 43%	33 49%	77 44%	7 56%	5 58%	1 44%	2 79%
COMPLETELY/MOSTLY DISAGREE	96 48%	39 41%	57 53%	19 54%	14 42%	33 51%	30 44%	86 49%	5 41%	3 33%	2 56%	1 21%
Completely agree	71 35%	39 41%	32 30%	7 21%	15 46%	22 33%	27 40%	62 35%	4 30%	3 36%	0 6%	2 79%
Mostly agree	20 10%	14 15%	6 6%	4 13%	4 11%	6 10%	6 9%	15 8%	3 26%	2 21%	1 38%	-
Mostly disagree	27 13%	7 7%	20 18%	4 10%	4 13%	10 14%	9 13%	27 15%	-	-	-	-
Completely disagree	69 34%	32 34%	37 35%	15 43%	9 28%	24 36%	21 31%	60 34%	5 41%	3 33%	2 56%	1 21%
DNR – Don't know/Refused	14 7%	2 2%	12 11%	4 13%	0 1%	4 7%	5 7%	13 7%	0 3%	1 9%	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	201	126	76	111	65	15	11	60	67	74	82	107	44	37	95
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	202	118	84	104	65	14	19	57	66	79	73	113	42	39	96
COMPLETELY/MOSTLY AGREE	92	63	28	55	22	9	6	39	35	18	63	21	20	19	45
	45%	50%	37%	49%	34%	58%	56%	64%	53%	24%	78%	20%	46%	51%	47%
COMPLETELY/MOSTLY DISAGREE	96	58	38	52	34	6	3	22	24	50	17	77	18	16	47
	48%	46%	50%	47%	53%	42%	33%	36%	36%	67%	21%	72%	41%	43%	50%
Completely agree	71	51	20	44	19	7	2	36	22	14	57	10	18	16	32
	35%	40%	27%	40%	29%	47%	17%	59%	33%	18%	70%	9%	42%	45%	34%
Mostly agree	20	12	8	11	4	2	4	3	13	4	6	11	2	2	12
	10%	10%	10%	10%	6%	11%	39%	5%	20%	6%	8%	10%	4%	6%	13%
Mostly disagree	27	16	11	16	11	-	-	6	7	13	6	18	4	5	10
	13%	12%	15%	14%	17%			10%	11%	18%	8%	17%	9%	14%	11%
Completely disagree	69	42	27	36	23	6	3	16	17	36	10	58	14	11	37
	34%	34%	35%	33%	36%	42%	33%	26%	26%	49%	13%	55%	32%	30%	39%
DNR – Don't know/Refused	14	4	10	4	9	-	1	0	7	7	1	9	6	2	3
	7%	3%	13%	4%	13%		11%	%	11%	9%	2%	9%	13%	6%	3%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	201	-	-	-	-	-	201	16	2	1	158	25	6	2	9	15	3		
	100						100	100	100	100	100	100	100	100	100	100	100		
Unweighted Total	202	-	-	-	-	-	202	20	2	2	161	23	6	4	11	18	4		
COMPLETELY/MOSTLY AGREE	92	-	-	-	-	-	92	10	1	1	74	16	-	1	5	1	-		
	45%						45%	62%	47%	100%	47%	63%		54%	58%	4%			
COMPLETELY/MOSTLY DISAGREE	96	-	-	-	-	-	96	2	-	-	74	8	4	1	1	13	3		
	48%						48%	16%			47%	30%	70%	46%	11%	89%	100%		
Completely agree	71	-	-	-	-	-	71	6	1	1	59	11	-	1	3	1	-		
	35%						35%	39%	47%	100%	37%	45%		47%	31%	4%			
Mostly agree	20	-	-	-	-	-	20	3	-	-	16	5	-	0	2	-	-		
	10%						10%	22%			10%	18%		6%	28%				
Mostly disagree	27	-	-	-	-	-	27	2	-	-	20	3	1	1	1	6	1		
	13%						13%	14%			13%	14%	20%	46%	11%	40%	47%		
Completely disagree	69	-	-	-	-	-	69	0	-	-	54	4	3	-	-	7	1		
	34%						34%	2%			34%	17%	50%			49%	53%		
DNR – Don't know/Refused	14	-	-	-	-	-	14	4	1	-	9	2	2	-	3	1	-		
	7%						7%	23%	53%		6%	7%	30%	30%	7%				

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	201	63	44	61	30	16	15	33	30	19	18	32	39	7	88	44	62
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	202	59	48	62	29	20	19	27	27	21	16	32	40	11	88	41	62
COMPLETELY/MOSTLY AGREE	92	28	11	36	17	7	10	15	20	4	9	13	13	3	47	21	20
	45%	45%	24%	58%	57%	45%	65%	47%	69%	23%	50%	39%	34%	46%	53%	48%	32%
COMPLETELY/MOSTLY DISAGREE	96	32	25	26	11	9	5	16	9	10	8	18	21	3	39	17	37
	48%	50%	57%	42%	36%	55%	35%	47%	31%	53%	47%	55%	54%	50%	44%	38%	59%
Completely agree	71	24	8	27	12	5	6	13	15	3	9	9	12	2	35	17	17
	35%	38%	19%	44%	40%	29%	42%	38%	52%	14%	50%	28%	31%	35%	39%	40%	26%
Mostly agree	20	4	2	9	5	3	4	3	5	2	-	4	1	1	12	4	4
	10%	7%	5%	15%	17%	16%	23%	9%	17%	9%		11%	3%	11%	14%	8%	6%
Mostly disagree	27	14	5	5	2	1	2	1	2	2	2	8	7	1	10	4	12
	13%	23%	12%	8%	6%	8%	16%	4%	7%	13%	11%	26%	19%	15%	11%	9%	19%
Completely disagree	69	17	20	21	9	7	3	14	7	8	6	10	14	2	29	13	25
	34%	28%	45%	34%	30%	47%	19%	43%	25%	41%	36%	29%	35%	34%	33%	29%	40%
DNR – Don't know/Refused	14	3	8	-	2	-	-	2	-	4	0	2	5	0	3	6	5
	7%	5%	19%		8%			7%		24%	3%	6%	13%	4%	3%	13%	9%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	193	207	67	85	119	130	351	19	16	6	10
	100	100	100	100	100	100	100	100	100	100	100	100
COMPLETELY/MOSTLY AGREE	210	118	92	33	48	63	65	186	7	6	3	8
	52%	61%	45%	50%	57%	53%	50%	53%	36%	38%	63%	83%
COMPLETELY/MOSTLY DISAGREE	176	71	104	32	33	51	61	150	12	10	2	2
	44%	37%	50%	48%	38%	43%	47%	43%	64%	61%	37%	17%
Completely agree	158	89	69	19	37	53	49	138	6	4	2	7
	39%	46%	33%	28%	44%	44%	38%	39%	33%	27%	43%	71%
Mostly agree	52	28	24	15	11	10	16	48	0	2	1	1
	13%	15%	11%	22%	13%	9%	12%	14%	2%	11%	19%	12%
Mostly disagree	56	27	29	11	8	11	27	47	5	3	1	-
	14%	14%	14%	16%	9%	9%	21%	13%	26%	20%	20%	-
Completely disagree	120	44	75	21	25	40	34	103	7	6	1	2
	30%	23%	36%	32%	29%	34%	26%	29%	38%	41%	17%	17%
DNR – Don't know/Refused	15	4	10	1	4	5	4	15	-	0	-	-
	4%	2%	5%	2%	5%	4%	3%	4%	-	1%	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	257	143	222	129	35	14	126	137	137	186	188	93	74	187
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
COMPLETELY/MOSTLY AGREE	210	139	71	120	66	19	6	98	69	43	157	45	51	44	96
	52%	54%	50%	54%	51%	53%	38%	78%	50%	31%	85%	24%	54%	59%	51%
COMPLETELY/MOSTLY DISAGREE	176	111	65	95	56	17	9	26	61	88	28	135	37	27	86
	44%	43%	45%	43%	43%	47%	61%	20%	45%	65%	15%	72%	39%	37%	46%
Completely agree	158	113	45	97	41	16	4	81	45	31	129	24	39	32	76
	39%	44%	31%	44%	32%	46%	25%	64%	33%	23%	69%	13%	42%	44%	41%
Mostly agree	52	26	26	24	24	3	2	17	24	12	29	21	11	11	20
	13%	10%	18%	11%	19%	7%	13%	13%	17%	9%	15%	11%	12%	16%	11%
Mostly disagree	56	41	15	34	13	7	2	2	21	32	3	46	12	7	30
	14%	16%	10%	15%	10%	20%	15%	2%	15%	24%	1%	24%	13%	10%	16%
Completely disagree	120	70	50	60	43	10	7	23	40	56	25	89	24	20	56
	30%	27%	35%	27%	34%	27%	46%	19%	29%	41%	14%	47%	26%	27%	30%
DNR – Don't know/Refused	15	7	8	7	7	-	0	3	7	5	1	8	6	3	5
	4%	3%	5%	3%	6%		1%	2%	5%	4%	1%	4%	6%	3%	3%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400 100	-	-	-	-	-	400 100	32 100	4 100	7 100	309 100	50 100	18 100	4 100	15 100	28 100	4 100			
COMPLETELY/MOSTLY AGREE	210 52%	-	-	-	-	-	210 52%	11 33%	3 73%	7 100%	161 52%	30 61%	10 54%	2 58%	6 37%	7 23%	2 44%			
COMPLETELY/MOSTLY DISAGREE	176 44%	-	-	-	-	-	176 44%	15 48%	1 27%	-	137 45%	16 33%	7 39%	1 18%	8 57%	18 65%	2 56%			
Completely agree	158 39%	-	-	-	-	-	158 39%	8 26%	2 51%	3 42%	119 39%	26 51%	7 41%	1 32%	3 20%	4 13%	2 44%			
Mostly agree	52 13%	-	-	-	-	-	52 13%	2 7%	1 22%	4 58%	42 14%	5 9%	2 13%	1 27%	2 17%	3 10%	-			
Mostly disagree	56 14%	-	-	-	-	-	56 14%	9 28%	1 27%	-	49 16%	3 6%	1 5%	0 6%	6 39%	9 32%	2 56%			
Completely disagree	120 30%	-	-	-	-	-	120 30%	6 20%	-	-	88 29%	13 27%	6 34%	0 12%	3 17%	9 33%	-			
DNR – Don't know/Refused	15 4%	-	-	-	-	-	15 4%	6 18%	-	-	10 3%	3 7%	1 7%	1 23%	1 7%	3 11%	-			

Echelon Insights
Focus 2024 Survey
N=400 Registered Voters in the Likely Electorate in WI 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	400	117	89	124	64	33	40	61	59	34	45	58	71	11	178	101	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
COMPLETELY/MOSTLY AGREE	210	57	36	73	43	20	28	36	34	14	20	27	31	6	96	53	55
	52%	48%	40%	59%	67%	60%	69%	59%	58%	41%	45%	47%	44%	55%	54%	53%	49%
COMPLETELY/MOSTLY DISAGREE	176	56	48	49	19	13	12	23	24	19	21	28	37	4	76	43	52
	44%	48%	54%	39%	30%	40%	29%	37%	40%	56%	46%	48%	52%	39%	43%	43%	47%
Completely agree	158	48	20	57	32	10	24	29	26	9	13	24	22	5	71	41	41
	39%	41%	23%	46%	50%	30%	60%	47%	45%	26%	30%	42%	32%	45%	40%	41%	37%
Mostly agree	52	8	16	17	11	10	4	7	8	5	7	3	8	1	25	12	14
	13%	7%	18%	13%	17%	30%	10%	12%	13%	15%	16%	5%	12%	10%	14%	12%	12%
Mostly disagree	56	16	13	17	9	5	5	5	12	6	3	5	15	1	27	14	14
	14%	14%	15%	13%	15%	14%	12%	9%	21%	17%	7%	9%	21%	10%	15%	14%	13%
Completely disagree	120	40	35	32	10	9	7	17	12	13	18	22	22	3	49	29	38
	30%	34%	40%	26%	15%	26%	17%	29%	20%	38%	40%	39%	31%	29%	28%	29%	34%
DNR – Don't know/Refused	15	5	5	2	2	-	1	2	1	1	4	3	3	1	6	4	4
	4%	4%	5%	1%	3%		2%	4%	2%	3%	8%	5%	4%	6%	3%	4%	4%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	99	100	32	52	53	61	174	7	8	3	7
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	96	102	32	45	55	66	173	8	8	3	6
COMPLETELY/MOSTLY AGREE	117	63	54	21	31	32	34	104	2	5	1	6
	59%	64%	54%	66%	59%	60%	55%	60%	26%	61%	38%	82%
COMPLETELY/MOSTLY DISAGREE	75	33	42	10	20	20	25	65	5	3	2	-
	38%	34%	42%	30%	39%	37%	41%	37%	74%	39%	62%	-
Completely agree	87	51	36	15	22	26	23	78	1	4	1	3
	44%	51%	36%	48%	43%	49%	38%	44%	20%	48%	38%	44%
Mostly agree	31	13	18	6	9	5	11	26	0	1	-	3
	15%	13%	18%	18%	17%	10%	17%	15%	6%	12%	-	38%
Mostly disagree	32	17	15	3	7	10	12	28	3	1	-	-
	16%	17%	15%	9%	13%	19%	20%	16%	39%	19%	-	-
Completely disagree	43	16	27	7	14	10	13	38	2	2	2	-
	22%	17%	27%	21%	26%	18%	22%	22%	34%	20%	62%	-
DNR – Don't know/Refused	6	3	4	1	1	2	2	5	-	-	-	1
	3%	3%	4%	4%	2%	3%	4%	3%	-	-	-	18%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	132	67	111	63	21	4	66	70	63	105	81	49	37	93
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	127	71	109	64	18	7	54	70	74	88	97	47	37	97
COMPLETELY/MOSTLY AGREE	117	81	37	68	36	12	1	52	41	25	89	23	28	24	53
	59%	61%	55%	61%	57%	61%	22%	79%	58%	39%	85%	28%	56%	64%	57%
COMPLETELY/MOSTLY DISAGREE	75	48	27	40	25	8	2	14	28	34	14	54	22	12	36
	38%	37%	40%	36%	40%	39%	45%	21%	39%	54%	13%	67%	44%	34%	38%
Completely agree	87	58	29	50	28	8	1	43	29	15	77	7	19	20	41
	44%	44%	43%	45%	44%	41%	22%	65%	41%	24%	74%	8%	38%	54%	45%
Mostly agree	31	23	8	19	8	4	-	9	12	10	11	16	9	4	12
	15%	17%	12%	17%	12%	20%	-	14%	17%	15%	11%	20%	18%	10%	13%
Mostly disagree	32	23	9	19	9	4	-	6	15	11	6	22	9	3	16
	16%	17%	14%	17%	14%	20%	-	9%	22%	18%	6%	27%	18%	7%	17%
Completely disagree	43	26	18	22	16	4	2	8	12	23	8	32	13	10	20
	22%	19%	26%	19%	25%	19%	45%	12%	18%	36%	7%	39%	26%	26%	21%
DNR – Don't know/Refused	6	3	4	3	2	-	1	-	2	4	2	4	-	1	4
	3%	2%	6%	2%	4%	-	34%	-	3%	7%	2%	5%	-	2%	4%

Echelon Insights
Focus 2024 Survey
N=400 Registered Voters in the Likely Electorate in WI 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	199	-	-	-	-	-	199	16	2	5	151	25	12	2	6	14	1			
	100						100	100	100	100	100	100	100	100	100	100	100			
Unweighted Total	198	-	-	-	-	-	198	16	2	6	150	28	10	3	7	14	2			
COMPLETELY/MOSTLY AGREE	117	-	-	-	-	-	117	9	1	2	87	15	9	0	0	9	1			
	59%						59%	54%	56%	41%	57%	62%	75%	13%	4%	67%	100%			
COMPLETELY/MOSTLY DISAGREE	75	-	-	-	-	-	75	7	1	2	59	8	3	0	5	4	-			
	38%						38%	46%	44%	42%	39%	33%	25%	24%	74%	33%				
Completely agree	87	-	-	-	-	-	87	4	1	1	66	11	6	-	-	2	0			
	44%						44%	23%	56%	26%	43%	45%	54%			15%	30%			
Mostly agree	31	-	-	-	-	-	31	5	-	1	21	4	3	0	0	7	1			
	15%						15%	30%		15%	14%	17%	22%	13%	4%	52%	70%			
Mostly disagree	32	-	-	-	-	-	32	4	1	2	25	2	2	-	2	1	-			
	16%						16%	22%	44%	42%	16%	9%	21%		37%	10%				
Completely disagree	43	-	-	-	-	-	43	4	-	-	35	6	0	0	2	3	-			
	22%						22%	24%			23%	23%	4%	24%	37%	22%				
DNR – Don't know/Refused	6	-	-	-	-	-	6	-	-	1	5	1	-	1	1	-	-			
	3%						3%			18%	3%	5%		64%	21%					

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	199	55	45	63	34	17	25	28	29	15	27	25	32	4	89	57	49
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	198	57	45	62	31	16	22	28	30	16	23	27	36	8	86	55	49
COMPLETELY/MOSTLY AGREE	117	31	23	38	26	14	16	16	17	7	15	15	17	2	54	34	27
	59%	56%	52%	60%	76%	81%	63%	60%	58%	48%	56%	60%	52%	52%	61%	60%	55%
COMPLETELY/MOSTLY DISAGREE	75	22	20	24	8	3	9	9	11	6	11	10	14	2	32	22	19
	38%	39%	45%	39%	24%	19%	37%	34%	39%	43%	40%	40%	44%	48%	36%	39%	39%
Completely agree	87	25	11	29	22	12	14	13	12	4	8	13	11	1	41	25	20
	44%	46%	25%	46%	64%	68%	56%	47%	40%	24%	30%	51%	35%	22%	46%	43%	42%
Mostly agree	31	6	12	9	4	2	2	3	5	4	7	2	5	1	13	9	6
	15%	11%	27%	14%	11%	13%	7%	12%	18%	24%	25%	8%	17%	30%	15%	17%	13%
Mostly disagree	32	7	8	12	4	2	4	5	7	1	3	5	6	-	13	12	7
	16%	13%	17%	19%	12%	10%	15%	19%	22%	8%	12%	19%	18%	-	15%	20%	15%
Completely disagree	43	14	13	12	4	1	6	4	5	5	8	5	8	2	19	10	12
	22%	26%	28%	19%	12%	9%	23%	16%	17%	35%	29%	21%	26%	48%	21%	18%	24%
DNR – Don't know/Refused	6	2	1	1	-	-	-	2	1	1	1	-	1	-	3	1	3
	3%	4%	3%	1%	-	-	-	6%	3%	9%	4%	-	4%	-	3%	2%	6%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	201 100	94 100	107 100	34 100	33 100	66 100	68 100	176 100	12 100	8 100	3 100	3 100
Unweighted Total	202	93	109	41	35	59	67	169	14	11	4	4
COMPLETELY/MOSTLY AGREE	102 51%	55 58%	48 44%	13 36%	19 56%	30 46%	41 60%	90 51%	4 35%	3 40%	3 100%	2 61%
COMPLETELY/MOSTLY DISAGREE	94 47%	38 41%	56 52%	19 57%	14 44%	34 52%	26 38%	81 46%	7 61%	5 60%	-	1 39%
Completely agree	85 42%	50 54%	34 32%	10 29%	17 51%	24 37%	33 49%	76 43%	4 35%	3 39%	0 6%	2 61%
Mostly agree	17 9%	4 5%	13 12%	2 7%	2 5%	6 9%	7 11%	15 8%	-	0 2%	3 94%	-
Mostly disagree	24 12%	9 10%	14 13%	5 16%	5 16%	5 8%	8 11%	22 12%	2 17%	-	-	-
Completely disagree	71 35%	29 31%	42 39%	14 41%	9 28%	29 44%	18 27%	60 34%	5 44%	5 60%	-	1 39%
DNR – Don't know/Refused	5 2%	1 1%	4 4%	2 7%	-	1 1%	2 2%	5 3%	0 3%	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	201	126	76	111	65	15	11	60	67	74	82	107	44	37	95
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	202	118	84	104	65	14	19	57	66	79	73	113	42	39	96
COMPLETELY/MOSTLY AGREE	102	67	35	58	32	9	3	42	35	25	66	30	23	21	50
	51%	53%	47%	53%	49%	58%	32%	70%	53%	34%	81%	28%	52%	56%	53%
COMPLETELY/MOSTLY DISAGREE	94	57	37	51	30	6	7	17	30	47	14	74	20	14	43
	47%	45%	49%	46%	47%	42%	65%	28%	45%	63%	17%	69%	45%	39%	46%
Completely agree	85	57	28	50	26	7	2	38	28	18	61	18	20	19	41
	42%	46%	36%	45%	40%	50%	16%	64%	42%	25%	75%	17%	46%	52%	43%
Mostly agree	17	9	8	8	6	1	2	4	7	7	5	12	3	1	9
	9%	8%	10%	8%	10%	8%	16%	6%	11%	9%	7%	11%	6%	4%	10%
Mostly disagree	24	14	10	14	8	-	2	1	9	13	1	21	1	1	18
	12%	11%	13%	13%	12%		19%	2%	13%	18%	1%	19%	3%	2%	19%
Completely disagree	71	43	28	37	23	6	5	16	22	33	13	54	18	14	26
	35%	34%	37%	33%	35%	42%	46%	26%	32%	45%	16%	50%	42%	37%	27%
DNR – Don't know/Refused	5	2	3	2	3	-	0	1	1	3	1	3	1	2	1
	2%	2%	4%	2%	4%		4%	2%	2%	3%	1%	3%	3%	5%	1%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	201	-	-	-	-	-	201	16	2	1	158	25	6	2	9	15	3		
	100						100	100	100	100	100	100	100	100	100	100	100		
Unweighted Total	202	-	-	-	-	-	202	20	2	2	161	23	6	4	11	18	4		
COMPLETELY/MOSTLY AGREE	102	-	-	-	-	-	102	9	1	1	81	16	1	-	4	7	1		
	51%						51%	55%	47%	100%	51%	65%	20%		41%	46%	47%		
COMPLETELY/MOSTLY DISAGREE	94	-	-	-	-	-	94	6	1	-	74	8	4	1	4	5	0		
	47%						47%	37%	53%		47%	32%	65%	40%	45%	35%	17%		
Completely agree	85	-	-	-	-	-	85	8	1	1	68	14	1	-	2	2	1		
	42%						42%	51%	47%	100%	43%	55%	20%		26%	15%	21%		
Mostly agree	17	-	-	-	-	-	17	1	-	-	13	2	-	-	1	4	1		
	9%						9%	4%			8%	9%		14%	30%	26%			
Mostly disagree	24	-	-	-	-	-	24	2	1	-	19	3	-	1	2	1	-		
	12%						12%	11%	53%		12%	13%		34%	21%	4%			
Completely disagree	71	-	-	-	-	-	71	4	-	-	54	5	4	0	2	4	0		
	35%						35%	26%			34%	19%	65%	6%	24%	31%	17%		
DNR – Don't know/Refused	5	-	-	-	-	-	5	1	-	-	3	1	1	1	1	3	1		
	2%						2%	8%			2%	3%	15%	60%	14%	19%	36%		

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	201	63	44	61	30	16	15	33	30	19	18	32	39	7	88	44	62
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	202	59	48	62	29	20	19	27	27	21	16	32	40	11	88	41	62
COMPLETELY/MOSTLY AGREE	102	33	14	41	14	7	10	16	22	6	9	15	19	4	43	21	33
	51%	53%	33%	66%	47%	44%	65%	47%	75%	30%	49%	45%	48%	64%	49%	48%	53%
COMPLETELY/MOSTLY DISAGREE	94	29	27	20	16	8	5	18	7	12	9	17	18	2	41	23	28
	47%	47%	61%	32%	53%	50%	35%	53%	25%	63%	51%	52%	48%	36%	46%	52%	45%
Completely agree	85	22	12	37	13	5	9	15	21	5	8	10	12	3	38	19	26
	42%	35%	28%	61%	43%	33%	62%	44%	71%	26%	42%	30%	31%	41%	43%	43%	41%
Mostly agree	17	11	2	3	1	2	0	1	1	1	1	5	6	2	6	2	8
	9%	18%	5%	5%	4%	11%	3%	4%	3%	4%	6%	15%	17%	23%	6%	6%	13%
Mostly disagree	24	7	7	8	2	2	4	2	2	4	2	3	5	-	11	4	9
	12%	11%	16%	13%	6%	12%	23%	5%	8%	19%	10%	11%	14%	-	12%	9%	14%
Completely disagree	71	22	19	12	14	6	2	16	5	8	7	13	13	2	30	19	19
	35%	36%	44%	20%	48%	38%	12%	48%	18%	43%	41%	41%	34%	36%	34%	43%	31%
DNR – Don't know/Refused	5	0	3	1	-	1	-	-	-	1	-	1	2	-	4	-	1
	2%	0%	6%	2%	-	6%	-	-	-	7%	-	3%	4%	-	5%	-	1%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	193	207	67	85	119	130	351	19	16	6	10
	100	100	100	100	100	100	100	100	100	100	100	100
COMPLETELY/MOSTLY AGREE	229	116	113	36	53	65	75	201	9	8	3	8
	57%	60%	55%	54%	62%	55%	58%	57%	46%	53%	58%	86%
COMPLETELY/MOSTLY DISAGREE	143	65	78	22	27	47	47	127	7	5	2	1
	36%	34%	38%	33%	32%	40%	36%	36%	37%	33%	42%	14%
Completely agree	157	79	78	25	39	49	44	143	3	5	2	4
	39%	41%	37%	38%	46%	42%	34%	41%	17%	34%	30%	42%
Mostly agree	72	37	35	11	14	16	32	58	6	3	2	4
	18%	19%	17%	17%	16%	13%	24%	17%	30%	19%	27%	44%
Mostly disagree	63	27	36	12	13	18	20	56	3	3	-	1
	16%	14%	17%	18%	15%	15%	15%	16%	16%	17%	-	14%
Completely disagree	80	38	42	10	14	29	27	72	4	2	2	-
	20%	20%	20%	15%	17%	25%	21%	20%	21%	15%	42%	-
DNR – Don't know/Refused	28	12	16	8	6	6	8	22	3	2	-	-
	7%	6%	8%	13%	7%	5%	6%	6%	17%	15%	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	257	143	222	129	35	14	126	137	137	186	188	93	74	187
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
COMPLETELY/MOSTLY AGREE	229	150	79	129	72	21	7	96	84	50	156	57	57	44	104
	57%	58%	55%	58%	56%	60%	52%	76%	61%	36%	84%	30%	62%	59%	55%
COMPLETELY/MOSTLY DISAGREE	143	92	51	82	45	10	6	24	44	75	22	115	31	24	75
	36%	36%	35%	37%	35%	28%	39%	19%	32%	55%	12%	61%	33%	33%	40%
Completely agree	157	110	47	98	45	12	2	81	44	32	132	18	35	28	80
	39%	43%	33%	44%	35%	34%	16%	64%	32%	24%	71%	9%	37%	38%	43%
Mostly agree	72	40	32	31	27	9	5	15	40	18	24	39	23	16	23
	18%	16%	22%	14%	21%	26%	36%	12%	29%	13%	13%	21%	25%	22%	12%
Mostly disagree	63	37	26	33	23	4	3	10	28	25	11	47	14	11	32
	16%	14%	18%	15%	18%	11%	22%	8%	20%	18%	6%	25%	15%	15%	17%
Completely disagree	80	55	25	49	22	6	3	14	17	50	12	68	18	13	42
	20%	22%	17%	22%	17%	17%	18%	11%	12%	36%	6%	36%	19%	17%	23%
DNR – Don' t know/Refused	28	15	13	11	12	4	1	7	9	12	8	16	5	6	9
	7%	6%	9%	5%	9%	12%	9%	5%	7%	9%	4%	8%	5%	8%	5%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400 100	-	-	-	-	-	400 100	32 100	4 100	7 100	309 100	50 100	18 100	4 100	15 100	28 100	4 100		
COMPLETELY/MOSTLY AGREE	229 57%	-	-	-	-	-	229 57%	21 67%	4 100%	4 54%	173 56%	33 66%	12 67%	3 62%	11 71%	11 40%	0 9%		
COMPLETELY/MOSTLY DISAGREE	143 36%	-	-	-	-	-	143 36%	6 18%	-	2 30%	116 38%	14 28%	4 21%	2 38%	3 19%	15 52%	4 91%		
Completely agree	157 39%	-	-	-	-	-	157 39%	11 34%	4 100%	3 47%	113 37%	27 53%	10 55%	1 36%	4 29%	6 21%	0 9%		
Mostly agree	72 18%	-	-	-	-	-	72 18%	11 34%	-	0 7%	59 19%	7 13%	2 12%	1 27%	6 42%	5 19%	-		
Mostly disagree	63 16%	-	-	-	-	-	63 16%	5 15%	-	1 16%	52 17%	7 14%	-	2 38%	2 14%	6 20%	2 40%		
Completely disagree	80 20%	-	-	-	-	-	80 20%	1 3%	-	1 14%	64 21%	7 14%	4 21%	-	1 5%	9 32%	2 50%		
DNR – Don't know/Refused	28 7%	-	-	-	-	-	28 7%	5 14%	-	1 17%	20 6%	3 6%	2 12%	-	2 10%	2 8%	-		

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

	Marital x Gender					Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	400	117	89	124	64	33	40	61	59	34	45	58	71	11	178	101	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
COMPLETELY/MOSTLY AGREE	229	71	42	78	38	18	28	34	35	18	25	31	40	5	105	64	56
	57%	60%	48%	63%	59%	56%	69%	57%	60%	53%	55%	53%	56%	44%	59%	63%	50%
COMPLETELY/MOSTLY DISAGREE	143	40	37	43	20	10	9	23	23	12	18	25	23	5	62	26	50
	36%	34%	42%	34%	31%	30%	23%	37%	39%	36%	39%	43%	33%	49%	35%	26%	45%
Completely agree	157	53	24	53	27	13	19	25	22	12	20	25	21	4	72	47	34
	39%	46%	27%	42%	42%	39%	48%	41%	38%	36%	43%	42%	30%	33%	41%	47%	31%
Mostly agree	72	17	18	26	11	5	9	10	13	6	5	6	19	1	32	17	22
	18%	15%	21%	21%	18%	17%	22%	16%	22%	17%	11%	10%	26%	11%	18%	17%	20%
Mostly disagree	63	23	12	18	7	5	5	5	12	7	8	13	8	2	25	12	23
	16%	20%	14%	15%	11%	14%	12%	8%	20%	22%	17%	23%	11%	18%	14%	12%	21%
Completely disagree	80	17	25	24	13	5	4	18	11	5	10	12	16	3	36	14	27
	20%	15%	28%	20%	20%	16%	10%	29%	19%	14%	22%	20%	22%	31%	20%	13%	24%
DNR – Don' t know/Refused	28	6	9	3	6	5	3	4	0	4	3	2	7	1	11	11	5
	7%	6%	10%	3%	9%	14%	8%	6%	1%	11%	6%	4%	10%	7%	6%	11%	4%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	193	207	67	85	119	130	351	19	16	6	10
	100	100	100	100	100	100	100	100	100	100	100	100
A TOTAL/MOSTLY A SUCCESS	164	76	88	23	22	53	65	143	12	6	2	2
	41%	39%	42%	35%	26%	44%	50%	41%	61%	37%	29%	18%
A TOTAL/MOSTLY A FAILURE	210	111	99	40	55	60	55	190	7	5	2	5
	52%	57%	48%	60%	65%	51%	42%	54%	38%	32%	43%	54%
A total success	44	21	23	4	7	19	14	34	7	4	-	-
	11%	11%	11%	6%	8%	16%	11%	10%	35%	23%		
Mostly a success	120	55	65	19	16	33	52	109	5	2	2	2
	30%	29%	31%	29%	18%	28%	40%	31%	27%	14%	29%	18%
Mostly a failure	44	24	20	9	11	12	11	39	4	1	-	-
	11%	12%	10%	14%	13%	10%	9%	11%	19%	8%		
A total failure	166	87	79	30	44	48	43	151	4	4	2	5
	42%	45%	38%	45%	52%	41%	33%	43%	19%	24%	43%	54%
Unsure	26	7	20	3	8	6	9	17	0	5	2	3
	7%	3%	10%	5%	9%	5%	7%	5%	1%	31%	27%	28%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	257	143	222	129	35	14	126	137	137	186	188	93	74	187
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A TOTAL/MOSTLY A SUCCESS	164	103	61	89	54	14	7	14	56	94	1	160	27	33	80
	41%	40%	42%	40%	42%	39%	47%	11%	41%	69%	1%	85%	29%	44%	43%
A TOTAL/MOSTLY A FAILURE	210	142	68	127	63	15	5	112	66	32	184	12	52	39	103
	52%	55%	48%	57%	49%	41%	36%	89%	48%	24%	99%	7%	55%	53%	55%
A total success	44	30	14	21	12	8	2	6	11	27	1	43	6	8	24
	11%	11%	10%	10%	10%	23%	14%	5%	8%	20%	1%	23%	6%	11%	13%
Mostly a success	120	74	46	68	41	6	5	8	45	67	-	118	21	25	56
	30%	29%	32%	31%	32%	17%	33%	6%	33%	49%	-	63%	23%	34%	30%
Mostly a failure	44	27	17	25	14	2	3	18	19	7	26	9	10	6	22
	11%	10%	12%	11%	11%	6%	19%	14%	14%	5%	14%	5%	11%	9%	12%
A total failure	166	115	51	102	49	13	2	94	47	26	158	3	41	33	81
	42%	45%	36%	46%	38%	35%	17%	74%	34%	19%	85%	2%	44%	45%	43%
Unsure	26	12	14	5	12	7	2	0	15	11	1	15	15	2	5
	7%	5%	10%	2%	9%	19%	17%	0%	11%	8%	1%	8%	16%	2%	2%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	400 100	-	-	-	-	-	400 100	32 100	4 100	7 100	309 100	50 100	18 100	4 100	15 100	28 100	4 100
A TOTAL/MOSTLY A SUCCESS	164 41%	-	-	-	-	-	164 41%	4 12%	-	-	136 44%	16 32%	3 16%	4 100%	7 47%	11 38%	-
A TOTAL/MOSTLY A FAILURE	210 52%	-	-	-	-	-	210 52%	17 55%	3 73%	7 100%	157 51%	30 60%	13 69%	-	5 32%	10 34%	4 100%
A total success	44 11%	-	-	-	-	-	44 11%	0 1%	-	-	37 12%	2 3%	1 6%	1 33%	4 25%	-	-
Mostly a success	120 30%	-	-	-	-	-	120 30%	4 12%	-	-	99 32%	14 29%	2 10%	3 67%	3 22%	11 38%	-
Mostly a failure	44 11%	-	-	-	-	-	44 11%	10 31%	2 50%	4 65%	31 10%	4 9%	4 21%	-	5 32%	7 26%	2 44%
A total failure	166 42%	-	-	-	-	-	166 42%	7 23%	1 23%	2 35%	126 41%	26 51%	9 48%	-	-	2 8%	2 56%
Unsure	26 7%	-	-	-	-	-	26 7%	10 33%	1 27%	-	16 5%	4 8%	3 15%	-	3 21%	8 28%	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	117	89	124	64	33	40	61	59	34	45	58	71	11	178	101	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A TOTAL/MOSTLY A SUCCESS	164	49	38	52	21	11	10	27	29	12	13	26	37	4	67	39	54
	41%	42%	43%	42%	34%	34%	24%	44%	49%	37%	29%	45%	52%	38%	38%	38%	48%
A TOTAL/MOSTLY A FAILURE	210	63	37	72	38	22	30	29	29	18	25	31	26	5	100	54	51
	52%	54%	41%	58%	59%	66%	75%	48%	49%	53%	55%	53%	37%	49%	56%	54%	46%
A total success	44	12	11	15	3	2	1	11	7	2	5	8	7	2	18	10	13
	11%	10%	12%	12%	5%	6%	4%	18%	11%	7%	11%	14%	10%	18%	10%	10%	12%
Mostly a success	120	37	27	37	18	9	8	16	22	10	8	18	29	2	49	28	40
	30%	32%	31%	30%	29%	28%	20%	26%	38%	30%	17%	30%	42%	20%	28%	28%	36%
Mostly a failure	44	10	10	17	6	5	8	7	3	5	3	4	8	2	15	17	10
	11%	9%	11%	13%	10%	14%	21%	12%	5%	14%	6%	7%	12%	17%	8%	17%	9%
A total failure	166	53	27	55	32	17	22	22	26	13	22	27	18	3	86	37	40
	42%	45%	30%	44%	49%	52%	55%	36%	44%	39%	49%	46%	25%	32%	48%	37%	36%
Unsure	26	5	14	1	5	-	0	5	1	3	7	1	8	1	10	8	7
	7%	4%	16%	1%	8%		1%	8%	2%	10%	16%	2%	12%	13%	6%	8%	6%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	193	207	67	85	119	130	351	19	16	6	10
	100	100	100	100	100	100	100	100	100	100	100	100
Man	193	193	-	33	40	61	59	161	15	11	3	4
	48%	100%		50%	47%	51%	45%	46%	81%	69%	50%	36%
Woman	207	-	207	34	45	58	71	190	4	5	3	6
	52%		100%	50%	53%	49%	55%	54%	19%	31%	50%	64%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	257	143	222	129	35	14	126	137	137	186	188	93	74	187
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Man	193	123	71	98	63	25	8	65	69	59	99	84	38	38	93
	48%	48%	49%	44%	49%	70%	52%	52%	50%	43%	53%	45%	41%	52%	49%
Woman	207	135	72	124	66	11	7	61	68	78	87	104	55	35	95
	52%	52%	51%	56%	51%	30%	48%	48%	50%	57%	47%	55%	59%	48%	51%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400 100	-	-	-	-	-	400 100	32 100	4 100	7 100	309 100	50 100	18 100	4 100	15 100	28 100	4 100
Man	193 48%	-	-	-	-	-	193 48%	13 41%	2 51%	2 34%	143 46%	25 50%	12 63%	1 27%	7 48%	12 42%	2 44%
Woman	207 52%	-	-	-	-	-	207 52%	19 59%	2 49%	4 66%	166 54%	25 50%	7 37%	3 73%	8 52%	16 58%	2 56%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	117	89	124	64	33	40	61	59	34	45	58	71	11	178	101	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Man	193	-	-	124	64	33	40	61	59	-	-	-	-	5	84	55	50
	48%			100%	100%	100%	100%	100%	100%					42%	47%	54%	45%
Woman	207	117	89	-	-	-	-	-	-	34	45	58	71	6	94	46	61
	52%	100%	100%							100%	100%	100%	100%	58%	53%	46%	55%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400		193	207	67	85	119	130	351	19	16	6	10
	100		100	100	100	100	100	100	100	100	100	100	100
White	354		162	192	57	78	104	115	351	-	0	-	3
	88%		84%	92%	86%	91%	87%	89%	100%		2%		28%
Black or African American	19		15	4	2	5	6	5	-	19	-	-	-
	5%		8%	2%	3%	6%	5%	4%		100%			
Hispanic or Latino	16		11	5	4	1	6	4	-	-	16	-	-
	4%		6%	2%	7%	1%	5%	3%			100%		
Asian	5		2	3	2	1	1	1	-	-	-	5	-
	1%		1%	1%	2%	1%	1%	1%				82%	
Native American or Alaska Native	1		1	0	-	0	-	1	-	-	0	-	1
	*%		1%	*%		*%	1%				1%		13%
Native Hawaiian or Other Pacific Islander	1		1	-	-	-	-	1	-	-	-	1	-
	*%		1%				1%				18%		
Something else	9		3	6	2	3	2	2	-	-	1	-	9
	2%		2%	3%	3%	4%	2%	1%			6%		87%

Echelon Insights
Focus 2024 Survey
N=400 Registered Voters in the Likely Electorate in WI 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	400	257	143	222	129	35	14	126	137	137	186	188	93	74	187
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
White	354	225	129	222	129	3	0	119	120	115	169	161	83	63	170
	88%	87%	90%	100%	100%	8%	2%	94%	87%	84%	91%	86%	89%	86%	91%
Black or African American	19	12	7	-	-	12	7	1	10	7	5	13	2	7	4
	5%	5%	5%			35%	45%	1%	8%	5%	3%	7%	2%	9%	2%
Hispanic or Latino	16	13	3	-	-	13	3	3	6	7	5	9	7	3	5
	4%	5%	2%			36%	21%	2%	5%	5%	3%	5%	8%	4%	3%
Asian	5	2	2	-	-	2	2	1	1	2	1	3	1	0	2
	1%	1%	2%			7%	15%	1%	1%	2%	1%	2%	1%	1%	1%
Native American or Alaska Native	1	1	0	-	-	1	0	-	0	1	1	-	0	-	-
	*%	*%	*%			4%	1%		*%	1%	1%		*%		
Native Hawaiian or Other Pacific Islander	1	1	-	-	-	1	-	-	-	1	1	-	-	-	1
	*%	*%				3%				1%	1%				1%
Something else	9	7	3	-	-	7	3	2	3	5	4	3	3	-	7
	2%	3%	2%			19%	19%	1%	2%	4%	2%	1%	3%		4%

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

[QRace] What is your race or ethnicity?

	Total	State						Swing			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	400 100	-	-	-	-	-	400 100	32 100	4 100	7 100	309 100	50 100	18 100	4 100	15 100	28 100	4 100			
White	354 88%	-	-	-	-	-	354 88%	29 92%	3 72%	6 86%	274 89%	41 82%	18 97%	2 54%	9 61%	22 77%	4 100%			
Black or African American	19 5%	-	-	-	-	-	19 5%	1 2%	-	0 7%	13 4%	4 9%	-	-	3 18%	0 1%	-			
Hispanic or Latino	16 4%	-	-	-	-	-	16 4%	2 6%	1 28%	0 7%	11 4%	3 6%	1 3%	0 3%	1 9%	5 18%	-			
Asian	5 1%	-	-	-	-	-	5 1%	-	-	-	5 1%	-	-	0 12%	0 3%	1 4%	-			
Native American or Alaska Native	1 *%	-	-	-	-	-	1 *%	0 1%	-	-	1 *%	-	-	-	-	-	-			
Native Hawaiian or Other Pacific Islander	1 *%	-	-	-	-	-	1 *%	-	-	-	1 *%	-	-	-	-	-	-			
Something else	9 2%	-	-	-	-	-	9 2%	3 9%	-	-	4 1%	2 4%	1 5%	1 32%	1 9%	1 3%	-			

Echelon Insights
Focus 2024 Survey
N=400 Registered Voters in the Likely Electorate in WI 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	400	117	89	124	64	33	40	61	59	34	45	58	71	11	178	101	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
White	354	110	80	103	57	26	34	53	49	31	44	51	66	8	157	92	96
	88%	94%	90%	83%	89%	80%	84%	87%	83%	92%	97%	88%	93%	70%	89%	92%	87%
Black or African American	19	1	3	11	2	2	5	3	5	0	-	3	0	1	9	4	4
	5%	1%	3%	9%	3%	5%	13%	5%	9%	*%	-	6%	*%	11%	5%	4%	4%
Hispanic or Latino	16	2	3	6	4	4	1	5	1	1	0	1	3	1	7	3	5
	4%	2%	4%	5%	7%	11%	2%	8%	2%	2%	*%	2%	4%	7%	4%	3%	5%
Asian	5	3	-	1	1	1	1	-	-	0	-	1	1	1	2	0	1
	1%	2%	-	1%	2%	3%	2%	-	-	1%	-	2%	2%	12%	1%	*%	1%
Native American or Alaska Native	1	-	0	1	-	-	-	-	1	-	0	-	-	-	-	-	1
	*%	-	*%	1%	-	-	-	-	2%	-	*%	-	-	-	-	-	1%
Native Hawaiian or Other Pacific Islander	1	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	1
	*%	-	-	1%	-	-	-	-	2%	-	-	-	-	-	-	-	1%
Something else	9	1	5	2	1	1	-	1	1	1	3	1	0	1	3	3	3
	2%	1%	5%	2%	1%	3%	-	1%	2%	4%	7%	3%	1%	8%	2%	3%	2%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	193	207	67	85	119	130	351	19	16	6	10
	100	100	100	100	100	100	100	100	100	100	100	100
High school or less	131	67	64	14	32	40	44	122	4	6	-	-
	33%	35%	31%	22%	38%	34%	34%	35%	21%	36%		
Some college	84	33	51	10	16	23	36	72	5	1	2	4
	21%	17%	25%	14%	19%	19%	28%	21%	26%	6%	39%	39%
Associate degree	42	23	19	6	7	15	13	28	3	6	1	3
	10%	12%	9%	9%	8%	13%	10%	8%	18%	39%	22%	33%
Bachelor's degree	97	43	54	29	20	25	23	88	3	2	2	2
	24%	22%	26%	44%	23%	21%	18%	25%	17%	15%	28%	17%
Graduate degree	46	27	19	7	10	16	13	40	3	1	1	1
	11%	14%	9%	11%	12%	13%	10%	11%	18%	4%	11%	11%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	257	143	222	129	35	14	126	137	137	186	188	93	74	187
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
High school or less	131	131	-	122	-	9	-	41	48	42	66	57	37	21	56
	33%	51%		55%		27%		32%	35%	31%	36%	30%	40%	28%	30%
Some college	84	84	-	72	-	12	-	21	32	31	37	43	35	11	27
	21%	33%		33%		34%		17%	23%	23%	20%	23%	37%	16%	15%
Associate degree	42	42	-	28	-	14	-	15	10	17	28	14	6	11	23
	10%	16%		13%		40%		12%	7%	13%	15%	7%	6%	15%	12%
Bachelor's degree	97	-	97	-	88	-	9	35	31	31	38	45	13	22	49
	24%		68%		69%		60%	28%	23%	23%	20%	24%	14%	30%	26%
Graduate degree	46	-	46	-	40	-	6	14	16	15	17	29	3	8	32
	11%		32%		31%		40%	11%	12%	11%	9%	16%	3%	11%	17%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400 100	-	-	-	-	-	400 100	32 100	4 100	7 100	309 100	50 100	18 100	4 100	15 100	28 100	4 100
High school or less	131 33%	-	-	-	-	-	131 33%	9 28%	2 55%	3 52%	102 33%	15 30%	7 40%	0 6%	5 34%	11 40%	2 50%
Some college	84 21%	-	-	-	-	-	84 21%	9 27%	1 23%	2 29%	65 21%	13 26%	3 15%	1 24%	3 19%	7 26%	0 12%
Associate degree	42 10%	-	-	-	-	-	42 10%	-	-	-	34 11%	6 13%	1 8%	-	-	2 5%	1 14%
Bachelor's degree	97 24%	-	-	-	-	-	97 24%	14 43%	1 22%	1 11%	72 23%	13 25%	6 31%	3 70%	5 34%	5 18%	1 24%
Graduate degree	46 11%	-	-	-	-	-	46 11%	1 2%	-	0 7%	36 12%	3 7%	1 6%	-	2 12%	3 11%	-
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	117	89	124	64	33	40	61	59	34	45	58	71	11	178	101	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
High school or less	131	38	27	43	23	7	14	23	23	7	19	17	21	2	75	32	21
	33%	32%	30%	35%	36%	21%	35%	38%	39%	22%	41%	30%	30%	21%	42%	32%	19%
Some college	84	26	26	14	16	5	5	11	12	5	11	12	24	3	48	18	15
	21%	22%	29%	11%	24%	15%	12%	19%	20%	14%	24%	20%	34%	30%	27%	18%	14%
Associate degree	42	15	4	19	4	4	5	6	8	2	2	9	5	0	17	10	14
	10%	13%	4%	15%	7%	11%	11%	10%	14%	7%	5%	16%	7%	4%	9%	10%	13%
Bachelor's degree	97	30	23	26	16	13	10	11	10	16	10	14	13	3	25	29	40
	24%	26%	26%	21%	26%	39%	25%	17%	17%	49%	22%	24%	19%	27%	14%	29%	36%
Graduate degree	46	9	10	22	5	4	7	10	6	3	3	6	7	2	13	11	20
	11%	8%	11%	18%	8%	13%	17%	16%	10%	8%	7%	10%	10%	18%	7%	11%	18%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	193	207	67	85	119	130	351	19	16	6	10
	100	100	100	100	100	100	100	100	100	100	100	100
Employed full-time	193	96	96	48	60	64	21	176	10	2	2	3
	48%	50%	46%	72%	70%	54%	16%	50%	51%	10%	42%	34%
Employed part-time	20	7	13	5	4	5	6	18	-	2	-	-
	5%	4%	6%	8%	4%	4%	5%	5%	-	12%	-	-
Freelance, contract, or temporary work	8	5	3	1	-	6	2	5	-	3	-	1
	2%	3%	2%	1%	-	5%	1%	1%	-	17%	-	11%
Gig economy work like ride shares, food delivery, or dog walking	3	1	3	-	3	1	-	3	-	-	-	-
	1%	*%	1%	-	3%	*%	-	1%	-	-	-	-
Unemployed and looking for work	7	5	2	1	-	2	3	3	2	1	-	-
	2%	3%	1%	2%	-	2%	3%	1%	12%	8%	-	-
Stay-at-home parent or caregiver	12	6	6	1	4	6	1	8	-	3	1	-
	3%	3%	3%	2%	5%	5%	1%	2%	-	19%	18%	-
Full time student	6	3	3	4	1	1	-	6	-	-	-	-
	2%	2%	2%	7%	1%	1%	-	2%	-	-	-	-
Retired	131	62	69	6	8	25	92	117	7	4	2	1
	33%	32%	33%	8%	10%	21%	71%	33%	37%	24%	40%	9%
Something else	19	8	12	-	7	9	3	15	-	1	-	3
	5%	4%	6%	-	8%	8%	2%	4%	-	10%	-	33%
Prefer not to say	2	1	0	0	-	-	1	0	-	-	-	1
	*%	1%	*%	*%	-	-	1%	*%	-	-	-	13%

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

[QEmployment] What is your current employment status?

	Total	Education		Race x Education				Party			2024 Vote		Income		
	Total	Non-College	College	White Non-College	White College	Non-White Non-College	Non-White College	Republican	Independent	Democrat	Trump	Biden	<\$50K	\$50K-\$74K	\$75K+
Total	400	257	143	222	129	35	14	126	137	137	186	188	93	74	187
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Employed full-time	193	118	75	110	66	8	9	69	64	60	105	76	23	39	117
	48%	46%	52%	50%	51%	22%	62%	55%	47%	44%	57%	40%	25%	53%	63%
Employed part-time	20	11	9	9	9	2	0	10	6	4	12	7	5	2	12
	5%	4%	6%	4%	7%	5%	1%	8%	4%	3%	6%	4%	6%	3%	6%
Freelance, contract, or temporary work	8	7	2	3	2	4	-	5	2	2	5	3	1	2	3
	2%	3%	1%	1%	1%	11%	-	4%	1%	2%	3%	2%	1%	3%	2%
Gig economy work like ride shares, food delivery, or dog walking	3	3	-	3	-	-	-	3	-	-	3	-	-	-	3
	1%	1%	-	1%	-	-	-	2%	-	-	2%	-	-	-	2%
Unemployed and looking for work	7	3	3	1	2	2	1	-	3	4	0	6	1	-	1
	2%	1%	2%	*%	1%	6%	9%	-	2%	3%	*%	3%	1%	-	*%
Stay-at-home parent or caregiver	12	10	2	7	1	3	1	1	10	1	6	5	4	2	5
	3%	4%	2%	3%	1%	8%	9%	1%	7%	1%	3%	2%	4%	2%	2%
Full time student	6	3	3	3	3	-	-	2	2	3	3	3	1	2	2
	2%	1%	2%	2%	2%	-	-	1%	1%	2%	2%	2%	1%	3%	1%
Retired	131	88	43	76	40	11	2	32	41	57	45	79	45	26	39
	33%	34%	30%	34%	31%	32%	16%	26%	30%	42%	24%	42%	49%	35%	21%
Something else	19	13	6	9	6	4	0	5	10	5	6	8	13	-	5
	5%	5%	4%	4%	5%	12%	3%	4%	7%	3%	3%	4%	14%	-	3%
Prefer not to say	2	1	0	-	0	1	-	-	0	1	1	0	-	-	-
	*%	*%	*%	-	*%	4%	-	-	*%	1%	1%	*%	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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			
		AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure			
Total	400 100	-	-	-	-	-	400 100	32 100	4 100	7 100	309 100	50 100	18 100	4 100	15 100	28 100	4 100			
Employed full-time	193 48%	-	-	-	-	-	193 48%	11 36%	2 55%	2 34%	142 46%	27 53%	9 47%	4 91%	9 60%	6 21%	2 58%			
Employed part-time	20 5%	-	-	-	-	-	20 5%	1 5%	1 22%	-	15 5%	3 6%	1 6%	0 3%	1 9%	1 3%	-			
Freelance, contract, or temporary work	8 2%	-	-	-	-	-	8 2%	-	-	-	7 2%	2 4%	-	-	-	0 1%	-			
Gig economy work like ride shares, food delivery, or dog walking	3 1%	-	-	-	-	-	3 1%	-	-	-	3 1%	1 1%	-	-	-	-	-			
Unemployed and looking for work	7 2%	-	-	-	-	-	7 2%	-	-	-	5 1%	1 3%	1 3%	-	4 26%	0 1%	0 9%			
Stay-at-home parent or caregiver	12 3%	-	-	-	-	-	12 3%	2 5%	-	1 17%	7 2%	-	3 16%	-	1 4%	5 16%	-			
Full time student	6 2%	-	-	-	-	-	6 2%	1 2%	-	1 16%	3 1%	3 6%	-	-	-	-	-			
Retired	131 33%	-	-	-	-	-	131 33%	11 36%	1 23%	1 22%	111 36%	13 26%	3 16%	-	-	15 55%	1 32%			
Something else	19 5%	-	-	-	-	-	19 5%	5 16%	-	1 11%	15 5%	0 1%	2 12%	-	-	1 3%	-			
Prefer not to say	2 *%	-	-	-	-	-	2 *%	0 1%	-	-	2 *%	-	-	0 6%	0 2%	-	-			

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	117	89	124	64	33	40	61	59	34	45	58	71	11	178	101	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Employed full-time	193	62	34	62	32	23	30	32	11	24	29	33	10	4	82	47	59
	48%	53%	39%	50%	51%	70%	75%	52%	19%	73%	65%	57%	13%	33%	46%	47%	54%
Employed part-time	20	9	5	4	3	2	2	1	3	4	2	5	3	2	8	4	7
	5%	7%	5%	3%	4%	5%	4%	1%	5%	11%	4%	8%	4%	14%	4%	4%	6%
Freelance, contract, or temporary work	8	1	2	4	1	1	-	3	2	-	-	3	-	1	4	2	2
	2%	1%	2%	4%	1%	2%		4%	3%			6%		10%	2%	2%	2%
Gig economy work like ride shares, food delivery, or dog walking	3	3	-	1	-	-	-	1	-	-	3	-	-	1	-	3	-
	1%	2%		*%				1%			6%			5%		3%	
Unemployed and looking for work	7	1	1	2	3	1	-	1	3	1	-	1	-	-	3	4	-
	2%	1%	1%	2%	4%	2%		2%	6%	2%		2%			2%	4%	
Stay-at-home parent or caregiver	12	4	2	4	2	1	-	3	1	-	4	2	-	-	10	-	2
	3%	3%	2%	3%	3%	4%		6%	2%		9%	4%			5%		2%
Full time student	6	1	2	1	2	2	1	-	-	2	-	1	-	-	2	2	3
	2%	1%	3%	*%	4%	7%	1%			6%		2%			1%	2%	2%
Retired	131	33	35	42	16	3	6	17	35	2	2	7	57	3	63	32	32
	33%	28%	40%	34%	26%	10%	14%	28%	60%	7%	5%	13%	81%	27%	36%	32%	29%
Something else	19	5	7	3	5	-	2	4	2	-	5	6	1	1	6	8	4
	5%	4%	8%	2%	8%		5%	6%	3%		10%	10%	2%	11%	3%	8%	4%
Prefer not to say	2	-	-	1	-	-	-	-	1	0	-	-	-	-	0	-	1
	*%			1%					2%	1%					*%		1%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	193	207	67	85	119	130	351	19	16	6	10
	100	100	100	100	100	100	100	100	100	100	100	100
Yes	111	56	55	20	55	29	7	95	5	4	2	5
	28%	29%	27%	29%	64%	25%	6%	27%	27%	27%	42%	46%
No	285	135	150	47	28	89	121	251	14	11	3	5
	71%	70%	73%	70%	33%	75%	94%	72%	73%	73%	58%	54%
Prefer not to say	4	3	2	0	2	1	1	4	-	-	-	-
	1%	1%	1%	0%	3%	1%	1%	1%				

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	257	143	222	129	35	14	126	137	137	186	188	93	74	187
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	111	79	33	70	25	9	7	41	41	29	61	42	24	15	70
	28%	31%	23%	31%	20%	25%	51%	33%	30%	21%	33%	22%	26%	21%	38%
No	285	178	107	152	100	27	7	83	95	107	124	143	69	56	116
	71%	69%	75%	68%	78%	75%	49%	66%	69%	78%	67%	76%	74%	76%	62%
Prefer not to say	4	1	4	1	4	-	-	2	2	1	1	3	-	2	1
	1%	*%	3%	*%	3%			1%	1%	1%	1%	2%		3%	*%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400 100	-	-	-	-	-	400 100	32 100	4 100	7 100	309 100	50 100	18 100	4 100	15 100	28 100	4 100
Yes	111 28%	-	-	-	-	-	111 28%	9 27%	1 22%	3 40%	80 26%	14 28%	11 58%	2 46%	5 36%	5 19%	1 22%
No	285 71%	-	-	-	-	-	285 71%	23 72%	3 78%	4 60%	225 73%	36 72%	8 42%	2 48%	9 62%	23 81%	3 78%
Prefer not to say	4 1%	-	-	-	-	-	4 1%	0 1%	-	-	4 1%	-	-	0 6%	0 2%	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	117	89	124	64	33	40	61	59	34	45	58	71	11	178	101	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	111	35	20	42	14	7	26	18	5	12	29	12	3	2	57	26	25
	28%	30%	22%	34%	22%	22%	65%	29%	8%	37%	63%	20%	4%	22%	32%	26%	23%
No	285	81	69	81	50	26	13	42	53	21	15	46	68	7	120	72	86
	71%	69%	78%	65%	78%	78%	33%	70%	91%	62%	33%	80%	96%	69%	67%	72%	77%
Prefer not to say	4	1	-	1	-	-	1	1	1	0	1	-	-	1	1	2	-
	1%	1%		1%			3%	1%	2%	1%	3%			10%	1%	2%	

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	193	207	67	85	119	130	351	19	16	6	10
	100	100	100	100	100	100	100	100	100	100	100	100
Less than \$30,000 per year	39	13	27	5	4	11	20	36	-	3	-	-
	10%	7%	13%	7%	4%	9%	16%	10%		20%		
\$30,000 to \$49,999 per year	54	25	28	8	5	17	25	44	2	4	1	3
	13%	13%	14%	11%	5%	14%	19%	13%	11%	25%	22%	28%
\$50,000 to \$74,999 per year	74	38	35	20	21	16	17	63	7	3	0	-
	18%	20%	17%	30%	25%	13%	13%	18%	36%	20%	9%	
\$75,000 to \$125,000 per year	98	42	56	19	23	31	25	88	1	3	3	3
	24%	22%	27%	29%	27%	26%	19%	25%	6%	22%	50%	30%
More than \$125,000 per year	89	51	39	13	30	29	17	82	3	1	-	3
	22%	26%	19%	20%	35%	24%	13%	24%	15%	8%		29%
Prefer not to say	46	24	22	2	3	15	26	37	6	1	1	1
	12%	13%	11%	2%	4%	13%	20%	11%	33%	4%	19%	13%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	257	143	222	129	35	14	126	137	137	186	188	93	74	187
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Less than \$30,000 per year	39	32	7	29	7	3	-	14	18	7	20	13	39	-	-
	10%	12%	5%	13%	6%	9%		11%	13%	5%	11%	7%	42%		
\$30,000 to \$49,999 per year	54	46	8	38	6	8	2	15	20	18	24	23	54	-	-
	13%	18%	6%	17%	5%	21%	16%	12%	15%	13%	13%	12%	58%		
\$50,000 to \$74,999 per year	74	43	30	35	29	9	2	27	21	26	37	35	-	74	-
	18%	17%	21%	16%	22%	24%	12%	22%	15%	19%	20%	18%		100%	
\$75,000 to \$125,000 per year	98	62	36	55	33	7	3	37	25	36	50	45	-	-	98
	24%	24%	25%	25%	26%	20%	23%	29%	18%	26%	27%	24%			52%
More than \$125,000 per year	89	44	45	41	41	3	4	21	34	34	40	44	-	-	89
	22%	17%	32%	19%	32%	9%	27%	17%	25%	25%	22%	24%			48%
Prefer not to say	46	30	16	24	13	6	3	12	18	16	15	28	-	-	-
	12%	12%	11%	11%	10%	17%	22%	9%	13%	12%	8%	15%			

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400 100	-	-	-	-	-	400 100	32 100	4 100	7 100	309 100	50 100	18 100	4 100	15 100	28 100	4 100
Less than \$30,000 per year	39 10%	-	-	-	-	-	39 10%	8 24%	1 23%	1 11%	30 10%	7 14%	1 7%	-	-	5 17%	-
\$30,000 to \$49,999 per year	54 13%	-	-	-	-	-	54 13%	8 25%	-	3 48%	37 12%	7 14%	6 33%	1 17%	1 9%	4 13%	1 26%
\$50,000 to \$74,999 per year	74 18%	-	-	-	-	-	74 18%	2 7%	-	1 14%	54 17%	12 24%	1 7%	2 42%	3 23%	3 10%	-
\$75,000 to \$125,000 per year	98 24%	-	-	-	-	-	98 24%	3 10%	2 55%	1 13%	80 26%	16 32%	1 5%	1 35%	4 26%	4 15%	1 18%
More than \$125,000 per year	89 22%	-	-	-	-	-	89 22%	5 15%	1 22%	-	70 23%	4 8%	7 39%	-	3 19%	6 21%	2 47%
Prefer not to say	46 12%	-	-	-	-	-	46 12%	6 19%	-	1 14%	38 12%	4 8%	2 10%	0 6%	4 23%	7 24%	0 9%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	117	89	124	64	33	40	61	59	34	45	58	71	11	178	101	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Less than \$30,000 per year	39	1	25	3	10	1	1	6	4	4	2	5	16	0	21	10	8
	10%	1%	29%	2%	16%	4%	3%	10%	8%	11%	6%	9%	22%	2%	12%	9%	8%
\$30,000 to \$49,999 per year	54	7	22	11	15	4	1	8	12	3	4	9	12	2	27	11	14
	13%	6%	24%	9%	23%	13%	3%	13%	21%	10%	8%	16%	18%	19%	15%	11%	13%
\$50,000 to \$74,999 per year	74	22	13	24	14	13	12	9	5	7	10	7	11	2	26	24	21
	18%	18%	15%	19%	23%	39%	29%	14%	9%	21%	21%	13%	16%	18%	15%	24%	19%
\$75,000 to \$125,000 per year	98	44	12	27	14	5	11	12	13	14	12	18	12	5	34	28	30
	24%	38%	14%	22%	22%	16%	28%	20%	22%	42%	26%	32%	17%	46%	19%	28%	27%
More than \$125,000 per year	89	31	8	48	3	8	15	18	10	5	15	11	7	1	46	16	26
	22%	26%	9%	39%	5%	24%	38%	29%	17%	16%	32%	19%	10%	7%	26%	16%	24%
Prefer not to say	46	13	8	12	8	1	0	8	14	0	3	7	12	1	23	11	11
	12%	11%	9%	10%	12%	4%	0%	14%	24%	1%	7%	12%	17%	7%	13%	11%	10%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	193	207	67	85	119	130	351	19	16	6	10
	100	100	100	100	100	100	100	100	100	100	100	100
Donald Trump	188	103	85	32	47	56	53	172	4	3	2	5
	47%	53%	41%	47%	55%	47%	41%	49%	24%	20%	43%	54%
Joe Biden	189	79	110	30	36	52	71	158	12	11	3	5
	47%	41%	53%	45%	43%	44%	55%	45%	65%	73%	57%	46%
Jo Jorgensen	1	1	0	1	0	-	-	1	0	0	-	-
	*%	*%	*%	1%	*%			*%	1%	1%		
Howie Hawkins	1	1	-	0	-	1	-	1	-	-	-	-
	*%	*%		1%		*%		*%				
Kanye West	-	-	-	-	-	-	-	-	-	-	-	-
Someone else	5	3	2	1	0	2	2	4	0	0	-	-
	1%	1%	1%	1%	*%	1%	2%	1%	1%	3%		
I did not vote	10	5	5	2	0	5	2	8	2	0	-	-
	3%	2%	3%	3%	1%	5%	2%	2%	9%	3%		
Unsure	7	2	4	1	1	4	1	7	-	-	-	-
	2%	1%	2%	2%	1%	3%	1%	2%				

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	257	143	222	129	35	14	126	137	137	186	188	93	74	187
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Donald Trump	188	133	55	120	53	13	2	108	55	25	173	9	42	37	91
	47%	52%	38%	54%	41%	37%	16%	86%	40%	18%	93%	5%	45%	50%	48%
Joe Biden	189	114	75	92	66	22	9	13	65	111	4	170	41	35	90
	47%	44%	53%	41%	51%	62%	65%	10%	48%	81%	2%	91%	44%	47%	48%
Jo Jorgensen	1	0	1	0	0	-	0	0	1	-	1	0	-	-	0
	*%	*%	*%	*%	*%	-	2%	*%	*%	-	*%	*%	-	-	*%
Howie Hawkins	1	1	0	1	0	-	-	-	1	-	-	1	-	-	1
	*%	*%	*%	*%	*%	-	-	-	1%	-	-	*%	-	-	*%
Kanye West	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Someone else	5	2	3	2	2	-	1	1	3	1	1	2	1	1	2
	1%	1%	2%	1%	1%	-	5%	1%	2%	1%	*%	1%	1%	2%	1%
I did not vote	10	6	4	6	2	0	2	2	8	-	7	2	8	1	1
	3%	3%	3%	3%	2%	1%	12%	1%	6%	-	4%	1%	8%	1%	*%
Unsure	7	1	6	1	6	-	-	3	4	-	1	3	2	-	3
	2%	*%	4%	*%	4%	-	-	2%	3%	-	1%	1%	2%	-	1%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	Swing Voters		Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure
Total	400 100	-	-	-	-	-	400 100	32 100	4 100	7 100	309 100	50 100	18 100	4 100	15 100	28 100	4 100
Donald Trump	188 47%	-	-	-	-	-	188 47%	7 24%	-	-	144 47%	29 58%	10 55%	1 24%	5 34%	5 19%	-
Joe Biden	189 47%	-	-	-	-	-	189 47%	16 51%	4 100%	-	148 48%	20 40%	5 28%	3 61%	9 59%	21 74%	4 91%
Jo Jorgensen	1 *%	-	-	-	-	-	1 *%	0 1%	-	-	1 *%	-	-	0 9%	0 3%	-	-
Howie Hawkins	1 *%	-	-	-	-	-	1 *%	-	-	-	-	1 1%	-	-	-	-	-
Kanye West	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Someone else	5 1%	-	-	-	-	-	5 1%	3 8%	-	-	4 1%	1 1%	-	0 6%	1 5%	1 2%	0 9%
I did not vote	10 3%	-	-	-	-	-	10 3%	2 7%	-	7 100%	6 2%	-	3 18%	-	-	1 3%	-
Unsure	7 2%	-	-	-	-	-	7 2%	3 9%	-	-	6 2%	0 1%	-	-	-	1 3%	-

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

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

	Marital x Gender					Age x Gender								Region Category			
	Total	Married women	Unmarried women	Married men	Unmarried men	18-34 men	35-49 men	50-64 men	65+ men	18-34 women	35-49 women	50-64 women	65+ women	Nonwhite	Rural WWC	Urban WWC	WC
Total	400	117	89	124	64	33	40	61	59	34	45	58	71	11	178	101	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Donald Trump	188	57	28	66	37	19	26	27	30	13	21	28	23	4	92	47	44
	47%	48%	31%	53%	58%	58%	65%	45%	51%	37%	46%	49%	33%	41%	52%	47%	39%
Joe Biden	189	58	53	52	23	11	13	27	27	19	23	25	44	6	74	48	61
	47%	49%	59%	42%	36%	34%	33%	44%	47%	56%	51%	43%	62%	56%	42%	48%	55%
Jo Jorgensen	1	-	-	0	0	0	0	-	-	0	-	-	-	-	1	0	-
	*%			*%	*%	1%	*%			1%					*%	*%	
Howie Hawkins	1	-	-	1	-	0	-	1	-	-	-	-	-	-	1	-	0
	*%			1%		1%		1%							*%		*%
Kanye West	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Someone else	5	0	2	2	1	-	-	1	1	1	0	0	1	-	2	1	2
	1%	*%	2%	2%	1%			2%	2%	3%	*%	*%	1%		1%	1%	2%
I did not vote	10	1	4	1	3	2	0	2	-	-	-	3	2	-	5	3	2
	3%	1%	4%	1%	4%	6%	1%	4%				6%	3%		3%	3%	2%
Unsure	7	1	2	2	-	-	-	2	-	1	1	1	1	0	3	1	2
	2%	1%	3%	2%				4%		3%	2%	2%	1%	3%	2%	1%	2%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	193	207	67	85	119	130	351	19	16	6	10
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT CONSERVATIVE	179	100	79	28	43	51	56	157	6	6	3	6
	45%	52%	38%	43%	51%	43%	43%	45%	33%	40%	63%	64%
VERY/SOMEWHAT LIBERAL	114	43	71	26	19	33	36	106	1	5	2	-
	29%	22%	34%	39%	22%	28%	28%	30%	7%	30%	37%	-
Very conservative	76	42	35	7	22	21	27	69	1	3	1	3
	19%	22%	17%	10%	25%	18%	21%	20%	4%	20%	22%	26%
Somewhat conservative	102	58	44	22	22	30	29	88	6	3	2	4
	26%	30%	21%	33%	25%	25%	23%	25%	29%	20%	41%	38%
Moderate	84	37	47	9	22	28	26	73	7	1	-	4
	21%	19%	23%	13%	25%	24%	20%	21%	37%	5%	-	36%
Somewhat liberal	69	26	43	11	11	14	32	65	1	2	1	-
	17%	13%	21%	16%	13%	12%	25%	19%	7%	10%	17%	-
Very liberal	45	17	28	15	8	19	3	41	-	3	1	-
	11%	9%	13%	23%	9%	16%	3%	12%	-	20%	20%	-
Unsure	23	13	10	4	2	6	12	15	4	4	-	-
	6%	7%	5%	5%	2%	5%	9%	4%	23%	25%	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	257	143	222	129	35	14	126	137	137	186	188	93	74	187
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT CONSERVATIVE	179	115	64	100	56	14	8	105	42	32	151	20	44	34	81
	45%	45%	45%	45%	44%	41%	54%	83%	31%	24%	81%	11%	47%	46%	43%
VERY/SOMEWHAT LIBERAL	114	64	50	60	46	4	4	9	32	73	1	108	22	25	57
	29%	25%	35%	27%	36%	11%	28%	7%	23%	53%	1%	58%	23%	34%	31%
Very conservative	76	50	26	44	25	6	1	49	14	14	71	4	14	17	38
	19%	20%	18%	20%	19%	17%	10%	39%	10%	10%	38%	2%	15%	23%	20%
Somewhat conservative	102	65	38	56	32	8	6	55	28	19	80	17	30	17	43
	26%	25%	26%	25%	25%	24%	44%	44%	21%	14%	43%	9%	32%	23%	23%
Moderate	84	62	22	54	19	9	3	9	51	24	29	44	17	12	44
	21%	24%	15%	24%	15%	24%	19%	7%	37%	18%	16%	24%	18%	17%	24%
Somewhat liberal	69	37	32	36	30	1	3	6	25	38	1	66	14	14	35
	17%	14%	23%	16%	23%	3%	19%	5%	18%	28%	1%	35%	15%	19%	19%
Very liberal	45	27	18	24	17	3	1	3	7	35	-	42	8	11	22
	11%	11%	12%	11%	13%	9%	8%	2%	5%	25%		22%	9%	15%	12%
Unsure	23	16	7	8	7	8	-	3	12	8	5	15	11	2	5
	6%	6%	5%	4%	6%	23%		2%	9%	6%	3%	8%	12%	3%	3%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400 100	-	-	-	-	-	400 100	32 100	4 100	7 100	309 100	50 100	18 100	4 100	15 100	28 100	4 100
VERY/SOMEWHAT CONSERVATIVE	179 45%	-	-	-	-	-	179 45%	11 35%	3 73%	3 44%	139 45%	27 55%	5 28%	3 65%	7 45%	4 16%	-
VERY/SOMEWHAT LIBERAL	114 29%	-	-	-	-	-	114 29%	5 16%	-	-	92 30%	11 21%	3 18%	1 18%	4 24%	7 26%	1 30%
Very conservative	76 19%	-	-	-	-	-	76 19%	2 8%	-	-	65 21%	7 14%	1 7%	0 6%	2 11%	1 4%	-
Somewhat conservative	102 26%	-	-	-	-	-	102 26%	9 27%	3 73%	3 44%	75 24%	21 41%	4 21%	2 58%	5 34%	3 11%	-
Moderate	84 21%	-	-	-	-	-	84 21%	13 41%	1 27%	4 56%	60 19%	8 16%	9 48%	1 17%	2 16%	13 47%	3 70%
Somewhat liberal	69 17%	-	-	-	-	-	69 17%	2 7%	-	-	54 18%	9 18%	3 15%	1 18%	1 9%	4 14%	1 18%
Very liberal	45 11%	-	-	-	-	-	45 11%	3 9%	-	-	38 12%	2 3%	0 3%	-	2 15%	3 12%	0 12%
Unsure	23 6%	-	-	-	-	-	23 6%	3 8%	-	-	18 6%	4 8%	1 7%	-	2 15%	3 12%	-

Echelon Insights
Focus 2024 Survey
N=400 Registered Voters in the Likely Electorate in WI 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	400	117	89	124	64	33	40	61	59	34	45	58	71	11	178	101	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT CONSERVATIVE	179	48	31	62	37	19	26	26	29	10	18	25	27	4	85	45	46
	45%	41%	35%	50%	58%	57%	63%	43%	50%	28%	39%	44%	38%	33%	48%	44%	41%
VERY/SOMEWHAT LIBERAL	114	38	32	29	14	10	4	15	13	16	15	18	23	3	42	29	40
	29%	33%	36%	23%	23%	32%	10%	25%	22%	46%	33%	31%	32%	32%	24%	29%	36%
Very conservative	76	24	11	27	13	5	16	8	13	2	6	13	14	2	36	21	17
	19%	21%	12%	22%	21%	15%	39%	13%	22%	5%	14%	23%	19%	20%	20%	21%	16%
Somewhat conservative	102	24	21	34	24	14	10	18	16	8	11	12	13	1	49	23	29
	26%	20%	23%	27%	38%	42%	25%	30%	28%	24%	26%	20%	18%	13%	28%	23%	26%
Moderate	84	30	16	26	8	3	11	16	9	6	11	12	17	4	41	19	21
	21%	25%	18%	21%	12%	8%	26%	26%	15%	18%	24%	21%	25%	35%	23%	19%	19%
Somewhat liberal	69	23	20	21	5	4	4	6	12	7	8	8	21	-	25	18	25
	17%	20%	22%	17%	8%	13%	9%	10%	20%	20%	17%	14%	29%		14%	18%	23%
Very liberal	45	15	13	8	10	6	1	9	1	9	7	10	2	3	16	11	15
	11%	13%	14%	6%	15%	19%	2%	15%	2%	27%	16%	17%	3%	32%	9%	11%	13%
Unsure	23	2	9	7	5	1	-	4	8	2	2	2	4	-	11	8	4
	6%	1%	10%	6%	7%	4%		6%	13%	7%	4%	4%	6%		6%	8%	4%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	193	207	67	85	119	130	351	19	16	6	10
	100	100	100	100	100	100	100	100	100	100	100	100
Single, never married	75	37	38	30	16	16	14	63	3	5	-	4
	19%	19%	18%	44%	19%	13%	11%	18%	18%	32%	-	41%
Married	242	124	117	29	60	78	75	213	12	8	4	4
	60%	64%	57%	44%	70%	66%	58%	61%	64%	52%	80%	42%
Separated / Divorced / Widowed	78	27	51	7	9	21	40	71	1	3	1	2
	19%	14%	24%	11%	11%	18%	31%	20%	5%	16%	20%	16%
Prefer not to say	6	5	1	0	0	4	2	4	2	-	-	-
	1%	3%	*%	*%	*%	3%	1%	1%	13%	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	257	143	222	129	35	14	126	137	137	186	188	93	74	187
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Single, never married	75	38	37	31	32	7	5	19	29	27	29	32	33	19	17
	19%	15%	26%	14%	25%	21%	35%	15%	21%	19%	15%	17%	35%	26%	9%
Married	242	155	87	134	79	21	8	76	85	80	120	111	21	46	149
	60%	60%	61%	60%	62%	59%	53%	61%	62%	58%	65%	59%	23%	62%	80%
Separated / Divorced / Widowed	78	60	17	56	15	5	2	30	20	27	36	41	39	9	20
	19%	24%	12%	25%	12%	13%	11%	24%	15%	20%	19%	22%	42%	12%	11%
Prefer not to say	6	4	2	2	2	2	0	1	2	3	1	4	-	-	1
	1%	2%	1%	1%	1%	7%	1%	1%	1%	2%	1%	2%	-	-	*%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400 100	-	-	-	-	-	400 100	32 100	4 100	7 100	309 100	50 100	18 100	4 100	15 100	28 100	4 100
Single, never married	75 19%	-	-	-	-	-	75 19%	15 46%	1 28%	2 33%	46 15%	14 28%	7 36%	2 55%	5 34%	3 12%	1 21%
Married	242 60%	-	-	-	-	-	242 60%	13 41%	2 49%	3 42%	196 64%	25 51%	9 49%	2 39%	10 64%	14 48%	1 22%
Separated / Divorced / Widowed	78 19%	-	-	-	-	-	78 19%	3 9%	1 23%	1 11%	61 20%	11 21%	3 15%	-	-	11 37%	2 56%
Prefer not to say	6 1%	-	-	-	-	-	6 1%	1 3%	-	1 14%	6 2%	-	-	0 6%	0 2%	1 3%	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	117	89	124	64	33	40	61	59	34	45	58	71	11	178	101	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Single, never married	75	-	38	-	37	18	8	7	4	12	9	9	9	3	28	20	24
	19%		43%		58%	54%	19%	11%	8%	35%	19%	15%	13%	28%	16%	20%	22%
Married	242	117	-	124	-	13	30	39	42	16	30	39	33	5	98	63	75
	60%	100%		100%		40%	74%	65%	72%	48%	66%	67%	46%	48%	55%	63%	67%
Separated / Divorced / Widowed	78	-	51	-	27	2	3	11	11	5	7	10	28	3	46	17	12
	19%		57%		42%	6%	7%	18%	19%	16%	15%	18%	40%	24%	26%	16%	11%
Prefer not to say	6	-	-	-	-	-	0	4	1	0	-	-	1	-	5	1	-
	1%						0%	6%	2%	1%			1%		3%	1%	

Echelon Insights
Focus 2024 Survey
N=400 Registered Voters in the Likely Electorate in WI 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	400	193	207	67	85	119	130	351	19	16	6	10
	100	100	100	100	100	100	100	100	100	100	100	100
Protestant	49	24	24	1	9	13	26	43	4	0	-	2
	12%	13%	12%	1%	10%	11%	20%	12%	19%	1%	-	16%
Roman Catholic	93	40	53	8	15	30	40	80	3	4	4	3
	23%	21%	26%	12%	18%	25%	31%	23%	17%	26%	64%	28%
Mormon (Church of Jesus Christ of Latter-day Saints or LDS)	1	-	1	1	-	-	1	1	-	-	-	-
	*%		1%	1%			*%	*%				
Just Christian	114	63	51	29	29	26	30	99	6	5	2	2
	29%	33%	25%	44%	34%	22%	23%	28%	34%	31%	28%	25%
Jewish	4	1	2	1	-	3	-	2	-	1	-	-
	1%	1%	1%	1%		2%		1%		10%		
Muslim	-	-	-	-	-	-	-	-	-	-	-	-
Atheist	27	15	12	10	4	11	2	25	0	1	-	-
	7%	8%	6%	16%	5%	9%	2%	7%	2%	9%		
Something else (Please specify)	18	8	10	2	9	2	6	17	1	-	-	1
	5%	4%	5%	3%	11%	1%	4%	5%	5%			6%
Nothing in particular	93	41	52	15	19	34	25	82	4	4	0	2
	23%	21%	25%	23%	23%	29%	19%	23%	23%	24%	8%	25%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	257	143	222	129	35	14	126	137	137	186	188	93	74	187
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Protestant	49	30	19	26	18	4	1	13	15	20	21	26	4	9	19
	12%	12%	13%	12%	14%	12%	8%	11%	11%	14%	11%	14%	5%	12%	10%
Roman Catholic	93	59	35	46	34	13	1	34	29	30	51	37	24	14	47
	23%	23%	24%	21%	26%	36%	6%	27%	21%	22%	28%	20%	25%	19%	25%
Mormon (Church of Jesus Christ of Latter-day Saints or LDS)	1	1	1	1	1	-	-	1	-	1	-	1	1	-	1
	*%	*%	*%	*%	1%			1%		*%		1%	1%		*%
Just Christian	114	73	41	66	33	7	8	54	31	30	76	37	25	24	57
	29%	29%	29%	30%	25%	20%	57%	43%	22%	22%	41%	20%	27%	32%	30%
Jewish	4	4	-	2	-	1	-	-	3	1	-	4	3	1	-
	1%	1%		1%		4%			2%	1%		2%	3%	1%	
Muslim	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Atheist	27	13	14	13	13	0	1	2	12	13	2	24	7	6	12
	7%	5%	10%	6%	10%	1%	9%	2%	9%	9%	1%	13%	7%	9%	7%
Something else (Please specify)	18	14	4	13	4	1	1	5	8	6	12	5	2	4	12
	5%	6%	3%	6%	3%	3%	4%	4%	6%	4%	6%	3%	2%	6%	7%
Nothing in particular	93	64	30	55	27	9	2	17	39	38	25	54	29	16	40
	23%	25%	21%	25%	21%	25%	16%	13%	28%	27%	13%	29%	31%	22%	21%

Echelon Insights
Focus 2024 Survey
N=400 Registered Voters in the Likely Electorate in WI 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	400 100	-	-	-	-	-	400 100	32 100	4 100	7 100	309 100	50 100	18 100	4 100	15 100	28 100	4 100		
Protestant	49 12%	-	-	-	-	-	49 12%	3 11%	-	-	40 13%	5 11%	1 6%	-	-	2 5%	-		
Roman Catholic	93 23%	-	-	-	-	-	93 23%	8 24%	2 50%	2 36%	78 25%	10 20%	3 14%	-	5 30%	8 27%	-		
Mormon (Church of Jesus Christ of Latter-day Saints or LDS)	1 %	-	-	-	-	-	1 %	-	-	-	1 %	-	-	-	-	-	-		
Just Christian	114 29%	-	-	-	-	-	114 29%	2 5%	1 27%	4 57%	87 28%	14 28%	9 50%	2 45%	3 20%	8 27%	4 88%		
Jewish	4 1%	-	-	-	-	-	4 1%	-	-	-	3 1%	1 2%	-	-	-	-	-		
Muslim	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Atheist	27 7%	-	-	-	-	-	27 7%	1 5%	-	-	16 5%	5 10%	2 10%	1 17%	4 25%	2 8%	0 12%		
Something else (Please specify)	18 5%	-	-	-	-	-	18 5%	1 5%	-	-	14 5%	1 3%	-	-	-	-	-		
Nothing in particular	93 23%	-	-	-	-	-	93 23%	16 50%	1 23%	0 7%	69 22%	14 28%	4 19%	2 38%	4 24%	9 32%	-		

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	117	89	124	64	33	40	61	59	34	45	58	71	11	178	101	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Protestant	49	16	9	18	3	1	6	7	11	0	3	6	16	-	25	11	13
	12%	13%	10%	15%	5%	2%	14%	12%	18%	*%	7%	10%	22%		14%	11%	11%
Roman Catholic	93	35	18	25	14	4	4	13	19	4	11	17	22	4	37	32	21
	23%	30%	20%	20%	22%	13%	10%	21%	32%	11%	25%	29%	30%	39%	21%	32%	18%
Mormon (Church of Jesus Christ of Latter-day Saints or LDS)	1	1	1	-	-	-	-	-	-	1	-	-	1	-	1	-	-
	*%	1%	1%						2%				1%		1%		
Just Christian	114	27	24	39	25	17	18	11	17	12	11	15	13	3	58	23	31
	29%	23%	27%	31%	38%	52%	44%	18%	29%	35%	25%	26%	18%	25%	32%	22%	28%
Jewish	4	2	-	1	-	-	-	1	-	1	-	1	-	-	1	1	1
	1%	2%		1%				2%		2%		2%			*%	1%	1%
Muslim	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Atheist	27	8	5	11	4	5	-	8	1	5	4	3	1	1	8	11	8
	7%	7%	5%	9%	7%	16%		13%	2%	15%	9%	5%	1%	7%	5%	11%	7%
Something else (Please specify)	18	7	3	4	4	0	5	1	1	1	4	1	4	0	7	7	3
	5%	6%	3%	3%	6%	1%	13%	2%	2%	4%	9%	1%	6%	4%	4%	7%	3%
Nothing in particular	93	21	31	26	14	5	8	19	9	10	12	15	15	3	41	15	34
	23%	18%	35%	21%	21%	15%	19%	31%	16%	30%	26%	26%	22%	24%	23%	15%	31%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	351	169	182	54	72	103	122	306	17	13	6	9
	100	100	100	100	100	100	100	100	100	100	100	100
Yes, born-again or evangelical Christian	79	48	31	10	15	20	35	63	8	4	2	2
	22%	28%	17%	18%	20%	19%	28%	21%	45%	31%	31%	23%
No, not born-again or evangelical Christian	238	104	134	38	47	75	78	213	7	7	4	7
	68%	61%	74%	71%	65%	73%	64%	70%	40%	53%	69%	77%
DNR – Don't know/Refused	34	17	17	6	10	9	9	30	3	2	-	-
	10%	10%	9%	11%	14%	9%	8%	10%	14%	16%		

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	351 100	226 100	125 100	194 100	112 100	32 100	13 100	119 100	114 100	118 100	173 100	155 100	82 100	62 100	163 100
Yes, born-again or evangelical Christian	79 22%	51 22%	28 22%	38 20%	25 22%	13 40%	3 22%	32 27%	21 18%	26 22%	49 29%	29 19%	21 26%	22 35%	25 15%
No, not born-again or evangelical Christian	238 68%	150 66%	88 71%	134 69%	79 71%	16 49%	9 71%	76 64%	81 71%	82 69%	101 58%	115 74%	53 65%	35 57%	123 75%
DNR – Don't know/Refused	34 10%	26 11%	9 7%	22 11%	8 7%	4 11%	1 7%	11 10%	13 11%	10 9%	22 13%	11 7%	8 10%	5 8%	15 9%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	351 100	-	-	-	-	-	351 100	29 100	4 100	7 100	275 100	43 100	16 100	3 100	11 100	26 100	4 100
Yes, born-again or evangelical Christian	79 22%	-	-	-	-	-	79 22%	2 8%	-	4 56%	62 23%	14 33%	1 7%	0 14%	0 4%	5 18%	1 25%
No, not born-again or evangelical Christian	238 68%	-	-	-	-	-	238 68%	24 84%	2 50%	2 24%	188 68%	26 61%	13 80%	2 71%	5 48%	19 73%	3 75%
DNR – Don't know/Refused	34 10%	-	-	-	-	-	34 10%	2 7%	2 50%	1 20%	25 9%	3 6%	2 14%	1 15%	5 48%	2 9%	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	351	100	81	108	56	27	35	50	56	26	37	53	66	10	162	81	99
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes, born-again or evangelical Christian	79	14	17	30	13	5	10	14	20	5	5	6	15	1	40	20	18
	22%	14%	21%	28%	24%	17%	28%	27%	35%	20%	13%	11%	23%	11%	25%	24%	18%
No, not born-again or evangelical Christian	238	76	58	68	36	19	19	35	31	19	29	40	46	8	103	52	74
	68%	76%	71%	63%	64%	68%	53%	70%	56%	74%	78%	75%	71%	83%	64%	65%	75%
DNR – Don't know/Refused	34	10	7	10	7	4	7	1	5	2	4	7	4	1	18	9	6
	10%	10%	8%	9%	12%	15%	19%	3%	9%	6%	10%	14%	6%	6%	11%	11%	7%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	193	207	67	85	119	130	351	19	16	6	10
	100	100	100	100	100	100	100	100	100	100	100	100
At least once a week	83	36	47	8	13	15	47	60	11	4	2	6
	21%	19%	23%	13%	15%	13%	36%	17%	58%	25%	41%	63%
Once or twice a month	61	35	25	8	18	20	15	55	1	1	2	2
	15%	18%	12%	12%	21%	17%	12%	16%	4%	10%	32%	17%
A few times a year	63	24	39	12	14	21	17	56	3	4	-	-
	16%	12%	19%	18%	16%	17%	13%	16%	18%	26%		
Usually just for religious holidays	42	24	19	4	12	15	11	37	1	2	1	2
	11%	12%	9%	6%	14%	13%	9%	10%	7%	10%	18%	20%
Never	128	63	66	32	28	38	31	122	2	4	-	-
	32%	32%	32%	48%	32%	32%	24%	35%	10%	28%		
Prefer not to say	23	11	12	2	2	11	8	22	1	-	0	-
	6%	6%	6%	3%	2%	9%	6%	6%	4%		8%	

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	257	143	222	129	35	14	126	137	137	186	188	93	74	187
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
At least once a week	83	53	30	36	23	17	6	26	23	33	35	43	22	15	32
	21%	21%	21%	16%	18%	48%	44%	21%	17%	24%	19%	23%	23%	21%	17%
Once or twice a month	61	38	23	35	20	3	3	26	19	16	37	24	13	10	31
	15%	15%	16%	16%	15%	7%	22%	20%	14%	12%	20%	13%	14%	14%	17%
A few times a year	63	42	21	36	20	6	1	27	21	16	44	18	12	15	28
	16%	16%	15%	16%	15%	17%	9%	21%	15%	12%	24%	10%	12%	21%	15%
Usually just for religious holidays	42	27	16	22	15	5	1	17	13	12	21	19	10	4	26
	11%	10%	11%	10%	11%	13%	10%	13%	10%	9%	11%	10%	11%	5%	14%
Never	128	83	45	78	44	5	1	24	51	54	42	72	31	25	66
	32%	32%	32%	35%	34%	14%	10%	19%	37%	39%	22%	39%	33%	33%	35%
Prefer not to say	23	15	8	14	7	0	1	7	10	6	8	12	7	4	4
	6%	6%	6%	6%	6%	1%	5%	6%	7%	4%	4%	6%	7%	6%	2%

Echelon Insights
Focus 2024 Survey
N=400 Registered Voters in the Likely Electorate in WI 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	400 100	-	-	-	-	-	400 100	32 100	4 100	7 100	309 100	50 100	18 100	4 100	15 100	28 100	4 100
At least once a week	83 21%	-	-	-	-	-	83 21%	7 22%	1 22%	2 31%	70 23%	5 11%	4 23%	0 6%	3 17%	6 22%	0 9%
Once or twice a month	61 15%	-	-	-	-	-	61 15%	1 2%	-	2 30%	44 14%	10 19%	4 23%	2 43%	2 16%	5 19%	1 14%
A few times a year	63 16%	-	-	-	-	-	63 16%	2 6%	1 28%	1 18%	48 16%	12 23%	1 7%	-	2 15%	2 9%	-
Usually just for religious holidays	42 11%	-	-	-	-	-	42 11%	3 9%	-	-	37 12%	3 6%	-	0 3%	1 9%	2 7%	-
Never	128 32%	-	-	-	-	-	128 32%	16 51%	2 50%	1 20%	87 28%	21 41%	7 37%	2 41%	6 41%	8 29%	3 76%
Prefer not to say	23 6%	-	-	-	-	-	23 6%	3 10%	-	-	21 7%	-	2 10%	0 6%	0 2%	4 14%	-

Echelon Insights
Focus 2024 Survey
N=400 Registered Voters in the Likely Electorate in WI 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	400	117	89	124	64	33	40	61	59	34	45	58	71	11	178	101	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
At least once a week	83	22	24	29	5	2	7	7	20	6	5	8	27	1	38	22	22
	21%	19%	27%	24%	7%	7%	18%	11%	34%	18%	12%	14%	38%	8%	21%	22%	20%
Once or twice a month	61	19	6	20	14	6	7	12	10	2	11	8	5	4	24	16	17
	15%	16%	7%	16%	22%	19%	17%	20%	17%	5%	24%	13%	7%	35%	14%	16%	15%
A few times a year	63	24	15	15	9	7	5	9	3	5	8	12	14	2	33	11	17
	16%	20%	17%	12%	15%	21%	14%	14%	5%	15%	19%	21%	19%	17%	19%	11%	15%
Usually just for religious holidays	42	12	7	13	10	3	8	5	8	2	4	10	4	1	15	16	11
	11%	10%	8%	11%	15%	8%	20%	9%	13%	5%	8%	17%	5%	8%	8%	15%	10%
Never	128	34	32	40	23	14	11	24	13	18	16	14	18	3	53	33	39
	32%	29%	36%	32%	35%	43%	27%	39%	23%	53%	37%	23%	25%	28%	30%	33%	35%
Prefer not to say	23	7	4	7	4	1	2	4	5	1	-	7	4	0	15	3	5
	6%	6%	5%	5%	6%	2%	4%	7%	8%	4%		12%	5%	3%	8%	3%	4%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	193	207	67	85	119	130	351	19	16	6	10
	100	100	100	100	100	100	100	100	100	100	100	100
Yes	400	193	207	67	85	119	130	351	19	16	6	10
	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 WI 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	400	257	143	222	129	35	14	126	137	137	186	188	93	74	187
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	400	257	143	222	129	35	14	126	137	137	186	188	93	74	187
	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 WI 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	400 100	-	-	-	-	-	400 100	32 100	4 100	7 100	309 100	50 100	18 100	4 100	15 100	28 100	4 100			
Yes	400 100%	-	-	-	-	-	400 100%	32 100%	4 100%	7 100%	309 100%	50 100%	18 100%	4 100%	15 100%	28 100%	4 100%			
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
DNR – Don't know/Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	117	89	124	64	33	40	61	59	34	45	58	71	11	178	101	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	400	117	89	124	64	33	40	61	59	34	45	58	71	11	178	101	111
	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 WI 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	400	193	207	67	85	119	130	351	19	16	6	10
	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY VOTE	393	190	203	67	83	117	126	347	16	14	6	10
	98%	98%	98%	100%	97%	99%	97%	99%	87%	91%	100%	100%
50-50/WILL NOT VOTE	8	3	5	-	3	2	4	4	2	1	-	-
	2%	2%	2%		3%	1%	3%	1%	13%	9%		
Definitely vote	373	182	191	61	81	111	121	330	13	14	6	10
	93%	94%	92%	91%	95%	93%	93%	94%	72%	91%	100%	100%
Probably vote	20	7	12	6	2	6	5	17	3	-	-	-
	5%	4%	6%	9%	2%	5%	4%	5%	16%			
50-50	8	3	5	-	3	2	4	4	2	1	-	-
	2%	2%	2%		3%	1%	3%	1%	13%	9%		
Will not vote	-	-	-	-	-	-	-	-	-	-	-	-
DNR – Don't know/Refused	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	257	143	222	129	35	14	126	137	137	186	188	93	74	187
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY VOTE	393	253	140	219	127	33	13	125	134	134	183	183	91	72	185
	98%	98%	98%	99%	99%	95%	86%	99%	98%	98%	99%	97%	98%	98%	99%
50-50/WILL NOT VOTE	8	4	3	3	1	2	2	1	3	3	3	5	2	2	3
	2%	2%	2%	1%	1%	5%	14%	1%	2%	2%	1%	3%	2%	2%	1%
Definitely vote	373	240	133	209	121	31	12	122	123	128	174	176	83	70	181
	93%	93%	93%	94%	94%	87%	85%	96%	90%	93%	94%	94%	89%	95%	96%
Probably vote	20	13	7	10	7	3	0	3	10	6	9	7	8	2	4
	5%	5%	5%	4%	5%	8%	1%	3%	8%	4%	5%	4%	9%	3%	2%
50-50	8	4	3	3	1	2	2	1	3	3	3	5	2	2	3
	2%	2%	2%	1%	1%	5%	14%	1%	2%	2%	1%	3%	2%	2%	1%
Will not vote	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DNR – Don't know/Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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			Swing Voters			Vote History			Moved by Messaging			
	Total	AZ	GA	MI	NV	PA	WI	Expanded Swing	Biden 2020 to Truma 2024	New Voter to Trump 2024	Voted 2022 and 2020	Voted 2020 and not 2022	Did Not Vote in Either	Switched To Thinking Biden was a Success	Moved Toward Thinking Biden was a Success	Moved Toward Thinking Biden was a Failure	Switched To Thinking Biden was a Failure		
Total	400 100	-	-	-	-	-	400 100	32 100	4 100	7 100	309 100	50 100	18 100	4 100	15 100	28 100	4 100		
DEFINITELY/PROBABLY VOTE	393 98%	-	-	-	-	-	393 98%	32 100%	4 100%	6 89%	302 98%	49 98%	18 100%	4 100%	15 97%	26 91%	4 91%		
50-50/WILL NOT VOTE	8 2%	-	-	-	-	-	8 2%	-	-	1 11%	7 2%	1 2%	-	-	0 3%	3 9%	0 9%		
Definitely vote	373 93%	-	-	-	-	-	373 93%	28 89%	3 73%	4 59%	291 94%	45 91%	15 83%	3 83%	13 85%	26 91%	4 91%		
Probably vote	20 5%	-	-	-	-	-	20 5%	3 11%	1 27%	2 29%	11 4%	3 7%	3 17%	1 17%	2 12%	-	-		
50-50	8 2%	-	-	-	-	-	8 2%	-	-	1 11%	7 2%	1 2%	-	-	0 3%	3 9%	0 9%		
Will not vote	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
DNR – Don't know/Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	117	89	124	64	33	40	61	59	34	45	58	71	11	178	101	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY VOTE	393	115	87	121	64	33	38	61	58	34	44	56	69	10	172	99	111
	98%	98%	98%	98%	99%	100%	95%	100%	98%	100%	98%	97%	97%	96%	97%	99%	100%
50-50/WILL NOT VOTE	8	2	2	3	0	-	2	-	1	-	1	2	2	0	6	1	-
	2%	2%	2%	2%	1%		5%		2%		2%	3%	3%	4%	3%	1%	
Definitely vote	373	111	79	119	61	30	38	57	58	31	43	54	64	10	163	94	105
	93%	94%	89%	96%	95%	91%	94%	94%	98%	91%	95%	93%	90%	96%	92%	94%	95%
Probably vote	20	5	8	2	3	3	0	4	-	3	2	2	5	-	9	5	6
	5%	4%	9%	2%	4%	9%	1%	6%		9%	4%	4%	7%		5%	5%	5%
50-50	8	2	2	3	0	-	2	-	1	-	1	2	2	0	6	1	-
	2%	2%	2%	2%	1%		5%		2%		2%	3%	3%	4%	3%	1%	
Will not vote	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DNR – Don't know/Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	193	207	67	85	119	130	351	19	16	6	10
	100	100	100	100	100	100	100	100	100	100	100	100
18-34	67	33	34	67	-	-	-	57	2	4	2	1
	17%	17%	16%	100%				16%	10%	29%	29%	14%
35-49	85	40	45	-	85	-	-	76	5	1	1	3
	21%	21%	22%		100%			22%	27%	5%	11%	31%
50-64	119	61	58	-	-	119	-	103	6	6	1	2
	30%	32%	28%			100%		29%	34%	41%	22%	24%
65+	130	59	71	-	-	-	130	115	5	4	2	3
	32%	30%	34%				100%	33%	29%	26%	38%	32%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	257	143	222	129	35	14	126	137	137	186	188	93	74	187
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
18-34	67	30	36	27	30	3	6	24	20	22	32	28	12	20	33
	17%	12%	25%	12%	24%	9%	41%	19%	15%	16%	17%	15%	13%	27%	18%
35-49	85	55	30	49	27	6	3	27	35	23	49	30	8	21	53
	21%	22%	21%	22%	21%	18%	23%	22%	26%	17%	26%	16%	9%	29%	28%
50-64	119	78	40	64	38	14	2	40	40	39	56	55	28	16	59
	30%	30%	28%	29%	30%	39%	16%	31%	29%	28%	30%	29%	30%	22%	32%
65+	130	94	36	82	33	12	3	36	41	53	50	75	45	17	42
	32%	36%	25%	37%	26%	34%	19%	28%	30%	39%	27%	40%	48%	23%	22%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400 100	-	-	-	-	-	400 100	32 100	4 100	7 100	309 100	50 100	18 100	4 100	15 100	28 100	4 100
18-34	67 17%	-	-	-	-	-	67 17%	7 22%	1 27%	1 13%	37 12%	15 30%	6 33%	3 83%	6 42%	4 15%	1 36%
35-49	85 21%	-	-	-	-	-	85 21%	6 20%	1 22%	0 7%	66 21%	9 17%	3 16%	-	2 11%	4 12%	1 22%
50-64	119 30%	-	-	-	-	-	119 30%	8 25%	-	3 46%	92 30%	14 28%	8 45%	1 17%	3 23%	8 29%	-
65+	130 32%	-	-	-	-	-	130 32%	10 33%	2 51%	2 34%	113 37%	12 25%	1 6%	-	4 24%	12 44%	2 42%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	117	89	124	64	33	40	61	59	34	45	58	71	11	178	101	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
18-34	67	16	17	13	20	33	-	-	-	34	-	-	-	2	20	15	29
	17%	14%	19%	11%	31%	100%				100%				21%	11%	15%	26%
35-49	85	30	15	30	11	-	40	-	-	-	45	-	-	3	42	27	13
	21%	25%	17%	24%	17%		100%			100%				28%	24%	27%	12%
50-64	119	39	19	39	18	-	-	61	-	-	-	58	-	5	59	27	29
	30%	33%	21%	32%	28%			100%				100%		44%	33%	27%	26%
65+	130	33	38	42	16	-	-	-	59	-	-	-	71	1	57	32	41
	32%	28%	42%	34%	25%				100%				100%	7%	32%	31%	37%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	193	207	67	85	119	130	351	19	16	6	10
	100	100	100	100	100	100	100	100	100	100	100	100
Republican	126	65	61	24	27	40	36	119	1	3	1	2
	32%	34%	29%	36%	32%	33%	27%	34%	7%	18%	25%	16%
Democrat	137	59	78	22	23	39	53	115	7	7	3	5
	34%	30%	38%	34%	27%	33%	41%	33%	38%	42%	56%	56%
Independent	106	55	51	13	29	33	32	91	7	4	1	3
	26%	29%	24%	19%	33%	27%	24%	26%	39%	25%	19%	28%
Member of another party	5	1	4	1	-	1	2	5	0	-	-	-
	1%	1%	2%	2%		1%	2%	1%	1%			
Unsure	27	13	14	6	6	6	8	21	3	2	-	-
	7%	7%	7%	9%	8%	5%	6%	6%	14%	15%		

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	257	143	222	129	35	14	126	137	137	186	188	93	74	187
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Republican	126	77	49	72	47	5	2	126	-	-	110	13	29	27	58
	32%	30%	35%	32%	37%	14%	14%	100%			59%	7%	31%	37%	31%
Democrat	137	91	46	75	40	16	6	-	-	137	26	107	25	26	70
	34%	35%	32%	34%	31%	45%	43%			100%	14%	57%	27%	35%	37%
Independent	106	67	38	58	33	9	6	-	106	-	38	57	23	18	49
	26%	26%	27%	26%	25%	26%	41%		77%		21%	30%	25%	24%	26%
Member of another party	5	3	2	3	1	-	0	-	5	-	1	2	5	-	-
	1%	1%	1%	1%	1%		2%		3%		1%	1%	5%		
Unsure	27	19	7	14	7	5	-	-	27	-	11	9	11	3	10
	7%	8%	5%	6%	6%	14%			19%		6%	5%	12%	4%	5%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400 100	-	-	-	-	-	400 100	32 100	4 100	7 100	309 100	50 100	18 100	4 100	15 100	28 100	4 100
Republican	126 32%	-	-	-	-	-	126 32%	3 9%	1 22%	2 28%	98 32%	21 42%	7 37%	1 27%	4 28%	3 12%	0 12%
Democrat	137 34%	-	-	-	-	-	137 34%	4 13%	1 27%	-	112 36%	14 28%	2 11%	3 61%	6 39%	14 50%	3 79%
Independent	106 26%	-	-	-	-	-	106 26%	13 42%	1 28%	3 41%	75 24%	10 21%	7 40%	0 6%	2 12%	7 26%	0 9%
Member of another party	5 1%	-	-	-	-	-	5 1%	2 7%	-	-	3 1%	1 2%	-	0 6%	0 2%	0 1%	-
Unsure	27 7%	-	-	-	-	-	27 7%	9 29%	1 23%	2 32%	20 6%	4 7%	2 13%	-	3 19%	3 11%	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	117	89	124	64	33	40	61	59	34	45	58	71	11	178	101	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Republican	126	34	27	42	22	14	16	20	16	10	12	20	19	4	57	35	30
	32%	29%	30%	34%	35%	41%	39%	32%	28%	30%	26%	35%	27%	34%	32%	35%	27%
Democrat	137	41	37	38	17	6	9	20	25	17	14	19	28	4	53	28	51
	34%	35%	41%	31%	27%	17%	22%	32%	42%	50%	32%	33%	40%	40%	30%	28%	46%
Independent	106	34	17	36	18	10	13	19	13	3	16	14	19	2	51	30	22
	26%	29%	19%	29%	28%	31%	32%	31%	22%	8%	34%	24%	26%	21%	29%	30%	20%
Member of another party	5	1	2	-	1	1	-	-	-	0	-	1	2	-	2	-	3
	1%	1%	2%		2%	3%				1%		2%	3%		1%		2%
Unsure	27	6	7	8	5	2	3	3	5	4	4	3	3	0	14	7	5
	7%	5%	8%	6%	8%	7%	7%	5%	8%	11%	8%	6%	4%	4%	8%	7%	5%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	126	65	61	24	27	40	36	119	1	3	1	2
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	111	56	55	23	20	36	32	98	4	5	2	2
Firmly a Republican	100	55	45	21	17	32	31	94	1	3	1	2
	79%	84%	74%	87%	62%	80%	87%	79%	49%	91%	100%	100%
Not firmly a Republican	26	10	16	3	10	8	5	25	1	0	-	-
	21%	16%	26%	13%	38%	20%	13%	21%	51%	9%	-	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	126	77	49	72	47	5	2	126	-	-	110	13	29	27	58
	100	100	100	100	100	100	100	100			100	100	100	100	100
Unweighted Total	111	65	46	60	38	5	8	111	-	-	89	18	25	24	53
Firmly a Republican	100	60	41	55	39	5	2	100	-	-	92	6	25	22	45
	79%	78%	82%	77%	82%	90%	80%	79%			84%	47%	86%	81%	77%
Not firmly a Republican	26	17	9	17	8	0	0	26	-	-	18	7	4	5	14
	21%	22%	18%	23%	18%	10%	20%	21%			16%	53%	14%	19%	23%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	126	-	-	-	-	-	126	3	1	2	98	21	7	1	4	3	0		
	100						100	100	100	100	100	100	100	100	100	100	100		
Unweighted Total	111	-	-	-	-	-	111	4	1	2	86	20	5	2	5	4	1		
Firmly a Republican	100	-	-	-	-	-	100	2	-	1	78	17	6	0	3	3	0		
	79%						79%	55%		58%	79%	79%	84%	11%	76%	78%	100%		
Not firmly a Republican	26	-	-	-	-	-	26	1	1	1	20	4	1	1	1	1	-		
	21%						21%	45%	100%	42%	21%	21%	16%	89%	24%	22%			

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	126	34	27	42	22	14	16	20	16	10	12	20	19	4	57	35	30
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	111	30	25	37	18	13	13	17	13	10	7	19	19	6	48	31	26
Firmly a Republican	100	28	17	34	21	13	12	16	15	8	5	16	16	2	47	25	27
	79%	83%	63%	80%	95%	93%	74%	80%	93%	78%	47%	81%	81%	60%	82%	70%	89%
Not firmly a Republican	26	6	10	8	1	1	4	4	1	2	6	4	4	1	11	11	3
	21%	17%	37%	20%	5%	7%	26%	20%	7%	22%	53%	19%	19%	40%	18%	30%	11%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	137	59	78	22	23	39	53	115	7	7	3	5
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	153	65	88	26	27	41	59	130	6	7	4	6
Firmly a Democrat	107	46	61	19	14	31	43	90	7	5	3	3
	78%	77%	78%	86%	61%	79%	81%	79%	94%	69%	85%	46%
Not firmly a Democrat	30	13	17	3	9	8	10	25	0	2	0	3
	22%	23%	22%	14%	39%	21%	19%	21%	6%	31%	15%	54%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	137	91	46	75	40	16	6	-	-	137	26	107	25	26	70
	100	100	100	100	100	100	100			100	100	100	100	100	100
Unweighted Total	153	95	58	81	49	14	9	-	-	153	23	124	28	29	81
Firmly a Democrat	107	70	37	58	32	12	5	-	-	107	14	90	20	22	53
	78%	77%	79%	78%	79%	73%	75%			78%	57%	84%	77%	85%	76%
Not firmly a Democrat	30	21	10	16	8	4	2	-	-	30	11	17	6	4	17
	22%	23%	21%	22%	21%	27%	25%			22%	43%	16%	23%	15%	24%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	137 100	-	-	-	-	-	137 100	4 100	1 100	-	112 100	14 100	2 100	3 100	6 100	14 100	3 100
Unweighted Total	153	-	-	-	-	-	153	6	1	-	127	16	3	3	7	16	4
Firmly a Democrat	107 78%	-	-	-	-	-	107 78%	2 56%	1 100%	-	89 79%	9 69%	1 71%	2 71%	4 66%	10 72%	3 100%
Not firmly a Democrat	30 22%	-	-	-	-	-	30 22%	2 44%	-	-	23 21%	4 31%	1 29%	1 29%	2 34%	4 28%	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	137	41	37	38	17	6	9	20	25	17	14	19	28	4	53	28	51
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	153	46	42	42	21	7	12	19	27	19	15	22	32	8	57	35	53
Firmly a Democrat	107	30	31	27	16	6	6	16	17	14	8	14	26	4	40	19	43
	78%	73%	85%	69%	91%	100%	70%	83%	71%	81%	55%	75%	90%	100%	76%	68%	83%
Not firmly a Democrat	30	11	6	12	2	-	3	3	7	3	6	5	3	-	13	9	9
	22%	27%	15%	31%	9%		30%	17%	29%	19%	45%	25%	10%		24%	32%	17%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	137	69	68	20	35	40	41	117	10	6	1	3
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	136	68	68	24	33	37	42	114	12	7	1	2
Republicans	43	24	19	7	13	12	11	37	2	2	1	-
	31%	34%	28%	36%	37%	30%	26%	32%	24%	36%	100%	
Democrats	57	29	28	7	17	18	15	47	5	4	-	-
	41%	42%	41%	35%	48%	44%	36%	41%	52%	61%		
Both equally often	26	11	15	4	5	7	10	21	2	0	-	3
	19%	17%	22%	18%	15%	18%	24%	18%	22%	3%		100%
Unsure	11	5	6	2	-	3	6	11	0	-	-	-
	8%	8%	9%	10%		8%	15%	10%	2%			

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	137	90	47	75	41	14	6	-	137	-	51	67	39	21	59
	100	100	100	100	100	100	100		100		100	100	100	100	100
Unweighted Total	136	85	51	72	42	13	9	-	136	-	49	68	36	23	59
Republicans	43	31	12	26	11	4	1	-	43	-	38	4	12	8	20
	31%	34%	26%	35%	27%	30%	24%		31%		75%	6%	32%	40%	34%
Democrats	57	36	20	32	16	5	4	-	57	-	4	47	13	12	24
	41%	41%	42%	42%	38%	34%	70%		41%		9%	70%	34%	60%	40%
Both equally often	26	17	9	12	9	5	0	-	26	-	8	11	7	-	11
	19%	19%	20%	16%	22%	35%	3%		19%		17%	16%	18%		18%
Unsure	11	6	6	6	5	-	0	-	11	-	-	5	6	-	4
	8%	6%	12%	8%	13%		4%		8%			8%	16%		7%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	137 100	-	-	-	-	-	137 100	25 100	2 100	5 100	98 100	15 100	10 100	1 100	5 100	11 100	0 100
Unweighted Total	136	-	-	-	-	-	136	26	2	6	98	15	8	2	6	12	1
Republicans	43 31%	-	-	-	-	-	43 31%	1 4%	1 54%	2 46%	31 31%	6 42%	3 35%	-	1 19%	-	-
Democrats	57 41%	-	-	-	-	-	57 41%	5 19%	-	2 33%	45 45%	4 29%	3 30%	0 51%	1 28%	7 61%	-
Both equally often	26 19%	-	-	-	-	-	26 19%	12 50%	1 46%	1 21%	14 14%	3 22%	2 22%	0 49%	3 52%	2 19%	0 100%
Unsure	11 8%	-	-	-	-	-	11 8%	7 27%	-	-	9 9%	1 7%	1 14%	-	-	2 20%	-

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	137	42	25	44	24	14	16	22	18	7	19	19	23	3	67	37	30
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	136	40	26	45	21	16	16	19	17	8	17	18	25	5	69	30	32
Republicans	43	12	8	10	12	5	8	7	4	2	5	5	7	1	25	8	9
	31%	28%	30%	24%	50%	37%	50%	32%	21%	34%	27%	27%	29%	39%	37%	21%	30%
Democrats	57	19	8	22	6	5	7	10	6	2	10	8	8	0	31	12	13
	41%	47%	33%	51%	26%	37%	44%	47%	36%	31%	51%	41%	36%	17%	46%	32%	43%
Both equally often	26	10	5	7	4	3	1	2	5	0	4	5	5	1	6	15	5
	19%	24%	18%	16%	18%	25%	7%	9%	28%	4%	22%	29%	21%	45%	8%	39%	16%
Unsure	11	1	5	4	1	-	-	2	3	2	-	1	3	-	5	3	3
	8%	2%	19%	9%	5%			12%	16%	31%		3%	14%		8%	8%	11%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	193	207	67	85	119	130	351	19	16	6	10
	100	100	100	100	100	100	100	100	100	100	100	100
Total Republican+Republican-leaning Independents	169	89	80	31	40	52	46	156	4	5	2	2
	42%	46%	39%	47%	47%	44%	36%	45%	20%	33%	44%	16%
Total Democratic+Democratic-leaning Independents	194	88	106	30	40	56	68	162	13	10	3	5
	48%	45%	51%	45%	47%	48%	52%	46%	67%	66%	56%	56%
Total Independent	38	17	21	6	5	11	16	32	3	0	-	3
	9%	9%	10%	9%	6%	9%	12%	9%	13%	1%		28%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	257	143	222	129	35	14	126	137	137	186	188	93	74	187
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Total Republican+Republican-leaning Independents	169	107	62	98	58	9	4	126	43	-	148	18	41	35	79
	42%	42%	43%	44%	45%	27%	24%	100%	31%		79%	9%	44%	48%	42%
Total Democratic+Democratic-leaning Independents	194	127	66	106	56	21	11	-	57	137	30	155	39	38	93
	48%	49%	46%	48%	43%	59%	73%		41%	100%	16%	82%	42%	52%	50%
Total Independent	38	23	15	18	14	5	0	-	38	-	8	16	13	-	15
	9%	9%	10%	8%	11%	14%	3%		27%		5%	8%	14%		8%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400 100	-	-	-	-	-	400 100	32 100	4 100	7 100	309 100	50 100	18 100	4 100	15 100	28 100	4 100
Total Republican+Republican-leaning Independents	169 42%	-	-	-	-	-	169 42%	4 12%	2 50%	4 61%	129 42%	27 55%	10 55%	1 27%	5 34%	3 12%	0 12%
Total Democratic+Democratic-leaning Independents	194 48%	-	-	-	-	-	194 48%	9 28%	1 27%	2 24%	157 51%	18 36%	5 27%	3 67%	7 49%	21 73%	3 79%
Total Independent	38 9%	-	-	-	-	-	38 9%	19 60%	1 23%	1 15%	23 7%	4 9%	3 19%	0 6%	3 17%	4 15%	0 9%

Echelon Insights
 Focus 2024 Survey
 N=400 Registered Voters in the Likely Electorate in WI 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	400	117	89	124	64	33	40	61	59	34	45	58	71	11	178	101	111
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Total Republican+Republican-leaning Independents	169	46	34	53	35	19	24	27	20	12	17	25	26	5	82	43	39
	42%	39%	39%	42%	54%	57%	58%	44%	34%	37%	37%	43%	37%	44%	46%	43%	35%
Total Democratic+Democratic-leaning Independents	194	61	45	61	24	11	16	30	31	19	24	27	37	5	84	40	64
	48%	52%	51%	49%	37%	33%	39%	49%	53%	56%	53%	46%	52%	45%	48%	40%	58%
Total Independent	38	11	9	11	6	3	1	4	8	2	4	6	8	1	11	17	8
	9%	9%	11%	9%	9%	10%	3%	7%	13%	7%	9%	11%	12%	11%	6%	17%	7%