

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QRightDirection] Would you say things in the United States are headed in the right direction, or is the country off on the wrong track?

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	982	369	456	522	678	108	115	209	226	267	280	435	547
	100	100	100	100	100	100	100	100	100	100	100	100	100
Right direction	253	93	141	112	152	43	33	42	69	65	78	110	143
	26%	25%	31%	21%	22%	40%	29%	20%	30%	24%	28%	25%	26%
Wrong track	662	256	290	368	484	53	71	150	150	170	192	300	362
	67%	70%	64%	71%	71%	49%	62%	72%	66%	64%	69%	69%	66%
Unsure	67	19	25	42	43	12	10	17	8	32	11	24	43
	7%	5%	6%	8%	6%	11%	9%	8%	3%	12%	4%	6%	8%

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	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982 100	296 100	303 100	243 100	139 100	599 100	382 100	391 100	286 100	224 100	192 100	187 100	145 100	228 100	486 100	80 100	291 100
Right direction	253 26%	71 24%	67 22%	77 32%	38 27%	138 23%	115 30%	69 18%	83 29%	62 28%	46 24%	52 28%	31 22%	61 27%	127 26%	27 34%	81 28%
Wrong track	662 67%	199 67%	211 70%	156 64%	95 68%	410 68%	250 66%	287 73%	196 69%	139 62%	133 69%	128 69%	102 70%	155 68%	325 67%	45 56%	202 69%
Unsure	67 7%	25 9%	25 8%	10 4%	7 5%	50 8%	17 4%	36 9%	7 2%	24 11%	13 7%	6 3%	11 8%	12 5%	35 7%	8 9%	9 3%

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	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	982 100	374 100	222 100	386 100	456 100	70 100	456 100	357 100	337 100	274 100	442 100	483 100	478 100	466 100	461 100	474 100	47 100	246 100	168 100	430 100	678 100	831 100	621 100	699 100
Right direction	253 26%	29 8%	34 16%	189 49%	34 8%	8 11%	211 46%	41 11%	89 26%	123 45%	31 7%	214 44%	36 7%	207 45%	34 7%	215 45%	5 10%	16 7%	11 6%	125 29%	189 28%	223 27%	113 18%	222 32%
Wrong track	662 67%	327 87%	168 76%	167 43%	398 87%	53 76%	210 46%	308 86%	211 63%	134 49%	394 89%	229 47%	418 88%	219 47%	407 88%	221 47%	33 71%	221 90%	145 86%	282 66%	451 66%	554 67%	472 76%	418 60%
Unsure	67 7%	18 5%	20 9%	29 8%	23 5%	9 13%	35 8%	8 2%	37 11%	17 6%	17 4%	41 8%	24 5%	39 8%	20 4%	38 8%	9 18%	9 4%	13 7%	22 5%	39 6%	54 7%	36 6%	58 8%

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	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	982 100	421 100	343 100	265 100	713 100	156 100	109 100	283 100	431 100	267 100	234 100	154 100	184 100	250 100	329 100	434 100
Right direction	253 26%	96 23%	108 32%	62 23%	187 26%	29 19%	33 30%	97 34%	113 26%	42 16%	52 22%	22 14%	56 30%	56 22%	17 5%	203 47%
Wrong track	662 67%	294 70%	208 61%	184 69%	478 67%	114 73%	70 64%	166 59%	288 67%	207 77%	163 70%	126 82%	116 63%	175 70%	304 92%	194 45%
Unsure	67 7%	32 7%	26 8%	19 7%	48 7%	13 8%	7 6%	19 7%	29 7%	18 7%	19 8%	7 4%	12 6%	19 8%	8 3%	37 9%

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	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	982 100	369 100	456 100	522 100	678 100	108 100	115 100	209 100	226 100	267 100	280 100	435 100	547 100
Infrastructure	6 1%	1 *%	1 *%	5 1%	5 1%	0 *%	0 *%	1 *%	4 2%	1 *%	-	4 1%	1 *%
The environment and climate change	47 5%	14 4%	25 6%	22 4%	27 4%	9 8%	5 5%	9 4%	10 4%	12 5%	16 6%	18 4%	28 5%
Education	7 1%	5 1%	3 1%	3 1%	4 1%	0 *%	1 *%	2 1%	2 1%	2 1%	1 *%	4 1%	3 1%
National security	29 3%	7 2%	19 4%	9 2%	19 3%	0 *%	4 3%	6 3%	3 1%	11 4%	9 3%	10 2%	19 4%
Gun rights	18 2%	10 3%	5 1%	13 3%	10 2%	6 5%	-	3 1%	6 3%	1 *%	9 3%	8 2%	9 2%
Healthcare	39 4%	23 6%	11 2%	27 5%	29 4%	7 6%	2 2%	5 2%	11 5%	14 5%	9 3%	16 4%	23 4%
Taxes	13 1%	7 2%	10 2%	4 1%	9 1%	3 3%	0 *%	5 2%	2 1%	6 2%	1 1%	6 1%	7 1%
Jobs and the economy	101 10%	41 11%	42 9%	58 11%	71 11%	10 9%	13 12%	32 15%	32 14%	20 8%	16 6%	64 15%	37 7%
Cost of living	245 25%	101 27%	101 22%	144 28%	157 23%	28 26%	45 39%	67 32%	56 25%	66 25%	57 20%	123 28%	122 22%
Drug abuse	11 1%	3 1%	4 1%	7 1%	6 1%	2 2%	3 2%	2 1%	8 3%	0 *%	1 *%	9 2%	2 *%
Immigration	145 15%	50 14%	90 20%	53 10%	114 17%	7 6%	10 9%	17 8%	29 13%	50 19%	49 17%	46 11%	99 18%
Crime	54 5%	16 4%	26 6%	28 5%	34 5%	11 10%	4 3%	17 8%	10 4%	9 3%	18 6%	27 6%	27 5%
Political corruption	62 6%	25 7%	35 8%	27 5%	46 7%	2 2%	4 3%	10 5%	9 4%	19 7%	23 8%	20 4%	43 8%
Race relations	17 2%	1 *%	4 1%	12 2%	6 1%	9 8%	2 1%	1 *%	11 5%	4 1%	2 1%	11 3%	5 1%
Abortion	59 6%	26 7%	23 5%	35 7%	41 6%	5 5%	5 5%	13 6%	16 7%	15 6%	15 5%	29 7%	30 5%

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	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
The state of democracy	100 10%	26 7%	45 10%	55 11%	72 11%	8 7%	14 12%	18 9%	14 6%	27 10%	40 14%	32 7%	68 12%
Something else (Please specify)	25 3%	11 3%	11 2%	14 3%	21 3%	1 1%	3 2%	2 1%	3 1%	7 3%	13 5%	4 1%	20 4%
Unsure	6 1%	1 *%	2 *%	4 1%	6 1%	-	0 *%	1 1%	1 1%	3 1%	-	3 1%	3 1%

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		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982 100	296 100	303 100	243 100	139 100	599 100	382 100	391 100	286 100	224 100	192 100	187 100	145 100	228 100	486 100	80 100	291 100
Infrastructure	6 1%	0 *	3 1%	0 *	2 2%	3 1%	3 1%	2 1%	3 1%	0 *	1 *	2 1%	0 *	2 1%	5 1%	-	1 *
The environment and climate change	47 5%	8 3%	15 5%	17 7%	7 5%	23 4%	24 6%	8 2%	19 7%	11 5%	9 5%	10 5%	6 4%	11 5%	22 5%	4 5%	16 6%
Education	7 1%	0 *	3 1%	-	4 3%	3 1%	4 1%	1 *	4 1%	-	3 2%	-	1 1%	2 1%	6 1%	1 1%	1 *
National security	29 3%	18 6%	3 1%	4 2%	2 2%	21 4%	6 2%	12 3%	6 2%	6 2%	10 5%	8 4%	1 1%	4 2%	9 2%	5 6%	11 4%
Gun rights	18 2%	3 1%	3 1%	11 5%	1 1%	6 1%	12 3%	4 1%	6 2%	1 1%	2 1%	3 2%	1 1%	11 5%	9 2%	-	8 3%
Healthcare	39 4%	16 5%	15 5%	6 2%	2 1%	31 5%	8 2%	23 6%	7 2%	7 3%	10 5%	5 3%	7 5%	10 4%	19 4%	4 5%	12 4%
Taxes	13 1%	5 2%	3 1%	3 1%	3 2%	8 1%	5 1%	5 1%	4 1%	5 2%	2 1%	-	3 2%	4 2%	7 1%	3 4%	2 1%
Jobs and the economy	101 10%	33 11%	28 9%	29 12%	11 8%	61 10%	40 10%	41 10%	31 11%	27 12%	21 11%	19 10%	18 13%	14 6%	59 12%	12 15%	12 4%
Cost of living	245 25%	76 26%	81 27%	57 24%	31 22%	157 26%	88 23%	97 25%	60 21%	45 20%	58 30%	64 34%	33 23%	45 20%	147 30%	15 18%	57 20%
Drug abuse	11 1%	4 1%	5 2%	1 *	-	10 2%	1 *	5 1%	1 *	2 1%	2 1%	4 2%	-	3 1%	5 1%	0 *	1 *
Immigration	145 15%	54 18%	46 15%	18 8%	27 19%	100 17%	45 12%	76 19%	38 13%	42 19%	21 11%	17 9%	29 20%	34 15%	60 12%	11 13%	56 19%
Crime	54 5%	23 8%	8 3%	15 6%	8 6%	31 5%	23 6%	18 5%	16 6%	11 5%	10 5%	12 7%	8 6%	12 5%	29 6%	5 6%	17 6%
Political corruption	62 6%	17 6%	27 9%	13 6%	5 4%	44 7%	18 5%	33 8%	13 5%	21 9%	12 6%	6 3%	9 6%	14 6%	25 5%	3 4%	24 8%
Race relations	17 2%	5 2%	5 2%	6 2%	1 *	10 2%	6 2%	3 1%	4 1%	4 2%	3 2%	3 2%	1 *	5 2%	7 1%	1 2%	3 1%
Abortion	59 6%	12 4%	12 4%	26 11%	9 6%	24 4%	35 9%	19 5%	21 7%	19 9%	9 4%	10 6%	7 5%	14 6%	25 5%	12 15%	16 5%

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Something else (Please specify)	25 3%	3 1%	10 3%	5 2%	7 5%	13 2%	12 3%	10 3%	11 4%	6 3%	4 2%	3 2%	0 *	11 5%	8 2%	3 3%	14 5%
Unsure	6 1%	0 *%	3 1%	2 1%	-	4 1%	2 1%	3 1%	2 1%	2 1%	-	-	2 1%	2 1%	2 *%	-	1 *%

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Infrastructure	6 1%	3 1%	2 1%	0 *	3 1%	2 3%	1 *	4 1%	1 *	1 *	4 1%	0 *	5 1%	1 *	5 1%	1 *	0 *	- *	1 *	1 *	4 1%	4 1%	4 1%	2 *
The environment and climate change	47 5%	5 1%	11 5%	30 8%	5 1%	3 4%	39 9%	6 2%	17 5%	24 9%	7 1%	37 8%	5 1%	41 9%	5 1%	41 9%	0 1%	3 1%	1 1%	25 6%	33 5%	43 5%	24 4%	43 6%
Education	7 1%	1 *	2 1%	4 1%	1 *	- *	6 1%	4 1%	2 1%	1 *	1 *	6 1%	1 *	5 1%	1 *	6 1%	- *	1 *	1 *	3 1%	5 1%	6 1%	6 1%	6 1%
National security	29 3%	19 5%	3 2%	7 2%	21 5%	1 2%	7 1%	18 5%	6 2%	5 2%	21 5%	7 1%	19 4%	6 1%	20 4%	7 2%	1 2%	13 5%	6 4%	12 3%	21 3%	23 3%	22 3%	17 2%
Gun rights	18 2%	4 1%	2 1%	12 3%	5 1%	0 1%	12 3%	3 1%	6 2%	7 3%	4 1%	14 3%	3 1%	14 3%	3 1%	13 3%	2 4%	3 1%	0 *	8 2%	14 2%	15 2%	13 2%	14 2%
Healthcare	39 4%	11 3%	9 4%	18 5%	12 3%	4 6%	23 5%	8 2%	24 7%	7 3%	12 3%	26 5%	13 3%	23 5%	14 3%	23 5%	3 5%	3 1%	8 5%	11 3%	29 4%	33 4%	29 5%	32 5%
Taxes	13 1%	4 1%	4 2%	6 1%	7 1%	1 1%	6 1%	2 1%	9 3%	3 1%	4 1%	8 2%	8 2%	6 1%	7 1%	6 1%	1 1%	5 2%	2 1%	6 1%	8 1%	8 1%	10 2%	10 1%
Jobs and the economy	101 10%	49 13%	26 12%	26 7%	57 13%	14 20%	29 6%	37 10%	45 13%	18 7%	55 13%	33 7%	62 13%	33 7%	62 13%	33 7%	6 12%	26 11%	25 15%	25 6%	52 8%	80 10%	69 11%	73 10%
Cost of living	245 25%	89 24%	64 29%	92 24%	120 26%	17 24%	108 24%	88 25%	89 26%	65 24%	112 25%	120 25%	132 28%	106 23%	124 27%	110 23%	11 24%	61 25%	49 29%	96 22%	155 23%	202 24%	145 23%	157 22%
Drug abuse	11 1%	5 1%	0 *	5 1%	5 1%	0 *	5 1%	6 2%	3 1%	2 1%	6 1%	5 1%	8 2%	3 1%	5 1%	5 1%	0 1%	1 *	4 3%	3 1%	5 1%	7 1%	5 1%	10 1%
Immigration	145 15%	104 28%	26 12%	15 4%	124 27%	4 6%	18 4%	110 31%	26 8%	8 3%	125 28%	16 3%	134 28%	11 2%	128 28%	17 4%	0 1%	85 34%	37 22%	66 15%	107 16%	131 16%	126 20%	86 12%
Crime	54 5%	26 7%	10 4%	19 5%	27 6%	3 5%	24 5%	24 7%	20 6%	8 3%	27 6%	22 5%	32 7%	19 4%	30 7%	20 4%	4 9%	13 5%	12 7%	17 4%	34 5%	45 5%	31 5%	38 5%
Political corruption	62 6%	11 3%	18 8%	33 9%	21 5%	6 8%	36 8%	15 4%	20 6%	26 10%	21 5%	36 7%	22 5%	38 8%	17 4%	39 8%	6 14%	14 6%	5 3%	33 8%	44 7%	53 6%	33 5%	49 7%
Race relations	17 2%	7 2%	2 1%	7 2%	7 2%	1 1%	8 2%	4 1%	10 3%	3 1%	4 1%	13 3%	5 1%	12 2%	6 1%	9 2%	1 3%	3 1%	2 1%	12 3%	13 2%	15 2%	10 2%	10 1%

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Abortion	59 6%	12 3%	7 3%	40 10%	12 3%	1 1%	46 10%	6 2%	18 5%	35 13%	13 3%	44 9%	9 2%	50 11%	9 2%	50 10%	- 0%	6 2%	5 3%	31 7%	49 7%	52 6%	30 5%	51 7%
The state of democracy	100 10%	15 4%	24 11%	61 16%	16 3%	6 9%	78 17%	13 4%	30 9%	57 21%	15 3%	80 17%	10 2%	85 18%	14 3%	81 17%	5 12%	5 2%	6 4%	61 14%	80 12%	87 11%	44 7%	81 12%
Something else (Please specify)	25 3%	7 2%	8 3%	10 3%	10 2%	4 6%	11 2%	6 2%	11 3%	8 3%	9 2%	14 3%	9 2%	13 3%	10 2%	13 3%	2 5%	4 2%	2 1%	18 4%	19 3%	22 3%	17 3%	17 2%
Unsure	6 1%	1 *%	3 1%	1 *%	2 *%	3 4%	2 *%	3 1%	3 1%	- 0%	1 *%	2 *%	2 *%	2 *%	2 *%	1 *%	3 6%	1 1%	1 *%	2 *%	5 1%	5 1%	3 *%	5 1%

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Infrastructure	6 1%	2 1%	3 1%	4 2%	1 *	4 3%	- *	1 *	5 1%	- *	4 2%	2 1%	2 1%	0 *	1 *	0 *
The environment and climate change	47 5%	15 4%	24 7%	8 3%	39 5%	7 4%	2 2%	16 6%	18 4%	12 5%	9 4%	5 3%	9 5%	13 5%	1 *	39 9%
Education	7 1%	5 1%	2 *	3 1%	4 1%	3 2%	- *	6 2%	1 *	1 *	- *	1 *	1 *	2 1%	1 *	4 1%
National security	29 3%	7 2%	9 3%	6 2%	23 3%	3 2%	3 3%	9 3%	14 3%	6 2%	5 2%	9 6%	6 3%	8 3%	11 3%	6 1%
Gun rights	18 2%	8 2%	6 2%	4 1%	14 2%	4 2%	0 *	6 2%	11 2%	1 *	8 4%	1 1%	1 1%	5 2%	9 3%	10 2%
Healthcare	39 4%	25 6%	9 3%	13 5%	26 4%	10 7%	3 3%	6 2%	24 6%	9 3%	21 9%	6 4%	4 2%	15 6%	5 1%	19 4%
Taxes	13 1%	5 1%	6 2%	2 1%	12 2%	- *	2 2%	4 1%	6 1%	3 1%	0 *	1 *	3 1%	3 1%	7 2%	3 1%
Jobs and the economy	101 10%	44 10%	36 11%	35 13%	65 9%	22 14%	13 12%	26 9%	40 9%	35 13%	23 10%	16 10%	15 8%	31 12%	36 11%	14 3%
Cost of living	245 25%	94 22%	94 27%	79 30%	166 23%	50 32%	29 27%	78 27%	112 26%	55 21%	69 29%	39 25%	55 30%	50 20%	81 25%	90 21%
Drug abuse	11 1%	1 *	6 2%	3 1%	7 1%	3 2%	- *	4 2%	3 1%	3 1%	1 *	- *	2 1%	4 2%	1 *	7 2%
Immigration	145 15%	66 16%	40 12%	29 11%	116 16%	4 3%	25 22%	37 13%	44 10%	64 24%	13 5%	38 25%	26 14%	23 9%	103 31%	25 6%
Crime	54 5%	18 4%	26 7%	17 6%	37 5%	9 6%	8 7%	17 6%	21 5%	16 6%	9 4%	7 4%	13 7%	13 5%	17 5%	23 5%
Political corruption	62 6%	32 7%	12 3%	16 6%	44 6%	8 5%	8 8%	15 5%	26 6%	21 8%	11 5%	8 5%	5 3%	23 9%	11 3%	25 6%
Race relations	17 2%	7 2%	5 1%	8 3%	9 1%	5 3%	3 3%	10 3%	6 1%	1 *	6 3%	1 1%	2 1%	4 2%	7 2%	13 3%
Abortion	59 6%	25 6%	23 7%	17 7%	41 6%	13 8%	5 4%	16 6%	33 8%	10 4%	18 8%	6 4%	16 9%	19 8%	9 3%	56 13%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QIssues] If you had to choose just one, which would you say is the biggest issue facing the country today?

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
The state of democracy	100 10%	50 12%	36 10%	18 7%	82 11%	9 6%	9 8%	26 9%	52 12%	22 8%	28 12%	9 6%	18 10%	27 11%	16 5%	89 20%
Something else (Please specify)	25 3%	11 3%	6 2%	1 *	23 3%	1 1%	-	5 2%	11 3%	8 3%	6 3%	5 3%	3 2%	6 3%	10 3%	11 3%
Unsure	6 1%	4 1%	1 *	2 1%	4 1%	1 1%	1 1%	1 *	3 1%	1 *	3 1%	1 *	2 1%	4 1%	1 *	2 *

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QIssuesSecondChoice] Which would you say is the second biggest issue facing the country today?

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	982 100	369 100	456 100	522 100	678 100	108 100	115 100	209 100	226 100	267 100	280 100	435 100	547 100
Infrastructure	17 2%	7 2%	8 2%	9 2%	12 2%	2 2%	-	3 2%	6 2%	5 2%	3 1%	9 2%	8 1%
The environment and climate change	56 6%	16 4%	20 4%	36 7%	40 6%	6 6%	9 7%	10 5%	11 5%	17 6%	18 7%	21 5%	35 6%
Education	11 1%	5 1%	5 1%	6 1%	5 1%	4 4%	1 1%	4 2%	3 1%	2 1%	2 1%	7 2%	4 1%
National security	46 5%	16 4%	25 6%	20 4%	33 5%	3 2%	10 9%	10 5%	5 2%	17 6%	14 5%	16 4%	30 6%
Gun rights	37 4%	14 4%	18 4%	19 4%	19 3%	6 6%	5 4%	11 5%	12 5%	5 2%	10 3%	22 5%	15 3%
Healthcare	58 6%	26 7%	27 6%	31 6%	39 6%	5 5%	6 6%	12 6%	14 6%	19 7%	13 5%	26 6%	32 6%
Taxes	29 3%	12 3%	15 3%	14 3%	19 3%	1 1%	5 5%	5 2%	7 3%	7 3%	9 3%	12 3%	17 3%
Jobs and the economy	120 12%	50 14%	49 11%	71 14%	78 12%	11 10%	21 18%	40 19%	32 14%	33 12%	15 6%	72 17%	48 9%
Cost of living	172 18%	67 18%	83 18%	87 17%	129 19%	16 15%	16 14%	28 13%	52 23%	50 19%	42 15%	80 18%	92 17%
Drug abuse	28 3%	9 2%	9 2%	17 3%	18 3%	6 6%	3 3%	8 4%	10 4%	4 1%	5 2%	18 4%	9 2%
Immigration	114 12%	47 13%	58 13%	56 11%	96 14%	6 6%	5 4%	13 6%	20 9%	26 10%	55 20%	33 8%	81 15%
Crime	45 5%	15 4%	22 5%	23 4%	24 3%	8 8%	9 8%	17 8%	6 3%	11 4%	11 4%	23 5%	23 4%
Political corruption	65 7%	19 5%	31 7%	34 6%	47 7%	5 5%	6 5%	11 5%	12 5%	19 7%	22 8%	23 5%	41 8%
Race relations	15 2%	2 *	8 2%	7 1%	3 *	7 6%	1 1%	6 3%	4 2%	3 1%	3 1%	9 2%	6 1%
Abortion	77 8%	33 9%	29 6%	47 9%	44 7%	17 16%	7 6%	15 7%	12 5%	30 11%	20 7%	27 6%	50 9%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QIssuesSecondChoice] Which would you say is the second biggest issue facing the country today?

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
The state of democracy	75 8%	26 7%	36 8%	38 7%	54 8%	4 3%	10 9%	11 5%	19 9%	17 6%	27 10%	30 7%	44 8%
Something else (Please specify)	14 1%	4 1%	10 2%	4 1%	14 2%	0 *	-	3 2%	1 *	1 *	10 3%	4 1%	10 2%
Unsure	4 *	1 *	2 *	3 1%	4 1%	-	0 *	1 1%	1 1%	2 1%	-	3 1%	2 *

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QIssuesSecondChoice] Which would you say is the second biggest issue facing the country today?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982 100	296 100	303 100	243 100	139 100	599 100	382 100	391 100	286 100	224 100	192 100	187 100	145 100	228 100	486 100	80 100	291 100
Infrastructure	17 2%	2 1%	6 2%	7 3%	2 1%	8 1%	9 2%	4 1%	8 3%	6 3%	2 1%	2 1%	7 5%	-	9 2%	1 1%	1 *
The environment and climate change	56 6%	17 6%	13 4%	19 8%	8 5%	29 5%	27 7%	20 5%	20 7%	12 6%	9 5%	14 7%	4 3%	16 7%	27 6%	1 2%	17 6%
Education	11 1%	3 1%	2 1%	4 1%	2 1%	5 1%	5 1%	1 *	3 1%	3 1%	4 2%	-	2 1%	2 1%	8 2%	1 1%	2 1%
National security	46 5%	7 2%	21 7%	6 2%	12 9%	28 5%	18 5%	19 5%	14 5%	11 5%	6 3%	9 5%	7 5%	12 5%	19 4%	3 4%	13 5%
Gun rights	37 4%	14 5%	8 3%	13 5%	2 2%	22 4%	15 4%	11 3%	8 3%	10 5%	4 2%	9 5%	2 1%	12 5%	19 4%	2 2%	6 2%
Healthcare	58 6%	18 6%	21 7%	14 6%	5 3%	39 7%	19 5%	23 6%	15 5%	20 9%	10 5%	12 6%	5 3%	10 4%	25 5%	8 10%	15 5%
Taxes	29 3%	12 4%	7 2%	9 4%	1 1%	19 3%	10 3%	12 3%	7 2%	4 2%	5 3%	3 2%	9 6%	8 4%	15 3%	1 1%	10 4%
Jobs and the economy	120 12%	42 14%	34 11%	28 12%	17 12%	75 13%	45 12%	50 13%	28 10%	18 8%	29 15%	20 11%	26 18%	26 11%	80 16%	12 15%	16 5%
Cost of living	172 18%	60 20%	52 17%	38 16%	22 16%	112 19%	60 16%	80 21%	49 17%	46 20%	30 16%	33 18%	24 16%	37 16%	89 18%	24 30%	49 17%
Drug abuse	28 3%	9 3%	10 3%	5 2%	3 2%	19 3%	8 2%	12 3%	5 2%	7 3%	9 5%	5 3%	0 *	5 2%	16 3%	3 4%	3 1%
Immigration	114 12%	31 10%	32 11%	30 12%	21 15%	63 11%	51 13%	50 13%	45 16%	17 7%	21 11%	29 15%	12 8%	34 15%	38 8%	4 5%	55 19%
Crime	45 5%	15 5%	13 4%	15 6%	2 2%	28 5%	18 5%	14 3%	10 3%	8 4%	7 4%	10 6%	6 4%	14 6%	29 6%	2 3%	11 4%
Political corruption	65 7%	20 7%	26 9%	13 5%	6 4%	46 8%	19 5%	33 8%	15 5%	18 8%	10 5%	8 4%	15 11%	14 6%	30 6%	1 1%	24 8%
Race relations	15 2%	5 2%	5 2%	3 1%	2 1%	10 2%	5 1%	1 *	3 1%	3 1%	5 2%	4 2%	2 1%	2 1%	8 2%	-	5 2%
Abortion	77 8%	24 8%	20 7%	18 7%	15 11%	43 7%	33 9%	24 6%	20 7%	21 9%	14 7%	14 7%	10 7%	17 8%	36 7%	3 3%	29 10%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QIssuesSecondChoice] Which would you say is the second biggest issue facing the country today?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
The state of democracy	75 8%	14 5%	27 9%	20 8%	13 10%	42 7%	33 9%	28 7%	26 9%	16 7%	21 11%	13 7%	9 6%	15 6%	33 7%	11 14%	27 9%
Something else (Please specify)	14 1%	3 1%	3 1%	2 1%	6 4%	6 1%	8 2%	6 2%	8 3%	2 1%	3 2%	2 1%	2 1%	4 2%	3 1%	3 4%	7 3%
Unsure	4 *%	0 *%	3 1%	1 *%	-	4 1%	1 *%	3 1%	1 *%	2 1%	-	-	2 1%	1 *%	1 *%	-	1 *%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QIssuesSecondChoice] Which would you say is the second biggest issue facing the country today?

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	982 100	374 100	222 100	386 100	456 100	70 100	456 100	357 100	337 100	274 100	442 100	483 100	478 100	466 100	461 100	474 100	47 100	246 100	168 100	430 100	678 100	831 100	621 100	699 100
Infrastructure	17 2%	9 3%	2 1%	5 1%	9 2%	1 2%	6 1%	2 1%	9 3%	5 2%	10 2%	6 1%	11 2%	5 1%	11 2%	6 1%	1 2%	5 2%	4 2%	5 1%	12 2%	13 2%	12 2%	16 2%
The environment and climate change	56 6%	7 2%	17 8%	32 8%	11 2%	2 3%	44 10%	4 1%	23 7%	28 10%	9 2%	43 9%	9 2%	45 10%	10 2%	44 9%	2 5%	4 2%	1 1%	30 7%	44 7%	49 6%	27 4%	49 7%
Education	11 1%	2 1%	4 2%	5 1%	2 1%	0 1%	8 2%	3 1%	5 2%	2 1%	2 1%	8 2%	2 1%	6 1%	2 1%	6 1%	2 4%	1 *	2 1%	4 1%	7 1%	9 1%	8 1%	8 1%
National security	46 5%	22 6%	11 5%	13 3%	29 6%	2 2%	15 3%	27 7%	8 2%	10 4%	28 6%	15 3%	33 7%	13 3%	30 7%	13 3%	3 6%	16 6%	11 7%	18 4%	35 5%	40 5%	35 6%	25 4%
Gun rights	37 4%	8 2%	6 2%	24 6%	8 2%	1 1%	28 6%	4 1%	18 5%	15 5%	9 2%	27 6%	8 2%	29 6%	7 1%	30 6%	0 %	3 1%	5 3%	20 5%	28 4%	32 4%	16 3%	26 4%
Healthcare	58 6%	15 4%	13 6%	30 8%	22 5%	3 4%	33 7%	17 5%	15 4%	23 8%	19 4%	34 7%	25 5%	30 7%	18 4%	35 7%	5 11%	10 4%	5 3%	29 7%	44 7%	46 6%	34 5%	49 7%
Taxes	29 3%	13 3%	8 4%	8 2%	18 4%	3 4%	9 2%	8 2%	14 4%	6 2%	19 4%	8 2%	20 4%	9 2%	19 4%	9 2%	2 3%	11 5%	3 2%	9 2%	16 2%	25 3%	22 4%	22 3%
Jobs and the economy	120 12%	45 12%	32 15%	43 11%	57 12%	12 18%	51 11%	43 12%	47 14%	30 11%	51 11%	63 13%	57 12%	58 13%	56 12%	56 12%	8 16%	27 11%	26 16%	46 11%	77 11%	101 12%	71 11%	83 12%
Cost of living	172 18%	81 22%	34 15%	58 15%	93 20%	11 16%	68 15%	71 20%	67 20%	32 11%	92 21%	67 14%	100 21%	62 13%	94 20%	70 15%	8 17%	50 20%	39 23%	78 18%	113 17%	146 18%	126 20%	118 17%
Drug abuse	28 3%	3 1%	11 5%	13 3%	9 2%	3 5%	15 3%	7 2%	12 3%	6 2%	11 3%	13 3%	16 3%	11 2%	14 3%	11 2%	2 5%	9 3%	0 *	2 1%	9 1%	21 2%	19 3%	21 3%
Immigration	114 12%	74 20%	25 11%	15 4%	87 19%	7 10%	20 4%	71 20%	33 10%	10 4%	82 19%	27 6%	84 18%	27 6%	85 18%	25 5%	3 7%	49 20%	32 19%	57 13%	92 14%	97 12%	88 14%	56 8%
Crime	45 5%	24 6%	4 2%	17 4%	24 5%	1 2%	19 4%	20 5%	16 5%	9 3%	22 5%	21 4%	25 5%	17 4%	27 6%	18 4%	-	12 5%	12 7%	14 3%	25 4%	37 4%	28 4%	24 3%
Political corruption	65 7%	37 10%	14 6%	13 3%	44 10%	5 7%	16 4%	36 10%	15 4%	13 5%	44 10%	19 4%	46 10%	18 4%	45 10%	19 4%	1 3%	30 12%	11 6%	23 5%	41 6%	53 6%	46 7%	42 6%
Race relations	15 2%	3 1%	3 2%	8 2%	3 1%	2 3%	9 2%	4 1%	5 2%	5 2%	5 1%	8 2%	5 1%	10 2%	4 1%	11 2%	-	3 1%	-	6 1%	6 1%	9 1%	5 1%	12 2%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QIssuesSecondChoice] Which would you say is the second biggest issue facing the country today?

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Abortion	77 8%	8 2%	16 7%	52 14%	11 2%	4 6%	61 13%	14 4%	22 7%	40 15%	10 2%	63 13%	11 2%	65 14%	10 2%	62 13%	5 10%	9 4%	1 *	38 9%	57 8%	67 8%	37 6%	66 9%
The state of democracy	75 8%	12 3%	16 7%	46 12%	17 4%	7 10%	51 11%	14 4%	24 7%	36 13%	16 4%	55 11%	14 3%	56 12%	18 4%	55 12%	2 5%	6 2%	9 5%	37 9%	56 8%	69 8%	36 6%	67 10%
Something else (Please specify)	14 1%	9 2%	1 1%	4 1%	9 2%	1 2%	4 1%	8 2%	2 1%	4 1%	10 2%	4 1%	8 2%	5 1%	9 2%	5 1%	0 *	-	7 4%	10 2%	13 2%	12 1%	10 2%	11 2%
Unsure	4 *	1 *	3 1%	-	2 *	3 4%	-	3 1%	1 *	-	1 *	1 *	2 *	-	2 *	-	3 5%	1 1%	1 *	2 *	3 *	4 *	3 *	3 *

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QIssuesSecondChoice] Which would you say is the second biggest issue facing the country today?

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	982 100	421 100	343 100	265 100	713 100	156 100	109 100	283 100	431 100	267 100	234 100	154 100	184 100	250 100	329 100	434 100
Infrastructure	17 2%	5 1%	5 1%	5 2%	12 2%	5 3%	- 0%	3 1%	8 2%	6 2%	5 2%	1 *	2 1%	11 4%	3 1%	8 2%
The environment and climate change	56 6%	23 6%	21 6%	8 3%	48 7%	3 2%	5 5%	21 7%	26 6%	10 4%	16 7%	5 4%	10 5%	21 8%	3 1%	48 11%
Education	11 1%	5 1%	5 1%	6 2%	4 1%	4 2%	3 3%	6 2%	2 *	3 1%	2 1%	2 1%	1 1%	3 1%	1 *	11 2%
National security	46 5%	27 6%	12 4%	13 5%	33 5%	6 4%	7 6%	7 2%	23 5%	16 6%	15 7%	11 7%	10 5%	4 2%	30 9%	8 2%
Gun rights	37 4%	13 3%	16 5%	13 5%	21 3%	11 7%	3 3%	15 5%	16 4%	6 2%	7 3%	- 0%	10 6%	7 3%	1 *	34 8%
Healthcare	58 6%	20 5%	23 7%	9 4%	48 7%	4 2%	6 5%	22 8%	23 5%	13 5%	18 8%	8 5%	9 5%	19 8%	13 4%	41 9%
Taxes	29 3%	18 4%	7 2%	7 2%	22 3%	3 2%	4 3%	6 2%	11 2%	12 5%	5 2%	3 2%	7 4%	9 3%	11 3%	6 1%
Jobs and the economy	120 12%	34 8%	64 19%	48 18%	72 10%	33 21%	15 14%	39 14%	52 12%	29 11%	35 15%	26 17%	25 14%	27 11%	30 9%	28 7%
Cost of living	172 18%	69 16%	58 17%	46 17%	126 18%	24 15%	22 20%	49 17%	60 14%	63 24%	28 12%	30 19%	27 15%	54 22%	94 29%	54 12%
Drug abuse	28 3%	11 3%	11 3%	8 3%	20 3%	6 4%	2 1%	12 4%	5 1%	10 4%	3 1%	4 3%	7 4%	7 3%	6 2%	7 2%
Immigration	114 12%	58 14%	24 7%	21 8%	93 13%	12 8%	9 8%	18 7%	71 16%	25 9%	33 14%	25 16%	26 14%	26 10%	58 18%	17 4%
Crime	45 5%	17 4%	19 6%	18 7%	28 4%	11 7%	7 6%	16 5%	23 5%	6 2%	9 4%	5 3%	8 4%	6 2%	15 5%	15 4%
Political corruption	65 7%	32 8%	17 5%	23 8%	41 6%	10 6%	13 12%	19 7%	23 5%	23 9%	11 5%	10 7%	14 8%	8 3%	37 11%	14 3%
Race relations	15 2%	3 1%	10 3%	6 2%	9 1%	2 1%	4 4%	7 2%	7 2%	1 *	6 2%	1 1%	0 *	3 1%	0 *	16 4%
Abortion	77 8%	33 8%	26 8%	16 6%	61 9%	11 7%	5 4%	17 6%	39 9%	21 8%	22 9%	8 5%	11 6%	16 7%	5 2%	66 15%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QIssuesSecondChoice] Which would you say is the second biggest issue facing the country today?

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
The state of democracy	75 8%	40 9%	20 6%	17 7%	57 8%	12 8%	5 5%	23 8%	38 9%	14 5%	14 6%	8 5%	13 7%	25 10%	13 4%	51 12%
Something else (Please specify)	14 1%	10 2%	2 1%	-	14 2%	-	-	4 1%	3 1%	7 3%	1 *	7 5%	0 *	2 1%	7 2%	10 2%
Unsure	4 *%	3 1%	1 *%	1 *%	4 1%	-	1 1%	-	3 1%	1 *%	3 1%	1 *%	1 *%	3 1%	1 *%	-

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QIssues - Combined] If you had to choose just one, which would you say is the biggest issue facing the country today?

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	982 100	369 100	456 100	522 100	678 100	108 100	115 100	209 100	226 100	267 100	280 100	435 100	547 100
Infrastructure	23 2%	8 2%	9 2%	13 3%	17 3%	2 2%	0 *	4 2%	9 4%	6 2%	3 1%	14 3%	9 2%
The environment and climate change	103 10%	30 8%	45 10%	58 11%	67 10%	15 14%	14 12%	19 9%	21 9%	29 11%	35 12%	39 9%	64 12%
Education	18 2%	11 3%	8 2%	9 2%	9 1%	5 5%	2 2%	6 3%	5 2%	4 2%	3 1%	11 3%	7 1%
National security	75 8%	23 6%	45 10%	30 6%	52 8%	3 3%	13 12%	17 8%	9 4%	27 10%	22 8%	25 6%	49 9%
Gun rights	55 6%	24 7%	23 5%	32 6%	30 4%	12 11%	5 4%	13 6%	18 8%	6 2%	18 6%	31 7%	24 4%
Healthcare	97 10%	49 13%	37 8%	59 11%	68 10%	12 11%	8 7%	16 8%	25 11%	33 12%	22 8%	42 10%	55 10%
Taxes	42 4%	19 5%	25 5%	18 3%	28 4%	4 4%	6 5%	10 5%	9 4%	13 5%	11 4%	18 4%	24 4%
Jobs and the economy	221 22%	91 25%	92 20%	129 25%	150 22%	21 19%	34 30%	71 34%	65 29%	53 20%	32 11%	136 31%	85 15%
Cost of living	417 42%	167 45%	185 40%	231 44%	286 42%	44 41%	61 53%	95 46%	107 47%	116 43%	99 35%	203 47%	214 39%
Drug abuse	38 4%	12 3%	12 3%	24 5%	24 4%	8 8%	6 5%	10 5%	18 8%	4 2%	7 2%	28 6%	11 2%
Immigration	259 26%	98 26%	148 33%	109 21%	209 31%	13 12%	15 13%	30 14%	49 22%	76 28%	104 37%	79 18%	180 33%
Crime	99 10%	31 8%	48 11%	51 10%	57 8%	19 18%	13 12%	34 16%	16 7%	20 8%	29 10%	49 11%	49 9%
Political corruption	127 13%	44 12%	66 14%	61 12%	94 14%	8 7%	10 8%	21 10%	21 9%	38 14%	46 16%	43 10%	84 15%
Race relations	32 3%	3 1%	13 3%	19 4%	10 1%	15 14%	3 2%	6 3%	14 6%	6 2%	5 2%	21 5%	11 2%
Abortion	135 14%	60 16%	52 11%	83 16%	85 13%	22 20%	12 11%	28 13%	28 12%	45 17%	35 12%	56 13%	80 15%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QIssues - Combined] If you had to choose just one, which would you say is the biggest issue facing the country today?

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
The state of democracy	175 18%	52 14%	81 18%	93 18%	126 19%	12 11%	24 21%	29 14%	33 15%	44 17%	68 24%	63 14%	112 20%
Something else (Please specify)	37 4%	15 4%	20 4%	17 3%	34 5%	1 1%	3 2%	5 2%	3 1%	7 3%	22 8%	7 2%	29 5%
Unsure	6 1%	1 *%	2 *%	4 1%	6 1%	-	0 *%	1 1%	1 1%	3 1%	-	3 1%	3 1%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QIssues - Combined] If you had to choose just one, which would you say is the biggest issue facing the country today?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982 100	296 100	303 100	243 100	139 100	599 100	382 100	391 100	286 100	224 100	192 100	187 100	145 100	228 100	486 100	80 100	291 100
Infrastructure	23 2%	3 1%	9 3%	7 3%	4 3%	11 2%	11 3%	6 2%	11 4%	6 3%	3 1%	4 2%	8 5%	2 1%	14 3%	1 1%	2 1%
The environment and climate change	103 10%	25 8%	27 9%	36 15%	14 10%	52 9%	51 13%	28 7%	39 14%	23 10%	18 10%	24 13%	10 7%	27 12%	49 10%	6 7%	33 11%
Education	18 2%	3 1%	5 2%	4 1%	6 4%	9 1%	9 2%	2 1%	7 3%	3 1%	7 4%	- 2%	4 2%	4 2%	14 3%	2 2%	3 1%
National security	75 8%	25 9%	23 8%	10 4%	14 10%	49 8%	25 6%	31 8%	21 7%	17 7%	16 8%	17 9%	8 6%	16 7%	27 6%	8 10%	25 8%
Gun rights	55 6%	17 6%	11 4%	24 10%	3 2%	28 5%	27 7%	15 4%	15 5%	12 5%	6 3%	11 6%	4 3%	22 10%	28 6%	2 2%	14 5%
Healthcare	97 10%	34 11%	36 12%	20 8%	7 5%	70 12%	26 7%	46 12%	22 8%	27 12%	21 11%	17 9%	11 8%	20 9%	44 9%	12 15%	27 9%
Taxes	42 4%	17 6%	10 3%	11 5%	4 3%	27 5%	15 4%	16 4%	11 4%	8 4%	7 4%	3 2%	11 8%	12 5%	22 5%	4 5%	13 4%
Jobs and the economy	221 22%	74 25%	62 20%	57 23%	28 20%	136 23%	85 22%	91 23%	59 21%	45 20%	50 26%	39 21%	45 31%	40 18%	138 28%	24 30%	28 10%
Cost of living	417 42%	136 46%	133 44%	95 39%	53 38%	269 45%	148 39%	177 45%	109 38%	91 40%	88 46%	97 52%	57 39%	83 36%	236 49%	39 48%	107 37%
Drug abuse	38 4%	13 4%	16 5%	6 2%	3 2%	29 5%	9 2%	17 4%	6 2%	9 4%	11 6%	9 5%	0 *	8 4%	21 4%	3 4%	4 1%
Immigration	259 26%	85 29%	78 26%	48 20%	48 34%	163 27%	96 25%	126 32%	83 29%	59 26%	43 22%	46 25%	41 28%	68 30%	98 20%	15 18%	111 38%
Crime	99 10%	37 13%	21 7%	30 13%	10 7%	58 10%	41 11%	31 8%	26 9%	19 9%	17 9%	23 12%	14 10%	26 11%	58 12%	7 8%	28 10%
Political corruption	127 13%	37 13%	52 17%	27 11%	11 8%	90 15%	37 10%	66 17%	28 10%	39 17%	22 12%	14 8%	24 17%	28 12%	55 11%	4 5%	48 17%
Race relations	32 3%	10 4%	10 3%	9 4%	2 2%	20 3%	11 3%	3 1%	6 2%	7 3%	8 4%	7 4%	3 2%	6 3%	15 3%	1 2%	7 3%
Abortion	135 14%	36 12%	32 10%	44 18%	24 17%	67 11%	68 18%	43 11%	42 15%	41 18%	23 12%	24 13%	17 12%	31 13%	62 13%	15 18%	45 15%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QIssues - Combined] If you had to choose just one, which would you say is the biggest issue facing the country today?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
The state of democracy	175 18%	30 10%	61 20%	49 20%	34 24%	92 15%	83 22%	59 15%	66 23%	32 14%	36 19%	33 18%	26 18%	45 20%	78 16%	13 16%	65 22%
Something else (Please specify)	37 4%	7 2%	12 4%	6 3%	12 9%	18 3%	19 5%	16 4%	18 6%	7 3%	8 4%	4 2%	2 2%	15 7%	10 2%	6 7%	21 7%
Unsure	6 1%	0 *%	3 1%	2 1%	-	4 1%	2 1%	3 1%	2 1%	2 1%	-	-	2 1%	2 1%	2 *%	-	1 *%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QIssues - Combined] If you had to choose just one, which would you say is the biggest issue facing the country today?

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	982 100	374 100	222 100	386 100	456 100	70 100	456 100	357 100	337 100	274 100	442 100	483 100	478 100	466 100	461 100	474 100	47 100	246 100	168 100	430 100	678 100	831 100	621 100	699 100
Infrastructure	23 2%	12 3%	5 2%	5 1%	12 3%	3 5%	7 2%	6 2%	10 3%	6 2%	14 3%	7 1%	16 3%	6 1%	15 3%	6 1%	1 2%	5 2%	4 3%	5 1%	16 2%	18 2%	16 3%	18 3%
The environment and climate change	103 10%	13 3%	28 13%	62 16%	16 3%	4 6%	83 18%	10 3%	40 12%	52 19%	16 4%	80 17%	15 3%	86 18%	16 3%	85 18%	3 6%	8 3%	3 2%	55 13%	77 11%	92 11%	51 8%	92 13%
Education	18 2%	4 1%	5 2%	9 2%	4 1%	0 1%	14 3%	7 2%	8 2%	3 1%	4 1%	14 3%	4 1%	11 2%	3 1%	13 3%	2 4%	2 1%	2 1%	7 2%	11 2%	15 2%	14 2%	14 2%
National security	75 8%	41 11%	14 6%	19 5%	50 11%	3 4%	22 5%	45 13%	14 4%	15 6%	49 11%	22 5%	52 11%	19 4%	51 11%	20 4%	4 8%	29 12%	17 10%	31 7%	56 8%	63 8%	56 9%	42 6%
Gun rights	55 6%	11 3%	7 3%	36 9%	13 3%	2 2%	41 9%	8 2%	24 7%	21 8%	13 3%	41 9%	12 2%	43 9%	10 2%	43 9%	2 4%	6 2%	5 3%	27 6%	42 6%	47 6%	29 5%	40 6%
Healthcare	97 10%	26 7%	22 10%	48 12%	34 8%	7 10%	55 12%	25 7%	38 11%	30 11%	31 7%	60 12%	38 8%	53 11%	31 7%	58 12%	8 17%	13 5%	13 8%	40 9%	74 11%	80 10%	62 10%	81 12%
Taxes	42 4%	17 4%	12 5%	14 4%	24 5%	3 5%	15 3%	10 3%	23 7%	9 3%	23 5%	15 3%	28 6%	14 3%	25 5%	15 3%	2 5%	16 6%	5 3%	15 4%	24 4%	32 4%	32 5%	32 5%
Jobs and the economy	221 22%	94 25%	58 26%	69 18%	114 25%	26 38%	80 18%	80 22%	91 27%	48 17%	106 24%	96 20%	119 25%	92 20%	118 26%	89 19%	13 29%	53 21%	51 30%	71 17%	128 19%	181 22%	140 22%	155 22%
Cost of living	417 42%	170 45%	98 44%	150 39%	213 47%	28 40%	176 39%	159 45%	156 46%	96 35%	204 46%	187 39%	232 49%	168 36%	218 47%	180 38%	19 40%	111 45%	88 52%	175 41%	268 40%	347 42%	271 44%	274 39%
Drug abuse	38 4%	8 2%	11 5%	19 5%	15 3%	4 5%	20 4%	13 4%	15 4%	8 3%	17 4%	18 4%	23 5%	14 3%	20 4%	16 3%	3 5%	10 4%	5 3%	5 1%	14 2%	28 3%	24 4%	31 4%
Immigration	259 26%	178 48%	51 23%	30 8%	211 46%	11 16%	37 8%	181 51%	59 17%	18 6%	207 47%	43 9%	218 46%	38 8%	213 46%	42 9%	4 8%	133 54%	69 41%	123 29%	199 29%	227 27%	214 34%	142 20%
Crime	99 10%	49 13%	14 6%	36 9%	51 11%	5 7%	43 9%	43 12%	36 11%	17 6%	49 11%	43 9%	57 12%	36 8%	57 12%	38 8%	4 9%	26 10%	25 15%	32 7%	59 9%	82 10%	59 9%	62 9%
Political corruption	127 13%	48 13%	33 15%	46 12%	64 14%	11 15%	52 11%	51 14%	35 10%	39 14%	65 15%	55 11%	69 14%	55 12%	62 13%	58 12%	8 16%	44 18%	16 9%	57 13%	85 13%	105 13%	79 13%	91 13%
Race relations	32 3%	11 3%	5 2%	16 4%	11 2%	3 5%	18 4%	9 2%	15 4%	8 3%	9 2%	21 4%	10 2%	22 5%	10 2%	20 4%	1 3%	6 2%	2 1%	18 4%	19 3%	25 3%	15 2%	22 3%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QIssues - Combined] If you had to choose just one, which would you say is the biggest issue facing the country today?

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Abortion	135 14%	20 5%	24 11%	92 24%	24 5%	5 7%	107 23%	20 6%	40 12%	75 27%	23 5%	108 22%	20 4%	114 25%	19 4%	111 24%	5 10%	15 6%	6 3%	69 16%	105 16%	120 14%	67 11%	117 17%
The state of democracy	175 18%	27 7%	40 18%	107 28%	33 7%	14 19%	128 28%	28 8%	54 16%	92 34%	31 7%	135 28%	24 5%	141 30%	31 7%	136 29%	8 16%	11 4%	15 9%	98 23%	136 20%	156 19%	80 13%	147 21%
Something else (Please specify)	37 4%	16 4%	9 4%	12 3%	19 4%	5 7%	13 3%	14 4%	13 4%	10 4%	19 4%	17 3%	16 3%	16 3%	18 4%	16 3%	2 5%	4 2%	9 5%	27 6%	32 5%	33 4%	26 4%	27 4%
Unsure	6 1%	1 *%	3 1%	1 *%	2 *%	3 4%	2 *%	3 1%	3 1%	-	1 *%	2 *%	2 *%	2 *%	2 *%	1 *%	3 6%	1 1%	1 *%	2 *%	5 1%	5 1%	3 *%	5 1%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QIssues - Combined] If you had to choose just one, which would you say is the biggest issue facing the country today?

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	982 100	421 100	343 100	265 100	713 100	156 100	109 100	283 100	431 100	267 100	234 100	154 100	184 100	250 100	329 100	434 100
Infrastructure	23 2%	8 2%	7 2%	9 4%	13 2%	9 6%	- -	4 1%	13 3%	6 2%	9 4%	3 2%	5 2%	11 4%	4 1%	8 2%
The environment and climate change	103 10%	39 9%	45 13%	16 6%	87 12%	9 6%	7 7%	37 13%	44 10%	22 8%	25 11%	10 7%	19 10%	34 13%	4 1%	87 20%
Education	18 2%	11 3%	7 2%	9 3%	9 1%	6 4%	3 3%	12 4%	3 1%	4 1%	2 1%	2 1%	2 1%	5 2%	3 1%	15 3%
National security	75 8%	33 8%	22 6%	19 7%	56 8%	9 6%	10 9%	16 6%	37 9%	21 8%	21 9%	20 13%	16 9%	12 5%	42 13%	14 3%
Gun rights	55 6%	21 5%	23 7%	17 7%	35 5%	14 9%	3 3%	21 7%	26 6%	8 3%	16 7%	1 1%	11 6%	11 4%	10 3%	44 10%
Healthcare	97 10%	45 11%	31 9%	22 8%	74 10%	14 9%	8 8%	28 10%	47 11%	22 8%	39 17%	14 9%	13 7%	34 14%	18 5%	60 14%
Taxes	42 4%	23 5%	13 4%	8 3%	34 5%	3 2%	5 5%	10 4%	17 4%	15 6%	5 2%	4 2%	10 5%	12 5%	18 5%	9 2%
Jobs and the economy	221 22%	78 19%	100 29%	83 31%	138 19%	55 35%	28 26%	65 23%	92 21%	64 24%	59 25%	41 27%	40 22%	58 23%	65 20%	42 10%
Cost of living	417 42%	163 39%	151 44%	125 47%	292 41%	74 47%	51 47%	127 45%	172 40%	118 44%	97 42%	69 45%	82 45%	104 42%	175 53%	144 33%
Drug abuse	38 4%	12 3%	18 5%	11 4%	27 4%	10 6%	2 1%	17 6%	8 2%	14 5%	4 2%	4 3%	10 5%	11 4%	7 2%	13 3%
Immigration	259 26%	124 30%	64 19%	49 19%	209 29%	16 10%	34 31%	56 20%	115 27%	89 33%	46 20%	63 41%	53 29%	49 20%	161 49%	41 10%
Crime	99 10%	36 9%	45 13%	34 13%	65 9%	20 13%	14 13%	33 12%	44 10%	22 8%	18 8%	11 7%	21 11%	19 8%	32 10%	38 9%
Political corruption	127 13%	64 15%	28 8%	39 15%	85 12%	17 11%	21 19%	34 12%	49 11%	44 16%	22 10%	18 12%	19 10%	31 12%	48 15%	39 9%
Race relations	32 3%	10 2%	15 4%	15 5%	17 2%	8 5%	7 6%	17 6%	13 3%	2 1%	11 5%	2 1%	3 1%	7 3%	8 2%	29 7%
Abortion	135 14%	58 14%	49 14%	33 13%	102 14%	24 16%	9 8%	33 12%	72 17%	31 12%	40 17%	15 10%	27 15%	35 14%	14 4%	122 28%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QIssues - Combined] If you had to choose just one, which would you say is the biggest issue facing the country today?

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
The state of democracy	175 18%	89 21%	56 16%	36 13%	139 20%	21 14%	14 13%	49 17%	90 21%	36 13%	42 18%	17 11%	31 17%	52 21%	29 9%	140 32%
Something else (Please specify)	37 4%	21 5%	8 2%	1 *	36 5%	1 1%	-	8 3%	14 3%	15 6%	7 3%	12 8%	4 2%	8 3%	17 5%	19 4%
Unsure	6 1%	4 1%	1 *	2 1%	4 1%	1 1%	1 1%	1 *	3 1%	1 *	3 1%	1 *	2 1%	4 1%	1 *	2 *

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[Q.Fav\_Biden] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?  
 -Joe Biden

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	982	369	456	522	678	108	115	209	226	267	280	435	547
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	417	158	180	235	245	80	58	76	96	121	124	171	246
	42%	43%	40%	45%	36%	74%	51%	36%	42%	45%	44%	39%	45%
VERY/SOMEWHAT UNFAVORABLE	548	203	272	276	424	22	56	127	126	140	155	253	296
	56%	55%	60%	53%	62%	20%	49%	61%	55%	53%	55%	58%	54%
Very Favorable	225	83	106	119	128	45	33	33	49	66	77	82	143
	23%	23%	23%	23%	19%	42%	29%	16%	22%	25%	27%	19%	26%
Somewhat Favorable	192	75	75	116	118	35	25	42	47	56	47	89	103
	20%	20%	16%	22%	17%	33%	22%	20%	21%	21%	17%	20%	19%
Heard of, No Opinion	16	8	4	9	8	6	0	5	5	5	1	10	6
	2%	2%	1%	2%	1%	5%	0%	2%	2%	2%	0%	2%	1%
Somewhat Unfavorable	128	47	50	78	86	9	21	36	27	29	37	63	66
	13%	13%	11%	15%	13%	8%	18%	17%	12%	11%	13%	14%	12%
Very Unfavorable	420	155	222	198	338	13	35	92	98	112	118	190	230
	43%	42%	49%	38%	50%	12%	31%	44%	43%	42%	42%	44%	42%
Never heard of	1	-	-	1	1	-	-	1	-	-	-	1	-
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QFav\_Biden] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?  
 -Joe Biden

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982	296	303	243	139	599	382	391	286	224	192	187	145	228	486	80	291
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	417	112	132	119	54	244	173	123	122	104	91	82	45	95	210	35	125
	42%	38%	44%	49%	39%	41%	45%	32%	43%	46%	47%	44%	31%	42%	43%	44%	43%
VERY/SOMEWHAT UNFAVORABLE	548	175	166	121	85	341	206	261	161	112	100	103	98	131	270	42	166
	56%	59%	55%	50%	61%	57%	54%	67%	56%	50%	52%	55%	68%	57%	55%	52%	57%
Very Favorable	225	61	69	66	28	131	94	68	60	69	50	39	19	49	104	21	78
	23%	21%	23%	27%	20%	22%	25%	17%	21%	31%	26%	21%	13%	21%	21%	26%	27%
Somewhat Favorable	192	50	63	53	26	113	79	56	62	35	41	43	27	46	106	14	47
	20%	17%	21%	22%	19%	19%	21%	14%	22%	15%	21%	23%	18%	20%	22%	18%	16%
Heard of, No Opinion	16	8	5	3	-	13	3	6	3	8	2	2	1	3	7	2	1
	2%	3%	2%	1%		2%	1%	1%	1%	4%	1%	1%	1%	1%	1%	3%	1%
Somewhat Unfavorable	128	34	39	37	18	73	56	49	37	23	21	19	24	41	68	5	37
	13%	11%	13%	15%	13%	12%	15%	12%	13%	10%	11%	10%	17%	18%	14%	6%	13%
Very Unfavorable	420	142	127	84	66	268	151	212	124	89	79	83	74	89	202	37	129
	43%	48%	42%	35%	48%	45%	39%	54%	43%	40%	41%	45%	51%	39%	41%	46%	44%
Never heard of	1	1	-	-	-	1	-	1	-	1	-	-	-	-	-	1	-
	1%	1%				1%		1%		1%					1%		

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QFav\_Biden] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?  
 -Joe Biden

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+ Lean	Pure Ind	DEM+ Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	982	374	222	386	456	70	456	357	337	274	442	483	478	466	461	474	47	246	168	430	678	831	621	699
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	417	21	77	319	25	22	370	41	151	222	19	384	24	378	23	384	10	4	12	199	301	359	192	367
	42%	6%	35%	83%	5%	32%	81%	11%	45%	81%	4%	79%	5%	81%	5%	81%	22%	1%	7%	46%	44%	43%	31%	53%
VERY/SOMEWHAT UNFAVORABLE	548	351	138	59	428	44	77	314	177	49	420	89	449	79	435	80	33	240	156	223	368	456	420	319
	56%	94%	62%	15%	94%	63%	17%	88%	53%	18%	95%	18%	94%	17%	94%	17%	71%	97%	92%	52%	54%	55%	68%	46%
Very Favorable	225	10	22	193	12	8	205	24	69	133	12	209	13	209	11	211	3	3	4	119	172	202	88	203
	23%	3%	10%	50%	3%	11%	45%	7%	20%	48%	3%	43%	3%	45%	2%	45%	5%	1%	3%	28%	25%	24%	14%	29%
Somewhat Favorable	192	11	55	126	13	14	165	17	83	90	7	175	11	169	11	173	8	1	8	80	130	157	104	164
	20%	3%	25%	33%	3%	20%	36%	5%	25%	33%	2%	36%	2%	36%	2%	36%	16%	*%	5%	19%	19%	19%	17%	24%
Heard of, No Opinion	16	1	8	7	3	4	10	2	8	3	3	11	4	8	3	9	3	2	1	7	8	15	8	13
	2%	*%	4%	2%	1%	5%	2%	1%	2%	1%	1%	2%	1%	2%	1%	2%	7%	1%	*%	2%	1%	2%	1%	2%
Somewhat Unfavorable	128	45	46	38	64	16	48	35	70	22	54	61	58	58	59	56	13	21	25	47	76	103	75	94
	13%	12%	21%	10%	14%	23%	10%	10%	21%	8%	12%	13%	12%	13%	13%	12%	28%	8%	15%	11%	11%	12%	12%	13%
Very Unfavorable	420	307	91	22	363	28	29	279	108	27	365	28	390	21	376	24	20	219	130	176	292	354	345	224
	43%	82%	41%	6%	80%	40%	6%	78%	32%	10%	83%	6%	82%	5%	81%	5%	43%	89%	77%	41%	43%	43%	56%	32%
Never heard of	1	1	-	-	1	-	-	-	-	-	-	-	1	-	1	-	-	1	-	1	1	1	1	-
	*%	*%			*%								*%		*%			*%		*%	*%	*%	*%	

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[QFav\_Biden] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?  
 -Joe Biden

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	982	421	343	265	713	156	109	283	431	267	234	154	184	250	329	434
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	417	157	176	110	303	73	37	144	193	80	114	23	83	115	12	360
	42%	37%	51%	42%	43%	47%	34%	51%	45%	30%	49%	15%	45%	46%	4%	83%
VERY/SOMEWHAT UNFAVORABLE	548	258	159	154	395	81	72	137	229	182	115	128	100	134	312	65
	56%	61%	46%	58%	55%	52%	66%	48%	53%	68%	49%	83%	54%	54%	95%	15%
Very Favorable	225	80	94	50	173	27	23	78	105	42	64	14	46	60	4	212
	23%	19%	27%	19%	24%	17%	21%	27%	24%	16%	27%	9%	25%	24%	1%	49%
Somewhat Favorable	192	77	82	60	131	46	14	66	88	38	51	9	37	54	8	147
	20%	18%	24%	23%	18%	30%	13%	23%	20%	14%	22%	6%	20%	22%	3%	34%
Heard of, No Opinion	16	5	7	1	15	1	-	2	9	5	5	3	1	2	1	9
	2%	1%	2%	*%	2%	*%	-	1%	2%	2%	2%	2%	*%	1%	*%	2%
Somewhat Unfavorable	128	66	37	39	89	28	11	32	62	34	40	16	29	47	39	43
	13%	16%	11%	15%	13%	18%	10%	11%	14%	13%	17%	10%	16%	19%	12%	10%
Very Unfavorable	420	192	122	114	306	53	61	105	167	148	75	112	71	87	272	22
	43%	46%	36%	43%	43%	34%	56%	37%	39%	55%	32%	73%	38%	35%	83%	5%
Never heard of	1	1	-	1	-	1	-	-	-	1	-	-	-	-	4	-
	*%	*%	-	*%	-	1%	-	-	-	*%	-	-	-	-	1%	-

Echelon Insights  
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 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QFav\_Harris] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?  
 -Kamala Harris

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	982	369	456	522	678	108	115	209	226	267	280	435	547
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	420	152	175	244	246	77	57	84	100	118	119	183	237
	43%	41%	38%	47%	36%	71%	50%	40%	44%	44%	43%	42%	43%
VERY/SOMEWHAT UNFAVORABLE	529	205	267	259	421	18	52	105	121	146	157	225	303
	54%	56%	59%	50%	62%	17%	45%	50%	53%	55%	56%	52%	55%
Very Favorable	237	84	102	135	136	47	37	39	59	68	72	98	140
	24%	23%	22%	26%	20%	44%	33%	19%	26%	25%	26%	22%	26%
Somewhat Favorable	183	68	72	110	111	29	20	45	41	50	48	85	97
	19%	18%	16%	21%	16%	27%	17%	21%	18%	19%	17%	20%	18%
Heard of, No Opinion	24	5	11	13	8	9	3	15	3	3	3	19	6
	2%	1%	2%	2%	1%	9%	3%	7%	1%	1%	1%	4%	1%
Somewhat Unfavorable	142	57	58	83	104	9	18	33	34	39	36	66	75
	14%	15%	13%	16%	15%	8%	15%	16%	15%	15%	13%	15%	14%
Very Unfavorable	387	148	209	176	318	9	34	72	87	107	121	159	228
	39%	40%	46%	34%	47%	8%	30%	34%	38%	40%	43%	37%	42%
Never heard of	9	6	4	5	2	4	3	5	3	-	1	8	1
	1%	2%	1%	1%	*%	4%	2%	2%	1%		*%	2%	*%

Echelon Insights  
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[QFav\_Harris] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?  
 -Kamala Harris

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non- college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982	296	303	243	139	599	382	391	286	224	192	187	145	228	486	80	291
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	420	112	133	125	51	245	176	125	122	99	97	82	45	98	219	36	121
	43%	38%	44%	51%	37%	41%	46%	32%	43%	44%	51%	44%	31%	43%	45%	45%	41%
VERY/SOMEWHAT UNFAVORABLE	529	172	159	110	86	331	197	258	162	119	86	95	95	128	248	40	168
	54%	58%	53%	45%	62%	55%	51%	66%	57%	53%	45%	51%	66%	56%	51%	50%	58%
Very Favorable	237	59	80	70	27	139	98	71	64	66	55	49	19	49	120	22	73
	24%	20%	26%	29%	20%	23%	26%	18%	22%	29%	29%	26%	13%	22%	25%	27%	25%
Somewhat Favorable	183	52	53	54	23	105	78	53	57	33	42	33	26	48	99	14	48
	19%	18%	17%	22%	17%	18%	20%	14%	20%	15%	22%	18%	18%	21%	20%	17%	16%
Heard of, No Opinion	24	8	10	4	2	18	6	6	2	3	6	9	5	1	15	2	3
	2%	3%	3%	2%	1%	3%	2%	2%	1%	2%	3%	5%	3%	1%	3%	2%	1%
Somewhat Unfavorable	142	43	37	35	27	80	62	56	48	35	19	18	19	51	72	9	39
	14%	14%	12%	14%	19%	13%	16%	14%	17%	15%	10%	10%	13%	22%	15%	11%	14%
Very Unfavorable	387	129	122	75	59	251	135	202	115	84	67	76	76	77	175	32	128
	39%	44%	40%	31%	43%	42%	35%	52%	40%	38%	35%	41%	53%	34%	36%	39%	44%
Never heard of	9	4	1	4	-	5	4	2	-	3	3	1	-	2	5	2	-
	1%	1%	0%	2%	0%	1%	1%	1%	0%	1%	1%	1%	0%	1%	1%	3%	0%

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[QFav\_Harris] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?  
 -Kamala Harris

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+ Lean	Pure Ind	DEM+ Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	982	374	222	386	456	70	456	357	337	274	442	483	478	466	461	474	47	246	168	430	678	831	621	699
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	420	21	73	327	27	21	372	37	153	228	26	378	30	384	29	381	11	9	7	206	299	361	190	376
	43%	6%	33%	85%	6%	31%	82%	10%	46%	83%	6%	78%	6%	83%	6%	80%	24%	4%	4%	48%	44%	43%	31%	54%
VERY/SOMEWHAT UNFAVORABLE	529	347	136	46	420	43	66	313	167	40	407	89	433	67	422	76	31	234	157	215	366	445	413	298
	54%	93%	61%	12%	92%	61%	14%	88%	50%	15%	92%	18%	91%	14%	91%	16%	66%	95%	93%	50%	54%	54%	67%	43%
Very Favorable	237	9	28	200	12	10	216	16	74	146	15	215	11	224	12	223	2	4	5	121	173	210	93	215
	24%	3%	13%	52%	3%	14%	47%	4%	22%	53%	3%	44%	2%	48%	3%	47%	5%	2%	3%	28%	26%	25%	15%	31%
Somewhat Favorable	183	11	44	128	15	12	156	22	80	81	11	163	19	160	16	158	9	5	2	85	126	151	97	161
	19%	3%	20%	33%	3%	17%	34%	6%	24%	30%	3%	34%	4%	34%	4%	33%	18%	2%	1%	20%	19%	18%	16%	23%
Heard of, No Opinion	24	5	10	10	7	5	12	4	14	5	8	11	11	11	8	14	3	2	4	6	9	16	11	18
	2%	1%	4%	3%	2%	7%	3%	1%	4%	2%	2%	2%	2%	2%	2%	3%	6%	1%	3%	1%	1%	2%	2%	3%
Somewhat Unfavorable	142	48	63	31	74	19	49	41	76	24	65	64	70	56	68	59	15	32	27	48	91	115	87	98
	14%	13%	28%	8%	16%	27%	11%	11%	23%	9%	15%	13%	15%	12%	15%	12%	33%	13%	16%	11%	13%	14%	14%	14%
Very Unfavorable	387	299	74	15	346	24	17	272	91	16	342	25	363	11	354	18	15	202	130	166	275	331	326	200
	39%	80%	33%	4%	76%	34%	4%	76%	27%	6%	77%	5%	76%	2%	77%	4%	33%	82%	77%	39%	41%	40%	52%	29%
Never heard of	9	2	3	3	2	1	6	3	2	1	1	6	3	4	3	3	2	1	-	3	5	8	7	7
	1%	1%	2%	1%	*%	2%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	5%	*%	-	1%	1%	1%	1%	1%

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[QFav\_Harris] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?  
 -Kamala Harris

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	982	421	343	265	713	156	109	283	431	267	234	154	184	250	329	434
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	420	165	176	111	306	74	37	146	199	75	123	24	80	124	12	363
	43%	39%	51%	42%	43%	47%	34%	51%	46%	28%	53%	15%	44%	50%	4%	84%
VERY/SOMEWHAT UNFAVORABLE	529	250	146	143	385	74	69	129	221	179	103	129	99	117	308	61
	54%	59%	43%	54%	54%	48%	63%	45%	51%	67%	44%	84%	54%	47%	94%	14%
Very Favorable	237	84	101	57	178	37	20	84	107	46	68	15	45	77	4	214
	24%	20%	30%	22%	25%	24%	18%	30%	25%	17%	29%	10%	24%	31%	1%	49%
Somewhat Favorable	183	81	75	54	128	37	17	62	92	29	55	8	35	47	7	150
	19%	19%	22%	20%	18%	24%	16%	22%	21%	11%	24%	5%	19%	19%	2%	34%
Heard of, No Opinion	24	4	15	8	16	6	2	8	6	11	5	1	4	8	4	6
	2%	1%	4%	3%	2%	4%	2%	3%	1%	4%	2%	1%	2%	3%	1%	1%
Somewhat Unfavorable	142	69	46	48	92	30	19	42	61	39	34	20	33	42	35	47
	14%	16%	13%	18%	13%	19%	17%	15%	14%	15%	15%	13%	18%	17%	11%	11%
Very Unfavorable	387	182	100	95	292	45	50	87	160	140	69	110	67	76	273	15
	39%	43%	29%	36%	41%	29%	46%	31%	37%	52%	30%	71%	36%	30%	83%	3%
Never heard of	9	1	6	3	6	2	1	2	5	2	3	-	0	1	5	3
	1%	*%	2%	1%	1%	1%	1%	1%	1%	1%	1%		*%	*%	1%	1%

Echelon Insights  
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[QFav\_Trump] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?  
 -Donald Trump

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	982	369	456	522	678	108	115	209	226	267	280	435	547
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	445	162	241	205	336	25	50	102	115	115	113	217	228
	45%	44%	53%	39%	49%	23%	44%	49%	51%	43%	40%	50%	42%
VERY/SOMEWHAT UNFAVORABLE	519	198	209	308	329	80	63	102	109	141	167	211	308
	53%	54%	46%	59%	49%	74%	55%	49%	48%	53%	60%	48%	56%
Very Favorable	318	109	180	137	250	19	31	77	72	90	79	149	168
	32%	30%	40%	26%	37%	17%	27%	37%	32%	34%	28%	34%	31%
Somewhat Favorable	128	53	60	67	85	6	19	25	43	25	35	68	60
	13%	14%	13%	13%	13%	5%	17%	12%	19%	9%	12%	16%	11%
Heard of, No Opinion	14	7	6	7	12	2	0	2	2	10	-	4	10
	1%	2%	1%	1%	2%	1%	0%	1%	1%	4%	-	1%	2%
Somewhat Unfavorable	80	30	36	43	38	20	10	18	15	24	23	33	47
	8%	8%	8%	8%	6%	19%	9%	9%	6%	9%	8%	8%	9%
Very Unfavorable	439	168	172	265	291	60	53	83	95	117	144	178	261
	45%	46%	38%	51%	43%	55%	46%	40%	42%	44%	51%	41%	48%
Never heard of	4	2	1	2	1	2	1	3	-	1	-	3	1
	0%	1%	0%	0%	0%	1%	1%	1%	0%	0%	0%	1%	0%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QFav\_Trump] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?  
 -Donald Trump

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982	296	303	243	139	599	382	391	286	224	192	187	145	228	486	80	291
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	445	160	133	87	63	294	151	217	118	104	86	83	79	91	226	36	128
	45%	54%	44%	36%	45%	49%	39%	55%	41%	46%	45%	44%	54%	40%	46%	45%	44%
VERY/SOMEWHAT UNFAVORABLE	519	125	166	153	75	291	228	164	165	112	105	103	65	131	251	40	162
	53%	42%	55%	63%	54%	49%	60%	42%	58%	50%	55%	55%	45%	57%	51%	50%	56%
Very Favorable	318	129	89	62	37	218	98	168	81	81	63	65	49	56	151	28	100
	32%	44%	29%	25%	26%	36%	26%	43%	28%	36%	33%	35%	34%	24%	31%	35%	34%
Somewhat Favorable	128	32	44	26	27	75	52	48	37	22	23	18	30	35	75	8	29
	13%	11%	14%	11%	19%	13%	14%	12%	13%	10%	12%	9%	21%	15%	15%	10%	10%
Heard of, No Opinion	14	8	3	2	1	11	4	9	3	6	1	0	1	6	9	2	1
	1%	3%	1%	1%	1%	2%	1%	2%	1%	3%	*	*	1%	3%	2%	3%	*
Somewhat Unfavorable	80	28	17	18	16	45	34	16	22	13	19	16	8	22	44	4	25
	8%	9%	6%	8%	12%	8%	9%	4%	8%	6%	10%	9%	6%	10%	9%	5%	8%
Very Unfavorable	439	97	149	135	59	246	194	148	143	99	86	87	57	109	207	36	138
	45%	33%	49%	55%	42%	41%	51%	38%	50%	44%	45%	47%	39%	48%	43%	45%	47%
Never heard of	4	2	1	-	-	4	-	1	-	2	0	-	-	1	1	2	-
	*	1%	*			1%		*		1%	*			*	*	2%	

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QFav\_Trump] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?  
 -Donald Trump

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+ Lean	Pure Ind	DEM+ Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
<b>Total</b>	982	374	222	386	456	70	456	357	337	274	442	483	478	466	461	474	47	246	168	430	678	831	621	699
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
<b>VERY/SOMEWHAT FAVORABLE</b>	445	327	83	35	389	17	39	294	120	24	382	39	429	11	402	29	14	240	136	165	295	365	357	251
	45%	87%	37%	9%	85%	24%	9%	83%	36%	9%	86%	8%	90%	2%	87%	6%	31%	97%	81%	38%	43%	44%	58%	36%
<b>VERY/SOMEWHAT UNFAVORABLE</b>	519	44	129	346	61	46	412	60	206	249	54	437	41	447	52	440	27	4	29	259	374	451	252	431
	53%	12%	58%	90%	13%	66%	90%	17%	61%	91%	12%	90%	9%	96%	11%	93%	57%	1%	17%	60%	55%	54%	41%	62%
<b>Very Favorable</b>	318	262	35	20	291	3	23	234	59	19	288	17	310	4	301	13	4	196	93	109	210	257	261	178
	32%	70%	16%	5%	64%	4%	5%	66%	18%	7%	65%	3%	65%	1%	65%	3%	8%	80%	55%	25%	31%	31%	42%	26%
<b>Somewhat Favorable</b>	128	65	48	15	98	14	16	60	61	5	93	23	119	7	101	16	10	44	43	57	85	109	96	73
	13%	17%	22%	4%	21%	20%	4%	17%	18%	2%	21%	5%	25%	1%	22%	3%	22%	18%	26%	13%	13%	13%	15%	10%
<b>Heard of, No Opinion</b>	14	2	9	3	5	7	3	1	9	1	6	5	7	6	6	4	5	3	2	5	7	12	10	13
	1%	1%	4%	1%	1%	9%	1%	0%	3%	0%	1%	1%	1%	1%	1%	1%	10%	1%	1%	1%	1%	1%	2%	2%
<b>Somewhat Unfavorable</b>	80	20	22	37	26	10	43	23	44	11	26	46	31	40	29	42	8	3	13	29	46	62	44	55
	8%	5%	10%	10%	6%	14%	9%	7%	13%	4%	6%	9%	6%	9%	6%	9%	18%	1%	8%	7%	7%	7%	7%	8%
<b>Very Unfavorable</b>	439	23	107	309	34	36	369	36	162	238	28	391	11	407	23	398	18	1	16	229	328	389	208	376
	45%	6%	48%	80%	8%	52%	81%	10%	48%	87%	6%	81%	2%	87%	5%	84%	39%	0%	9%	53%	48%	47%	33%	54%
<b>Never heard of</b>	4	1	0	2	1	0	2	2	1	-	0	2	1	2	1	1	1	-	1	1	2	3	2	4
	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Echelon Insights  
 July Omnibus 2024  
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[QFav\_Trump] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?  
 -Donald Trump

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	982	421	343	265	713	156	109	283	431	267	234	154	184	250	329	434
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	445	203	132	138	308	67	70	120	171	154	76	116	80	83	275	34
	45%	48%	39%	52%	43%	43%	64%	42%	40%	58%	33%	75%	44%	33%	83%	8%
VERY/SOMEWHAT UNFAVORABLE	519	212	202	125	391	88	37	159	253	107	156	35	100	163	46	397
	53%	50%	59%	47%	55%	56%	34%	56%	59%	40%	66%	23%	55%	65%	14%	91%
Very Favorable	318	138	97	94	224	44	49	84	109	125	43	92	57	58	197	15
	32%	33%	28%	35%	31%	29%	45%	30%	25%	47%	18%	60%	31%	23%	60%	4%
Somewhat Favorable	128	65	35	44	84	23	21	36	62	29	33	24	23	25	78	19
	13%	15%	10%	16%	12%	15%	19%	13%	14%	11%	14%	16%	13%	10%	24%	4%
Heard of, No Opinion	14	6	6	3	11	1	2	4	4	6	-	3	2	5	5	1
	1%	1%	2%	1%	2%	1%	2%	1%	1%	2%	-	2%	1%	2%	1%	1%
Somewhat Unfavorable	80	31	34	26	53	11	15	34	36	9	25	9	14	13	23	35
	8%	7%	10%	10%	7%	7%	14%	12%	8%	4%	11%	6%	8%	5%	7%	8%
Very Unfavorable	439	181	167	98	337	77	22	124	217	98	131	26	86	150	23	362
	45%	43%	49%	37%	47%	49%	20%	44%	50%	37%	56%	17%	47%	60%	7%	83%
Never heard of	4	-	3	-	4	-	-	0	3	-	2	-	1	-	4	2
	1%		1%		1%			1%	1%		1%		1%		1%	1%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QFav\_Vance] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?  
 -JD Vance

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	982	369	456	522	678	108	115	209	226	267	280	435	547
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	320	128	170	150	263	15	30	50	74	88	107	125	195
	33%	35%	37%	29%	39%	14%	26%	24%	33%	33%	38%	29%	36%
VERY/SOMEWHAT UNFAVORABLE	373	144	167	204	253	50	38	66	81	100	126	147	225
	38%	39%	37%	39%	37%	46%	33%	32%	36%	37%	45%	34%	41%
Very Favorable	191	76	112	79	164	9	16	32	33	57	68	66	125
	19%	21%	25%	15%	24%	8%	14%	15%	15%	21%	24%	15%	23%
Somewhat Favorable	129	53	58	71	100	6	14	18	41	31	39	59	70
	13%	14%	13%	14%	15%	6%	12%	9%	18%	11%	14%	14%	13%
Heard of, No Opinion	191	62	92	97	118	24	26	50	49	55	36	100	91
	19%	17%	20%	19%	17%	22%	23%	24%	22%	21%	13%	23%	17%
Somewhat Unfavorable	98	36	52	47	65	16	7	28	12	26	33	40	59
	10%	10%	11%	9%	10%	15%	6%	13%	5%	10%	12%	9%	11%
Very Unfavorable	274	108	115	157	188	34	31	38	69	74	93	107	167
	28%	29%	25%	30%	28%	31%	27%	18%	30%	28%	33%	25%	31%
Never heard of	99	34	28	71	43	19	21	42	22	25	11	63	35
	10%	9%	6%	14%	6%	18%	18%	20%	10%	9%	4%	15%	6%

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[QFav\_Vance] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?  
 -JD Vance

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982 100	296 100	303 100	243 100	139 100	599 100	382 100	391 100	286 100	224 100	192 100	187 100	145 100	228 100	486 100	80 100	291 100
VERY/SOMEWHAT FAVORABLE	320 33%	100 34%	93 31%	68 28%	58 42%	193 32%	127 33%	159 41%	104 36%	54 24%	57 30%	69 37%	59 40%	81 35%	161 33%	25 31%	106 36%
VERY/SOMEWHAT UNFAVORABLE	373 38%	79 27%	118 39%	122 50%	53 38%	198 33%	175 46%	129 33%	124 43%	83 37%	77 40%	59 31%	50 34%	102 45%	174 36%	28 35%	122 42%
Very Favorable	191 19%	60 20%	57 19%	41 17%	33 23%	117 20%	74 19%	100 26%	63 22%	28 12%	37 19%	54 29%	32 22%	39 17%	90 18%	11 14%	70 24%
Somewhat Favorable	129 13%	40 14%	36 12%	27 11%	26 18%	76 13%	52 14%	59 15%	41 14%	26 12%	20 10%	15 8%	26 18%	41 18%	71 15%	14 17%	36 12%
Heard of, No Opinion	191 19%	79 27%	59 20%	32 13%	21 15%	138 23%	53 14%	79 20%	40 14%	59 26%	37 19%	35 19%	25 17%	34 15%	95 20%	16 20%	47 16%
Somewhat Unfavorable	98 10%	23 8%	30 10%	35 14%	11 8%	52 9%	46 12%	35 9%	30 11%	20 9%	21 11%	14 8%	18 13%	25 11%	52 11%	7 8%	33 11%
Very Unfavorable	274 28%	57 19%	89 29%	87 36%	42 30%	145 24%	129 34%	95 24%	94 33%	64 28%	56 29%	45 24%	31 22%	77 34%	122 25%	21 26%	89 31%
Never heard of	99 10%	37 13%	33 11%	21 9%	7 5%	70 12%	28 7%	24 6%	18 6%	28 12%	21 11%	25 13%	12 8%	12 5%	57 12%	11 14%	16 6%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

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 -JD Vance

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+ Lean	Pure Ind	DEM+ Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	982	374	222	386	456	70	456	357	337	274	442	483	478	466	461	474	47	246	168	430	678	831	621	699
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	320	238	51	30	277	8	35	220	74	22	268	36	292	24	287	31	2	151	119	141	242	273	265	181
	33%	64%	23%	8%	61%	11%	8%	62%	22%	8%	61%	7%	61%	5%	62%	6%	5%	61%	71%	33%	36%	33%	43%	26%
VERY/SOMEWHAT UNFAVORABLE	373	38	82	252	48	30	295	43	137	192	46	312	38	321	36	319	18	18	14	198	288	332	178	321
	38%	10%	37%	65%	10%	43%	65%	12%	41%	70%	10%	65%	8%	69%	8%	67%	39%	7%	8%	46%	42%	40%	29%	46%
Very Favorable	191	159	18	14	174	1	16	147	27	14	166	17	181	7	179	12	0	108	65	90	146	167	161	98
	19%	42%	8%	4%	38%	2%	4%	41%	8%	5%	38%	4%	38%	2%	39%	3%	0%	44%	38%	21%	22%	20%	26%	14%
Somewhat Favorable	129	79	33	16	104	6	18	73	47	8	102	18	111	17	108	18	2	42	55	52	96	106	104	84
	13%	21%	15%	4%	23%	9%	4%	20%	14%	3%	23%	4%	23%	4%	23%	4%	4%	17%	32%	12%	14%	13%	17%	12%
Heard of, No Opinion	191	66	62	63	93	24	74	63	89	33	94	82	104	74	104	72	15	58	26	60	102	153	125	131
	19%	18%	28%	16%	20%	35%	16%	18%	27%	12%	21%	17%	22%	16%	22%	15%	33%	23%	15%	14%	15%	18%	20%	19%
Somewhat Unfavorable	98	18	32	49	24	14	60	17	58	23	27	69	25	69	23	64	11	9	6	41	69	80	56	82
	10%	5%	14%	13%	5%	20%	13%	5%	17%	8%	6%	14%	5%	15%	5%	13%	23%	4%	3%	9%	10%	10%	9%	12%
Very Unfavorable	274	21	50	204	23	16	235	26	79	169	19	243	13	252	12	255	7	9	8	157	218	252	123	240
	28%	5%	23%	53%	5%	23%	51%	7%	23%	62%	4%	50%	3%	54%	3%	54%	16%	4%	5%	37%	32%	30%	20%	34%
Never heard of	99	32	27	40	37	8	53	31	36	27	34	53	44	47	35	53	11	20	9	31	47	73	53	65
	10%	8%	12%	10%	8%	12%	12%	9%	11%	10%	8%	11%	9%	10%	8%	11%	23%	8%	6%	7%	7%	9%	9%	9%

Echelon Insights  
 July Omnibus 2024  
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[QFav\_Vance] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?  
 -JD Vance

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	982 100	421 100	343 100	265 100	713 100	156 100	109 100	283 100	431 100	267 100	234 100	154 100	184 100	250 100	329 100	434 100
VERY/SOMEWHAT FAVORABLE	320 33%	171 41%	77 23%	91 34%	229 32%	42 27%	49 45%	76 27%	134 31%	109 41%	62 26%	81 53%	72 39%	55 22%	223 68%	39 9%
VERY/SOMEWHAT UNFAVORABLE	373 38%	146 35%	144 42%	80 30%	290 41%	57 36%	23 21%	110 39%	180 42%	82 31%	101 43%	32 21%	68 37%	121 48%	30 9%	303 70%
Very Favorable	191 19%	103 24%	46 13%	46 17%	145 20%	16 10%	29 27%	45 16%	80 19%	65 24%	33 14%	53 35%	43 23%	24 9%	148 45%	10 2%
Somewhat Favorable	129 13%	68 16%	31 9%	45 17%	84 12%	25 16%	19 18%	31 11%	54 12%	44 17%	29 12%	28 18%	29 16%	31 12%	75 23%	29 7%
Heard of, No Opinion	191 19%	70 17%	80 23%	62 23%	129 18%	31 20%	31 28%	68 24%	71 17%	51 19%	37 16%	33 21%	25 14%	45 18%	56 17%	52 12%
Somewhat Unfavorable	98 10%	30 7%	43 12%	20 8%	77 11%	13 8%	8 7%	31 11%	45 11%	22 8%	23 10%	12 8%	21 11%	20 8%	12 4%	58 13%
Very Unfavorable	274 28%	116 28%	101 30%	59 22%	213 30%	44 28%	15 14%	79 28%	135 31%	60 23%	78 33%	20 13%	47 26%	101 40%	18 5%	245 56%
Never heard of	99 10%	33 8%	41 12%	33 12%	66 9%	27 17%	6 6%	29 10%	46 11%	24 9%	34 15%	8 5%	18 10%	30 12%	20 6%	40 9%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QFav\_GOP] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?  
 -The Republican Party

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	982	369	456	522	678	108	115	209	226	267	280	435	547
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	443	169	231	212	336	22	48	96	110	123	115	205	238
	45%	46%	51%	41%	50%	20%	42%	46%	48%	46%	41%	47%	43%
VERY/SOMEWHAT UNFAVORABLE	497	189	208	286	317	83	58	100	107	132	158	207	290
	51%	51%	46%	55%	47%	77%	51%	48%	47%	50%	56%	48%	53%
Very Favorable	238	81	130	108	184	13	26	62	54	69	53	116	122
	24%	22%	29%	21%	27%	12%	22%	30%	24%	26%	19%	27%	22%
Somewhat Favorable	205	89	101	104	152	9	23	34	56	53	62	90	116
	21%	24%	22%	20%	22%	8%	20%	16%	25%	20%	22%	21%	21%
Heard of, No Opinion	35	8	14	19	21	2	6	11	8	10	6	19	16
	4%	2%	3%	4%	3%	2%	5%	5%	4%	4%	2%	4%	3%
Somewhat Unfavorable	151	55	72	79	88	31	19	37	35	36	42	72	78
	15%	15%	16%	15%	13%	29%	17%	18%	15%	14%	15%	17%	14%
Very Unfavorable	346	134	137	208	229	52	39	62	72	96	115	135	212
	35%	36%	30%	40%	34%	48%	34%	30%	32%	36%	41%	31%	39%
Never heard of	7	2	3	4	3	1	2	2	1	2	1	4	3
	1%	1%	1%	1%	*%	1%	2%	1%	1%	1%	*%	1%	1%

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[QFav\_GOP] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?  
 -The Republican Party

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non- college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982	296	303	243	139	599	382	391	286	224	192	187	145	228	486	80	291
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	443 45%	149 50%	127 42%	95 39%	71 51%	276 46%	166 43%	208 53%	128 45%	96 43%	84 44%	80 43%	83 57%	95 42%	224 46%	32 40%	129 44%
VERY/SOMEWHAT UNFAVORABLE	497 51%	119 40%	167 55%	144 59%	67 48%	286 48%	212 55%	163 42%	155 54%	107 48%	104 54%	98 53%	59 41%	128 56%	244 50%	40 50%	155 53%
Very Favorable	238 24%	90 30%	66 22%	50 20%	31 23%	156 26%	81 21%	121 31%	63 22%	62 28%	37 19%	50 27%	38 26%	48 21%	120 25%	20 25%	66 23%
Somewhat Favorable	205 21%	59 20%	61 20%	45 19%	40 29%	120 20%	85 22%	87 22%	65 23%	34 15%	46 24%	30 16%	45 31%	47 21%	104 21%	12 15%	63 22%
Heard of, No Opinion	35 4%	21 7%	9 3%	4 2%	0 *	30 5%	4 1%	18 5%	4 1%	16 7%	4 2%	6 3%	3 2%	6 3%	17 4%	4 5%	6 2%
Somewhat Unfavorable	151 15%	43 15%	51 17%	36 15%	20 14%	95 16%	56 15%	50 13%	38 13%	30 13%	34 17%	30 16%	23 16%	35 15%	84 17%	14 17%	41 14%
Very Unfavorable	346 35%	75 25%	115 38%	109 45%	47 34%	191 32%	156 41%	112 29%	117 41%	77 35%	70 37%	68 37%	37 26%	93 41%	160 33%	26 33%	114 39%
Never heard of	7 1%	7 2%	0 *	-	-	7 1%	-	3 1%	-	5 2%	-	2 1%	-	-	1 *	4 5%	0 *

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QFav\_GOP] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?  
 -The Republican Party

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+ Lean	Pure Ind	DEM+ Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
<b>Total</b>	982	374	222	386	456	70	456	357	337	274	442	483	478	466	461	474	47	246	168	430	678	831	621	699
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
<b>VERY/SOMEWHAT FAVORABLE</b>	443	338	85	20	401	15	28	296	122	19	380	39	415	24	410	23	11	235	148	167	296	367	365	244
	45%	90%	38%	5%	88%	21%	6%	83%	36%	7%	86%	8%	87%	5%	89%	5%	23%	95%	88%	39%	44%	44%	59%	35%
<b>VERY/SOMEWHAT UNFAVORABLE</b>	497	34	116	347	48	41	408	52	195	248	52	421	48	425	44	430	23	7	19	243	360	433	235	421
	51%	9%	52%	90%	11%	59%	89%	15%	58%	91%	12%	87%	10%	91%	10%	91%	49%	3%	11%	57%	53%	52%	38%	60%
<b>Very Favorable</b>	238	215	13	10	223	2	13	177	45	11	216	11	230	7	228	10	0	135	84	89	159	193	203	129
	24%	57%	6%	3%	49%	3%	3%	49%	13%	4%	49%	2%	48%	1%	50%	2%	*%	55%	50%	21%	23%	23%	33%	18%
<b>Somewhat Favorable</b>	205	123	72	10	178	13	15	120	76	7	164	28	185	17	182	13	10	99	64	79	136	174	162	115
	21%	33%	32%	3%	39%	18%	3%	34%	23%	3%	37%	6%	39%	4%	39%	3%	22%	40%	38%	18%	20%	21%	26%	16%
<b>Heard of, No Opinion</b>	35	0	20	14	5	13	17	6	20	5	8	19	13	13	5	19	11	4	-	16	19	26	17	28
	4%	*%	9%	4%	1%	19%	4%	2%	6%	2%	2%	4%	3%	3%	1%	4%	23%	1%	-	4%	3%	3%	3%	4%
<b>Somewhat Unfavorable</b>	151	22	48	81	31	21	99	32	81	38	36	104	38	102	35	101	15	6	16	57	94	123	87	114
	15%	6%	22%	21%	7%	29%	22%	9%	24%	14%	8%	21%	8%	22%	8%	21%	31%	2%	9%	13%	14%	15%	14%	16%
<b>Very Unfavorable</b>	346	12	68	266	17	20	309	20	114	210	16	317	10	323	10	329	8	2	4	186	266	311	148	306
	35%	3%	31%	69%	4%	29%	68%	6%	34%	77%	4%	66%	2%	69%	2%	69%	18%	1%	2%	43%	39%	37%	24%	44%
<b>Never heard of</b>	7	2	1	4	2	1	4	3	1	2	1	4	2	4	2	3	2	1	1	4	4	5	3	6
	1%	1%	1%	1%	*%	2%	1%	1%	*%	1%	*%	1%	*%	1%	*%	1%	5%	*%	1%	1%	1%	1%	1%	1%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QFav\_GOP] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?  
 -The Republican Party

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	982	421	343	265	713	156	109	283	431	267	234	154	184	250	329	434
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	443	216	121	138	305	69	69	117	174	153	84	114	90	78	287	27
	45%	51%	35%	52%	43%	44%	63%	41%	40%	57%	36%	74%	49%	31%	87%	6%
VERY/SOMEWHAT UNFAVORABLE	497	195	204	114	379	79	35	147	249	101	143	35	86	161	37	394
	51%	46%	60%	43%	53%	51%	32%	52%	58%	38%	61%	23%	47%	64%	11%	91%
Very Favorable	238	124	69	82	156	40	42	74	79	85	38	74	50	35	157	11
	24%	30%	20%	31%	22%	26%	38%	26%	18%	32%	16%	48%	27%	14%	48%	2%
Somewhat Favorable	205	92	52	56	149	29	27	43	94	68	46	40	40	43	130	16
	21%	22%	15%	21%	21%	19%	25%	15%	22%	25%	20%	26%	22%	17%	40%	4%
Heard of, No Opinion	35	7	14	10	24	5	5	15	7	13	6	5	6	11	1	11
	4%	2%	4%	4%	3%	3%	5%	5%	2%	5%	2%	4%	3%	5%	1%	3%
Somewhat Unfavorable	151	55	67	42	107	27	16	55	66	29	32	15	30	33	25	82
	15%	13%	20%	16%	15%	17%	15%	19%	15%	11%	14%	10%	16%	13%	8%	19%
Very Unfavorable	346	140	137	72	272	53	19	92	183	72	110	20	56	128	12	312
	35%	33%	40%	27%	38%	34%	18%	32%	42%	27%	47%	13%	30%	51%	4%	72%
Never heard of	7	2	4	3	4	3	-	4	2	1	2	-	2	0	4	2
	1%	1%	1%	1%	1%	2%		1%	1%	1%	1%		1%	1%	1%	1%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QFav\_Dem] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?  
 -The Democratic Party

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	982	369	456	522	678	108	115	209	226	267	280	435	547
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	421	154	172	248	250	84	55	85	100	114	122	185	236
	43%	42%	38%	48%	37%	78%	48%	41%	44%	43%	44%	43%	43%
VERY/SOMEWHAT UNFAVORABLE	510	202	265	244	398	18	50	109	105	143	153	214	296
	52%	55%	58%	47%	59%	16%	44%	52%	46%	54%	55%	49%	54%
Very Favorable	210	79	90	119	118	42	34	40	51	58	61	91	119
	21%	21%	20%	23%	17%	39%	30%	19%	22%	22%	22%	21%	22%
Somewhat Favorable	211	75	82	129	131	42	21	44	50	56	61	94	117
	21%	20%	18%	25%	19%	39%	18%	21%	22%	21%	22%	22%	21%
Heard of, No Opinion	43	10	15	26	23	5	9	13	16	10	4	29	14
	4%	3%	3%	5%	3%	5%	8%	6%	7%	4%	1%	7%	3%
Somewhat Unfavorable	190	66	85	104	134	9	25	47	37	58	48	84	106
	19%	18%	19%	20%	20%	9%	22%	23%	17%	22%	17%	19%	19%
Very Unfavorable	320	136	180	140	264	8	25	62	67	85	105	129	191
	33%	37%	39%	27%	39%	8%	22%	30%	30%	32%	38%	30%	35%
Never heard of	8	3	5	4	7	1	0	2	5	-	1	7	1
	1%	1%	1%	1%	1%	1%	0%	1%	2%		1%	2%	0%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QFav\_Dem] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?  
 -The Democratic Party

	Total	Education				Education Group		Race x Education		Income					Employment		
	Total (LE)	HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982	296	303	243	139	599	382	391	286	224	192	187	145	228	486	80	291
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	421	110	133	122	56	243	177	126	124	107	90	87	41	95	215	35	124
	43%	37%	44%	50%	40%	41%	46%	32%	43%	48%	47%	47%	28%	42%	44%	44%	43%
VERY/SOMEWHAT UNFAVORABLE	510	160	157	115	77	317	192	245	152	101	95	91	96	123	242	39	163
	52%	54%	52%	47%	55%	53%	50%	63%	53%	45%	49%	49%	66%	54%	50%	48%	56%
Very Favorable	210	62	69	59	19	131	78	66	52	55	43	44	15	53	106	17	61
	21%	21%	23%	24%	14%	22%	21%	17%	18%	24%	22%	24%	10%	23%	22%	22%	21%
Somewhat Favorable	211	48	64	63	36	112	99	60	72	52	47	43	26	43	109	18	63
	21%	16%	21%	26%	26%	19%	26%	15%	25%	23%	24%	23%	18%	19%	22%	22%	22%
Heard of, No Opinion	43	18	13	6	6	30	12	14	10	12	8	5	8	11	25	4	4
	4%	6%	4%	3%	5%	5%	3%	3%	3%	5%	4%	3%	5%	5%	5%	5%	1%
Somewhat Unfavorable	190	56	52	52	30	108	82	73	61	34	29	29	43	54	102	12	51
	19%	19%	17%	21%	22%	18%	22%	19%	21%	15%	15%	16%	30%	24%	21%	15%	17%
Very Unfavorable	320	104	105	63	47	209	110	171	91	68	66	62	53	68	140	27	112
	33%	35%	35%	26%	34%	35%	29%	44%	32%	30%	34%	33%	36%	30%	29%	34%	39%
Never heard of	8	8	1	-	-	8	-	7	-	5	-	4	-	-	5	2	0
	1%	3%	*%			1%		2%		2%		2%		1%	3%	*%	

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QFav\_Dem] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?  
 -The Democratic Party

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+ Lean	Pure Ind	DEM+ Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	982	374	222	386	456	70	456	357	337	274	442	483	478	466	461	474	47	246	168	430	678	831	621	699
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	421	23	64	333	29	13	379	38	158	223	22	383	39	370	27	390	4	11	8	209	301	362	188	363
	43%	6%	29%	86%	6%	19%	83%	11%	47%	82%	5%	79%	8%	79%	6%	82%	8%	4%	5%	49%	44%	44%	30%	52%
VERY/SOMEWHAT UNFAVORABLE	510	333	131	46	401	43	66	300	154	47	394	85	410	81	411	71	28	223	152	207	351	429	402	298
	52%	89%	59%	12%	88%	61%	15%	84%	46%	17%	89%	18%	86%	17%	89%	15%	59%	91%	90%	48%	52%	52%	65%	43%
Very Favorable	210	4	12	194	4	1	204	24	53	131	7	198	16	192	4	205	0	-	4	112	153	185	84	193
	21%	1%	5%	50%	1%	2%	45%	7%	16%	48%	2%	41%	3%	41%	1%	43%	0%		2%	26%	23%	22%	13%	28%
Somewhat Favorable	211	19	53	139	24	12	175	14	105	92	15	185	22	177	23	184	4	11	4	97	148	178	104	170
	21%	5%	24%	36%	5%	17%	38%	4%	31%	34%	3%	38%	5%	38%	5%	39%	8%	4%	2%	23%	22%	21%	17%	24%
Heard of, No Opinion	43	12	26	6	21	13	10	13	24	3	21	14	23	14	17	13	13	12	4	12	21	33	23	30
	4%	3%	12%	1%	5%	18%	2%	4%	7%	1%	5%	3%	5%	3%	4%	3%	27%	5%	2%	3%	3%	4%	4%	4%
Somewhat Unfavorable	190	83	72	36	114	24	53	65	89	30	105	69	111	69	116	58	17	43	55	67	121	155	123	131
	19%	22%	32%	9%	25%	34%	12%	18%	26%	11%	24%	14%	23%	15%	25%	12%	36%	17%	33%	15%	18%	19%	20%	19%
Very Unfavorable	320	251	59	10	287	19	14	236	65	17	290	16	299	12	295	14	11	180	97	140	229	274	279	166
	33%	67%	27%	3%	63%	27%	3%	66%	19%	6%	66%	3%	63%	3%	64%	3%	23%	73%	58%	33%	34%	33%	45%	24%
Never heard of	8	6	1	1	6	1	1	6	1	0	5	2	6	1	6	-	3	1	5	2	6	7	7	8
	1%	2%	1%	0%	1%	2%	0%	2%	0%	0%	1%	0%	1%	0%	1%	0%	5%	0%	3%	0%	1%	1%	1%	1%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QFav\_Dem] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?  
 -The Democratic Party

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	982	421	343	265	713	156	109	283	431	267	234	154	184	250	329	434
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	421	160	173	107	311	69	38	143	205	73	127	24	77	124	17	368
	43%	38%	51%	40%	44%	44%	34%	50%	48%	27%	54%	16%	42%	49%	5%	85%
VERY/SOMEWHAT UNFAVORABLE	510	241	149	137	372	72	64	123	208	179	97	128	95	109	299	57
	52%	57%	43%	51%	52%	47%	59%	43%	48%	67%	41%	83%	52%	44%	91%	13%
Very Favorable	210	70	90	49	158	35	15	70	97	43	60	12	41	60	2	198
	21%	17%	26%	19%	22%	22%	13%	25%	22%	16%	25%	8%	22%	24%	1%	46%
Somewhat Favorable	211	89	83	58	153	35	23	73	109	29	68	12	36	64	15	170
	21%	21%	24%	22%	21%	22%	21%	26%	25%	11%	29%	8%	20%	26%	5%	39%
Heard of, No Opinion	43	18	19	19	24	12	8	15	16	11	9	2	12	14	8	8
	4%	4%	6%	7%	3%	8%	7%	5%	4%	4%	4%	1%	6%	6%	3%	2%
Somewhat Unfavorable	190	95	62	62	127	37	25	57	78	55	44	30	42	47	70	51
	19%	23%	18%	23%	18%	24%	23%	20%	18%	21%	19%	20%	23%	19%	21%	12%
Very Unfavorable	320	146	86	74	245	35	39	66	130	123	53	98	53	62	229	7
	33%	35%	25%	28%	34%	23%	36%	23%	30%	46%	23%	63%	29%	25%	70%	2%
Never heard of	8	2	1	2	6	2	-	2	1	5	1	-	-	4	5	1
	1%	*%	*%	1%	1%	1%	-	1%	*%	2%	1%	-	-	2%	1%	*%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QFav\_Newsom] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?  
 -Gavin Newsom

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	982	369	456	522	678	108	115	209	226	267	280	435	547
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	249	73	121	128	175	20	32	31	61	74	83	92	157
	25%	20%	26%	25%	26%	19%	28%	15%	27%	28%	30%	21%	29%
VERY/SOMEWHAT UNFAVORABLE	361	147	207	154	273	23	37	67	69	105	120	136	225
	37%	40%	45%	30%	40%	21%	33%	32%	30%	39%	43%	31%	41%
Very Favorable	125	36	63	62	92	10	14	11	24	43	48	35	90
	13%	10%	14%	12%	14%	9%	12%	5%	10%	16%	17%	8%	17%
Somewhat Favorable	124	36	58	66	83	10	18	20	37	31	35	57	66
	13%	10%	13%	13%	12%	10%	16%	10%	17%	12%	13%	13%	12%
Heard of, No Opinion	178	75	63	111	106	32	24	39	56	48	34	95	83
	18%	20%	14%	21%	16%	30%	21%	19%	25%	18%	12%	22%	15%
Somewhat Unfavorable	100	34	45	55	64	15	16	29	16	26	29	45	55
	10%	9%	10%	11%	9%	14%	14%	14%	7%	10%	10%	10%	10%
Very Unfavorable	261	113	162	99	209	8	21	38	52	79	91	91	170
	27%	31%	35%	19%	31%	8%	18%	18%	23%	30%	32%	21%	31%
Never heard of	194	74	65	128	124	33	22	72	40	39	44	111	83
	20%	20%	14%	25%	18%	30%	19%	34%	18%	15%	16%	26%	15%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QFav\_Newsom] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?  
 -Gavin Newsom

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982 100	296 100	303 100	243 100	139 100	599 100	382 100	391 100	286 100	224 100	192 100	187 100	145 100	228 100	486 100	80 100	291 100
VERY/SOMEWHAT FAVORABLE	249 25%	46 15%	82 27%	74 30%	48 34%	128 21%	122 32%	79 20%	97 34%	51 23%	45 23%	54 29%	36 25%	64 28%	134 28%	16 20%	77 27%
VERY/SOMEWHAT UNFAVORABLE	361 37%	110 37%	111 37%	80 33%	60 43%	222 37%	140 37%	168 43%	106 37%	66 30%	61 32%	71 38%	67 46%	93 41%	161 33%	29 37%	127 44%
Very Favorable	125 13%	23 8%	41 14%	35 15%	25 18%	65 11%	61 16%	45 11%	47 16%	32 14%	17 9%	31 16%	16 11%	29 13%	58 12%	11 13%	43 15%
Somewhat Favorable	124 13%	22 8%	41 13%	39 16%	22 16%	63 11%	61 16%	34 9%	50 17%	18 8%	28 14%	23 13%	20 14%	35 15%	76 16%	6 7%	35 12%
Heard of, No Opinion	178 18%	61 21%	63 21%	40 17%	13 9%	125 21%	53 14%	70 18%	36 12%	57 25%	37 19%	32 17%	17 11%	34 15%	93 19%	9 12%	44 15%
Somewhat Unfavorable	100 10%	32 11%	31 10%	21 9%	17 12%	62 10%	38 10%	38 10%	26 9%	16 7%	20 10%	22 12%	13 9%	29 13%	49 10%	5 7%	31 11%
Very Unfavorable	261 27%	78 27%	81 27%	59 24%	43 31%	159 27%	102 27%	130 33%	80 28%	51 23%	42 22%	49 26%	53 37%	64 28%	112 23%	24 30%	96 33%
Never heard of	194 20%	78 27%	47 15%	49 20%	19 14%	125 21%	68 18%	75 19%	48 17%	50 22%	49 25%	30 16%	26 18%	38 17%	99 20%	25 31%	42 14%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QFav\_Newsom] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?  
 -Gavin Newsom

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+ Lean	Pure Ind	DEM+ Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	982	374	222	386	456	70	456	357	337	274	442	483	478	466	461	474	47	246	168	430	678	831	621	699
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	249	27	46	176	32	13	205	23	86	140	30	212	31	212	27	213	8	14	11	144	193	219	89	212
	25%	7%	21%	46%	7%	18%	45%	6%	26%	51%	7%	44%	6%	45%	6%	45%	18%	6%	6%	33%	28%	26%	14%	30%
VERY/SOMEWHAT UNFAVORABLE	361	233	89	40	282	29	50	218	101	39	271	67	283	67	281	63	17	153	111	173	267	311	287	197
	37%	62%	40%	10%	62%	41%	11%	61%	30%	14%	61%	14%	59%	14%	61%	13%	37%	62%	66%	40%	39%	37%	46%	28%
Very Favorable	125	10	10	106	10	4	112	12	23	90	8	113	10	113	8	117	1	5	4	78	106	113	31	110
	13%	3%	4%	27%	2%	6%	24%	3%	7%	33%	2%	23%	2%	24%	2%	25%	2%	2%	3%	18%	16%	14%	5%	16%
Somewhat Favorable	124	17	36	70	22	9	93	11	63	49	22	99	21	99	20	97	7	9	6	66	87	105	58	102
	13%	5%	16%	18%	5%	13%	20%	3%	19%	18%	5%	20%	4%	21%	4%	20%	16%	4%	4%	15%	13%	13%	9%	15%
Heard of, No Opinion	178	44	52	82	63	14	100	44	82	47	58	110	74	92	69	100	8	36	19	56	106	141	115	145
	18%	12%	23%	21%	14%	20%	22%	12%	24%	17%	13%	23%	15%	20%	15%	21%	18%	15%	12%	13%	16%	17%	19%	21%
Somewhat Unfavorable	100	39	38	23	57	14	29	31	47	22	53	37	59	36	60	33	6	31	22	32	59	79	70	77
	10%	11%	17%	6%	13%	19%	6%	9%	14%	8%	12%	8%	12%	8%	13%	7%	14%	12%	13%	7%	9%	10%	11%	11%
Very Unfavorable	261	193	51	17	225	15	21	187	54	17	218	30	224	31	220	30	11	123	89	142	208	232	217	120
	27%	52%	23%	4%	49%	21%	5%	52%	16%	6%	49%	6%	47%	7%	48%	6%	24%	50%	53%	33%	31%	28%	35%	17%
Never heard of	194	71	36	88	79	15	101	72	68	49	82	95	91	95	84	98	12	42	28	57	112	159	129	145
	20%	19%	16%	23%	17%	21%	22%	20%	20%	18%	19%	20%	19%	20%	18%	21%	27%	17%	16%	13%	17%	19%	21%	21%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QFav\_Newsom] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?  
 -Gavin Newsom

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	982	421	343	265	713	156	109	283	431	267	234	154	184	250	329	434
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	249	108	89	53	194	23	29	87	125	38	63	15	47	85	14	224
	25%	26%	26%	20%	27%	15%	27%	31%	29%	14%	27%	10%	25%	34%	4%	52%
VERY/SOMEWHAT UNFAVORABLE	361	173	107	85	275	39	45	84	153	124	68	92	67	68	228	37
	37%	41%	31%	32%	39%	25%	42%	30%	36%	46%	29%	60%	36%	27%	69%	9%
Very Favorable	125	54	39	19	104	8	11	34	73	18	35	8	24	47	2	126
	13%	13%	11%	7%	15%	5%	10%	12%	17%	7%	15%	5%	13%	19%	1%	29%
Somewhat Favorable	124	54	50	33	91	15	18	53	52	19	28	7	23	38	12	98
	13%	13%	15%	12%	13%	10%	17%	19%	12%	7%	12%	4%	12%	15%	4%	23%
Heard of, No Opinion	178	64	73	61	116	47	15	51	74	52	51	25	27	48	33	113
	18%	15%	21%	23%	16%	30%	13%	18%	17%	20%	22%	16%	15%	19%	10%	26%
Somewhat Unfavorable	100	42	37	30	69	22	9	26	48	26	26	20	24	24	27	23
	10%	10%	11%	11%	10%	14%	8%	9%	11%	10%	11%	13%	13%	10%	8%	5%
Very Unfavorable	261	131	70	55	206	18	37	57	106	98	42	72	43	44	202	14
	27%	31%	20%	21%	29%	11%	34%	20%	25%	37%	18%	47%	23%	17%	61%	3%
Never heard of	194	76	74	66	128	46	20	61	80	53	53	22	43	49	53	60
	20%	18%	22%	25%	18%	30%	18%	22%	19%	20%	23%	14%	23%	20%	16%	14%

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 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QFav\_Whitmer] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?  
 -Gretchen Whitmer

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	982	369	456	522	678	108	115	209	226	267	280	435	547
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	250	94	114	135	174	28	27	41	52	64	94	93	157
	25%	26%	25%	26%	26%	26%	24%	20%	23%	24%	33%	21%	29%
VERY/SOMEWHAT UNFAVORABLE	261	118	142	119	218	13	16	42	57	73	89	99	162
	27%	32%	31%	23%	32%	12%	14%	20%	25%	27%	32%	23%	30%
Very Favorable	134	50	58	74	98	12	12	17	30	33	55	47	88
	14%	13%	13%	14%	15%	11%	11%	8%	13%	12%	19%	11%	16%
Somewhat Favorable	116	45	56	60	76	16	14	25	22	31	39	46	70
	12%	12%	12%	12%	11%	14%	13%	12%	10%	11%	14%	11%	13%
Heard of, No Opinion	222	73	110	110	134	35	26	46	66	72	39	112	111
	23%	20%	24%	21%	20%	32%	23%	22%	29%	27%	14%	26%	20%
Somewhat Unfavorable	83	23	43	40	69	3	4	15	15	27	26	29	53
	8%	6%	9%	8%	10%	3%	4%	7%	6%	10%	9%	7%	10%
Very Unfavorable	178	95	99	79	150	10	12	27	42	46	63	70	108
	18%	26%	22%	15%	22%	9%	10%	13%	19%	17%	22%	16%	20%
Never heard of	249	84	91	158	151	33	45	79	52	58	59	131	117
	25%	23%	20%	30%	22%	30%	39%	38%	23%	22%	21%	30%	21%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QFav\_Whitmer] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?  
 -Gretchen Whitmer

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982	296	303	243	139	599	382	391	286	224	192	187	145	228	486	80	291
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	250	47	84	71	48	131	119	85	90	56	55	41	31	67	119	17	91
	25%	16%	28%	29%	35%	22%	31%	22%	31%	25%	28%	22%	21%	29%	25%	21%	31%
VERY/SOMEWHAT UNFAVORABLE	261	78	76	60	46	154	106	127	91	47	51	51	45	67	133	18	85
	27%	27%	25%	25%	33%	26%	28%	33%	32%	21%	26%	27%	31%	29%	27%	23%	29%
Very Favorable	134	25	40	42	27	65	69	48	50	36	25	24	14	35	56	14	52
	14%	8%	13%	17%	20%	11%	18%	12%	18%	16%	13%	13%	9%	16%	12%	17%	18%
Somewhat Favorable	116	22	44	29	21	66	50	37	39	20	29	16	17	31	63	3	39
	12%	7%	15%	12%	15%	11%	13%	9%	14%	9%	15%	9%	12%	14%	13%	4%	13%
Heard of, No Opinion	222	81	67	51	24	148	74	83	51	65	34	45	29	47	116	18	57
	23%	27%	22%	21%	17%	25%	19%	21%	18%	29%	17%	24%	20%	21%	24%	22%	20%
Somewhat Unfavorable	83	29	20	18	16	49	34	39	30	14	20	13	14	22	50	4	23
	8%	10%	6%	7%	11%	8%	9%	10%	10%	6%	10%	7%	10%	10%	10%	5%	8%
Very Unfavorable	178	49	56	42	30	105	73	88	61	34	31	38	31	45	82	14	62
	18%	17%	19%	17%	22%	18%	19%	23%	21%	15%	16%	20%	21%	20%	17%	18%	21%
Never heard of	249	90	75	61	21	165	83	96	54	56	53	50	40	48	118	28	59
	25%	30%	25%	25%	15%	28%	22%	25%	19%	25%	28%	27%	27%	21%	24%	34%	20%

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 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QFav\_Whitmer] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?  
 -Gretchen Whitmer

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+ Lean	Pure Ind	DEM+ Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	982	374	222	386	456	70	456	357	337	274	442	483	478	466	461	474	47	246	168	430	678	831	621	699
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	250	32	48	170	37	15	199	32	83	135	35	205	35	211	35	206	9	15	13	142	194	219	115	215
	25%	9%	22%	44%	8%	21%	44%	9%	25%	49%	8%	42%	7%	45%	8%	43%	20%	6%	8%	33%	29%	26%	19%	31%
VERY/SOMEWHAT UNFAVORABLE	261	174	56	32	209	18	34	170	67	23	209	45	212	40	213	38	10	120	79	118	190	218	210	152
	27%	46%	25%	8%	46%	26%	7%	48%	20%	9%	47%	9%	44%	9%	46%	8%	21%	49%	47%	27%	28%	26%	34%	22%
Very Favorable	134	11	16	107	11	4	120	12	27	95	9	121	9	124	9	126	0	5	5	79	114	124	52	117
	14%	3%	7%	28%	2%	5%	26%	4%	8%	35%	2%	25%	2%	27%	2%	26%	0%	2%	3%	18%	17%	15%	8%	17%
Somewhat Favorable	116	21	32	63	26	11	79	19	57	39	25	85	26	87	26	81	9	10	9	62	80	94	63	98
	12%	6%	14%	16%	6%	16%	17%	5%	17%	14%	6%	18%	5%	19%	6%	17%	19%	4%	5%	14%	12%	11%	10%	14%
Heard of, No Opinion	222	70	61	92	96	18	108	62	106	51	99	106	112	96	99	111	12	57	29	80	139	188	133	158
	23%	19%	27%	24%	21%	26%	24%	17%	31%	19%	22%	22%	23%	21%	21%	23%	26%	23%	17%	19%	20%	23%	21%	23%
Somewhat Unfavorable	83	43	22	18	52	11	20	28	44	11	53	27	54	24	59	21	3	28	21	30	48	62	56	55
	8%	12%	10%	5%	11%	16%	4%	8%	13%	4%	12%	6%	11%	5%	13%	4%	7%	11%	13%	7%	7%	8%	9%	8%
Very Unfavorable	178	130	34	14	157	7	14	142	23	13	156	18	157	16	154	18	6	93	58	88	142	155	154	96
	18%	35%	15%	4%	34%	10%	3%	40%	7%	5%	35%	4%	33%	3%	33%	4%	14%	38%	34%	20%	21%	19%	25%	14%
Never heard of	249	99	58	92	114	19	115	93	81	65	99	127	119	119	115	118	15	54	47	91	155	207	163	174
	25%	26%	26%	24%	25%	27%	25%	26%	24%	24%	22%	26%	25%	26%	25%	25%	32%	22%	28%	21%	23%	25%	26%	25%

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[QFav\_Whitmer] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?  
 -Gretchen Whitmer

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	982 100	421 100	343 100	265 100	713 100	156 100	109 100	283 100	431 100	267 100	234 100	154 100	184 100	250 100	329 100	434 100
VERY/SOMEWHAT FAVORABLE	250 25%	108 26%	95 28%	53 20%	197 28%	34 22%	19 18%	69 24%	131 30%	50 19%	69 29%	15 10%	46 25%	82 33%	23 7%	221 51%
VERY/SOMEWHAT UNFAVORABLE	261 27%	127 30%	69 20%	64 24%	195 27%	27 17%	37 34%	60 21%	110 26%	90 34%	53 23%	78 50%	59 32%	44 18%	167 51%	30 7%
Very Favorable	134 14%	55 13%	50 15%	21 8%	113 16%	13 9%	8 7%	30 11%	78 18%	26 10%	43 19%	8 5%	21 11%	48 19%	7 2%	129 30%
Somewhat Favorable	116 12%	53 13%	45 13%	33 12%	83 12%	21 13%	12 11%	39 14%	52 12%	25 9%	25 11%	7 5%	25 14%	35 14%	17 5%	92 21%
Heard of, No Opinion	222 23%	86 21%	84 25%	74 28%	146 20%	41 27%	33 30%	78 27%	91 21%	54 20%	51 22%	32 21%	33 18%	67 27%	55 17%	104 24%
Somewhat Unfavorable	83 8%	39 9%	22 6%	30 11%	52 7%	13 9%	16 15%	18 7%	43 10%	21 8%	20 8%	25 16%	15 8%	20 8%	26 8%	19 4%
Very Unfavorable	178 18%	89 21%	46 14%	35 13%	143 20%	14 9%	21 19%	42 15%	67 15%	69 26%	33 14%	53 35%	44 24%	24 10%	140 43%	11 2%
Never heard of	249 25%	99 24%	95 28%	73 28%	175 25%	53 34%	20 18%	76 27%	100 23%	73 27%	61 26%	29 19%	46 25%	57 23%	84 26%	79 18%

Echelon Insights  
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[QFav\_Buttigieg] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?  
 -Pete Buttigieg

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	982	369	456	522	678	108	115	209	226	267	280	435	547
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	324	114	146	177	235	33	35	47	64	96	118	111	213
	33%	31%	32%	34%	35%	30%	30%	23%	28%	36%	42%	25%	39%
VERY/SOMEWHAT UNFAVORABLE	288	125	170	118	219	21	25	58	59	71	100	117	170
	29%	34%	37%	23%	32%	19%	22%	28%	26%	26%	36%	27%	31%
Very Favorable	181	61	82	99	136	15	16	21	35	49	76	56	125
	18%	17%	18%	19%	20%	14%	14%	10%	15%	18%	27%	13%	23%
Somewhat Favorable	143	53	64	78	99	18	19	26	29	47	42	55	89
	15%	14%	14%	15%	15%	16%	16%	12%	13%	18%	15%	13%	16%
Heard of, No Opinion	189	61	78	109	119	26	19	45	54	56	35	98	91
	19%	16%	17%	21%	18%	24%	16%	21%	24%	21%	13%	23%	17%
Somewhat Unfavorable	97	41	58	39	65	12	8	32	21	21	23	53	44
	10%	11%	13%	8%	10%	11%	7%	16%	9%	8%	8%	12%	8%
Very Unfavorable	191	84	112	78	154	9	17	26	38	50	77	64	127
	19%	23%	25%	15%	23%	8%	15%	12%	17%	19%	27%	15%	23%
Never heard of	181	69	62	118	105	29	36	58	50	45	28	108	72
	18%	19%	14%	23%	15%	27%	31%	28%	22%	17%	10%	25%	13%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QFav\_Buttigieg] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?  
 -Pete Buttigieg

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982	296	303	243	139	599	382	391	286	224	192	187	145	228	486	80	291
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	324	64	108	95	58	172	152	117	118	62	62	65	52	83	151	21	119
	33%	22%	36%	39%	41%	29%	40%	30%	41%	28%	32%	35%	36%	36%	31%	26%	41%
VERY/SOMEWHAT UNFAVORABLE	288	75	92	69	53	167	121	124	95	50	54	57	50	74	141	21	102
	29%	25%	30%	28%	38%	28%	32%	32%	33%	22%	28%	30%	34%	33%	29%	27%	35%
Very Favorable	181	28	60	58	35	88	93	66	70	36	35	36	20	54	77	10	74
	18%	10%	20%	24%	25%	15%	24%	17%	24%	16%	18%	19%	14%	24%	16%	12%	25%
Somewhat Favorable	143	36	48	37	23	84	59	51	49	26	27	29	32	29	74	12	45
	15%	12%	16%	15%	16%	14%	16%	13%	17%	11%	14%	15%	22%	13%	15%	14%	15%
Heard of, No Opinion	189	83	47	43	16	131	58	80	39	54	42	36	18	38	108	11	42
	19%	28%	16%	18%	11%	22%	15%	20%	14%	24%	22%	20%	13%	17%	22%	14%	14%
Somewhat Unfavorable	97	21	26	26	24	47	50	32	33	13	18	18	22	24	57	10	24
	10%	7%	9%	11%	17%	8%	13%	8%	12%	6%	9%	10%	15%	11%	12%	12%	8%
Very Unfavorable	191	54	66	43	29	120	71	92	62	37	36	39	28	50	84	12	78
	19%	18%	22%	18%	21%	20%	19%	24%	22%	17%	19%	21%	20%	22%	17%	15%	27%
Never heard of	181	73	56	37	13	129	50	70	34	59	34	29	25	32	87	26	29
	18%	25%	19%	15%	9%	22%	13%	18%	12%	26%	18%	15%	17%	14%	18%	33%	10%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QFav\_Buttigieg] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?  
 -Pete Buttigieg

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+ Lean	Pure Ind	DEM+ Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
<b>Total</b>	982	374	222	386	456	70	456	357	337	274	442	483	478	466	461	474	47	246	168	430	678	831	621	699
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
<b>VERY/SOMEWHAT FAVORABLE</b>	324	45	63	217	57	14	253	40	103	180	51	261	56	258	51	265	8	22	24	173	262	292	142	262
	33%	12%	28%	56%	12%	20%	56%	11%	31%	66%	12%	54%	12%	55%	11%	56%	17%	9%	14%	40%	39%	35%	23%	38%
<b>VERY/SOMEWHAT UNFAVORABLE</b>	288	187	62	39	222	16	49	185	71	30	222	56	229	47	227	49	12	123	91	140	206	242	232	166
	29%	50%	28%	10%	49%	24%	11%	52%	21%	11%	50%	11%	48%	10%	49%	10%	26%	50%	54%	33%	30%	29%	37%	24%
<b>Very Favorable</b>	181	15	25	141	16	5	160	14	37	130	15	160	18	158	14	165	2	9	4	111	159	169	62	154
	18%	4%	11%	37%	4%	7%	35%	4%	11%	47%	3%	33%	4%	34%	3%	35%	5%	4%	2%	26%	23%	20%	10%	22%
<b>Somewhat Favorable</b>	143	30	37	76	40	10	93	26	66	50	37	101	39	100	37	101	6	12	20	62	104	123	81	109
	15%	8%	17%	20%	9%	14%	20%	7%	20%	18%	8%	21%	8%	21%	8%	21%	13%	5%	12%	14%	15%	15%	13%	16%
<b>Heard of, No Opinion</b>	189	62	57	70	81	23	85	59	95	31	86	87	91	88	88	88	12	54	18	61	109	151	118	136
	19%	17%	26%	18%	18%	33%	19%	16%	28%	11%	19%	18%	19%	19%	19%	19%	27%	22%	11%	14%	16%	18%	19%	19%
<b>Somewhat Unfavorable</b>	97	54	18	24	61	4	32	42	36	18	59	31	61	30	63	30	4	25	34	43	58	75	71	68
	10%	15%	8%	6%	13%	6%	7%	12%	11%	7%	13%	6%	13%	6%	14%	6%	9%	10%	20%	10%	9%	9%	12%	10%
<b>Very Unfavorable</b>	191	133	43	15	161	12	17	143	35	12	162	24	168	17	164	19	8	98	58	98	148	167	160	98
	19%	36%	20%	4%	35%	17%	4%	40%	10%	4%	37%	5%	35%	4%	36%	4%	18%	40%	34%	23%	22%	20%	26%	14%
<b>Never heard of</b>	181	79	41	61	96	16	69	73	67	33	83	79	102	73	95	71	14	49	35	55	100	147	129	134
	18%	21%	18%	16%	21%	23%	15%	20%	20%	12%	19%	16%	21%	16%	21%	15%	30%	20%	21%	13%	15%	18%	21%	19%

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 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QFav\_Buttigieg] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?  
 -Pete Buttigieg

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	982	421	343	265	713	156	109	283	431	267	234	154	184	250	329	434
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	324	148	106	61	260	33	27	98	165	62	94	29	68	103	40	282
	33%	35%	31%	23%	37%	21%	25%	35%	38%	23%	40%	19%	37%	41%	12%	65%
VERY/SOMEWHAT UNFAVORABLE	288	138	85	63	225	30	33	68	120	101	50	75	60	53	173	41
	29%	33%	25%	24%	32%	19%	30%	24%	28%	38%	21%	48%	33%	21%	53%	9%
Very Favorable	181	76	62	23	156	10	12	55	96	30	54	16	32	68	4	188
	18%	18%	18%	9%	22%	7%	11%	19%	22%	11%	23%	10%	17%	27%	1%	43%
Somewhat Favorable	143	72	44	38	104	23	15	43	69	32	40	13	36	35	36	93
	15%	17%	13%	14%	15%	15%	14%	15%	16%	12%	17%	8%	20%	14%	11%	22%
Heard of, No Opinion	189	65	76	71	118	40	32	66	78	46	44	25	25	61	51	71
	19%	16%	22%	27%	16%	25%	29%	23%	18%	17%	19%	16%	14%	24%	16%	16%
Somewhat Unfavorable	97	40	38	36	62	19	17	23	43	30	19	15	28	18	36	30
	10%	9%	11%	13%	9%	12%	15%	8%	10%	11%	8%	10%	15%	7%	11%	7%
Very Unfavorable	191	98	47	28	163	12	16	44	76	70	31	59	32	35	137	10
	19%	23%	14%	10%	23%	7%	15%	16%	18%	26%	13%	39%	18%	14%	42%	2%
Never heard of	181	70	76	70	111	53	18	52	69	59	46	26	30	33	64	41
	18%	17%	22%	26%	16%	34%	16%	18%	16%	22%	20%	17%	17%	13%	20%	9%

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[QFav\_Shapiro] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?  
 -Josh Shapiro

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	982	369	456	522	678	108	115	209	226	267	280	435	547
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	173	73	82	90	116	21	23	38	40	41	54	78	95
	18%	20%	18%	17%	17%	19%	20%	18%	18%	15%	19%	18%	17%
VERY/SOMEWHAT UNFAVORABLE	187	76	94	92	136	23	20	44	47	52	44	91	96
	19%	21%	21%	18%	20%	21%	18%	21%	21%	19%	16%	21%	17%
Very Favorable	76	31	43	33	54	7	6	11	21	14	30	31	45
	8%	8%	9%	6%	8%	7%	6%	5%	9%	5%	11%	7%	8%
Somewhat Favorable	97	42	40	57	62	13	16	28	19	27	24	47	51
	10%	11%	9%	11%	9%	12%	14%	13%	8%	10%	8%	11%	9%
Heard of, No Opinion	304	102	155	147	200	34	38	60	75	85	84	135	169
	31%	28%	34%	28%	29%	31%	33%	29%	33%	32%	30%	31%	31%
Somewhat Unfavorable	74	25	38	36	53	10	5	22	21	20	11	43	31
	8%	7%	8%	7%	8%	9%	5%	11%	9%	7%	4%	10%	6%
Very Unfavorable	113	51	56	56	82	13	15	22	26	32	33	48	65
	11%	14%	12%	11%	12%	12%	13%	10%	12%	12%	12%	11%	12%
Never heard of	318	119	125	193	227	31	34	66	64	88	99	131	187
	32%	32%	27%	37%	33%	29%	29%	32%	28%	33%	35%	30%	34%

Echelon Insights  
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 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QFav\_Shapiro] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?  
 -Josh Shapiro

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982 100	296 100	303 100	243 100	139 100	599 100	382 100	391 100	286 100	224 100	192 100	187 100	145 100	228 100	486 100	80 100	291 100
VERY/SOMEWHAT FAVORABLE	173 18%	44 15%	47 15%	45 18%	38 27%	91 15%	82 22%	54 14%	62 22%	36 16%	37 19%	41 22%	20 14%	38 17%	97 20%	12 15%	54 19%
VERY/SOMEWHAT UNFAVORABLE	187 19%	61 21%	62 20%	31 13%	33 23%	123 21%	64 17%	82 21%	54 19%	42 19%	39 20%	35 19%	20 14%	50 22%	102 21%	17 22%	48 16%
Very Favorable	76 8%	20 7%	15 5%	17 7%	24 17%	35 6%	41 11%	26 7%	28 10%	19 8%	13 7%	17 9%	7 5%	20 9%	37 8%	7 9%	29 10%
Somewhat Favorable	97 10%	24 8%	32 11%	28 11%	14 10%	56 9%	42 11%	28 7%	34 12%	18 8%	24 12%	24 13%	13 9%	18 8%	60 12%	5 6%	25 9%
Heard of, No Opinion	304 31%	105 35%	86 28%	83 34%	29 21%	191 32%	112 29%	125 32%	73 26%	80 36%	59 31%	59 32%	42 29%	61 27%	152 31%	21 26%	94 32%
Somewhat Unfavorable	74 8%	17 6%	23 8%	14 6%	20 14%	40 7%	34 9%	26 7%	27 9%	16 7%	15 8%	10 5%	10 7%	22 10%	46 9%	7 9%	14 5%
Very Unfavorable	113 11%	44 15%	39 13%	17 7%	13 9%	83 14%	30 8%	56 14%	27 9%	26 11%	23 12%	25 14%	10 7%	28 12%	56 12%	10 13%	34 11%
Never heard of	318 32%	86 29%	108 36%	84 35%	39 28%	194 32%	124 32%	130 33%	97 34%	66 29%	58 30%	51 27%	62 43%	79 35%	135 28%	30 37%	95 33%

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[QFav\_Shapiro] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?  
 -Josh Shapiro

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+ Lean	Pure Ind	DEM+ Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	982	374	222	386	456	70	456	357	337	274	442	483	478	466	461	474	47	246	168	430	678	831	621	699
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	173	37	30	106	41	6	125	27	62	83	45	122	46	124	39	128	6	23	11	78	125	144	72	143
	18%	10%	14%	28%	9%	9%	27%	8%	18%	30%	10%	25%	10%	27%	8%	27%	13%	9%	6%	18%	18%	17%	12%	20%
VERY/SOMEWHAT UNFAVORABLE	187	98	39	49	119	15	53	105	50	31	121	56	129	47	124	52	10	75	39	76	120	150	141	126
	19%	26%	18%	13%	26%	22%	12%	30%	15%	11%	27%	12%	27%	10%	27%	11%	21%	30%	23%	18%	18%	18%	23%	18%
Very Favorable	76	13	9	54	13	3	60	8	19	48	16	57	19	55	16	60	-	11	3	41	61	67	21	62
	8%	3%	4%	14%	3%	4%	13%	2%	6%	18%	4%	12%	4%	12%	3%	13%	-	4%	2%	9%	9%	8%	3%	9%
Somewhat Favorable	97	24	21	52	28	4	66	19	43	35	29	65	27	69	23	68	6	13	8	38	63	77	51	81
	10%	6%	10%	14%	6%	5%	14%	5%	13%	13%	7%	13%	6%	15%	5%	14%	13%	5%	5%	9%	9%	9%	8%	12%
Heard of, No Opinion	304	118	74	112	146	25	133	100	124	75	144	141	153	141	151	141	13	67	65	135	194	262	200	203
	31%	32%	33%	29%	32%	35%	29%	28%	37%	27%	33%	29%	32%	30%	33%	30%	27%	27%	38%	31%	29%	32%	32%	29%
Somewhat Unfavorable	74	31	21	21	41	10	23	33	33	8	43	26	46	22	49	21	4	25	14	26	36	55	52	54
	8%	8%	10%	5%	9%	14%	5%	9%	10%	3%	10%	5%	10%	5%	11%	4%	9%	10%	9%	6%	5%	7%	8%	8%
Very Unfavorable	113	67	18	28	78	5	30	73	18	22	78	30	82	25	76	32	6	50	25	50	84	95	89	72
	11%	18%	8%	7%	17%	8%	7%	20%	5%	8%	18%	6%	17%	5%	16%	7%	12%	20%	15%	12%	12%	11%	14%	10%
Never heard of	318	121	79	118	150	24	145	124	101	85	131	164	149	154	147	153	18	82	54	141	240	275	208	227
	32%	32%	35%	31%	33%	34%	32%	35%	30%	31%	30%	34%	31%	33%	32%	32%	39%	33%	32%	33%	35%	33%	33%	32%

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[QFav\_Shapiro] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?  
 -Josh Shapiro

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	982	421	343	265	713	156	109	283	431	267	234	154	184	250	329	434
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	173	81	66	43	130	24	18	55	84	34	39	17	39	46	20	132
	18%	19%	19%	16%	18%	16%	17%	20%	19%	13%	17%	11%	21%	19%	6%	30%
VERY/SOMEWHAT UNFAVORABLE	187	82	64	54	131	32	23	53	66	67	34	45	36	37	85	42
	19%	19%	19%	21%	18%	20%	21%	19%	15%	25%	14%	29%	20%	15%	26%	10%
Very Favorable	76	35	29	12	64	5	7	20	41	15	15	9	19	18	2	59
	8%	8%	8%	5%	9%	3%	7%	7%	9%	6%	6%	6%	10%	7%	1%	14%
Somewhat Favorable	97	46	37	31	67	20	11	35	43	19	24	8	20	28	18	73
	10%	11%	11%	12%	9%	13%	10%	12%	10%	7%	10%	5%	11%	11%	6%	17%
Heard of, No Opinion	304	119	114	88	214	43	46	90	127	87	71	43	51	80	99	125
	31%	28%	33%	33%	30%	27%	42%	32%	29%	33%	30%	28%	28%	32%	30%	29%
Somewhat Unfavorable	74	31	27	24	48	14	11	27	32	14	17	13	16	17	20	23
	8%	7%	8%	9%	7%	9%	10%	10%	8%	5%	7%	8%	9%	7%	6%	5%
Very Unfavorable	113	51	37	30	83	18	12	26	34	53	17	32	20	20	65	19
	11%	12%	11%	11%	12%	11%	11%	9%	8%	20%	7%	21%	11%	8%	20%	4%
Never heard of	318	139	99	80	238	57	23	84	154	79	90	49	57	87	125	135
	32%	33%	29%	30%	33%	37%	21%	30%	36%	30%	39%	32%	31%	35%	38%	31%

Echelon Insights  
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 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[Q.Fav\_Pritzker] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?  
 -J.B. Pritzker

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	982	369	456	522	678	108	115	209	226	267	280	435	547
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	125	38	57	68	81	20	18	29	28	26	42	57	68
	13%	10%	12%	13%	12%	18%	15%	14%	13%	10%	15%	13%	12%
VERY/SOMEWHAT UNFAVORABLE	187	64	104	83	137	18	17	42	37	55	53	79	108
	19%	17%	23%	16%	20%	17%	15%	20%	16%	21%	19%	18%	20%
Very Favorable	41	9	19	21	26	9	6	6	12	10	13	18	23
	4%	2%	4%	4%	4%	8%	6%	3%	5%	4%	5%	4%	4%
Somewhat Favorable	85	29	37	46	55	11	11	23	16	16	29	40	45
	9%	8%	8%	9%	8%	10%	10%	11%	7%	6%	10%	9%	8%
Heard of, No Opinion	259	97	132	123	177	30	32	49	68	78	65	116	143
	26%	26%	29%	24%	26%	28%	28%	23%	30%	29%	23%	27%	26%
Somewhat Unfavorable	71	25	38	33	49	5	7	24	13	17	16	38	33
	7%	7%	8%	6%	7%	5%	6%	12%	6%	6%	6%	9%	6%
Very Unfavorable	116	38	66	50	88	13	10	17	24	38	37	41	75
	12%	10%	14%	10%	13%	12%	9%	8%	11%	14%	13%	9%	14%
Never heard of	411	170	163	248	284	40	47	89	93	108	121	182	229
	42%	46%	36%	48%	42%	37%	41%	43%	41%	40%	43%	42%	42%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QFav\_Pritzker] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?  
 -J.B. Pritzker

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non- college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982 100	296 100	303 100	243 100	139 100	599 100	382 100	391 100	286 100	224 100	192 100	187 100	145 100	228 100	486 100	80 100	291 100
VERY/SOMEWHAT FAVORABLE	125 13%	35 12%	33 11%	27 11%	30 22%	68 11%	57 15%	39 10%	42 15%	26 12%	27 14%	26 14%	14 10%	33 14%	59 12%	10 13%	44 15%
VERY/SOMEWHAT UNFAVORABLE	187 19%	60 20%	54 18%	45 19%	27 19%	114 19%	72 19%	79 20%	57 20%	38 17%	37 19%	34 18%	24 17%	51 23%	112 23%	13 17%	50 17%
Very Favorable	41 4%	12 4%	9 3%	8 3%	12 8%	21 4%	19 5%	11 3%	14 5%	7 3%	7 4%	9 5%	7 5%	10 5%	21 4%	3 4%	13 4%
Somewhat Favorable	85 9%	24 8%	23 8%	19 8%	19 14%	47 8%	38 10%	28 7%	27 10%	19 8%	19 10%	17 9%	7 5%	22 10%	38 8%	7 9%	31 11%
Heard of, No Opinion	259 26%	82 28%	90 30%	61 25%	26 18%	172 29%	87 23%	116 30%	61 21%	65 29%	57 30%	55 29%	30 21%	51 22%	130 27%	17 22%	73 25%
Somewhat Unfavorable	71 7%	25 9%	22 7%	15 6%	9 6%	48 8%	23 6%	32 8%	17 6%	10 4%	13 7%	12 6%	11 8%	24 11%	46 10%	3 4%	17 6%
Very Unfavorable	116 12%	35 12%	32 10%	31 13%	18 13%	67 11%	49 13%	48 12%	40 14%	29 13%	23 12%	22 12%	13 9%	27 12%	66 14%	10 13%	33 11%
Never heard of	411 42%	118 40%	127 42%	110 45%	56 40%	244 41%	166 43%	157 40%	126 44%	95 42%	72 37%	72 39%	76 53%	93 41%	185 38%	39 49%	125 43%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QFav\_Pritzker] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?  
 -J.B. Pritzker

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+ Lean	Pure Ind	DEM+ Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
<b>Total</b>	982	374	222	386	456	70	456	357	337	274	442	483	478	466	461	474	47	246	168	430	678	831	621	699
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
<b>VERY/SOMEWHAT FAVORABLE</b>	125	27	17	81	31	5	89	18	50	57	26	96	30	92	30	89	6	20	6	61	90	106	60	102
	13%	7%	8%	21%	7%	8%	20%	5%	15%	21%	6%	20%	6%	20%	6%	19%	13%	8%	4%	14%	13%	13%	10%	15%
<b>VERY/SOMEWHAT UNFAVORABLE</b>	187	97	42	48	116	17	54	102	55	29	125	54	128	47	122	56	8	66	46	86	128	156	140	126
	19%	26%	19%	12%	25%	24%	12%	29%	16%	11%	28%	11%	27%	10%	26%	12%	18%	27%	27%	20%	19%	19%	22%	18%
<b>Very Favorable</b>	41	10	6	25	10	1	30	8	12	21	8	31	11	27	10	29	2	7	3	21	31	31	19	32
	4%	3%	3%	6%	2%	2%	6%	2%	3%	8%	2%	6%	2%	6%	2%	6%	4%	3%	2%	5%	5%	4%	3%	5%
<b>Somewhat Favorable</b>	85	17	11	56	21	4	60	9	39	36	18	65	19	65	20	60	4	13	4	40	59	75	40	71
	9%	5%	5%	15%	5%	6%	13%	3%	11%	13%	4%	13%	4%	14%	4%	13%	10%	5%	2%	9%	9%	9%	6%	10%
<b>Heard of, No Opinion</b>	259	82	75	102	114	25	121	83	96	76	107	137	122	130	118	128	12	63	37	109	165	212	157	188
	26%	22%	34%	26%	25%	35%	26%	23%	28%	28%	24%	28%	26%	28%	26%	27%	26%	25%	22%	25%	24%	25%	25%	27%
<b>Somewhat Unfavorable</b>	71	34	15	21	38	8	24	29	31	11	40	26	39	27	39	28	4	18	18	27	38	54	52	50
	7%	9%	7%	6%	8%	12%	5%	8%	9%	4%	9%	5%	8%	6%	9%	6%	9%	7%	10%	6%	6%	6%	8%	7%
<b>Very Unfavorable</b>	116	63	27	27	78	9	29	74	25	17	86	27	90	20	83	29	4	48	28	59	90	102	88	76
	12%	17%	12%	7%	17%	13%	6%	21%	7%	6%	19%	6%	19%	4%	18%	6%	9%	20%	17%	14%	13%	12%	14%	11%
<b>Never heard of</b>	411	168	88	155	195	23	193	154	135	113	183	197	198	197	191	200	20	98	79	174	295	357	264	282
	42%	45%	40%	40%	43%	33%	42%	43%	40%	41%	41%	41%	42%	41%	42%	43%	43%	40%	47%	40%	43%	43%	43%	40%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QFav\_Pritzker] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?  
 -J.B. Pritzker

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	982	421	343	265	713	156	109	283	431	267	234	154	184	250	329	434
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	125	54	49	30	95	13	17	48	57	21	29	8	31	39	14	111
	13%	13%	14%	11%	13%	8%	15%	17%	13%	8%	13%	5%	17%	15%	4%	25%
VERY/SOMEWHAT UNFAVORABLE	187	85	62	53	133	23	30	48	78	61	32	44	39	40	80	51
	19%	20%	18%	20%	19%	15%	27%	17%	18%	23%	14%	29%	21%	16%	24%	12%
Very Favorable	41	16	16	12	29	4	7	18	13	10	4	2	12	11	1	37
	4%	4%	5%	4%	4%	3%	7%	6%	3%	4%	2%	2%	6%	5%	*%	9%
Somewhat Favorable	85	38	33	18	66	9	9	30	44	11	26	6	19	27	13	73
	9%	9%	10%	7%	9%	6%	9%	11%	10%	4%	11%	4%	10%	11%	4%	17%
Heard of, No Opinion	259	109	95	74	182	44	31	91	98	71	52	37	42	74	81	103
	26%	26%	28%	28%	26%	28%	28%	32%	23%	26%	22%	24%	23%	30%	25%	24%
Somewhat Unfavorable	71	30	24	26	44	11	15	19	36	16	16	12	15	13	16	27
	7%	7%	7%	10%	6%	7%	13%	7%	8%	6%	7%	8%	8%	5%	5%	6%
Very Unfavorable	116	55	38	27	88	12	15	30	42	45	17	32	23	28	63	24
	12%	13%	11%	10%	12%	8%	14%	10%	10%	17%	7%	21%	13%	11%	19%	6%
Never heard of	411	173	136	108	303	76	32	97	199	115	120	64	72	98	154	170
	42%	41%	40%	41%	42%	49%	30%	34%	46%	43%	51%	42%	39%	39%	47%	39%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

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

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	982	369	456	522	678	108	115	209	226	267	280	435	547
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	422	156	182	239	255	80	53	77	95	125	126	172	251
	43%	42%	40%	46%	38%	74%	46%	37%	42%	47%	45%	39%	46%
STRONGLY/SOMEWHAT DISAPPROVE	555	211	273	279	419	28	60	129	131	141	153	261	294
	56%	57%	60%	53%	62%	26%	53%	62%	58%	53%	55%	60%	54%
Strongly approve	219	86	101	117	123	48	31	30	50	65	74	80	139
	22%	23%	22%	23%	18%	44%	27%	14%	22%	24%	26%	18%	25%
Somewhat approve	203	70	81	121	133	32	22	47	44	60	52	92	112
	21%	19%	18%	23%	20%	29%	19%	23%	20%	22%	18%	21%	20%
Somewhat disapprove	140	59	59	80	86	16	25	44	32	29	34	76	64
	14%	16%	13%	15%	13%	15%	21%	21%	14%	11%	12%	17%	12%
Strongly disapprove	415	152	214	198	334	13	36	86	99	111	119	185	230
	42%	41%	47%	38%	49%	12%	31%	41%	44%	42%	42%	42%	42%
Unsure	5	2	1	4	3	0	2	2	0	1	1	3	3
	1%	1%	*%	1%	*%	*%	1%	1%	*%	*%	1%	1%	*%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

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

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982 100	296 100	303 100	243 100	139 100	599 100	382 100	391 100	286 100	224 100	192 100	187 100	145 100	228 100	486 100	80 100	291 100
STRONGLY/SOMEWHAT APPROVE	422 43%	110 37%	137 45%	122 50%	53 38%	247 41%	175 46%	129 33%	127 44%	106 47%	89 46%	85 45%	46 32%	97 42%	210 43%	39 49%	125 43%
STRONGLY/SOMEWHAT DISAPPROVE	555 56%	185 63%	162 53%	121 50%	86 62%	347 58%	207 54%	259 66%	159 56%	117 52%	103 53%	102 55%	96 66%	132 58%	275 56%	41 51%	165 57%
Strongly approve	219 22%	61 21%	67 22%	65 27%	26 19%	128 21%	90 24%	65 17%	58 20%	65 29%	45 24%	43 23%	19 13%	46 20%	99 20%	22 28%	77 27%
Somewhat approve	203 21%	49 17%	70 23%	57 24%	27 20%	119 20%	85 22%	64 16%	69 24%	41 18%	43 23%	42 23%	27 18%	50 22%	112 23%	17 21%	48 16%
Somewhat disapprove	140 14%	46 16%	36 12%	37 15%	21 15%	82 14%	58 15%	49 12%	37 13%	25 11%	27 14%	21 11%	24 17%	42 18%	79 16%	7 9%	34 12%
Strongly disapprove	415 42%	139 47%	126 41%	84 35%	65 47%	264 44%	149 39%	211 54%	122 43%	91 41%	76 40%	80 43%	72 50%	90 39%	195 40%	34 42%	130 45%
Unsure	5 1%	0 *%	5 2%	-	-	5 1%	-	3 1%	-	2 1%	1 *%	-	3 2%	-	2 *%	0 1%	1 *%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

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

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	982 100	374 100	222 100	386 100	456 100	70 100	456 100	357 100	337 100	274 100	442 100	483 100	478 100	466 100	461 100	474 100	47 100	246 100	168 100	430 100	678 100	831 100	621 100	699 100
STRONGLY/SOMEWHAT APPROVE	422 43%	21 6%	81 37%	320 83%	27 6%	24 34%	372 81%	38 11%	157 47%	222 81%	20 4%	386 80%	25 5%	379 81%	23 5%	386 81%	13 29%	4 2%	12 7%	205 48%	305 45%	370 45%	190 31%	372 53%
STRONGLY/SOMEWHAT DISAPPROVE	555 56%	353 94%	137 62%	64 17%	428 94%	45 64%	82 18%	318 89%	177 53%	51 19%	421 95%	95 20%	452 95%	84 18%	438 95%	86 18%	31 67%	242 98%	155 92%	223 52%	371 55%	457 55%	429 69%	321 46%
Strongly approve	219 22%	7 2%	24 11%	188 49%	9 2%	6 9%	204 45%	21 6%	65 19%	133 48%	9 2%	205 42%	11 2%	204 44%	6 1%	207 44%	5 12%	- -	3 2%	118 27%	171 25%	198 24%	88 14%	200 29%
Somewhat approve	203 21%	14 4%	57 26%	132 34%	18 4%	17 24%	168 37%	17 5%	92 27%	90 33%	10 2%	181 37%	14 3%	175 38%	17 4%	179 38%	8 17%	4 2%	9 5%	87 20%	134 20%	171 21%	102 16%	171 25%
Somewhat disapprove	140 14%	49 13%	45 20%	46 12%	64 14%	16 23%	59 13%	39 11%	72 21%	27 10%	59 13%	66 14%	66 14%	66 14%	66 14%	64 13%	11 23%	22 9%	28 16%	46 11%	82 12%	105 13%	83 13%	101 15%
Strongly disapprove	415 42%	305 81%	92 42%	18 5%	363 80%	28 41%	23 5%	279 78%	105 31%	24 9%	362 82%	29 6%	386 81%	18 4%	372 81%	22 5%	21 44%	221 90%	127 76%	177 41%	289 43%	351 42%	346 56%	220 31%
Unsure	5 1%	- -	3 1%	2 *	1 *	2 3%	2 *	- -	3 1%	1 *	2 *	1 *	2 1%	2 1%	1 *	2 *	2 4%	- -	1 1%	2 *	2 *	4 *	2 *	5 1%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

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

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	982 100	421 100	343 100	265 100	713 100	156 100	109 100	283 100	431 100	267 100	234 100	154 100	184 100	250 100	329 100	434 100
STRONGLY/SOMEWHAT APPROVE	422 43%	162 38%	176 52%	107 40%	312 44%	70 45%	37 34%	142 50%	203 47%	78 29%	121 52%	20 13%	82 45%	118 47%	15 4%	363 84%
STRONGLY/SOMEWHAT DISAPPROVE	555 56%	257 61%	164 48%	157 59%	398 56%	85 54%	72 66%	141 50%	226 53%	187 70%	112 48%	134 87%	100 54%	129 52%	314 95%	68 16%
Strongly approve	219 22%	72 17%	95 28%	46 17%	170 24%	25 16%	21 19%	72 25%	106 25%	41 15%	60 25%	16 10%	42 23%	57 23%	3 1%	216 50%
Somewhat approve	203 21%	90 21%	82 24%	61 23%	142 20%	44 29%	16 15%	70 25%	96 22%	37 14%	61 26%	4 3%	40 22%	61 24%	11 3%	147 34%
Somewhat disapprove	140 14%	68 16%	48 14%	42 16%	98 14%	29 18%	14 12%	42 15%	60 14%	38 14%	34 15%	19 13%	29 16%	39 16%	35 11%	51 12%
Strongly disapprove	415 42%	189 45%	117 34%	115 43%	300 42%	56 36%	59 54%	99 35%	166 39%	150 56%	78 33%	115 74%	71 39%	90 36%	279 85%	17 4%
Unsure	5 1%	2 *	2 *	2 1%	4 1%	2 1%	-	1 *	2 *	2 1%	1 1%	-	1 1%	3 1%	1 *	3 1%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

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

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	982	369	456	522	678	108	115	209	226	267	280	435	547
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	471	177	255	214	362	26	46	109	112	124	126	221	251
	48%	48%	56%	41%	53%	24%	40%	52%	49%	47%	45%	51%	46%
STRONGLY/SOMEWHAT DISAPPROVE	491	185	196	292	307	76	67	93	112	136	149	205	285
	50%	50%	43%	56%	45%	71%	58%	45%	49%	51%	53%	47%	52%
Strongly approve	319	113	176	140	257	18	25	67	74	94	83	142	177
	32%	31%	39%	27%	38%	16%	22%	32%	33%	35%	30%	33%	32%
Somewhat approve	153	64	79	74	105	9	20	42	37	30	43	79	74
	16%	17%	17%	14%	15%	8%	18%	20%	16%	11%	15%	18%	13%
Somewhat disapprove	93	33	37	55	48	13	23	23	23	21	26	46	47
	9%	9%	8%	11%	7%	12%	20%	11%	10%	8%	9%	10%	9%
Strongly disapprove	398	151	159	237	259	64	43	71	89	116	123	160	238
	41%	41%	35%	45%	38%	59%	38%	34%	39%	43%	44%	37%	44%
Unsure	20	7	5	15	10	5	2	6	3	6	5	9	11
	2%	2%	1%	3%	1%	5%	2%	3%	1%	2%	2%	2%	2%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

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

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982 100	296 100	303 100	243 100	139 100	599 100	382 100	391 100	286 100	224 100	192 100	187 100	145 100	228 100	486 100	80 100	291 100
STRONGLY/SOMEWHAT APPROVE	471 48%	171 58%	142 47%	89 37%	68 49%	313 52%	157 41%	235 60%	126 44%	105 47%	87 46%	91 49%	83 57%	100 44%	238 49%	37 46%	139 48%
STRONGLY/SOMEWHAT DISAPPROVE	491 50%	118 40%	157 52%	146 60%	70 50%	275 46%	216 56%	149 38%	158 55%	112 50%	101 52%	91 49%	59 41%	127 55%	237 49%	42 53%	147 50%
Strongly approve	319 32%	125 42%	89 29%	64 26%	39 28%	215 36%	103 27%	168 43%	88 31%	77 34%	61 32%	65 35%	53 37%	58 25%	154 32%	28 34%	98 34%
Somewhat approve	153 16%	46 16%	52 17%	25 10%	29 21%	98 16%	54 14%	66 17%	38 13%	28 12%	27 14%	26 14%	30 21%	42 18%	83 17%	9 11%	42 14%
Somewhat disapprove	93 9%	27 9%	31 10%	17 7%	17 12%	58 10%	34 9%	23 6%	24 9%	21 9%	18 9%	16 9%	10 7%	28 12%	49 10%	11 14%	23 8%
Strongly disapprove	398 41%	90 31%	126 42%	129 53%	53 38%	217 36%	181 47%	126 32%	133 47%	91 41%	83 43%	75 40%	49 34%	99 43%	188 39%	31 38%	124 42%
Unsure	20 2%	7 2%	4 1%	8 3%	2 1%	11 2%	9 2%	8 2%	2 1%	8 3%	4 2%	4 2%	3 2%	2 1%	12 2%	1 1%	5 2%

Echelon Insights  
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 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

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

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	982 100	374 100	222 100	386 100	456 100	70 100	456 100	357 100	337 100	274 100	442 100	483 100	478 100	466 100	461 100	474 100	47 100	246 100	168 100	430 100	678 100	831 100	621 100	699 100
STRONGLY/SOMEWHAT APPROVE	471 48%	342 91%	93 42%	37 9%	408 90%	21 29%	42 9%	307 86%	132 39%	23 8%	402 91%	45 9%	447 94%	23 5%	420 91%	36 8%	16 33%	244 99%	151 89%	180 42%	312 46%	385 46%	374 60%	260 37%
STRONGLY/SOMEWHAT DISAPPROVE	491 50%	30 8%	124 56%	336 87%	44 10%	46 66%	400 88%	47 13%	195 58%	247 90%	34 8%	427 88%	23 5%	435 93%	38 8%	424 90%	28 60%	2 1%	16 9%	240 56%	351 52%	427 51%	238 38%	421 60%
Strongly approve	319 32%	265 71%	38 17%	16 4%	298 65%	4 6%	17 4%	236 66%	60 18%	14 5%	292 66%	12 3%	313 66%	4 1%	305 66%	10 2%	3 6%	195 79%	99 59%	115 27%	216 32%	261 31%	270 44%	173 25%
Somewhat approve	153 16%	77 21%	55 25%	21 5%	110 24%	17 24%	26 6%	71 20%	72 21%	9 3%	110 25%	33 7%	134 28%	19 4%	114 25%	25 5%	13 28%	49 20%	51 31%	65 15%	96 14%	124 15%	104 17%	87 12%
Somewhat disapprove	93 9%	11 3%	38 17%	44 11%	17 4%	19 27%	56 12%	17 5%	51 15%	23 9%	18 4%	64 13%	19 4%	61 13%	24 5%	57 12%	11 24%	1 **%	3 2%	35 8%	53 8%	73 9%	57 9%	70 10%
Strongly disapprove	398 41%	20 5%	86 39%	292 76%	27 6%	27 39%	344 75%	31 9%	144 43%	223 81%	16 4%	363 75%	4 1%	375 80%	14 3%	367 77%	17 36%	1 1%	12 7%	205 48%	298 44%	353 43%	181 29%	351 50%
Unsure	20 2%	2 1%	5 2%	13 3%	3 1%	3 5%	14 3%	2 1%	10 3%	5 2%	5 1%	12 3%	8 2%	8 2%	3 1%	14 3%	3 7%	- 1%	2 1%	10 2%	16 2%	19 2%	9 1%	18 3%

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

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	982	421	343	265	713	156	109	283	431	267	234	154	184	250	329	434
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	471	216	136	142	329	66	76	127	181	163	79	120	82	90	298	26
	48%	51%	40%	54%	46%	42%	70%	45%	42%	61%	34%	78%	45%	36%	90%	6%
STRONGLY/SOMEWHAT DISAPPROVE	491	200	195	121	366	88	33	151	239	100	146	32	96	153	30	397
	50%	47%	57%	46%	51%	57%	30%	53%	55%	38%	62%	21%	52%	61%	9%	91%
Strongly approve	319	142	93	93	226	45	48	82	111	126	45	92	54	57	224	9
	32%	34%	27%	35%	32%	29%	44%	29%	26%	47%	19%	60%	29%	23%	68%	2%
Somewhat approve	153	74	43	50	103	21	28	45	70	38	34	28	28	34	74	16
	16%	18%	13%	19%	14%	14%	26%	16%	16%	14%	14%	18%	15%	13%	22%	4%
Somewhat disapprove	93	35	39	31	62	19	11	38	41	14	32	6	27	19	9	50
	9%	8%	11%	12%	9%	12%	10%	14%	9%	5%	14%	4%	15%	8%	3%	12%
Strongly disapprove	398	165	156	90	304	69	22	113	198	87	114	26	69	133	21	347
	41%	39%	45%	34%	43%	44%	20%	40%	46%	32%	48%	17%	38%	53%	6%	80%
Unsure	20	5	12	2	18	2	-	5	11	4	9	2	6	7	1	12
	2%	1%	3%	1%	3%	1%	-	2%	3%	1%	4%	1%	3%	3%	1%	3%

Echelon Insights  
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[QMotivation2024] How motivated are you to vote in the November 2024 election for President?

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	982	369	456	522	678	108	115	209	226	267	280	435	547
	100	100	100	100	100	100	100	100	100	100	100	100	100
EXTREMELY/VERY MOTIVATED	848	315	401	445	598	84	96	168	196	234	250	364	484
	86%	85%	88%	85%	88%	77%	84%	80%	87%	88%	89%	84%	89%
NOT VERY/NOT AT ALL MOTIVATED	51	20	20	31	35	8	4	12	9	17	12	22	29
	5%	5%	4%	6%	5%	7%	4%	6%	4%	6%	4%	5%	5%
Extremely motivated	703	256	338	364	512	57	78	133	158	189	224	290	413
	72%	69%	74%	70%	76%	53%	68%	64%	70%	71%	80%	67%	75%
Very motivated	145	59	63	81	85	27	18	35	38	45	26	74	71
	15%	16%	14%	16%	13%	25%	16%	17%	17%	17%	9%	17%	13%
Somewhat motivated	75	32	32	41	38	16	13	28	18	13	16	46	29
	8%	9%	7%	8%	6%	15%	11%	13%	8%	5%	6%	11%	5%
Not very motivated	37	13	12	24	25	6	2	10	6	11	9	16	20
	4%	4%	3%	5%	4%	5%	2%	5%	3%	4%	3%	4%	4%
Not at all motivated	14	7	8	6	10	2	2	2	3	6	3	5	9
	1%	2%	2%	1%	1%	2%	2%	1%	1%	2%	1%	1%	2%
Unsure	8	2	4	5	7	-	1	1	3	3	1	4	5
	1%	1%	1%	1%	1%		1%	1%	1%	1%	1%	1%	1%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QMotivation2024] How motivated are you to vote in the November 2024 election for President?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982 100	296 100	303 100	243 100	139 100	599 100	382 100	391 100	286 100	224 100	192 100	187 100	145 100	228 100	486 100	80 100	291 100
EXTREMELY/VERY MOTIVATED	848 86%	242 82%	268 88%	214 88%	123 89%	510 85%	337 88%	338 86%	259 91%	191 85%	159 83%	159 85%	125 86%	208 91%	418 86%	68 84%	263 90%
NOT VERY/NOT AT ALL MOTIVATED	51 5%	13 4%	14 5%	16 7%	7 5%	27 5%	24 6%	18 5%	17 6%	12 5%	12 6%	7 4%	10 7%	9 4%	29 6%	5 6%	11 4%
Extremely motivated	703 72%	188 63%	229 75%	179 74%	107 77%	416 70%	286 75%	289 74%	223 78%	151 67%	139 72%	130 69%	109 75%	170 74%	338 70%	53 66%	232 80%
Very motivated	145 15%	55 19%	39 13%	35 14%	16 12%	94 16%	51 13%	49 13%	36 13%	40 18%	21 11%	30 16%	16 11%	39 17%	79 16%	14 18%	31 11%
Somewhat motivated	75 8%	35 12%	19 6%	13 5%	8 6%	54 9%	21 5%	29 7%	10 3%	19 8%	20 10%	20 11%	8 5%	7 3%	35 7%	7 9%	16 6%
Not very motivated	37 4%	11 4%	8 3%	13 5%	5 3%	19 3%	18 5%	12 3%	14 5%	9 4%	9 5%	3 1%	7 5%	7 3%	22 5%	3 4%	7 2%
Not at all motivated	14 1%	2 1%	6 2%	3 1%	3 2%	8 1%	6 2%	6 2%	4 1%	3 1%	2 1%	5 3%	3 2%	2 1%	6 1%	2 3%	4 1%
Unsure	8 1%	5 2%	3 1%	-	1 *%	8 1%	1 *%	7 2%	-	2 1%	1 1%	-	2 1%	3 2%	5 1%	1 1%	1 *%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QMotivation2024] How motivated are you to vote in the November 2024 election for President?

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	982 100	374 100	222 100	386 100	456 100	70 100	456 100	357 100	337 100	274 100	442 100	483 100	478 100	466 100	461 100	474 100	47 100	246 100	168 100	430 100	678 100	831 100	621 100	699 100
EXTREMELY/VERY MOTIVATED	848 86%	343 92%	171 77%	334 87%	411 90%	47 67%	390 86%	329 92%	272 81%	243 89%	401 91%	414 86%	420 88%	401 86%	407 88%	407 86%	34 72%	229 93%	153 91%	386 90%	603 89%	734 88%	547 88%	601 86%
NOT VERY/NOT AT ALL MOTIVATED	51 5%	12 3%	16 7%	22 6%	15 3%	7 9%	29 6%	12 3%	28 8%	9 3%	16 4%	29 6%	19 4%	28 6%	17 4%	31 7%	3 6%	4 2%	5 3%	22 5%	32 5%	41 5%	28 4%	38 5%
Extremely motivated	703 72%	302 81%	134 60%	267 69%	354 78%	37 53%	311 68%	285 80%	203 60%	214 78%	352 80%	330 68%	360 75%	329 71%	354 77%	327 69%	23 48%	193 78%	135 80%	346 81%	519 76%	614 74%	459 74%	495 71%
Very motivated	145 15%	42 11%	37 17%	67 17%	57 12%	9 13%	79 17%	44 12%	68 20%	30 11%	49 11%	83 17%	60 13%	72 15%	53 12%	80 17%	11 24%	37 15%	18 11%	39 9%	85 12%	120 14%	88 14%	106 15%
Somewhat motivated	75 8%	19 5%	31 14%	25 7%	29 6%	13 18%	33 7%	16 4%	34 10%	19 7%	25 6%	36 8%	38 8%	32 7%	37 8%	32 7%	7 14%	13 5%	10 6%	19 4%	38 6%	49 6%	41 7%	52 7%
Not very motivated	37 4%	10 3%	12 6%	14 4%	12 3%	5 7%	20 4%	8 2%	23 7%	5 2%	13 3%	18 4%	16 3%	19 4%	13 3%	22 5%	2 3%	4 2%	5 3%	13 3%	23 3%	29 4%	20 3%	25 4%
Not at all motivated	14 1%	2 1%	4 2%	8 2%	3 1%	1 2%	9 2%	4 1%	4 1%	5 2%	2 1%	10 2%	3 1%	9 2%	4 1%	9 2%	1 3%	0 *	-	10 2%	9 1%	12 1%	8 1%	12 2%
Unsure	8 1%	-	4 2%	4 1%	0 *	4 6%	4 1%	0 *	3 1%	3 1%	-	5 1%	1 *	4 1%	1 *	4 1%	3 7%	-	0 *	2 1%	5 1%	6 1%	5 1%	7 1%

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[QMotivation2024] How motivated are you to vote in the November 2024 election for President?

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	982 100	421 100	343 100	265 100	713 100	156 100	109 100	283 100	431 100	267 100	234 100	154 100	184 100	250 100	329 100	434 100
EXTREMELY/VERY MOTIVATED	848 86%	367 87%	284 83%	227 86%	618 87%	130 84%	97 89%	237 84%	375 87%	236 88%	198 85%	138 90%	158 86%	208 83%	294 89%	388 89%
NOT VERY/NOT AT ALL MOTIVATED	51 5%	20 5%	19 6%	10 4%	40 6%	9 6%	2 2%	19 7%	22 5%	10 4%	16 7%	7 5%	8 4%	20 8%	9 3%	23 5%
Extremely motivated	703 72%	308 73%	221 64%	178 67%	521 73%	98 63%	81 74%	190 67%	312 72%	201 75%	168 72%	128 83%	130 71%	173 69%	266 81%	314 72%
Very motivated	145 15%	59 14%	63 18%	49 18%	96 14%	32 21%	16 15%	47 16%	63 15%	36 13%	30 13%	11 7%	28 15%	35 14%	28 9%	74 17%
Somewhat motivated	75 8%	29 7%	37 11%	27 10%	48 7%	17 11%	10 9%	27 9%	30 7%	18 7%	17 7%	8 5%	13 7%	20 8%	26 8%	22 5%
Not very motivated	37 4%	15 4%	16 5%	9 4%	27 4%	8 5%	1 1%	14 5%	14 3%	9 3%	11 5%	5 3%	7 4%	14 6%	4 1%	12 3%
Not at all motivated	14 1%	5 1%	4 1%	1 *	13 2%	0 *	1 1%	5 2%	8 2%	1 1%	4 2%	2 2%	1 *	6 2%	4 1%	10 2%
Unsure	8 1%	5 1%	3 1%	1 *	8 1%	0 *	1 *	1 *	4 1%	3 1%	3 1%	0 *	5 3%	2 1%	-	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?

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	982	369	456	522	678	108	115	209	226	267	280	435	547
	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY/LEAN THE REPUBLICAN CANDIDATE	461	174	249	210	364	19	45	98	112	117	133	211	251
	47%	47%	55%	40%	54%	17%	39%	47%	50%	44%	48%	48%	46%
DEFINITELY/PROBABLY/LEAN THE DEMOCRATIC CANDIDATE	474	179	190	282	284	84	64	101	107	129	137	208	266
	48%	49%	42%	54%	42%	77%	56%	48%	47%	48%	49%	48%	49%
Definitely the Republican candidate	353	134	196	157	290	13	27	73	72	100	109	144	209
	36%	36%	43%	30%	43%	12%	24%	35%	32%	38%	39%	33%	38%
Probably the Republican candidate	103	39	52	50	71	5	16	24	38	17	24	62	41
	10%	11%	11%	10%	10%	5%	14%	11%	17%	6%	9%	14%	7%
Lean, the Republican candidate	5	1	1	4	3	0	2	2	2	0	0	4	1
	*%	*%	*%	1%	*%	*%	1%	1%	1%	*%	*%	1%	*%
Lean, the Democratic candidate	9	3	3	6	4	3	0	4	2	2	1	6	3
	1%	1%	1%	1%	1%	2%	*%	2%	1%	1%	*%	1%	1%
Probably the Democratic candidate	87	35	31	56	48	17	16	32	19	15	22	50	37
	9%	10%	7%	11%	7%	16%	14%	15%	8%	6%	8%	12%	7%
Definitely the Democratic candidate	378	141	155	221	232	64	48	65	86	112	114	151	227
	38%	38%	34%	42%	34%	59%	42%	31%	38%	42%	41%	35%	41%
Unsure	47	16	17	30	30	6	5	10	7	20	10	17	30
	5%	4%	4%	6%	4%	5%	5%	5%	3%	8%	4%	4%	5%

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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?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982 100	296 100	303 100	243 100	139 100	599 100	382 100	391 100	286 100	224 100	192 100	187 100	145 100	228 100	486 100	80 100	291 100
DEFINITELY/PROBABLY/LEAN THE REPUBLICAN CANDIDATE	461 47%	159 54%	131 43%	93 38%	78 56%	289 48%	171 45%	225 57%	139 48%	96 43%	88 46%	88 47%	86 60%	99 44%	224 46%	38 47%	145 50%
DEFINITELY/PROBABLY/LEAN THE DEMOCRATIC CANDIDATE	474 48%	125 42%	147 49%	143 59%	59 42%	272 45%	202 53%	145 37%	139 49%	113 50%	98 51%	93 50%	52 36%	117 51%	237 49%	38 47%	137 47%
Definitely the Republican candidate	353 36%	129 44%	95 31%	72 30%	56 40%	224 37%	128 33%	181 46%	108 38%	74 33%	70 36%	68 36%	61 42%	77 34%	163 34%	30 37%	120 41%
Probably the Republican candidate	103 10%	27 9%	34 11%	19 8%	22 16%	62 10%	41 11%	41 11%	30 10%	19 8%	17 9%	20 11%	25 17%	22 10%	59 12%	6 7%	25 9%
Lean, the Republican candidate	5 *	2 1%	1 *	2 1%	0 *	3 *	2 1%	2 1%	0 *	3 1%	1 1%	-	0 *	0 *	1 *	2 3%	0 *
Lean, the Democratic candidate	9 1%	2 1%	3 1%	4 2%	-	5 1%	4 1%	3 1%	1 *	2 1%	2 1%	3 1%	2 1%	1 *	5 1%	1 1%	1 *
Probably the Democratic candidate	87 9%	30 10%	24 8%	25 10%	9 6%	53 9%	33 9%	25 6%	24 8%	15 7%	21 11%	16 8%	13 9%	22 10%	51 11%	3 3%	22 7%
Definitely the Democratic candidate	378 38%	93 31%	121 40%	114 47%	50 36%	214 36%	164 43%	117 30%	115 40%	96 43%	75 39%	75 40%	37 26%	95 41%	181 37%	35 43%	114 39%
Unsure	47 5%	12 4%	26 8%	6 3%	3 2%	38 6%	9 2%	22 6%	8 3%	16 7%	6 3%	6 3%	6 4%	12 5%	26 5%	5 6%	9 3%

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 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

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

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	982 100	374 100	222 100	386 100	456 100	70 100	456 100	357 100	337 100	274 100	442 100	483 100	478 100	466 100	461 100	474 100	47 100	246 100	168 100	430 100	678 100	831 100	621 100	699 100
DEFINITELY/PROBABLY/LEAN THE REPUBLICAN CANDIDATE	461 47%	355 95%	92 41%	15 4%	424 93%	19 27%	19 4%	310 87%	118 35%	23 8%	402 91%	36 7%	436 91%	20 4%	461 100%	-	-	240 97%	160 95%	180 42%	309 46%	383 46%	380 61%	250 36%
DEFINITELY/PROBABLY/LEAN THE DEMOCRATIC CANDIDATE	474 48%	18 5%	88 40%	368 95%	20 4%	23 32%	431 95%	42 12%	180 54%	249 91%	26 6%	428 88%	26 5%	432 93%	-	474 100%	-	2 1%	7 4%	233 54%	340 50%	410 49%	216 35%	411 59%
Definitely the Republican candidate	353 36%	302 81%	46 21%	5 1%	340 75%	6 8%	7 2%	268 75%	67 20%	12 5%	331 75%	8 2%	348 73%	3 1%	353 77%	-	-	208 84%	127 75%	137 32%	245 36%	297 36%	298 48%	182 26%
Probably the Republican candidate	103 10%	52 14%	43 19%	8 2%	83 18%	11 16%	9 2%	42 12%	49 14%	8 3%	70 16%	25 5%	83 17%	18 4%	103 22%	-	-	31 13%	33 20%	43 10%	62 9%	83 10%	80 13%	65 9%
Lean, the Republican candidate	5 *	-	3 1%	2 *	1 *	2 2%	2 1%	0 *	2 1%	2 1%	2 *	3 1%	5 1%	-	5 1%	-	-	1 *	-	0 *	2 *	2 *	2 *	3 *
Lean, the Democratic candidate	9 1%	-	5 2%	4 1%	-	3 4%	6 1%	1 *	5 2%	3 1%	2 *	5 1%	2 *	7 1%	-	9 2%	-	-	-	5 1%	5 1%	7 1%	3 *	7 1%
Probably the Democratic candidate	87 9%	3 1%	27 12%	57 15%	5 1%	8 12%	74 16%	7 2%	51 15%	29 10%	13 3%	67 14%	14 3%	68 15%	-	87 18%	-	1 *	-	26 6%	53 8%	71 9%	42 7%	70 10%
Definitely the Democratic candidate	378 38%	15 4%	57 25%	306 79%	15 3%	11 16%	351 77%	35 10%	124 37%	218 79%	11 3%	355 74%	9 2%	358 77%	-	378 80%	-	1 *	7 4%	202 47%	281 41%	332 40%	171 28%	334 48%
Unsure	47 5%	1 *	42 19%	3 1%	12 3%	29 41%	6 1%	4 1%	39 11%	3 1%	14 3%	20 4%	16 3%	13 3%	-	-	47 100%	5 2%	2 1%	16 4%	29 4%	38 5%	24 4%	37 5%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

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

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	982 100	421 100	343 100	265 100	713 100	156 100	109 100	283 100	431 100	267 100	234 100	154 100	184 100	250 100	329 100	434 100
DEFINITELY/PROBABLY/LEAN THE REPUBLICAN CANDIDATE	461 47%	223 53%	125 37%	142 54%	319 45%	73 47%	69 63%	118 42%	180 42%	163 61%	81 34%	124 81%	90 49%	85 34%	311 94%	16 4%
DEFINITELY/PROBABLY/LEAN THE DEMOCRATIC CANDIDATE	474 48%	181 43%	199 58%	115 43%	355 50%	78 50%	37 34%	151 53%	232 54%	91 34%	143 61%	24 16%	90 49%	151 60%	15 5%	410 94%
Definitely the Republican candidate	353 36%	165 39%	97 28%	94 36%	259 36%	45 29%	49 45%	85 30%	136 32%	132 49%	59 25%	105 68%	64 35%	54 22%	246 75%	3 1%
Probably the Republican candidate	103 10%	58 14%	24 7%	45 17%	58 8%	25 16%	19 18%	32 11%	43 10%	29 11%	20 9%	19 13%	25 13%	30 12%	64 20%	11 3%
Lean, the Republican candidate	5 *%	0 *%	4 1%	3 1%	2 *%	3 2%	-	2 1%	1 *%	2 1%	1 1%	0 *%	1 1%	1 *%	-	3 1%
Lean, the Democratic candidate	9 1%	2 *%	6 2%	0 *%	9 1%	0 *%	-	2 1%	4 1%	4 1%	4 2%	-	2 1%	1 1%	-	7 2%
Probably the Democratic candidate	87 9%	31 7%	41 12%	22 8%	64 9%	16 10%	6 6%	35 12%	36 8%	16 6%	23 10%	4 3%	21 12%	21 8%	3 1%	53 12%
Definitely the Democratic candidate	378 38%	148 35%	152 44%	93 35%	283 40%	62 40%	31 28%	115 40%	192 45%	71 27%	116 50%	20 13%	66 36%	128 51%	12 4%	350 81%
Unsure	47 5%	16 4%	18 5%	8 3%	39 5%	5 3%	3 3%	14 5%	19 4%	14 5%	10 4%	6 4%	4 2%	15 6%	3 1%	8 2%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QTrumpElect] On a scale of 0 to 10, how likely are you to vote for Donald Trump in the 2024 general election?

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	982 100	369 100	456 100	522 100	678 100	108 100	115 100	209 100	226 100	267 100	280 100	435 100	547 100
MEAN	4.51	4.37	4.84	4.25	4.74	2.85	4.53	4.47	4.46	4.69	4.40	4.46	4.54
0	441 45%	177 48%	190 42%	247 47%	298 44%	60 55%	48 42%	84 40%	97 43%	122 46%	138 49%	181 42%	260 48%
1	21 2%	5 1%	9 2%	11 2%	10 2%	6 5%	3 3%	6 3%	2 1%	5 2%	7 3%	9 2%	12 2%
2	24 2%	9 2%	11 2%	14 3%	17 2%	5 5%	2 2%	7 3%	13 6%	2 1%	3 1%	20 5%	5 1%
3	9 1%	-	4 1%	5 1%	6 1%	2 1%	1 1%	1 *%	5 2%	1 *%	3 1%	6 1%	3 1%
4	17 2%	4 1%	5 1%	12 2%	11 2%	-	5 4%	6 3%	3 1%	7 2%	1 *%	9 2%	8 1%
5	32 3%	13 3%	18 4%	14 3%	14 2%	6 5%	5 4%	12 6%	7 3%	10 4%	3 1%	19 4%	13 2%
6	16 2%	5 1%	8 2%	8 2%	8 1%	4 3%	2 2%	6 3%	4 2%	2 1%	4 2%	9 2%	6 1%
7	20 2%	7 2%	10 2%	9 2%	12 2%	5 4%	1 1%	8 4%	8 4%	3 1%	1 *%	16 4%	4 1%
8	37 4%	14 4%	12 3%	24 5%	30 4%	1 1%	5 5%	15 7%	4 2%	6 2%	12 4%	18 4%	18 3%
9	84 9%	33 9%	52 11%	32 6%	55 8%	14 13%	11 10%	29 14%	23 10%	18 7%	14 5%	52 12%	32 6%
10	282 29%	102 28%	137 30%	145 28%	217 32%	7 7%	30 26%	36 17%	60 27%	92 35%	93 33%	96 22%	186 34%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QTrumpElect] On a scale of 0 to 10, how likely are you to vote for Donald Trump in the 2024 general election?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982 100	296 100	303 100	243 100	139 100	599 100	382 100	391 100	286 100	224 100	192 100	187 100	145 100	228 100	486 100	80 100	291 100
MEAN	4.51	5.31	4.54	3.37	4.67	4.92	3.84	5.28	3.99	4.24	4.47	4.48	5.48	4.11	4.52	4.50	4.72
0	441 45%	107 36%	136 45%	139 57%	59 43%	243 41%	198 52%	153 39%	145 51%	102 45%	91 47%	85 45%	51 35%	112 49%	202 42%	36 45%	136 47%
1	21 2%	6 2%	8 3%	5 2%	1 *	15 2%	6 2%	7 2%	4 1%	10 5%	2 1%	6 3%	0 *	3 1%	12 2%	3 3%	6 2%
2	24 2%	6 2%	7 2%	4 2%	8 5%	13 2%	12 3%	6 2%	10 4%	6 3%	4 2%	2 1%	6 4%	7 3%	15 3%	3 4%	3 1%
3	9 1%	2 1%	2 1%	4 2%	1 1%	4 1%	5 1%	4 1%	2 1%	2 1%	2 1%	1 *	1 *	3 1%	6 1%	-	3 1%
4	17 2%	9 3%	5 2%	-	3 2%	14 2%	3 1%	7 2%	3 1%	4 2%	2 1%	5 3%	1 1%	5 2%	13 3%	2 3%	1 *
5	32 3%	14 5%	7 2%	7 3%	4 3%	20 3%	12 3%	6 2%	8 3%	7 3%	4 2%	7 4%	4 3%	9 4%	26 5%	-	3 1%
6	16 2%	3 1%	5 2%	4 1%	4 3%	8 1%	7 2%	4 1%	4 1%	4 2%	2 1%	2 1%	4 3%	3 1%	6 1%	2 2%	5 2%
7	20 2%	3 1%	8 3%	9 4%	1 1%	10 2%	9 2%	6 2%	6 2%	6 3%	4 2%	0 *	8 5%	2 1%	16 3%	0 1%	2 1%
8	37 4%	12 4%	11 4%	10 4%	4 3%	23 4%	14 4%	19 5%	11 4%	7 3%	7 4%	9 5%	5 4%	8 4%	19 4%	1 1%	10 3%
9	84 9%	32 11%	21 7%	21 9%	9 7%	53 9%	31 8%	32 8%	22 8%	16 7%	25 13%	19 10%	13 9%	10 5%	57 12%	6 8%	14 5%
10	282 29%	102 34%	93 31%	40 17%	45 33%	195 33%	86 22%	147 37%	70 24%	61 27%	49 26%	50 27%	52 36%	66 29%	114 23%	27 34%	109 37%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QTrumpElect] On a scale of 0 to 10, how likely are you to vote for Donald Trump in the 2024 general election?

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	982	374	222	386	456	70	456	357	337	274	442	483	478	466	461	474	47	246	168	430	678	831	621	699
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MEAN	4.51	7.89	3.89	1.58	7.77	2.51	1.55	7.56	3.77	1.41	7.81	1.50	8.08	1.10	7.89	1.29	3.74	8.51	7.77	4.18	4.34	4.44	5.49	3.61
0	441	53	103	285	65	39	337	60	158	216	57	364	40	376	54	369	18	21	23	219	327	385	223	374
	45%	14%	46%	74%	14%	56%	74%	17%	47%	79%	13%	75%	8%	81%	12%	78%	38%	9%	14%	51%	48%	46%	36%	54%
1	21	5	5	11	5	2	14	1	14	6	4	15	4	15	4	13	4	2	1	5	12	17	9	16
	2%	1%	2%	3%	1%	2%	3%	1%	4%	2%	1%	3%	1%	3%	1%	3%	8%	1%	1%	1%	2%	2%	1%	2%
2	24	5	11	9	9	5	10	8	9	6	10	11	12	9	12	9	3	7	1	4	13	18	16	17
	2%	1%	5%	2%	2%	8%	2%	2%	3%	2%	2%	2%	3%	2%	3%	2%	7%	3%	1%	1%	2%	2%	3%	2%
3	9	-	3	6	1	2	6	-	5	4	1	7	2	4	1	6	2	-	-	6	5	8	4	9
	1%		1%	1%	1%	3%	1%		1%	1%	1%	1%	1%	1%	1%	1%	3%			1%	1%	1%	1%	1%
4	17	4	5	8	4	2	10	3	12	2	8	6	10	7	6	10	0	0	1	4	11	13	13	12
	2%	1%	2%	2%	1%	3%	2%	1%	4%	1%	2%	1%	2%	1%	1%	2%	1%	1%	1%	1%	2%	2%	2%	2%
5	32	4	13	15	8	4	20	10	19	3	11	18	16	12	9	17	5	-	4	14	20	25	14	23
	3%	1%	6%	4%	2%	6%	4%	3%	6%	1%	3%	4%	3%	3%	2%	4%	11%		3%	3%	3%	3%	2%	3%
6	16	5	7	4	9	3	4	5	9	2	8	5	12	3	12	3	1	0	7	5	8	11	11	11
	2%	1%	3%	1%	2%	4%	1%	1%	3%	1%	2%	1%	3%	1%	3%	1%	2%	1%	4%	1%	1%	1%	2%	2%
7	20	10	3	7	11	2	7	6	10	4	11	7	17	3	14	5	2	5	6	8	14	15	11	17
	2%	3%	1%	2%	2%	2%	2%	2%	3%	1%	3%	1%	4%	1%	3%	1%	3%	2%	4%	2%	2%	2%	2%	3%
8	37	17	14	6	24	6	6	19	15	2	29	5	32	4	25	7	4	13	11	10	19	32	21	19
	4%	5%	6%	1%	5%	8%	1%	5%	5%	1%	7%	1%	7%	1%	5%	1%	10%	5%	7%	2%	3%	4%	3%	3%
9	84	55	12	17	65	1	18	49	17	16	58	21	69	15	68	16	0	34	30	36	44	68	62	61
	9%	15%	5%	4%	14%	1%	4%	14%	5%	6%	13%	4%	14%	3%	15%	3%	1%	14%	18%	8%	6%	8%	10%	9%
10	282	217	46	19	255	4	23	195	68	14	245	24	263	18	256	18	8	163	84	119	206	239	237	139
	29%	58%	21%	5%	56%	6%	5%	55%	20%	5%	56%	5%	55%	4%	56%	4%	16%	66%	50%	28%	30%	29%	38%	20%

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[QTrumpElect] On a scale of 0 to 10, how likely are you to vote for Donald Trump in the 2024 general election?

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	982 100	421 100	343 100	265 100	713 100	156 100	109 100	283 100	431 100	267 100	234 100	154 100	184 100	250 100	329 100	434 100
MEAN	4.51	4.96	3.88	4.89	4.39	4.62	5.26	4.46	3.91	5.52	3.61	7.04	4.42	3.10	8.19	1.30
0	441 45%	175 41%	166 48%	98 37%	340 48%	65 42%	33 30%	121 43%	222 52%	98 37%	127 54%	34 22%	80 44%	148 59%	41 12%	338 78%
1	21 2%	7 2%	7 2%	7 3%	13 2%	2 1%	5 5%	6 2%	10 2%	5 2%	5 2%	2 1%	4 2%	4 2%	3 1%	13 3%
2	24 2%	13 3%	11 3%	11 4%	13 2%	6 4%	5 5%	8 3%	11 3%	5 2%	4 2%	1 1%	7 4%	9 4%	2 1%	5 1%
3	9 1%	2 *	4 1%	3 1%	6 1%	2 1%	1 1%	3 1%	5 1%	1 *	5 2%	2 1%	2 1%	2 1%	-	11 3%
4	17 2%	4 1%	9 3%	8 3%	8 1%	6 4%	3 2%	9 3%	4 1%	4 1%	3 1%	2 2%	5 3%	4 2%	1 *	7 2%
5	32 3%	11 3%	16 5%	12 4%	20 3%	3 2%	9 8%	16 6%	11 3%	5 2%	6 3%	2 1%	6 4%	8 3%	5 1%	15 4%
6	16 2%	4 1%	6 2%	6 2%	10 1%	5 3%	1 1%	7 2%	4 1%	5 2%	2 1%	3 2%	2 1%	2 1%	6 2%	4 1%
7	20 2%	10 2%	9 3%	10 4%	10 1%	6 4%	4 3%	7 3%	9 2%	4 1%	4 2%	1 1%	4 2%	5 2%	5 1%	3 1%
8	37 4%	14 3%	16 5%	11 4%	26 4%	8 5%	2 2%	7 3%	17 4%	13 5%	12 5%	6 4%	8 5%	11 4%	13 4%	2 *
9	84 9%	36 9%	30 9%	26 10%	58 8%	12 8%	14 13%	29 10%	33 8%	22 8%	15 6%	23 15%	13 7%	11 4%	53 16%	17 4%
10	282 29%	144 34%	67 20%	75 28%	208 29%	42 27%	32 30%	71 25%	105 24%	106 40%	50 21%	77 50%	51 28%	46 18%	202 61%	19 4%

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 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QBidenReelect] On a scale of 0 to 10, how likely are you to vote for Joe Biden in the 2024 general election?

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	982 100	369 100	456 100	522 100	678 100	108 100	115 100	209 100	226 100	267 100	280 100	435 100	547 100
MEAN	4.73	4.75	4.44	4.95	4.30	6.39	5.44	4.56	4.68	4.72	4.92	4.62	4.82
0	402 41%	147 40%	206 45%	197 38%	320 47%	14 13%	36 31%	73 35%	91 40%	115 43%	124 44%	164 38%	239 44%
1	24 2%	10 3%	9 2%	15 3%	16 2%	7 6%	2 2%	9 4%	5 2%	6 2%	4 1%	14 3%	10 2%
2	18 2%	4 1%	8 2%	10 2%	12 2%	3 3%	3 2%	8 4%	6 3%	3 1%	1 *	14 3%	4 1%
3	15 1%	8 2%	5 1%	10 2%	9 1%	1 1%	2 2%	6 3%	5 2%	1 *	3 1%	11 3%	4 1%
4	19 2%	7 2%	11 2%	8 2%	8 1%	7 7%	4 4%	6 3%	6 3%	4 1%	3 1%	12 3%	7 1%
5	27 3%	11 3%	9 2%	17 3%	17 2%	6 6%	2 2%	8 4%	3 1%	9 3%	6 2%	11 3%	15 3%
6	30 3%	15 4%	14 3%	16 3%	14 2%	10 10%	4 3%	13 6%	4 2%	10 4%	3 1%	17 4%	13 2%
7	40 4%	19 5%	10 2%	30 6%	23 3%	5 5%	8 7%	17 8%	9 4%	9 4%	5 2%	25 6%	15 3%
8	51 5%	16 4%	26 6%	25 5%	26 4%	5 5%	10 9%	7 3%	26 11%	7 3%	12 4%	32 7%	19 3%
9	92 9%	35 10%	49 11%	44 8%	49 7%	20 18%	18 15%	27 13%	20 9%	24 9%	21 7%	47 11%	45 8%
10	264 27%	95 26%	110 24%	149 29%	183 27%	30 28%	26 23%	35 17%	52 23%	79 30%	98 35%	87 20%	177 32%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QBidenReelect] On a scale of 0 to 10, how likely are you to vote for Joe Biden in the 2024 general election?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982 100	296 100	303 100	243 100	139 100	599 100	382 100	391 100	286 100	224 100	192 100	187 100	145 100	228 100	486 100	80 100	291 100
MEAN	4.73	4.04	4.89	5.51	4.52	4.47	5.15	3.90	4.87	4.71	5.12	5.40	3.33	4.89	4.89	4.46	4.47
0	402 41%	140 47%	122 40%	79 33%	60 43%	262 44%	139 36%	205 52%	114 40%	92 41%	76 39%	64 35%	76 53%	88 39%	178 37%	38 47%	140 48%
1	24 2%	7 2%	9 3%	4 2%	3 2%	17 3%	8 2%	10 2%	6 2%	9 4%	1 *	5 3%	5 4%	4 2%	15 3%	1 2%	5 2%
2	18 2%	9 3%	2 1%	4 1%	4 3%	11 2%	8 2%	5 1%	7 2%	5 2%	3 2%	3 1%	3 2%	5 2%	13 3%	-	1 *
3	15 1%	1 *	3 1%	7 3%	4 3%	4 1%	10 3%	2 1%	7 2%	2 1%	-	2 1%	7 5%	4 2%	11 2%	0 *	2 1%
4	19 2%	7 2%	5 2%	6 2%	1 1%	12 2%	7 2%	4 1%	4 1%	2 1%	4 2%	4 2%	4 3%	4 2%	10 2%	2 2%	3 1%
5	27 3%	11 4%	7 2%	5 2%	4 3%	18 3%	9 2%	11 3%	6 2%	5 2%	4 2%	5 3%	3 2%	10 4%	13 3%	1 2%	7 2%
6	30 3%	8 3%	9 3%	10 4%	2 2%	18 3%	12 3%	8 2%	7 2%	5 2%	8 4%	7 4%	3 2%	7 3%	20 4%	3 4%	7 2%
7	40 4%	15 5%	10 3%	9 4%	6 4%	24 4%	16 4%	13 3%	11 4%	10 4%	7 4%	9 5%	5 4%	9 4%	25 5%	1 2%	8 3%
8	51 5%	13 4%	14 4%	19 8%	5 4%	27 4%	24 6%	9 2%	17 6%	11 5%	16 9%	3 2%	3 2%	16 7%	28 6%	3 4%	9 3%
9	92 9%	25 8%	41 14%	17 7%	9 6%	66 11%	26 7%	29 7%	20 7%	24 11%	17 9%	26 14%	11 8%	14 6%	58 12%	12 15%	18 6%
10	264 27%	60 20%	80 26%	83 34%	40 29%	140 23%	123 32%	97 25%	87 30%	60 27%	55 29%	59 32%	24 16%	66 29%	116 24%	18 22%	91 31%

Echelon Insights  
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 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QBidenReelect] On a scale of 0 to 10, how likely are you to vote for Joe Biden in the 2024 general election?

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	982 100	374 100	222 100	386 100	456 100	70 100	456 100	357 100	337 100	274 100	442 100	483 100	478 100	466 100	461 100	474 100	47 100	246 100	168 100	430 100	678 100	831 100	621 100	699 100
MEAN	4.73	1.46	4.52	8.03	1.53	4.50	7.97	1.94	5.18	7.93	1.49	7.85	1.43	8.15	1.50	8.00	3.47	0.99	1.72	5.28	4.93	4.87	3.83	5.64
0	402 41%	300 80%	82 37%	20 5%	354 78%	24 35%	24 5%	264 74%	103 31%	26 10%	341 77%	37 8%	369 77%	20 4%	357 77%	27 6%	19 41%	211 86%	127 75%	169 39%	282 42%	335 40%	323 52%	219 31%
1	24 2%	6 2%	8 4%	10 3%	12 3%	1 1%	12 3%	4 1%	16 5%	4 2%	11 3%	10 2%	12 3%	11 2%	12 3%	10 2%	2 5%	4 2%	7 4%	6 2%	14 2%	21 2%	11 2%	15 2%
2	18 2%	6 2%	9 4%	4 1%	10 2%	3 5%	5 1%	10 3%	6 2%	3 1%	12 3%	3 1%	12 3%	5 1%	10 2%	5 1%	2 5%	6 3%	3 2%	2 *	2 *	12 1%	11 2%	13 2%
3	15 1%	5 1%	5 2%	4 1%	6 1%	1 2%	7 2%	4 1%	7 2%	3 1%	6 1%	6 1%	6 1%	7 2%	5 1%	8 2%	1 2%	1 *	2 1%	5 1%	7 1%	11 1%	9 2%	10 1%
4	19 2%	3 1%	6 3%	10 3%	5 1%	3 4%	11 2%	4 1%	12 3%	3 1%	5 1%	12 2%	9 2%	8 2%	6 1%	9 2%	3 6%	1 *	1 1%	9 2%	10 1%	17 2%	10 2%	16 2%
5	27 3%	1 *	14 6%	12 3%	3 1%	9 13%	15 3%	3 1%	17 5%	6 2%	6 1%	18 4%	3 1%	19 4%	6 1%	14 3%	7 14%	- 1%	1 1%	9 2%	15 2%	20 2%	9 1%	19 3%
6	30 3%	0 *	9 4%	21 5%	1 *	1 2%	27 6%	1 *	14 4%	13 5%	4 1%	24 5%	6 1%	22 5%	4 1%	26 5%	- -	- 0%	0 *	4 1%	19 3%	23 3%	13 2%	25 4%
7	40 4%	3 1%	9 4%	28 7%	3 1%	2 3%	35 8%	7 2%	14 4%	18 7%	6 1%	32 7%	8 2%	29 6%	4 1%	35 7%	2 4%	- 1%	2 1%	13 3%	28 4%	33 4%	24 4%	34 5%
8	51 5%	8 2%	16 7%	27 7%	11 2%	5 8%	35 8%	8 2%	29 9%	14 5%	5 1%	44 9%	10 2%	40 9%	11 2%	38 8%	2 4%	3 1%	5 3%	21 5%	34 5%	41 5%	34 5%	44 6%
9	92 9%	7 2%	22 10%	62 16%	10 2%	9 12%	74 16%	13 4%	40 12%	39 14%	9 2%	78 16%	13 3%	73 16%	12 3%	74 16%	6 13%	4 2%	4 2%	38 9%	58 9%	79 10%	51 8%	74 11%
10	264 27%	35 9%	42 19%	187 48%	41 9%	10 14%	212 47%	39 11%	79 23%	144 53%	37 8%	220 45%	28 6%	232 50%	34 7%	227 48%	3 6%	16 6%	18 10%	155 36%	207 31%	239 29%	126 20%	231 33%

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 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QBidenReelect] On a scale of 0 to 10, how likely are you to vote for Joe Biden in the 2024 general election?

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	982 100	421 100	343 100	265 100	713 100	156 100	109 100	283 100	431 100	267 100	234 100	154 100	184 100	250 100	329 100	434 100
MEAN	4.73	4.40	5.47	4.28	4.88	4.67	3.73	5.17	5.23	3.46	5.62	2.32	4.81	6.13	1.24	8.12
0	402 41%	189 45%	103 30%	111 42%	292 41%	57 37%	54 49%	94 33%	158 37%	151 56%	75 32%	110 72%	69 38%	68 27%	266 81%	28 6%
1	24 2%	7 2%	12 4%	10 4%	14 2%	7 5%	3 3%	8 3%	11 2%	6 2%	6 3%	1 1%	5 3%	5 2%	14 4%	8 2%
2	18 2%	10 2%	7 2%	7 2%	12 2%	4 3%	3 2%	7 2%	7 2%	5 2%	4 2%	2 2%	3 2%	7 3%	4 1%	1 *
3	15 1%	9 2%	5 1%	5 2%	9 1%	3 2%	2 2%	5 2%	6 1%	4 2%	4 2%	-	4 2%	4 1%	2 *	8 2%
4	19 2%	7 2%	10 3%	5 2%	14 2%	2 2%	3 2%	6 2%	8 2%	5 2%	2 1%	1 1%	3 2%	3 1%	4 1%	11 3%
5	27 3%	10 2%	11 3%	10 4%	16 2%	6 4%	5 4%	13 5%	9 2%	4 1%	6 2%	3 2%	5 3%	5 2%	1 *	8 2%
6	30 3%	13 3%	12 4%	5 2%	24 3%	3 2%	2 2%	13 5%	14 3%	3 1%	7 3%	-	10 5%	10 4%	1 *	20 4%
7	40 4%	10 2%	27 8%	13 5%	27 4%	13 8%	0 *	15 5%	18 4%	7 3%	13 6%	4 2%	9 5%	10 4%	5 1%	23 5%
8	51 5%	25 6%	17 5%	27 10%	24 3%	14 9%	13 12%	21 7%	21 5%	9 3%	13 6%	4 3%	15 8%	14 6%	5 2%	43 10%
9	92 9%	32 8%	43 12%	31 12%	61 9%	17 11%	14 13%	28 10%	40 9%	24 9%	19 8%	7 4%	21 12%	22 9%	11 3%	60 14%
10	264 27%	108 26%	96 28%	41 15%	220 31%	29 19%	12 11%	74 26%	139 32%	51 19%	85 36%	21 14%	39 21%	103 41%	18 6%	224 52%

Echelon Insights  
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[QTrumpBiden] If the 2024 presidential election were being held today, would you vote for

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	982	369	456	522	678	108	115	209	226	267	280	435	547
	100	100	100	100	100	100	100	100	100	100	100	100	100
DONALD TRUMP, THE REPUBLICAN CANDIDATE, DEFINITELY/PROBABLY/LEAN	468	175	250	216	362	23	49	106	111	124	126	217	250
	48%	48%	55%	41%	53%	21%	43%	51%	49%	47%	45%	50%	46%
JOE BIDEN, THE DEMOCRATIC CANDIDATE, DEFINITELY/ PROBABLY/LEAN	481	181	196	282	294	79	64	95	110	132	144	204	277
	49%	49%	43%	54%	43%	73%	56%	45%	48%	50%	51%	47%	51%
Donald Trump, the Republican candidate, definitely	375	142	200	173	298	14	34	74	84	109	109	158	218
	38%	39%	44%	33%	44%	13%	29%	35%	37%	41%	39%	36%	40%
Donald Trump, the Republican candidate, probably	89	31	47	41	62	9	15	32	26	14	17	58	31
	9%	8%	10%	8%	9%	8%	13%	15%	12%	5%	6%	13%	6%
Donald Trump, the Republican candidate, lean	4	2	2	2	2	-	1	1	2	2	-	2	2
	*%	*%	*%	*%	*%		*%	*%	1%	1%		1%	*%
Joe Biden, the Democratic candidate, lean	15	6	4	11	9	4	2	4	2	2	6	6	8
	2%	2%	1%	2%	1%	3%	2%	2%	1%	1%	2%	1%	2%
Joe Biden, the Democratic candidate, probably	101	43	39	63	48	24	16	33	27	25	17	60	41
	10%	12%	8%	12%	7%	22%	14%	16%	12%	9%	6%	14%	8%
Joe Biden, the Democratic candidate, definitely	364	132	154	209	237	52	46	57	81	106	121	138	227
	37%	36%	34%	40%	35%	48%	40%	27%	36%	40%	43%	32%	41%
Unsure	34	13	10	23	23	6	2	8	5	10	10	13	20
	3%	4%	2%	4%	3%	5%	2%	4%	2%	4%	4%	3%	4%

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[QTrumpBiden] If the 2024 presidential election were being held today, would you vote for

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982 100	296 100	303 100	243 100	139 100	599 100	382 100	391 100	286 100	224 100	192 100	187 100	145 100	228 100	486 100	80 100	291 100
DONALD TRUMP, THE REPUBLICAN CANDIDATE, DEFINITELY/PROBABLY/LEAN	468 48%	160 54%	140 46%	93 38%	74 53%	300 50%	167 44%	228 58%	133 47%	98 44%	86 45%	88 47%	88 60%	103 45%	234 48%	37 46%	141 48%
JOE BIDEN, THE DEMOCRATIC CANDIDATE, DEFINITELY/ PROBABLY/LEAN	481 49%	127 43%	151 50%	143 59%	60 43%	277 46%	203 53%	149 38%	144 50%	115 51%	101 53%	92 49%	55 38%	117 51%	236 49%	41 51%	141 48%
Donald Trump, the Republican candidate, definitely	375 38%	133 45%	106 35%	74 30%	61 44%	239 40%	135 35%	186 48%	111 39%	84 37%	72 38%	68 36%	62 43%	85 37%	176 36%	32 40%	119 41%
Donald Trump, the Republican candidate, probably	89 9%	26 9%	32 11%	19 8%	11 8%	58 10%	30 8%	40 10%	22 8%	14 6%	13 7%	19 10%	25 17%	17 8%	54 11%	5 6%	22 8%
Donald Trump, the Republican candidate, lean	4 *%	1 *%	1 *%	- -	1 1%	2 *%	1 *%	1 *%	1 *%	1 *%	1 1%	1 *%	- -	1 1%	4 1%	0 *%	- -
Joe Biden, the Democratic candidate, lean	15 2%	9 3%	1 *%	3 1%	2 2%	10 2%	5 1%	5 1%	4 2%	8 3%	2 1%	2 1%	0 *%	3 2%	4 1%	2 2%	6 2%
Joe Biden, the Democratic candidate, probably	101 10%	30 10%	30 10%	36 15%	6 4%	60 10%	42 11%	23 6%	24 8%	17 7%	24 12%	21 11%	15 10%	25 11%	64 13%	6 8%	15 5%
Joe Biden, the Democratic candidate, definitely	364 37%	88 30%	120 39%	105 43%	52 37%	208 35%	157 41%	121 31%	116 40%	91 40%	76 39%	69 37%	40 28%	88 39%	168 35%	33 41%	120 41%
Unsure	34 3%	9 3%	13 4%	6 3%	5 4%	22 4%	12 3%	14 4%	8 3%	11 5%	5 2%	7 4%	2 1%	8 4%	16 3%	3 3%	10 3%

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[QTrumpBiden] If the 2024 presidential election were being held today, would you vote for

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	982 100	374 100	222 100	386 100	456 100	70 100	456 100	357 100	337 100	274 100	442 100	483 100	478 100	466 100	461 100	474 100	47 100	246 100	168 100	430 100	678 100	831 100	621 100	699 100
DONALD TRUMP, THE REPUBLICAN CANDIDATE, DEFINITELY/PROBABLY/LEAN	468 48%	347 93%	98 44%	23 6%	418 92%	21 29%	29 6%	308 86%	125 37%	23 8%	412 93%	30 6%	462 97%	6 1%	436 95%	17 4%	14 31%	246 100%	152 90%	175 41%	308 45%	385 46%	377 61%	255 37%
JOE BIDEN, THE DEMOCRATIC CANDIDATE, DEFINITELY/PROBABLY/LEAN	481 49%	22 6%	105 47%	353 92%	32 7%	32 46%	417 91%	45 13%	192 57%	241 88%	24 5%	436 90%	12 3%	448 96%	20 4%	446 94%	15 31%	- 9%	15 9%	236 55%	348 51%	418 50%	226 36%	415 59%
Donald Trump, the Republican candidate, definitely	375 38%	305 82%	59 27%	10 3%	354 78%	9 13%	12 3%	269 75%	85 25%	13 5%	347 79%	11 2%	374 78%	1 *%	358 78%	7 1%	10 22%	217 88%	127 76%	141 33%	257 38%	312 38%	314 51%	193 28%
Donald Trump, the Republican candidate, probably	89 9%	41 11%	35 16%	12 3%	63 14%	10 14%	16 4%	39 11%	37 11%	10 4%	63 14%	18 4%	85 18%	3 1%	76 17%	10 2%	3 6%	29 12%	24 14%	34 8%	49 7%	71 9%	61 10%	61 9%
Donald Trump, the Republican candidate, lean	4 *%	- 1%	3 1%	1 *%	1 *%	2 2%	1 *%	- 1%	4 1%	0 *%	1 *%	1 *%	2 *%	2 *%	2 *%	1 *%	1 3%	- 1%	1 1%	- *%	2 *%	1 *%	3 *%	2 *%
Joe Biden, the Democratic candidate, lean	15 2%	2 *%	7 3%	6 2%	3 1%	3 4%	9 2%	3 1%	9 3%	4 1%	2 *%	10 2%	1 *%	11 2%	4 1%	6 1%	6 12%	- 1%	2 1%	3 1%	9 1%	13 2%	6 1%	10 1%
Joe Biden, the Democratic candidate, probably	101 10%	4 1%	33 15%	64 17%	9 2%	15 21%	78 17%	12 3%	54 16%	34 12%	10 2%	84 17%	7 1%	88 19%	10 2%	87 18%	4 8%	- 2%	4 2%	34 8%	56 8%	80 10%	52 8%	79 11%
Joe Biden, the Democratic candidate, definitely	364 37%	17 4%	65 29%	283 73%	21 5%	14 21%	329 72%	31 9%	129 38%	204 74%	12 3%	342 71%	5 1%	349 75%	6 1%	353 75%	5 12%	- 5%	9 5%	199 46%	282 42%	324 39%	168 27%	326 47%
Unsure	34 3%	5 1%	19 9%	9 2%	6 1%	17 25%	10 2%	3 1%	20 6%	10 4%	6 1%	18 4%	4 1%	12 3%	5 1%	11 2%	18 38%	- 1%	1 1%	18 4%	23 3%	28 3%	17 3%	28 4%

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[QTrumpBiden] If the 2024 presidential election were being held today, would you vote for

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	982 100	421 100	343 100	265 100	713 100	156 100	109 100	283 100	431 100	267 100	234 100	154 100	184 100	250 100	329 100	434 100
DONALD TRUMP, THE REPUBLICAN CANDIDATE, DEFINITELY/PROBABLY/LEAN	468 48%	222 53%	132 39%	139 52%	329 46%	71 45%	69 63%	118 42%	186 43%	163 61%	84 36%	121 78%	86 47%	91 36%	304 92%	19 4%
JOE BIDEN, THE DEMOCRATIC CANDIDATE, DEFINITELY/PROBABLY/LEAN	481 49%	188 45%	198 58%	124 47%	354 50%	84 54%	39 36%	154 54%	234 54%	93 35%	143 61%	28 18%	91 49%	148 59%	21 6%	404 93%
Donald Trump, the Republican candidate, definitely	375 38%	177 42%	101 30%	102 38%	273 38%	51 33%	51 47%	84 30%	148 34%	143 54%	62 27%	107 70%	67 36%	61 24%	258 78%	6 1%
Donald Trump, the Republican candidate, probably	89 9%	43 10%	30 9%	35 13%	54 8%	18 12%	17 15%	33 12%	36 8%	19 7%	20 9%	13 8%	18 10%	29 11%	45 14%	13 3%
Donald Trump, the Republican candidate, lean	4 *%	2 1%	1 *%	2 1%	2 *%	2 1%	1 1%	1 *%	2 1%	1 *%	1 *%	0 *%	2 1%	2 1%	0 *%	0 *%
Joe Biden, the Democratic candidate, lean	15 2%	3 1%	5 2%	3 1%	12 2%	2 2%	1 1%	3 1%	8 2%	3 1%	5 2%	2 1%	2 1%	5 2%	2 1%	7 2%
Joe Biden, the Democratic candidate, probably	101 10%	38 9%	55 16%	39 15%	61 9%	26 16%	13 12%	38 13%	41 9%	23 9%	26 11%	4 3%	26 14%	18 7%	5 1%	71 16%
Joe Biden, the Democratic candidate, definitely	364 37%	147 35%	138 40%	82 31%	281 39%	56 36%	25 23%	113 40%	185 43%	66 25%	112 48%	22 14%	62 34%	126 50%	15 4%	326 75%
Unsure	34 3%	11 3%	12 4%	3 1%	31 4%	1 1%	2 2%	11 4%	11 3%	11 4%	8 3%	5 3%	6 3%	11 4%	4 1%	11 3%

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[QTrumpBidenFull] If the 2024 presidential election were being held today, would you vote for

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	982	369	456	522	678	108	115	209	226	267	280	435	547
	100	100	100	100	100	100	100	100	100	100	100	100	100
Donald Trump, the Republican candidate	423	164	228	193	334	17	42	92	100	114	119	191	232
	43%	44%	50%	37%	49%	16%	37%	44%	44%	43%	42%	44%	42%
Joe Biden, the Democratic candidate	413	157	174	237	256	73	49	70	96	117	130	167	247
	42%	43%	38%	45%	38%	67%	42%	34%	43%	44%	46%	38%	45%
Robert F. Kennedy, Jr., Independent candidate	98	30	38	59	61	8	18	33	23	22	20	56	42
	10%	8%	8%	11%	9%	7%	15%	16%	10%	8%	7%	13%	8%
Jill Stein, Green Party candidate	4	1	2	2	3	0	1	2	1	1	-	3	1
	*%	*%	*%	*%	*%	*%	1%	1%	*%	*%		1%	*%
Cornel West, Independent candidate	13	4	6	7	3	4	3	6	2	3	2	8	5
	1%	1%	1%	1%	*%	4%	2%	3%	1%	1%	1%	2%	1%
Chase Oliver, the Libertarian candidate	3	2	1	2	3	0	-	0	0	0	2	1	3
	*%	1%	*%	*%	*%	*%		*%	*%	*%	1%	*%	*%
Unsure	28	11	7	21	19	6	3	5	5	10	8	10	18
	3%	3%	2%	4%	3%	5%	3%	3%	2%	4%	3%	2%	3%

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[QTrumpBidenFull] If the 2024 presidential election were being held today, would you vote for

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982 100	296 100	303 100	243 100	139 100	599 100	382 100	391 100	286 100	224 100	192 100	187 100	145 100	228 100	486 100	80 100	291 100
Donald Trump, the Republican candidate	423 43%	152 52%	121 40%	80 33%	68 49%	274 46%	148 39%	212 54%	121 42%	90 40%	79 41%	78 42%	80 55%	92 40%	205 42%	34 43%	133 46%
Joe Biden, the Democratic candidate	413 42%	99 34%	137 45%	120 49%	57 41%	236 39%	177 46%	128 33%	127 45%	100 45%	90 47%	81 43%	47 32%	96 42%	201 41%	38 47%	127 44%
Robert F. Kennedy, Jr., Independent candidate	98 10%	30 10%	28 9%	31 13%	9 6%	58 10%	40 10%	33 8%	28 10%	17 8%	17 9%	20 11%	14 9%	29 13%	58 12%	3 3%	20 7%
Jill Stein, Green Party candidate	4 *	1 *	2 1%	1 *	-	3 *	1 *	3 1%	-	3 1%	1 *	-	0 *	-	2 *	1 2%	-
Cornel West, Independent candidate	13 1%	4 1%	3 1%	6 2%	-	7 1%	6 2%	3 1%	1 *	3 1%	5 2%	3 1%	1 1%	2 1%	8 2%	2 3%	2 1%
Chase Oliver, the Libertarian candidate	3 *	-	1 *	0 *	1 1%	1 *	2 *	1 *	2 1%	1 *	1 *	-	0 *	1 1%	0 *	0 *	2 1%
Unsure	28 3%	10 3%	11 4%	4 2%	4 3%	20 3%	8 2%	12 3%	7 3%	10 5%	1 1%	5 3%	2 1%	9 4%	12 2%	2 3%	7 2%

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[QTrumpBidenFull] If the 2024 presidential election were being held today, would you vote for

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	982 100	374 100	222 100	386 100	456 100	70 100	456 100	357 100	337 100	274 100	442 100	483 100	478 100	466 100	461 100	474 100	47 100	246 100	168 100	430 100	678 100	831 100	621 100	699 100
Donald Trump, the Republican candidate	423 43%	333 89%	75 34%	16 4%	392 86%	13 19%	18 4%	295 83%	105 31%	13 5%	381 86%	24 5%	420 88%	3 1%	405 88%	12 3%	6 13%	240 98%	141 84%	165 38%	283 42%	352 42%	348 56%	230 33%
Joe Biden, the Democratic candidate	413 42%	18 5%	80 36%	315 82%	23 5%	21 29%	370 81%	37 11%	157 47%	217 79%	14 3%	388 80%	9 2%	392 84%	11 2%	394 83%	8 18%	- 0%	10 6%	215 50%	306 45%	364 44%	192 31%	363 52%
Robert F. Kennedy, Jr, Independent candidate	98 10%	19 5%	39 18%	40 10%	31 7%	20 28%	47 10%	18 5%	49 14%	30 11%	37 8%	45 9%	38 8%	51 11%	37 8%	48 10%	12 26%	6 2%	14 8%	31 7%	62 9%	77 9%	54 9%	66 9%
Jill Stein, Green Party candidate	4 *%	- 0%	3 1%	0 *%	- 0%	2 2%	2 *%	- 0%	2 1%	2 1%	- 0%	2 *%	1 *%	1 *%	1 *%	1 *%	2 4%	- 0%	- 0%	1 *%	2 *%	3 *%	1 *%	3 *%
Cornel West, Independent candidate	13 1%	1 *%	6 3%	6 1%	1 *%	3 5%	8 2%	1 *%	5 1%	7 3%	2 *%	8 2%	2 *%	8 2%	2 *%	9 2%	2 4%	- 0%	0 *%	7 2%	8 1%	11 1%	5 1%	11 2%
Chase Oliver, the Libertarian candidate	3 *%	- 0%	3 1%	- 0%	- 0%	3 4%	0 *%	0 *%	3 1%	- 0%	1 *%	2 *%	1 *%	0 *%	- 0%	1 *%	2 5%	- 0%	- 0%	3 1%	2 *%	3 *%	3 *%	2 *%
Unsure	28 3%	3 1%	15 7%	10 3%	9 2%	9 12%	10 2%	4 1%	17 5%	6 2%	6 1%	16 3%	7 2%	10 2%	5 1%	8 2%	15 31%	- 0%	3 2%	8 2%	15 2%	22 3%	17 3%	24 3%

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[QTrumpBidenFull] If the 2024 presidential election were being held today, would you vote for

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	982 100	421 100	343 100	265 100	713 100	156 100	109 100	283 100	431 100	267 100	234 100	154 100	184 100	250 100	329 100	434 100
Donald Trump, the Republican candidate	423 43%	199 47%	117 34%	125 47%	298 42%	61 39%	64 59%	101 36%	167 39%	154 58%	71 30%	119 77%	73 40%	78 31%	284 86%	14 3%
Joe Biden, the Democratic candidate	413 42%	165 39%	165 48%	103 39%	308 43%	71 46%	32 29%	126 45%	211 49%	76 28%	131 56%	23 15%	76 41%	130 52%	15 5%	371 85%
Robert F. Kennedy, Jr., Independent candidate	98 10%	42 10%	41 12%	29 11%	68 10%	19 12%	9 9%	40 14%	32 7%	26 10%	18 8%	8 5%	26 14%	29 12%	25 8%	27 6%
Jill Stein, Green Party candidate	4 *	- *	3 1%	1 1%	2 *	1 1%	- *	1 *	1 *	2 1%	1 *	1 *	2 1%	1 *	- *	2 *
Cornel West, Independent candidate	13 1%	2 1%	9 3%	4 1%	9 1%	3 2%	1 1%	6 2%	5 1%	3 1%	3 1%	1 1%	3 2%	3 1%	2 1%	9 2%
Chase Oliver, the Libertarian candidate	3 *	0 *	1 *	0 *	3 *	- *	0 *	- *	2 *	1 *	1 1%	- *	- *	3 1%	- *	- *
Unsure	28 3%	12 3%	7 2%	3 1%	25 3%	1 1%	2 2%	9 3%	14 3%	5 2%	8 3%	3 2%	4 2%	6 3%	2 1%	11 2%

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[Q2024Expect] Who do you expect to win the 2024 Presidential election?

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	982	369	456	522	678	108	115	209	226	267	280	435	547
	100	100	100	100	100	100	100	100	100	100	100	100	100
Donald Trump	511	194	271	237	386	28	59	123	111	137	140	234	276
	52%	53%	59%	46%	57%	26%	51%	59%	49%	51%	50%	54%	51%
Joe Biden	294	123	124	168	170	58	42	62	71	75	86	133	161
	30%	33%	27%	32%	25%	53%	36%	30%	31%	28%	31%	31%	30%
Unsure	177	52	61	116	122	23	14	24	44	55	54	68	109
	18%	14%	13%	22%	18%	21%	12%	11%	20%	21%	19%	16%	20%

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 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[Q2024Expect] Who do you expect to win the 2024 Presidential election?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982 100	296 100	303 100	243 100	139 100	599 100	382 100	391 100	286 100	224 100	192 100	187 100	145 100	228 100	486 100	80 100	291 100
Donald Trump	511 52%	166 56%	156 51%	108 44%	80 58%	322 54%	188 49%	240 61%	145 51%	107 48%	98 51%	96 52%	90 62%	114 50%	257 53%	39 49%	153 52%
Joe Biden	294 30%	84 29%	92 30%	83 34%	35 25%	176 29%	118 31%	89 23%	81 28%	74 33%	72 38%	61 33%	29 20%	58 25%	139 29%	34 42%	88 30%
Unsure	177 18%	46 15%	56 18%	52 21%	24 17%	101 17%	76 20%	62 16%	60 21%	44 20%	22 11%	29 16%	26 18%	56 25%	90 19%	7 9%	50 17%

Echelon Insights  
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 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[Q2024Expect] Who do you expect to win the 2024 Presidential election?

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	982 100	374 100	222 100	386 100	456 100	70 100	456 100	357 100	337 100	274 100	442 100	483 100	478 100	466 100	461 100	474 100	47 100	246 100	168 100	430 100	678 100	831 100	621 100	699 100
Donald Trump	511 52%	333 89%	119 53%	59 15%	402 88%	27 38%	82 18%	290 81%	158 47%	53 19%	392 89%	90 19%	438 92%	62 13%	418 91%	75 16%	18 38%	239 97%	145 86%	190 44%	340 50%	422 51%	374 60%	291 42%
Joe Biden	294 30%	11 3%	51 23%	232 60%	16 4%	17 24%	262 57%	30 8%	109 32%	156 57%	15 3%	270 56%	3 1%	284 61%	11 2%	277 58%	7 15%	- 5%	8 5%	144 34%	201 30%	252 30%	143 23%	267 38%
Unsure	177 18%	30 8%	52 23%	95 25%	38 8%	26 38%	113 25%	37 10%	71 21%	65 24%	35 8%	124 26%	37 8%	120 26%	33 7%	122 26%	22 47%	7 3%	16 9%	96 22%	138 20%	157 19%	103 17%	141 20%

Echelon Insights  
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 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[Q2024Expect] Who do you expect to win the 2024 Presidential election?

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	982 100	421 100	343 100	265 100	713 100	156 100	109 100	283 100	431 100	267 100	234 100	154 100	184 100	250 100	329 100	434 100
Donald Trump	511 52%	234 56%	151 44%	146 55%	364 51%	73 47%	73 67%	134 47%	206 48%	170 64%	93 40%	118 77%	96 52%	107 43%	284 86%	63 15%
Joe Biden	294 30%	106 25%	132 39%	78 29%	214 30%	54 34%	24 22%	93 33%	137 32%	64 24%	84 36%	20 13%	54 30%	88 35%	12 4%	251 58%
Unsure	177 18%	81 19%	59 17%	41 15%	135 19%	29 18%	12 11%	56 20%	87 20%	34 13%	58 25%	16 10%	33 18%	55 22%	32 10%	120 28%

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[QPuck2024ExpectNominee] Regardless of who you plan to vote for, who do you expect to be the Democratic candidate for President on Election Day?

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	982	369	456	522	678	108	115	209	226	267	280	435	547
	100	100	100	100	100	100	100	100	100	100	100	100	100
Joe Biden	431	166	196	234	276	64	50	97	118	106	111	215	216
	44%	45%	43%	45%	41%	59%	44%	46%	52%	40%	40%	49%	40%
Kamala Harris	194	82	83	108	132	24	26	50	43	52	50	92	102
	20%	22%	18%	21%	19%	22%	22%	24%	19%	19%	18%	21%	19%
Someone else	201	74	110	91	151	11	22	45	32	64	61	76	125
	20%	20%	24%	17%	22%	10%	19%	21%	14%	24%	22%	18%	23%
Unsure	156	47	67	88	119	10	17	18	34	45	59	52	104
	16%	13%	15%	17%	18%	9%	14%	8%	15%	17%	21%	12%	19%

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 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QPuck2024ExpectNominee] Regardless of who you plan to vote for, who do you expect to be the Democratic candidate for President on Election Day?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982 100	296 100	303 100	243 100	139 100	599 100	382 100	391 100	286 100	224 100	192 100	187 100	145 100	228 100	486 100	80 100	291 100
Joe Biden	431 44%	114 39%	128 42%	118 49%	71 51%	242 40%	189 49%	147 38%	129 45%	100 45%	98 51%	72 38%	60 42%	99 43%	224 46%	42 52%	110 38%
Kamala Harris	194 20%	54 18%	56 18%	50 21%	34 25%	109 18%	85 22%	61 16%	71 25%	38 17%	38 20%	41 22%	28 19%	48 21%	104 21%	12 15%	54 19%
Someone else	201 20%	67 23%	69 23%	49 20%	15 11%	136 23%	64 17%	101 26%	50 17%	46 21%	31 16%	48 26%	31 21%	44 19%	87 18%	17 21%	67 23%
Unsure	156 16%	60 20%	51 17%	25 10%	19 14%	111 19%	44 12%	83 21%	36 13%	40 18%	26 13%	25 14%	25 18%	38 17%	72 15%	10 12%	61 21%

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 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QPuck2024ExpectNominee] Regardless of who you plan to vote for, who do you expect to be the Democratic candidate for President on Election Day?

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+ Lean	Pure Ind	DEM+ Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	982 100	374 100	222 100	386 100	456 100	70 100	456 100	357 100	337 100	274 100	442 100	483 100	478 100	466 100	461 100	474 100	47 100	246 100	168 100	430 100	678 100	831 100	621 100	699 100
Joe Biden	431 44%	114 30%	89 40%	228 59%	138 30%	24 34%	269 59%	126 35%	155 46%	147 54%	133 30%	281 58%	145 30%	272 58%	143 31%	277 58%	11 24%	63 26%	57 34%	196 46%	302 45%	367 44%	263 42%	328 47%
Kamala Harris	194 20%	69 18%	40 18%	85 22%	84 19%	14 21%	95 21%	63 18%	67 20%	61 22%	84 19%	98 20%	86 18%	106 23%	84 18%	101 21%	10 22%	43 17%	28 16%	86 20%	124 18%	161 19%	109 18%	143 21%
Someone else	201 20%	120 32%	53 24%	28 7%	145 32%	18 25%	39 8%	110 31%	60 18%	27 10%	141 32%	42 9%	157 33%	35 8%	147 32%	42 9%	13 27%	86 35%	53 31%	78 18%	140 21%	167 20%	146 23%	132 19%
Unsure	156 16%	72 19%	40 18%	44 11%	89 19%	14 20%	53 12%	58 16%	54 16%	39 14%	83 19%	63 13%	89 19%	53 11%	88 19%	55 12%	13 27%	55 22%	31 18%	69 16%	112 16%	136 16%	103 17%	96 14%

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[QPuck2024ExpectNominee] Regardless of who you plan to vote for, who do you expect to be the Democratic candidate for President on Election Day?

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	982 100	421 100	343 100	265 100	713 100	156 100	109 100	283 100	431 100	267 100	234 100	154 100	184 100	250 100	329 100	434 100
Joe Biden	431 44%	171 41%	172 50%	117 44%	311 44%	74 48%	43 40%	133 47%	202 47%	95 36%	115 49%	54 35%	83 45%	122 49%	95 29%	247 57%
Kamala Harris	194 20%	86 20%	69 20%	62 24%	132 18%	40 26%	22 20%	60 21%	86 20%	49 18%	54 23%	29 19%	41 22%	45 18%	60 18%	93 21%
Someone else	201 20%	86 20%	54 16%	51 19%	149 21%	22 14%	28 26%	52 18%	77 18%	72 27%	29 12%	43 28%	33 18%	46 18%	100 30%	27 6%
Unsure	156 16%	78 19%	48 14%	35 13%	121 17%	19 12%	15 14%	38 14%	66 15%	51 19%	37 16%	28 18%	27 14%	37 15%	74 22%	67 15%

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[QTrumpHarris] If the 2024 presidential election were being held today, would you vote for

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	982	369	456	522	678	108	115	209	226	267	280	435	547
	100	100	100	100	100	100	100	100	100	100	100	100	100
DONALD TRUMP, THE REPUBLICAN CANDIDATE, DEFINITELY/PROBABLY/LEAN	478	178	256	220	370	22	48	105	116	129	129	220	258
	49%	48%	56%	42%	55%	21%	42%	50%	51%	48%	46%	51%	47%
KAMALA HARRIS, THE DEMOCRATIC CANDIDATE, DEFINITELY/PROBABLY/LEAN	466	173	183	280	275	81	66	96	105	130	135	201	264
	47%	47%	40%	54%	41%	75%	57%	46%	47%	49%	48%	46%	48%
Donald Trump, the Republican candidate, definitely	394	145	213	179	313	15	37	81	91	115	107	172	222
	40%	39%	47%	34%	46%	14%	32%	39%	40%	43%	38%	40%	41%
Donald Trump, the Republican candidate, probably	77	31	38	38	54	7	12	23	20	13	20	44	33
	8%	8%	8%	7%	8%	7%	10%	11%	9%	5%	7%	10%	6%
Donald Trump, the Republican candidate, lean	7	2	4	3	3	-	-	0	4	1	2	4	3
	1%	*%	1%	1%	*%			*%	2%	*%	1%	1%	1%
Kamala Harris, the Democratic candidate, lean	18	3	4	14	10	5	3	4	3	7	3	7	11
	2%	1%	1%	3%	2%	4%	2%	2%	1%	3%	1%	2%	2%
Kamala Harris, the Democratic candidate, probably	91	37	41	49	42	17	20	27	22	19	23	49	42
	9%	10%	9%	9%	6%	16%	17%	13%	10%	7%	8%	11%	8%
Kamala Harris, the Democratic candidate, definitely	357	133	138	217	224	59	43	65	81	103	109	145	212
	36%	36%	30%	42%	33%	54%	38%	31%	36%	39%	39%	33%	39%
Unsure	39	18	17	21	33	5	1	8	5	8	17	13	25
	4%	5%	4%	4%	5%	4%	1%	4%	2%	3%	6%	3%	5%

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[QTrumpHarris] If the 2024 presidential election were being held today, would you vote for

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982 100	296 100	303 100	243 100	139 100	599 100	382 100	391 100	286 100	224 100	192 100	187 100	145 100	228 100	486 100	80 100	291 100
DONALD TRUMP, THE REPUBLICAN CANDIDATE, DEFINITELY/PROBABLY/LEAN	478 49%	167 57%	141 46%	93 38%	76 55%	308 51%	169 44%	234 60%	135 47%	105 47%	87 45%	90 48%	88 61%	103 45%	240 49%	38 47%	143 49%
KAMALA HARRIS, THE DEMOCRATIC CANDIDATE, DEFINITELY/PROBABLY/LEAN	466 47%	118 40%	150 49%	142 59%	56 40%	268 45%	198 52%	139 35%	137 48%	108 48%	101 53%	89 48%	54 38%	113 49%	229 47%	40 50%	133 46%
Donald Trump, the Republican candidate, definitely	394 40%	139 47%	114 38%	78 32%	62 45%	253 42%	140 37%	198 51%	114 40%	86 38%	74 38%	70 37%	70 48%	89 39%	191 39%	33 41%	122 42%
Donald Trump, the Republican candidate, probably	77 8%	24 8%	25 8%	15 6%	13 9%	49 8%	27 7%	34 9%	20 7%	14 6%	12 6%	20 11%	18 12%	14 6%	43 9%	4 5%	21 7%
Donald Trump, the Republican candidate, lean	7 1%	4 1%	2 1%	- 0%	1 1%	6 1%	1 1%	2 1%	1 1%	5 2%	1 1%	0 0%	0 0%	1 1%	6 1%	1 1%	- 0%
Kamala Harris, the Democratic candidate, lean	18 2%	10 3%	2 1%	3 1%	3 2%	12 2%	6 1%	7 2%	4 1%	7 3%	3 1%	2 1%	- 0%	6 3%	9 2%	3 4%	3 1%
Kamala Harris, the Democratic candidate, probably	91 9%	26 9%	34 11%	23 9%	8 6%	60 10%	31 8%	23 6%	19 7%	16 7%	23 12%	13 7%	18 13%	20 9%	54 11%	5 6%	18 6%
Kamala Harris, the Democratic candidate, definitely	357 36%	82 28%	114 38%	117 48%	45 32%	196 33%	162 42%	109 28%	114 40%	84 37%	76 40%	75 40%	36 25%	87 38%	166 34%	32 40%	111 38%
Unsure	39 4%	10 3%	13 4%	8 3%	7 5%	23 4%	15 4%	19 5%	14 5%	11 5%	4 2%	8 4%	2 2%	12 5%	18 4%	2 3%	15 5%

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[QTrumpHarris] If the 2024 presidential election were being held today, would you vote for

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	982 100	374 100	222 100	386 100	456 100	70 100	456 100	357 100	337 100	274 100	442 100	483 100	478 100	466 100	461 100	474 100	47 100	246 100	168 100	430 100	678 100	831 100	621 100	699 100
DONALD TRUMP, THE REPUBLICAN CANDIDATE, DEFINITELY/PROBABLY/LEAN	478 49%	348 93%	98 44%	31 8%	420 92%	22 31%	36 8%	313 88%	132 39%	22 8%	414 94%	37 8%	478 100%	-	436 95%	26 5%	16 34%	246 100%	153 91%	182 42%	317 47%	393 47%	385 62%	265 38%
KAMALA HARRIS, THE DEMOCRATIC CANDIDATE, DEFINITELY/PROBABLY/LEAN	466 47%	20 5%	101 45%	345 89%	28 6%	31 45%	407 89%	36 10%	184 55%	244 89%	24 5%	423 87%	-	466 100%	20 4%	432 91%	13 28%	1 *%	11 7%	228 53%	333 49%	405 49%	214 34%	404 58%
Donald Trump, the Republican candidate, definitely	394 40%	315 84%	62 28%	17 4%	364 80%	11 16%	19 4%	276 77%	95 28%	15 5%	362 82%	15 3%	394 82%	-	370 80%	14 3%	10 22%	224 91%	131 78%	148 34%	271 40%	329 40%	324 52%	207 30%
Donald Trump, the Republican candidate, probably	77 8%	31 8%	35 16%	10 3%	54 12%	10 14%	13 3%	32 9%	35 10%	7 3%	50 11%	17 4%	77 16%	-	65 14%	8 2%	4 9%	21 9%	21 13%	28 6%	41 6%	58 7%	54 9%	52 7%
Donald Trump, the Republican candidate, lean	7 1%	3 1%	1 *%	4 1%	3 1%	1 1%	4 1%	6 2%	2 *%	-	2 *%	5 1%	7 1%	-	2 *%	4 1%	1 2%	1 *%	1 1%	6 1%	6 1%	6 1%	6 1%	7 1%
Kamala Harris, the Democratic candidate, lean	18 2%	1 *%	9 4%	8 2%	1 *%	5 7%	12 3%	2 1%	11 3%	5 2%	5 1%	13 3%	-	18 4%	3 1%	11 2%	4 9%	-	1 1%	8 2%	12 2%	18 2%	8 1%	13 2%
Kamala Harris, the Democratic candidate, probably	91 9%	8 2%	34 15%	48 13%	13 3%	18 26%	60 13%	13 4%	49 15%	27 10%	10 2%	74 15%	-	91 19%	12 3%	71 15%	7 16%	1 *%	7 4%	30 7%	52 8%	71 9%	50 8%	70 10%
Kamala Harris, the Democratic candidate, definitely	357 36%	11 3%	58 26%	288 75%	14 3%	8 12%	335 73%	21 6%	124 37%	212 77%	9 2%	335 69%	-	357 77%	6 1%	350 74%	1 3%	-	3 2%	190 44%	269 40%	316 38%	156 25%	321 46%
Unsure	39 4%	6 2%	23 11%	10 2%	8 2%	17 24%	14 3%	7 2%	21 6%	9 3%	4 1%	24 5%	-	-	5 1%	16 3%	18 38%	-	4 2%	21 5%	28 4%	34 4%	22 4%	29 4%

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[QTrumpHarris] If the 2024 presidential election were being held today, would you vote for

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	982	421	343	265	713	156	109	283	431	267	234	154	184	250	329	434
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DONALD TRUMP, THE REPUBLICAN CANDIDATE, DEFINITELY/PROBABLY/LEAN	478	224	132	142	336	69	73	126	187	165	84	121	87	94	304	28
	49%	53%	39%	53%	47%	44%	67%	45%	43%	62%	36%	79%	48%	38%	92%	6%
KAMALA HARRIS, THE DEMOCRATIC CANDIDATE, DEFINITELY/PROBABLY/LEAN	466	185	197	117	346	84	33	146	228	92	140	25	90	148	19	393
	47%	44%	57%	44%	48%	54%	30%	52%	53%	34%	60%	16%	49%	59%	6%	90%
Donald Trump, the Republican candidate, definitely	394	181	109	113	281	55	58	94	154	146	66	108	69	71	261	12
	40%	43%	32%	42%	39%	35%	53%	33%	36%	55%	28%	70%	37%	29%	79%	3%
Donald Trump, the Republican candidate, probably	77	42	22	25	52	14	11	28	30	19	15	13	18	22	41	14
	8%	10%	6%	9%	7%	9%	10%	10%	7%	7%	7%	8%	10%	9%	12%	3%
Donald Trump, the Republican candidate, lean	7	1	1	4	3	0	4	4	3	0	3	1	1	0	2	3
	1%	*%	*%	2%	*%	*%	4%	1%	1%	*%	1%	1%	1%	*%	1%	1%
Kamala Harris, the Democratic candidate, lean	18	4	10	2	16	2	-	6	7	5	4	1	3	7	1	8
	2%	1%	3%	1%	2%	1%	-	2%	2%	2%	2%	*%	2%	3%	*%	2%
Kamala Harris, the Democratic candidate, probably	91	38	39	38	52	25	13	34	31	25	16	8	20	14	8	43
	9%	9%	11%	14%	7%	16%	12%	12%	7%	9%	7%	5%	11%	6%	2%	10%
Kamala Harris, the Democratic candidate, definitely	357	143	148	77	278	57	20	106	190	62	120	17	67	127	10	342
	36%	34%	43%	29%	39%	37%	18%	37%	44%	23%	51%	11%	36%	51%	3%	79%
Unsure	39	11	14	7	31	3	4	11	16	11	10	8	6	8	6	13
	4%	3%	4%	3%	4%	2%	3%	4%	4%	4%	4%	5%	3%	3%	2%	3%

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[QTrumpNewsom] If the 2024 presidential election were being held today, would you vote for

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	982	369	456	522	678	108	115	209	226	267	280	435	547
	100	100	100	100	100	100	100	100	100	100	100	100	100
DONALD TRUMP, THE REPUBLICAN CANDIDATE, DEFINITELY/PROBABLY/LEAN	481	181	259	219	364	25	53	107	119	125	129	226	254
	49%	49%	57%	42%	54%	23%	46%	51%	53%	47%	46%	52%	46%
GAVIN NEWSOM, THE DEMOCRATIC CANDIDATE, DEFINITELY/PROBABLY/LEAN	427	155	171	254	270	67	54	79	94	121	133	173	253
	43%	42%	37%	49%	40%	62%	47%	38%	42%	45%	47%	40%	46%
Donald Trump, the Republican candidate, definitely	398	150	216	180	313	16	40	84	92	112	110	176	223
	41%	41%	47%	35%	46%	14%	35%	40%	41%	42%	39%	40%	41%
Donald Trump, the Republican candidate, probably	74	27	38	36	48	6	12	20	27	13	15	47	28
	8%	7%	8%	7%	7%	6%	11%	9%	12%	5%	5%	11%	5%
Donald Trump, the Republican candidate, lean	8	4	5	3	3	3	0	4	0	0	4	4	4
	1%	1%	1%	1%	1%	3%	0%	2%	0%	0%	1%	1%	1%
Gavin Newsom, the Democratic candidate, lean	24	7	6	17	18	5	1	4	3	9	8	6	17
	2%	2%	1%	3%	3%	5%	1%	2%	1%	3%	3%	1%	3%
Gavin Newsom, the Democratic candidate, probably	101	33	40	60	47	26	18	33	23	17	27	57	44
	10%	9%	9%	12%	7%	24%	15%	16%	10%	6%	10%	13%	8%
Gavin Newsom, the Democratic candidate, definitely	302	115	124	176	206	36	35	42	68	95	97	110	192
	31%	31%	27%	34%	30%	33%	31%	20%	30%	36%	35%	25%	35%
Unsure	75	32	26	49	44	16	8	22	13	21	19	35	40
	8%	9%	6%	9%	6%	15%	7%	11%	6%	8%	7%	8%	7%

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[QTrumpNewsom] If the 2024 presidential election were being held today, would you vote for

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982 100	296 100	303 100	243 100	139 100	599 100	382 100	391 100	286 100	224 100	192 100	187 100	145 100	228 100	486 100	80 100	291 100
DONALD TRUMP, THE REPUBLICAN CANDIDATE, DEFINITELY/PROBABLY/LEAN	481 49%	170 58%	142 47%	93 38%	75 54%	312 52%	168 44%	231 59%	133 46%	105 47%	86 45%	92 49%	88 61%	105 46%	241 49%	38 47%	144 49%
GAVIN NEWSOM, THE DEMOCRATIC CANDIDATE, DEFINITELY/PROBABLY/ LEAN	427 43%	97 33%	138 45%	134 55%	58 42%	235 39%	192 50%	135 34%	136 47%	94 42%	99 51%	79 42%	50 35%	106 46%	210 43%	36 45%	130 45%
Donald Trump, the Republican candidate, definitely	398 41%	140 47%	117 39%	77 32%	63 46%	257 43%	141 37%	196 50%	116 41%	84 38%	73 38%	75 40%	72 49%	90 39%	193 40%	33 40%	125 43%
Donald Trump, the Republican candidate, probably	74 8%	25 8%	24 8%	15 6%	11 8%	49 8%	25 7%	33 8%	16 5%	18 8%	13 7%	13 7%	15 10%	15 6%	43 9%	5 6%	15 5%
Donald Trump, the Republican candidate, lean	8 1%	6 2%	1 *	1 *	1 1%	6 1%	2 *	2 1%	1 *	2 1%	0 *	4 2%	1 1%	1 *	4 1%	0 1%	4 1%
Gavin Newsom, the Democratic candidate, lean	24 2%	9 3%	6 2%	4 1%	4 3%	16 3%	8 2%	11 3%	8 3%	8 4%	4 2%	3 1%	-	9 4%	11 2%	2 3%	8 3%
Gavin Newsom, the Democratic candidate, probably	101 10%	23 8%	39 13%	29 12%	10 7%	62 10%	39 10%	25 6%	22 8%	19 8%	34 18%	16 8%	14 10%	18 8%	54 11%	6 7%	26 9%
Gavin Newsom, the Democratic candidate, definitely	302 31%	65 22%	92 30%	102 42%	43 31%	157 26%	145 38%	99 25%	106 37%	67 30%	60 31%	60 32%	36 25%	79 35%	146 30%	28 35%	95 33%
Unsure	75 8%	29 10%	24 8%	16 7%	6 5%	53 9%	22 6%	26 7%	18 6%	26 12%	7 4%	17 9%	7 5%	17 8%	35 7%	7 8%	18 6%

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[QTrumpNewsom] If the 2024 presidential election were being held today, would you vote for

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	982 100	374 100	222 100	386 100	456 100	70 100	456 100	357 100	337 100	274 100	442 100	483 100	478 100	466 100	461 100	474 100	47 100	246 100	168 100	430 100	678 100	831 100	621 100	699 100
DONALD TRUMP, THE REPUBLICAN CANDIDATE, DEFINITELY/PROBABLY/LEAN	481 49%	347 93%	97 44%	36 9%	419 92%	20 29%	41 9%	314 88%	134 40%	23 8%	408 92%	45 9%	464 97%	14 3%	432 94%	34 7%	14 31%	246 100%	153 91%	183 43%	315 46%	394 47%	381 61%	261 37%
GAVIN NEWSOM, THE DEMOCRATIC CANDIDATE, DEFINITELY/PROBABLY/LEAN	427 43%	16 4%	92 42%	318 82%	24 5%	27 38%	376 82%	31 9%	162 48%	232 85%	21 5%	388 80%	7 2%	409 88%	20 4%	397 84%	10 20%	- 0%	10 6%	212 49%	314 46%	370 45%	192 31%	377 54%
Donald Trump, the Republican candidate, definitely	398 41%	318 85%	64 29%	17 4%	369 81%	11 16%	19 4%	280 78%	94 28%	17 6%	362 82%	19 4%	396 83%	3 1%	375 81%	13 3%	10 22%	226 92%	132 79%	150 35%	270 40%	331 40%	328 53%	206 29%
Donald Trump, the Republican candidate, probably	74 8%	28 8%	32 14%	14 4%	49 11%	8 11%	17 4%	34 9%	34 10%	4 1%	45 10%	20 4%	67 14%	7 1%	57 12%	14 3%	3 7%	20 8%	20 12%	30 7%	39 6%	56 7%	50 8%	52 7%
Donald Trump, the Republican candidate, lean	8 1%	1 *	2 1%	5 1%	1 *	2 3%	5 1%	0 *	6 2%	2 1%	1 *	6 1%	2 *	5 1%	1 *	7 1%	1 2%	0 *	1 *	4 1%	7 1%	7 1%	3 *	3 *
Gavin Newsom, the Democratic candidate, lean	24 2%	1 *	12 5%	11 3%	1 *	6 8%	16 4%	4 1%	17 5%	3 1%	6 1%	16 3%	- 0%	23 5%	2 *	19 4%	3 7%	- 0%	- 0%	8 2%	16 2%	21 2%	12 2%	20 3%
Gavin Newsom, the Democratic candidate, probably	101 10%	7 2%	30 13%	64 17%	10 2%	8 12%	82 18%	7 2%	47 14%	45 16%	7 2%	84 17%	6 1%	87 19%	12 3%	86 18%	3 6%	- 0%	5 3%	32 8%	56 8%	79 9%	51 8%	79 11%
Gavin Newsom, the Democratic candidate, definitely	302 31%	9 2%	51 23%	243 63%	12 3%	13 18%	278 61%	20 5%	97 29%	184 67%	7 2%	288 60%	1 *	299 64%	7 1%	292 62%	3 7%	- 0%	5 3%	171 40%	242 36%	271 33%	130 21%	278 40%
Unsure	75 8%	11 3%	32 15%	32 8%	13 3%	23 33%	39 8%	12 3%	41 12%	19 7%	13 3%	50 10%	6 1%	42 9%	9 2%	43 9%	23 49%	- 0%	5 3%	35 8%	49 7%	66 8%	48 8%	60 9%

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[QTrumpNewsom] If the 2024 presidential election were being held today, would you vote for

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	982	421	343	265	713	156	109	283	431	267	234	154	184	250	329	434
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DONALD TRUMP, THE REPUBLICAN CANDIDATE, DEFINITELY/PROBABLY/LEAN	481	223	134	147	334	70	77	126	191	164	85	124	86	90	303	29
	49%	53%	39%	55%	47%	45%	70%	44%	44%	61%	36%	81%	47%	36%	92%	7%
GAVIN NEWSOM, THE DEMOCRATIC CANDIDATE, DEFINITELY/PROBABLY/ LEAN	427	172	174	105	319	74	31	135	213	78	131	22	85	145	15	380
	43%	41%	51%	39%	45%	47%	28%	48%	49%	29%	56%	14%	46%	58%	5%	87%
Donald Trump, the Republican candidate, definitely	398	183	108	115	283	56	59	94	157	148	68	111	68	70	267	12
	41%	43%	32%	43%	40%	36%	54%	33%	36%	55%	29%	72%	37%	28%	81%	3%
Donald Trump, the Republican candidate, probably	74	38	22	28	46	14	14	29	32	14	16	12	17	19	35	14
	8%	9%	7%	11%	6%	9%	13%	10%	7%	5%	7%	7%	10%	8%	11%	3%
Donald Trump, the Republican candidate, lean	8	2	3	4	4	-	4	3	3	2	2	2	-	1	1	2
	1%	*%	1%	1%	1%		4%	1%	1%	1%	1%	1%		1%	*%	1%
Gavin Newsom, the Democratic candidate, lean	24	5	12	4	20	3	0	8	9	6	4	1	5	9	2	15
	2%	1%	3%	1%	3%	2%	*%	3%	2%	2%	2%	*%	3%	4%	*%	3%
Gavin Newsom, the Democratic candidate, probably	101	36	49	39	61	26	12	35	46	19	29	6	21	25	9	68
	10%	8%	14%	15%	8%	17%	11%	12%	11%	7%	12%	4%	12%	10%	3%	16%
Gavin Newsom, the Democratic candidate, definitely	302	131	113	62	238	44	18	92	158	53	98	16	58	111	5	296
	31%	31%	33%	23%	33%	28%	16%	32%	37%	20%	42%	10%	32%	44%	2%	68%
Unsure	75	26	35	14	61	12	2	22	27	26	18	7	13	15	10	25
	8%	6%	10%	5%	9%	7%	2%	8%	6%	10%	8%	5%	7%	6%	3%	6%

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[QTrumpButtigieg] If the 2024 presidential election were being held today, would you vote for

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	982	369	456	522	678	108	115	209	226	267	280	435	547
	100	100	100	100	100	100	100	100	100	100	100	100	100
DONALD TRUMP, THE REPUBLICAN CANDIDATE, DEFINITELY/PROBABLY/LEAN	474	173	256	217	361	25	50	107	118	123	127	225	249
	48%	47%	56%	42%	53%	23%	44%	51%	52%	46%	45%	52%	46%
PETE BUTTIGIEG, THE DEMOCRATIC CANDIDATE, DEFINITELY/PROBABLY/LEAN	449	171	181	266	282	66	60	86	99	128	137	184	265
	46%	46%	40%	51%	42%	61%	52%	41%	44%	48%	49%	42%	48%
Donald Trump, the Republican candidate, definitely	400	149	220	178	313	15	39	82	94	112	113	176	224
	41%	40%	48%	34%	46%	14%	34%	39%	41%	42%	40%	40%	41%
Donald Trump, the Republican candidate, probably	67	24	34	33	43	10	11	24	23	8	12	47	20
	7%	6%	7%	6%	6%	9%	9%	12%	10%	3%	4%	11%	4%
Donald Trump, the Republican candidate, lean	7	1	2	5	5	0	1	1	1	3	2	2	5
	1%	*%	*%	1%	1%	*%	1%	*%	1%	1%	1%	*%	1%
Pete Buttigieg, the Democratic candidate, lean	18	6	5	13	6	2	4	8	3	2	5	11	7
	2%	2%	1%	2%	1%	2%	3%	4%	1%	1%	2%	2%	1%
Pete Buttigieg, the Democratic candidate, probably	117	45	55	62	58	29	22	33	20	30	34	53	64
	12%	12%	12%	12%	9%	26%	20%	16%	9%	11%	12%	12%	12%
Pete Buttigieg, the Democratic candidate, definitely	314	120	121	191	218	35	34	45	76	96	98	120	194
	32%	33%	26%	37%	32%	32%	29%	21%	33%	36%	35%	28%	35%
Unsure	59	25	20	39	35	17	4	16	9	16	17	26	33
	6%	7%	4%	7%	5%	16%	4%	8%	4%	6%	6%	6%	6%

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[QTrumpButtigieg] If the 2024 presidential election were being held today, would you vote for

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982 100	296 100	303 100	243 100	139 100	599 100	382 100	391 100	286 100	224 100	192 100	187 100	145 100	228 100	486 100	80 100	291 100
DONALD TRUMP, THE REPUBLICAN CANDIDATE, DEFINITELY/PROBABLY/LEAN	474 48%	170 57%	141 46%	91 37%	72 52%	310 52%	163 43%	232 59%	128 45%	107 48%	87 45%	88 47%	83 57%	104 46%	240 49%	37 46%	139 48%
PETE BUTTIGIEG, THE DEMOCRATIC CANDIDATE, DEFINITELY/PROBABLY/LEAN	449 46%	109 37%	142 47%	139 57%	60 43%	251 42%	198 52%	141 36%	141 49%	99 44%	94 49%	88 47%	56 39%	112 49%	217 45%	37 46%	137 47%
Donald Trump, the Republican candidate, definitely	400 41%	144 49%	116 38%	78 32%	61 44%	260 43%	139 36%	199 51%	113 40%	88 39%	76 40%	73 39%	72 49%	87 38%	195 40%	31 39%	126 43%
Donald Trump, the Republican candidate, probably	67 7%	21 7%	22 7%	13 5%	11 8%	43 7%	24 6%	28 7%	15 5%	17 8%	11 6%	13 7%	11 8%	15 6%	40 8%	6 7%	11 4%
Donald Trump, the Republican candidate, lean	7 1%	5 2%	2 1%	-	-	7 1%	-	5 1%	-	2 1%	-	2 1%	-	3 1%	5 1%	-	2 1%
Pete Buttigieg, the Democratic candidate, lean	18 2%	9 3%	2 1%	5 2%	2 1%	11 2%	7 2%	3 1%	3 1%	3 1%	3 2%	8 4%	2 2%	1 1%	9 2%	0 %	3 1%
Pete Buttigieg, the Democratic candidate, probably	117 12%	36 12%	39 13%	31 13%	12 9%	75 12%	43 11%	32 8%	26 9%	26 11%	27 14%	20 11%	18 13%	26 11%	62 13%	10 12%	31 11%
Pete Buttigieg, the Democratic candidate, definitely	314 32%	64 22%	102 34%	102 42%	46 33%	165 28%	149 39%	106 27%	111 39%	71 32%	64 33%	59 32%	36 25%	84 37%	146 30%	27 33%	102 35%
Unsure	59 6%	17 6%	21 7%	13 5%	8 6%	38 6%	21 5%	18 5%	17 6%	18 8%	11 6%	11 6%	6 4%	13 5%	29 6%	7 8%	16 5%

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[QTrumpButtigieg] If the 2024 presidential election were being held today, would you vote for

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	982 100	374 100	222 100	386 100	456 100	70 100	456 100	357 100	337 100	274 100	442 100	483 100	478 100	466 100	461 100	474 100	47 100	246 100	168 100	430 100	678 100	831 100	621 100	699 100
DONALD TRUMP, THE REPUBLICAN CANDIDATE, DEFINITELY/PROBABLY/LEAN	474 48%	345 92%	95 43%	35 9%	413 91%	22 32%	39 9%	312 87%	126 38%	26 9%	409 93%	39 8%	461 97%	11 2%	430 93%	27 6%	17 36%	245 99%	151 90%	180 42%	312 46%	389 47%	376 61%	265 38%
PETE BUTTIGIEG, THE DEMOCRATIC CANDIDATE, DEFINITELY/PROBABLY/LEAN	449 46%	20 5%	96 43%	333 86%	29 6%	30 42%	390 86%	33 9%	177 53%	238 87%	23 5%	408 84%	11 2%	428 92%	21 5%	419 88%	9 20%	1 1%	12 7%	225 52%	333 49%	394 47%	210 34%	390 56%
Donald Trump, the Republican candidate, definitely	400 41%	319 85%	62 28%	19 5%	369 81%	11 15%	21 4%	284 80%	91 27%	17 6%	364 82%	19 4%	399 84%	1 *	377 82%	12 3%	11 23%	229 93%	130 77%	154 36%	278 41%	338 41%	334 54%	211 30%
Donald Trump, the Republican candidate, probably	67 7%	26 7%	29 13%	13 3%	44 10%	8 11%	15 3%	28 8%	31 9%	6 2%	42 10%	16 3%	60 13%	7 1%	53 11%	12 2%	3 6%	16 6%	21 12%	21 5%	30 4%	47 6%	42 7%	48 7%
Donald Trump, the Republican candidate, lean	7 1%	-	4 2%	3 1%	-	4 5%	3 1%	-	5 1%	3 1%	3 1%	4 1%	2 *	3 1%	0 *	3 1%	3 7%	-	-	4 1%	4 1%	4 1%	1 *	5 1%
Pete Buttigieg, the Democratic candidate, lean	18 2%	0 *	5 2%	13 3%	0 *	4 5%	14 3%	-	9 3%	9 3%	2 1%	15 3%	-	17 4%	3 1%	14 3%	0 *	-	-	6 1%	12 2%	13 2%	6 1%	15 2%
Pete Buttigieg, the Democratic candidate, probably	117 12%	9 2%	32 15%	76 20%	15 3%	12 17%	91 20%	13 4%	63 19%	41 15%	11 3%	97 20%	7 2%	103 22%	12 3%	102 21%	4 8%	1 1%	7 4%	42 10%	66 10%	98 12%	66 11%	93 13%
Pete Buttigieg, the Democratic candidate, definitely	314 32%	11 3%	59 27%	244 63%	14 3%	14 20%	285 63%	20 5%	105 31%	188 69%	9 2%	296 61%	4 1%	309 66%	6 1%	303 64%	5 11%	-	5 3%	176 41%	255 38%	283 34%	137 22%	282 40%
Unsure	59 6%	9 2%	31 14%	18 5%	14 3%	18 26%	27 6%	12 4%	33 10%	11 4%	10 2%	36 8%	6 1%	27 6%	10 2%	28 6%	21 45%	-	6 4%	26 6%	33 5%	47 6%	35 6%	43 6%

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[QTrumpButtigieg] If the 2024 presidential election were being held today, would you vote for

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	982 100	421 100	343 100	265 100	713 100	156 100	109 100	283 100	431 100	267 100	234 100	154 100	184 100	250 100	329 100	434 100
DONALD TRUMP, THE REPUBLICAN CANDIDATE, DEFINITELY/PROBABLY/LEAN	474 48%	215 51%	137 40%	143 54%	332 47%	69 44%	73 67%	128 45%	184 43%	162 61%	82 35%	124 81%	86 47%	91 36%	297 90%	29 7%
PETE BUTTIGIEG, THE DEMOCRATIC CANDIDATE, DEFINITELY/PROBABLY/LEAN	449 46%	185 44%	179 52%	116 44%	330 46%	81 52%	34 31%	142 50%	222 52%	85 32%	136 58%	23 15%	90 49%	148 59%	21 6%	386 89%
Donald Trump, the Republican candidate, definitely	400 41%	185 44%	107 31%	117 44%	283 40%	55 35%	62 57%	97 34%	157 36%	146 55%	68 29%	113 73%	68 37%	69 27%	265 80%	11 3%
Donald Trump, the Republican candidate, probably	67 7%	29 7%	27 8%	23 9%	44 6%	14 9%	10 9%	26 9%	26 6%	16 6%	13 5%	9 6%	17 10%	18 7%	32 10%	16 4%
Donald Trump, the Republican candidate, lean	7 1%	1 *	3 1%	2 1%	5 1%	0 *	2 1%	5 2%	2 *	1 *	2 1%	2 1%	1 *	4 2%	-	2 *
Pete Buttigieg, the Democratic candidate, lean	18 2%	3 1%	11 3%	7 3%	11 2%	5 3%	2 2%	3 1%	10 2%	4 2%	8 3%	-	8 4%	3 1%	0 *	11 3%
Pete Buttigieg, the Democratic candidate, probably	117 12%	50 12%	50 15%	39 15%	78 11%	23 14%	16 15%	43 15%	46 11%	29 11%	22 9%	8 5%	23 12%	25 10%	9 3%	77 18%
Pete Buttigieg, the Democratic candidate, definitely	314 32%	132 31%	119 35%	70 26%	241 34%	54 35%	16 14%	95 34%	166 39%	52 20%	106 45%	15 10%	59 32%	120 48%	11 3%	298 69%
Unsure	59 6%	20 5%	27 8%	7 3%	52 7%	5 3%	2 2%	14 5%	24 6%	20 8%	16 7%	7 4%	8 4%	12 5%	11 3%	19 4%

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[QTrumpWhitmer] If the 2024 presidential election were being held today, would you vote for

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	982	369	456	522	678	108	115	209	226	267	280	435	547
	100	100	100	100	100	100	100	100	100	100	100	100	100
DONALD TRUMP, THE REPUBLICAN CANDIDATE, DEFINITELY/PROBABLY/LEAN	487	177	261	224	370	26	52	107	122	129	129	229	258
	50%	48%	57%	43%	55%	24%	45%	51%	54%	48%	46%	53%	47%
GRETCHEN WHITMER, THE DEMOCRATIC CANDIDATE, DEFINITELY/PROBABLY/LEAN	424	162	171	250	266	66	53	83	90	120	130	173	250
	43%	44%	38%	48%	39%	61%	46%	40%	40%	45%	46%	40%	46%
Donald Trump, the Republican candidate, definitely	399	148	216	181	309	19	38	84	95	109	111	179	220
	41%	40%	47%	35%	46%	17%	33%	40%	42%	41%	40%	41%	40%
Donald Trump, the Republican candidate, probably	75	26	40	35	50	6	14	23	24	13	16	46	29
	8%	7%	9%	7%	7%	5%	12%	11%	10%	5%	6%	11%	5%
Donald Trump, the Republican candidate, lean	14	3	5	8	11	1	0	1	3	7	2	4	10
	1%	1%	1%	2%	2%	1%	0%	1%	1%	3%	1%	1%	2%
Gretchen Whitmer, the Democratic candidate, lean	12	4	7	5	7	3	2	3	4	-	6	6	6
	1%	1%	2%	1%	1%	2%	2%	1%	2%		2%	1%	1%
Gretchen Whitmer, the Democratic candidate, probably	103	39	43	60	47	26	18	34	17	23	29	52	52
	11%	11%	9%	12%	7%	24%	15%	16%	8%	9%	10%	12%	9%
Gretchen Whitmer, the Democratic candidate, definitely	308	118	121	185	212	38	33	46	70	98	95	115	193
	31%	32%	27%	35%	31%	35%	29%	22%	31%	37%	34%	27%	35%
Unsure	71	30	24	47	42	16	10	18	14	18	21	33	38
	7%	8%	5%	9%	6%	15%	8%	9%	6%	7%	7%	8%	7%

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[QTrumpWhitmer] If the 2024 presidential election were being held today, would you vote for

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982 100	296 100	303 100	243 100	139 100	599 100	382 100	391 100	286 100	224 100	192 100	187 100	145 100	228 100	486 100	80 100	291 100
DONALD TRUMP, THE REPUBLICAN CANDIDATE, DEFINITELY/PROBABLY/LEAN	487 50%	174 59%	143 47%	93 38%	76 54%	317 53%	169 44%	236 60%	132 46%	109 48%	91 47%	90 48%	87 60%	106 47%	248 51%	37 46%	144 49%
GRETCHEN WHITMER, THE DEMOCRATIC CANDIDATE, DEFINITELY/PROBABLY/LEAN	424 43%	94 32%	137 45%	136 56%	57 41%	231 38%	193 51%	130 33%	137 48%	92 41%	91 47%	80 43%	50 35%	111 49%	208 43%	36 45%	128 44%
Donald Trump, the Republican candidate, definitely	399 41%	140 47%	117 39%	78 32%	63 45%	257 43%	140 37%	192 49%	115 40%	85 38%	72 37%	73 39%	73 50%	91 40%	196 40%	33 40%	124 42%
Donald Trump, the Republican candidate, probably	75 8%	25 8%	25 8%	14 6%	12 8%	50 8%	25 7%	35 9%	14 5%	17 8%	18 9%	15 8%	13 9%	12 5%	45 9%	4 6%	15 5%
Donald Trump, the Republican candidate, lean	14 1%	9 3%	1 *	2 1%	1 1%	10 2%	3 1%	9 2%	3 1%	6 3%	1 1%	2 1%	1 1%	4 2%	7 1%	-	5 2%
Gretchen Whitmer, the Democratic candidate, lean	12 1%	2 1%	4 1%	5 2%	2 2%	6 1%	7 2%	2 *	5 2%	2 1%	2 1%	4 2%	3 2%	2 1%	5 1%	2 2%	5 2%
Gretchen Whitmer, the Democratic candidate, probably	103 11%	29 10%	34 11%	31 13%	9 7%	63 11%	40 10%	23 6%	24 8%	20 9%	28 15%	19 10%	12 8%	23 10%	58 12%	7 8%	24 8%
Gretchen Whitmer, the Democratic candidate, definitely	308 31%	63 21%	98 32%	101 42%	45 33%	161 27%	147 38%	104 27%	108 38%	70 31%	61 32%	57 30%	35 24%	86 37%	145 30%	28 35%	99 34%
Unsure	71 7%	28 9%	23 8%	13 5%	7 5%	51 9%	20 5%	25 6%	17 6%	24 11%	10 5%	17 9%	8 5%	11 5%	30 6%	7 9%	19 7%

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[QTrumpWhitmer] If the 2024 presidential election were being held today, would you vote for

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	982	374	222	386	456	70	456	357	337	274	442	483	478	466	461	474	47	246	168	430	678	831	621	699
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DONALD TRUMP, THE REPUBLICAN CANDIDATE, DEFINITELY/PROBABLY/LEAN	487	347	101	39	418	26	43	314	136	27	417	44	470	14	438	32	17	246	152	185	319	398	385	272
	50%	93%	46%	10%	92%	37%	9%	88%	40%	10%	94%	9%	98%	3%	95%	7%	36%	100%	90%	43%	47%	48%	62%	39%
GRETCHEN WHITMER, THE DEMOCRATIC CANDIDATE, DEFINITELY/PROBABLY/LEAN	424	19	89	316	26	25	372	31	166	225	17	389	4	413	14	401	8	0	11	213	315	371	198	370
	43%	5%	40%	82%	6%	36%	82%	9%	49%	82%	4%	81%	1%	89%	3%	85%	18%	*%	7%	50%	46%	45%	32%	53%
Donald Trump, the Republican candidate, definitely	399	315	62	22	365	11	23	280	95	16	360	22	397	1	372	16	11	226	129	152	276	336	330	213
	41%	84%	28%	6%	80%	15%	5%	78%	28%	6%	81%	5%	83%	*%	81%	3%	23%	92%	77%	35%	41%	40%	53%	31%
Donald Trump, the Republican candidate, probably	75	28	34	13	48	10	16	31	34	7	49	18	65	9	59	13	3	18	21	26	36	54	48	49
	8%	7%	15%	3%	11%	15%	4%	9%	10%	3%	11%	4%	14%	2%	13%	3%	6%	7%	12%	6%	5%	6%	8%	7%
Donald Trump, the Republican candidate, lean	14	4	6	4	5	5	4	4	7	3	9	4	7	4	7	3	3	1	2	8	8	8	6	10
	1%	1%	3%	1%	1%	7%	1%	1%	2%	1%	2%	1%	2%	1%	2%	1%	7%	1%	1%	2%	1%	1%	1%	1%
Gretchen Whitmer, the Democratic candidate, lean	12	1	5	6	1	1	10	0	5	7	1	10	1	12	3	10	-	-	1	5	6	11	5	7
	1%	*%	2%	2%	*%	2%	2%	*%	2%	2%	*%	2%	*%	3%	1%	2%	-	-	1%	1%	1%	1%	1%	1%
Gretchen Whitmer, the Democratic candidate, probably	103	5	26	72	10	9	85	8	55	40	4	90	3	96	6	96	2	0	4	33	61	85	53	83
	11%	1%	12%	19%	2%	12%	19%	2%	16%	14%	1%	19%	1%	21%	1%	20%	4%	*%	2%	8%	9%	10%	9%	12%
Gretchen Whitmer, the Democratic candidate, definitely	308	13	59	237	16	16	277	22	106	179	12	289	0	305	6	296	6	-	6	175	248	275	140	280
	31%	3%	26%	61%	3%	22%	61%	6%	32%	65%	3%	60%	*%	66%	1%	62%	14%	-	4%	41%	37%	33%	22%	40%
Unsure	71	9	31	31	11	19	41	12	35	23	8	50	3	38	9	40	22	-	5	31	44	62	38	56
	7%	2%	14%	8%	2%	27%	9%	3%	10%	8%	2%	10%	1%	8%	2%	8%	46%	-	3%	7%	7%	7%	6%	8%

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[QTrumpWhitmer] If the 2024 presidential election were being held today, would you vote for

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	982 100	421 100	343 100	265 100	713 100	156 100	109 100	283 100	431 100	267 100	234 100	154 100	184 100	250 100	329 100	434 100
DONALD TRUMP, THE REPUBLICAN CANDIDATE, DEFINITELY/PROBABLY/LEAN	487 50%	222 53%	143 42%	146 55%	341 48%	71 45%	75 69%	136 48%	190 44%	162 61%	85 36%	124 81%	89 49%	96 38%	303 92%	32 7%
GRETCHEN WHITMER, THE DEMOCRATIC CANDIDATE, DEFINITELY/PROBABLY/LEAN	424 43%	174 41%	169 49%	103 39%	318 45%	71 46%	32 29%	126 45%	215 50%	83 31%	130 56%	21 14%	81 44%	142 57%	16 5%	369 85%
Donald Trump, the Republican candidate, definitely	399 41%	186 44%	107 31%	116 44%	282 40%	56 36%	61 56%	99 35%	156 36%	144 54%	69 30%	107 69%	68 37%	68 27%	264 80%	18 4%
Donald Trump, the Republican candidate, probably	75 8%	31 7%	31 9%	27 10%	48 7%	14 9%	14 12%	31 11%	29 7%	15 5%	13 6%	11 7%	20 11%	22 9%	34 10%	9 2%
Donald Trump, the Republican candidate, lean	14 1%	4 1%	4 1%	3 1%	11 2%	2 1%	1 1%	5 2%	5 1%	4 1%	3 1%	6 4%	1 1%	6 2%	6 2%	5 1%
Gretchen Whitmer, the Democratic candidate, lean	12 1%	5 1%	4 1%	4 2%	8 1%	2 1%	2 2%	4 1%	7 2%	1 1%	3 1%	2 2%	4 2%	2 1%	-	13 3%
Gretchen Whitmer, the Democratic candidate, probably	103 11%	39 9%	47 14%	34 13%	68 9%	21 14%	13 12%	36 13%	49 11%	19 7%	27 12%	4 3%	20 11%	27 11%	7 2%	68 16%
Gretchen Whitmer, the Democratic candidate, definitely	308 31%	130 31%	117 34%	65 24%	241 34%	48 31%	17 15%	86 30%	159 37%	63 23%	101 43%	14 9%	57 31%	113 45%	10 3%	288 66%
Unsure	71 7%	25 6%	31 9%	16 6%	55 8%	14 9%	2 2%	22 8%	27 6%	23 8%	19 8%	9 6%	13 7%	13 5%	9 3%	33 8%

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[QTrumpInfoFlow] Has what you have seen, read, or heard recently made you feel more positive or negative about Donald Trump?

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	982	369	456	522	678	108	115	209	226	267	280	435	547
	100	100	100	100	100	100	100	100	100	100	100	100	100
MUCH/A LITTLE MORE POSITIVE	407	158	229	178	296	34	42	98	96	112	102	193	214
	41%	43%	50%	34%	44%	31%	36%	47%	42%	42%	36%	44%	39%
MUCH/A LITTLE MORE NEGATIVE	367	121	149	216	228	61	45	67	79	104	116	147	220
	37%	33%	33%	41%	34%	56%	40%	32%	35%	39%	41%	34%	40%
Much more positive	305	116	168	137	229	23	30	65	61	98	82	125	180
	31%	31%	37%	26%	34%	21%	27%	31%	27%	37%	29%	29%	33%
A little more positive	102	42	60	42	67	11	11	33	35	14	20	68	34
	10%	11%	13%	8%	10%	10%	10%	16%	16%	5%	7%	16%	6%
A little more negative	58	17	26	32	24	13	15	19	14	15	9	34	24
	6%	5%	6%	6%	4%	12%	13%	9%	6%	6%	3%	8%	4%
Much more negative	309	104	123	184	204	48	30	48	65	89	107	113	196
	31%	28%	27%	35%	30%	44%	26%	23%	29%	33%	38%	26%	36%
No different	198	83	76	120	146	13	27	41	48	49	60	88	109
	20%	22%	17%	23%	22%	12%	24%	20%	21%	18%	22%	20%	20%
Unsure	10	8	3	7	8	1	0	3	3	2	2	6	3
	1%	2%	1%	1%	1%	1%	0%	1%	2%	1%	1%	1%	1%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QTrumpInfoFlow] Has what you have seen, read, or heard recently made you feel more positive or negative about Donald Trump?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982 100	296 100	303 100	243 100	139 100	599 100	382 100	391 100	286 100	224 100	192 100	187 100	145 100	228 100	486 100	80 100	291 100
MUCH/A LITTLE MORE POSITIVE	407 41%	153 52%	115 38%	78 32%	61 44%	268 45%	138 36%	189 48%	106 37%	95 42%	81 42%	81 43%	64 44%	82 36%	204 42%	37 45%	121 42%
MUCH/A LITTLE MORE NEGATIVE	367 37%	82 28%	127 42%	108 44%	50 36%	209 35%	158 41%	111 28%	117 41%	87 39%	80 41%	68 37%	47 33%	84 37%	171 35%	35 44%	113 39%
Much more positive	305 31%	115 39%	90 30%	58 24%	41 30%	205 34%	99 26%	149 38%	79 27%	76 34%	64 33%	54 29%	46 32%	62 27%	132 27%	32 40%	103 35%
A little more positive	102 10%	38 13%	25 8%	20 8%	19 14%	63 10%	39 10%	40 10%	27 10%	19 8%	17 9%	27 14%	17 12%	20 9%	72 15%	4 6%	19 6%
A little more negative	58 6%	16 5%	19 6%	12 5%	11 8%	35 6%	23 6%	9 2%	16 6%	10 4%	8 4%	18 10%	6 4%	15 7%	30 6%	8 10%	10 4%
Much more negative	309 31%	66 22%	108 36%	96 39%	39 28%	174 29%	135 35%	103 26%	101 35%	77 34%	72 37%	50 27%	41 28%	69 30%	140 29%	28 34%	103 35%
No different	198 20%	58 20%	56 18%	56 23%	28 20%	114 19%	84 22%	85 22%	62 22%	39 17%	31 16%	37 20%	31 22%	60 26%	104 21%	9 11%	56 19%
Unsure	10 1%	2 1%	6 2%	1 *	0 *	8 1%	2 *	7 2%	2 1%	3 1%	1 1%	0 *	2 2%	2 1%	8 2%	-	1 *

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QTrumpInfoFlow] Has what you have seen, read, or heard recently made you feel more positive or negative about Donald Trump?

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	982 100	374 100	222 100	386 100	456 100	70 100	456 100	357 100	337 100	274 100	442 100	483 100	478 100	466 100	461 100	474 100	47 100	246 100	168 100	430 100	678 100	831 100	621 100	699 100
MUCH/A LITTLE MORE POSITIVE	407 41%	284 76%	72 32%	51 13%	337 74%	12 17%	58 13%	258 72%	113 33%	30 11%	330 75%	58 12%	364 76%	38 8%	348 75%	50 10%	10 21%	203 82%	123 73%	152 35%	267 39%	329 40%	310 50%	234 34%
MUCH/A LITTLE MORE NEGATIVE	367 37%	18 5%	86 39%	263 68%	31 7%	29 42%	307 67%	30 8%	142 42%	193 70%	21 5%	329 68%	15 3%	335 72%	24 5%	327 69%	16 34%	2 1%	11 7%	181 42%	263 39%	321 39%	174 28%	318 45%
Much more positive	305 31%	237 63%	43 19%	26 7%	273 60%	5 7%	28 6%	213 60%	68 20%	19 7%	265 60%	28 6%	288 60%	14 3%	277 60%	19 4%	8 18%	181 74%	87 52%	113 26%	214 32%	252 30%	243 39%	167 24%
A little more positive	102 10%	48 13%	30 13%	25 6%	64 14%	7 10%	31 7%	45 13%	45 13%	11 4%	65 15%	29 6%	76 16%	24 5%	71 15%	30 6%	1 3%	22 9%	36 21%	39 9%	53 8%	77 9%	67 11%	68 10%
A little more negative	58 6%	6 2%	16 7%	36 9%	10 2%	5 8%	43 9%	9 3%	29 9%	19 7%	9 2%	45 9%	11 2%	42 9%	11 2%	45 9%	2 5%	0 *	5 3%	20 5%	34 5%	46 6%	32 5%	45 6%
Much more negative	309 31%	11 3%	71 32%	227 59%	21 5%	24 34%	264 58%	21 6%	113 33%	174 64%	13 3%	284 59%	4 1%	293 63%	13 3%	283 60%	14 29%	1 1%	7 4%	160 37%	229 34%	275 33%	142 23%	273 39%
No different	198 20%	72 19%	58 26%	68 18%	88 19%	24 34%	87 19%	67 19%	79 24%	47 17%	89 20%	92 19%	98 20%	88 19%	89 19%	93 20%	17 36%	42 17%	35 21%	94 22%	142 21%	172 21%	130 21%	138 20%
Unsure	10 1%	-	5 2%	4 1%	-	5 8%	4 1%	1 *	3 1%	4 1%	1 *	5 1%	0 *	5 1%	1 *	4 1%	5 10%	-	-	3 1%	6 1%	9 1%	7 1%	8 1%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QTrumpInfoFlow] Has what you have seen, read, or heard recently made you feel more positive or negative about Donald Trump?

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	982 100	421 100	343 100	265 100	713 100	156 100	109 100	283 100	431 100	267 100	234 100	154 100	184 100	250 100	329 100	434 100
MUCH/A LITTLE MORE POSITIVE	407 41%	182 43%	123 36%	119 45%	289 40%	50 32%	68 62%	109 39%	158 37%	140 52%	66 28%	100 65%	83 45%	67 27%	248 75%	41 10%
MUCH/A LITTLE MORE NEGATIVE	367 37%	151 36%	144 42%	81 31%	283 40%	58 37%	23 21%	110 39%	182 42%	75 28%	109 46%	23 15%	71 39%	118 47%	21 6%	302 70%
Much more positive	305 31%	147 35%	85 25%	83 31%	222 31%	38 24%	45 41%	76 27%	113 26%	116 43%	44 19%	85 55%	58 31%	47 19%	194 59%	23 5%
A little more positive	102 10%	35 8%	38 11%	36 13%	66 9%	12 8%	23 21%	34 12%	45 10%	24 9%	22 10%	15 10%	25 14%	20 8%	54 16%	19 4%
A little more negative	58 6%	23 5%	30 9%	24 9%	34 5%	15 10%	9 8%	18 6%	22 5%	18 7%	13 5%	3 2%	19 11%	6 2%	5 2%	35 8%
Much more negative	309 31%	128 31%	114 33%	57 22%	249 35%	43 28%	14 13%	92 32%	160 37%	57 21%	96 41%	19 12%	52 28%	112 45%	16 5%	267 62%
No different	198 20%	84 20%	70 21%	62 23%	136 19%	45 29%	18 16%	63 22%	85 20%	50 19%	55 24%	30 20%	29 16%	59 24%	60 18%	89 21%
Unsure	10 1%	3 1%	5 2%	3 1%	6 1%	3 2%	1 *	1 *	6 1%	3 1%	4 2%	1 *	1 *	6 2%	-	1 *

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QBidenInfoFlow] Has what you have seen, read, or heard recently made you feel more positive or negative about Joe Biden?

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	982	369	456	522	678	108	115	209	226	267	280	435	547
	100	100	100	100	100	100	100	100	100	100	100	100	100
MUCH/A LITTLE MORE POSITIVE	177	68	82	95	91	50	28	40	43	46	48	83	94
	18%	19%	18%	18%	13%	46%	25%	19%	19%	17%	17%	19%	17%
MUCH/A LITTLE MORE NEGATIVE	524	199	264	258	392	34	49	113	110	136	164	223	300
	53%	54%	58%	49%	58%	31%	42%	54%	49%	51%	58%	51%	55%
Much more positive	107	39	49	58	51	31	21	22	23	31	31	45	62
	11%	11%	11%	11%	8%	29%	18%	11%	10%	12%	11%	10%	11%
A little more positive	70	29	33	37	40	19	8	18	20	14	17	38	32
	7%	8%	7%	7%	6%	18%	7%	8%	9%	5%	6%	9%	6%
A little more negative	163	61	82	80	116	15	16	38	39	33	53	77	86
	17%	17%	18%	15%	17%	14%	14%	18%	17%	12%	19%	18%	16%
Much more negative	361	138	183	178	275	19	32	75	72	103	111	147	214
	37%	37%	40%	34%	41%	18%	28%	36%	32%	39%	39%	34%	39%
No different	260	92	104	153	184	23	33	50	67	80	63	117	143
	27%	25%	23%	29%	27%	22%	29%	24%	30%	30%	22%	27%	26%
Unsure	21	10	6	15	11	1	4	6	5	4	6	11	10
	2%	3%	1%	3%	2%	1%	4%	3%	2%	2%	2%	3%	2%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QBidenInfoFlow] Has what you have seen, read, or heard recently made you feel more positive or negative about Joe Biden?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982 100	296 100	303 100	243 100	139 100	599 100	382 100	391 100	286 100	224 100	192 100	187 100	145 100	228 100	486 100	80 100	291 100
MUCH/A LITTLE MORE POSITIVE	177 18%	59 20%	47 16%	54 22%	17 12%	106 18%	71 19%	48 12%	43 15%	59 26%	41 21%	23 12%	16 11%	38 17%	85 18%	23 28%	52 18%
MUCH/A LITTLE MORE NEGATIVE	524 53%	153 52%	160 53%	127 52%	83 60%	313 52%	210 55%	225 57%	166 58%	97 43%	101 52%	113 61%	86 59%	122 53%	255 52%	37 46%	172 59%
Much more positive	107 11%	43 15%	28 9%	27 11%	9 7%	71 12%	36 10%	30 8%	21 8%	41 18%	23 12%	15 8%	7 5%	20 9%	46 10%	18 22%	32 11%
A little more positive	70 7%	16 5%	20 7%	26 11%	8 6%	35 6%	34 9%	18 5%	22 8%	18 8%	18 9%	8 4%	9 6%	17 8%	39 8%	5 6%	20 7%
A little more negative	163 17%	37 13%	46 15%	51 21%	28 20%	84 14%	79 21%	50 13%	67 23%	22 10%	33 17%	36 19%	22 15%	51 22%	88 18%	9 11%	51 17%
Much more negative	361 37%	116 39%	113 37%	76 31%	55 39%	229 38%	131 34%	175 45%	99 35%	75 33%	68 35%	77 41%	64 44%	71 31%	167 34%	28 35%	121 42%
No different	260 27%	76 26%	88 29%	58 24%	38 27%	164 27%	96 25%	109 28%	75 26%	67 30%	45 23%	45 24%	41 28%	63 28%	138 28%	21 26%	61 21%
Unsure	21 2%	8 3%	8 3%	5 2%	1 1%	16 3%	5 1%	10 2%	1 1%	1 1%	6 3%	6 3%	2 1%	6 3%	9 2%	-	7 3%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QBidenInfoFlow] Has what you have seen, read, or heard recently made you feel more positive or negative about Joe Biden?

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	982 100	374 100	222 100	386 100	456 100	70 100	456 100	357 100	337 100	274 100	442 100	483 100	478 100	466 100	461 100	474 100	47 100	246 100	168 100	430 100	678 100	831 100	621 100	699 100
MUCH/A LITTLE MORE POSITIVE	177 18%	20 5%	27 12%	129 34%	22 5%	6 8%	149 33%	29 8%	67 20%	81 29%	26 6%	144 30%	21 4%	151 32%	23 5%	150 32%	4 9%	10 4%	7 4%	80 19%	110 16%	149 18%	85 14%	146 21%
MUCH/A LITTLE MORE NEGATIVE	524 53%	283 76%	122 55%	119 31%	342 75%	37 53%	145 32%	265 74%	155 46%	95 35%	330 75%	167 35%	364 76%	144 31%	347 75%	153 32%	24 50%	189 77%	132 78%	225 52%	367 54%	436 52%	369 59%	332 48%
Much more positive	107 11%	13 3%	14 6%	80 21%	14 3%	4 5%	90 20%	21 6%	36 11%	50 18%	18 4%	87 18%	13 3%	90 19%	14 3%	89 19%	4 8%	6 2%	5 3%	45 10%	67 10%	93 11%	48 8%	87 12%
A little more positive	70 7%	8 2%	13 6%	49 13%	8 2%	2 3%	60 13%	8 2%	31 9%	31 11%	8 2%	57 12%	8 2%	61 13%	9 2%	61 13%	1 1%	4 2%	2 1%	35 8%	43 6%	55 7%	36 6%	59 8%
A little more negative	163 17%	27 7%	56 25%	80 21%	46 10%	17 24%	100 22%	37 10%	67 20%	58 21%	40 9%	115 24%	55 11%	102 22%	53 11%	103 22%	7 14%	19 8%	17 10%	69 16%	109 16%	131 16%	88 14%	129 18%
Much more negative	361 37%	256 68%	65 29%	39 10%	296 65%	21 30%	45 10%	228 64%	88 26%	38 14%	290 66%	52 11%	310 65%	42 9%	294 64%	49 10%	17 36%	171 69%	115 68%	156 36%	259 38%	305 37%	282 45%	204 29%
No different	260 27%	70 19%	64 29%	127 33%	89 20%	23 33%	148 32%	60 17%	105 31%	91 33%	83 19%	157 32%	89 19%	157 34%	87 19%	156 33%	17 36%	46 19%	29 17%	120 28%	189 28%	228 27%	154 25%	201 29%
Unsure	21 2%	1 *	9 4%	10 3%	3 1%	4 5%	14 3%	3 1%	9 3%	7 3%	3 1%	15 3%	3 1%	14 3%	4 1%	15 3%	2 5%	1 1%	-	5 1%	12 2%	18 2%	13 2%	19 3%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QBidenInfoFlow] Has what you have seen, read, or heard recently made you feel more positive or negative about Joe Biden?

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	982	421	343	265	713	156	109	283	431	267	234	154	184	250	329	434
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MUCH/A LITTLE MORE POSITIVE	177	62	81	46	129	32	14	71	69	36	42	13	43	34	17	147
	18%	15%	24%	17%	18%	21%	12%	25%	16%	14%	18%	8%	23%	14%	5%	34%
MUCH/A LITTLE MORE NEGATIVE	524	247	149	136	386	68	69	136	233	155	114	104	100	127	243	140
	53%	59%	43%	51%	54%	43%	63%	48%	54%	58%	49%	68%	54%	51%	74%	32%
Much more positive	107	32	54	23	82	18	5	44	40	23	25	4	30	22	12	86
	11%	8%	16%	9%	11%	11%	5%	16%	9%	8%	11%	3%	16%	9%	4%	20%
A little more positive	70	30	27	23	47	15	8	27	29	14	17	8	13	12	5	60
	7%	7%	8%	9%	7%	9%	7%	10%	7%	5%	7%	5%	7%	5%	2%	14%
A little more negative	163	65	61	45	117	25	20	53	75	35	40	15	39	44	23	99
	17%	15%	18%	17%	16%	16%	18%	19%	17%	13%	17%	10%	21%	17%	7%	23%
Much more negative	361	182	88	92	269	43	49	83	158	120	74	89	61	83	220	41
	37%	43%	26%	35%	38%	27%	45%	29%	37%	45%	32%	58%	33%	33%	67%	9%
No different	260	103	103	72	189	46	26	73	117	70	72	35	35	82	68	131
	27%	25%	30%	27%	26%	29%	24%	26%	27%	26%	31%	23%	19%	33%	21%	30%
Unsure	21	9	10	11	10	10	1	4	12	6	6	2	6	7	1	16
	2%	2%	3%	4%	1%	6%	1%	1%	3%	2%	3%	2%	3%	3%	0%	4%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QTrumpBidenConcerns] Which of the following concerns you more?

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	982	369	456	522	678	108	115	209	226	267	280	435	547
	100	100	100	100	100	100	100	100	100	100	100	100	100
Trump's criminal convictions	389	142	160	227	257	54	44	70	94	109	116	163	225
	40%	39%	35%	43%	38%	49%	39%	33%	41%	41%	41%	38%	41%
Joe Biden's age and mental fitness	547	208	280	264	393	45	64	128	128	135	156	256	292
	56%	56%	61%	51%	58%	42%	56%	61%	57%	51%	56%	59%	53%
Unsure	46	19	16	31	28	9	6	11	5	23	8	16	30
	5%	5%	3%	6%	4%	9%	5%	5%	2%	8%	3%	4%	6%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QTrumpBidenConcerns] Which of the following concerns you more?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982 100	296 100	303 100	243 100	139 100	599 100	382 100	391 100	286 100	224 100	192 100	187 100	145 100	228 100	486 100	80 100	291 100
Trump's criminal convictions	389 40%	95 32%	123 41%	119 49%	51 37%	219 36%	170 44%	134 34%	123 43%	88 39%	87 45%	79 42%	44 31%	90 39%	189 39%	31 39%	116 40%
Joe Biden's age and mental fitness	547 56%	182 62%	164 54%	116 48%	84 61%	346 58%	201 52%	238 61%	154 54%	115 51%	97 50%	103 55%	95 66%	132 58%	270 56%	44 54%	169 58%
Unsure	46 5%	18 6%	16 5%	8 3%	4 3%	35 6%	12 3%	19 5%	9 3%	21 9%	8 4%	5 2%	5 4%	7 3%	27 6%	5 7%	6 2%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QTrumpBidenConcerns] Which of the following concerns you more?

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	982 100	374 100	222 100	386 100	456 100	70 100	456 100	357 100	337 100	274 100	442 100	483 100	478 100	466 100	461 100	474 100	47 100	246 100	168 100	430 100	678 100	831 100	621 100	699 100
Trump's criminal convictions	389 40%	42 11%	76 34%	271 70%	51 11%	24 34%	313 69%	49 14%	137 41%	202 74%	41 9%	334 69%	28 6%	347 75%	36 8%	340 72%	12 26%	14 6%	22 13%	197 46%	286 42%	338 41%	187 30%	335 48%
Joe Biden's age and mental fitness	547 56%	322 86%	126 57%	99 26%	393 86%	34 48%	121 26%	299 84%	173 51%	64 23%	386 87%	125 26%	434 91%	100 21%	411 89%	115 24%	21 45%	226 92%	143 85%	217 51%	363 53%	453 55%	405 65%	326 47%
Unsure	46 5%	10 3%	20 9%	16 4%	12 3%	12 18%	22 5%	9 2%	27 8%	8 3%	14 3%	24 5%	15 3%	19 4%	14 3%	18 4%	14 29%	7 3%	4 2%	15 4%	30 4%	40 5%	29 5%	38 5%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QTrumpBidenConcerns] Which of the following concerns you more?

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	982	421	343	265	713	156	109	283	431	267	234	154	184	250	329	434
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Trump's criminal convictions	389	157	151	94	294	64	29	125	184	79	108	29	75	127	34	315
	40%	37%	44%	35%	41%	41%	27%	44%	43%	30%	46%	19%	41%	51%	10%	73%
Joe Biden's age and mental fitness	547	246	173	160	385	82	78	145	231	172	115	117	102	105	286	97
	56%	58%	51%	60%	54%	53%	71%	51%	54%	64%	49%	76%	55%	42%	87%	22%
Unsure	46	18	18	12	34	10	2	13	16	17	10	8	7	18	9	22
	5%	4%	5%	4%	5%	6%	2%	5%	4%	6%	4%	5%	4%	7%	3%	5%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QEconImprove] Do you think the current economic situation in the United States is improving, getting worse, or staying about the same?

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	982	369	456	522	678	108	115	209	226	267	280	435	547
	100	100	100	100	100	100	100	100	100	100	100	100	100
IMPROVING A LOT/LITTLE	267	96	146	121	181	35	23	36	58	73	99	94	173
	27%	26%	32%	23%	27%	33%	20%	17%	26%	28%	35%	22%	32%
GETTING A LOT/LITTLE WORSE	514	207	223	289	355	55	63	123	131	138	122	255	260
	52%	56%	49%	55%	52%	51%	55%	59%	58%	52%	43%	59%	47%
Improving a lot	80	23	41	39	55	11	8	12	10	24	35	21	59
	8%	6%	9%	7%	8%	10%	7%	6%	4%	9%	13%	5%	11%
Improving a little	187	72	105	82	126	24	15	24	49	50	64	73	114
	19%	20%	23%	16%	19%	22%	13%	12%	21%	19%	23%	17%	21%
Staying the same	180	63	82	96	127	16	28	40	36	48	56	76	104
	18%	17%	18%	18%	19%	15%	24%	19%	16%	18%	20%	18%	19%
Getting a little worse	228	97	99	128	159	25	27	62	64	35	67	125	102
	23%	26%	22%	24%	23%	23%	23%	30%	28%	13%	24%	29%	19%
Getting a lot worse	287	109	124	162	196	30	37	61	68	103	54	129	158
	29%	30%	27%	31%	29%	28%	32%	29%	30%	39%	19%	30%	29%
Unsure	21	4	6	15	16	2	1	10	0	7	4	10	11
	2%	1%	1%	3%	2%	2%	1%	5%	0%	3%	1%	2%	2%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QEconImprove] Do you think the current economic situation in the United States is improving, getting worse, or staying about the same?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982 100	296 100	303 100	243 100	139 100	599 100	382 100	391 100	286 100	224 100	192 100	187 100	145 100	228 100	486 100	80 100	291 100
IMPROVING A LOT/LITTLE	267 27%	57 19%	85 28%	71 29%	54 39%	142 24%	125 33%	87 22%	93 33%	64 28%	49 26%	48 26%	35 24%	71 31%	119 24%	24 30%	100 34%
GETTING A LOT/LITTLE WORSE	514 52%	164 56%	168 56%	122 50%	58 42%	333 56%	181 47%	221 56%	133 47%	118 53%	109 56%	99 53%	78 54%	106 46%	263 54%	41 51%	137 47%
Improving a lot	80 8%	17 6%	22 7%	23 10%	18 13%	39 7%	41 11%	26 7%	29 10%	20 9%	15 8%	12 7%	9 6%	25 11%	30 6%	5 6%	38 13%
Improving a little	187 19%	40 13%	63 21%	48 20%	36 26%	102 17%	84 22%	61 16%	64 22%	44 20%	34 18%	36 19%	27 19%	46 20%	89 18%	19 24%	62 21%
Staying the same	180 18%	63 21%	47 15%	44 18%	25 18%	110 18%	70 18%	71 18%	56 20%	39 17%	29 15%	34 18%	30 20%	46 20%	93 19%	11 14%	52 18%
Getting a little worse	228 23%	66 22%	71 23%	67 28%	25 18%	136 23%	92 24%	89 23%	70 24%	37 16%	46 24%	46 25%	36 25%	63 28%	122 25%	13 17%	59 20%
Getting a lot worse	287 29%	99 33%	98 32%	55 23%	34 24%	197 33%	89 23%	131 34%	64 22%	82 36%	62 32%	53 29%	43 29%	43 19%	140 29%	28 35%	77 26%
Unsure	21 2%	11 4%	3 1%	5 2%	2 1%	14 2%	7 2%	13 3%	3 1%	3 2%	5 3%	5 3%	2 1%	5 2%	12 2%	4 5%	3 1%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QEconImprove] Do you think the current economic situation in the United States is improving, getting worse, or staying about the same?

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	982 100	374 100	222 100	386 100	456 100	70 100	456 100	357 100	337 100	274 100	442 100	483 100	478 100	466 100	461 100	474 100	47 100	246 100	168 100	430 100	678 100	831 100	621 100	699 100
IMPROVING A LOT/LITTLE	267 27%	34 9%	50 23%	182 47%	38 8%	15 21%	213 47%	42 12%	80 24%	142 52%	35 8%	221 46%	38 8%	221 47%	37 8%	220 46%	10 21%	14 6%	14 9%	153 36%	219 32%	236 28%	121 20%	226 32%
GETTING A LOT/LITTLE WORSE	514 52%	279 75%	121 54%	114 29%	336 74%	40 57%	139 30%	254 71%	171 51%	83 30%	325 74%	158 33%	354 74%	144 31%	343 74%	145 31%	27 57%	186 75%	126 75%	192 45%	340 50%	423 51%	387 62%	326 47%
Improving a lot	80 8%	11 3%	6 3%	63 16%	12 3%	2 3%	67 15%	15 4%	21 6%	45 16%	12 3%	65 13%	10 2%	68 15%	10 2%	69 15%	1 2%	6 2%	4 2%	50 12%	68 10%	69 8%	30 5%	68 10%
Improving a little	187 19%	23 6%	44 20%	119 31%	27 6%	13 19%	147 32%	27 8%	59 18%	97 36%	23 5%	156 32%	27 6%	153 33%	27 6%	150 32%	9 19%	8 3%	11 6%	103 24%	151 22%	167 20%	92 15%	158 23%
Staying the same	180 18%	55 15%	46 21%	80 21%	76 17%	11 15%	94 21%	52 15%	81 24%	43 16%	74 17%	96 20%	78 16%	91 20%	74 16%	101 21%	6 12%	44 18%	24 14%	78 18%	105 15%	152 18%	101 16%	129 18%
Getting a little worse	228 23%	104 28%	63 28%	61 16%	129 28%	19 28%	79 17%	96 27%	88 26%	40 14%	115 26%	97 20%	127 27%	89 19%	134 29%	85 18%	9 20%	52 21%	64 38%	80 19%	163 24%	185 22%	172 28%	157 23%
Getting a lot worse	287 29%	176 47%	58 26%	53 14%	206 45%	20 29%	60 13%	158 44%	83 25%	43 16%	210 47%	61 13%	227 48%	56 12%	209 45%	60 13%	18 38%	134 54%	62 37%	112 26%	178 26%	239 29%	215 35%	168 24%
Unsure	21 2%	6 2%	5 2%	10 3%	6 1%	5 7%	10 2%	9 3%	4 1%	6 2%	8 2%	10 2%	8 2%	9 2%	8 2%	9 2%	4 10%	2 1%	4 2%	6 1%	14 2%	19 2%	12 2%	18 3%

Echelon Insights  
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 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QEconImprove] Do you think the current economic situation in the United States is improving, getting worse, or staying about the same?

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	982 100	421 100	343 100	265 100	713 100	156 100	109 100	283 100	431 100	267 100	234 100	154 100	184 100	250 100	329 100	434 100
IMPROVING A LOT/LITTLE	267 27%	113 27%	99 29%	51 19%	212 30%	26 17%	25 23%	92 32%	132 31%	43 16%	63 27%	25 16%	51 28%	73 29%	23 7%	231 53%
GETTING A LOT/LITTLE WORSE	514 52%	218 52%	170 50%	169 64%	345 48%	109 70%	60 55%	136 48%	210 49%	168 63%	123 53%	97 63%	84 46%	129 51%	257 78%	119 27%
Improving a lot	80 8%	36 9%	27 8%	13 5%	65 9%	4 2%	10 9%	25 9%	38 9%	17 7%	23 10%	7 4%	21 12%	23 9%	9 3%	85 19%
Improving a little	187 19%	77 18%	72 21%	38 14%	147 21%	22 14%	16 14%	66 23%	94 22%	26 10%	40 17%	18 12%	30 16%	50 20%	14 4%	146 34%
Staying the same	180 18%	78 18%	66 19%	41 15%	139 20%	17 11%	23 21%	55 19%	80 19%	45 17%	41 18%	28 18%	42 23%	44 18%	46 14%	80 18%
Getting a little worse	228 23%	95 23%	85 25%	74 28%	154 22%	51 33%	23 21%	53 19%	95 22%	80 30%	56 24%	35 23%	36 20%	69 28%	97 30%	72 17%
Getting a lot worse	287 29%	123 29%	85 25%	95 36%	191 27%	58 38%	37 34%	83 29%	115 27%	88 33%	67 29%	63 41%	47 26%	60 24%	159 48%	47 11%
Unsure	21 2%	13 3%	8 2%	4 1%	17 2%	3 2%	1 1%	1 *	9 2%	11 4%	7 3%	4 3%	7 4%	4 2%	3 1%	4 1%

Echelon Insights  
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 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QTrumpBidenStability] Do you think things in the United States will be more stable if...

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	982 100	369 100	456 100	522 100	678 100	108 100	115 100	209 100	226 100	267 100	280 100	435 100	547 100
TRUMP WINS, DEFINITELY/ PROBABLY	454 46%	167 45%	244 54%	207 40%	349 51%	21 19%	50 43%	106 51%	104 46%	121 45%	122 44%	210 48%	243 44%
BIDEN WINS, DEFINITELY/ PROBABLY	414 42%	153 42%	176 39%	236 45%	258 38%	66 61%	52 46%	74 35%	101 45%	116 44%	124 44%	175 40%	240 44%
Trump wins, definitely	351 36%	118 32%	187 41%	163 31%	280 41%	13 12%	35 31%	77 37%	72 32%	106 40%	97 35%	149 34%	203 37%
Trump wins, probably	102 10%	49 13%	58 13%	44 8%	68 10%	8 7%	15 13%	29 14%	32 14%	15 6%	25 9%	61 14%	41 7%
Biden wins, probably	109 11%	42 11%	45 10%	64 12%	62 9%	21 19%	14 13%	31 15%	38 17%	20 8%	20 7%	69 16%	40 7%
Biden wins, definitely	305 31%	111 30%	131 29%	172 33%	196 29%	45 42%	38 33%	42 20%	63 28%	96 36%	103 37%	105 24%	200 36%
Unsure	114 12%	49 13%	36 8%	78 15%	72 11%	21 20%	13 11%	29 14%	21 9%	29 11%	35 12%	50 12%	64 12%

Echelon Insights  
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 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QTrumpBidenStability] Do you think things in the United States will be more stable if...

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982 100	296 100	303 100	243 100	139 100	599 100	382 100	391 100	286 100	224 100	192 100	187 100	145 100	228 100	486 100	80 100	291 100
TRUMP WINS, DEFINITELY/ PROBABLY	454 46%	160 54%	134 44%	92 38%	67 48%	294 49%	159 42%	224 57%	124 43%	98 43%	85 44%	87 46%	85 59%	94 41%	222 46%	37 46%	138 47%
BIDEN WINS, DEFINITELY/ PROBABLY	414 42%	103 35%	132 44%	124 51%	55 40%	235 39%	179 47%	129 33%	129 45%	98 44%	92 48%	76 41%	46 32%	103 45%	204 42%	38 47%	123 42%
Trump wins, definitely	351 36%	139 47%	99 33%	69 28%	43 31%	238 40%	112 29%	185 47%	94 33%	87 39%	70 37%	69 37%	58 40%	63 28%	160 33%	34 42%	110 38%
Trump wins, probably	102 10%	21 7%	35 11%	23 9%	24 17%	55 9%	47 12%	38 10%	30 11%	11 5%	15 8%	18 9%	27 18%	31 14%	62 13%	3 4%	28 10%
Biden wins, probably	109 11%	32 11%	31 10%	33 14%	14 10%	63 10%	47 12%	27 7%	35 12%	23 10%	30 16%	19 10%	14 10%	23 10%	65 13%	10 12%	22 8%
Biden wins, definitely	305 31%	71 24%	102 34%	91 37%	41 30%	173 29%	132 35%	102 26%	94 33%	75 33%	62 32%	57 30%	32 22%	79 35%	140 29%	28 35%	101 35%
Unsure	114 12%	33 11%	37 12%	28 11%	17 12%	70 12%	44 12%	39 10%	33 12%	29 13%	16 8%	24 13%	14 10%	32 14%	60 12%	6 7%	31 11%

Echelon Insights  
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 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QTrumpBidenStability] Do you think things in the United States will be more stable if...

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	982 100	374 100	222 100	386 100	456 100	70 100	456 100	357 100	337 100	274 100	442 100	483 100	478 100	466 100	461 100	474 100	47 100	246 100	168 100	430 100	678 100	831 100	621 100	699 100
TRUMP WINS, DEFINITELY/ PROBABLY	454 46%	334 89%	91 41%	28 7%	404 89%	16 23%	33 7%	298 83%	121 36%	25 9%	397 90%	33 7%	442 92%	9 2%	418 91%	22 5%	14 29%	245 100%	145 86%	167 39%	298 44%	373 45%	361 58%	249 36%
BIDEN WINS, DEFINITELY/ PROBABLY	414 42%	22 6%	84 38%	308 80%	28 6%	24 34%	362 79%	42 12%	155 46%	216 79%	18 4%	378 78%	10 2%	391 84%	15 3%	390 82%	10 21%	1 *	11 7%	213 50%	303 45%	362 44%	200 32%	364 52%
Trump wins, definitely	351 36%	277 74%	60 27%	15 4%	329 72%	7 10%	15 3%	253 71%	75 22%	16 6%	323 73%	12 3%	348 73%	1 *	333 72%	9 2%	10 20%	213 87%	108 64%	132 31%	236 35%	294 35%	298 48%	196 28%
Trump wins, probably	102 10%	58 15%	31 14%	13 3%	75 16%	9 13%	18 4%	45 13%	46 14%	9 3%	74 17%	20 4%	93 20%	8 2%	85 18%	13 3%	4 9%	32 13%	37 22%	35 8%	62 9%	79 9%	63 10%	52 7%
Biden wins, probably	109 11%	7 2%	25 11%	77 20%	10 2%	11 15%	88 19%	17 5%	50 15%	42 15%	7 2%	93 19%	9 2%	94 20%	9 2%	97 20%	3 7%	- -	4 2%	48 11%	69 10%	88 11%	64 10%	94 13%
Biden wins, definitely	305 31%	15 4%	58 26%	231 60%	18 4%	13 18%	274 60%	25 7%	105 31%	173 63%	11 3%	285 59%	2 *	297 64%	6 1%	293 62%	6 13%	1 *	7 4%	165 38%	234 35%	274 33%	136 22%	269 39%
Unsure	114 12%	18 5%	47 21%	49 13%	23 5%	30 43%	61 13%	17 5%	60 18%	33 12%	27 6%	73 15%	26 5%	65 14%	28 6%	62 13%	24 50%	- -	13 7%	50 12%	77 11%	96 12%	59 10%	86 12%

Echelon Insights  
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[QTrumpBidenStability] Do you think things in the United States will be more stable if...

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	982	421	343	265	713	156	109	283	431	267	234	154	184	250	329	434
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
TRUMP WINS, DEFINITELY/ PROBABLY	454	211	128	135	319	67	68	117	178	159	79	120	82	86	291	16
	46%	50%	37%	51%	45%	43%	62%	41%	41%	59%	34%	78%	45%	34%	88%	4%
BIDEN WINS, DEFINITELY/ PROBABLY	414	169	165	107	304	72	34	127	208	80	126	23	82	129	18	364
	42%	40%	48%	40%	43%	46%	31%	45%	48%	30%	54%	15%	45%	52%	5%	84%
Trump wins, definitely	351	166	100	97	254	52	45	89	124	138	57	104	58	63	250	7
	36%	39%	29%	37%	36%	33%	42%	31%	29%	52%	24%	68%	32%	25%	76%	1%
Trump wins, probably	102	45	28	38	65	15	22	28	53	21	22	16	24	23	41	10
	10%	11%	8%	14%	9%	10%	20%	10%	12%	8%	9%	10%	13%	9%	12%	2%
Biden wins, probably	109	42	49	50	59	31	18	37	54	19	36	5	24	30	3	78
	11%	10%	14%	19%	8%	20%	17%	13%	13%	7%	15%	3%	13%	12%	1%	18%
Biden wins, definitely	305	127	116	57	246	41	16	90	153	61	90	18	58	100	15	286
	31%	30%	34%	22%	34%	26%	15%	32%	36%	23%	39%	12%	32%	40%	5%	66%
Unsure	114	41	49	24	90	16	7	40	46	29	29	11	19	35	21	54
	12%	10%	14%	9%	13%	10%	7%	14%	11%	11%	12%	7%	11%	14%	6%	12%

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[QTrumpBidenMatter] Assuming that the 2024 election is between Donald Trump and Joe Biden, which of the following do you agree with more?

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	982	369	456	522	678	108	115	209	226	267	280	435	547
	100	100	100	100	100	100	100	100	100	100	100	100	100
Whether Trump or Biden wins really would make a difference to me personally	727	273	349	378	522	54	85	138	165	195	229	303	424
	74%	74%	76%	73%	77%	50%	75%	66%	73%	73%	82%	70%	78%
Whether Trump or Biden wins really would not make a difference to me personally	144	57	66	74	87	28	20	50	31	38	26	81	63
	15%	16%	14%	14%	13%	26%	17%	24%	14%	14%	9%	19%	12%
Unsure	111	38	42	69	69	27	9	21	30	34	26	51	60
	11%	10%	9%	13%	10%	25%	8%	10%	13%	13%	9%	12%	11%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QTrumpBidenMatter] Assuming that the 2024 election is between Donald Trump and Joe Biden, which of the following do you agree with more?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982 100	296 100	303 100	243 100	139 100	599 100	382 100	391 100	286 100	224 100	192 100	187 100	145 100	228 100	486 100	80 100	291 100
Whether Trump or Biden wins really would make a difference to me personally	727 74%	204 69%	228 75%	180 74%	114 82%	433 72%	294 77%	295 75%	226 79%	146 65%	147 76%	145 78%	118 81%	167 73%	354 73%	52 65%	234 80%
Whether Trump or Biden wins really would not make a difference to me personally	144 15%	45 15%	42 14%	45 18%	12 9%	87 15%	57 15%	47 12%	40 14%	39 17%	28 15%	26 14%	17 12%	33 14%	82 17%	12 15%	27 9%
Unsure	111 11%	47 16%	33 11%	19 8%	12 9%	79 13%	31 8%	49 13%	20 7%	39 17%	17 9%	15 8%	10 7%	29 13%	50 10%	16 20%	30 10%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QTrumpBidenMatter] Assuming that the 2024 election is between Donald Trump and Joe Biden, which of the following do you agree with more?

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	982 100	374 100	222 100	386 100	456 100	70 100	456 100	357 100	337 100	274 100	442 100	483 100	478 100	466 100	461 100	474 100	47 100	246 100	168 100	430 100	678 100	831 100	621 100	699 100
Whether Trump or Biden wins really would make a difference to me personally	727 74%	312 83%	136 61%	280 72%	364 80%	30 43%	333 73%	297 83%	208 62%	220 80%	353 80%	346 72%	369 77%	344 74%	361 78%	350 74%	16 35%	212 86%	127 75%	342 80%	524 77%	619 75%	471 76%	503 72%
Whether Trump or Biden wins really would not make a difference to me personally	144 15%	30 8%	53 24%	61 16%	49 11%	21 30%	73 16%	34 10%	69 21%	35 13%	53 12%	78 16%	61 13%	76 16%	56 12%	77 16%	11 23%	16 6%	24 14%	49 11%	76 11%	115 14%	85 14%	111 16%
Unsure	111 11%	32 9%	33 15%	46 12%	42 9%	19 27%	49 11%	26 7%	60 18%	19 7%	36 8%	59 12%	47 10%	46 10%	44 10%	47 10%	19 42%	19 8%	18 10%	39 9%	78 11%	97 12%	64 10%	84 12%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QTrumpBidenMatter] Assuming that the 2024 election is between Donald Trump and Joe Biden, which of the following do you agree with more?

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	982 100	421 100	343 100	265 100	713 100	156 100	109 100	283 100	431 100	267 100	234 100	154 100	184 100	250 100	329 100	434 100
Whether Trump or Biden wins really would make a difference to me personally	727 74%	324 77%	229 67%	191 72%	536 75%	104 66%	87 79%	202 71%	325 75%	201 75%	172 73%	129 84%	137 75%	185 74%	269 82%	336 77%
Whether Trump or Biden wins really would not make a difference to me personally	144 15%	58 14%	62 18%	46 17%	98 14%	28 18%	18 16%	45 16%	63 15%	36 13%	34 15%	13 9%	26 14%	41 16%	29 9%	51 12%
Unsure	111 11%	39 9%	52 15%	29 11%	79 11%	25 16%	5 4%	37 13%	43 10%	31 12%	28 12%	11 7%	20 11%	25 10%	31 9%	48 11%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QLeadAttribute\_Economy] Please indicate if you think that as President, Donald Trump or Joe Biden would do a better job at each of the following  
 -Making our economy work better

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	982	369	456	522	678	108	115	209	226	267	280	435	547
	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	504	190	269	234	383	25	54	117	121	132	135	238	267
	51%	51%	59%	45%	56%	23%	47%	56%	53%	49%	48%	55%	49%
DEFINITELY/PROBABLY JOE BIDEN	392	150	161	230	249	65	47	70	91	112	120	160	232
	40%	41%	35%	44%	37%	60%	41%	33%	40%	42%	43%	37%	42%
Definitely Donald Trump	407	152	220	185	319	20	38	90	88	115	114	178	229
	41%	41%	48%	35%	47%	18%	33%	43%	39%	43%	41%	41%	42%
Probably Donald Trump	97	38	48	49	64	5	16	27	33	16	21	60	37
	10%	10%	11%	9%	9%	5%	14%	13%	15%	6%	7%	14%	7%
No difference	63	24	22	40	32	12	13	17	11	16	20	27	36
	6%	6%	5%	8%	5%	11%	12%	8%	5%	6%	7%	6%	7%
Probably Joe Biden	99	42	37	62	62	20	9	31	25	21	22	56	43
	10%	11%	8%	12%	9%	19%	8%	15%	11%	8%	8%	13%	8%
Definitely Joe Biden	293	108	124	168	187	45	37	38	66	91	98	104	189
	30%	29%	27%	32%	28%	42%	33%	18%	29%	34%	35%	24%	35%
Unsure	23	5	4	18	14	6	1	5	4	7	6	9	13
	2%	1%	1%	3%	2%	6%	1%	2%	2%	3%	2%	2%	2%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QLeadAttribute\_Economy] Please indicate if you think that as President, Donald Trump or Joe Biden would do a better job at each of the following  
 -Making our economy work better

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982	296	303	243	139	599	382	391	286	224	192	187	145	228	486	80	291
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	504	173	151	102	78	324	180	239	143	110	91	92	93	113	250	43	151
	51%	58%	50%	42%	56%	54%	47%	61%	50%	49%	47%	49%	65%	49%	51%	53%	52%
DEFINITELY/PROBABLY JOE BIDEN	392	96	120	122	55	215	177	122	127	87	82	78	44	101	192	29	122
	40%	32%	40%	50%	39%	36%	46%	31%	44%	39%	43%	42%	30%	44%	40%	36%	42%
Definitely Donald Trump	407	144	118	81	63	262	144	201	116	85	77	77	72	91	190	38	130
	41%	49%	39%	33%	46%	44%	38%	51%	41%	38%	40%	41%	49%	40%	39%	47%	45%
Probably Donald Trump	97	29	33	21	15	62	36	38	26	24	14	15	22	22	60	5	21
	10%	10%	11%	9%	10%	10%	9%	10%	9%	11%	7%	8%	15%	10%	12%	6%	7%
No difference	63	17	26	15	5	43	20	20	13	19	15	12	7	10	33	7	15
	6%	6%	9%	6%	3%	7%	5%	5%	4%	9%	8%	6%	5%	4%	7%	9%	5%
Probably Joe Biden	99	24	26	31	18	50	49	24	38	17	21	18	16	28	60	3	23
	10%	8%	9%	13%	13%	8%	13%	6%	13%	7%	11%	9%	11%	12%	12%	4%	8%
Definitely Joe Biden	293	72	94	91	37	166	128	98	89	71	61	61	28	73	133	26	98
	30%	24%	31%	37%	26%	28%	33%	25%	31%	31%	32%	33%	19%	32%	27%	32%	34%
Unsure	23	11	6	4	2	17	6	11	3	8	4	4	1	5	11	2	4
	2%	4%	2%	2%	1%	3%	2%	3%	1%	4%	2%	2%	1%	2%	2%	2%	1%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QLeadAttribute\_Economy] Please indicate if you think that as President, Donald Trump or Joe Biden would do a better job at each of the following  
 -Making our economy work better

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+ Lean	Pure Ind	DEM+ Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
<b>Total</b>	982	374	222	386	456	70	456	357	337	274	442	483	478	466	461	474	47	246	168	430	678	831	621	699
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
<b>DEFINITELY/PROBABLY DONALD TRUMP</b>	504	346	111	48	419	26	59	319	142	32	413	61	467	29	437	50	17	246	150	194	335	418	392	284
	51%	92%	50%	12%	92%	38%	13%	89%	42%	12%	93%	13%	98%	6%	95%	11%	36%	100%	89%	45%	49%	50%	63%	41%
<b>DEFINITELY/PROBABLY JOE BIDEN</b>	392	18	71	304	22	20	351	27	145	220	15	363	2	382	11	374	7	-	9	204	294	343	186	347
	40%	5%	32%	79%	5%	28%	77%	8%	43%	80%	3%	75%	*%	82%	2%	79%	16%		5%	47%	43%	41%	30%	50%
<b>Definitely Donald Trump</b>	407	312	74	21	370	12	25	279	102	18	365	22	399	6	379	17	11	224	132	157	278	343	332	215
	41%	83%	33%	6%	81%	17%	5%	78%	30%	7%	83%	5%	84%	1%	82%	4%	24%	91%	78%	37%	41%	41%	54%	31%
<b>Probably Donald Trump</b>	97	34	37	27	49	14	34	40	41	14	48	39	68	22	58	34	6	22	18	37	57	76	60	69
	10%	9%	17%	7%	11%	21%	7%	11%	12%	5%	11%	8%	14%	5%	13%	7%	12%	9%	11%	9%	8%	9%	10%	10%
<b>No difference</b>	63	9	27	27	13	15	36	8	36	17	10	45	7	43	12	40	11	0	8	21	34	51	35	50
	6%	3%	12%	7%	3%	21%	8%	2%	11%	6%	2%	9%	1%	9%	3%	8%	23%	*%	5%	5%	5%	6%	6%	7%
<b>Probably Joe Biden</b>	99	4	23	72	5	10	83	9	50	40	4	88	1	93	5	89	4	-	2	40	70	81	51	83
	10%	1%	10%	19%	1%	15%	18%	2%	15%	15%	1%	18%	*%	20%	1%	19%	9%		1%	9%	10%	10%	8%	12%
<b>Definitely Joe Biden</b>	293	13	48	232	16	10	267	19	95	179	11	275	1	289	5	285	3	-	6	164	225	263	136	265
	30%	4%	22%	60%	4%	14%	59%	5%	28%	65%	2%	57%	*%	62%	1%	60%	6%		4%	38%	33%	32%	22%	38%
<b>Unsure</b>	23	1	14	7	2	9	11	3	14	6	4	15	2	12	1	10	12	-	1	11	15	18	8	17
	2%	*%	6%	2%	*%	13%	2%	1%	4%	2%	1%	3%	*%	3%	*%	2%	25%		1%	3%	2%	2%	1%	2%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QLeadAttribute\_Economy] Please indicate if you think that as President, Donald Trump or Joe Biden would do a better job at each of the following  
 -Making our economy work better

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	982	421	343	265	713	156	109	283	431	267	234	154	184	250	329	434
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	504	224	153	149	355	72	78	135	199	170	94	125	91	100	303	37
	51%	53%	45%	56%	50%	46%	71%	48%	46%	63%	40%	81%	49%	40%	92%	9%
DEFINITELY/PROBABLY JOE BIDEN	392	162	158	96	293	71	25	120	196	76	113	23	75	122	17	356
	40%	38%	46%	36%	41%	46%	23%	42%	46%	28%	48%	15%	41%	49%	5%	82%
Definitely Donald Trump	407	188	117	114	293	55	59	100	159	148	69	114	74	65	278	13
	41%	45%	34%	43%	41%	35%	54%	35%	37%	55%	29%	74%	41%	26%	84%	3%
Probably Donald Trump	97	36	36	36	62	17	19	36	40	22	26	11	16	34	25	24
	10%	9%	11%	13%	9%	11%	17%	13%	9%	8%	11%	7%	9%	14%	8%	6%
No difference	63	28	20	17	46	10	7	16	28	18	21	4	14	21	8	28
	6%	7%	6%	6%	6%	6%	6%	6%	7%	7%	9%	3%	8%	8%	3%	7%
Probably Joe Biden	99	44	44	32	66	25	7	34	47	18	25	3	28	22	3	69
	10%	10%	13%	12%	9%	16%	6%	12%	11%	7%	11%	2%	15%	9%	1%	16%
Definitely Joe Biden	293	118	115	64	227	46	18	86	149	58	89	20	47	100	15	287
	30%	28%	33%	24%	32%	29%	16%	30%	35%	22%	38%	13%	25%	40%	4%	66%
Unsure	23	6	11	3	19	3	-	12	7	4	6	2	4	8	1	12
	2%	1%	3%	1%	3%	2%	-	4%	2%	1%	3%	1%	2%	3%	1%	3%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QLeadAttribute\_Rights] Please indicate if you think that as President, Donald Trump or Joe Biden would do a better job at each of the following  
 -Protecting my rights and freedoms

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	982	369	456	522	678	108	115	209	226	267	280	435	547
	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	437	160	239	196	338	17	47	98	104	116	119	202	235
	45%	43%	52%	38%	50%	16%	41%	47%	46%	43%	42%	47%	43%
DEFINITELY/PROBABLY JOE BIDEN	443	168	189	252	278	70	56	84	97	128	135	180	263
	45%	46%	41%	48%	41%	65%	49%	40%	43%	48%	48%	41%	48%
Definitely Donald Trump	364	135	197	165	289	13	32	77	84	102	101	161	203
	37%	37%	43%	32%	43%	12%	28%	37%	37%	38%	36%	37%	37%
Probably Donald Trump	73	25	41	32	49	4	15	21	20	13	18	41	31
	7%	7%	9%	6%	7%	4%	13%	10%	9%	5%	6%	10%	6%
No difference	83	36	24	59	51	14	10	22	20	18	23	42	41
	8%	10%	5%	11%	8%	13%	9%	11%	9%	7%	8%	10%	7%
Probably Joe Biden	90	37	43	47	49	17	17	32	22	17	18	55	35
	9%	10%	9%	9%	7%	16%	15%	15%	10%	6%	6%	13%	6%
Definitely Joe Biden	353	131	147	205	229	53	39	51	74	111	117	126	227
	36%	36%	32%	39%	34%	49%	34%	25%	33%	41%	42%	29%	42%
Unsure	19	4	5	14	11	7	1	5	6	5	3	10	9
	2%	1%	1%	3%	2%	7%	1%	2%	2%	2%	1%	2%	2%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QLeadAttribute\_Rights] Please indicate if you think that as President, Donald Trump or Joe Biden would do a better job at each of the following  
 -Protecting my rights and freedoms

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982 100	296 100	303 100	243 100	139 100	599 100	382 100	391 100	286 100	224 100	192 100	187 100	145 100	228 100	486 100	80 100	291 100
DEFINITELY/PROBABLY DONALD TRUMP	437 45%	150 51%	131 43%	85 35%	71 51%	280 47%	156 41%	214 55%	123 43%	97 43%	78 40%	78 42%	84 58%	96 42%	212 44%	36 45%	133 46%
DEFINITELY/PROBABLY JOE BIDEN	443 45%	115 39%	137 45%	132 54%	58 42%	252 42%	191 50%	140 36%	137 48%	104 46%	88 46%	93 50%	53 37%	105 46%	218 45%	38 47%	133 46%
Definitely Donald Trump	364 37%	134 45%	108 36%	67 27%	54 39%	242 40%	121 32%	190 49%	98 34%	83 37%	70 36%	61 33%	69 48%	76 33%	171 35%	33 42%	113 39%
Probably Donald Trump	73 7%	16 5%	22 7%	18 7%	17 12%	38 6%	35 9%	24 6%	25 9%	14 6%	8 4%	17 9%	15 10%	20 9%	41 8%	3 3%	19 7%
No difference	83 8%	19 7%	31 10%	23 9%	9 6%	51 8%	32 8%	29 8%	22 8%	16 7%	24 12%	15 8%	7 5%	21 9%	45 9%	5 6%	23 8%
Probably Joe Biden	90 9%	35 12%	21 7%	23 9%	11 8%	56 9%	33 9%	24 6%	25 9%	20 9%	19 10%	24 13%	9 6%	17 7%	57 12%	7 9%	17 6%
Definitely Joe Biden	353 36%	80 27%	116 38%	110 45%	48 34%	196 33%	157 41%	116 30%	113 39%	83 37%	68 36%	69 37%	45 31%	88 39%	160 33%	30 38%	116 40%
Unsure	19 2%	11 4%	4 1%	3 1%	1 1%	16 3%	4 1%	7 2%	3 1%	8 3%	3 2%	1 1%	1 *	6 3%	12 2%	2 2%	3 1%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QLeadAttribute\_Rights] Please indicate if you think that as President, Donald Trump or Joe Biden would do a better job at each of the following  
 -Protecting my rights and freedoms

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+ Lean	Pure Ind	DEM+ Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	982	374	222	386	456	70	456	357	337	274	442	483	478	466	461	474	47	246	168	430	678	831	621	699
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	437	332	81	23	395	14	28	293	111	24	384	30	428	6	405	17	15	241	140	163	289	361	353	239
	45%	89%	37%	6%	87%	20%	6%	82%	33%	9%	87%	6%	89%	1%	88%	4%	32%	98%	83%	38%	43%	43%	57%	34%
DEFINITELY/PROBABLY JOE BIDEN	443	20	93	329	28	26	389	41	172	230	22	402	14	413	16	416	11	1	13	223	324	386	212	381
	45%	5%	42%	85%	6%	36%	85%	11%	51%	84%	5%	83%	3%	89%	3%	88%	23%	*%	8%	52%	48%	46%	34%	55%
Definitely Donald Trump	364	294	56	14	341	7	16	258	83	15	335	13	361	3	348	8	8	219	115	137	247	301	306	190
	37%	79%	25%	4%	75%	10%	3%	72%	25%	6%	76%	3%	76%	1%	76%	2%	17%	89%	68%	32%	36%	36%	49%	27%
Probably Donald Trump	73	38	26	10	53	8	12	36	28	9	50	17	66	3	57	9	7	22	25	26	42	59	47	50
	7%	10%	11%	3%	12%	11%	3%	10%	8%	3%	11%	3%	14%	1%	12%	2%	16%	9%	15%	6%	6%	7%	8%	7%
No difference	83	20	38	25	30	24	29	19	42	18	32	40	32	38	39	34	10	5	14	32	52	68	51	63
	8%	5%	17%	6%	7%	34%	6%	5%	12%	6%	7%	8%	7%	8%	8%	7%	21%	2%	8%	7%	8%	8%	8%	9%
Probably Joe Biden	90	5	26	59	10	7	72	15	50	24	9	73	13	68	11	74	4	1	5	33	55	72	50	67
	9%	1%	12%	15%	2%	10%	16%	4%	15%	9%	2%	15%	3%	15%	2%	16%	9%	*%	3%	8%	8%	9%	8%	10%
Definitely Joe Biden	353	15	68	270	18	18	317	25	121	206	13	329	1	344	5	342	7	-	8	191	269	314	162	314
	36%	4%	30%	70%	4%	26%	69%	7%	36%	75%	3%	68%	*%	74%	1%	72%	14%	-	5%	44%	40%	38%	26%	45%
Unsure	19	1	10	8	2	7	10	3	13	2	4	12	4	9	1	7	11	-	2	12	13	16	5	15
	2%	*%	4%	2%	1%	10%	2%	1%	4%	1%	1%	2%	1%	2%	*%	2%	23%	-	1%	3%	2%	2%	1%	2%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QLeadAttribute\_Rights] Please indicate if you think that as President, Donald Trump or Joe Biden would do a better job at each of the following  
 -Protecting my rights and freedoms

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	982 100	421 100	343 100	265 100	713 100	156 100	109 100	283 100	431 100	267 100	234 100	154 100	184 100	250 100	329 100	434 100
DEFINITELY/PROBABLY DONALD TRUMP	437 45%	203 48%	122 36%	129 49%	308 43%	62 40%	67 62%	109 38%	169 39%	159 60%	73 31%	119 77%	79 43%	76 30%	288 87%	16 4%
DEFINITELY/PROBABLY JOE BIDEN	443 45%	176 42%	180 53%	106 40%	334 47%	70 45%	36 33%	141 50%	220 51%	83 31%	130 56%	26 17%	82 44%	143 57%	18 5%	379 87%
Definitely Donald Trump	364 37%	168 40%	103 30%	106 40%	258 36%	51 33%	55 50%	83 29%	139 32%	141 53%	59 25%	106 69%	67 37%	57 23%	262 80%	7 2%
Probably Donald Trump	73 7%	35 8%	19 6%	23 9%	50 7%	11 7%	13 11%	25 9%	30 7%	18 7%	14 6%	13 8%	12 6%	19 8%	25 8%	9 2%
No difference	83 8%	38 9%	28 8%	27 10%	56 8%	21 14%	6 5%	25 9%	36 8%	22 8%	29 12%	7 4%	21 11%	27 11%	21 6%	27 6%
Probably Joe Biden	90 9%	27 6%	49 14%	35 13%	55 8%	16 10%	19 17%	38 13%	35 8%	17 6%	20 8%	4 3%	23 12%	20 8%	4 1%	51 12%
Definitely Joe Biden	353 36%	149 35%	131 38%	71 27%	279 39%	54 35%	17 15%	102 36%	185 43%	66 25%	110 47%	22 14%	59 32%	123 49%	14 4%	327 75%
Unsure	19 2%	4 1%	12 4%	4 1%	16 2%	3 2%	1 1%	9 3%	6 1%	4 1%	3 1%	3 2%	2 1%	4 2%	3 1%	12 3%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QLeadAttribute\_Competent] Please indicate if you think that as President, Donald Trump or Joe Biden would do a better job at each of the following  
 -Being competent and effective

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	982	369	456	522	678	108	115	209	226	267	280	435	547
	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	482	181	256	223	372	21	50	111	116	126	129	226	255
	49%	49%	56%	43%	55%	19%	44%	53%	51%	47%	46%	52%	47%
DEFINITELY/PROBABLY JOE BIDEN	387	145	163	221	236	68	49	71	87	113	116	158	229
	39%	39%	36%	42%	35%	63%	43%	34%	38%	42%	41%	36%	42%
Definitely Donald Trump	405	151	219	184	325	12	40	81	96	116	111	177	228
	41%	41%	48%	35%	48%	11%	35%	39%	42%	44%	40%	41%	42%
Probably Donald Trump	77	30	38	39	47	9	10	30	20	10	18	49	28
	8%	8%	8%	8%	7%	9%	9%	14%	9%	4%	6%	11%	5%
No difference	94	38	30	64	57	14	15	24	19	22	28	43	51
	10%	10%	6%	12%	8%	13%	13%	12%	8%	8%	10%	10%	9%
Probably Joe Biden	110	45	38	71	66	21	14	30	28	27	24	58	52
	11%	12%	8%	14%	10%	19%	12%	14%	12%	10%	9%	13%	9%
Definitely Joe Biden	277	100	125	151	170	47	35	41	58	86	92	100	178
	28%	27%	27%	29%	25%	44%	30%	20%	26%	32%	33%	23%	32%
Unsure	20	5	7	13	13	6	1	3	6	5	7	8	12
	2%	1%	2%	2%	2%	5%	1%	1%	2%	2%	2%	2%	2%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QLeadAttribute\_Competent] Please indicate if you think that as President, Donald Trump or Joe Biden would do a better job at each of the following  
 -Being competent and effective

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non- college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982 100	296 100	303 100	243 100	139 100	599 100	382 100	391 100	286 100	224 100	192 100	187 100	145 100	228 100	486 100	80 100	291 100
DEFINITELY/PROBABLY DONALD TRUMP	482 49%	171 58%	142 47%	93 38%	74 54%	313 52%	168 44%	236 60%	135 47%	109 48%	85 44%	91 49%	87 60%	106 46%	239 49%	39 48%	144 50%
DEFINITELY/PROBABLY JOE BIDEN	387 39%	98 33%	119 39%	120 49%	50 36%	217 36%	170 44%	116 30%	119 42%	87 39%	83 43%	78 42%	45 31%	94 41%	190 39%	32 39%	115 40%
Definitely Donald Trump	405 41%	145 49%	119 39%	76 31%	63 45%	264 44%	139 36%	207 53%	118 41%	90 40%	75 39%	75 40%	71 49%	90 39%	194 40%	34 42%	128 44%
Probably Donald Trump	77 8%	26 9%	23 7%	17 7%	11 8%	49 8%	28 7%	30 8%	17 6%	19 8%	9 5%	16 9%	16 11%	16 7%	45 9%	5 6%	17 6%
No difference	94 10%	20 7%	36 12%	25 10%	12 9%	57 9%	37 10%	30 8%	26 9%	23 10%	19 10%	14 8%	12 9%	24 11%	46 10%	10 12%	27 9%
Probably Joe Biden	110 11%	28 9%	31 10%	39 16%	12 9%	58 10%	51 13%	27 7%	39 14%	18 8%	18 10%	23 12%	18 12%	33 14%	60 12%	7 8%	25 9%
Definitely Joe Biden	277 28%	70 24%	89 29%	80 33%	38 27%	159 27%	118 31%	90 23%	80 28%	69 31%	64 33%	56 30%	27 18%	61 27%	130 27%	25 31%	90 31%
Unsure	20 2%	7 2%	5 2%	5 2%	3 2%	12 2%	8 2%	8 2%	5 2%	5 2%	6 3%	3 2%	1 1%	5 2%	12 2%	-	5 2%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QLeadAttribute\_Competent] Please indicate if you think that as President, Donald Trump or Joe Biden would do a better job at each of the following  
 -Being competent and effective

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+ Lean	Pure Ind	DEM+ Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
<b>Total</b>	982	374	222	386	456	70	456	357	337	274	442	483	478	466	461	474	47	246	168	430	678	831	621	699
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
<b>DEFINITELY/PROBABLY DONALD TRUMP</b>	482	347	96	38	415	20	46	308	138	25	405	48	457	20	427	39	15	245	151	188	319	399	381	269
	49%	93%	43%	10%	91%	29%	10%	86%	41%	9%	92%	10%	96%	4%	93%	8%	33%	100%	90%	44%	47%	48%	61%	39%
<b>DEFINITELY/PROBABLY JOE BIDEN</b>	387	14	82	291	20	22	345	29	142	215	16	358	6	369	14	364	10	-	7	191	286	338	182	341
	39%	4%	37%	75%	4%	31%	76%	8%	42%	78%	4%	74%	1%	79%	3%	77%	21%		4%	44%	42%	41%	29%	49%
<b>Definitely Donald Trump</b>	405	318	69	18	371	13	21	278	101	16	364	22	398	4	376	16	12	228	131	155	276	339	330	214
	41%	85%	31%	5%	81%	19%	5%	78%	30%	6%	82%	5%	83%	1%	81%	3%	26%	92%	78%	36%	41%	41%	53%	31%
<b>Probably Donald Trump</b>	77	29	27	21	45	7	25	29	37	9	41	26	58	16	51	23	3	18	20	33	43	60	51	55
	8%	8%	12%	5%	10%	10%	6%	8%	11%	3%	9%	5%	12%	4%	11%	5%	6%	7%	12%	8%	6%	7%	8%	8%
<b>No difference</b>	94	11	33	49	18	19	57	17	44	31	18	64	14	64	18	61	15	1	9	40	59	78	51	75
	10%	3%	15%	13%	4%	28%	12%	5%	13%	11%	4%	13%	3%	14%	4%	13%	31%	*	5%	9%	9%	9%	8%	11%
<b>Probably Joe Biden</b>	110	4	36	70	9	9	92	8	52	49	3	101	2	100	7	98	4	-	1	42	78	90	62	91
	11%	1%	16%	18%	2%	13%	20%	2%	15%	18%	1%	21%	1%	22%	2%	21%	9%		*	10%	12%	11%	10%	13%
<b>Definitely Joe Biden</b>	277	10	46	221	11	13	253	21	90	165	13	257	3	268	7	265	5	-	6	148	207	248	120	250
	28%	3%	21%	57%	3%	18%	55%	6%	27%	60%	3%	53%	1%	58%	1%	56%	11%		4%	34%	31%	30%	19%	36%
<b>Unsure</b>	20	2	11	7	3	8	9	3	13	3	4	14	2	13	3	10	7	-	2	11	15	15	6	14
	2%	*	5%	2%	1%	12%	2%	1%	4%	1%	1%	3%	*	3%	1%	2%	15%		1%	2%	2%	2%	1%	2%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QLeadAttribute\_Competent] Please indicate if you think that as President, Donald Trump or Joe Biden would do a better job at each of the following  
 -Being competent and effective

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	982 100	421 100	343 100	265 100	713 100	156 100	109 100	283 100	431 100	267 100	234 100	154 100	184 100	250 100	329 100	434 100
DEFINITELY/PROBABLY DONALD TRUMP	482 49%	221 52%	138 40%	145 55%	337 47%	70 45%	75 68%	125 44%	192 44%	165 62%	88 38%	123 80%	86 47%	92 37%	297 90%	29 7%
DEFINITELY/PROBABLY JOE BIDEN	387 39%	154 37%	159 46%	90 34%	293 41%	62 40%	28 26%	124 44%	190 44%	73 27%	115 49%	22 14%	69 38%	124 50%	15 5%	347 80%
Definitely Donald Trump	405 41%	190 45%	109 32%	117 44%	288 40%	56 36%	61 56%	92 32%	167 39%	146 54%	74 31%	117 76%	69 37%	72 29%	268 81%	13 3%
Probably Donald Trump	77 8%	30 7%	29 8%	28 11%	49 7%	14 9%	14 13%	33 12%	24 6%	19 7%	14 6%	7 4%	18 10%	20 8%	29 9%	16 4%
No difference	94 10%	38 9%	37 11%	26 10%	67 9%	21 14%	5 4%	26 9%	41 10%	26 10%	27 12%	6 4%	23 12%	30 12%	16 5%	47 11%
Probably Joe Biden	110 11%	50 12%	41 12%	39 15%	69 10%	28 18%	11 10%	35 12%	58 13%	17 6%	40 17%	4 3%	25 14%	33 13%	7 2%	91 21%
Definitely Joe Biden	277 28%	104 25%	118 35%	51 19%	224 31%	34 22%	17 16%	89 31%	132 31%	56 21%	76 32%	18 12%	44 24%	91 36%	9 3%	256 59%
Unsure	20 2%	8 2%	8 2%	4 1%	16 2%	2 1%	2 2%	9 3%	8 2%	3 1%	4 2%	3 2%	6 3%	4 2%	1 *	12 3%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QLeadAttribute\_Honest] Please indicate if you think that as President, Donald Trump or Joe Biden would do a better job at each of the following  
 -Being honest and trustworthy

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	982	369	456	522	678	108	115	209	226	267	280	435	547
	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	388	143	209	176	300	21	37	86	96	104	101	182	206
	39%	39%	46%	34%	44%	19%	32%	41%	42%	39%	36%	42%	38%
DEFINITELY/PROBABLY JOE BIDEN	447	167	194	251	284	70	59	76	100	131	140	176	270
	45%	45%	42%	48%	42%	64%	51%	37%	44%	49%	50%	41%	49%
Definitely Donald Trump	314	111	168	144	251	14	29	70	68	93	82	139	175
	32%	30%	37%	28%	37%	13%	26%	34%	30%	35%	29%	32%	32%
Probably Donald Trump	74	33	41	33	49	7	7	16	28	11	19	44	30
	8%	9%	9%	6%	7%	6%	6%	8%	12%	4%	7%	10%	6%
No difference	125	53	46	78	85	12	17	40	23	26	36	63	62
	13%	14%	10%	15%	13%	11%	15%	19%	10%	10%	13%	14%	11%
Probably Joe Biden	87	33	40	47	45	20	16	25	24	21	17	49	38
	9%	9%	9%	9%	7%	19%	14%	12%	11%	8%	6%	11%	7%
Definitely Joe Biden	360	134	154	205	239	49	43	51	76	110	123	127	233
	37%	36%	34%	39%	35%	45%	37%	24%	34%	41%	44%	29%	43%
Unsure	22	6	7	16	9	6	2	6	7	6	3	13	9
	2%	2%	1%	3%	1%	6%	2%	3%	3%	2%	1%	3%	2%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QLeadAttribute\_Honest] Please indicate if you think that as President, Donald Trump or Joe Biden would do a better job at each of the following  
 -Being honest and trustworthy

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982	296	303	243	139	599	382	391	286	224	192	187	145	228	486	80	291
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	388	145	115	74	53	260	127	199	100	95	70	72	70	78	194	29	115
	39%	49%	38%	30%	38%	43%	33%	51%	35%	42%	36%	38%	48%	34%	40%	36%	39%
DEFINITELY/PROBABLY JOE BIDEN	447	106	140	140	61	246	201	138	146	98	93	90	51	114	210	38	140
	45%	36%	46%	58%	44%	41%	53%	35%	51%	44%	48%	48%	35%	50%	43%	48%	48%
Definitely Donald Trump	314	122	96	57	38	218	95	172	79	82	59	57	50	64	146	26	98
	32%	41%	32%	23%	27%	36%	25%	44%	28%	37%	30%	30%	35%	28%	30%	33%	34%
Probably Donald Trump	74	23	19	17	15	42	32	27	22	13	12	15	19	14	48	2	17
	8%	8%	6%	7%	10%	7%	8%	7%	8%	6%	6%	8%	13%	6%	10%	3%	6%
No difference	125	33	42	26	24	75	50	48	37	20	25	23	24	33	69	11	34
	13%	11%	14%	11%	17%	13%	13%	12%	13%	9%	13%	12%	16%	14%	14%	14%	12%
Probably Joe Biden	87	28	23	24	12	51	36	22	23	16	17	22	8	23	47	4	21
	9%	10%	7%	10%	8%	9%	9%	5%	8%	7%	9%	12%	6%	10%	10%	5%	7%
Definitely Joe Biden	360	78	117	115	50	195	165	116	123	82	75	68	43	91	163	34	119
	37%	26%	39%	47%	36%	33%	43%	30%	43%	37%	39%	36%	30%	40%	34%	43%	41%
Unsure	22	12	6	3	2	18	4	7	3	11	5	2	1	4	14	2	3
	2%	4%	2%	1%	1%	3%	1%	2%	1%	5%	2%	1%	*%	2%	3%	3%	1%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QLeadAttribute\_Honest] Please indicate if you think that as President, Donald Trump or Joe Biden would do a better job at each of the following  
 -Being honest and trustworthy

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+ Lean	Pure Ind	DEM+ Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
<b>Total</b>	982	374	222	386	456	70	456	357	337	274	442	483	478	466	461	474	47	246	168	430	678	831	621	699
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
<b>DEFINITELY/PROBABLY DONALD TRUMP</b>	388	301	65	21	354	12	22	266	95	18	349	19	379	7	367	14	7	231	119	140	257	322	315	211
	39%	81%	29%	6%	78%	17%	5%	74%	28%	7%	79%	4%	79%	1%	80%	3%	14%	94%	71%	33%	38%	39%	51%	30%
<b>DEFINITELY/PROBABLY JOE BIDEN</b>	447	26	99	322	36	28	382	36	179	231	24	407	17	411	28	406	13	1	17	221	329	389	209	388
	45%	7%	45%	83%	8%	41%	84%	10%	53%	84%	6%	84%	4%	88%	6%	86%	29%	*%	10%	51%	48%	47%	34%	55%
<b>Definitely Donald Trump</b>	314	256	45	13	294	6	14	228	65	13	291	10	310	4	300	8	6	203	88	111	217	263	262	163
	32%	68%	20%	3%	65%	9%	3%	64%	19%	5%	66%	2%	65%	1%	65%	2%	13%	82%	52%	26%	32%	32%	42%	23%
<b>Probably Donald Trump</b>	74	45	20	8	60	6	8	37	30	5	59	10	69	3	67	6	1	28	31	29	40	58	53	48
	8%	12%	9%	2%	13%	8%	2%	10%	9%	2%	13%	2%	14%	1%	15%	1%	1%	11%	18%	7%	6%	7%	9%	7%
<b>No difference</b>	125	45	46	34	63	20	42	48	51	23	63	44	75	38	63	45	17	14	30	56	79	103	86	83
	13%	12%	21%	9%	14%	29%	9%	13%	15%	8%	14%	9%	16%	8%	14%	9%	37%	6%	18%	13%	12%	12%	14%	12%
<b>Probably Joe Biden</b>	87	8	20	58	12	9	65	9	58	21	6	76	14	62	14	68	5	1	5	24	47	67	47	73
	9%	2%	9%	15%	3%	14%	14%	2%	17%	7%	1%	16%	3%	13%	3%	14%	11%	*%	3%	6%	7%	8%	8%	10%
<b>Definitely Joe Biden</b>	360	18	79	263	24	19	316	27	122	211	18	331	3	348	13	338	8	-	12	197	281	322	162	315
	37%	5%	36%	68%	5%	27%	69%	8%	36%	77%	4%	68%	1%	75%	3%	71%	18%		7%	46%	41%	39%	26%	45%
<b>Unsure</b>	22	2	11	9	2	10	10	7	11	2	5	13	7	10	3	10	10	1	2	13	13	17	11	18
	2%	*%	5%	2%	1%	14%	2%	2%	3%	1%	1%	3%	1%	2%	1%	2%	21%	*%	1%	3%	2%	2%	2%	3%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QLeadAttribute\_Honest] Please indicate if you think that as President, Donald Trump or Joe Biden would do a better job at each of the following  
 -Being honest and trustworthy

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	982	421	343	265	713	156	109	283	431	267	234	154	184	250	329	434
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	388	171	115	119	268	62	57	99	151	138	66	108	69	68	253	16
	39%	41%	34%	45%	38%	40%	52%	35%	35%	52%	28%	70%	38%	27%	77%	4%
DEFINITELY/PROBABLY JOE BIDEN	447	187	177	108	335	75	34	137	223	87	130	26	86	137	21	381
	45%	45%	52%	41%	47%	48%	31%	48%	52%	32%	56%	17%	47%	55%	6%	88%
Definitely Donald Trump	314	142	93	88	226	44	44	81	113	120	50	89	52	55	217	7
	32%	34%	27%	33%	32%	28%	40%	29%	26%	45%	21%	58%	28%	22%	66%	2%
Probably Donald Trump	74	29	22	32	42	19	13	18	37	19	16	19	17	13	36	9
	8%	7%	7%	12%	6%	12%	12%	6%	9%	7%	7%	12%	9%	5%	11%	2%
No difference	125	59	42	31	94	17	14	36	50	39	32	18	28	39	52	29
	13%	14%	12%	12%	13%	11%	13%	13%	12%	14%	14%	11%	15%	16%	16%	7%
Probably Joe Biden	87	34	41	34	53	19	14	33	34	19	18	7	19	18	5	54
	9%	8%	12%	13%	7%	12%	13%	12%	8%	7%	8%	4%	11%	7%	1%	12%
Definitely Joe Biden	360	154	136	75	282	55	19	103	189	68	112	19	66	119	16	327
	37%	37%	40%	28%	40%	35%	18%	37%	44%	25%	48%	13%	36%	47%	5%	75%
Unsure	22	4	9	6	16	2	5	12	7	4	6	3	1	7	3	9
	2%	1%	3%	2%	2%	1%	4%	4%	2%	1%	2%	2%	*	3%	1%	2%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QLeadAttribute\_Safe] Please indicate if you think that as President, Donald Trump or Joe Biden would do a better job at each of the following  
 -Keeping the country safe

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	982	369	456	522	678	108	115	209	226	267	280	435	547
	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	481	181	261	219	371	23	48	105	119	128	130	224	257
	49%	49%	57%	42%	55%	21%	42%	50%	53%	48%	46%	52%	47%
DEFINITELY/PROBABLY JOE BIDEN	399	146	162	235	248	67	52	71	89	117	123	159	240
	41%	40%	35%	45%	37%	62%	46%	34%	39%	44%	44%	37%	44%
Definitely Donald Trump	413	150	226	184	326	18	35	87	100	114	112	187	226
	42%	41%	50%	35%	48%	17%	31%	42%	44%	43%	40%	43%	41%
Probably Donald Trump	69	32	34	34	45	5	13	18	19	14	18	37	32
	7%	9%	8%	7%	7%	4%	11%	9%	8%	5%	6%	9%	6%
No difference	83	36	29	54	47	13	13	30	15	15	23	45	38
	8%	10%	6%	10%	7%	12%	12%	14%	7%	6%	8%	10%	7%
Probably Joe Biden	76	28	29	46	38	16	17	24	16	18	19	40	36
	8%	8%	6%	9%	6%	15%	15%	11%	7%	7%	7%	9%	7%
Definitely Joe Biden	323	118	133	189	210	50	36	47	73	99	104	120	203
	33%	32%	29%	36%	31%	47%	31%	22%	32%	37%	37%	28%	37%
Unsure	18	5	5	14	12	5	1	3	4	7	5	7	12
	2%	1%	1%	3%	2%	5%	1%	1%	2%	3%	2%	2%	2%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QLeadAttribute\_Safe] Please indicate if you think that as President, Donald Trump or Joe Biden would do a better job at each of the following  
 -Keeping the country safe

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non- college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982 100	296 100	303 100	243 100	139 100	599 100	382 100	391 100	286 100	224 100	192 100	187 100	145 100	228 100	486 100	80 100	291 100
DEFINITELY/PROBABLY DONALD TRUMP	481 49%	169 57%	142 47%	95 39%	75 54%	311 52%	169 44%	233 60%	137 48%	106 47%	88 46%	94 50%	85 58%	105 46%	239 49%	40 49%	142 49%
DEFINITELY/PROBABLY JOE BIDEN	399 41%	99 33%	127 42%	127 52%	47 34%	226 38%	173 45%	127 32%	122 43%	95 42%	86 45%	79 43%	46 32%	93 41%	191 39%	35 43%	123 42%
Definitely Donald Trump	413 42%	149 50%	121 40%	74 30%	68 49%	270 45%	142 37%	208 53%	117 41%	94 42%	76 39%	76 41%	72 50%	91 40%	200 41%	36 45%	124 43%
Probably Donald Trump	69 7%	20 7%	22 7%	20 8%	7 5%	41 7%	28 7%	26 7%	19 7%	12 5%	12 6%	18 10%	12 8%	14 6%	39 8%	3 4%	18 6%
No difference	83 8%	21 7%	27 9%	20 8%	15 11%	48 8%	35 9%	23 6%	24 8%	17 8%	15 8%	12 6%	12 8%	27 12%	48 10%	6 8%	21 7%
Probably Joe Biden	76 8%	21 7%	23 8%	26 11%	6 4%	44 7%	32 8%	21 5%	18 6%	16 7%	18 10%	17 9%	9 6%	15 6%	41 8%	5 7%	21 7%
Definitely Joe Biden	323 33%	78 26%	104 34%	101 41%	41 30%	182 30%	142 37%	106 27%	104 36%	78 35%	68 35%	62 33%	37 26%	78 34%	150 31%	29 36%	103 35%
Unsure	18 2%	7 2%	7 2%	2 1%	2 2%	14 2%	5 1%	9 2%	3 1%	7 3%	3 2%	2 1%	2 1%	5 2%	9 2%	-	5 2%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QLeadAttribute\_Safe] Please indicate if you think that as President, Donald Trump or Joe Biden would do a better job at each of the following  
 -Keeping the country safe

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+ Lean	Pure Ind	DEM+ Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
<b>Total</b>	982	374	222	386	456	70	456	357	337	274	442	483	478	466	461	474	47	246	168	430	678	831	621	699
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
<b>DEFINITELY/PROBABLY DONALD TRUMP</b>	481	344	103	35	414	26	41	309	137	24	404	48	455	22	432	34	15	245	151	190	318	396	378	268
	49%	92%	46%	9%	91%	37%	9%	87%	41%	9%	92%	10%	95%	5%	94%	7%	33%	99%	89%	44%	47%	48%	61%	38%
<b>DEFINITELY/PROBABLY JOE BIDEN</b>	399	19	74	306	24	18	358	29	144	224	16	368	4	381	11	377	11	-	11	196	290	350	192	357
	41%	5%	33%	79%	5%	25%	78%	8%	43%	82%	4%	76%	1%	82%	2%	80%	23%	-	6%	46%	43%	42%	31%	51%
<b>Definitely Donald Trump</b>	413	315	76	22	374	14	25	286	101	17	371	21	407	5	382	18	13	230	133	157	281	344	340	227
	42%	84%	34%	6%	82%	19%	5%	80%	30%	6%	84%	4%	85%	1%	83%	4%	28%	93%	79%	36%	41%	41%	55%	32%
<b>Probably Donald Trump</b>	69	29	27	13	40	12	17	23	36	7	34	27	48	17	50	16	3	15	18	33	38	51	38	41
	7%	8%	12%	3%	9%	17%	4%	6%	11%	2%	8%	6%	10%	4%	11%	3%	5%	6%	11%	8%	6%	6%	6%	6%
<b>No difference</b>	83	11	33	40	16	17	50	16	41	24	18	55	15	52	17	54	12	2	6	33	57	72	44	60
	8%	3%	15%	10%	4%	24%	11%	5%	12%	9%	4%	11%	3%	11%	4%	11%	26%	1%	4%	8%	8%	9%	7%	9%
<b>Probably Joe Biden</b>	76	7	17	51	10	6	60	9	36	30	6	64	4	65	6	66	3	-	7	23	45	60	51	70
	8%	2%	8%	13%	2%	9%	13%	3%	11%	11%	1%	13%	1%	14%	1%	14%	7%	-	4%	5%	7%	7%	8%	10%
<b>Definitely Joe Biden</b>	323	12	57	254	14	11	298	20	109	194	11	304	-	316	5	311	7	-	4	172	246	291	141	287
	33%	3%	26%	66%	3%	16%	65%	6%	32%	71%	2%	63%	-	68%	1%	66%	16%	-	2%	40%	36%	35%	23%	41%
<b>Unsure</b>	18	1	13	5	1	10	7	2	14	2	3	12	3	11	2	8	9	-	1	12	13	13	6	14
	2%	1%	6%	1%	1%	15%	2%	1%	4%	1%	1%	3%	1%	2%	1%	2%	18%	-	1%	3%	2%	2%	1%	2%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QLeadAttribute\_Safe] Please indicate if you think that as President, Donald Trump or Joe Biden would do a better job at each of the following  
 -Keeping the country safe

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	982 100	421 100	343 100	265 100	713 100	156 100	109 100	283 100	431 100	267 100	234 100	154 100	184 100	250 100	329 100	434 100
DEFINITELY/PROBABLY DONALD TRUMP	481 49%	219 52%	140 41%	143 54%	339 47%	67 43%	76 69%	125 44%	193 45%	163 61%	86 37%	123 80%	84 46%	97 39%	299 91%	34 8%
DEFINITELY/PROBABLY JOE BIDEN	399 41%	161 38%	158 46%	93 35%	303 42%	68 44%	25 22%	123 43%	196 45%	81 30%	118 50%	24 15%	77 42%	123 49%	17 5%	360 83%
Definitely Donald Trump	413 42%	194 46%	112 33%	122 46%	291 41%	56 36%	66 60%	103 36%	160 37%	150 56%	69 30%	113 73%	72 39%	76 31%	278 85%	13 3%
Probably Donald Trump	69 7%	25 6%	28 8%	21 8%	48 7%	11 7%	10 9%	22 8%	33 8%	13 5%	17 7%	10 7%	13 7%	20 8%	20 6%	21 5%
No difference	83 8%	35 8%	37 11%	27 10%	57 8%	18 12%	8 8%	26 9%	38 9%	20 7%	28 12%	6 4%	21 12%	24 10%	12 4%	31 7%
Probably Joe Biden	76 8%	28 7%	35 10%	25 9%	50 7%	20 13%	4 4%	22 8%	35 8%	19 7%	20 9%	6 4%	23 12%	13 5%	3 1%	53 12%
Definitely Joe Biden	323 33%	133 32%	123 36%	68 26%	253 35%	48 31%	20 18%	100 35%	161 37%	62 23%	98 42%	18 11%	54 30%	110 44%	14 4%	307 71%
Unsure	18 2%	5 1%	8 2%	3 1%	15 2%	3 2%	1 1%	9 3%	5 1%	4 1%	2 1%	2 1%	1 *	7 3%	2 1%	9 2%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QLeadAttribute\_Energy] Please indicate if you think that as President, Donald Trump or Joe Biden would do a better job at each of the following  
 -Having the energy and stamina needed to serve

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	982	369	456	522	678	108	115	209	226	267	280	435	547
	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	531	198	278	251	402	23	64	120	122	138	151	242	289
	54%	54%	61%	48%	59%	22%	56%	58%	54%	52%	54%	56%	53%
DEFINITELY/PROBABLY JOE BIDEN	267	100	124	142	146	61	34	49	67	78	73	116	151
	27%	27%	27%	27%	22%	57%	30%	23%	30%	29%	26%	27%	28%
Definitely Donald Trump	417	162	217	198	326	16	43	84	89	121	124	173	244
	43%	44%	48%	38%	48%	15%	38%	40%	40%	45%	44%	40%	45%
Probably Donald Trump	113	37	61	52	76	7	21	36	32	17	27	69	45
	12%	10%	13%	10%	11%	7%	18%	17%	14%	6%	10%	16%	8%
No difference	151	61	41	109	108	16	13	36	32	37	45	68	83
	15%	17%	9%	21%	16%	15%	12%	17%	14%	14%	16%	16%	15%
Probably Joe Biden	68	29	37	30	32	16	9	14	20	16	18	34	34
	7%	8%	8%	6%	5%	15%	8%	7%	9%	6%	6%	8%	6%
Definitely Joe Biden	199	72	87	111	114	45	25	34	48	62	55	82	117
	20%	19%	19%	21%	17%	42%	21%	16%	21%	23%	20%	19%	21%
Unsure	33	9	12	21	23	7	3	4	5	14	11	9	24
	3%	2%	3%	4%	3%	7%	2%	2%	2%	5%	4%	2%	4%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QLeadAttribute\_Energy] Please indicate if you think that as President, Donald Trump or Joe Biden would do a better job at each of the following  
 -Having the energy and stamina needed to serve

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982	296	303	243	139	599	382	391	286	224	192	187	145	228	486	80	291
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	531	177	161	109	83	337	193	246	154	110	97	102	94	122	259	46	162
	54%	60%	53%	45%	60%	56%	50%	63%	54%	49%	51%	55%	65%	53%	53%	57%	56%
DEFINITELY/PROBABLY JOE BIDEN	267	78	85	74	31	162	105	82	64	75	63	51	28	51	128	27	77
	27%	26%	28%	30%	22%	27%	27%	21%	23%	33%	33%	27%	20%	22%	26%	33%	26%
Definitely Donald Trump	417	147	122	85	64	268	148	204	121	86	71	86	76	93	199	32	134
	43%	50%	40%	35%	46%	45%	39%	52%	42%	38%	37%	46%	53%	41%	41%	40%	46%
Probably Donald Trump	113	30	39	25	20	69	44	42	33	24	27	16	17	29	60	13	28
	12%	10%	13%	10%	14%	12%	12%	11%	12%	11%	14%	9%	12%	13%	12%	17%	10%
No difference	151	28	50	55	18	78	72	51	57	30	28	28	19	46	78	7	45
	15%	9%	17%	22%	13%	13%	19%	13%	20%	13%	14%	15%	13%	20%	16%	9%	15%
Probably Joe Biden	68	19	27	14	8	46	22	19	14	18	13	15	10	11	36	3	17
	7%	6%	9%	6%	6%	8%	6%	5%	5%	8%	7%	8%	7%	5%	7%	4%	6%
Definitely Joe Biden	199	59	57	60	23	117	83	63	51	57	50	36	18	39	92	24	60
	20%	20%	19%	25%	16%	19%	22%	16%	18%	25%	26%	19%	12%	17%	19%	30%	20%
Unsure	33	13	7	5	7	21	12	12	10	10	4	5	4	10	21	1	8
	3%	5%	2%	2%	5%	3%	3%	3%	4%	4%	2%	3%	2%	4%	4%	1%	3%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QLeadAttribute\_Energy] Please indicate if you think that as President, Donald Trump or Joe Biden would do a better job at each of the following  
 -Having the energy and stamina needed to serve

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+ Lean	Pure Ind	DEM+ Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
<b>Total</b>	982	374	222	386	456	70	456	357	337	274	442	483	478	466	461	474	47	246	168	430	678	831	621	699
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
<b>DEFINITELY/PROBABLY DONALD TRUMP</b>	531	351	125	55	428	34	69	311	158	52	413	87	460	60	442	67	21	245	157	209	351	437	407	304
	54%	94%	56%	14%	94%	48%	15%	87%	47%	19%	93%	18%	96%	13%	96%	14%	46%	100%	93%	49%	52%	53%	66%	44%
<b>DEFINITELY/PROBABLY JOE BIDEN</b>	267	7	36	224	8	12	247	26	91	150	12	247	8	252	9	253	5	1	3	141	194	238	121	240
	27%	2%	16%	58%	2%	17%	54%	7%	27%	55%	3%	51%	2%	54%	2%	53%	11%	*%	2%	33%	29%	29%	19%	34%
<b>Definitely Donald Trump</b>	417	314	83	21	373	17	27	278	112	19	367	28	401	15	379	23	15	227	131	169	283	345	337	219
	43%	84%	37%	5%	82%	24%	6%	78%	33%	7%	83%	6%	84%	3%	82%	5%	33%	92%	78%	39%	42%	42%	54%	31%
<b>Probably Donald Trump</b>	113	37	42	34	54	17	42	33	46	33	46	58	59	46	63	44	6	18	26	39	67	92	70	85
	12%	10%	19%	9%	12%	24%	9%	9%	14%	12%	10%	12%	12%	10%	14%	9%	13%	7%	16%	9%	10%	11%	11%	12%
<b>No difference</b>	151	12	46	93	16	17	118	15	69	63	14	122	9	128	9	132	11	-	5	65	107	128	81	128
	15%	3%	21%	24%	4%	24%	26%	4%	21%	23%	3%	25%	2%	27%	2%	28%	23%		3%	15%	16%	15%	13%	18%
<b>Probably Joe Biden</b>	68	3	12	53	3	5	60	10	29	29	1	65	5	60	3	62	3	0	1	38	50	60	43	58
	7%	1%	5%	14%	1%	7%	13%	3%	9%	11%	*%	13%	1%	13%	1%	13%	7%	*%	1%	9%	7%	7%	7%	8%
<b>Definitely Joe Biden</b>	199	4	24	171	5	7	187	16	62	121	11	182	3	193	7	191	2	1	2	103	143	178	78	182
	20%	1%	11%	44%	1%	10%	41%	4%	18%	44%	2%	38%	1%	41%	1%	40%	4%	*%	1%	24%	21%	21%	13%	26%
<b>Unsure</b>	33	3	15	15	3	8	22	5	19	9	3	28	1	25	1	22	10	-	3	15	27	28	12	27
	3%	1%	7%	4%	1%	11%	5%	1%	6%	3%	1%	6%	*%	5%	*%	5%	20%		2%	3%	4%	3%	2%	4%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QLeadAttribute\_Energy] Please indicate if you think that as President, Donald Trump or Joe Biden would do a better job at each of the following  
 -Having the energy and stamina needed to serve

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	982	421	343	265	713	156	109	283	431	267	234	154	184	250	329	434
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	531	250	154	154	375	79	76	135	218	178	102	126	100	106	305	54
	54%	59%	45%	58%	53%	51%	69%	48%	51%	67%	44%	82%	55%	42%	93%	12%
DEFINITELY/PROBABLY JOE BIDEN	267	92	124	71	194	44	27	92	116	60	65	15	46	80	11	245
	27%	22%	36%	27%	27%	28%	24%	32%	27%	22%	28%	10%	25%	32%	3%	56%
Definitely Donald Trump	417	195	116	120	298	59	61	97	176	144	79	112	75	75	281	17
	43%	46%	34%	45%	42%	38%	55%	34%	41%	54%	34%	73%	41%	30%	85%	4%
Probably Donald Trump	113	55	38	35	78	20	15	37	43	33	23	14	25	31	25	36
	12%	13%	11%	13%	11%	13%	14%	13%	10%	12%	10%	9%	14%	12%	7%	8%
No difference	151	66	52	36	115	31	5	43	82	26	58	9	30	56	13	109
	15%	16%	15%	14%	16%	20%	5%	15%	19%	10%	25%	6%	16%	23%	4%	25%
Probably Joe Biden	68	28	29	27	41	14	14	24	28	17	11	5	13	13	7	67
	7%	7%	9%	10%	6%	9%	12%	8%	6%	6%	5%	3%	7%	5%	2%	15%
Definitely Joe Biden	199	64	95	43	154	30	13	68	88	43	54	10	33	66	4	178
	20%	15%	28%	16%	22%	19%	12%	24%	20%	16%	23%	7%	18%	26%	1%	41%
Unsure	33	13	13	5	29	3	2	13	15	4	8	4	8	8	1	26
	3%	3%	4%	2%	4%	2%	2%	5%	4%	2%	4%	2%	4%	3%	1%	6%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QBidenLeave] Should Joe Biden drop out of the Presidential race?

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	982	369	456	522	678	108	115	209	226	267	280	435	547
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	475	177	220	253	355	30	53	123	106	124	122	229	245
	48%	48%	48%	48%	52%	28%	46%	59%	47%	46%	43%	53%	45%
No	317	121	159	157	177	63	42	63	80	84	90	143	174
	32%	33%	35%	30%	26%	59%	37%	30%	35%	31%	32%	33%	32%
Unsure	190	71	77	112	146	14	20	22	40	59	69	62	128
	19%	19%	17%	21%	22%	13%	17%	11%	18%	22%	24%	14%	23%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QBidenLeave] Should Joe Biden drop out of the Presidential race?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982 100	296 100	303 100	243 100	139 100	599 100	382 100	391 100	286 100	224 100	192 100	187 100	145 100	228 100	486 100	80 100	291 100
Yes	475 48%	151 51%	134 44%	119 49%	70 50%	284 47%	189 49%	202 52%	152 53%	91 41%	84 44%	101 54%	75 52%	118 52%	245 50%	30 38%	138 47%
No	317 32%	100 34%	102 34%	70 29%	45 32%	202 34%	115 30%	106 27%	71 25%	90 40%	77 40%	49 26%	43 30%	59 26%	158 32%	37 46%	89 31%
Unsure	190 19%	45 15%	67 22%	53 22%	24 18%	113 19%	78 20%	83 21%	63 22%	44 19%	32 17%	36 19%	27 19%	52 23%	83 17%	13 16%	65 22%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QBidenLeave] Should Joe Biden drop out of the Presidential race?

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	982 100	374 100	222 100	386 100	456 100	70 100	456 100	357 100	337 100	274 100	442 100	483 100	478 100	466 100	461 100	474 100	47 100	246 100	168 100	430 100	678 100	831 100	621 100	699 100
Yes	475 48%	249 67%	116 52%	110 28%	300 66%	41 59%	133 29%	217 61%	161 48%	88 32%	289 65%	148 31%	319 67%	134 29%	306 66%	140 29%	29 62%	170 69%	105 62%	186 43%	306 45%	393 47%	325 52%	308 44%
No	317 32%	81 22%	51 23%	185 48%	90 20%	17 24%	210 46%	87 24%	116 35%	110 40%	93 21%	211 44%	99 21%	212 46%	88 19%	221 47%	8 18%	41 17%	41 25%	152 35%	226 33%	266 32%	182 29%	246 35%
Unsure	190 19%	44 12%	55 25%	91 24%	66 14%	12 17%	113 25%	52 15%	60 18%	76 28%	60 14%	124 26%	59 12%	119 26%	67 15%	114 24%	9 20%	35 14%	22 13%	92 21%	146 22%	172 21%	114 18%	145 21%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QBidenLeave] Should Joe Biden drop out of the Presidential race?

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	982 100	421 100	343 100	265 100	713 100	156 100	109 100	283 100	431 100	267 100	234 100	154 100	184 100	250 100	329 100	434 100
Yes	475 48%	210 50%	148 43%	135 51%	338 47%	71 45%	64 59%	145 51%	199 46%	130 49%	111 47%	85 55%	83 45%	121 48%	208 63%	123 28%
No	317 32%	116 28%	139 41%	84 31%	231 32%	52 33%	32 29%	97 34%	132 31%	87 33%	69 29%	46 30%	55 30%	78 31%	75 23%	199 46%
Unsure	190 19%	95 23%	55 16%	47 18%	144 20%	33 21%	13 12%	41 14%	100 23%	50 19%	54 23%	23 15%	46 25%	52 21%	47 14%	112 26%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QBidenResig] Should Joe Biden resign the presidency due to concerns about his age?

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	982	369	456	522	678	108	115	209	226	267	280	435	547
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	396	157	175	220	271	36	49	107	106	101	83	213	184
	40%	43%	38%	42%	40%	33%	43%	51%	47%	38%	29%	49%	34%
No	449	165	226	223	305	61	53	86	87	126	150	174	275
	46%	45%	49%	43%	45%	56%	47%	41%	39%	47%	53%	40%	50%
Unsure	136	47	56	79	102	12	12	16	32	40	48	48	88
	14%	13%	12%	15%	15%	11%	11%	8%	14%	15%	17%	11%	16%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QBidenResig] Should Joe Biden resign the presidency due to concerns about his age?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982 100	296 100	303 100	243 100	139 100	599 100	382 100	391 100	286 100	224 100	192 100	187 100	145 100	228 100	486 100	80 100	291 100
Yes	396 40%	133 45%	118 39%	87 36%	57 41%	251 42%	144 38%	163 42%	107 38%	90 40%	70 36%	85 46%	71 49%	77 34%	222 46%	26 33%	94 32%
No	449 46%	129 43%	138 45%	118 49%	65 47%	266 44%	183 48%	169 43%	137 48%	109 49%	96 50%	85 45%	57 40%	101 44%	202 41%	47 59%	150 51%
Unsure	136 14%	34 11%	47 16%	37 15%	18 13%	81 14%	55 14%	60 15%	42 15%	25 11%	27 14%	17 9%	16 11%	50 22%	63 13%	7 8%	48 16%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QBidenResig] Should Joe Biden resign the presidency due to concerns about his age?

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	982 100	374 100	222 100	386 100	456 100	70 100	456 100	357 100	337 100	274 100	442 100	483 100	478 100	466 100	461 100	474 100	47 100	246 100	168 100	430 100	678 100	831 100	621 100	699 100
Yes	396 40%	219 59%	85 38%	92 24%	264 58%	29 42%	103 23%	186 52%	137 41%	65 24%	252 57%	115 24%	280 59%	107 23%	263 57%	114 24%	20 43%	161 65%	89 53%	156 36%	246 36%	329 40%	272 44%	243 35%
No	449 46%	107 29%	103 46%	239 62%	135 30%	27 38%	288 63%	123 34%	158 47%	167 61%	137 31%	294 61%	140 29%	293 63%	139 30%	294 62%	16 35%	55 22%	61 36%	213 50%	333 49%	381 46%	263 42%	357 51%
Unsure	136 14%	48 13%	34 15%	54 14%	57 12%	14 20%	65 14%	49 14%	42 12%	43 16%	53 12%	74 15%	57 12%	66 14%	59 13%	66 14%	11 23%	31 13%	18 11%	61 14%	99 15%	120 15%	86 14%	98 14%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QBidenResig] Should Joe Biden resign the presidency due to concerns about his age?

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	982 100	421 100	343 100	265 100	713 100	156 100	109 100	283 100	431 100	267 100	234 100	154 100	184 100	250 100	329 100	434 100
Yes	396 40%	164 39%	137 40%	133 50%	264 37%	71 46%	62 56%	132 47%	165 38%	99 37%	95 41%	68 44%	76 41%	102 41%	198 60%	93 21%
No	449 46%	185 44%	164 48%	99 37%	347 49%	59 38%	40 36%	126 44%	188 44%	135 51%	97 41%	65 42%	79 43%	115 46%	97 30%	283 65%
Unsure	136 14%	73 17%	41 12%	34 13%	103 14%	26 16%	8 7%	25 9%	77 18%	34 13%	42 18%	20 13%	29 16%	34 14%	34 10%	59 14%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QPuckBidenSpeech] Have Joe Biden's recent public speaking appearances made you more or less confident in his ability to be the President?

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	982	369	456	522	678	108	115	209	226	267	280	435	547
	100	100	100	100	100	100	100	100	100	100	100	100	100
More confident	72	27	44	29	36	19	13	13	20	24	16	32	40
	7%	7%	10%	5%	5%	18%	12%	6%	9%	9%	6%	7%	7%
No change	318	117	111	206	194	51	47	66	78	78	96	145	174
	32%	32%	24%	39%	29%	47%	41%	32%	35%	29%	34%	33%	32%
Less confident	553	210	285	265	425	31	50	123	118	150	162	241	312
	56%	57%	62%	51%	63%	28%	44%	59%	52%	56%	58%	55%	57%
Unsure	38	14	16	22	24	7	3	6	11	14	7	17	21
	4%	4%	4%	4%	4%	7%	3%	3%	5%	5%	2%	4%	4%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QPuckBidenSpeech] Have Joe Biden's recent public speaking appearances made you more or less confident in his ability to be the President?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982 100	296 100	303 100	243 100	139 100	599 100	382 100	391 100	286 100	224 100	192 100	187 100	145 100	228 100	486 100	80 100	291 100
More confident	72 7%	26 9%	23 8%	16 7%	6 5%	50 8%	23 6%	24 6%	12 4%	24 11%	14 7%	15 8%	4 3%	15 7%	33 7%	11 14%	19 7%
No change	318 32%	87 29%	104 34%	78 32%	49 35%	191 32%	127 33%	109 28%	85 30%	77 34%	69 36%	58 31%	40 27%	74 32%	157 32%	23 29%	93 32%
Less confident	553 56%	162 55%	167 55%	141 58%	82 59%	329 55%	223 58%	243 62%	181 63%	111 50%	107 56%	105 56%	98 67%	127 56%	269 55%	43 53%	173 59%
Unsure	38 4%	20 7%	9 3%	8 3%	2 1%	29 5%	9 2%	16 4%	8 3%	13 6%	2 1%	8 4%	4 2%	12 5%	27 6%	3 4%	6 2%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QPuckBidenSpeech] Have Joe Biden's recent public speaking appearances made you more or less confident in his ability to be the President?

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
<b>Total</b>	982 100	374 100	222 100	386 100	456 100	70 100	456 100	357 100	337 100	274 100	442 100	483 100	478 100	466 100	461 100	474 100	47 100	246 100	168 100	430 100	678 100	831 100	621 100	699 100
<b>More confident</b>	72 7%	11 3%	6 3%	56 14%	13 3%	1 2%	58 13%	13 4%	26 8%	34 12%	11 2%	56 12%	7 1%	63 13%	10 2%	62 13%	0 *	3 1%	7 4%	33 8%	46 7%	57 7%	36 6%	61 9%
<b>No change</b>	318 32%	63 17%	73 33%	183 47%	77 17%	23 33%	218 48%	65 18%	121 36%	131 48%	77 17%	228 47%	80 17%	225 48%	83 18%	225 47%	11 24%	40 16%	24 14%	131 30%	228 34%	275 33%	178 29%	260 37%
<b>Less confident</b>	553 56%	300 80%	131 59%	121 31%	365 80%	36 52%	151 33%	273 77%	174 52%	96 35%	351 79%	169 35%	387 81%	153 33%	367 80%	161 34%	25 53%	204 83%	137 81%	244 57%	376 55%	463 56%	386 62%	341 49%
<b>Unsure</b>	38 4%	1 *	12 5%	26 7%	1 *	9 13%	28 6%	6 2%	16 5%	13 5%	3 1%	30 6%	4 1%	25 5%	1 *	26 6%	11 23%	-	1 *	22 5%	28 4%	35 4%	20 3%	35 5%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QPuckBidenSpeech] Have Joe Biden's recent public speaking appearances made you more or less confident in his ability to be the President?

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	982 100	421 100	343 100	265 100	713 100	156 100	109 100	283 100	431 100	267 100	234 100	154 100	184 100	250 100	329 100	434 100
More confident	72 7%	23 5%	34 10%	18 7%	52 7%	7 4%	12 11%	28 10%	27 6%	17 7%	13 6%	3 2%	17 9%	17 7%	6 2%	60 14%
No change	318 32%	126 30%	136 40%	92 35%	226 32%	70 45%	22 20%	95 33%	144 33%	79 30%	98 42%	34 22%	59 32%	90 36%	59 18%	211 49%
Less confident	553 56%	256 61%	158 46%	143 54%	409 57%	72 46%	70 64%	146 52%	244 57%	162 61%	114 49%	114 74%	102 55%	136 54%	264 80%	135 31%
Unsure	38 4%	16 4%	14 4%	12 5%	26 4%	7 4%	5 5%	14 5%	16 4%	8 3%	9 4%	2 1%	6 3%	7 3%	0 *	28 6%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QPuckHarrisDescribeOE] How would you describe Kamala Harris in a few words?

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	982	369	456	522	678	108	115	209	226	267	280	435	547
	100	100	100	100	100	100	100	100	100	100	100	100	100
Competent, Capable, Strong, etc.	286	108	110	176	182	47	34	62	60	86	79	122	164
	29%	29%	24%	34%	27%	44%	29%	30%	27%	32%	28%	28%	30%
Unlikeable or Unprepared	180	73	87	93	144	8	11	17	48	55	59	66	115
	18%	20%	19%	18%	21%	7%	10%	8%	21%	21%	21%	15%	21%
Negative name calling	181	57	108	73	151	4	16	44	30	47	59	74	107
	18%	15%	24%	14%	22%	3%	14%	21%	13%	18%	21%	17%	20%
Neutral, okay, or descriptive	95	35	42	52	56	15	20	23	26	22	24	49	46
	10%	9%	9%	10%	8%	14%	18%	11%	11%	8%	8%	11%	8%
Good, Great, Nice, etc.	75	25	40	36	38	17	12	18	19	20	19	37	39
	8%	7%	9%	7%	6%	15%	10%	9%	8%	7%	7%	8%	7%
Lack of information or understanding of what she's done	64	28	25	39	41	8	7	13	17	15	19	30	34
	6%	8%	5%	7%	6%	7%	7%	6%	8%	6%	7%	7%	6%
Positive about being a Black Woman	42	12	18	24	19	16	6	15	4	12	11	19	23
	4%	3%	4%	5%	3%	15%	5%	7%	2%	5%	4%	4%	4%
Terrible, disaster, useless, etc.	52	19	26	26	38	2	9	15	16	10	11	31	21
	5%	5%	6%	5%	6%	2%	8%	7%	7%	4%	4%	7%	4%
Too liberal or extreme	19	12	12	8	19	-	1	3	1	3	13	3	16
	2%	3%	3%	2%	3%		1%	1%	*	1%	5%	1%	3%
Unsure, NA, Unintelligible, or Other	56	21	24	31	30	8	8	15	14	15	12	30	27
	6%	6%	5%	6%	4%	8%	7%	7%	6%	6%	4%	7%	5%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QPuckHarrisDescribeOE] How would you describe Kamala Harris in a few words?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982 100	296 100	303 100	243 100	139 100	599 100	382 100	391 100	286 100	224 100	192 100	187 100	145 100	228 100	486 100	80 100	291 100
Competent, Capable, Strong, etc.	286 29%	67 23%	86 28%	93 38%	40 29%	153 26%	133 35%	88 22%	95 33%	62 28%	58 30%	59 31%	30 21%	76 33%	154 32%	21 26%	77 26%
Unlikeable or Unprepared	180 18%	55 19%	57 19%	30 12%	39 28%	112 19%	69 18%	87 22%	57 20%	37 17%	28 15%	30 16%	33 23%	51 22%	83 17%	13 16%	59 20%
Negative name calling	181 18%	66 22%	60 20%	36 15%	19 14%	125 21%	55 14%	105 27%	45 16%	41 18%	34 18%	38 20%	35 24%	32 14%	83 17%	17 21%	59 20%
Neutral, okay, or descriptive	95 10%	32 11%	19 6%	27 11%	17 12%	50 8%	44 12%	22 6%	33 12%	17 8%	23 12%	17 9%	18 12%	20 9%	44 9%	13 17%	30 10%
Good, Great, Nice, etc.	75 8%	24 8%	27 9%	16 7%	8 6%	51 9%	24 6%	22 6%	16 6%	21 9%	22 12%	12 6%	4 3%	16 7%	42 9%	4 5%	19 6%
Lack of information or understanding of what she's done	64 6%	12 4%	30 10%	15 6%	6 5%	43 7%	21 6%	25 6%	16 6%	14 6%	8 4%	17 9%	13 9%	13 5%	28 6%	8 10%	20 7%
Positive about being a Black Woman	42 4%	13 4%	9 3%	18 7%	3 2%	22 4%	21 5%	4 1%	15 5%	11 5%	6 3%	9 5%	6 4%	9 4%	22 5%	2 2%	9 3%
Terrible, disaster, useless, etc.	52 5%	19 6%	18 6%	11 5%	4 3%	37 6%	15 4%	25 6%	13 5%	5 2%	12 6%	11 6%	6 4%	14 6%	32 7%	0 1%	12 4%
Too liberal or extreme	19 2%	3 1%	5 2%	5 2%	7 5%	8 1%	11 3%	8 2%	11 4%	3 1%	6 3%	3 1%	4 3%	4 2%	5 1%	2 3%	12 4%
Unsure, NA, Unintelligible, or Other	56 6%	25 8%	13 4%	13 5%	6 4%	38 6%	19 5%	22 6%	9 3%	24 11%	11 6%	5 3%	6 4%	10 4%	28 6%	4 5%	14 5%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QPuckHarrisDescribeOE] How would you describe Kamala Harris in a few words?

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	982 100	374 100	222 100	386 100	456 100	70 100	456 100	357 100	337 100	274 100	442 100	483 100	478 100	466 100	461 100	474 100	47 100	246 100	168 100	430 100	678 100	831 100	621 100	699 100
Competent, Capable, Strong, etc.	286 29%	23 6%	47 21%	215 56%	28 6%	12 17%	246 54%	23 6%	110 33%	153 56%	28 6%	243 50%	28 6%	253 54%	27 6%	252 53%	8 16%	10 4%	11 6%	141 33%	218 32%	249 30%	132 21%	252 36%
Unlikeable or Unprepared	180 18%	110 29%	47 21%	23 6%	138 30%	15 22%	27 6%	99 28%	60 18%	15 6%	136 31%	33 7%	150 31%	24 5%	140 30%	28 6%	12 27%	63 25%	63 37%	81 19%	136 20%	157 19%	138 22%	100 14%
Negative name calling	181 18%	138 37%	35 16%	8 2%	160 35%	9 12%	12 3%	127 36%	42 13%	11 4%	160 36%	13 3%	166 35%	8 2%	163 35%	12 3%	6 13%	106 43%	49 29%	72 17%	131 19%	153 18%	155 25%	113 16%
Neutral, okay, or descriptive	95 10%	25 7%	19 9%	50 13%	31 7%	6 9%	57 12%	26 7%	33 10%	36 13%	28 6%	64 13%	27 6%	62 13%	29 6%	62 13%	4 8%	16 6%	8 5%	45 10%	68 10%	81 10%	55 9%	74 11%
Good, Great, Nice, etc.	75 8%	5 1%	11 5%	59 15%	6 1%	4 5%	65 14%	11 3%	28 8%	36 13%	7 2%	66 14%	7 1%	68 15%	9 2%	67 14%	-	3 1%	2 1%	38 9%	45 7%	59 7%	23 4%	61 9%
Lack of information or understanding of what she's done	64 6%	19 5%	27 12%	18 5%	27 6%	9 13%	28 6%	20 6%	26 8%	16 6%	19 4%	36 7%	24 5%	34 7%	29 6%	30 6%	5 11%	9 4%	14 8%	21 5%	37 5%	52 6%	39 6%	42 6%
Positive about being a Black Woman	42 4%	3 1%	11 5%	29 7%	3 1%	2 3%	37 8%	4 1%	23 7%	15 6%	2 *%	37 8%	4 1%	35 8%	3 1%	36 8%	3 6%	1 *%	2 1%	17 4%	33 5%	35 4%	18 3%	35 5%
Terrible, disaster, useless, etc.	52 5%	34 9%	16 7%	2 1%	45 10%	3 5%	3 1%	35 10%	15 4%	2 1%	43 10%	6 1%	50 10%	2 *%	46 10%	5 1%	1 2%	32 13%	14 8%	13 3%	24 4%	43 5%	38 6%	22 3%
Too liberal or extreme	19 2%	12 3%	6 3%	1 *%	14 3%	5 6%	1 *%	12 3%	6 2%	2 1%	14 3%	2 *%	13 3%	4 1%	15 3%	4 1%	0 1%	3 1%	9 6%	14 3%	16 2%	18 2%	16 3%	10 1%
Unsure, NA, Unintelligible, or Other	56 6%	21 6%	18 8%	17 4%	25 6%	10 14%	21 5%	21 6%	22 6%	8 3%	24 5%	28 6%	31 7%	18 4%	24 5%	23 5%	10 21%	13 5%	9 5%	24 6%	28 4%	45 5%	37 6%	40 6%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QPuckHarrisDescribeOE] How would you describe Kamala Harris in a few words?

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	982 100	421 100	343 100	265 100	713 100	156 100	109 100	283 100	431 100	267 100	234 100	154 100	184 100	250 100	329 100	434 100
Competent, Capable, Strong, etc.	286 29%	111 26%	124 36%	77 29%	209 29%	54 34%	24 22%	96 34%	148 34%	42 16%	98 42%	14 9%	55 30%	96 38%	13 4%	237 55%
Unlikeable or Unprepared	180 18%	93 22%	41 12%	46 17%	135 19%	20 13%	26 24%	41 15%	77 18%	62 23%	31 13%	31 20%	39 21%	48 19%	112 34%	30 7%
Negative name calling	181 18%	85 20%	48 14%	46 17%	134 19%	18 11%	28 26%	40 14%	76 18%	66 25%	34 14%	58 38%	28 15%	27 11%	116 35%	9 2%
Neutral, okay, or descriptive	95 10%	34 8%	41 12%	30 11%	64 9%	20 13%	10 9%	29 10%	39 9%	27 10%	21 9%	12 8%	23 13%	24 10%	18 5%	56 13%
Good, Great, Nice, etc.	75 8%	29 7%	36 11%	18 7%	55 8%	10 6%	8 7%	30 11%	27 6%	18 7%	14 6%	7 4%	10 5%	20 8%	3 1%	61 14%
Lack of information or understanding of what she's done	64 6%	31 7%	19 6%	19 7%	45 6%	17 11%	2 2%	18 6%	26 6%	20 8%	15 6%	9 6%	10 6%	16 7%	18 5%	16 4%
Positive about being a Black Woman	42 4%	15 3%	21 6%	15 6%	28 4%	9 6%	6 5%	16 6%	20 5%	7 3%	12 5%	2 1%	8 4%	9 4%	1 *	42 10%
Terrible, disaster, useless, etc.	52 5%	17 4%	23 7%	16 6%	36 5%	14 9%	3 2%	12 4%	24 6%	16 6%	11 5%	8 5%	10 6%	10 4%	33 10%	1 *
Too liberal or extreme	19 2%	11 3%	3 1%	2 1%	17 2%	1 1%	1 1%	2 1%	10 2%	7 3%	6 3%	8 5%	2 1%	6 2%	14 4%	0 *
Unsure, NA, Unintelligible, or Other	56 6%	20 5%	19 5%	20 7%	37 5%	9 6%	10 10%	23 8%	21 5%	12 4%	13 5%	10 7%	13 7%	11 4%	18 6%	32 7%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

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

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
<b>Total</b>	982	369	456	522	678	108	115	209	226	267	280	435	547
	100	100	100	100	100	100	100	100	100	100	100	100	100
<b>Republican</b>	374	145	202	172	301	10	33	77	85	101	110	162	212
	38%	39%	44%	33%	44%	9%	29%	37%	37%	38%	39%	37%	39%
<b>Democrat</b>	386	144	155	230	221	83	57	85	92	106	102	177	208
	39%	39%	34%	44%	33%	77%	50%	41%	41%	40%	37%	41%	38%
<b>Independent</b>	206	75	91	112	144	15	24	43	43	57	62	86	119
	21%	20%	20%	21%	21%	14%	21%	21%	19%	21%	22%	20%	22%
<b>Member of another party</b>	1	0	1	-	1	-	0	-	0	-	1	0	1
	*%	*%	*%		*%		*%		*%		*%	*%	*%
<b>Unsure</b>	15	5	7	8	11	0	1	3	6	2	4	9	6
	2%	1%	2%	2%	2%	*%	1%	1%	3%	1%	2%	2%	1%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

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

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982 100	296 100	303 100	243 100	139 100	599 100	382 100	391 100	286 100	224 100	192 100	187 100	145 100	228 100	486 100	80 100	291 100
Republican	374 38%	131 44%	98 32%	82 34%	61 44%	229 38%	143 38%	183 47%	117 41%	80 36%	66 34%	68 37%	75 52%	80 35%	182 37%	29 37%	121 42%
Democrat	386 39%	113 38%	118 39%	113 46%	42 30%	231 39%	154 40%	117 30%	103 36%	101 45%	83 43%	81 44%	36 25%	85 37%	201 41%	34 42%	108 37%
Independent	206 21%	44 15%	79 26%	47 19%	36 26%	123 21%	83 22%	79 20%	65 23%	38 17%	40 21%	35 19%	30 21%	62 27%	96 20%	16 20%	58 20%
Member of another party	1 *	0 *	1 *	-	-	1 *	-	1 *	-	0 *	-	-	-	1 1%	-	0 *	1 *
Unsure	15 2%	7 3%	6 2%	1 *	1 1%	14 2%	1 *	10 3%	1 *	5 2%	4 2%	2 1%	4 3%	-	8 2%	0 *	3 1%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

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

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	982 100	374 100	222 100	386 100	456 100	70 100	456 100	357 100	337 100	274 100	442 100	483 100	478 100	466 100	461 100	474 100	47 100	246 100	168 100	430 100	678 100	831 100	621 100	699 100
Republican	374 38%	374 100%	-	-	374 82%	-	-	278 78%	79 24%	10 4%	341 77%	19 4%	348 73%	20 4%	355 77%	18 4%	1 3%	195 79%	156 92%	160 37%	263 39%	313 38%	333 54%	187 27%
Democrat	386 39%	-	-	386 100%	-	-	386 85%	34 9%	121 36%	230 84%	14 3%	360 74%	31 7%	345 74%	15 3%	368 78%	3 7%	-	-	184 43%	281 41%	338 41%	158 25%	354 51%
Independent	206 21%	-	206 93%	-	78 17%	58 82%	70 15%	41 12%	127 38%	33 12%	81 18%	99 20%	91 19%	97 21%	82 18%	87 18%	36 77%	47 19%	13 8%	83 19%	127 19%	170 20%	122 20%	146 21%
Member of another party	1 *	-	1 1%	-	1 *	0 *	-	1 *	-	0 *	1 *	-	1 *	-	1 *	0 *	-	1 *	-	-	1 *	-	1 *	1 *
Unsure	15 2%	-	15 7%	-	3 1%	12 17%	0 *	3 1%	10 3%	1 *	4 1%	6 1%	6 1%	4 1%	9 2%	1 *	6 12%	3 1%	-	4 1%	6 1%	10 1%	7 1%	11 2%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

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

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
<b>Total</b>	982	421	343	265	713	156	109	283	431	267	234	154	184	250	329	434
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
<b>Republican</b>	374	182	96	111	263	54	57	89	149	135	67	110	67	65	280	-
	38%	43%	28%	42%	37%	34%	52%	31%	35%	51%	29%	72%	37%	26%	85%	
<b>Democrat</b>	386	140	170	102	281	68	35	142	177	67	110	20	74	118	-	376
	39%	33%	50%	39%	39%	43%	32%	50%	41%	25%	47%	13%	41%	47%		87%
<b>Independent</b>	206	91	70	46	159	32	13	48	95	62	51	21	40	63	48	58
	21%	22%	21%	17%	22%	21%	12%	17%	22%	23%	22%	13%	22%	25%	15%	13%
<b>Member of another party</b>	1	1	0	-	1	-	-	-	1	0	-	-	1	-	0	-
	1%	1%	0%		1%				1%	0%			1%		1%	
<b>Unsure</b>	15	6	7	7	8	2	4	4	9	3	6	3	1	5	0	0
	2%	1%	2%	3%	1%	2%	4%	1%	2%	1%	3%	2%	1%	2%	1%	1%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

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

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	374	145	202	172	301	10	33	77	85	101	110	162	212
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	318	123	152	166	263	10	32	74	58	76	110	132	186
Firmly a Republican	305	111	173	132	243	7	28	64	70	81	90	134	171
	82%	77%	86%	77%	81%	71%	84%	82%	83%	79%	82%	83%	81%
Not firmly a Republican	69	33	29	40	58	3	5	14	14	21	20	28	41
	18%	23%	14%	23%	19%	29%	16%	18%	17%	21%	18%	17%	19%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

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

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non- college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	374 100	131 100	98 100	82 100	61 100	229 100	143 100	183 100	117 100	80 100	66 100	68 100	75 100	80 100	182 100	29 100	121 100
Unweighted Total	318	88	103	76	50	191	126	157	105	68	61	56	65	63	150	21	109
Firmly a Republican	305 82%	118 90%	81 82%	61 74%	44 72%	199 87%	105 73%	158 86%	84 72%	69 86%	48 73%	62 90%	59 79%	65 81%	148 82%	23 77%	99 82%
Not firmly a Republican	69 18%	13 10%	18 18%	21 26%	17 28%	30 13%	39 27%	25 14%	33 28%	11 14%	18 27%	7 10%	16 21%	15 19%	33 18%	7 23%	22 18%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

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

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	374 100	374 100	-	-	374 100	-	-	278 100	79 100	10 100	341 100	19 100	348 100	20 100	355 100	18 100	1 100	195 100	156 100	160 100	263 100	313 100	333 100	187 100
Unweighted Total	318	318	-	-	318	-	-	234	68	11	273	21	291	21	298	17	3	157	138	139	187	223	277	170
Firmly a Republican	305 82%	305 82%	-	-	305 82%	-	-	241 87%	51 64%	7 66%	290 85%	6 31%	298 85%	5 24%	298 84%	7 41%	-	172 88%	128 82%	120 75%	219 83%	259 83%	276 83%	147 79%
Not firmly a Republican	69 18%	69 18%	-	-	69 18%	-	-	36 13%	28 36%	3 34%	51 15%	13 69%	15 15%	15 76%	57 16%	11 59%	1 100%	24 12%	27 18%	40 25%	44 17%	55 17%	56 17%	40 21%

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

	Total		Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem	
Total	374	182	96	111	263	54	57	89	149	135	67	110	67	65	280	-	
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		
Unweighted Total	318	150	81	94	224	49	45	79	120	119	58	100	60	44	318	318	
Firmly a Republican	305	144	78	90	215	41	49	75	115	115	52	90	53	54	225	-	
	82%	79%	82%	81%	82%	77%	85%	84%	77%	85%	77%	82%	79%	83%	80%		
Not firmly a Republican	69	38	17	21	48	13	8	15	34	20	15	20	14	11	56	-	
	18%	21%	18%	19%	18%	23%	15%	16%	23%	15%	23%	18%	21%	17%	20%		

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 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

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

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	386	144	155	230	221	83	57	85	92	106	102	177	208
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	405	145	158	244	244	83	63	89	81	110	125	170	235
Firmly a Democrat	309	114	126	182	176	67	43	65	72	85	86	138	171
	80%	79%	81%	79%	80%	81%	75%	77%	78%	80%	84%	78%	82%
Not firmly a Democrat	77	30	29	48	45	16	14	20	20	21	16	40	37
	20%	21%	19%	21%	20%	19%	25%	23%	22%	20%	16%	22%	18%

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 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

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

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	386 100	113 100	118 100	113 100	42 100	231 100	154 100	117 100	103 100	101 100	83 100	81 100	36 100	85 100	201 100	34 100	108 100
Unweighted Total	405	94	138	123	50	232	173	123	121	101	89	86	43	86	207	31	126
Firmly a Democrat	309 80%	83 73%	97 82%	94 83%	35 85%	180 78%	129 84%	91 77%	85 82%	82 81%	64 77%	63 77%	29 82%	72 84%	155 77%	28 81%	93 86%
Not firmly a Democrat	77 20%	31 27%	21 18%	19 17%	6 15%	51 22%	25 16%	27 23%	18 18%	19 19%	19 23%	19 23%	6 18%	13 16%	46 23%	7 19%	16 14%

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

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+ Lean	Pure Ind	DEM+ Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	386 100	-	-	386 100	-	-	386 100	34 100	121 100	230 100	14 100	360 100	31 100	345 100	15 100	368 100	3 100	-	-	184 100	281 100	338 100	158 100	354 100
Unweighted Total	405	-	-	405	-	-	405	34	128	240	13	366	28	366	14	387	4	-	-	186	240	297	171	374
Firmly a Democrat	309 80%	-	-	309 80%	-	-	309 80%	24 72%	76 63%	207 90%	6 41%	296 82%	16 51%	289 84%	8 52%	300 82%	1 35%	-	-	162 88%	226 81%	275 81%	125 79%	287 81%
Not firmly a Democrat	77 20%	-	-	77 20%	-	-	77 20%	10 28%	45 37%	23 10%	8 59%	64 18%	15 49%	56 16%	7 48%	67 18%	2 65%	-	-	21 12%	55 19%	63 19%	33 21%	67 19%

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 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

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

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	386 100	140 100	170 100	102 100	281 100	68 100	35 100	142 100	177 100	67 100	110 100	20 100	74 100	118 100	-	376 100
Unweighted Total	405	147	167	116	288	80	36	149	190	66	121	25	79	115	405	405
Firmly a Democrat	309 80%	112 80%	134 79%	73 72%	233 83%	46 68%	27 78%	106 74%	151 86%	52 78%	93 84%	14 72%	59 79%	99 84%	-	322 86%
Not firmly a Democrat	77 20%	29 20%	36 21%	29 28%	48 17%	21 32%	8 22%	36 26%	25 14%	15 22%	17 16%	6 28%	16 21%	19 16%	-	54 14%

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[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		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	222	80	100	120	157	15	25	46	49	59	67	95	127
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	259	94	119	138	184	25	31	72	46	63	78	118	141
Republicans	82	31	34	46	65	4	10	12	23	24	24	34	48
	37%	39%	34%	38%	42%	24%	39%	25%	46%	40%	35%	36%	37%
Democrats	70	25	26	44	40	7	11	18	10	21	22	28	43
	32%	31%	26%	36%	26%	45%	45%	38%	20%	35%	33%	29%	34%
Both equally often	50	18	27	23	37	3	3	12	10	11	18	21	29
	23%	22%	27%	20%	23%	19%	12%	25%	19%	19%	26%	22%	23%
Unsure	20	6	13	7	14	2	1	5	7	3	4	12	7
	9%	8%	13%	6%	9%	12%	4%	11%	15%	5%	6%	13%	6%

Echelon Insights  
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 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 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 Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	222 100	51 100	87 100	48 100	36 100	138 100	84 100	91 100	66 100	44 100	44 100	37 100	34 100	63 100	104 100	17 100	62 100
Unweighted Total	259	56	107	57	39	163	96	110	74	61	50	42	37	68	125	22	71
Republicans	82 37%	22 43%	32 37%	13 27%	15 41%	54 39%	28 33%	41 46%	24 36%	13 31%	18 41%	17 45%	14 40%	20 32%	31 30%	8 47%	26 42%
Democrats	70 32%	12 22%	23 27%	22 47%	13 36%	35 25%	36 42%	17 18%	24 36%	15 34%	13 30%	12 32%	10 30%	21 33%	35 34%	4 26%	18 29%
Both equally often	50 23%	11 22%	21 25%	10 21%	7 20%	33 24%	17 21%	22 24%	15 23%	9 21%	7 17%	5 15%	9 28%	18 29%	24 23%	3 19%	15 25%
Unsure	20 9%	6 12%	10 12%	3 5%	1 3%	16 12%	4 4%	11 12%	3 5%	6 14%	6 13%	3 9%	1 2%	4 6%	13 12%	1 8%	2 4%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 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	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+ Lean	Pure Ind	DEM+ Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	222 100	-	222 100	-	82 100	70 100	70 100	45 100	137 100	35 100	86 100	105 100	98 100	101 100	92 100	88 100	42 100	51 100	13 100	87 100	135 100	180 100	130 100	158 100
Unweighted Total	259	-	259	-	77	100	82	47	159	45	80	114	113	112	97	109	53	44	16	89	122	168	155	188
Republicans	82 37%	-	82 37%	-	82 100%	-	-	39 85%	36 26%	5 14%	59 68%	13 12%	72 73%	8 8%	69 75%	2 2%	10 25%	51 100%	13 100%	25 29%	48 36%	69 38%	55 42%	56 35%
Democrats	70 32%	-	70 32%	-	-	-	70 100%	1 3%	45 33%	24 69%	3 4%	60 57%	5 5%	61 61%	4 4%	64 72%	3 7%	-	-	30 35%	49 36%	59 33%	38 30%	51 32%
Both equally often	50 23%	-	50 23%	-	-	50 72%	-	1 3%	44 32%	4 10%	21 24%	24 22%	16 17%	27 27%	12 14%	20 23%	18 42%	-	-	23 27%	27 20%	38 21%	26 20%	36 23%
Unsure	20 9%	-	20 9%	-	-	20 28%	-	4 9%	13 9%	2 6%	3 3%	9 8%	6 6%	4 4%	6 7%	2 3%	11 26%	-	-	8 10%	10 7%	13 7%	11 8%	15 10%

Echelon Insights  
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 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 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		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	222 100	98 100	77 100	52 100	169 100	35 100	18 100	52 100	105 100	65 100	57 100	24 100	42 100	68 100	49 100	58 100
Unweighted Total	259	102	99	64	194	41	23	62	117	80	64	25	51	88	259	259
Republicans	82 37%	45 46%	19 25%	20 39%	61 36%	15 43%	5 30%	19 36%	36 34%	28 43%	20 35%	15 64%	17 41%	15 22%	49 100%	-
Democrats	70 32%	25 25%	31 40%	13 25%	57 34%	10 30%	3 15%	19 36%	36 34%	16 25%	23 40%	1 6%	16 38%	25 37%	-	58 100%
Both equally often	50 23%	22 23%	18 23%	12 23%	37 22%	7 21%	5 26%	9 17%	27 26%	14 22%	11 20%	3 12%	7 17%	21 30%	-	-
Unsure	20 9%	6 7%	10 13%	7 14%	13 8%	2 6%	5 29%	6 12%	7 7%	7 11%	3 5%	4 18%	2 4%	7 11%	-	-

Echelon Insights  
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 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QPartyConsolidated] QPartyID and QPartyLeanView

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	982	369	456	522	678	108	115	209	226	267	280	435	547
	100	100	100	100	100	100	100	100	100	100	100	100	100
Total Republican+Republican-leaning Independents	456	176	236	218	366	14	43	89	107	125	134	196	259
	46%	48%	52%	42%	54%	13%	37%	43%	47%	47%	48%	45%	47%
Total Democratic+Democratic-leaning Independents	456	169	181	273	261	90	68	103	102	127	124	205	251
	46%	46%	40%	52%	38%	83%	59%	49%	45%	48%	44%	47%	46%
Total Independent	70	24	39	31	51	5	4	17	17	14	22	34	36
	7%	6%	9%	6%	8%	4%	3%	8%	7%	5%	8%	8%	7%

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[QPartyConsolidated] QPartyID and QPartyLeanView

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982 100	296 100	303 100	243 100	139 100	599 100	382 100	391 100	286 100	224 100	192 100	187 100	145 100	228 100	486 100	80 100	291 100
Total Republican+Republican-leaning Independents	456 46%	153 52%	130 43%	95 39%	76 55%	284 47%	171 45%	225 57%	141 49%	93 42%	83 43%	85 45%	89 61%	100 44%	213 44%	37 46%	148 51%
Total Democratic+Democratic-leaning Independents	456 46%	125 42%	141 47%	135 56%	55 39%	266 44%	190 50%	134 34%	127 44%	116 52%	96 50%	93 50%	46 32%	106 46%	237 49%	39 48%	126 43%
Total Independent	70 7%	18 6%	31 10%	13 5%	8 6%	49 8%	21 5%	33 8%	18 6%	15 7%	13 7%	9 5%	10 7%	22 10%	37 8%	5 6%	18 6%

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[QPartyConsolidated] QPartyID and QPartyLeanView

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+ Lean	Pure Ind	DEM+ Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	982 100	374 100	222 100	386 100	456 100	70 100	456 100	357 100	337 100	274 100	442 100	483 100	478 100	466 100	461 100	474 100	47 100	246 100	168 100	430 100	678 100	831 100	621 100	699 100
Total Republican+Republican-leaning Independents	456 46%	374 100%	82 37%	-	456 100%	-	-	316 89%	115 34%	15 5%	400 91%	31 7%	420 88%	28 6%	424 92%	20 4%	12 25%	246 100%	168 100%	185 43%	311 46%	382 46%	388 63%	242 35%
Total Democratic+Democratic-leaning Independents	456 46%	-	70 32%	386 100%	-	-	456 100%	35 10%	165 49%	253 92%	17 4%	420 87%	36 7%	407 87%	19 4%	431 91%	6 14%	-	-	214 50%	330 49%	397 48%	196 32%	405 58%
Total Independent	70 7%	-	70 32%	-	-	70 100%	-	5 1%	57 17%	6 2%	24 5%	32 7%	22 5%	31 7%	19 4%	23 5%	29 61%	-	-	32 7%	38 6%	52 6%	37 6%	51 7%

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[QPartyConsolidated] QPartyID and QPartyLeanView

	Total		Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem	
Total	982	421	343	265	713	156	109	283	431	267	234	154	184	250	329	434	
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
Total Republican+Republican-leaning Independents	456	227	115	131	325	69	62	108	185	163	87	125	85	79	329	-	
	46%	54%	33%	49%	46%	44%	57%	38%	43%	61%	37%	82%	46%	32%	100%		
Total Democratic+Democratic-leaning Independents	456	165	200	116	338	78	38	161	212	83	133	21	90	143	-	434	
	46%	39%	58%	44%	47%	50%	34%	57%	49%	31%	57%	14%	49%	57%		100%	
Total Independent	70	29	28	19	50	9	10	15	34	21	14	7	9	28	-	-	
	7%	7%	8%	7%	7%	6%	9%	5%	8%	8%	6%	5%	5%	11%			

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[QTrumpGOP] Would you say you consider yourself to be primarily a supporter of Donald Trump, or a supporter of the Republican Party?

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	456	176	236	218	366	14	43	89	107	125	134	196	259
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	395	152	188	206	323	16	39	92	74	98	131	166	229
Supporter of Donald Trump	246	94	131	113	188	10	26	53	53	76	64	106	140
	54%	54%	56%	52%	51%	75%	62%	60%	50%	60%	48%	54%	54%
Supporter of the Republican Party	168	63	92	76	146	3	10	34	39	41	55	73	95
	37%	36%	39%	35%	40%	25%	24%	39%	36%	32%	41%	37%	37%
I don't support either one	33	13	12	21	27	-	4	1	11	7	14	12	21
	7%	7%	5%	10%	7%		9%	1%	10%	5%	11%	6%	8%
Unsure	8	5	1	7	5	-	2	1	4	2	1	5	3
	2%	3%	*%	3%	1%		5%	1%	4%	2%	1%	2%	1%

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[QTrumpGOP] Would you say you consider yourself to be primarily a supporter of Donald Trump, or a supporter of the Republican Party?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	456 100	153 100	130 100	95 100	76 100	284 100	171 100	225 100	141 100	93 100	83 100	85 100	89 100	100 100	213 100	37 100	148 100
Unweighted Total	395	106	135	91	62	241	153	196	126	81	79	71	77	82	185	28	133
Supporter of Donald Trump	246 54%	94 61%	73 56%	45 47%	34 44%	167 59%	78 46%	122 54%	64 46%	59 63%	46 55%	44 52%	50 56%	47 47%	119 56%	19 51%	76 51%
Supporter of the Republican Party	168 37%	53 35%	45 35%	40 42%	30 40%	99 35%	70 41%	89 40%	57 40%	31 33%	30 36%	30 36%	34 38%	40 40%	78 37%	15 40%	53 36%
I don't support either one	33 7%	4 2%	11 8%	9 10%	9 12%	15 5%	18 11%	11 5%	17 12%	3 3%	5 6%	10 12%	5 5%	10 10%	11 5%	3 9%	16 11%
Unsure	8 2%	2 2%	1 1%	2 2%	3 4%	3 1%	5 3%	3 1%	3 2%	1 1%	3 3%	1 1%	1 1%	3 3%	5 2%	-	3 2%

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 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QTrumpGOP] Would you say you consider yourself to be primarily a supporter of Donald Trump, or a supporter of the Republican Party?

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+ Lean	Pure Ind	DEM+ Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	456 100	374 100	82 100	-	456 100	-	-	316 100	115 100	15 100	400 100	31 100	420 100	28 100	424 100	20 100	12 100	246 100	168 100	185 100	311 100	382 100	388 100	242 100
Unweighted Total	395	318	77	-	395	-	-	269	103	16	321	33	359	27	364	20	11	201	154	164	224	276	329	223
Supporter of Donald Trump	246 54%	195 52%	51 62%	-	246 54%	-	-	171 54%	64 55%	6 41%	229 57%	9 28%	246 59%	1 3%	240 57%	2 9%	5 40%	246 100%	-	80 44%	157 51%	205 54%	203 52%	122 50%
Supporter of the Republican Party	168 37%	156 42%	13 16%	-	168 37%	-	-	128 40%	31 27%	7 46%	148 37%	9 29%	153 36%	11 40%	160 38%	7 36%	2 13%	-	168 100%	84 45%	127 41%	142 37%	149 38%	98 40%
I don't support either one	33 7%	18 5%	15 18%	-	33 7%	-	-	13 4%	18 15%	2 13%	17 4%	13 41%	14 3%	15 55%	17 4%	11 52%	6 47%	-	-	17 9%	23 8%	29 8%	29 8%	20 8%
Unsure	8 2%	5 1%	3 4%	-	8 2%	-	-	4 1%	3 2%	-	6 1%	1 2%	7 2%	1 2%	7 2%	1 3%	-	-	-	3 2%	3 1%	6 2%	7 2%	3 1%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QTrumpGOP] Would you say you consider yourself to be primarily a supporter of Donald Trump, or a supporter of the Republican Party?

	Total		Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem	
Total	456	227	115	131	325	69	62	108	185	163	87	125	85	79	329	-	
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		
Unweighted Total	395	186	105	112	283	61	51	95	158	142	79	112	77	60	395	395	
Supporter of Donald Trump	246	114	69	71	175	34	37	55	103	89	44	69	39	43	162	-	
	54%	50%	60%	54%	54%	50%	59%	51%	56%	54%	50%	55%	46%	54%	49%		
Supporter of the Republican Party	168	88	39	50	119	26	23	42	62	65	27	48	38	28	125	-	
	37%	39%	34%	38%	37%	38%	38%	39%	33%	40%	31%	38%	45%	36%	38%		
I don't support either one	33	20	7	8	25	6	2	10	16	8	12	7	6	7	33	-	
	7%	9%	6%	6%	8%	9%	3%	9%	8%	5%	14%	5%	8%	9%	10%		
Unsure	8	5	1	2	5	2	-	1	5	2	4	2	1	1	9	-	
	2%	2%	*%	2%	2%	3%		1%	3%	1%	5%	1%	1%	1%	3%		

Echelon Insights  
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 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QTrumpVPApprove] Do you approve of Donald Trump's decision to choose JD Vance as his running mate?

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	456	176	236	218	366	14	43	89	107	125	134	196	259
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	395	152	188	206	323	16	39	92	74	98	131	166	229
Yes	328	112	187	140	268	9	26	64	71	90	102	136	192
	72%	64%	79%	64%	73%	65%	61%	72%	66%	72%	76%	69%	74%
No	35	11	16	19	31	-	3	8	12	5	10	20	15
	8%	6%	7%	9%	8%		6%	9%	11%	4%	7%	10%	6%
Unsure	93	52	32	59	68	5	14	17	24	30	22	41	52
	20%	30%	14%	27%	18%	35%	33%	19%	23%	24%	17%	21%	20%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QTrumpVPApprove] Do you approve of Donald Trump's decision to choose JD Vance as his running mate?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	456 100	153 100	130 100	95 100	76 100	284 100	171 100	225 100	141 100	93 100	83 100	85 100	89 100	100 100	213 100	37 100	148 100
Unweighted Total	395	106	135	91	62	241	153	196	126	81	79	71	77	82	185	28	133
Yes	328 72%	121 79%	80 62%	66 69%	58 77%	202 71%	125 73%	165 73%	103 73%	65 69%	58 70%	63 75%	65 73%	71 71%	160 75%	26 69%	108 73%
No	35 8%	9 6%	9 7%	11 12%	5 7%	19 7%	16 9%	17 8%	13 9%	5 6%	8 10%	6 8%	4 4%	11 11%	15 7%	2 6%	11 7%
Unsure	93 20%	22 15%	40 31%	18 19%	12 16%	63 22%	30 18%	43 19%	25 18%	23 25%	17 20%	15 18%	20 22%	18 18%	38 18%	9 24%	29 20%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QTrumpVPApprove] Do you approve of Donald Trump's decision to choose JD Vance as his running mate?

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	456 100	374 100	82 100	-	456 100	-	-	316 100	115 100	15 100	400 100	31 100	420 100	28 100	424 100	20 100	12 100	246 100	168 100	185 100	311 100	382 100	388 100	242 100
Unweighted Total	395	318	77	-	395	-	-	269	103	16	321	33	359	27	364	20	11	201	154	164	224	276	329	223
Yes	328 72%	284 76%	43 53%	-	328 72%	-	-	245 78%	68 60%	9 58%	306 76%	7 23%	323 77%	3 9%	323 76%	4 21%	0 3%	194 79%	126 75%	139 75%	223 72%	277 72%	288 74%	174 72%
No	35 8%	28 8%	7 8%	-	35 8%	-	-	20 6%	13 12%	2 13%	20 5%	12 39%	14 3%	18 64%	18 4%	14 68%	3 29%	7 3%	13 8%	11 6%	25 8%	28 7%	33 8%	20 8%
Unsure	93 20%	62 16%	32 39%	-	93 20%	-	-	51 16%	33 29%	4 29%	74 19%	12 38%	82 20%	7 26%	83 20%	2 11%	8 68%	46 18%	30 18%	34 18%	63 20%	77 20%	67 17%	49 20%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QTrumpVPApprove] Do you approve of Donald Trump's decision to choose JD Vance as his running mate?

	Total		Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem	
Total	456	227	115	131	325	69	62	108	185	163	87	125	85	79	329	-	
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		
Unweighted Total	395	186	105	112	283	61	51	95	158	142	79	112	77	60	395	395	
Yes	328	164	86	90	237	41	49	78	134	115	54	90	65	61	237	-	
	72%	72%	75%	69%	73%	60%	79%	73%	73%	71%	62%	72%	76%	76%	72%		
No	35	15	11	12	23	10	2	5	21	8	16	10	9	5	19	-	
	8%	7%	9%	9%	7%	14%	3%	5%	12%	5%	18%	8%	11%	6%	6%		
Unsure	93	48	18	29	64	18	11	24	29	40	17	25	11	14	73	-	
	20%	21%	16%	22%	20%	26%	18%	22%	16%	24%	20%	20%	13%	17%	22%		

Echelon Insights  
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 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QPuckRNC] Did you watch any portion of the Republican National Convention?

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	982	369	456	522	678	108	115	209	226	267	280	435	547
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	536	195	272	263	378	50	65	103	117	146	171	220	317
	55%	53%	60%	50%	56%	46%	57%	49%	52%	55%	61%	51%	58%
No	417	166	172	242	283	54	48	97	96	118	106	193	224
	42%	45%	38%	46%	42%	50%	42%	47%	42%	44%	38%	44%	41%
Unsure	29	8	12	16	17	4	1	9	13	3	4	22	7
	3%	2%	3%	3%	3%	4%	1%	4%	6%	1%	1%	5%	1%

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 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QPuckRNC] Did you watch any portion of the Republican National Convention?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982 100	296 100	303 100	243 100	139 100	599 100	382 100	391 100	286 100	224 100	192 100	187 100	145 100	228 100	486 100	80 100	291 100
Yes	536 55%	151 51%	174 57%	129 53%	83 59%	325 54%	212 55%	216 55%	162 57%	109 49%	89 46%	112 60%	92 63%	131 57%	267 55%	36 45%	180 62%
No	417 42%	123 42%	124 41%	112 46%	56 41%	248 41%	168 44%	160 41%	123 43%	106 47%	96 50%	68 37%	50 35%	94 41%	194 40%	43 53%	111 38%
Unsure	29 3%	21 7%	5 2%	2 1%	-	26 4%	2 1%	16 4%	1 *	10 4%	7 4%	6 3%	2 2%	3 2%	26 5%	2 2%	1 *

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 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QPuckRNC] Did you watch any portion of the Republican National Convention?

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	982 100	374 100	222 100	386 100	456 100	70 100	456 100	357 100	337 100	274 100	442 100	483 100	478 100	466 100	461 100	474 100	47 100	246 100	168 100	430 100	678 100	831 100	621 100	699 100
Yes	536 55%	268 72%	106 48%	162 42%	316 69%	28 41%	192 42%	241 68%	163 48%	128 47%	305 69%	206 43%	326 68%	194 42%	319 69%	201 42%	17 36%	180 73%	117 69%	236 55%	380 56%	458 55%	371 60%	363 52%
No	417 42%	96 26%	108 49%	213 55%	129 28%	34 49%	254 56%	105 29%	160 48%	145 53%	126 28%	262 54%	137 29%	261 56%	129 28%	263 56%	25 54%	59 24%	49 29%	187 43%	284 42%	353 43%	230 37%	316 45%
Unsure	29 3%	10 3%	8 3%	11 3%	10 2%	8 11%	11 2%	11 3%	13 4%	1 *	11 3%	15 3%	14 3%	11 2%	14 3%	10 2%	5 10%	8 3%	2 1%	7 2%	14 2%	19 2%	20 3%	20 3%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QPuckRNC] Did you watch any portion of the Republican National Convention?

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	982	421	343	265	713	156	109	283	431	267	234	154	184	250	329	434
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	536	247	165	141	394	75	67	145	236	155	119	92	106	117	234	189
	55%	59%	48%	53%	55%	48%	61%	51%	55%	58%	51%	60%	58%	47%	71%	44%
No	417	166	162	110	305	75	34	127	185	105	108	56	75	125	83	237
	42%	39%	47%	41%	43%	48%	31%	45%	43%	39%	46%	36%	41%	50%	25%	55%
Unsure	29	7	15	15	14	6	9	12	10	7	8	6	3	9	12	8
	3%	2%	4%	6%	2%	4%	8%	4%	2%	3%	3%	4%	1%	4%	4%	2%

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 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QPuckRNCView] Do you have a favorable or unfavorable view of the portions of the Republican National Convention that you watched?

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	536	195	272	263	378	50	65	103	117	146	171	220	317
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	518	179	238	278	376	49	71	115	91	132	180	206	312
VERY/SOMEWHAT FAVORABLE	309	120	174	134	231	19	29	57	61	93	97	119	190
	58%	61%	64%	51%	61%	38%	45%	56%	52%	63%	57%	54%	60%
VERY/SOMEWHAT UNFAVORABLE	173	54	76	95	112	25	22	35	37	40	60	72	101
	32%	28%	28%	36%	30%	51%	34%	34%	31%	28%	35%	33%	32%
Very favorable	223	85	127	96	170	13	21	40	37	73	73	77	146
	42%	43%	47%	36%	45%	26%	32%	39%	32%	50%	43%	35%	46%
Somewhat favorable	86	35	47	38	61	6	8	17	24	20	24	42	44
	16%	18%	17%	15%	16%	12%	12%	17%	21%	14%	14%	19%	14%
No opinion	51	21	19	32	35	3	12	9	16	13	13	25	26
	9%	11%	7%	12%	9%	7%	19%	8%	14%	9%	8%	11%	8%
Somewhat unfavorable	48	19	24	24	29	8	9	13	11	7	17	24	24
	9%	10%	9%	9%	8%	16%	14%	13%	9%	5%	10%	11%	8%
Very unfavorable	125	35	53	71	83	18	13	22	26	33	43	48	77
	23%	18%	19%	27%	22%	36%	20%	21%	22%	23%	25%	22%	24%
Unsure	4	-	2	2	-	2	2	2	3	-	-	4	-
	1%		1%	1%		4%	2%	2%	2%			2%	

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 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QPuckRNCView] Do you have a favorable or unfavorable view of the portions of the Republican National Convention that you watched?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	536 100	151 100	174 100	129 100	83 100	325 100	212 100	216 100	162 100	109 100	89 100	112 100	92 100	131 100	267 100	36 100	180 100
Unweighted Total	518	109	191	137	81	300	218	205	171	97	94	107	90	126	264	28	175
VERY/SOMEWHAT FAVORABLE	309 58%	94 62%	96 55%	68 53%	50 60%	191 59%	118 56%	141 65%	90 56%	63 58%	57 64%	65 58%	61 67%	60 46%	144 54%	20 55%	112 62%
VERY/SOMEWHAT UNFAVORABLE	173 32%	34 22%	63 36%	51 39%	25 31%	96 30%	76 36%	55 25%	57 35%	34 32%	27 30%	38 34%	25 27%	49 37%	89 33%	13 35%	56 31%
Very favorable	223 42%	77 51%	70 40%	45 35%	30 36%	148 45%	75 36%	110 51%	60 37%	51 46%	46 52%	51 45%	35 38%	38 29%	95 36%	16 45%	89 49%
Somewhat favorable	86 16%	17 11%	26 15%	23 18%	20 24%	43 13%	43 20%	31 14%	30 19%	12 11%	10 11%	14 12%	27 29%	22 17%	49 18%	4 11%	23 13%
No opinion	51 9%	18 12%	15 9%	10 8%	8 9%	34 10%	17 8%	20 9%	15 9%	9 8%	6 6%	10 9%	6 7%	20 16%	30 11%	3 8%	12 7%
Somewhat unfavorable	48 9%	12 8%	16 9%	11 8%	9 11%	28 9%	20 10%	11 5%	17 11%	6 5%	7 7%	7 6%	9 10%	19 14%	29 11%	1 3%	14 8%
Very unfavorable	125 23%	22 15%	46 27%	40 31%	16 19%	69 21%	56 26%	43 20%	40 24%	28 26%	20 23%	31 27%	15 17%	30 23%	60 23%	12 32%	42 23%
Unsure	4 1%	4 3%	-	-	-	4 1%	-	-	-	2 2%	-	-	-	2 2%	4 1%	1 2%	-

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 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QPuckRNCView] Do you have a favorable or unfavorable view of the portions of the Republican National Convention that you watched?

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	536 100	268 100	106 100	162 100	316 100	28 100	192 100	241 100	163 100	128 100	305 100	206 100	326 100	194 100	319 100	201 100	17 100	180 100	117 100	236 100	380 100	458 100	371 100	363 100
Unweighted Total	518	223	123	172	271	40	207	207	166	141	253	217	291	207	276	221	21	146	102	220	299	363	350	376
VERY/SOMEWHAT FAVORABLE	309 58%	242 90%	42 39%	25 15%	273 86%	8 28%	27 14%	215 89%	68 42%	21 17%	268 88%	30 14%	288 88%	16 8%	279 88%	25 13%	4 25%	165 92%	102 87%	136 58%	219 58%	259 57%	252 68%	170 47%
VERY/SOMEWHAT UNFAVORABLE	173 32%	16 6%	37 35%	120 74%	21 7%	9 32%	142 74%	22 9%	56 34%	95 74%	17 6%	147 72%	15 5%	155 80%	16 5%	154 77%	3 19%	8 4%	5 4%	81 34%	130 34%	153 33%	92 25%	148 41%
Very favorable	223 42%	190 71%	20 19%	13 8%	208 66%	2 9%	13 7%	180 75%	32 20%	8 6%	201 66%	15 7%	215 66%	7 4%	213 67%	10 5%	-	129 72%	77 65%	99 42%	159 42%	187 41%	194 52%	118 33%
Somewhat favorable	86 16%	52 19%	21 20%	12 8%	66 21%	5 19%	15 8%	35 15%	36 22%	13 10%	66 22%	15 7%	73 22%	9 4%	66 21%	15 8%	4 25%	37 20%	25 22%	38 16%	60 16%	72 16%	58 16%	52 14%
No opinion	51 9%	10 4%	27 25%	14 8%	22 7%	11 38%	18 9%	3 1%	35 21%	12 10%	19 6%	25 12%	21 6%	22 11%	22 7%	20 10%	9 52%	6 3%	10 9%	15 6%	27 7%	42 9%	26 7%	40 11%
Somewhat unfavorable	48 9%	3 1%	16 15%	29 18%	7 2%	7 23%	34 18%	8 3%	27 17%	12 10%	7 2%	38 19%	7 2%	39 20%	8 2%	39 19%	1 8%	3 1%	1 *	17 7%	31 8%	39 9%	28 7%	36 10%
Very unfavorable	125 23%	12 5%	21 20%	91 56%	14 4%	3 9%	108 56%	14 6%	29 18%	82 64%	10 3%	109 53%	7 2%	116 60%	8 2%	115 57%	2 11%	5 3%	5 4%	64 27%	99 26%	114 25%	65 17%	112 31%
Unsure	4 1%	-	1 1%	4 2%	-	1 3%	4 2%	-	4 3%	-	1 *	4 2%	3 1%	2 1%	2 1%	2 1%	1 4%	-	-	4 2%	4 1%	4 1%	1 *	4 1%

Echelon Insights  
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[QPuckRNCVie] Do you have a favorable or unfavorable view of the portions of the Republican National Convention that you watched?

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	536 100	247 100	165 100	141 100	394 100	75 100	67 100	145 100	236 100	155 100	119 100	92 100	106 100	117 100	234 100	189 100
Unweighted Total	518	230	166	143	374	80	63	143	230	145	129	87	113	108	518	518
VERY/SOMEWHAT FAVORABLE	309 58%	151 61%	75 45%	77 55%	231 59%	31 41%	47 70%	81 56%	117 50%	110 71%	52 44%	77 84%	66 62%	48 41%	206 88%	24 13%
VERY/SOMEWHAT UNFAVORABLE	173 32%	74 30%	70 42%	44 31%	127 32%	30 40%	15 22%	48 33%	94 40%	30 19%	55 46%	13 14%	33 31%	52 45%	13 6%	141 74%
Very favorable	223 42%	106 43%	54 33%	48 34%	175 44%	18 24%	30 45%	67 47%	72 31%	83 54%	30 25%	63 68%	44 42%	35 30%	167 71%	7 4%
Somewhat favorable	86 16%	45 18%	20 12%	29 21%	57 14%	13 17%	17 25%	14 9%	45 19%	27 18%	22 18%	15 16%	21 20%	13 11%	39 17%	17 9%
No opinion	51 9%	22 9%	17 11%	18 13%	33 8%	13 17%	5 8%	14 10%	23 10%	14 9%	12 10%	3 3%	6 6%	16 13%	15 6%	16 8%
Somewhat unfavorable	48 9%	19 7%	23 14%	20 14%	27 7%	12 17%	8 12%	17 11%	26 11%	5 3%	17 14%	3 4%	14 13%	6 5%	3 1%	31 16%
Very unfavorable	125 23%	55 22%	47 28%	24 17%	101 25%	17 23%	7 10%	32 22%	68 29%	25 16%	38 32%	9 10%	19 17%	47 40%	10 4%	110 58%
Unsure	4 1%	-	4 2%	2 1%	3 1%	2 2%	-	2 1%	2 1%	1 1%	-	-	2 2%	1 1%	-	8 4%

Echelon Insights  
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 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[Q2028GOPPrimary] If the 2028 Republican presidential primary were being held today, for whom would you vote?

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	456	176	236	218	366	14	43	89	107	125	134	196	259
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	395	152	188	206	323	16	39	92	74	98	131	166	229
JD Vance	113	35	61	52	97	2	10	23	34	23	32	58	55
	25%	20%	26%	24%	27%	13%	24%	26%	32%	18%	24%	29%	21%
Nikki Haley	40	15	19	21	34	3	1	5	10	7	19	15	25
	9%	8%	8%	10%	9%	19%	2%	6%	9%	5%	14%	8%	10%
Ron DeSantis	62	35	31	31	55	0	5	12	11	19	20	22	39
	14%	20%	13%	14%	15%	3%	13%	13%	10%	15%	15%	11%	15%
Vivek Ramaswamy	45	13	23	22	35	2	7	9	13	12	12	22	23
	10%	7%	10%	10%	10%	17%	16%	10%	12%	9%	9%	11%	9%
Glenn Youngkin	5	3	3	2	5	0	-	0	-	2	3	0	5
	1%	2%	1%	1%	1%	3%	-	0%	-	2%	2%	0%	2%
Marco Rubio	9	7	4	4	5	-	2	2	4	-	3	5	3
	2%	4%	2%	2%	1%	-	5%	2%	3%	-	3%	3%	1%
Ted Cruz	18	5	11	6	11	0	2	2	5	9	2	7	11
	4%	3%	5%	3%	3%	2%	5%	2%	5%	8%	1%	3%	4%
Tim Scott	11	3	7	4	11	-	-	2	2	3	3	5	7
	2%	2%	3%	2%	3%	-	-	3%	2%	3%	3%	2%	3%
Sarah Huckabee Sanders	15	7	6	9	12	-	3	1	5	4	5	6	9
	3%	4%	3%	4%	3%	-	8%	1%	5%	3%	4%	3%	4%
Josh Hawley	7	2	6	1	7	0	-	4	-	2	1	4	3
	2%	1%	3%	1%	2%	2%	-	5%	-	1%	1%	2%	1%
Byron Donalds	6	4	4	2	4	2	-	1	-	5	-	1	5
	1%	2%	2%	1%	1%	17%	-	2%	-	4%	-	1%	2%
Katie Britt	3	-	1	1	1	1	-	1	1	-	-	3	-
	1%	-	1%	1%	1%	11%	-	1%	1%	-	-	1%	-
Someone else (Please specify)	24	10	16	8	17	-	1	2	2	13	7	4	20
	5%	6%	7%	3%	5%	-	1%	2%	2%	10%	5%	2%	8%
Unsure	97	38	42	53	73	2	11	24	20	27	27	44	53
	21%	22%	18%	24%	20%	12%	26%	27%	19%	21%	20%	23%	21%

Echelon Insights  
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 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[Q2028GOPPrimary] If the 2028 Republican presidential primary were being held today, for whom would you vote?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	456 100	153 100	130 100	95 100	76 100	284 100	171 100	225 100	141 100	93 100	83 100	85 100	89 100	100 100	213 100	37 100	148 100
Unweighted Total	395	106	135	91	62	241	153	196	126	81	79	71	77	82	185	28	133
JD Vance	113 25%	41 27%	35 27%	23 24%	14 18%	77 27%	36 21%	63 28%	34 24%	25 27%	20 24%	36 42%	12 13%	18 18%	57 27%	5 14%	31 21%
Nikki Haley	40 9%	8 5%	8 6%	16 17%	8 10%	16 6%	24 14%	15 7%	19 13%	4 4%	7 8%	8 10%	9 10%	11 11%	15 7%	4 12%	18 12%
Ron DeSantis	62 14%	23 15%	19 15%	10 10%	10 13%	42 15%	19 11%	38 17%	17 12%	12 13%	7 9%	9 10%	15 17%	17 17%	30 14%	8 22%	17 11%
Vivek Ramaswamy	45 10%	16 10%	12 10%	6 6%	11 14%	28 10%	17 10%	22 10%	14 10%	8 8%	9 11%	7 9%	9 10%	12 12%	21 10%	3 9%	16 11%
Glenn Youngkin	5 1%	1 1%	1 1%	2 2%	1 1%	3 1%	3 1%	3 1%	2 2%	1 2%	0 *	1 1%	1 1%	1 1%	2 1%	-	3 2%
Marco Rubio	9 2%	3 2%	2 2%	1 1%	2 3%	6 2%	3 2%	2 1%	3 2%	2 2%	0 1%	2 3%	3 3%	1 1%	3 2%	-	3 2%
Ted Cruz	18 4%	5 3%	9 7%	-	4 5%	14 5%	4 2%	7 3%	4 3%	6 6%	4 5%	2 2%	1 1%	5 5%	7 4%	-	10 7%
Tim Scott	11 2%	2 1%	0 *	5 5%	4 5%	2 1%	9 5%	2 1%	9 6%	2 2%	2 2%	3 4%	2 3%	2 2%	7 3%	-	3 2%
Sarah Huckabee Sanders	15 3%	5 3%	6 4%	1 1%	3 4%	11 4%	4 3%	7 3%	4 3%	2 2%	4 5%	1 1%	3 3%	5 5%	5 2%	1 3%	5 3%
Josh Hawley	7 2%	3 2%	2 2%	2 2%	-	5 2%	2 1%	5 2%	2 1%	-	6 7%	-	-	1 1%	3 1%	3 9%	1 1%
Byron Donalds	6 1%	-	2 2%	1 2%	2 3%	2 1%	4 2%	-	4 3%	2 3%	2 3%	-	1 2%	-	4 2%	2 7%	-
Katie Britt	3 1%	-	1 1%	1 2%	-	1 *	1 1%	1 1%	-	-	-	-	1 2%	1 1%	1 1%	-	-
Someone else (Please specify)	24 5%	10 6%	5 4%	7 7%	3 3%	14 5%	10 6%	8 3%	9 6%	4 4%	6 7%	4 5%	4 5%	5 5%	7 3%	5 13%	11 8%
Unsure	97 21%	35 23%	27 20%	21 22%	14 19%	61 22%	35 20%	52 23%	20 14%	25 27%	15 18%	11 13%	27 30%	19 19%	50 24%	5 13%	31 21%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[Q2028GOPPrimary] If the 2028 Republican presidential primary were being held today, for whom would you vote?

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	456	374	82	-	456	-	-	316	115	15	400	31	420	28	424	20	12	246	168	185	311	382	388	242
	100	100	100		100			100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	395	318	77	-	395	-	-	269	103	16	321	33	359	27	364	20	11	201	154	164	224	276	329	223
JD Vance	113	102	11	-	113	-	-	83	21	5	106	2	111	2	112	1	0	81	31	39	76	97	100	65
	25%	27%	14%		25%			26%	18%	35%	27%	6%	26%	7%	26%	6%	3%	33%	19%	21%	24%	25%	26%	27%
Nikki Haley	40	33	8	-	40	-	-	23	15	2	29	10	24	14	31	8	1	9	17	26	28	36	40	26
	9%	9%	9%		9%			7%	13%	12%	7%	32%	6%	51%	7%	38%	12%	4%	10%	14%	9%	9%	10%	11%
Ron DeSantis	62	47	14	-	62	-	-	46	15	-	55	2	61	0	62	-	-	30	27	26	47	49	48	25
	14%	13%	17%		14%			14%	13%		14%	7%	15%	1%	15%			12%	16%	14%	15%	13%	12%	10%
Vivek Ramaswamy	45	35	11	-	45	-	-	30	12	3	38	2	43	2	41	2	2	24	19	24	34	40	38	24
	10%	9%	13%		10%			10%	11%	20%	9%	8%	10%	7%	10%	10%	15%	10%	11%	13%	11%	11%	10%	10%
Glenn Youngkin	5	5	0	-	5	-	-	4	-	1	4	0	5	-	5	-	-	1	4	3	4	3	5	3
	1%	1%	0%		1%			1%		5%	1%	1%	1%		1%			1%	2%	1%	1%	1%	1%	1%
Marco Rubio	9	7	2	-	9	-	-	9	-	0	5	4	9	-	9	-	-	6	3	5	5	6	5	6
	2%	2%	2%		2%			3%		2%	1%	12%	2%		2%			3%	2%	3%	2%	2%	1%	2%
Ted Cruz	18	15	3	-	18	-	-	15	2	1	17	0	18	-	16	2	-	10	5	5	7	13	16	5
	4%	4%	3%		4%			5%	2%	4%	4%	1%	4%		4%	8%		4%	3%	3%	2%	3%	4%	2%
Tim Scott	11	11	1	-	11	-	-	9	2	-	11	-	11	1	11	1	-	5	3	7	10	11	11	2
	2%	3%	1%		2%			3%	2%		3%		3%	3%	2%	4%		2%	2%	4%	3%	3%	3%	1%
Sarah Huckabee Sanders	15	10	6	-	15	-	-	11	2	2	11	3	12	3	15	-	-	7	7	6	9	13	12	8
	3%	3%	7%		3%			3%	2%	15%	3%	11%	3%	12%	4%			3%	4%	3%	3%	3%	3%	3%
Josh Hawley	7	5	2	-	7	-	-	7	-	0	7	0	7	-	7	-	-	2	5	2	6	6	7	7
	2%	1%	3%		2%			2%		2%	2%	1%	2%		2%			1%	3%	1%	2%	1%	2%	3%
Byron Donalds	6	6	-	-	6	-	-	6	-	-	6	-	6	-	6	-	-	4	2	-	5	6	2	6
	1%	2%			1%			2%			2%		2%		1%			2%	1%		2%	2%	1%	3%
Katie Britt	3	3	-	-	3	-	-	3	-	-	3	-	3	-	3	-	-	1	1	-	-	3	3	3
	1%	1%			1%			1%			1%		1%		1%			1%	1%			1%	1%	1%
Someone else (Please specify)	24	22	2	-	24	-	-	18	6	-	22	1	21	1	23	1	-	15	7	9	17	21	22	8
	5%	6%	3%		5%			6%	5%		6%	2%	5%	4%	5%	6%		6%	4%	5%	6%	6%	6%	3%

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[Q2028GOPPrimary] If the 2028 Republican presidential primary were being held today, for whom would you vote?

	Total			Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary		
Unsure	97 21%	75 20%	22 27%	-	97 21%	-	-	52 17%	39 34%	1 5%	86 21%	7 21%	90 21%	4 15%	83 20%	6 29%	8 70%	50 20%	37 22%	35 19%	63 20%	79 21%	79 20%	54 22%		

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 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[Q2028GOPPrimary] If the 2028 Republican presidential primary were being held today, for whom would you vote?

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	456 100	227 100	115 100	131 100	325 100	69 100	62 100	108 100	185 100	163 100	87 100	125 100	85 100	79 100	329 100	-
Unweighted Total	395	186	105	112	283	61	51	95	158	142	79	112	77	60	395	395
JD Vance	113 25%	42 19%	35 31%	29 22%	84 26%	17 25%	12 19%	28 26%	45 24%	40 25%	22 25%	32 26%	20 24%	20 25%	77 23%	-
Nikki Haley	40 9%	21 9%	11 10%	9 7%	32 10%	6 9%	3 4%	12 11%	17 9%	11 7%	13 15%	10 8%	8 9%	11 14%	35 11%	-
Ron DeSantis	62 14%	41 18%	11 10%	22 17%	40 12%	9 14%	13 20%	18 17%	23 13%	20 12%	11 13%	18 14%	17 20%	4 5%	45 14%	-
Vivek Ramaswamy	45 10%	22 10%	14 12%	11 8%	34 11%	7 11%	4 6%	11 10%	22 12%	12 7%	9 10%	9 8%	11 14%	13 16%	39 12%	-
Glenn Youngkin	5 1%	1 *	0 *	0 *	5 1%	0 *	-	2 2%	1 1%	1 1%	0 *	2 2%	1 1%	-	4 1%	-
Marco Rubio	9 2%	6 3%	2 1%	4 3%	5 1%	4 6%	0 *	6 5%	3 1%	1 *	0 *	4 3%	1 1%	1 1%	4 1%	-
Ted Cruz	18 4%	12 5%	2 2%	3 2%	15 4%	3 4%	1 1%	8 8%	6 3%	4 2%	5 5%	5 4%	4 4%	2 2%	12 4%	-
Tim Scott	11 2%	9 4%	-	5 3%	7 2%	1 1%	4 6%	-	10 5%	2 1%	3 4%	2 2%	-	-	11 3%	-
Sarah Huckabee Sanders	15 3%	10 4%	1 1%	7 6%	8 2%	2 3%	5 8%	1 1%	1 1%	13 8%	1 1%	6 5%	2 2%	-	13 4%	-
Josh Hawley	7 2%	7 3%	0 *	1 1%	6 2%	1 1%	-	-	3 2%	4 2%	0 *	3 3%	3 3%	0 *	3 1%	-
Byron Donalds	6 1%	1 1%	5 4%	1 1%	5 1%	-	1 2%	2 2%	1 1%	2 2%	-	-	2 3%	-	0 *	-
Katie Britt	3 1%	1 1%	1 1%	1 1%	1 *	1 2%	-	1 1%	1 1%	-	1 1%	1 1%	-	1 2%	1 *	-
Someone else (Please specify)	24 5%	9 4%	5 4%	2 2%	22 7%	1 1%	2 3%	4 3%	11 6%	9 5%	2 2%	6 5%	3 4%	7 9%	22 7%	-
Unsure	97 21%	45 20%	27 23%	35 27%	63 19%	16 23%	19 30%	14 13%	40 21%	44 27%	19 22%	27 21%	13 15%	20 26%	63 19%	-

Echelon Insights  
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 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QDemNomination] If Joe Biden drops out of the presidential race, which path to selecting a replacement Democratic nominee would you prefer?

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	456	169	181	273	261	90	68	103	102	127	124	205	251
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	487	173	191	292	295	92	77	112	90	133	152	202	285
An open contest at the convention with numerous candidates	173	69	74	99	112	30	22	51	36	38	48	87	86
	38%	41%	41%	36%	43%	34%	32%	49%	35%	30%	39%	42%	34%
A quick vote to make Kamala Harris the nominee	219	85	88	129	110	48	41	47	51	70	52	98	122
	48%	50%	49%	47%	42%	53%	60%	46%	50%	55%	42%	48%	48%
Unsure	64	15	19	45	39	12	6	5	15	19	24	20	44
	14%	9%	11%	16%	15%	13%	8%	5%	15%	15%	20%	10%	17%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QDemNomination] If Joe Biden drops out of the presidential race, which path to selecting a replacement Democratic nominee would you prefer?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	456 100	125 100	141 100	135 100	55 100	266 100	190 100	134 100	127 100	116 100	96 100	93 100	46 100	106 100	237 100	39 100	126 100
Unweighted Total	487	109	165	148	65	274	213	145	150	121	102	102	55	107	246	39	148
An open contest at the convention with numerous candidates	173 38%	46 37%	53 38%	57 42%	17 32%	99 37%	74 39%	61 46%	51 40%	35 30%	33 34%	42 46%	17 38%	46 43%	101 43%	13 34%	44 35%
A quick vote to make Kamala Harris the nominee	219 48%	63 51%	74 53%	60 44%	22 40%	138 52%	82 43%	57 42%	54 42%	58 50%	51 54%	46 50%	19 42%	44 42%	119 50%	15 39%	56 44%
Unsure	64 14%	16 13%	14 10%	19 14%	15 28%	30 11%	34 18%	16 12%	23 18%	23 20%	12 12%	4 5%	9 20%	15 15%	17 7%	10 27%	26 21%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QDemNomination] If Joe Biden drops out of the presidential race, which path to selecting a replacement Democratic nominee would you prefer?

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+ Lean	Pure Ind	DEM+ Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	456 100	-	70 100	386 100	-	-	456 100	35 100	165 100	253 100	17 100	420 100	36 100	407 100	19 100	431 100	6 100	-	-	214 100	330 100	397 100	196 100	405 100
Unweighted Total	487	-	82	405	-	-	487	37	175	271	16	428	36	437	18	461	8	-	-	216	285	353	218	434
An open contest at the convention with numerous candidates	173 38%	-	30 43%	143 37%	-	-	173 38%	12 35%	68 41%	93 37%	13 77%	151 36%	24 66%	140 35%	12 65%	160 37%	1 20%	-	-	73 34%	125 38%	148 37%	70 36%	146 36%
A quick vote to make Kamala Harris the nominee	219 48%	-	26 37%	193 50%	-	-	219 48%	18 52%	71 43%	130 51%	2 9%	208 50%	9 24%	209 51%	6 31%	208 48%	5 80%	-	-	105 49%	153 47%	189 48%	103 52%	200 49%
Unsure	64 14%	-	14 20%	50 13%	-	-	64 14%	4 13%	27 16%	31 12%	2 13%	61 14%	3 10%	57 14%	1 4%	63 15%	-	-	-	36 17%	51 15%	59 15%	23 12%	59 15%

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 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QDemNomination] If Joe Biden drops out of the presidential race, which path to selecting a replacement Democratic nominee would you prefer?

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	456	165	200	116	338	78	38	161	212	83	133	21	90	143	-	434
	100	100	100	100	100	100	100	100	100	100	100	100	100	100		100
Unweighted Total	487	173	205	132	354	91	41	173	229	85	144	28	98	146	487	487
An open contest at the convention with numerous candidates	173	68	73	38	135	22	16	67	74	32	43	8	33	56	-	142
	38%	41%	37%	33%	40%	28%	44%	42%	35%	38%	32%	36%	37%	39%		33%
A quick vote to make Kamala Harris the nominee	219	70	105	66	151	47	19	80	97	42	63	11	43	64	-	212
	48%	42%	52%	57%	45%	60%	51%	50%	46%	51%	48%	49%	48%	45%		49%
Unsure	64	28	22	11	53	9	2	14	41	9	27	3	14	22	-	80
	14%	17%	11%	10%	16%	12%	5%	9%	19%	11%	20%	14%	16%	15%		18%

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[QPuckDemAlternate1] If Biden decides to stop running for re-election, who do you want to see as the Democratic candidate for president on the ballot in November?

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	456	169	181	273	261	90	68	103	102	127	124	205	251
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	487	173	191	292	295	92	77	112	90	133	152	202	285
Kamala Harris	283	115	119	162	143	70	48	70	68	83	63	137	146
	62%	68%	66%	59%	55%	78%	70%	68%	66%	65%	50%	67%	58%
Someone else	80	35	32	48	59	6	10	19	14	17	29	34	47
	18%	20%	18%	17%	23%	7%	14%	19%	14%	14%	24%	16%	19%
Unsure	93	20	29	64	59	14	11	14	20	27	32	34	59
	20%	12%	16%	23%	22%	16%	16%	13%	20%	21%	26%	17%	23%

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 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QPuckDemAlternate1] If Biden decides to stop running for re-election, who do you want to see as the Democratic candidate for president on the ballot in November?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	456 100	125 100	141 100	135 100	55 100	266 100	190 100	134 100	127 100	116 100	96 100	93 100	46 100	106 100	237 100	39 100	126 100
Unweighted Total	487	109	165	148	65	274	213	145	150	121	102	102	55	107	246	39	148
Kamala Harris	283 62%	88 70%	94 67%	74 55%	27 50%	182 68%	101 53%	78 58%	65 51%	77 67%	64 67%	62 67%	24 53%	56 53%	152 64%	25 64%	66 52%
Someone else	80 18%	14 11%	25 18%	30 22%	11 20%	39 15%	41 22%	28 21%	31 25%	13 11%	13 14%	17 18%	9 20%	28 27%	44 19%	4 10%	27 22%
Unsure	93 20%	23 19%	22 15%	32 23%	16 30%	45 17%	48 25%	28 21%	30 24%	26 23%	19 20%	14 15%	12 27%	22 21%	40 17%	10 25%	33 26%

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[QPuckDemAlternate1] If Biden decides to stop running for re-election, who do you want to see as the Democratic candidate for president on the ballot in November?

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+ Lean	Pure Ind	DEM+ Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	456 100	-	70 100	386 100	-	-	456 100	35 100	165 100	253 100	17 100	420 100	36 100	407 100	19 100	431 100	6 100	-	-	214 100	330 100	397 100	196 100	405 100
Unweighted Total	487	-	82	405	-	-	487	37	175	271	16	428	36	437	18	461	8	-	-	216	285	353	218	434
Kamala Harris	283 62%	-	31 43%	252 65%	-	-	283 62%	26 73%	95 58%	162 64%	9 53%	263 63%	17 48%	265 65%	12 64%	267 62%	4 57%	-	-	126 59%	194 59%	243 61%	138 70%	252 62%
Someone else	80 18%	-	22 32%	58 15%	-	-	80 18%	4 12%	27 17%	48 19%	2 10%	75 18%	8 23%	68 17%	3 16%	77 18%	-	-	-	52 24%	65 20%	71 18%	27 14%	68 17%
Unsure	93 20%	-	18 25%	75 20%	-	-	93 20%	5 15%	43 26%	43 17%	6 37%	82 20%	10 29%	74 18%	4 20%	86 20%	3 43%	-	-	35 17%	71 21%	83 21%	31 16%	85 21%

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 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QPuckDemAlternate1] If Biden decides to stop running for re-election, who do you want to see as the Democratic candidate for president on the ballot in November?

	Total		Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem	
Total	456	165	200	116	338	78	38	161	212	83	133	21	90	143	-	434	
	100	100	100	100	100	100	100	100	100	100	100	100	100	100		100	
Unweighted Total	487	173	205	132	354	91	41	173	229	85	144	28	98	146	487	487	
Kamala Harris	283	91	137	86	195	58	28	110	120	53	76	15	52	83	-	255	
	62%	55%	68%	74%	57%	75%	73%	68%	57%	63%	57%	70%	58%	58%		59%	
Someone else	80	34	27	11	69	8	4	26	43	12	24	1	21	31	-	82	
	18%	21%	13%	10%	20%	10%	10%	16%	20%	14%	18%	3%	23%	22%		19%	
Unsure	93	40	37	18	75	12	6	25	49	19	33	6	17	29	-	97	
	20%	24%	18%	16%	22%	15%	17%	16%	23%	23%	25%	26%	19%	21%		22%	

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[QPuckDemAlternate2] If Biden decides to stop running for re-election, who do you want to see as the Democratic candidate for president on the ballot in November?

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	171	55	60	110	117	19	19	33	34	42	61	67	103
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	178	60	66	111	123	20	26	38	26	41	73	64	114
Gavin Newsom	30	12	16	14	24	1	4	3	4	9	14	7	23
	18%	22%	26%	13%	20%	6%	21%	8%	11%	22%	23%	10%	23%
Pete Buttigieg	27	8	5	22	24	1	3	3	3	10	11	7	21
	16%	15%	9%	20%	20%	4%	14%	9%	10%	23%	17%	10%	20%
Gretchen Whitmer	25	13	11	13	23	-	-	6	6	3	10	12	13
	14%	23%	19%	12%	20%	-	-	19%	17%	8%	16%	18%	12%
Josh Shapiro	5	3	1	5	3	2	0	0	2	3	1	2	3
	3%	5%	1%	5%	3%	9%	2%	1%	4%	6%	1%	3%	3%
J.B. Pritzker	4	1	2	2	3	1	-	1	1	0	2	2	2
	3%	2%	3%	2%	3%	6%	-	4%	3%	1%	3%	3%	2%
Stacey Abrams	4	-	-	4	1	3	-	2	2	-	1	3	1
	3%	-	-	4%	1%	17%	-	6%	4%	-	2%	5%	1%
Raphael Warnock	1	-	-	1	1	-	-	-	1	-	-	1	-
	1%	-	-	1%	1%	-	-	-	4%	-	-	2%	-
Wes Moore	3	-	1	2	3	-	-	-	-	1	2	-	3
	2%	-	1%	2%	3%	-	-	-	-	2%	4%	-	3%
Jared Polls	-	-	-	-	-	-	-	-	-	-	-	-	-
Someone else (Please specify)	19	6	12	6	7	4	4	6	4	3	5	11	8
	11%	10%	20%	5%	6%	22%	22%	19%	12%	8%	8%	16%	8%
Unsure	52	12	12	39	27	7	8	11	12	13	16	23	29
	30%	22%	21%	36%	23%	36%	41%	34%	34%	31%	26%	34%	28%

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[QPuckDemAlternate2] If Biden decides to stop running for re-election, who do you want to see as the Democratic candidate for president on the ballot in November?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	171 100	36 100	47 100	61 100	27 100	83 100	88 100	56 100	61 100	38 100	30 100	31 100	22 100	50 100	84 100	13 100	60 100
Unweighted Total	178	33	53	65	27	86	92	52	71	37	34	38	22	47	86	11	67
Gavin Newsom	30 18%	1 3%	14 29%	10 17%	5 19%	15 18%	16 18%	11 19%	13 21%	2 6%	8 26%	4 13%	3 16%	13 25%	18 22%	-	11 18%
Pete Buttigieg	27 16%	5 14%	12 25%	6 10%	4 15%	17 20%	10 12%	13 24%	10 17%	10 27%	4 12%	3 10%	3 13%	8 15%	15 17%	1 5%	10 17%
Gretchen Whitmer	25 14%	6 18%	6 13%	8 13%	4 15%	12 15%	12 14%	12 21%	12 19%	6 17%	5 17%	3 8%	2 11%	8 16%	11 13%	2 14%	10 16%
Josh Shapiro	5 3%	2 5%	1 3%	2 3%	1 2%	3 4%	2 3%	1 2%	2 4%	2 5%	-	1 3%	-	3 5%	5 6%	-	1 1%
J.B. Pritzker	4 3%	1 4%	0 1%	2 3%	1 4%	2 2%	3 3%	0 1%	3 4%	1 3%	-	2 6%	1 3%	1 2%	1 2%	-	2 3%
Stacey Abrams	4 3%	-	-	3 6%	1 4%	-	4 5%	-	1 2%	-	2 5%	2 6%	-	1 2%	2 2%	-	1 2%
Raphael Warnock	1 1%	-	-	1 2%	-	-	1 2%	-	1 2%	-	1 5%	-	-	-	1 2%	-	-
Wes Moore	3 2%	2 6%	-	1 1%	-	2 3%	1 1%	2 4%	1 1%	2 6%	-	-	-	1 1%	1 1%	-	2 4%
Jared Polis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Someone else (Please specify)	19 11%	4 11%	5 11%	8 14%	1 4%	9 11%	9 11%	3 6%	3 5%	2 5%	4 12%	9 28%	2 9%	3 5%	9 11%	2 11%	6 11%
Unsure	52 30%	14 39%	9 19%	19 31%	10 36%	23 28%	29 33%	13 23%	14 24%	12 32%	7 24%	8 25%	10 47%	14 29%	21 25%	9 69%	17 29%

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[QPuckDemAlternate2] If Biden decides to stop running for re-election, who do you want to see as the Democratic candidate for president on the ballot in November?

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+ Lean	Pure Ind	DEM+ Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	171 100	-	40 100	131 100	-	-	171 100	9 100	69 100	90 100	8 100	156 100	18 100	139 100	7 100	161 100	3 100	-	-	85 100	134 100	152 100	57 100	150 100
Unweighted Total	178	-	43	135	-	-	178	10	71	93	7	155	21	145	9	166	3	-	-	89	117	139	61	153
Gavin Newsom	30 18%	-	4 10%	26 20%	-	-	30 18%	2 22%	14 20%	14 16%	-	30 19%	1 8%	28 20%	-	30 19%	-	-	-	18 21%	25 19%	30 20%	6 11%	24 16%
Pete Buttigieg	27 16%	-	11 29%	16 12%	-	-	27 16%	1 10%	10 14%	16 18%	3 38%	24 15%	5 27%	18 13%	1 14%	26 16%	-	-	-	15 18%	21 16%	25 17%	10 18%	21 14%
Gretchen Whitmer	25 14%	-	5 12%	20 15%	-	-	25 14%	1 14%	7 11%	16 18%	1 18%	22 14%	1 3%	22 16%	-	25 15%	-	-	-	17 20%	23 17%	22 14%	13 23%	25 16%
Josh Shapiro	5 3%	-	3 7%	3 2%	-	-	5 3%	-	2 3%	3 4%	-	5 3%	-	3 2%	-	4 2%	2 62%	-	-	2 3%	5 4%	5 3%	-	5 4%
J.B. Pritzker	4 3%	-	1 4%	3 2%	-	-	4 3%	1 10%	2 3%	1 1%	-	4 3%	1 7%	2 1%	-	3 2%	1 30%	-	-	1 2%	2 2%	2 1%	3 5%	4 3%
Stacey Abrams	4 3%	-	-	4 3%	-	-	4 3%	-	2 2%	3 3%	-	4 3%	-	4 3%	-	4 3%	-	-	-	2 2%	4 3%	4 3%	-	3 2%
Raphael Warnock	1 1%	-	-	1 1%	-	-	1 1%	-	-	1 2%	-	1 1%	-	1 1%	-	1 1%	-	-	-	-	-	1 1%	-	1 1%
Wes Moore	3 2%	-	-	3 2%	-	-	3 2%	1 7%	2 3%	-	-	3 2%	-	2 2%	-	3 2%	-	-	-	1 1%	3 2%	3 2%	-	3 2%
Jared Polis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Someone else (Please specify)	19 11%	-	5 11%	14 11%	-	-	19 11%	1 13%	10 14%	7 8%	0 4%	17 11%	6 35%	12 9%	3 42%	16 10%	-	-	-	13 15%	13 10%	16 10%	4 6%	16 10%
Unsure	52 30%	-	11 27%	41 31%	-	-	52 30%	2 24%	20 29%	28 31%	3 41%	46 30%	4 20%	46 33%	3 43%	48 30%	0 8%	-	-	17 19%	37 28%	44 29%	21 36%	47 31%

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[QPuckDemAlternate2] If Biden decides to stop running for re-election, who do you want to see as the Democratic candidate for president on the ballot in November?

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	171 100	73 100	61 100	30 100	141 100	20 100	10 100	49 100	91 100	31 100	56 100	6 100	37 100	60 100	-	174 100
Unweighted Total	178	71	64	38	140	25	13	52	93	33	58	9	38	57	178	178
Gavin Newsom	30 18%	21 28%	3 5%	2 6%	28 20%	-	2 16%	7 15%	17 19%	6 18%	7 12%	-	5 14%	13 22%	-	35 20%
Pete Buttigieg	27 16%	8 12%	11 19%	5 17%	22 16%	5 25%	-	7 15%	19 21%	1 2%	14 24%	2 30%	7 19%	8 14%	-	23 13%
Gretchen Whitmer	25 14%	9 12%	8 13%	4 15%	20 14%	1 3%	4 38%	8 16%	13 14%	3 11%	6 12%	-	6 16%	9 16%	-	30 17%
Josh Shapiro	5 3%	2 3%	2 4%	2 6%	4 3%	2 9%	-	3 5%	1 1%	2 7%	1 1%	0 5%	-	1 2%	-	6 4%
J.B. Pritzker	4 3%	1 2%	2 3%	1 3%	3 2%	1 5%	-	2 4%	0 1%	2 5%	0 1%	0 4%	1 2%	1 2%	-	3 2%
Stacey Abrams	4 3%	1 1%	3 6%	2 5%	3 2%	2 8%	-	-	3 3%	2 6%	3 5%	-	1 3%	-	-	5 3%
Raphael Warnock	1 1%	1 2%	-	-	1 1%	-	-	-	-	1 5%	-	-	-	1 2%	-	0 *%
Wes Moore	3 2%	1 1%	-	-	3 2%	-	-	-	1 1%	2 7%	-	-	-	2 4%	-	2 1%
Jared Polis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Someone else (Please specify)	19 11%	4 6%	12 19%	3 10%	16 11%	1 4%	2 22%	5 11%	11 12%	3 8%	5 10%	2 28%	5 14%	5 8%	-	21 12%
Unsure	52 30%	24 33%	20 33%	11 38%	40 29%	9 46%	2 23%	16 33%	27 29%	9 30%	20 35%	2 33%	12 32%	19 32%	-	49 28%

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[QPuckBidenLegacy] Which do you think would be the best decision for Biden’s legacy, even if neither option is perfect?

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	456	169	181	273	261	90	68	103	102	127	124	205	251
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	487	173	191	292	295	92	77	112	90	133	152	202	285
Running for a second term	184	70	79	104	76	50	37	49	47	49	38	96	88
	40%	41%	44%	38%	29%	55%	54%	47%	46%	39%	31%	47%	35%
Leaving the race to make room for the next generation of Democrat leaders	225	84	93	130	157	25	28	49	48	61	67	97	128
	49%	50%	52%	48%	60%	28%	42%	48%	47%	48%	54%	47%	51%
Unsure	48	15	8	39	28	15	3	5	7	16	19	12	35
	10%	9%	5%	14%	11%	17%	4%	5%	7%	13%	15%	6%	14%

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 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QPuckBidenLegacy] Which do you think would be the best decision for Biden's legacy, even if neither option is perfect?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	456 100	125 100	141 100	135 100	55 100	266 100	190 100	134 100	127 100	116 100	96 100	93 100	46 100	106 100	237 100	39 100	126 100
Unweighted Total	487	109	165	148	65	274	213	145	150	121	102	102	55	107	246	39	148
Running for a second term	184 40%	66 53%	55 39%	43 32%	21 38%	121 45%	63 33%	45 33%	31 24%	62 53%	45 47%	37 40%	14 31%	26 25%	98 41%	23 59%	39 31%
Leaving the race to make room for the next generation of Democrat leaders	225 49%	45 36%	74 52%	79 58%	27 50%	119 45%	106 56%	75 56%	82 65%	41 35%	39 40%	46 50%	29 63%	70 66%	121 51%	13 35%	66 52%
Unsure	48 10%	14 11%	13 9%	14 10%	7 13%	27 10%	21 11%	15 11%	14 11%	13 11%	12 13%	10 10%	3 6%	10 9%	17 7%	3 7%	21 17%

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[QPuckBidenLegacy] Which do you think would be the best decision for Biden's legacy, even if neither option is perfect?

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+ Lean	Pure Ind	DEM+ Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	456 100	-	70 100	386 100	-	-	456 100	35 100	165 100	253 100	17 100	420 100	36 100	407 100	19 100	431 100	6 100	-	-	214 100	330 100	397 100	196 100	405 100
Unweighted Total	487	-	82	405	-	-	487	37	175	271	16	428	36	437	18	461	8	-	-	216	285	353	218	434
Running for a second term	184 40%	-	23 32%	161 42%	-	-	184 40%	18 52%	65 39%	100 39%	11 61%	168 40%	15 42%	167 41%	4 24%	179 42%	-	-	-	78 36%	131 40%	159 40%	89 46%	164 40%
Leaving the race to make room for the next generation of Democrat leaders	225 49%	-	36 51%	189 49%	-	-	225 49%	12 33%	82 49%	130 51%	3 16%	210 50%	16 45%	199 49%	12 63%	208 48%	5 73%	-	-	107 50%	159 48%	194 49%	95 49%	198 49%
Unsure	48 10%	-	12 16%	36 9%	-	-	48 10%	5 15%	19 11%	23 9%	4 22%	42 10%	5 13%	41 10%	2 13%	43 10%	2 27%	-	-	29 13%	39 12%	44 11%	12 6%	44 11%

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[QPuckBidenLegacy] Which do you think would be the best decision for Biden's legacy, even if neither option is perfect?

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	456 100	165 100	200 100	116 100	338 100	78 100	38 100	161 100	212 100	83 100	133 100	21 100	90 100	143 100	-	434 100
Unweighted Total	487	173	205	132	354	91	41	173	229	85	144	28	98	146	487	487
Running for a second term	184 40%	47 28%	105 52%	50 44%	131 39%	36 47%	14 38%	68 42%	74 35%	42 50%	45 34%	10 49%	34 38%	51 36%	-	149 34%
Leaving the race to make room for the next generation of Democrat leaders	225 49%	96 58%	80 40%	55 47%	170 50%	32 41%	23 60%	74 46%	116 54%	35 42%	70 53%	9 42%	45 50%	74 52%	-	221 51%
Unsure	48 10%	22 14%	16 8%	11 9%	37 11%	10 12%	1 2%	18 11%	22 10%	7 8%	17 13%	2 10%	11 12%	18 12%	-	63 15%

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[QPoliticalViolence] Which of the following seems like the likelier explanation for the attempted assassination of Donald Trump?

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	982	369	456	522	678	108	115	209	226	267	280	435	547
	100	100	100	100	100	100	100	100	100	100	100	100	100
Politically motivated	584	217	288	294	401	61	66	142	150	153	140	291	292
	59%	59%	63%	56%	59%	57%	58%	68%	66%	57%	50%	67%	53%
Not politically motivated	209	89	97	112	149	22	27	50	30	55	74	80	129
	21%	24%	21%	22%	22%	20%	23%	24%	13%	21%	26%	18%	24%
Something else	189	63	72	115	128	25	22	17	46	59	67	63	126
	19%	17%	16%	22%	19%	23%	19%	8%	20%	22%	24%	15%	23%

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[QPoliticalViolence] Which of the following seems like the likelier explanation for the attempted assassination of Donald Trump?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982 100	296 100	303 100	243 100	139 100	599 100	382 100	391 100	286 100	224 100	192 100	187 100	145 100	228 100	486 100	80 100	291 100
Politically motivated	584 59%	172 58%	192 63%	138 57%	81 58%	364 61%	219 57%	233 60%	167 58%	126 56%	112 58%	128 69%	95 66%	118 52%	314 64%	50 63%	152 52%
Not politically motivated	209 21%	62 21%	59 20%	60 25%	28 20%	122 20%	87 23%	80 20%	70 24%	42 19%	49 25%	31 16%	29 20%	59 26%	105 22%	15 19%	69 24%
Something else	189 19%	61 21%	52 17%	45 19%	31 22%	113 19%	76 20%	79 20%	49 17%	57 25%	32 16%	28 15%	21 15%	52 23%	68 14%	15 18%	71 24%

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 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QPoliticalViolence] Which of the following seems like the likelier explanation for the attempted assassination of Donald Trump?

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+ Lean	Pure Ind	DEM+ Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	982 100	374 100	222 100	386 100	456 100	70 100	456 100	357 100	337 100	274 100	442 100	483 100	478 100	466 100	461 100	474 100	47 100	246 100	168 100	430 100	678 100	831 100	621 100	699 100
Politically motivated	584 59%	294 79%	111 50%	179 46%	351 77%	29 42%	204 45%	282 79%	181 54%	116 42%	336 76%	217 45%	374 78%	194 42%	356 77%	203 43%	25 54%	207 84%	123 73%	243 57%	385 57%	485 58%	402 65%	376 54%
Not politically motivated	209 21%	43 12%	52 23%	114 29%	49 11%	19 27%	141 31%	42 12%	78 23%	88 32%	56 13%	145 30%	52 11%	146 31%	50 11%	150 32%	9 18%	20 8%	20 12%	101 24%	148 22%	175 21%	119 19%	170 24%
Something else	189 19%	37 10%	59 27%	93 24%	56 12%	22 31%	111 24%	32 9%	78 23%	70 25%	49 11%	121 25%	52 11%	125 27%	55 12%	121 26%	13 28%	20 8%	25 15%	86 20%	146 22%	171 21%	99 16%	153 22%

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 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QPoliticalViolence] Which of the following seems like the likelier explanation for the attempted assassination of Donald Trump?

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	982	421	343	265	713	156	109	283	431	267	234	154	184	250	329	434
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Politically motivated	584	249	196	181	403	98	82	179	238	166	118	114	108	134	256	197
	59%	59%	57%	68%	57%	63%	75%	63%	55%	62%	51%	74%	59%	53%	78%	45%
Not politically motivated	209	91	86	51	158	31	20	54	105	51	58	22	45	51	37	127
	21%	22%	25%	19%	22%	20%	18%	19%	24%	19%	25%	15%	25%	20%	11%	29%
Something else	189	81	60	34	152	26	7	51	88	51	58	18	30	66	36	110
	19%	19%	17%	13%	21%	17%	7%	18%	20%	19%	25%	12%	17%	27%	11%	25%

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[QPoliticalViolenceProblem] How much of a problem do you believe political violence is today?

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	982	369	456	522	678	108	115	209	226	267	280	435	547
	100	100	100	100	100	100	100	100	100	100	100	100	100
A major problem	704	261	326	377	491	78	78	147	149	192	217	295	409
	72%	71%	72%	72%	72%	72%	68%	70%	66%	72%	77%	68%	75%
A minor problem	215	80	95	119	148	19	31	48	68	51	48	116	99
	22%	22%	21%	23%	22%	18%	27%	23%	30%	19%	17%	27%	18%
Not a problem	25	12	15	10	16	5	2	4	6	9	7	10	15
	3%	3%	3%	2%	2%	5%	2%	2%	3%	3%	2%	2%	3%
Unsure	38	16	19	17	24	6	4	10	4	15	9	14	24
	4%	4%	4%	3%	4%	6%	3%	5%	2%	6%	3%	3%	4%

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[QPoliticalViolenceProblem] How much of a problem do you believe political violence is today?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982 100	296 100	303 100	243 100	139 100	599 100	382 100	391 100	286 100	224 100	192 100	187 100	145 100	228 100	486 100	80 100	291 100
A major problem	704 72%	204 69%	222 73%	179 74%	99 71%	426 71%	278 73%	283 72%	207 72%	169 75%	131 68%	137 74%	101 70%	163 72%	337 69%	61 76%	226 77%
A minor problem	215 22%	62 21%	63 21%	55 23%	35 25%	125 21%	90 23%	76 20%	71 25%	33 15%	41 21%	47 25%	34 23%	57 25%	128 26%	11 14%	46 16%
Not a problem	25 3%	9 3%	9 3%	5 2%	2 1%	18 3%	7 2%	12 3%	4 1%	12 5%	7 4%	2 1%	3 2%	1 1%	11 2%	2 3%	8 3%
Unsure	38 4%	20 7%	10 3%	4 2%	4 3%	30 5%	8 2%	20 5%	4 1%	10 5%	14 7%	1 *	7 5%	7 3%	10 2%	6 7%	12 4%

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[QPoliticalViolenceProblem] How much of a problem do you believe political violence is today?

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	982 100	374 100	222 100	386 100	456 100	70 100	456 100	357 100	337 100	274 100	442 100	483 100	478 100	466 100	461 100	474 100	47 100	246 100	168 100	430 100	678 100	831 100	621 100	699 100
A major problem	704 72%	274 73%	151 68%	279 72%	330 72%	37 53%	337 74%	266 75%	224 67%	206 75%	322 73%	347 72%	344 72%	338 73%	331 72%	345 73%	28 61%	196 80%	108 64%	312 73%	501 74%	607 73%	436 70%	485 69%
A minor problem	215 22%	79 21%	53 24%	83 21%	101 22%	22 32%	92 20%	76 21%	82 24%	55 20%	96 22%	104 22%	108 23%	98 21%	106 23%	100 21%	9 20%	35 14%	54 32%	97 23%	139 20%	174 21%	142 23%	167 24%
Not a problem	25 3%	6 2%	4 2%	15 4%	8 2%	2 3%	15 3%	5 1%	8 2%	12 5%	7 2%	17 4%	8 2%	16 3%	7 2%	16 3%	2 5%	7 3%	0 *%	7 2%	15 2%	17 2%	18 3%	19 3%
Unsure	38 4%	14 4%	14 7%	9 2%	16 4%	8 12%	13 3%	10 3%	22 7%	1 *%	17 4%	15 3%	18 4%	14 3%	17 4%	14 3%	7 14%	8 3%	6 4%	14 3%	23 3%	34 4%	25 4%	28 4%

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[QPoliticalViolenceProblem] How much of a problem do you believe political violence is today?

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	982 100	421 100	343 100	265 100	713 100	156 100	109 100	283 100	431 100	267 100	234 100	154 100	184 100	250 100	329 100	434 100
A major problem	704 72%	299 71%	242 71%	177 67%	525 74%	109 70%	68 62%	196 69%	318 74%	190 71%	176 75%	118 77%	131 71%	158 63%	245 74%	324 75%
A minor problem	215 22%	93 22%	81 24%	77 29%	138 19%	45 29%	31 29%	76 27%	81 19%	58 22%	40 17%	27 18%	47 26%	72 29%	72 22%	80 19%
Not a problem	25 3%	7 2%	11 3%	6 2%	18 3%	1 1%	5 4%	5 2%	15 4%	5 2%	7 3%	1 1%	2 1%	10 4%	2 1%	15 3%
Unsure	38 4%	22 5%	8 2%	5 2%	33 5%	0 *	5 4%	7 2%	17 4%	14 5%	11 5%	8 5%	3 2%	10 4%	10 3%	15 3%

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[QSecretServiceConfidence] How much confidence do you have in the Secret Service's ability to protect the presidential candidates?

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
<b>Total</b>	982	369	456	522	678	108	115	209	226	267	280	435	547
	100	100	100	100	100	100	100	100	100	100	100	100	100
<b>A LOT OF/SOME CONFIDENCE</b>	617	225	298	317	416	69	69	132	152	149	185	284	333
	63%	61%	65%	61%	61%	64%	60%	63%	67%	56%	66%	65%	61%
<b>NOT MUCH/NO CONFIDENCE</b>	326	132	150	174	242	30	39	73	63	99	91	136	190
	33%	36%	33%	33%	36%	28%	34%	35%	28%	37%	32%	31%	35%
<b>A lot of confidence</b>	245	84	125	119	164	29	30	54	52	56	82	106	139
	25%	23%	27%	23%	24%	27%	26%	26%	23%	21%	29%	24%	25%
<b>Some confidence</b>	372	141	173	198	252	40	39	78	99	92	102	178	195
	38%	38%	38%	38%	37%	37%	34%	37%	44%	35%	37%	41%	36%
<b>Not much confidence</b>	222	89	100	120	165	18	28	45	47	63	66	93	129
	23%	24%	22%	23%	24%	16%	24%	22%	21%	24%	24%	21%	24%
<b>No confidence</b>	104	43	50	54	77	12	11	28	16	36	25	44	61
	11%	12%	11%	10%	11%	11%	10%	14%	7%	13%	9%	10%	11%
<b>Unsure</b>	39	12	8	30	21	10	7	3	11	19	5	15	24
	4%	3%	2%	6%	3%	9%	6%	2%	5%	7%	2%	3%	4%

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 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QSecretServiceConfidence] How much confidence do you have in the Secret Service's ability to protect the presidential candidates?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982 100	296 100	303 100	243 100	139 100	599 100	382 100	391 100	286 100	224 100	192 100	187 100	145 100	228 100	486 100	80 100	291 100
A LOT OF/SOME CONFIDENCE	617 63%	177 60%	178 59%	173 71%	90 64%	355 59%	262 69%	226 58%	190 67%	142 63%	123 64%	105 56%	88 61%	156 68%	305 63%	49 61%	195 67%
NOT MUCH/NO CONFIDENCE	326 33%	98 33%	115 38%	64 26%	48 35%	213 36%	112 29%	150 38%	90 32%	70 31%	61 32%	77 41%	55 38%	62 27%	163 33%	28 34%	87 30%
A lot of confidence	245 25%	65 22%	75 25%	76 31%	30 22%	139 23%	106 28%	87 22%	77 27%	55 25%	44 23%	50 27%	30 21%	64 28%	117 24%	16 20%	79 27%
Some confidence	372 38%	113 38%	103 34%	97 40%	59 43%	216 36%	157 41%	139 36%	113 39%	86 39%	79 41%	55 29%	58 40%	92 40%	188 39%	33 42%	116 40%
Not much confidence	222 23%	65 22%	77 25%	41 17%	39 28%	142 24%	80 21%	97 25%	68 24%	40 18%	41 22%	59 32%	34 24%	46 20%	107 22%	19 23%	63 21%
No confidence	104 11%	33 11%	38 12%	23 9%	10 7%	71 12%	32 9%	53 14%	23 8%	30 14%	20 10%	18 9%	21 14%	15 7%	56 11%	9 11%	25 8%
Unsure	39 4%	20 7%	11 4%	7 3%	1 1%	31 5%	8 2%	15 4%	5 2%	13 6%	8 4%	5 2%	2 1%	11 5%	19 4%	4 4%	9 3%

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 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QSecretServiceConfidence] How much confidence do you have in the Secret Service's ability to protect the presidential candidates?

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	982 100	374 100	222 100	386 100	456 100	70 100	456 100	357 100	337 100	274 100	442 100	483 100	478 100	466 100	461 100	474 100	47 100	246 100	168 100	430 100	678 100	831 100	621 100	699 100
A LOT OF/SOME CONFIDENCE	617 63%	202 54%	132 60%	283 73%	242 53%	47 67%	328 72%	187 52%	226 67%	200 73%	231 52%	350 72%	248 52%	347 74%	242 53%	346 73%	29 62%	117 48%	96 57%	290 67%	431 63%	522 63%	368 59%	457 65%
NOT MUCH/NO CONFIDENCE	326 33%	162 43%	78 35%	85 22%	202 44%	17 24%	108 24%	163 46%	92 27%	64 24%	200 45%	112 23%	215 45%	99 21%	207 45%	107 23%	12 26%	122 50%	69 41%	123 29%	224 33%	275 33%	231 37%	209 30%
A lot of confidence	245 25%	72 19%	49 22%	125 32%	84 18%	15 22%	146 32%	58 16%	82 24%	104 38%	83 19%	151 31%	82 17%	155 33%	81 17%	152 32%	12 26%	39 16%	29 17%	123 29%	172 25%	207 25%	132 21%	180 26%
Some confidence	372 38%	130 35%	84 38%	158 41%	158 35%	32 45%	183 40%	129 36%	144 43%	96 35%	148 34%	199 41%	166 35%	192 41%	162 35%	194 41%	17 36%	78 32%	66 39%	166 39%	259 38%	315 38%	237 38%	278 40%
Not much confidence	222 23%	105 28%	53 24%	63 16%	131 29%	11 15%	80 17%	110 31%	62 19%	44 16%	131 30%	81 17%	142 30%	76 16%	137 30%	78 16%	6 14%	71 29%	50 29%	83 19%	151 22%	187 23%	152 24%	150 21%
No confidence	104 11%	57 15%	25 11%	22 6%	71 15%	6 8%	28 6%	53 15%	30 9%	21 8%	69 16%	31 6%	73 15%	23 5%	70 15%	29 6%	6 12%	52 21%	19 11%	40 9%	73 11%	88 11%	79 13%	59 8%
Unsure	39 4%	10 3%	12 5%	17 5%	12 3%	7 9%	20 4%	7 2%	19 6%	10 4%	10 2%	22 5%	15 3%	20 4%	12 3%	21 4%	6 12%	7 3%	4 2%	17 4%	24 3%	34 4%	22 4%	32 5%

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[QSecretServiceConfidence] How much confidence do you have in the Secret Service's ability to protect the presidential candidates?

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	982	421	343	265	713	156	109	283	431	267	234	154	184	250	329	434
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A LOT OF/SOME CONFIDENCE	617	255	223	165	449	92	73	186	291	140	147	78	114	169	157	336
	63%	61%	65%	62%	63%	59%	67%	66%	67%	52%	63%	51%	62%	67%	48%	77%
NOT MUCH/NO CONFIDENCE	326	146	107	90	236	55	35	88	124	114	75	69	65	72	164	76
	33%	35%	31%	34%	33%	35%	32%	31%	29%	43%	32%	45%	35%	29%	50%	17%
A lot of confidence	245	107	91	58	183	31	27	71	124	50	61	28	54	65	57	148
	25%	25%	26%	22%	26%	20%	25%	25%	29%	19%	26%	18%	29%	26%	17%	34%
Some confidence	372	148	133	107	266	61	46	115	167	90	86	50	60	104	100	188
	38%	35%	39%	40%	37%	39%	42%	41%	39%	34%	37%	32%	33%	41%	30%	43%
Not much confidence	222	107	70	65	157	42	23	59	89	74	55	40	50	50	118	55
	23%	25%	20%	24%	22%	27%	21%	21%	21%	28%	24%	26%	27%	20%	36%	13%
No confidence	104	40	38	25	79	12	13	29	35	40	20	29	15	23	46	21
	11%	9%	11%	10%	11%	8%	12%	10%	8%	15%	8%	19%	8%	9%	14%	5%
Unsure	39	19	12	10	28	10	1	9	17	13	12	7	5	9	8	22
	4%	5%	4%	4%	4%	6%	1%	3%	4%	5%	5%	4%	3%	4%	2%	5%

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[Q2020Ballot] For which candidate did you vote in the 2020 presidential election?

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	982	369	456	522	678	108	115	209	226	267	280	435	547
	100	100	100	100	100	100	100	100	100	100	100	100	100
Donald Trump	442	165	228	212	361	13	37	91	93	120	138	184	258
	45%	45%	50%	41%	53%	12%	32%	44%	41%	45%	49%	42%	47%
Joe Biden	483	185	201	281	282	88	68	94	121	131	138	215	268
	49%	50%	44%	54%	42%	81%	59%	45%	54%	49%	49%	49%	49%
Jo Jorgensen	6	3	3	1	5	1	-	2	-	2	2	2	3
	1%	1%	1%	1%	1%	1%	0%	1%	0%	1%	1%	1%	1%
Howie Hawkins	5	1	4	1	1	0	3	1	1	2	-	3	2
	1%	1%	1%	1%	1%	0%	3%	1%	1%	1%	0%	1%	1%
Kanye West	2	-	1	0	1	-	1	1	0	-	-	2	-
	1%	0%	1%	0%	1%	0%	1%	1%	0%	0%	0%	1%	0%
Someone else	5	3	3	2	4	1	0	2	1	1	1	3	2
	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%
I did not vote	30	9	11	19	17	4	5	12	9	8	1	21	9
	3%	3%	2%	4%	2%	4%	5%	6%	4%	3%	1%	5%	2%
Unsure	10	3	6	4	8	1	0	5	0	3	1	5	4
	1%	1%	1%	1%	1%	1%	0%	2%	0%	1%	1%	1%	1%

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[Q2020Ballot] For which candidate did you vote in the 2020 presidential election?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982 100	296 100	303 100	243 100	139 100	599 100	382 100	391 100	286 100	224 100	192 100	187 100	145 100	228 100	486 100	80 100	291 100
Donald Trump	442 45%	154 52%	123 41%	92 38%	71 51%	277 46%	163 43%	226 58%	134 47%	90 40%	81 42%	84 45%	85 58%	97 43%	216 44%	29 37%	149 51%
Joe Biden	483 49%	116 39%	164 54%	142 58%	63 45%	279 47%	204 53%	139 36%	142 50%	119 53%	98 51%	94 50%	55 38%	117 51%	242 50%	40 50%	138 47%
Jo Jorgensen	6 1%	1 *	3 1%	1 1%	-	4 1%	1 *	4 1%	1 *	1 *	1 1%	0 *	-	3 1%	3 1%	0 *	2 1%
Howie Hawkins	5 *	3 1%	1 *	1 *	-	4 1%	1 *	1 *	-	2 1%	2 1%	1 *	0 *	-	1 *	1 2%	-
Kanye West	2 *	1 *	1 *	-	-	2 *	-	1 *	-	-	1 1%	-	0 *	-	1 *	1 1%	-
Someone else	5 1%	0 *	1 *	1 *	3 2%	2 *	4 1%	1 *	3 1%	1 *	1 *	-	1 1%	3 1%	5 1%	-	1 *
I did not vote	30 3%	16 5%	6 2%	5 2%	2 2%	22 4%	8 2%	12 3%	4 1%	8 3%	5 3%	7 4%	3 2%	7 3%	15 3%	4 5%	1 *
Unsure	10 1%	5 2%	3 1%	1 *	-	9 1%	1 *	7 2%	1 *	5 2%	2 1%	1 1%	1 1%	1 *	4 1%	4 5%	1 *

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[Q2020Ballot] For which candidate did you vote in the 2020 presidential election?

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+ Lean	Pure Ind	DEM+ Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	982 100	374 100	222 100	386 100	456 100	70 100	456 100	357 100	337 100	274 100	442 100	483 100	478 100	466 100	461 100	474 100	47 100	246 100	168 100	430 100	678 100	831 100	621 100	699 100
Donald Trump	442 45%	341 91%	86 39%	14 4%	400 88%	24 34%	17 4%	302 85%	115 34%	19 7%	442 100%	-	414 87%	24 5%	402 87%	26 6%	14 29%	229 93%	148 88%	179 42%	301 44%	378 46%	372 60%	237 34%
Joe Biden	483 49%	19 5%	105 47%	360 93%	31 7%	32 46%	420 92%	44 12%	194 57%	243 89%	-	483 100%	37 8%	423 91%	36 8%	428 90%	20 42%	9 4%	9 5%	237 55%	351 52%	426 51%	216 35%	419 60%
Jo Jorgensen	6 1%	1 *	4 2%	1 *	2 *	2 3%	1 *	1 *	4 1%	1 *	-	-	2 *	2 *	2 *	3 1%	1 2%	-	1 1%	3 1%	4 1%	5 1%	4 1%	4 1%
Howie Hawkins	5 *	-	2 1%	3 1%	-	2 3%	3 1%	1 *	1 *	3 1%	-	-	1 *	2 1%	0 *	3 1%	1 3%	-	-	4 1%	4 1%	4 *	1 *	5 1%
Kanye West	2 *	0 *	1 *	1 *	1 *	-	1 *	1 *	0 *	0 *	-	-	1 *	0 *	1 *	1 *	0 *	0 *	0 *	-	-	-	1 *	1 *
Someone else	5 1%	0 *	4 2%	1 *	2 1%	1 2%	2 *	-	3 1%	2 1%	-	-	2 *	2 *	2 *	2 *	1 3%	-	1 1%	1 *	3 *	4 *	3 *	4 1%
I did not vote	30 3%	9 2%	15 7%	6 2%	14 3%	4 6%	12 3%	8 2%	16 5%	6 2%	-	-	16 3%	13 3%	14 3%	12 2%	4 9%	7 3%	5 3%	3 1%	11 2%	6 1%	21 3%	21 3%
Unsure	10 1%	4 1%	5 2%	0 *	5 1%	4 6%	0 *	0 *	4 1%	0 *	-	-	5 1%	0 *	4 1%	0 *	5 11%	1 *	4 2%	3 1%	6 1%	8 1%	2 *	7 1%

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 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[Q2020Ballot] For which candidate did you vote in the 2020 presidential election?

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	982 100	421 100	343 100	265 100	713 100	156 100	109 100	283 100	431 100	267 100	234 100	154 100	184 100	250 100	329 100	434 100
Donald Trump	442 45%	213 51%	114 33%	119 45%	322 45%	59 38%	61 55%	104 37%	178 41%	160 60%	85 36%	120 78%	83 45%	86 34%	295 90%	9 2%
Joe Biden	483 49%	192 46%	198 58%	127 48%	353 50%	85 55%	42 38%	159 56%	233 54%	91 34%	139 59%	28 18%	91 50%	144 57%	14 4%	403 93%
Jo Jorgensen	6 1%	2 *	3 1%	- *	6 1%	- *	- *	0 *	3 1%	2 1%	1 1%	1 1%	1 1%	4 1%	3 1%	0 *
Howie Hawkins	5 *	1 *	4 1%	1 *	4 1%	1 *	1 1%	3 1%	1 *	2 1%	- *	1 *	1 1%	1 *	- *	5 1%
Kanye West	2 *	0 *	1 *	0 *	1 *	- *	0 *	0 *	1 *	0 *	0 *	- *	0 *	1 *	1 *	0 *
Someone else	5 1%	2 *	3 1%	2 1%	3 *	1 1%	1 1%	2 1%	2 *	1 *	1 *	0 *	2 1%	1 1%	1 *	7 2%
I did not vote	30 3%	9 2%	14 4%	13 5%	17 2%	9 5%	4 4%	12 4%	10 2%	7 3%	7 3%	4 3%	4 2%	11 4%	11 3%	8 2%
Unsure	10 1%	2 *	6 2%	3 1%	7 1%	1 1%	1 1%	3 1%	3 1%	4 1%	1 1%	1 *	1 *	3 1%	4 1%	0 *

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

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
<b>Total</b>	982	369	456	522	678	108	115	209	226	267	280	435	547
	100	100	100	100	100	100	100	100	100	100	100	100	100
<b>VERY/SOMEWHAT CONSERVATIVE</b>	357	138	193	163	290	21	21	74	80	85	118	154	203
	36%	37%	42%	31%	43%	20%	18%	35%	35%	32%	42%	35%	37%
<b>VERY/SOMEWHAT LIBERAL</b>	274	91	108	165	172	37	46	65	60	76	73	125	149
	28%	25%	24%	32%	25%	34%	40%	31%	26%	29%	26%	29%	27%
<b>Very conservative</b>	171	69	95	76	135	15	11	46	35	36	54	81	90
	17%	19%	21%	15%	20%	14%	10%	22%	15%	13%	19%	19%	16%
<b>Somewhat conservative</b>	186	69	99	87	155	6	10	27	45	49	64	73	113
	19%	19%	22%	17%	23%	6%	9%	13%	20%	18%	23%	17%	21%
<b>Moderate</b>	337	132	150	186	206	50	44	67	83	99	88	150	187
	34%	36%	33%	36%	30%	46%	38%	32%	37%	37%	31%	35%	34%
<b>Somewhat liberal</b>	134	47	50	85	89	15	22	26	20	42	47	46	89
	14%	13%	11%	16%	13%	14%	19%	13%	9%	16%	17%	11%	16%
<b>Very liberal</b>	140	44	58	80	83	21	24	39	40	34	26	79	61
	14%	12%	13%	15%	12%	20%	21%	19%	18%	13%	9%	18%	11%
<b>Unsure</b>	14	7	5	7	10	1	4	3	3	7	2	6	8
	1%	2%	1%	1%	1%	1%	3%	1%	1%	2%	1%	1%	2%

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 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

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

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982 100	296 100	303 100	243 100	139 100	599 100	382 100	391 100	286 100	224 100	192 100	187 100	145 100	228 100	486 100	80 100	291 100
VERY/SOMEWHAT CONSERVATIVE	357 36%	123 41%	107 35%	70 29%	55 40%	230 38%	126 33%	180 46%	109 38%	75 34%	71 37%	69 37%	57 40%	79 35%	164 34%	26 32%	127 44%
VERY/SOMEWHAT LIBERAL	274 28%	51 17%	91 30%	98 40%	34 24%	142 24%	132 35%	84 21%	88 31%	61 27%	56 29%	66 35%	30 21%	61 27%	138 28%	21 26%	77 26%
Very conservative	171 17%	58 20%	47 16%	37 15%	28 20%	105 18%	65 17%	79 20%	55 19%	37 17%	39 20%	36 19%	28 20%	30 13%	78 16%	14 17%	60 20%
Somewhat conservative	186 19%	64 22%	60 20%	33 14%	28 20%	125 21%	61 16%	101 26%	54 19%	38 17%	32 17%	34 18%	29 20%	49 22%	85 18%	12 15%	67 23%
Moderate	337 34%	114 39%	101 33%	73 30%	50 36%	215 36%	122 32%	118 30%	88 31%	81 36%	64 33%	48 26%	56 38%	88 39%	179 37%	30 37%	86 29%
Somewhat liberal	134 14%	26 9%	40 13%	51 21%	17 12%	66 11%	69 18%	39 10%	50 18%	23 10%	30 16%	29 15%	16 11%	36 16%	60 12%	7 8%	50 17%
Very liberal	140 14%	25 9%	51 17%	47 19%	16 12%	76 13%	63 17%	44 11%	38 13%	38 17%	26 13%	37 20%	14 9%	26 11%	78 16%	14 18%	27 9%
Unsure	14 1%	8 3%	4 1%	2 1%	0 0%	12 2%	2 1%	10 3%	-	8 3%	1 1%	3 2%	2 1%	-	6 1%	4 5%	2 1%

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 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

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

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	982 100	374 100	222 100	386 100	456 100	70 100	456 100	357 100	337 100	274 100	442 100	483 100	478 100	466 100	461 100	474 100	47 100	246 100	168 100	430 100	678 100	831 100	621 100	699 100
VERY/SOMEWHAT CONSERVATIVE	357 36%	278 74%	45 20%	34 9%	316 69%	5 8%	35 8%	357 100%	-	-	302 68%	44 9%	313 66%	36 8%	310 67%	42 9%	4 9%	171 69%	128 76%	163 38%	245 36%	304 37%	304 49%	203 29%
VERY/SOMEWHAT LIBERAL	274 28%	10 3%	35 16%	230 59%	15 3%	6 8%	253 56%	-	-	274 100%	19 4%	243 50%	22 5%	244 52%	23 5%	249 53%	3 6%	6 3%	7 4%	140 32%	205 30%	238 29%	119 19%	245 35%
Very conservative	171 17%	149 40%	8 3%	14 4%	154 34%	3 4%	14 3%	171 48%	-	-	154 35%	14 3%	157 33%	12 3%	152 33%	16 3%	3 5%	87 36%	63 37%	81 19%	116 17%	144 17%	146 23%	90 13%
Somewhat conservative	186 19%	129 34%	38 17%	20 5%	162 36%	2 3%	21 5%	186 52%	-	-	148 33%	30 6%	156 33%	23 5%	158 34%	26 6%	2 4%	84 34%	65 38%	82 19%	129 19%	161 19%	158 26%	112 16%
Moderate	337 34%	79 21%	137 62%	121 31%	115 25%	57 81%	165 36%	-	337 100%	-	115 26%	194 40%	132 28%	184 39%	118 26%	180 38%	39 82%	64 26%	31 18%	124 29%	220 32%	277 33%	190 31%	241 35%
Somewhat liberal	134 14%	5 1%	26 12%	103 27%	8 2%	4 6%	122 27%	-	-	134 49%	11 3%	119 25%	11 2%	117 25%	13 3%	119 25%	2 5%	1 *	7 4%	70 16%	101 15%	117 14%	63 10%	117 17%
Very liberal	140 14%	5 1%	8 4%	126 33%	7 1%	1 2%	132 29%	-	-	140 51%	8 2%	124 26%	10 2%	126 27%	10 2%	129 27%	1 1%	5 2%	0 *	70 16%	103 15%	122 15%	57 9%	128 18%
Unsure	14 1%	7 2%	5 2%	2 1%	10 2%	2 3%	2 1%	-	-	-	6 1%	2 *	11 2%	2 1%	11 2%	2 1%	1 3%	6 2%	3 2%	3 1%	9 1%	11 1%	8 1%	10 1%

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

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	982 100	421 100	343 100	265 100	713 100	156 100	109 100	283 100	431 100	267 100	234 100	154 100	184 100	250 100	329 100	434 100
VERY/SOMEWHAT CONSERVATIVE	357 36%	166 39%	94 28%	94 35%	263 37%	46 30%	48 43%	93 33%	135 31%	129 48%	60 26%	112 73%	65 36%	51 20%	243 74%	26 6%
VERY/SOMEWHAT LIBERAL	274 28%	105 25%	116 34%	61 23%	211 30%	45 29%	15 14%	93 33%	134 31%	48 18%	88 37%	16 10%	53 29%	101 40%	13 4%	239 55%
Very conservative	171 17%	69 16%	60 18%	46 17%	125 18%	21 13%	25 23%	35 12%	70 16%	66 25%	26 11%	64 41%	31 17%	20 8%	118 36%	8 2%
Somewhat conservative	186 19%	98 23%	34 10%	48 18%	138 19%	26 16%	23 21%	57 20%	65 15%	63 24%	34 15%	48 31%	34 19%	31 12%	125 38%	18 4%
Moderate	337 34%	146 35%	126 37%	108 41%	228 32%	62 40%	46 42%	92 33%	159 37%	86 32%	83 36%	24 16%	63 35%	93 37%	59 18%	166 38%
Somewhat liberal	134 14%	61 15%	41 12%	28 10%	107 15%	21 14%	6 5%	32 11%	77 18%	25 9%	51 22%	9 6%	30 16%	37 15%	4 1%	107 25%
Very liberal	140 14%	44 10%	75 22%	33 12%	104 15%	24 15%	9 8%	61 21%	56 13%	23 8%	37 16%	7 5%	23 13%	64 25%	9 3%	132 31%
Unsure	14 1%	3 1%	7 2%	3 1%	11 2%	2 2%	1 1%	6 2%	4 1%	5 2%	3 1%	2 1%	2 1%	5 2%	13 4%	3 1%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QSocial\_Instagram] For the following list of sites or apps, please indicate which you have used in the past week  
 -Instagram

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	982	369	456	522	678	108	115	209	226	267	280	435	547
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	520	209	243	275	305	76	91	177	155	122	66	333	188
	53%	57%	53%	53%	45%	71%	79%	85%	69%	46%	23%	76%	34%
No	462	160	213	247	373	32	24	31	71	145	215	102	360
	47%	43%	47%	47%	55%	29%	21%	15%	31%	54%	77%	24%	66%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QSocial\_Instagram] For the following list of sites or apps, please indicate which you have used in the past week -Instagram

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982	296	303	243	139	599	382	391	286	224	192	187	145	228	486	80	291
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	520	157	155	142	66	312	208	168	137	97	88	113	93	128	337	38	82
	53%	53%	51%	58%	48%	52%	54%	43%	48%	43%	46%	61%	64%	56%	69%	47%	28%
No	462	139	148	101	73	287	174	224	149	128	104	74	52	101	149	42	210
	47%	47%	49%	42%	52%	48%	46%	57%	52%	57%	54%	39%	36%	44%	31%	53%	72%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QSocial\_Instagram] For the following list of sites or apps, please indicate which you have used in the past week -Instagram

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+ Lean	Pure Ind	DEM+ Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	982	374	222	386	456	70	456	357	337	274	442	483	478	466	461	474	47	246	168	430	678	831	621	699
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	520	190	110	220	225	37	258	169	182	166	217	275	238	260	226	265	30	126	78	189	329	436	319	363
	53%	51%	49%	57%	49%	53%	57%	47%	54%	60%	49%	57%	50%	56%	49%	56%	64%	51%	46%	44%	49%	52%	51%	52%
No	462	184	113	166	231	33	198	188	155	108	225	208	239	205	235	209	17	120	91	241	349	395	301	336
	47%	49%	51%	43%	51%	47%	43%	53%	46%	40%	51%	43%	50%	44%	51%	44%	36%	49%	54%	56%	51%	48%	49%	48%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QSocial\_Instagram] For the following list of sites or apps, please indicate which you have used in the past week  
 -Instagram

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	982	421	343	265	713	156	109	283	431	267	234	154	184	250	329	434
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	520	199	223	201	318	112	88	168	246	105	138	53	108	129	134	215
	53%	47%	65%	76%	45%	72%	81%	59%	57%	39%	59%	34%	59%	52%	41%	50%
No	462	222	120	65	395	43	21	115	185	162	96	101	75	121	195	219
	47%	53%	35%	24%	55%	28%	19%	41%	43%	61%	41%	66%	41%	48%	59%	50%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QSocial\_Twitter] For the following list of sites or apps, please indicate which you have used in the past week  
 -X (formerly Twitter)

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	982	369	456	522	678	108	115	209	226	267	280	435	547
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	366	138	224	141	218	57	55	130	109	79	49	239	127
	37%	37%	49%	27%	32%	52%	48%	62%	48%	30%	17%	55%	23%
No	616	231	232	381	460	51	59	79	117	188	232	196	420
	63%	63%	51%	73%	68%	48%	52%	38%	52%	70%	83%	45%	77%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QSocial\_Twitter] For the following list of sites or apps, please indicate which you have used in the past week  
 -X (formerly Twitter)

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982	296	303	243	139	599	382	391	286	224	192	187	145	228	486	80	291
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	366	117	106	92	50	223	143	124	95	80	60	76	65	84	254	27	47
	37%	40%	35%	38%	36%	37%	37%	32%	33%	36%	31%	41%	45%	37%	52%	33%	16%
No	616	179	197	151	89	376	239	268	191	145	132	110	80	145	233	54	244
	63%	60%	65%	62%	64%	63%	63%	68%	67%	64%	69%	59%	55%	63%	48%	67%	84%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QSocial\_Twitter] For the following list of sites or apps, please indicate which you have used in the past week  
 -X (formerly Twitter)

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+ Lean	Pure Ind	DEM+ Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	982	374	222	386	456	70	456	357	337	274	442	483	478	466	461	474	47	246	168	430	678	831	621	699
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	366	155	65	146	174	28	164	141	110	109	172	169	196	157	186	162	18	100	64	127	233	303	230	259
	37%	42%	29%	38%	38%	40%	36%	40%	33%	40%	39%	35%	41%	34%	40%	34%	38%	41%	38%	29%	34%	36%	37%	37%
No	616	219	157	240	281	42	292	216	227	165	270	314	281	309	275	312	29	146	104	303	445	528	391	439
	63%	58%	71%	62%	62%	60%	64%	60%	67%	60%	61%	65%	59%	66%	60%	66%	62%	59%	62%	71%	66%	64%	63%	63%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QSocial\_Twitter] For the following list of sites or apps, please indicate which you have used in the past week  
 -X (formerly Twitter)

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	982	421	343	265	713	156	109	283	431	267	234	154	184	250	329	434
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	366	127	177	135	231	55	80	141	153	72	61	39	66	94	98	133
	37%	30%	52%	51%	32%	35%	73%	50%	35%	27%	26%	25%	36%	38%	30%	31%
No	616	293	165	131	482	101	30	142	278	195	173	115	118	156	231	301
	63%	70%	48%	49%	68%	65%	27%	50%	65%	73%	74%	75%	64%	62%	70%	69%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QSocial\_Facebook] For the following list of sites or apps, please indicate which you have used in the past week  
 -Facebook

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	982	369	456	522	678	108	115	209	226	267	280	435	547
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	805	303	366	435	560	91	89	171	202	220	213	372	433
	82%	82%	80%	83%	83%	85%	78%	82%	89%	83%	76%	86%	79%
No	177	65	90	86	118	17	25	38	25	46	68	63	114
	18%	18%	20%	17%	17%	15%	22%	18%	11%	17%	24%	14%	21%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QSocial\_Facebook] For the following list of sites or apps, please indicate which you have used in the past week  
 -Facebook

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non- college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982	296	303	243	139	599	382	391	286	224	192	187	145	228	486	80	291
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	805	254	247	191	112	501	304	328	231	187	151	155	122	185	420	63	224
	82%	86%	81%	79%	81%	84%	79%	84%	81%	83%	79%	83%	84%	81%	86%	78%	77%
No	177	42	56	52	27	98	78	63	55	37	41	31	23	44	66	17	68
	18%	14%	19%	21%	19%	16%	21%	16%	19%	17%	21%	17%	16%	19%	14%	22%	23%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QSocial\_Facebook] For the following list of sites or apps, please indicate which you have used in the past week -Facebook

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+ Lean	Pure Ind	DEM+ Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	982	374	222	386	456	70	456	357	337	274	442	483	478	466	461	474	47	246	168	430	678	831	621	699
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	805	307	181	317	371	64	370	292	282	220	373	387	401	372	382	383	40	209	134	329	541	668	512	568
	82%	82%	81%	82%	81%	91%	81%	82%	84%	80%	84%	80%	84%	80%	83%	81%	86%	85%	80%	76%	80%	80%	83%	81%
No	177	67	42	69	84	6	86	65	55	54	69	96	77	94	79	91	6	38	34	101	137	163	108	131
	18%	18%	19%	18%	19%	9%	19%	18%	16%	20%	16%	20%	16%	20%	17%	19%	14%	15%	20%	24%	20%	20%	17%	19%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QSocial\_Facebook] For the following list of sites or apps, please indicate which you have used in the past week  
 -Facebook

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	982	421	343	265	713	156	109	283	431	267	234	154	184	250	329	434
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	805	352	277	237	566	135	102	231	362	212	209	121	147	213	248	348
	82%	84%	81%	89%	79%	86%	93%	81%	84%	79%	89%	78%	80%	85%	75%	80%
No	177	68	65	29	147	21	7	52	69	55	25	33	36	38	81	86
	18%	16%	19%	11%	21%	14%	7%	19%	16%	21%	11%	22%	20%	15%	25%	20%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QSocial\_TikTok] For the following list of sites or apps, please indicate which you have used in the past week  
 -TikTok

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	982	369	456	522	678	108	115	209	226	267	280	435	547
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	392	143	179	210	212	76	74	158	123	79	31	282	110
	40%	39%	39%	40%	31%	70%	65%	76%	55%	30%	11%	65%	20%
No	590	226	277	312	466	32	40	50	103	188	249	153	437
	60%	61%	61%	60%	69%	30%	35%	24%	45%	70%	89%	35%	80%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QSocial\_TikTok] For the following list of sites or apps, please indicate which you have used in the past week  
 -TikTok

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982	296	303	243	139	599	382	391	286	224	192	187	145	228	486	80	291
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	392	129	124	103	36	253	139	123	89	91	81	88	64	66	264	30	35
	40%	44%	41%	43%	26%	42%	36%	32%	31%	40%	42%	47%	44%	29%	54%	38%	12%
No	590	167	179	140	103	346	243	268	197	134	111	98	81	162	223	50	257
	60%	56%	59%	57%	74%	58%	64%	68%	69%	60%	58%	53%	56%	71%	46%	62%	88%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QSocial\_TikTok] For the following list of sites or apps, please indicate which you have used in the past week -TikTok

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+ Lean	Pure Ind	DEM+ Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	982	374	222	386	456	70	456	357	337	274	442	483	478	466	461	474	47	246	168	430	678	831	621	699
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	392	144	70	178	170	24	198	125	132	125	165	201	191	192	178	197	17	109	52	113	212	310	239	289
	40%	39%	32%	46%	37%	34%	43%	35%	39%	45%	37%	42%	40%	41%	38%	42%	37%	44%	31%	26%	31%	37%	39%	41%
No	590	230	152	208	285	46	258	232	205	149	277	283	286	274	284	277	30	137	117	316	467	520	381	410
	60%	61%	68%	54%	63%	66%	57%	65%	61%	55%	63%	58%	60%	59%	62%	58%	63%	56%	69%	74%	69%	63%	61%	59%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QSocial\_TikTok] For the following list of sites or apps, please indicate which you have used in the past week -TikTok

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	982	421	343	265	713	156	109	283	431	267	234	154	184	250	329	434
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	392	138	189	174	218	105	69	133	166	93	90	43	71	100	76	167
	40%	33%	55%	66%	31%	67%	63%	47%	38%	35%	38%	28%	39%	40%	23%	38%
No	590	283	154	91	495	51	40	150	265	174	144	111	113	150	253	267
	60%	67%	45%	34%	69%	33%	37%	53%	62%	65%	62%	72%	61%	60%	77%	62%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QSocial\_LinkedIn] For the following list of sites or apps, please indicate which you have used in the past week  
 -LinkedIn

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	982	369	456	522	678	108	115	209	226	267	280	435	547
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	250	98	134	115	178	28	31	67	75	58	50	142	107
	25%	27%	29%	22%	26%	26%	27%	32%	33%	22%	18%	33%	20%
No	732	271	322	407	500	80	84	142	151	209	230	293	440
	75%	73%	71%	78%	74%	74%	73%	68%	67%	78%	82%	67%	80%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QSocial\_LinkedIn] For the following list of sites or apps, please indicate which you have used in the past week  
 -LinkedIn

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non- college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982	296	303	243	139	599	382	391	286	224	192	187	145	228	486	80	291
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	250	47	74	81	47	121	128	79	100	23	43	49	43	92	185	12	42
	25%	16%	24%	33%	34%	20%	34%	20%	35%	10%	22%	26%	30%	40%	38%	15%	14%
No	732	249	229	162	92	478	254	313	186	201	149	138	101	137	301	69	249
	75%	84%	76%	67%	66%	80%	66%	80%	65%	90%	78%	74%	70%	60%	62%	85%	86%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QSocial\_LinkedIn] For the following list of sites or apps, please indicate which you have used in the past week  
 -LinkedIn

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+ Lean	Pure Ind	DEM+ Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	982	374	222	386	456	70	456	357	337	274	442	483	478	466	461	474	47	246	168	430	678	831	621	699
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	250	91	56	103	111	22	117	74	97	77	107	124	114	121	110	122	17	57	39	95	167	211	143	167
	25%	24%	25%	27%	24%	31%	26%	21%	29%	28%	24%	26%	24%	26%	24%	26%	36%	23%	23%	22%	25%	25%	23%	24%
No	732	283	166	283	345	48	339	283	240	198	335	360	364	345	351	351	30	189	130	335	512	620	477	531
	75%	76%	75%	73%	76%	69%	74%	79%	71%	72%	76%	74%	76%	74%	76%	74%	64%	77%	77%	78%	75%	75%	77%	76%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QSocial\_LinkedIn] For the following list of sites or apps, please indicate which you have used in the past week  
 -LinkedIn

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	982	421	343	265	713	156	109	283	431	267	234	154	184	250	329	434
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	250	122	89	88	162	39	48	82	131	37	59	35	38	57	71	114
	25%	29%	26%	33%	23%	25%	44%	29%	30%	14%	25%	23%	21%	23%	22%	26%
No	732	298	253	177	551	116	61	202	300	230	175	118	145	194	258	320
	75%	71%	74%	67%	77%	75%	56%	71%	70%	86%	75%	77%	79%	77%	78%	74%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QSocial\_Reddit] For the following list of sites or apps, please indicate which you have used in the past week  
 -Reddit

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	982	369	456	522	678	108	115	209	226	267	280	435	547
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	256	88	137	117	175	23	35	100	88	48	21	188	68
	26%	24%	30%	22%	26%	22%	31%	48%	39%	18%	7%	43%	12%
No	726	281	319	405	504	85	79	109	138	219	260	247	479
	74%	76%	70%	78%	74%	78%	69%	52%	61%	82%	93%	57%	88%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QSocial\_Reddit] For the following list of sites or apps, please indicate which you have used in the past week  
 -Reddit

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982	296	303	243	139	599	382	391	286	224	192	187	145	228	486	80	291
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	256	45	94	75	42	139	117	95	80	29	44	54	55	70	194	16	22
	26%	15%	31%	31%	30%	23%	31%	24%	28%	13%	23%	29%	38%	31%	40%	19%	7%
No	726	251	209	168	97	460	265	297	206	196	148	132	89	158	292	65	270
	74%	85%	69%	69%	70%	77%	69%	76%	72%	87%	77%	71%	62%	69%	60%	81%	93%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QSocial\_Reddit] For the following list of sites or apps, please indicate which you have used in the past week  
 -Reddit

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+ Lean	Pure Ind	DEM+ Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	982	374	222	386	456	70	456	357	337	274	442	483	478	466	461	474	47	246	168	430	678	831	621	699
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	256	94	63	99	115	26	115	67	99	89	122	115	129	119	116	121	19	59	44	95	153	211	156	176
	26%	25%	28%	26%	25%	37%	25%	19%	29%	32%	28%	24%	27%	26%	25%	25%	41%	24%	26%	22%	23%	25%	25%	25%
No	726	280	159	287	340	44	342	290	238	185	320	368	349	347	345	353	27	187	125	335	525	619	464	523
	74%	75%	72%	74%	75%	63%	75%	81%	71%	68%	72%	76%	73%	74%	75%	75%	59%	76%	74%	78%	77%	75%	75%	75%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QSocial\_Reddit] For the following list of sites or apps, please indicate which you have used in the past week  
 -Reddit

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	982	421	343	265	713	156	109	283	431	267	234	154	184	250	329	434
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	256	107	118	100	156	46	54	83	130	43	65	24	45	91	71	102
	26%	25%	34%	38%	22%	29%	49%	29%	30%	16%	28%	16%	24%	36%	22%	23%
No	726	314	225	165	557	110	55	201	301	224	169	130	139	159	258	332
	74%	75%	66%	62%	78%	71%	51%	71%	70%	84%	72%	84%	76%	64%	78%	77%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QSocialShare] How often, if ever, do you post or share things about political or social issues on social media?

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	982	369	456	522	678	108	115	209	226	267	280	435	547
	100	100	100	100	100	100	100	100	100	100	100	100	100
OFTEN/SOMETIMES	341	131	191	148	220	48	46	114	80	93	54	194	147
	35%	36%	42%	28%	32%	45%	40%	54%	36%	35%	19%	45%	27%
RARELY/NEVER	641	238	265	373	458	60	68	95	146	174	226	241	400
	65%	64%	58%	72%	68%	55%	60%	46%	64%	65%	81%	55%	73%
Often	90	36	60	31	62	9	10	35	19	21	15	54	36
	9%	10%	13%	6%	9%	8%	9%	17%	9%	8%	5%	12%	7%
Sometimes	251	96	132	118	158	40	36	79	61	72	39	140	111
	26%	26%	29%	23%	23%	37%	32%	38%	27%	27%	14%	32%	20%
Rarely	262	107	117	145	177	23	40	48	74	62	78	122	140
	27%	29%	26%	28%	26%	21%	35%	23%	33%	23%	28%	28%	26%
Never	379	131	148	228	281	37	29	47	72	111	149	119	260
	39%	35%	33%	44%	41%	34%	25%	22%	32%	42%	53%	27%	48%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QSocialShare] How often, if ever, do you post or share things about political or social issues on social media?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982 100	296 100	303 100	243 100	139 100	599 100	382 100	391 100	286 100	224 100	192 100	187 100	145 100	228 100	486 100	80 100	291 100
OFTEN/SOMETIMES	341 35%	100 34%	110 36%	94 39%	37 27%	210 35%	132 34%	129 33%	91 32%	80 36%	69 36%	76 41%	45 31%	71 31%	204 42%	34 42%	63 22%
RARELY/NEVER	641 65%	196 66%	193 64%	149 61%	102 73%	389 65%	250 66%	262 67%	195 68%	144 64%	123 64%	111 59%	100 69%	157 69%	283 58%	47 58%	228 78%
Often	90 9%	31 10%	28 9%	24 10%	7 5%	59 10%	32 8%	37 10%	25 9%	21 9%	20 10%	19 10%	9 6%	21 9%	57 12%	8 10%	15 5%
Sometimes	251 26%	69 23%	82 27%	70 29%	30 21%	151 25%	100 26%	92 23%	66 23%	60 27%	49 25%	56 30%	36 25%	50 22%	147 30%	26 32%	48 16%
Rarely	262 27%	82 28%	84 28%	50 20%	45 32%	167 28%	94 25%	108 28%	67 24%	69 31%	41 21%	47 25%	38 26%	64 28%	135 28%	16 20%	81 28%
Never	379 39%	113 38%	109 36%	99 41%	57 41%	222 37%	156 41%	154 39%	127 44%	75 33%	83 43%	64 34%	62 43%	93 41%	148 30%	30 38%	147 51%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QSocialShare] How often, if ever, do you post or share things about political or social issues on social media?

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+ Lean	Pure Ind	DEM+ Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	982 100	374 100	222 100	386 100	456 100	70 100	456 100	357 100	337 100	274 100	442 100	483 100	478 100	466 100	461 100	474 100	47 100	246 100	168 100	430 100	678 100	831 100	621 100	699 100
OFTEN/SOMETIMES	341 35%	131 35%	55 25%	156 40%	152 33%	20 28%	169 37%	135 38%	89 26%	117 43%	154 35%	168 35%	169 35%	164 35%	160 35%	170 36%	11 23%	88 36%	61 36%	132 31%	211 31%	279 34%	203 33%	265 38%
RARELY/NEVER	641 65%	243 65%	168 75%	230 60%	304 67%	50 72%	287 63%	222 62%	248 74%	158 57%	288 65%	316 65%	308 65%	301 65%	301 65%	304 64%	36 77%	159 64%	108 64%	298 69%	468 69%	552 66%	418 67%	434 62%
Often	90 9%	42 11%	10 4%	38 10%	46 10%	2 2%	43 9%	44 12%	15 5%	31 11%	45 10%	39 8%	49 10%	39 8%	48 10%	40 8%	3 5%	22 9%	23 14%	40 9%	52 8%	73 9%	56 9%	69 10%
Sometimes	251 26%	89 24%	45 20%	117 30%	106 23%	18 26%	127 28%	91 26%	73 22%	85 31%	108 25%	129 27%	120 25%	125 27%	112 24%	130 28%	8 17%	66 27%	37 22%	93 22%	159 23%	206 25%	148 24%	196 28%
Rarely	262 27%	103 27%	59 26%	101 26%	130 28%	13 18%	120 26%	90 25%	105 31%	64 23%	125 28%	123 26%	135 28%	119 26%	119 26%	129 27%	15 32%	78 32%	36 21%	121 28%	194 29%	218 26%	179 29%	172 25%
Never	379 39%	140 37%	109 49%	130 34%	174 38%	37 53%	167 37%	132 37%	143 42%	94 34%	163 37%	193 40%	174 36%	182 39%	182 40%	175 37%	21 45%	80 32%	72 43%	177 41%	274 40%	333 40%	238 38%	262 38%

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 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QSocialShare] How often, if ever, do you post or share things about political or social issues on social media?

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	982 100	421 100	343 100	265 100	713 100	156 100	109 100	283 100	431 100	267 100	234 100	154 100	184 100	250 100	329 100	434 100
OFTEN/SOMETIMES	341 35%	124 30%	149 44%	100 38%	238 33%	48 31%	53 48%	112 40%	136 32%	93 35%	68 29%	47 30%	53 29%	101 40%	105 32%	147 34%
RARELY/NEVER	641 65%	296 70%	193 56%	165 62%	475 67%	108 69%	57 52%	171 60%	295 68%	174 65%	167 71%	107 70%	130 71%	150 60%	224 68%	287 66%
Often	90 9%	30 7%	40 12%	22 8%	66 9%	7 5%	15 13%	32 11%	26 6%	32 12%	10 4%	17 11%	16 9%	25 10%	26 8%	36 8%
Sometimes	251 26%	94 22%	109 32%	78 30%	173 24%	40 26%	38 35%	79 28%	111 26%	61 23%	57 24%	30 19%	37 20%	76 30%	80 24%	110 25%
Rarely	262 27%	105 25%	87 25%	78 30%	184 26%	51 33%	27 25%	75 27%	129 30%	58 22%	63 27%	38 24%	59 32%	60 24%	92 28%	126 29%
Never	379 39%	192 46%	106 31%	86 33%	291 41%	57 37%	29 27%	96 34%	166 39%	116 44%	104 44%	70 45%	71 39%	90 36%	132 40%	161 37%

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 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QNews] Which, if any, of the following do you listen to, read, or watch to stay informed about current affairs and political news? Choose all that apply

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
<b>Total</b>	982	369	456	522	678	108	115	209	226	267	280	435	547
	100	100	100	100	100	100	100	100	100	100	100	100	100
<b>ABC News</b>	342	121	166	175	222	40	56	73	75	90	105	148	194
	35%	33%	36%	34%	33%	37%	49%	35%	33%	34%	37%	34%	36%
<b>NBC News</b>	341	110	175	165	246	32	36	61	71	92	116	133	208
	35%	30%	38%	32%	36%	29%	32%	29%	31%	34%	41%	31%	38%
<b>CBS News</b>	332	100	178	153	214	41	41	65	75	83	108	140	191
	34%	27%	39%	29%	32%	38%	36%	31%	33%	31%	39%	32%	35%
<b>Fox News</b>	389	151	207	182	276	42	45	99	102	90	98	201	188
	40%	41%	45%	35%	41%	39%	39%	48%	45%	34%	35%	46%	34%
<b>MSNBC</b>	210	66	106	103	139	23	28	44	49	54	63	93	117
	21%	18%	23%	20%	21%	21%	24%	21%	22%	20%	23%	21%	21%
<b>CNN</b>	344	120	177	166	215	50	47	86	87	79	91	173	170
	35%	33%	39%	32%	32%	47%	41%	41%	38%	30%	33%	40%	31%
<b>Newsmax</b>	106	43	67	39	95	3	8	26	22	32	26	49	58
	11%	12%	15%	7%	14%	3%	7%	13%	10%	12%	9%	11%	11%
<b>OAN</b>	43	16	26	17	36	5	2	10	4	20	9	15	28
	4%	4%	6%	3%	5%	4%	2%	5%	2%	7%	3%	3%	5%
<b>Local TV news</b>	487	175	238	249	349	43	56	75	112	128	173	186	301
	50%	47%	52%	48%	51%	40%	49%	36%	49%	48%	62%	43%	55%
<b>Traditional national newspapers, online or in print (such as The New York Times, Washington Post, or Wall Street Journal)</b>	176	65	87	88	125	8	21	37	43	42	54	79	97
	18%	18%	19%	17%	18%	7%	18%	18%	19%	16%	19%	18%	18%
<b>Your local paper, online or in print</b>	211	73	91	119	149	17	26	33	47	59	71	80	131
	21%	20%	20%	23%	22%	15%	23%	16%	21%	22%	25%	18%	24%
<b>Public radio or broadcast news, such as NPR or PBS</b>	136	41	64	70	97	13	16	29	29	47	31	58	78
	14%	11%	14%	13%	14%	12%	14%	14%	13%	18%	11%	13%	14%
<b>Something else (Please specify)</b>	57	22	31	27	45	3	4	11	7	12	28	17	40
	6%	6%	7%	5%	7%	3%	3%	5%	3%	4%	10%	4%	7%
<b>None of these</b>	87	32	23	62	55	16	6	29	22	21	15	51	36
	9%	9%	5%	12%	8%	15%	5%	14%	10%	8%	5%	12%	7%

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 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QNews] Which, if any, of the following do you listen to, read, or watch to stay informed about current affairs and political news? Choose all that apply

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982 100	296 100	303 100	243 100	139 100	599 100	382 100	391 100	286 100	224 100	192 100	187 100	145 100	228 100	486 100	80 100	291 100
ABC News	342 35%	100 34%	108 36%	77 32%	57 41%	208 35%	134 35%	126 32%	96 34%	65 29%	60 31%	71 38%	54 37%	93 41%	183 38%	15 19%	111 38%
NBC News	341 35%	79 27%	111 37%	96 40%	54 39%	190 32%	150 39%	133 34%	113 39%	54 24%	54 28%	67 36%	61 42%	104 46%	190 39%	13 16%	110 38%
CBS News	332 34%	93 32%	100 33%	84 34%	54 39%	193 32%	138 36%	118 30%	95 33%	62 28%	63 35%	69 37%	56 38%	82 36%	169 35%	17 21%	113 39%
Fox News	389 40%	134 45%	104 34%	84 35%	66 47%	239 40%	150 39%	162 41%	114 40%	76 34%	63 33%	84 45%	69 47%	95 41%	208 43%	33 41%	106 36%
MSNBC	210 21%	53 18%	72 24%	54 22%	31 22%	125 21%	85 22%	77 20%	62 22%	45 20%	32 17%	43 23%	33 23%	57 25%	110 23%	13 17%	69 24%
CNN	344 35%	87 30%	109 36%	91 37%	56 40%	197 33%	147 38%	117 30%	99 35%	66 29%	48 25%	77 41%	50 34%	102 45%	183 38%	20 25%	95 33%
Newsmax	106 11%	32 11%	29 10%	24 10%	21 15%	61 10%	45 12%	55 14%	40 14%	19 8%	19 10%	25 13%	13 9%	31 14%	55 11%	15 18%	30 10%
OAN	43 4%	12 4%	18 6%	11 5%	1 1%	30 5%	13 3%	24 6%	12 4%	9 4%	10 5%	7 4%	4 2%	15 6%	23 5%	5 7%	11 4%
Local TV news	487 50%	130 44%	152 50%	118 49%	87 63%	282 47%	206 54%	195 50%	154 54%	111 50%	89 47%	82 44%	77 53%	125 55%	225 46%	33 41%	171 59%
Traditional national newspapers, online or in print (such as The New York Times, Washington Post, or Wall Street Journal)	176 18%	24 8%	53 17%	56 23%	43 31%	77 13%	99 26%	50 13%	75 26%	24 11%	23 12%	31 17%	29 20%	67 29%	94 19%	10 12%	52 18%
Your local paper, online or in print	211 21%	36 12%	67 22%	63 26%	44 32%	104 17%	107 28%	65 16%	84 29%	33 15%	42 22%	28 15%	40 28%	66 29%	105 22%	10 13%	72 25%
Public radio or broadcast news, such as NPR or PBS	136 14%	25 9%	44 14%	41 17%	25 18%	69 11%	66 17%	52 13%	45 16%	25 11%	30 16%	23 13%	18 12%	37 16%	76 16%	15 19%	34 12%
Something else (Please specify)	57 6%	10 3%	17 5%	17 7%	14 10%	27 4%	31 8%	21 5%	24 8%	9 4%	11 6%	8 4%	10 7%	18 8%	18 4%	6 7%	27 9%
None of these	87 9%	37 12%	28 9%	18 7%	5 3%	65 11%	22 6%	40 10%	16 5%	30 13%	14 7%	16 9%	12 8%	15 6%	47 10%	13 16%	13 5%

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[QNews] Which, if any, of the following do you listen to, read, or watch to stay informed about current affairs and political news? Choose all that apply

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	982	374	222	386	456	70	456	357	337	274	442	483	478	466	461	474	47	246	168	430	678	831	621	699
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
ABC News	342	100	85	157	128	30	184	91	145	105	121	202	133	191	133	189	20	68	53	148	236	293	184	244
	35%	27%	38%	41%	28%	43%	40%	26%	43%	38%	27%	42%	28%	41%	29%	40%	42%	28%	31%	34%	35%	35%	30%	35%
NBC News	341	97	79	165	118	31	192	99	127	113	123	201	131	192	126	195	20	55	54	168	246	301	185	252
	35%	26%	36%	43%	26%	45%	42%	28%	38%	41%	28%	42%	27%	41%	27%	41%	42%	22%	32%	39%	36%	36%	30%	36%
CBS News	332	112	74	146	133	27	172	105	123	100	138	177	144	166	139	173	20	68	58	147	231	288	198	237
	34%	30%	33%	38%	29%	39%	38%	29%	37%	36%	31%	37%	30%	36%	30%	36%	43%	28%	34%	34%	34%	35%	32%	34%
Fox News	389	228	73	88	268	20	101	222	133	32	265	105	287	92	277	98	15	153	105	154	257	323	286	248
	40%	61%	33%	23%	59%	29%	22%	62%	40%	12%	60%	22%	60%	20%	60%	21%	31%	62%	62%	36%	38%	39%	46%	35%
MSNBC	210	41	32	137	47	15	149	40	64	105	50	150	57	148	49	155	6	25	17	101	148	179	86	166
	21%	11%	15%	36%	10%	21%	33%	11%	19%	38%	11%	31%	12%	32%	11%	33%	13%	10%	10%	23%	22%	22%	14%	24%
CNN	344	80	77	187	104	22	217	77	127	137	100	228	112	219	100	229	15	50	38	156	234	296	183	258
	35%	21%	35%	48%	23%	32%	48%	22%	38%	50%	23%	47%	23%	47%	22%	48%	33%	20%	23%	36%	35%	36%	30%	37%
Newsmax	106	77	24	6	95	6	6	77	24	5	94	7	101	6	100	2	4	60	31	48	80	92	80	53
	11%	21%	11%	2%	21%	8%	1%	22%	7%	2%	21%	1%	21%	1%	22%	%	10%	24%	18%	11%	12%	11%	13%	8%
OAN	43	26	11	5	34	3	5	31	7	5	37	5	38	5	38	3	3	26	9	16	29	33	30	27
	4%	7%	5%	1%	8%	5%	1%	9%	2%	2%	8%	1%	8%	1%	8%	1%	5%	10%	5%	4%	4%	4%	5%	4%
Local TV news	487	188	108	191	229	35	224	178	169	138	220	244	236	232	227	235	26	119	89	239	355	421	309	336
	50%	50%	49%	50%	50%	50%	49%	50%	50%	50%	50%	50%	49%	50%	49%	50%	56%	48%	53%	56%	52%	51%	50%	48%
Traditional national newspapers, online or in print (such as The New York Times, Washington Post, or Wall Street Journal)	176	59	59	58	73	23	80	48	65	62	70	93	71	99	76	89	11	30	36	96	129	149	94	120
	18%	16%	26%	15%	16%	33%	18%	13%	19%	22%	16%	19%	15%	21%	17%	19%	24%	12%	22%	22%	19%	18%	15%	17%
Your local paper, online or in print	211	72	56	83	88	19	104	53	84	72	89	110	87	113	87	110	14	38	44	113	158	186	126	154
	21%	19%	25%	21%	19%	27%	23%	15%	25%	26%	20%	23%	18%	24%	19%	23%	30%	15%	26%	26%	23%	22%	20%	22%
Public radio or broadcast news, such as NPR or PBS	136	38	34	65	48	12	76	35	46	55	46	84	43	87	42	85	9	20	24	65	100	111	74	98
	14%	10%	15%	17%	10%	17%	17%	10%	14%	20%	10%	17%	9%	19%	9%	18%	20%	8%	14%	15%	15%	13%	12%	14%
Something else (Please specify)	57	17	23	18	29	7	21	23	13	21	27	27	28	27	31	25	2	12	11	34	42	48	39	43
	6%	5%	10%	5%	6%	10%	5%	6%	4%	8%	6%	6%	6%	6%	7%	5%	4%	5%	7%	8%	6%	6%	6%	6%
None of these	87	28	26	32	36	10	42	25	34	19	40	35	47	33	39	42	6	14	13	23	50	71	57	62
	9%	8%	12%	8%	8%	14%	9%	7%	10%	7%	9%	7%	10%	7%	8%	9%	14%	6%	8%	5%	7%	9%	9%	9%

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[QNews] Which, if any, of the following do you listen to, read, or watch to stay informed about current affairs and political news? Choose all that apply

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	982 100	421 100	343 100	265 100	713 100	156 100	109 100	283 100	431 100	267 100	234 100	154 100	184 100	250 100	329 100	434 100
ABC News	342 35%	149 35%	114 33%	104 39%	237 33%	55 35%	50 45%	104 37%	154 36%	84 31%	79 34%	51 33%	80 44%	63 25%	80 24%	177 41%
NBC News	341 35%	165 39%	101 29%	96 36%	244 34%	43 28%	53 48%	94 33%	175 41%	71 27%	84 36%	44 29%	72 39%	79 32%	86 26%	185 43%
CBS News	332 34%	148 35%	99 29%	91 34%	240 34%	44 28%	47 43%	108 38%	157 36%	67 25%	72 31%	40 26%	77 42%	69 28%	91 28%	183 42%
Fox News	389 40%	183 44%	128 37%	131 49%	258 36%	61 39%	70 64%	125 44%	160 37%	104 39%	73 31%	87 57%	73 40%	69 28%	191 58%	97 22%
MSNBC	210 21%	82 19%	86 25%	51 19%	157 22%	22 14%	29 26%	69 24%	103 24%	38 14%	56 24%	18 11%	28 15%	78 31%	33 10%	149 34%
CNN	344 35%	148 35%	127 37%	109 41%	235 33%	53 34%	56 51%	109 38%	178 41%	57 21%	88 38%	27 18%	71 39%	96 38%	76 23%	228 53%
Newsmax	106 11%	46 11%	35 10%	30 11%	76 11%	11 7%	19 18%	32 11%	38 9%	36 14%	13 6%	30 19%	22 12%	13 5%	77 24%	7 2%
OAN	43 4%	20 5%	12 3%	11 4%	32 4%	2 1%	9 8%	15 5%	16 4%	12 4%	5 2%	13 9%	2 1%	11 4%	23 7%	3 1%
Local TV news	487 50%	224 53%	141 41%	136 51%	350 49%	74 48%	62 56%	149 52%	227 53%	112 42%	119 51%	81 53%	83 45%	127 51%	174 53%	222 51%
Traditional national newspapers, online or in print (such as The New York Times, Washington Post, or Wall Street Journal)	176 18%	85 20%	54 16%	47 18%	129 18%	25 16%	22 20%	56 20%	88 20%	32 12%	44 19%	14 9%	41 22%	50 20%	52 16%	104 24%
Your local paper, online or in print	211 21%	110 26%	63 18%	66 25%	145 20%	41 26%	25 23%	69 24%	88 20%	54 20%	46 20%	31 20%	39 21%	48 19%	84 25%	110 25%
Public radio or broadcast news, such as NPR or PBS	136 14%	63 15%	52 15%	32 12%	105 15%	17 11%	15 13%	49 17%	49 11%	38 14%	30 13%	16 10%	14 8%	41 16%	33 10%	76 17%
Something else (Please specify)	57 6%	27 6%	18 5%	9 3%	48 7%	5 3%	4 4%	13 5%	25 6%	20 7%	13 6%	10 7%	8 4%	16 7%	36 11%	29 7%
None of these	87 9%	33 8%	31 9%	21 8%	66 9%	16 10%	5 5%	27 9%	33 8%	28 10%	26 11%	11 7%	16 8%	28 11%	23 7%	27 6%

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[Q Employment] What is your current employment status?

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
<b>Total</b>	982	369	456	522	678	108	115	209	226	267	280	435	547
	100	100	100	100	100	100	100	100	100	100	100	100	100
<b>Employed full-time</b>	381	149	203	177	242	53	55	140	136	88	16	277	105
	39%	40%	44%	34%	36%	49%	48%	67%	60%	33%	6%	64%	19%
<b>Employed part-time</b>	69	19	23	46	49	9	9	11	16	21	21	28	42
	7%	5%	5%	9%	7%	8%	8%	5%	7%	8%	7%	6%	8%
<b>Freelance, contract, or temporary work</b>	27	12	17	10	20	4	2	9	4	9	5	12	15
	3%	3%	4%	2%	3%	3%	1%	4%	2%	3%	2%	3%	3%
<b>"Gig economy" work like ride shares, food delivery, or dog walking</b>	9	1	0	9	8	0	0	-	2	7	-	2	7
	1%	*%	*%	2%	1%	*%	*%		1%	3%		1%	1%
<b>Unemployed and looking for work</b>	80	28	43	37	49	11	14	23	23	33	1	46	34
	8%	8%	10%	7%	7%	11%	12%	11%	10%	12%	*%	11%	6%
<b>Stay-at-home parent or caregiver</b>	58	21	5	53	34	7	12	11	29	15	3	40	18
	6%	6%	1%	10%	5%	7%	10%	5%	13%	6%	1%	9%	3%
<b>Full time student</b>	13	8	5	8	4	3	4	12	-	2	-	12	2
	1%	2%	1%	2%	1%	3%	3%	6%		1%		3%	*%
<b>Retired</b>	291	107	136	155	233	16	17	-	3	61	227	3	288
	30%	29%	30%	30%	34%	15%	15%		2%	23%	81%	1%	53%
<b>Something else</b>	46	20	18	26	35	5	3	3	10	27	7	13	33
	5%	5%	4%	5%	5%	4%	3%	1%	5%	10%	2%	3%	6%
<b>Prefer not to say</b>	7	4	6	1	4	-	-	1	1	5	-	2	5
	1%	1%	1%	*%	1%			*%	1%	2%		*%	1%

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[Q Employment] What is your current employment status?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982 100	296 100	303 100	243 100	139 100	599 100	382 100	391 100	286 100	224 100	192 100	187 100	145 100	228 100	486 100	80 100	291 100
Employed full-time	381 39%	84 28%	115 38%	121 50%	62 44%	199 33%	183 48%	110 28%	132 46%	24 11%	67 35%	100 54%	86 59%	103 45%	381 78%	-	-
Employed part-time	69 7%	22 7%	21 7%	17 7%	9 7%	43 7%	27 7%	27 7%	21 7%	16 7%	18 10%	11 6%	7 5%	16 7%	69 14%	-	-
Freelance, contract, or temporary work	27 3%	10 3%	7 2%	7 3%	4 3%	17 3%	10 3%	13 3%	7 2%	8 3%	5 3%	6 3%	2 1%	6 3%	27 6%	-	-
"Gig economy" work like ride shares, food delivery, or dog walking	9 1%	7 3%	-	1 *	0 *	7 1%	2 *	7 2%	1 *	5 2%	-	-	1 1%	3 1%	9 2%	-	-
Unemployed and looking for work	80 8%	41 14%	18 6%	12 5%	8 6%	59 10%	20 5%	37 9%	11 4%	50 22%	15 8%	7 4%	6 4%	1 *	-	80 100%	-
Stay-at-home parent or caregiver	58 6%	23 8%	18 6%	14 6%	3 2%	41 7%	17 4%	24 6%	10 4%	17 8%	12 6%	8 5%	6 4%	14 6%	-	-	-
Full time student	13 1%	4 1%	6 2%	3 1%	-	10 2%	3 1%	2 1%	2 1%	2 1%	2 1%	7 4%	1 1%	1 1%	-	-	-
Retired	291 30%	85 29%	98 32%	62 25%	47 34%	183 31%	108 28%	140 36%	93 32%	64 29%	67 35%	43 23%	35 24%	80 35%	-	-	291 100%
Something else	46 5%	18 6%	16 5%	6 2%	7 5%	34 6%	12 3%	27 7%	8 3%	32 14%	6 3%	3 1%	0 *	4 2%	-	-	-
Prefer not to say	7 1%	3 1%	4 1%	0 *	-	6 1%	0 *	3 1%	0 *	5 2%	-	1 *	1 1%	-	-	-	-

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[Q Employment] What is your current employment status?

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	982 100	374 100	222 100	386 100	456 100	70 100	456 100	357 100	337 100	274 100	442 100	483 100	478 100	466 100	461 100	474 100	47 100	246 100	168 100	430 100	678 100	831 100	621 100	699 100
Employed full-time	381 39%	145 39%	84 38%	153 40%	170 37%	29 41%	182 40%	134 38%	135 40%	109 40%	165 37%	193 40%	186 39%	182 39%	170 37%	191 40%	20 43%	94 38%	62 37%	146 34%	225 33%	316 38%	227 37%	274 39%
Employed part-time	69 7%	25 7%	15 7%	30 8%	29 6%	6 8%	34 8%	23 7%	27 8%	18 7%	30 7%	36 7%	31 6%	34 7%	32 7%	31 7%	6 12%	14 6%	14 8%	27 6%	48 7%	52 6%	32 5%	54 8%
Freelance, contract, or temporary work	27 3%	10 3%	5 2%	12 3%	11 2%	2 4%	14 3%	6 2%	11 3%	8 3%	15 3%	10 2%	17 4%	10 2%	18 4%	9 2%	0 *	11 4%	-	10 2%	20 3%	21 3%	19 3%	18 3%
"Gig economy" work like ride shares, food delivery, or dog walking	9 1%	3 1%	-	6 2%	3 1%	-	6 1%	-	6 2%	3 1%	6 1%	3 1%	6 1%	3 1%	3 1%	6 1%	-	-	3 2%	-	8 1%	8 1%	8 1%	7 1%
Unemployed and looking for work	80 8%	29 8%	17 8%	34 9%	37 8%	5 7%	39 8%	26 7%	30 9%	21 8%	29 7%	40 8%	38 8%	40 9%	38 8%	38 8%	5 10%	19 8%	15 9%	20 5%	49 7%	61 7%	48 8%	64 9%
Stay-at-home parent or caregiver	58 6%	23 6%	18 8%	16 4%	31 7%	5 7%	21 5%	17 5%	27 8%	13 5%	22 5%	31 6%	27 6%	30 6%	30 6%	27 6%	1 3%	16 7%	12 7%	17 4%	37 5%	49 6%	44 7%	44 6%
Full time student	13 1%	3 1%	3 1%	8 2%	3 1%	1 1%	10 2%	4 1%	2 1%	6 2%	2 *	9 2%	3 1%	10 2%	3 1%	10 2%	0 *	-	3 2%	4 1%	8 1%	10 1%	10 2%	10 1%
Retired	291 30%	121 32%	62 28%	108 28%	148 32%	18 25%	126 28%	127 36%	86 26%	77 28%	149 34%	138 29%	143 30%	133 29%	145 31%	137 29%	9 20%	76 31%	53 32%	186 43%	256 38%	269 32%	196 32%	185 26%
Something else	46 5%	11 3%	17 8%	18 5%	19 4%	4 6%	23 5%	16 5%	10 3%	18 7%	20 4%	23 5%	21 4%	24 5%	17 4%	25 5%	5 10%	13 5%	5 3%	17 4%	24 3%	40 5%	30 5%	37 5%
Prefer not to say	7 1%	5 1%	1 1%	1 *	5 1%	1 1%	1 *	3 1%	3 1%	0 *	5 1%	0 *	6 1%	0 *	6 1%	0 *	1 2%	4 1%	2 1%	2 1%	4 1%	5 1%	5 1%	5 1%

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[Q Employment] What is your current employment status?

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	982 100	421 100	343 100	265 100	713 100	156 100	109 100	283 100	431 100	267 100	234 100	154 100	184 100	250 100	329 100	434 100
Employed full-time	381 39%	161 38%	161 47%	172 65%	209 29%	82 53%	90 82%	141 50%	168 39%	72 27%	87 37%	49 32%	67 36%	95 38%	93 28%	153 35%
Employed part-time	69 7%	28 7%	29 8%	18 7%	51 7%	14 9%	4 4%	20 7%	31 7%	19 7%	18 8%	12 7%	14 8%	21 8%	16 5%	41 9%
Freelance, contract, or temporary work	27 3%	8 2%	15 4%	6 2%	21 3%	2 1%	4 4%	9 3%	16 4%	2 1%	5 2%	1 1%	6 3%	11 4%	12 4%	15 3%
"Gig economy" work like ride shares, food delivery, or dog walking	9 1%	4 1%	5 1%	2 1%	7 1%	2 1%	0 *	4 1%	4 1%	1 *	4 2%	-	3 2%	4 2%	1 *	1 *
Unemployed and looking for work	80 8%	15 4%	58 17%	12 5%	68 10%	9 6%	3 3%	26 9%	19 4%	35 13%	8 3%	8 5%	18 10%	28 11%	25 8%	22 5%
Stay-at-home parent or caregiver	58 6%	34 8%	20 6%	33 12%	24 3%	31 20%	2 2%	15 5%	22 5%	21 8%	18 8%	4 3%	11 6%	16 6%	20 6%	22 5%
Full time student	13 1%	-	11 3%	5 2%	8 1%	5 4%	-	1 *	6 1%	6 2%	3 1%	0 *	4 2%	3 1%	5 2%	4 1%
Retired	291 30%	155 37%	25 7%	13 5%	277 39%	10 6%	4 3%	55 19%	148 34%	88 33%	83 36%	69 45%	57 31%	52 21%	147 45%	156 36%
Something else	46 5%	15 4%	17 5%	4 1%	40 6%	1 1%	2 2%	12 4%	16 4%	18 7%	9 4%	9 6%	3 2%	15 6%	5 1%	20 5%
Prefer not to say	7 1%	1 *	1 *	-	7 1%	-	-	-	2 1%	4 2%	-	2 1%	-	4 2%	4 1%	0 *

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QHH\_Union] For each of the following descriptions, please indicate if this applies to you personally or to someone in your household  
 -Is a member of a labor union

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	982	369	456	522	678	108	115	209	226	267	280	435	547
	100	100	100	100	100	100	100	100	100	100	100	100	100
Applies to me	57	17	32	24	42	4	9	10	13	15	19	23	34
	6%	5%	7%	5%	6%	4%	8%	5%	6%	6%	7%	5%	6%
Applies to someone in my household	82	26	43	36	51	9	10	18	20	20	24	38	44
	8%	7%	10%	7%	8%	8%	9%	8%	9%	8%	8%	9%	8%
Neither / Unsure	852	329	386	465	591	97	97	181	197	232	243	378	474
	87%	89%	85%	89%	87%	90%	84%	87%	87%	87%	87%	87%	87%

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 July Omnibus 2024  
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[QHH\_Union] For each of the following descriptions, please indicate if this applies to you personally or to someone in your household  
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	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non- college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982	296	303	243	139	599	382	391	286	224	192	187	145	228	486	80	291
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Applies to me	57	15	18	14	10	33	24	24	18	3	10	13	14	16	35	0	20
	6%	5%	6%	6%	7%	5%	6%	6%	6%	1%	5%	7%	10%	7%	7%	1%	7%
Applies to someone in my household	82	22	34	16	9	57	25	32	19	7	13	12	20	29	43	4	21
	8%	8%	11%	7%	7%	9%	7%	8%	7%	3%	7%	7%	14%	13%	9%	5%	7%
Neither / Unsure	852	261	253	217	121	514	337	339	251	214	170	162	114	188	411	76	255
	87%	88%	83%	89%	87%	86%	88%	87%	88%	95%	88%	87%	79%	82%	85%	95%	88%

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[QHH\_Union] For each of the following descriptions, please indicate if this applies to you personally or to someone in your household  
 -Is a member of a labor union

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+ Lean	Pure Ind	DEM+ Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
<b>Total</b>	982	374	222	386	456	70	456	357	337	274	442	483	478	466	461	474	47	246	168	430	678	831	621	699
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
<b>Applies to me</b>	57	13	16	28	18	4	34	17	20	19	18	35	19	37	17	39	0	14	5	29	38	48	32	42
	6%	3%	7%	7%	4%	6%	8%	5%	6%	7%	4%	7%	4%	8%	4%	8%	1%	6%	3%	7%	6%	6%	5%	6%
<b>Applies to someone in my household</b>	82	29	28	25	44	10	27	28	36	15	43	34	50	26	49	27	6	28	13	39	52	72	59	55
	8%	8%	12%	6%	10%	14%	6%	8%	11%	5%	10%	7%	11%	6%	11%	6%	13%	11%	8%	9%	8%	9%	9%	8%
<b>Neither / Unsure</b>	852	334	181	337	396	57	399	316	283	243	384	419	412	408	399	413	40	208	151	365	594	717	537	610
	87%	89%	81%	87%	87%	81%	87%	89%	84%	89%	87%	87%	86%	88%	86%	87%	86%	84%	90%	85%	88%	86%	86%	87%

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 July Omnibus 2024  
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[QHH\_Union] For each of the following descriptions, please indicate if this applies to you personally or to someone in your household  
 -Is a member of a labor union

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	982	421	343	265	713	156	109	283	431	267	234	154	184	250	329	434
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Applies to me	57	26	18	18	37	9	9	15	26	16	11	8	11	16	17	24
	6%	6%	5%	7%	5%	6%	8%	5%	6%	6%	5%	5%	6%	6%	5%	6%
Applies to someone in my household	82	52	20	26	55	14	12	26	35	21	13	14	11	18	31	23
	8%	12%	6%	10%	8%	9%	11%	9%	8%	8%	6%	9%	6%	7%	10%	5%
Neither / Unsure	852	350	306	222	627	134	88	246	372	234	211	133	163	219	283	390
	87%	83%	89%	84%	88%	86%	81%	87%	86%	88%	90%	87%	89%	88%	86%	90%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QHH\_Gunowner] For each of the following descriptions, please indicate if this applies to you personally or to someone in your household  
 -Owns a gun

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	982	369	456	522	678	108	115	209	226	267	280	435	547
	100	100	100	100	100	100	100	100	100	100	100	100	100
Applies to me	232	92	141	89	154	27	24	51	51	71	59	101	130
	24%	25%	31%	17%	23%	25%	21%	24%	22%	27%	21%	23%	24%
Applies to someone in my household	164	66	59	105	123	9	20	51	35	36	43	85	79
	17%	18%	13%	20%	18%	8%	17%	24%	15%	13%	15%	20%	14%
Neither / Unsure	634	228	275	357	439	75	77	119	152	176	188	271	364
	65%	62%	60%	68%	65%	69%	67%	57%	67%	66%	67%	62%	66%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QHH\_Gunowner] For each of the following descriptions, please indicate if this applies to you personally or to someone in your household  
 -Owns a gun

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non- college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982	296	303	243	139	599	382	391	286	224	192	187	145	228	486	80	291
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Applies to me	232	66	80	50	36	146	86	97	57	33	56	43	49	49	122	8	66
	24%	22%	26%	21%	26%	24%	23%	25%	20%	15%	29%	23%	34%	22%	25%	10%	23%
Applies to someone in my household	164	41	63	43	16	104	59	73	49	22	29	34	31	45	78	15	42
	17%	14%	21%	18%	12%	17%	16%	19%	17%	10%	15%	18%	22%	20%	16%	19%	14%
Neither / Unsure	634	196	186	158	94	382	252	245	194	171	121	117	74	149	305	61	197
	65%	66%	61%	65%	68%	64%	66%	63%	68%	76%	63%	63%	51%	65%	63%	75%	68%

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[QHH\_Gunowner] For each of the following descriptions, please indicate if this applies to you personally or to someone in your household  
 -Owns a gun

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+ Lean	Pure Ind	DEM+ Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
<b>Total</b>	982	374	222	386	456	70	456	357	337	274	442	483	478	466	461	474	47	246	168	430	678	831	621	699
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
<b>Applies to me</b>	232	114	63	55	143	26	62	104	87	38	138	85	147	80	143	78	10	76	51	102	146	193	182	162
	24%	30%	28%	14%	31%	37%	14%	29%	26%	14%	31%	18%	31%	17%	31%	17%	21%	31%	31%	24%	21%	23%	29%	23%
<b>Applies to someone in my household</b>	164	76	41	48	95	9	61	71	53	38	85	70	93	64	96	60	8	54	33	51	113	135	115	115
	17%	20%	18%	12%	21%	12%	13%	20%	16%	14%	19%	14%	19%	14%	21%	13%	17%	22%	19%	12%	17%	16%	19%	16%
<b>Neither / Unsure</b>	634	204	134	296	249	38	347	207	207	210	246	347	269	337	254	350	30	136	94	295	452	545	364	457
	65%	55%	60%	77%	55%	54%	76%	58%	62%	77%	56%	72%	56%	72%	55%	74%	65%	55%	56%	69%	67%	66%	59%	65%

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[QHH\_Gunowner] For each of the following descriptions, please indicate if this applies to you personally or to someone in your household  
 -Owns a gun

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	982	421	343	265	713	156	109	283	431	267	234	154	184	250	329	434
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Applies to me	232	111	64	73	157	35	38	49	105	77	42	47	29	67	106	64
	24%	26%	19%	28%	22%	23%	34%	17%	24%	29%	18%	30%	16%	27%	32%	15%
Applies to someone in my household	164	88	56	46	118	33	13	25	69	70	48	39	16	42	66	43
	17%	21%	16%	17%	17%	21%	12%	9%	16%	26%	21%	26%	9%	17%	20%	10%
Neither / Unsure	634	252	237	158	474	96	61	217	275	142	157	78	140	159	184	337
	65%	60%	69%	60%	66%	62%	56%	77%	64%	53%	67%	51%	76%	63%	56%	78%

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[QHH\_Military] For each of the following descriptions, please indicate if this applies to you personally or to someone in your household  
 -Serves or has served in the US Military

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	982	369	456	522	678	108	115	209	226	267	280	435	547
	100	100	100	100	100	100	100	100	100	100	100	100	100
Applies to me	105	46	91	14	72	7	12	10	12	28	55	22	83
	11%	12%	20%	3%	11%	6%	10%	5%	5%	11%	20%	5%	15%
Applies to someone in my household	114	48	32	80	82	14	10	24	23	27	39	47	67
	12%	13%	7%	15%	12%	13%	9%	12%	10%	10%	14%	11%	12%
Neither / Unsure	775	281	339	433	533	89	93	176	194	212	193	369	405
	79%	76%	74%	83%	79%	82%	81%	84%	86%	80%	69%	85%	74%

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 -Serves or has served in the US Military

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non- college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982	296	303	243	139	599	382	391	286	224	192	187	145	228	486	80	291
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Applies to me	105	28	33	28	16	61	44	41	31	12	24	18	18	33	36	3	57
	11%	9%	11%	12%	12%	10%	12%	10%	11%	5%	12%	10%	13%	15%	7%	3%	20%
Applies to someone in my household	114	22	41	32	19	62	51	40	41	16	25	30	11	30	46	7	41
	12%	7%	13%	13%	13%	10%	13%	10%	14%	7%	13%	16%	8%	13%	9%	9%	14%
Neither / Unsure	775	247	235	187	107	482	293	316	217	198	143	142	116	171	410	71	200
	79%	83%	77%	77%	77%	80%	77%	81%	76%	88%	75%	76%	80%	75%	84%	88%	68%

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[QHH\_Military] For each of the following descriptions, please indicate if this applies to you personally or to someone in your household  
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	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+ Lean	Pure Ind	DEM+ Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	982	374	222	386	456	70	456	357	337	274	442	483	478	466	461	474	47	246	168	430	678	831	621	699
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Applies to me	105	49	26	30	57	9	39	51	33	21	59	44	62	41	63	40	2	39	16	58	86	95	73	61
	11%	13%	12%	8%	13%	13%	9%	14%	10%	8%	13%	9%	13%	9%	14%	8%	5%	16%	9%	14%	13%	11%	12%	9%
Applies to someone in my household	114	48	28	38	62	6	46	50	37	25	60	48	65	46	65	46	3	34	22	43	76	92	73	75
	12%	13%	12%	10%	14%	9%	10%	14%	11%	9%	14%	10%	14%	10%	14%	10%	7%	14%	13%	10%	11%	11%	12%	11%
Neither / Unsure	775	286	170	319	346	56	373	266	269	229	332	395	361	380	343	389	42	178	135	336	528	655	485	568
	79%	76%	76%	83%	76%	80%	82%	74%	80%	83%	75%	82%	76%	82%	74%	82%	91%	72%	80%	78%	78%	79%	78%	81%

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	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	982	421	343	265	713	156	109	283	431	267	234	154	184	250	329	434
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Applies to me	105	63	14	22	82	6	16	20	58	27	7	21	23	20	45	44
	11%	15%	4%	8%	12%	4%	15%	7%	13%	10%	3%	14%	12%	8%	14%	10%
Applies to someone in my household	114	68	29	24	90	17	7	18	49	47	32	27	16	31	39	46
	12%	16%	8%	9%	13%	11%	6%	6%	11%	18%	13%	18%	9%	12%	12%	10%
Neither / Unsure	775	299	301	224	548	136	88	247	328	200	199	112	146	200	251	346
	79%	71%	88%	84%	77%	87%	80%	87%	76%	75%	85%	73%	79%	80%	76%	80%

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 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QUrbanRural] How would you describe the area in which you live?

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	982	369	456	522	678	108	115	209	226	267	280	435	547
	100	100	100	100	100	100	100	100	100	100	100	100	100
City	283	88	148	135	156	51	52	71	87	71	54	158	125
	29%	24%	32%	26%	23%	47%	46%	34%	38%	27%	19%	36%	23%
Suburb near a city	431	178	196	234	314	38	37	81	83	119	148	164	267
	44%	48%	43%	45%	46%	35%	32%	39%	37%	45%	53%	38%	49%
Small town not near a city	96	36	42	53	78	6	8	18	30	19	30	48	49
	10%	10%	9%	10%	11%	5%	7%	8%	13%	7%	11%	11%	9%
Rural or country area	171	67	70	99	130	13	17	39	26	58	48	65	106
	17%	18%	15%	19%	19%	12%	15%	18%	12%	22%	17%	15%	19%

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[QUrbanRural] How would you describe the area in which you live?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982 100	296 100	303 100	243 100	139 100	599 100	382 100	391 100	286 100	224 100	192 100	187 100	145 100	228 100	486 100	80 100	291 100
City	283 29%	103 35%	80 26%	65 27%	36 26%	183 31%	100 26%	88 23%	68 24%	75 33%	62 32%	67 36%	29 20%	51 23%	173 36%	26 32%	55 19%
Suburb near a city	431 44%	87 29%	132 43%	132 54%	80 58%	219 37%	212 56%	154 39%	161 56%	69 31%	78 41%	67 36%	79 55%	134 59%	219 45%	19 24%	148 51%
Small town not near a city	96 10%	35 12%	35 12%	20 8%	6 4%	71 12%	25 7%	57 15%	20 7%	26 12%	14 7%	19 10%	17 12%	20 9%	41 8%	12 15%	28 10%
Rural or country area	171 17%	70 24%	56 19%	26 11%	17 13%	126 21%	44 12%	92 23%	38 13%	54 24%	38 20%	33 18%	20 14%	22 10%	54 11%	23 29%	60 21%

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[QUrbanRural] How would you describe the area in which you live?

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	982 100	374 100	222 100	386 100	456 100	70 100	456 100	357 100	337 100	274 100	442 100	483 100	478 100	466 100	461 100	474 100	47 100	246 100	168 100	430 100	678 100	831 100	621 100	699 100
City	283 29%	89 24%	52 23%	142 37%	108 24%	15 21%	161 35%	93 26%	92 27%	93 34%	104 23%	159 33%	126 26%	146 31%	118 26%	151 32%	14 30%	55 22%	42 25%	133 31%	183 27%	237 28%	156 25%	217 31%
Suburb near a city	431 44%	149 40%	105 47%	177 46%	185 41%	34 48%	212 47%	135 38%	159 47%	134 49%	178 40%	233 48%	187 39%	228 49%	180 39%	232 49%	19 41%	103 42%	62 37%	202 47%	319 47%	374 45%	260 42%	291 42%
Small town not near a city	96 10%	46 12%	30 13%	21 5%	58 13%	10 14%	28 6%	47 13%	30 9%	16 6%	60 14%	26 5%	61 13%	31 7%	60 13%	32 7%	5 10%	24 10%	30 18%	43 10%	60 9%	75 9%	65 10%	67 10%
Rural or country area	171 17%	90 24%	35 16%	46 12%	105 23%	11 16%	55 12%	82 23%	56 17%	31 11%	100 23%	65 13%	104 22%	61 13%	103 22%	59 12%	9 19%	65 26%	35 21%	52 12%	116 17%	145 18%	140 22%	124 18%

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[QUrbanRural] How would you describe the area in which you live?

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	982 100	421 100	343 100	265 100	713 100	156 100	109 100	283 100	431 100	267 100	234 100	154 100	184 100	250 100	329 100	434 100
City	283 29%	106 25%	122 36%	92 35%	192 27%	46 30%	45 42%	283 100%	-	-	-	23 15%	55 30%	68 27%	70 21%	166 38%
Suburb near a city	431 44%	198 47%	135 39%	105 40%	325 46%	63 40%	42 39%	-	431 100%	-	234 100%	62 40%	88 48%	115 46%	129 39%	203 47%
Small town not near a city	96 10%	41 10%	29 8%	29 11%	65 9%	17 11%	11 10%	-	-	96 36%	-	16 10%	10 5%	35 14%	46 14%	21 5%
Rural or country area	171 17%	76 18%	57 17%	40 15%	132 18%	29 19%	10 9%	-	-	171 64%	-	53 34%	30 16%	32 13%	85 26%	45 10%

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[Q Nativity] Where were you born?

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	982	369	456	522	678	108	115	209	226	267	280	435	547
	100	100	100	100	100	100	100	100	100	100	100	100	100
In the United States	942	355	431	507	667	106	103	207	210	260	265	417	524
	96%	96%	94%	97%	98%	98%	90%	99%	93%	97%	94%	96%	96%
In a foreign country	38	14	25	14	10	2	10	1	15	6	16	16	22
	4%	4%	5%	3%	1%	2%	9%	1%	7%	2%	6%	4%	4%
Prefer not to say	2	-	1	1	1	-	1	-	1	1	-	1	1
	*%		*%	*%	*%		1%		*%	*%		*%	*%

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[Q Nativity] Where were you born?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982 100	296 100	303 100	243 100	139 100	599 100	382 100	391 100	286 100	224 100	192 100	187 100	145 100	228 100	486 100	80 100	291 100
In the United States	942 96%	286 97%	295 97%	231 95%	128 92%	581 97%	360 94%	385 98%	281 98%	211 94%	187 97%	175 94%	143 99%	220 96%	467 96%	76 95%	280 96%
In a foreign country	38 4%	9 3%	6 2%	12 5%	11 8%	16 3%	22 6%	5 1%	5 2%	12 5%	4 2%	12 6%	2 1%	9 4%	17 4%	4 5%	11 4%
Prefer not to say	2 *%	0 *%	2 1%	-	-	2 *%	-	1 *%	-	1 1%	1 1%	-	-	-	2 *%	-	0 *%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[Q Nativity] Where were you born?

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	982 100	374 100	222 100	386 100	456 100	70 100	456 100	357 100	337 100	274 100	442 100	483 100	478 100	466 100	461 100	474 100	47 100	246 100	168 100	430 100	678 100	831 100	621 100	699 100
In the United States	942 96%	365 98%	216 97%	360 93%	445 98%	70 100%	426 93%	345 97%	322 96%	261 95%	432 98%	454 94%	465 97%	440 94%	451 98%	444 94%	46 99%	243 99%	165 98%	411 96%	647 95%	792 95%	596 96%	670 96%
In a foreign country	38 4%	7 2%	6 3%	25 6%	9 2%	-	29 6%	11 3%	15 4%	12 4%	8 2%	29 6%	12 2%	25 5%	9 2%	29 6%	0 1%	2 1%	3 2%	19 4%	30 4%	36 4%	23 4%	27 4%
Prefer not to say	2 *%	1 *%	-	1 *%	1 *%	-	1 *%	0 *%	-	1 *%	1 *%	1 *%	1 *%	1 *%	1 *%	1 *%	-	1 *%	-	-	1 *%	2 *%	1 *%	2 *%

Echelon Insights  
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 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[Q Nativity] Where were you born?

	Total		Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem	
Total	982 100	421 100	343 100	265 100	713 100	156 100	109 100	283 100	431 100	267 100	234 100	154 100	184 100	250 100	329 100	434 100	
In the United States	942 96%	399 95%	333 97%	253 95%	685 96%	153 98%	100 91%	270 95%	409 95%	263 98%	222 95%	152 99%	169 92%	242 97%	318 97%	393 90%	
In a foreign country	38 4%	20 5%	9 3%	13 5%	26 4%	3 2%	10 9%	13 5%	21 5%	3 1%	11 5%	1 1%	13 7%	7 3%	11 3%	40 9%	
Prefer not to say	2 *%	1 *%	0 *%	-	2 *%	-	-	-	1 *%	1 *%	1 1%	-	1 1%	1 *%	1 *%	1 *%	

Echelon Insights  
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 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QMarital] What is your current marital status?

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
<b>Total</b>	982	369	456	522	678	108	115	209	226	267	280	435	547
	100	100	100	100	100	100	100	100	100	100	100	100	100
<b>Single, never married</b>	343	131	172	168	181	79	54	154	91	78	19	245	97
	35%	36%	38%	32%	27%	73%	47%	74%	40%	29%	7%	56%	18%
<b>Married</b>	421	167	189	232	329	21	44	46	98	120	158	144	277
	43%	45%	41%	44%	49%	20%	38%	22%	43%	45%	56%	33%	51%
<b>Separated</b>	14	4	7	7	6	3	4	1	5	4	3	6	8
	1%	1%	1%	1%	1%	3%	3%	1%	2%	2%	1%	1%	1%
<b>Divorced</b>	142	44	64	78	110	2	11	4	31	54	53	35	107
	14%	12%	14%	15%	16%	1%	10%	2%	14%	20%	19%	8%	20%
<b>Widowed</b>	58	18	20	36	51	4	2	3	1	7	47	4	54
	6%	5%	4%	7%	7%	3%	1%	1%	1%	3%	17%	1%	10%
<b>Prefer not to say</b>	5	3	4	1	0	-	1	1	-	4	-	1	4
	0.5%	1%	1%	0.2%	0%	0%	1%	1%	0%	1%	0%	0.5%	1%

Echelon Insights  
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 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QMarital] What is your current marital status?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982 100	296 100	303 100	243 100	139 100	599 100	382 100	391 100	286 100	224 100	192 100	187 100	145 100	228 100	486 100	80 100	291 100
Single, never married	343 35%	130 44%	101 33%	79 32%	32 23%	231 39%	111 29%	121 31%	60 21%	102 45%	82 43%	76 41%	35 24%	45 20%	210 43%	58 72%	25 9%
Married	421 43%	91 31%	128 42%	123 51%	78 56%	220 37%	201 53%	155 40%	174 61%	44 20%	60 31%	77 41%	88 61%	150 66%	201 41%	15 19%	155 53%
Separated	14 1%	3 1%	4 1%	4 2%	3 2%	7 1%	7 2%	2 *	5 2%	4 2%	3 1%	3 2%	1 1%	2 1%	9 2%	2 2%	2 1%
Divorced	142 14%	48 16%	47 16%	25 10%	22 16%	95 16%	47 12%	76 19%	34 12%	54 24%	29 15%	20 11%	18 12%	20 9%	55 11%	6 7%	66 22%
Widowed	58 6%	24 8%	18 6%	12 5%	4 3%	42 7%	16 4%	37 10%	13 5%	15 7%	18 9%	10 5%	3 2%	11 5%	10 2%	0 *	44 15%
Prefer not to say	5 *%	0 *%	4 1%	-	-	5 1%	-	0 *%	-	4 2%	-	1 *%	-	-	2 *%	-	-

Echelon Insights  
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 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QMarital] What is your current marital status?

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	982 100	374 100	222 100	386 100	456 100	70 100	456 100	357 100	337 100	274 100	442 100	483 100	478 100	466 100	461 100	474 100	47 100	246 100	168 100	430 100	678 100	831 100	621 100	699 100
Single, never married	343 35%	96 26%	77 35%	170 44%	115 25%	28 39%	200 44%	94 26%	126 37%	116 42%	114 26%	198 41%	132 28%	197 42%	125 27%	199 42%	18 39%	69 28%	39 23%	112 26%	200 30%	275 33%	188 30%	262 38%
Married	421 43%	182 49%	98 44%	140 36%	227 50%	29 41%	165 36%	166 47%	146 43%	105 38%	213 48%	192 40%	224 47%	185 40%	223 48%	181 38%	16 35%	114 46%	88 52%	206 48%	318 47%	371 45%	281 45%	286 41%
Separated	14 1%	2 *	4 2%	8 2%	2 1%	3 4%	8 2%	2 *	7 2%	5 2%	2 1%	10 2%	5 1%	9 2%	4 1%	7 2%	2 4%	2 1%	-	5 1%	6 1%	8 1%	6 1%	11 2%
Divorced	142 14%	67 18%	28 13%	47 12%	77 17%	7 10%	58 13%	67 19%	35 10%	40 14%	75 17%	60 12%	81 17%	50 11%	75 16%	60 13%	8 17%	44 18%	27 16%	73 17%	108 16%	119 14%	97 16%	93 13%
Widowed	58 6%	24 6%	14 6%	20 5%	32 7%	3 5%	23 5%	28 8%	19 6%	9 3%	35 8%	22 5%	32 7%	24 5%	31 7%	25 5%	2 4%	15 6%	14 9%	33 8%	43 6%	54 7%	44 7%	42 6%
Prefer not to say	5 *	3 1%	1 *	1 *	3 1%	1 1%	1 *	-	4 1%	-	3 1%	1 *	4 1%	1 *	3 1%	1 *	1 2%	3 1%	-	-	4 1%	4 *	3 1%	4 1%

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 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QMarital] What is your current marital status?

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	982 100	421 100	343 100	265 100	713 100	156 100	109 100	283 100	431 100	267 100	234 100	154 100	184 100	250 100	329 100	434 100
Single, never married	343 35%	- -	343 100%	92 35%	248 35%	67 43%	26 23%	122 43%	135 31%	85 32%	64 27%	35 23%	59 32%	110 44%	52 16%	170 39%
Married	421 43%	421 100%	- -	132 50%	289 41%	71 45%	61 56%	106 37%	198 46%	117 44%	114 49%	75 49%	87 48%	81 32%	186 56%	170 39%
Separated	14 1%	- -	- -	7 3%	6 1%	3 2%	4 4%	8 3%	4 1%	2 1%	2 1%	1 1%	4 2%	4 1%	1 *	10 2%
Divorced	142 14%	- -	- -	26 10%	116 16%	9 6%	16 15%	34 12%	68 16%	39 15%	42 18%	30 19%	19 10%	42 17%	49 15%	60 14%
Widowed	58 6%	- -	- -	8 3%	50 7%	6 4%	2 2%	13 4%	25 6%	20 8%	12 5%	12 8%	13 7%	10 4%	41 12%	23 5%
Prefer not to say	5 *%	- -	- -	1 *%	4 1%	- -	1 1%	0 *%	1 *%	4 1%	1 *%	- -	1 *%	4 1%	1 *%	1 *%

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 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

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

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	982	369	456	522	678	108	115	209	226	267	280	435	547
	100	100	100	100	100	100	100	100	100	100	100	100	100
Protestant (for example, Baptist, Methodist, Non-denominational, Lutheran, Presbyterian, Pentecostal, Episcopalian, etc.)	254	106	119	135	192	32	21	35	43	71	105	78	176
	26%	29%	26%	26%	28%	29%	19%	17%	19%	27%	37%	18%	32%
Roman Catholic	184	71	81	103	119	7	45	37	43	38	65	80	103
	19%	19%	18%	20%	18%	7%	40%	18%	19%	14%	23%	18%	19%
Mormon (Church of Jesus Christ of Latter-day Saints or LDS)	5	1	4	1	3	-	2	1	1	3	-	2	3
	*%	*%	1%	*%	*%	-	1%	*%	*%	1%	-	*%	1%
Orthodox (such as Greek, Russian, or some other Orthodox church)	8	2	6	2	8	-	-	3	2	3	-	5	3
	1%	1%	1%	*%	1%	-	-	1%	1%	1%	-	1%	*%
Just Christian	188	71	100	86	113	38	22	51	50	60	27	101	87
	19%	19%	22%	16%	17%	35%	20%	24%	22%	22%	10%	23%	16%
Jewish	32	10	13	19	29	2	-	6	7	5	15	13	19
	3%	3%	3%	4%	4%	1%	-	3%	3%	2%	5%	3%	4%
Muslim	13	6	7	6	5	7	-	5	2	5	2	7	6
	1%	2%	2%	1%	1%	6%	-	2%	1%	2%	1%	2%	1%
Buddhist	10	2	6	4	4	0	1	1	2	2	5	3	7
	1%	*%	1%	1%	1%	*%	1%	*%	1%	1%	2%	1%	1%
Hindu	1	1	-	1	-	-	-	-	-	1	-	-	1
	*%	*%	-	*%	-	-	-	-	-	*%	-	-	*%
Atheist	66	12	29	35	46	5	2	14	17	24	12	30	36
	7%	3%	6%	7%	7%	5%	2%	6%	7%	9%	4%	7%	7%
Agnostic	51	19	18	33	37	4	5	17	12	13	9	28	23
	5%	5%	4%	6%	6%	3%	5%	8%	5%	5%	3%	7%	4%
Something else (Please specify)	38	23	18	21	18	9	4	11	8	10	10	19	20
	4%	6%	4%	4%	3%	9%	4%	5%	3%	4%	4%	4%	4%
Nothing in particular	134	46	56	77	104	4	11	30	39	34	31	69	65
	14%	12%	12%	15%	15%	4%	9%	14%	17%	13%	11%	16%	12%

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 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

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

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
<b>Total</b>	982 100	296 100	303 100	243 100	139 100	599 100	382 100	391 100	286 100	224 100	192 100	187 100	145 100	228 100	486 100	80 100	291 100
<b>Protestant (for example, Baptist, Methodist, Non-denominational, Lutheran, Presbyterian, Pentecostal, Episcopalian, etc.)</b>	254 26%	65 22%	92 30%	65 27%	32 23%	158 26%	96 25%	112 29%	80 28%	51 23%	66 35%	40 21%	38 26%	58 25%	103 21%	14 17%	109 37%
<b>Roman Catholic</b>	184 19%	44 15%	41 13%	56 23%	43 31%	84 14%	99 26%	52 13%	67 23%	32 14%	33 17%	41 22%	31 21%	47 21%	90 19%	18 22%	57 20%
<b>Mormon (Church of Jesus Christ of Latter-day Saints or LDS)</b>	5 *%	0 *%	2 1%	3 1%	-	2 *%	3 1%	1 *%	3 1%	2 1%	2 1%	-	1 1%	-	2 *%	0 1%	-
<b>Orthodox (such as Greek, Russian, or some other Orthodox church)</b>	8 1%	-	0 *%	5 2%	2 2%	0 *%	7 2%	0 *%	7 3%	-	-	3 2%	-	5 2%	8 2%	-	-
<b>Just Christian</b>	188 19%	83 28%	49 16%	34 14%	20 15%	132 22%	55 14%	74 19%	38 13%	58 26%	27 14%	31 17%	27 19%	43 19%	106 22%	13 16%	42 14%
<b>Jewish</b>	32 3%	5 2%	6 2%	13 5%	9 6%	11 2%	21 6%	8 2%	20 7%	2 1%	3 2%	6 3%	6 4%	15 7%	16 3%	1 2%	13 5%
<b>Muslim</b>	13 1%	2 1%	4 1%	5 2%	2 2%	6 1%	7 2%	2 1%	3 1%	2 1%	5 2%	2 1%	2 1%	2 1%	11 2%	-	2 1%
<b>Buddhist</b>	10 1%	2 1%	2 1%	4 1%	2 2%	4 1%	6 1%	1 *%	3 1%	1 *%	3 1%	1 1%	1 *%	4 2%	5 1%	0 *%	4 2%
<b>Hindu</b>	1 *%	-	-	-	1 *%	-	1 *%	-	-	-	-	-	-	1 *%	1 *%	-	-
<b>Atheist</b>	66 7%	22 8%	13 4%	20 8%	11 8%	35 6%	31 8%	21 5%	25 9%	20 9%	15 8%	11 6%	6 4%	14 6%	33 7%	10 12%	16 5%
<b>Agnostic</b>	51 5%	8 3%	26 9%	10 4%	7 5%	34 6%	17 4%	25 7%	12 4%	9 4%	12 6%	10 6%	10 7%	9 4%	31 6%	5 6%	9 3%
<b>Something else (Please specify)</b>	38 4%	19 6%	14 4%	5 2%	1 1%	33 5%	6 2%	15 4%	3 1%	15 7%	1 1%	12 6%	5 3%	6 2%	13 3%	5 6%	11 4%
<b>Nothing in particular</b>	134 14%	45 15%	55 18%	25 10%	9 6%	100 17%	34 9%	79 20%	25 9%	32 14%	25 13%	30 16%	20 14%	25 11%	68 14%	14 17%	28 10%

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

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	982 100	374 100	222 100	386 100	456 100	70 100	456 100	357 100	337 100	274 100	442 100	483 100	478 100	466 100	461 100	474 100	47 100	246 100	168 100	430 100	678 100	831 100	621 100	699 100
Protestant (for example, Baptist, Methodist, Non-denominational, Lutheran, Presbyterian, Pentecostal, Episcopalian, etc.)	254 26%	120 32%	45 20%	89 23%	137 30%	12 18%	104 23%	119 33%	71 21%	63 23%	126 28%	118 24%	130 27%	115 25%	135 29%	109 23%	10 21%	67 27%	61 36%	132 31%	194 29%	219 26%	179 29%	185 27%
Roman Catholic	184 19%	67 18%	42 19%	74 19%	85 19%	9 13%	90 20%	65 18%	63 19%	53 19%	83 19%	91 19%	87 18%	90 19%	90 19%	90 19%	4 9%	39 16%	38 22%	80 19%	139 20%	158 19%	111 18%	121 17%
Mormon (Church of Jesus Christ of Latter-day Saints or LDS)	5 *	3 1%	1 *	1 *	4 1%	- *	1 *	4 1%	0 *	1 *	4 1%	1 *	3 1%	2 *	2 *	3 1%	- *	1 *	2 1%	3 1%	2 *	4 1%	4 1%	2 *
Orthodox (such as Greek, Russian, or some other Orthodox church)	8 1%	5 1%	2 1%	1 *	7 2%	- *	1 *	5 2%	2 1%	- *	7 2%	1 *	7 1%	1 *	7 1%	1 *	- *	5 2%	- *	3 1%	7 1%	7 1%	5 1%	1 *
Just Christian	188 19%	91 24%	36 16%	61 16%	107 23%	12 17%	69 15%	87 24%	67 20%	28 10%	97 22%	76 16%	116 24%	62 13%	109 24%	68 14%	11 23%	65 26%	34 20%	73 17%	96 14%	153 18%	125 20%	122 17%
Jewish	32 3%	3 1%	10 5%	20 5%	7 2%	2 3%	23 5%	3 1%	14 4%	15 6%	10 2%	21 4%	11 2%	20 4%	8 2%	23 5%	0 1%	3 1%	3 2%	23 5%	25 4%	32 4%	11 2%	25 4%
Muslim	13 1%	5 1%	2 1%	6 2%	6 1%	1 1%	6 1%	6 2%	3 1%	4 2%	5 1%	8 2%	5 1%	6 1%	6 1%	6 1%	1 1%	5 2%	1 1%	2 *	8 1%	12 1%	6 1%	9 1%
Buddhist	10 1%	1 *	7 3%	2 1%	2 *	4 5%	4 1%	1 *	6 2%	3 1%	2 *	7 2%	2 *	8 2%	4 1%	6 1%	0 1%	1 *	0 *	5 1%	4 1%	6 1%	3 *	5 1%
Hindu	1 *	- *	- *	1 *	- *	- *	1 *	- *	1 *	- *	- *	- *	- *	1 *	- *	1 *	- *	- *	- *	- *	- *	- *	1 *	1 *
Atheist	66 7%	15 4%	13 6%	37 10%	17 4%	6 8%	43 9%	10 3%	24 7%	32 12%	19 4%	45 9%	16 3%	48 10%	14 3%	47 10%	4 10%	13 5%	1 1%	32 7%	48 7%	58 7%	31 5%	48 7%
Agnostic	51 5%	7 2%	15 7%	29 7%	10 2%	6 9%	35 8%	5 1%	20 6%	27 10%	9 2%	36 7%	12 3%	38 8%	11 2%	38 8%	2 5%	5 2%	2 1%	27 6%	35 5%	40 5%	30 5%	42 6%
Something else (Please specify)	38 4%	15 4%	10 4%	14 4%	22 5%	3 4%	14 3%	16 4%	16 5%	7 2%	22 5%	16 3%	23 5%	14 3%	17 4%	16 3%	5 12%	19 8%	1 1%	11 3%	27 4%	32 4%	26 4%	26 4%
Nothing in particular	134 14%	42 11%	40 18%	52 14%	53 12%	16 23%	65 14%	37 10%	50 15%	42 15%	59 13%	63 13%	66 14%	63 13%	59 13%	66 14%	8 18%	25 10%	25 15%	40 9%	93 14%	110 13%	90 15%	111 16%

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

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	982	421	343	265	713	156	109	283	431	267	234	154	184	250	329	434
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Protestant (for example, Baptist, Methodist, Non-denominational, Lutheran, Presbyterian, Pentecostal, Episcopalian, etc.)	254	135	58	59	195	39	20	53	105	96	54	101	-	-	114	113
	26%	32%	17%	22%	27%	25%	19%	19%	24%	36%	23%	66%			35%	26%
Roman Catholic	184	87	59	55	127	34	21	55	88	40	52	-	184	-	70	89
	19%	21%	17%	21%	18%	22%	19%	19%	20%	15%	22%		100%		21%	21%
Mormon (Church of Jesus Christ of Latter-day Saints or LDS)	5	2	1	2	3	1	1	2	2	1	1	-	-	-	2	1
	*%	*%	*%	1%	*%	*%	1%	1%	1%	*%	*%				1%	*%
Orthodox (such as Greek, Russian, or some other Orthodox church)	8	6	1	2	5	-	2	1	7	-	2	-	-	-	6	1
	1%	2%	*%	1%	1%		2%	*%	2%		1%				2%	*%
Just Christian	188	71	76	71	117	39	32	66	79	43	37	53	-	-	73	64
	19%	17%	22%	27%	16%	25%	30%	23%	18%	16%	16%	34%			22%	15%
Jewish	32	17	9	6	26	3	3	11	19	3	12	-	-	-	3	21
	3%	4%	3%	2%	4%	2%	2%	4%	4%	1%	5%				1%	5%
Muslim	13	5	7	4	9	1	4	9	3	0	2	-	-	-	1	1
	1%	1%	2%	2%	1%	*%	3%	3%	1%	*%	1%				*%	*%
Buddhist	10	2	5	3	7	0	3	5	4	1	2	-	-	-	0	5
	1%	*%	2%	1%	1%	*%	2%	2%	1%	*%	1%				*%	1%
Hindu	1	1	-	-	1	-	-	-	1	-	1	-	-	-	-	0
	*%	*%			*%				*%		*%					*%
Atheist	66	22	29	11	55	6	4	20	36	10	16	-	-	66	6	44
	7%	5%	8%	4%	8%	4%	4%	7%	8%	4%	7%			26%	2%	10%
Agnostic	51	17	26	10	41	7	3	17	27	7	20	-	-	51	8	43
	5%	4%	8%	4%	6%	4%	3%	6%	6%	3%	8%			20%	3%	10%
Something else (Please specify)	38	14	16	13	26	4	9	14	8	17	3	-	-	-	14	10
	4%	3%	5%	5%	4%	2%	8%	5%	2%	6%	1%				4%	2%
Nothing in particular	134	42	55	30	102	22	7	31	53	50	34	-	-	134	31	43
	14%	10%	16%	11%	14%	14%	7%	11%	12%	19%	14%			53%	10%	10%

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

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	638	251	309	327	435	77	91	126	140	174	197	266	371
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	645	251	289	355	449	84	96	133	118	169	225	251	394
Yes, born-again or evangelical Christian	259	101	130	127	169	46	31	54	54	81	70	108	150
	41%	40%	42%	39%	39%	60%	34%	43%	39%	46%	35%	41%	40%
No, not born-again or evangelical Christian	356	147	172	184	250	29	54	66	77	86	127	143	213
	56%	58%	56%	56%	57%	38%	59%	52%	55%	49%	64%	54%	57%
Unsure	23	4	7	17	16	2	6	7	9	8	1	15	8
	4%	2%	2%	5%	4%	2%	7%	5%	6%	4%	1%	6%	2%

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

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	638 100	192 100	184 100	162 100	98 100	377 100	260 100	239 100	195 100	143 100	128 100	115 100	96 100	152 100	309 100	45 100	208 100
Unweighted Total	645	154	225	170	95	379	265	248	200	151	136	118	93	144	308	42	219
Yes, born-again or evangelical Christian	259 41%	97 50%	77 42%	59 36%	25 26%	173 46%	84 32%	106 44%	62 32%	62 43%	65 51%	54 47%	31 32%	45 29%	126 41%	14 32%	92 44%
No, not born-again or evangelical Christian	356 56%	83 43%	102 55%	101 62%	70 72%	184 49%	171 66%	121 51%	129 66%	72 50%	57 44%	61 53%	62 64%	105 69%	167 54%	27 59%	116 56%
Unsure	23 4%	13 7%	6 3%	3 2%	2 2%	19 5%	5 2%	12 5%	3 2%	10 7%	6 5%	1 1%	4 4%	3 2%	15 5%	4 9%	1 *%

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 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

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

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+ Lean	Pure Ind	DEM+ Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	638 100	286 100	126 100	226 100	339 100	33 100	266 100	281 100	204 100	144 100	317 100	287 100	343 100	270 100	342 100	271 100	25 100	176 100	134 100	290 100	439 100	541 100	424 100	431 100
Unweighted Total	645	256	145	244	306	49	290	252	228	156	274	306	317	297	312	301	32	148	128	279	364	453	421	463
Yes, born-again or evangelical Christian	259 41%	145 51%	39 31%	75 33%	165 49%	11 34%	82 31%	150 53%	67 33%	39 27%	157 49%	88 31%	171 50%	76 28%	171 50%	75 28%	12 47%	99 56%	55 41%	109 37%	168 38%	213 39%	194 46%	175 41%
No, not born-again or evangelical Christian	356 56%	133 46%	81 64%	142 63%	161 47%	20 62%	175 66%	121 43%	130 64%	100 69%	148 47%	189 66%	158 46%	185 68%	156 46%	188 69%	12 49%	70 40%	74 55%	174 60%	260 59%	310 57%	218 51%	238 55%
Unsure	23 4%	8 3%	6 5%	9 4%	13 4%	1 4%	9 4%	10 3%	6 3%	5 4%	12 4%	10 3%	14 4%	9 3%	14 4%	8 3%	1 4%	7 4%	5 4%	8 3%	10 2%	18 3%	12 3%	18 4%

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 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

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

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	638 100	301 100	195 100	189 100	447 100	112 100	77 100	176 100	282 100	180 100	146 100	154 100	184 100	-	265 100	267 100
Unweighted Total	645	287	199	192	452	119	73	188	280	177	154	150	190	-	645	645
Yes, born-again or evangelical Christian	259 41%	115 38%	84 43%	68 36%	191 43%	40 36%	28 36%	71 40%	97 34%	91 51%	49 34%	154 100%	24 13%	-	121 46%	85 32%
No, not born-again or evangelical Christian	356 56%	180 60%	101 52%	111 59%	244 54%	62 55%	49 64%	99 56%	174 62%	83 46%	87 60%	-	149 81%	-	134 50%	174 65%
Unsure	23 4%	7 2%	10 5%	11 6%	13 3%	11 9%	-	6 4%	11 4%	6 3%	9 6%	-	11 6%	-	11 4%	9 3%

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 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

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

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
<b>Total</b>	982	369	456	522	678	108	115	209	226	267	280	435	547
	100	100	100	100	100	100	100	100	100	100	100	100	100
<b>At least once a week</b>	251	92	135	116	175	26	32	51	56	62	83	106	145
	26%	25%	30%	22%	26%	24%	28%	24%	25%	23%	30%	24%	26%
<b>Once or twice a month</b>	73	30	31	43	45	15	7	25	21	11	16	46	28
	7%	8%	7%	8%	7%	14%	6%	12%	9%	4%	6%	11%	5%
<b>A few times a year</b>	138	60	73	63	88	19	28	28	37	42	31	64	73
	14%	16%	16%	12%	13%	18%	24%	13%	16%	16%	11%	15%	13%
<b>Usually just for religious holidays</b>	90	24	35	55	63	6	16	21	25	24	21	45	45
	9%	6%	8%	11%	9%	5%	14%	10%	11%	9%	7%	10%	8%
<b>Never</b>	396	150	167	226	289	38	28	83	80	111	122	163	232
	40%	41%	37%	43%	43%	36%	25%	40%	35%	41%	43%	38%	42%
<b>Prefer not to say</b>	34	12	16	18	19	4	3	2	8	17	7	10	24
	3%	3%	3%	3%	3%	4%	3%	1%	3%	6%	3%	2%	4%

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

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982 100	296 100	303 100	243 100	139 100	599 100	382 100	391 100	286 100	224 100	192 100	187 100	145 100	228 100	486 100	80 100	291 100
At least once a week	251 26%	65 22%	73 24%	66 27%	48 34%	137 23%	114 30%	86 22%	89 31%	53 23%	37 19%	50 27%	50 35%	61 27%	134 28%	9 11%	87 30%
Once or twice a month	73 7%	25 9%	27 9%	9 4%	12 9%	52 9%	21 6%	29 7%	16 5%	18 8%	9 5%	15 8%	12 8%	19 8%	52 11%	2 2%	12 4%
A few times a year	138 14%	45 15%	37 12%	38 16%	18 13%	82 14%	56 15%	48 12%	40 14%	30 13%	34 17%	27 15%	19 13%	28 12%	72 15%	13 16%	36 12%
Usually just for religious holidays	90 9%	24 8%	22 7%	28 11%	17 12%	46 8%	45 12%	29 7%	34 12%	19 9%	15 8%	13 7%	15 11%	26 12%	46 10%	15 18%	21 7%
Never	396 40%	120 41%	134 44%	98 40%	43 31%	255 42%	141 37%	185 47%	103 36%	86 38%	92 48%	76 41%	47 33%	93 41%	178 37%	38 47%	120 41%
Prefer not to say	34 3%	17 6%	10 3%	4 2%	1 1%	28 5%	5 1%	14 3%	4 1%	19 8%	5 3%	5 3%	2 1%	1 1%	4 1%	4 5%	15 5%

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 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

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

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	982 100	374 100	222 100	386 100	456 100	70 100	456 100	357 100	337 100	274 100	442 100	483 100	478 100	466 100	461 100	474 100	47 100	246 100	168 100	430 100	678 100	831 100	621 100	699 100
At least once a week	251 26%	132 35%	46 21%	73 19%	153 34%	17 25%	81 18%	143 40%	69 20%	38 14%	154 35%	88 18%	162 34%	79 17%	160 35%	78 16%	13 29%	86 35%	55 33%	128 30%	179 26%	207 25%	181 29%	171 24%
Once or twice a month	73 7%	33 9%	11 5%	29 8%	38 8%	4 5%	31 7%	35 10%	25 7%	13 5%	39 9%	32 7%	37 8%	33 7%	38 8%	34 7%	2 4%	22 9%	12 7%	34 8%	40 6%	60 7%	48 8%	55 8%
A few times a year	138 14%	48 13%	29 13%	61 16%	65 14%	5 7%	68 15%	37 10%	52 15%	45 16%	57 13%	74 15%	70 15%	64 14%	66 14%	67 14%	4 9%	34 14%	28 17%	61 14%	92 14%	116 14%	84 13%	86 12%
Usually just for religious holidays	90 9%	29 8%	25 11%	36 9%	35 8%	10 14%	45 10%	28 8%	35 10%	27 10%	37 8%	47 10%	37 8%	50 11%	35 8%	51 11%	4 8%	11 4%	19 11%	34 8%	56 8%	77 9%	58 9%	66 9%
Never	396 40%	115 31%	106 48%	175 45%	144 32%	33 47%	219 48%	99 28%	146 43%	144 52%	135 31%	230 48%	151 32%	227 49%	145 31%	231 49%	19 41%	82 33%	50 30%	162 38%	288 42%	343 41%	226 36%	294 42%
Prefer not to say	34 3%	17 5%	5 2%	11 3%	21 5%	1 1%	12 3%	14 4%	11 3%	8 3%	19 4%	12 3%	21 4%	12 2%	17 4%	12 3%	4 9%	13 5%	4 2%	12 3%	24 3%	27 3%	25 4%	27 4%

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

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
<b>Total</b>	982	421	343	265	713	156	109	283	431	267	234	154	184	250	329	434
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
<b>At least once a week</b>	251	123	73	78	171	34	44	63	106	82	51	90	61	8	128	88
	26%	29%	21%	29%	24%	22%	40%	22%	25%	31%	22%	58%	33%	3%	39%	20%
<b>Once or twice a month</b>	73	37	24	33	41	19	14	21	31	21	20	14	15	2	23	32
	7%	9%	7%	12%	6%	12%	12%	8%	7%	8%	9%	9%	8%	1%	7%	7%
<b>A few times a year</b>	138	63	44	47	91	25	22	48	60	30	21	16	36	9	52	58
	14%	15%	13%	18%	13%	16%	20%	17%	14%	11%	9%	10%	19%	4%	16%	13%
<b>Usually just for religious holidays</b>	90	38	39	22	67	18	4	25	44	21	27	11	29	18	33	31
	9%	9%	11%	8%	9%	12%	3%	9%	10%	8%	12%	7%	16%	7%	10%	7%
<b>Never</b>	396	146	158	85	310	59	26	112	184	100	112	15	42	205	86	212
	40%	35%	46%	32%	44%	38%	23%	39%	43%	37%	48%	10%	23%	82%	26%	49%
<b>Prefer not to say</b>	34	13	5	1	33	0	1	14	6	14	4	8	2	9	6	13
	3%	3%	1%	*	5%	*	1%	5%	1%	5%	2%	5%	1%	3%	2%	3%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

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

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	982	369	456	522	678	108	115	209	226	267	280	435	547
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	982	369	456	522	678	108	115	209	226	267	280	435	547
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	-	-	-	-	-	-	-	-	-	-	-	-	-
Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

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

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982 100	296 100	303 100	243 100	139 100	599 100	382 100	391 100	286 100	224 100	192 100	187 100	145 100	228 100	486 100	80 100	291 100
Yes	982 100%	296 100%	303 100%	243 100%	139 100%	599 100%	382 100%	391 100%	286 100%	224 100%	192 100%	187 100%	145 100%	228 100%	486 100%	80 100%	291 100%
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

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

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	982 100	374 100	222 100	386 100	456 100	70 100	456 100	357 100	337 100	274 100	442 100	483 100	478 100	466 100	461 100	474 100	47 100	246 100	168 100	430 100	678 100	831 100	621 100	699 100
Yes	982 100%	374 100%	222 100%	386 100%	456 100%	70 100%	456 100%	357 100%	337 100%	274 100%	442 100%	483 100%	478 100%	466 100%	461 100%	474 100%	47 100%	246 100%	168 100%	430 100%	678 100%	831 100%	621 100%	699 100%
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

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

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	982 100	421 100	343 100	265 100	713 100	156 100	109 100	283 100	431 100	267 100	234 100	154 100	184 100	250 100	329 100	434 100
Yes	982 100%	421 100%	343 100%	265 100%	713 100%	156 100%	109 100%	283 100%	431 100%	267 100%	234 100%	154 100%	184 100%	250 100%	329 100%	434 100%
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[Q Industry] Do you or does anyone in your household work in any of the following industries?

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	982 100	369 100	456 100	522 100	678 100	108 100	115 100	209 100	226 100	267 100	280 100	435 100	547 100
Technology	24 2%	7 2%	12 3%	13 2%	13 2%	8 8%	2 2%	7 3%	12 5%	5 2%	1 *	19 4%	6 1%
Sales	46 5%	17 5%	21 5%	25 5%	33 5%	4 4%	7 6%	18 8%	12 5%	9 4%	7 3%	30 7%	17 3%
Healthcare or the pharmaceutical industry	72 7%	22 6%	20 4%	52 10%	42 6%	13 12%	10 9%	20 9%	16 7%	27 10%	10 3%	36 8%	37 7%
Journalism or the media	-	-	-	-	-	-	-	-	-	-	-	-	-
Food service or the restaurant industry	35 4%	15 4%	15 3%	19 4%	17 2%	8 7%	9 8%	18 9%	4 2%	10 4%	3 1%	22 5%	13 2%
Market research	-	-	-	-	-	-	-	-	-	-	-	-	-
Public relations	-	-	-	-	-	-	-	-	-	-	-	-	-
None of these	830 84%	315 85%	394 86%	433 83%	584 86%	77 71%	98 86%	157 75%	184 81%	226 85%	263 94%	341 78%	489 89%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QIndustry] Do you or does anyone in your household work in any of the following industries?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982 100	296 100	303 100	243 100	139 100	599 100	382 100	391 100	286 100	224 100	192 100	187 100	145 100	228 100	486 100	80 100	291 100
Technology	24 2%	6 2%	5 2%	10 4%	4 3%	11 2%	14 4%	4 1%	8 3%	3 1%	4 2%	6 3%	4 3%	8 4%	22 4%	-	2 1%
Sales	46 5%	27 9%	11 4%	6 3%	2 2%	38 6%	9 2%	28 7%	5 2%	9 4%	7 4%	12 7%	2 1%	14 6%	33 7%	2 2%	6 2%
Healthcare or the pharmaceutical industry	72 7%	19 7%	20 6%	24 10%	9 6%	39 7%	33 9%	21 5%	21 7%	14 6%	9 5%	12 7%	12 8%	25 11%	54 11%	1 1%	8 3%
Journalism or the media	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Food service or the restaurant industry	35 4%	21 7%	7 2%	5 2%	1 1%	28 5%	7 2%	15 4%	2 1%	8 4%	8 4%	12 6%	4 3%	3 1%	23 5%	4 5%	3 1%
Market research	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Public relations	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None of these	830 84%	242 82%	262 86%	200 82%	125 90%	504 84%	324 85%	332 85%	251 88%	200 89%	165 86%	158 85%	124 85%	180 79%	371 76%	74 92%	278 95%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QIndustry] Do you or does anyone in your household work in any of the following industries?

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+ Lean	Pure Ind	DEM+ Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	982 100	374 100	222 100	386 100	456 100	70 100	456 100	357 100	337 100	274 100	442 100	483 100	478 100	466 100	461 100	474 100	47 100	246 100	168 100	430 100	678 100	831 100	621 100	699 100
Technology	24 2%	5 1%	4 2%	15 4%	7 2%	1 1%	16 4%	7 2%	5 1%	12 4%	7 2%	16 3%	7 2%	16 3%	7 1%	17 3%	1 2%	4 2%	1 1%	7 2%	12 2%	20 2%	9 1%	13 2%
Sales	46 5%	24 6%	12 5%	11 3%	28 6%	6 8%	13 3%	14 4%	21 6%	10 4%	35 8%	8 2%	31 7%	15 3%	34 7%	9 2%	3 7%	18 7%	9 5%	7 2%	23 3%	39 5%	36 6%	31 4%
Healthcare or the pharmaceutical industry	72 7%	28 7%	19 9%	25 6%	35 8%	6 8%	32 7%	19 5%	35 10%	18 7%	34 8%	34 7%	37 8%	34 7%	36 8%	28 6%	8 18%	20 8%	14 8%	17 4%	39 6%	61 7%	43 7%	53 8%
Journalism or the media	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Food service or the restaurant industry	35 4%	12 3%	5 2%	18 5%	15 3%	2 2%	18 4%	9 3%	14 4%	10 4%	14 3%	18 4%	15 3%	20 4%	14 3%	20 4%	1 3%	4 2%	8 5%	8 2%	19 3%	29 3%	21 3%	26 4%
Market research	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Public relations	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None of these	830 84%	322 86%	184 83%	324 84%	388 85%	57 81%	385 84%	309 87%	277 82%	231 84%	369 83%	414 86%	404 84%	391 84%	387 84%	409 86%	33 71%	211 86%	143 85%	393 92%	593 87%	705 85%	529 85%	593 85%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[Q Industry] Do you or does anyone in your household work in any of the following industries?

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	982 100	421 100	343 100	265 100	713 100	156 100	109 100	283 100	431 100	267 100	234 100	154 100	184 100	250 100	329 100	434 100
Technology	24 2%	9 2%	12 3%	4 2%	20 3%	1 *	4 3%	9 3%	8 2%	7 3%	4 2%	2 1%	1 1%	4 2%	6 2%	10 2%
Sales	46 5%	15 3%	25 7%	13 5%	33 5%	11 7%	2 2%	14 5%	15 3%	18 7%	9 4%	7 4%	12 6%	13 5%	9 3%	5 1%
Healthcare or the pharmaceutical industry	72 7%	35 8%	26 8%	22 8%	51 7%	20 13%	2 1%	20 7%	37 9%	15 6%	24 10%	9 6%	11 6%	18 7%	20 6%	26 6%
Journalism or the media	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Food service or the restaurant industry	35 4%	11 3%	17 5%	13 5%	23 3%	5 4%	7 6%	12 4%	13 3%	10 4%	6 3%	8 5%	7 4%	9 3%	7 2%	11 2%
Market research	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Public relations	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None of these	830 84%	361 86%	272 80%	222 84%	604 85%	126 81%	97 88%	239 84%	367 85%	224 84%	197 84%	130 84%	157 86%	216 86%	293 89%	386 89%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QGender] Do you describe yourself as a man, a woman, or in some other way?

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	982	369	456	522	678	108	115	209	226	267	280	435	547
	100	100	100	100	100	100	100	100	100	100	100	100	100
Man	456	149	456	-	308	42	47	105	97	131	123	202	254
	46%	40%	100%		45%	39%	41%	50%	43%	49%	44%	46%	46%
Woman	522	217	-	522	367	65	67	102	129	134	157	231	291
	53%	59%		100%	54%	61%	58%	49%	57%	50%	56%	53%	53%
In some other way	4	3	-	-	3	0	1	2	-	2	-	2	2
	*%	1%			1%	*%	*%	1%		1%		1%	*%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[Q Gender] Do you describe yourself as a man, a woman, or in some other way?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982 100	296 100	303 100	243 100	139 100	599 100	382 100	391 100	286 100	224 100	192 100	187 100	145 100	228 100	486 100	80 100	291 100
Man	456 46%	136 46%	145 48%	106 44%	67 48%	282 47%	173 45%	184 47%	123 43%	97 43%	88 46%	90 48%	70 48%	109 48%	243 50%	43 54%	136 47%
Woman	522 53%	157 53%	156 52%	137 56%	72 52%	313 52%	209 55%	204 52%	163 57%	125 56%	103 53%	97 52%	75 52%	119 52%	241 50%	37 46%	155 53%
In some other way	4 *%	3 1%	1 *%	-	-	4 1%	-	3 1%	-	2 1%	1 1%	-	-	1 *%	2 *%	-	-

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QGender] Do you describe yourself as a man, a woman, or in some other way?

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+ Lean	Pure Ind	DEM+ Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	982 100	374 100	222 100	386 100	456 100	70 100	456 100	357 100	337 100	274 100	442 100	483 100	478 100	466 100	461 100	474 100	47 100	246 100	168 100	430 100	678 100	831 100	621 100	699 100
Man	456 46%	202 54%	100 45%	155 40%	236 52%	39 56%	181 40%	193 54%	150 45%	108 39%	228 52%	201 42%	256 54%	183 39%	249 54%	190 40%	17 37%	131 53%	92 55%	218 51%	319 47%	386 46%	298 48%	300 43%
Woman	522 53%	172 46%	120 54%	230 60%	218 48%	31 44%	273 60%	163 46%	186 55%	165 60%	212 48%	281 58%	220 46%	280 60%	210 46%	282 59%	30 63%	113 46%	76 45%	212 49%	359 53%	441 53%	319 51%	394 56%
In some other way	4 *%	-	3 1%	2 *%	2 *%	-	2 *%	-	1 *%	1 1%	2 *%	1 *%	2 *%	2 *%	2 *%	2 *%	-	2 1%	-	-	-	4 *%	3 1%	4 1%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[Q Gender] Do you describe yourself as a man, a woman, or in some other way?

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	982	421	343	265	713	156	109	283	431	267	234	154	184	250	329	434
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Man	456	189	172	109	343	-	109	148	196	112	-	82	81	103	158	169
	46%	45%	50%	41%	48%		100%	52%	45%	42%		53%	44%	41%	48%	39%
Woman	522	232	168	156	366	156	-	135	234	152	234	70	103	145	171	264
	53%	55%	49%	59%	51%	100%		48%	54%	57%	100%	46%	56%	58%	52%	61%
In some other way	4	-	2	-	4	-	-	1	1	3	-	2	-	2	0	1
	0.4%		1%		1%			0.1%	0.1%	1%		1%		1%	0%	0.1%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QRace] What is your race or ethnicity?

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
<b>Total</b>	982	369	456	522	678	108	115	209	226	267	280	435	547
	100	100	100	100	100	100	100	100	100	100	100	100	100
<b>White</b>	738	273	337	397	678	-	41	126	160	204	249	285	452
	75%	74%	74%	76%	100%		36%	60%	71%	76%	89%	66%	83%
<b>Black or African American</b>	122	62	47	75	-	108	6	58	27	25	11	85	37
	12%	17%	10%	14%		100%	5%	28%	12%	10%	4%	20%	7%
<b>Hispanic or Latino</b>	115	32	47	67	-	-	115	34	35	34	11	69	45
	12%	9%	10%	13%			100%	16%	16%	13%	4%	16%	8%
<b>Asian</b>	45	12	28	17	-	-	3	6	22	6	10	28	17
	5%	3%	6%	3%			3%	3%	10%	2%	4%	7%	3%
<b>Native American or Alaska Native</b>	29	8	20	9	-	-	5	8	4	10	6	13	16
	3%	2%	4%	2%			4%	4%	2%	4%	2%	3%	3%
<b>Native Hawaiian or Other Pacific Islander</b>	6	1	6	1	-	-	-	1	1	5	-	2	5
	1%	*%	1%	*%				1%	*%	2%		*%	1%
<b>Other race or ethnicity</b>	8	1	6	2	-	-	-	1	1	3	3	2	6
	1%	*%	1%	*%				1%	*%	1%	1%	*%	1%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QRace] What is your race or ethnicity?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982 100	296 100	303 100	243 100	139 100	599 100	382 100	391 100	286 100	224 100	192 100	187 100	145 100	228 100	486 100	80 100	291 100
White	738 75%	206 70%	228 75%	184 76%	119 85%	434 72%	303 79%	391 100%	286 100%	153 68%	130 68%	141 75%	110 76%	199 87%	355 73%	54 67%	245 84%
Black or African American	122 12%	43 15%	41 13%	33 14%	4 3%	84 14%	38 10%	-	-	34 15%	33 17%	25 13%	14 9%	16 7%	78 16%	13 16%	16 6%
Hispanic or Latino	115 12%	44 15%	41 13%	26 11%	4 3%	84 14%	30 8%	-	-	25 11%	30 16%	32 17%	18 12%	10 4%	65 13%	14 17%	17 6%
Asian	45 5%	8 3%	9 3%	12 5%	15 11%	17 3%	28 7%	-	-	12 5%	8 4%	4 2%	13 9%	8 4%	24 5%	6 7%	9 3%
Native American or Alaska Native	29 3%	10 3%	12 4%	6 3%	1 1%	21 4%	8 2%	-	-	4 2%	12 6%	6 3%	2 2%	5 2%	13 3%	-	10 3%
Native Hawaiian or Other Pacific Islander	6 1%	5 2%	1 *	-	-	6 1%	-	-	-	5 2%	-	1 1%	-	-	1 *	1 1%	5 2%
Other race or ethnicity	8 1%	2 1%	3 1%	2 1%	1 1%	5 1%	3 1%	-	-	3 1%	2 1%	-	-	3 1%	3 1%	1 1%	3 1%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QRace] What is your race or ethnicity?

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	982 100	374 100	222 100	386 100	456 100	70 100	456 100	357 100	337 100	274 100	442 100	483 100	478 100	466 100	461 100	474 100	47 100	246 100	168 100	430 100	678 100	831 100	621 100	699 100
White	738 75%	321 86%	178 80%	239 62%	393 86%	56 80%	289 63%	307 86%	230 68%	190 69%	386 87%	313 65%	401 84%	304 65%	392 85%	310 65%	36 77%	204 83%	151 89%	342 79%	542 80%	626 75%	497 80%	513 73%
Black or African American	122 12%	13 3%	17 8%	92 24%	16 4%	6 8%	100 22%	24 7%	54 16%	42 15%	14 3%	98 20%	25 5%	91 20%	21 5%	94 20%	6 14%	13 5%	3 2%	36 8%	68 10%	99 12%	63 10%	109 16%
Hispanic or Latino	115 12%	33 9%	25 11%	57 15%	43 9%	4 6%	68 15%	21 6%	44 13%	46 17%	37 8%	68 14%	48 10%	66 14%	45 10%	64 14%	5 11%	26 11%	10 6%	40 9%	59 9%	94 11%	61 10%	80 12%
Asian	45 5%	12 3%	15 7%	17 4%	15 3%	7 10%	23 5%	8 2%	25 7%	11 4%	13 3%	30 6%	17 4%	27 6%	14 3%	26 5%	5 10%	4 2%	8 5%	25 6%	35 5%	37 4%	24 4%	29 4%
Native American or Alaska Native	29 3%	15 4%	8 4%	6 2%	15 3%	2 4%	12 3%	12 3%	11 3%	6 2%	15 3%	10 2%	17 4%	12 3%	15 3%	12 3%	1 3%	14 6%	1 1%	10 2%	21 3%	24 3%	25 4%	16 2%
Native Hawaiian or Other Pacific Islander	6 1%	5 1%	1 *	1 *	5 1%	1 1%	1 *	5 1%	1 *	1 *	5 1%	1 *	5 1%	1 *	5 1%	1 *	1 2%	5 2%	-	-	-	6 1%	6 1%	2 *
Other race or ethnicity	8 1%	2 1%	4 2%	2 1%	3 1%	1 2%	4 1%	-	6 2%	2 1%	3 1%	5 1%	3 1%	5 1%	3 1%	5 1%	-	2 1%	-	6 1%	6 1%	7 1%	4 1%	6 1%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QRace] What is your race or ethnicity?

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	982	421	343	265	713	156	109	283	431	267	234	154	184	250	329	434
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
White	738	356	202	176	560	101	75	180	341	217	185	154	131	209	298	261
	75%	85%	59%	66%	79%	65%	69%	63%	79%	81%	79%	100%	71%	84%	90%	60%
Black or African American	122	26	85	47	74	33	15	59	43	20	29	-	8	18	4	110
	12%	6%	25%	18%	10%	21%	13%	21%	10%	7%	12%		5%	7%	1%	25%
Hispanic or Latino	115	44	54	46	68	35	11	52	37	26	21	-	45	19	32	61
	12%	10%	16%	17%	10%	22%	10%	18%	8%	10%	9%		25%	7%	10%	14%
Asian	45	13	19	17	25	4	13	10	30	4	12	-	13	17	5	25
	5%	3%	6%	6%	4%	3%	12%	4%	7%	2%	5%		7%	7%	2%	6%
Native American or Alaska Native	29	8	8	7	22	3	4	8	11	10	4	-	1	17	3	9
	3%	2%	2%	3%	3%	2%	4%	3%	3%	4%	2%		1%	7%	1%	2%
Native Hawaiian or Other Pacific Islander	6	5	1	-	6	-	-	6	-	1	-	-	-	2	1	1
	1%	1%	*%		1%			2%		*%				1%	*%	*%
Other race or ethnicity	8	1	4	-	8	-	-	1	3	4	1	-	-	2	2	4
	1%	*%	1%		1%			*%	1%	1%	1%			1%	1%	1%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

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

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
<b>Total</b>	982	369	456	522	678	108	115	209	226	267	280	435	547
	100	100	100	100	100	100	100	100	100	100	100	100	100
<b>High school or less</b>	296	99	136	157	190	40	44	74	68	86	67	143	153
	30%	27%	30%	30%	28%	37%	38%	36%	30%	32%	24%	33%	28%
<b>Some college</b>	201	86	93	108	141	21	22	43	42	57	59	85	116
	20%	23%	20%	21%	21%	20%	20%	21%	18%	21%	21%	20%	21%
<b>Associate degree</b>	102	37	53	48	60	14	18	22	16	29	35	37	65
	10%	10%	12%	9%	9%	13%	16%	10%	7%	11%	13%	9%	12%
<b>Bachelor's degree</b>	243	91	106	137	171	28	26	60	58	65	60	118	125
	25%	25%	23%	26%	25%	26%	23%	29%	26%	24%	22%	27%	23%
<b>Graduate degree</b>	139	55	67	72	115	4	4	9	42	29	59	51	88
	14%	15%	15%	14%	17%	4%	4%	4%	19%	11%	21%	12%	16%
<b>Prefer not to say</b>	1	-	1	-	1	-	-	1	-	-	-	1	-
	*%		*%		*%			*%				*%	

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

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

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982 100	296 100	303 100	243 100	139 100	599 100	382 100	391 100	286 100	224 100	192 100	187 100	145 100	228 100	486 100	80 100	291 100
High school or less	296 30%	296 100%	-	-	-	296 49%	-	190 49%	-	121 54%	59 31%	58 31%	26 18%	32 14%	122 25%	41 51%	85 29%
Some college	201 20%	-	201 66%	-	-	201 34%	-	141 36%	-	49 22%	54 28%	39 21%	23 16%	34 15%	87 18%	12 15%	64 22%
Associate degree	102 10%	-	102 34%	-	-	102 17%	-	60 15%	-	17 7%	25 13%	26 14%	18 12%	17 7%	56 11%	6 8%	35 12%
Bachelor's degree	243 25%	-	-	243 100%	-	-	243 64%	-	171 60%	23 10%	41 22%	50 27%	47 32%	79 35%	146 30%	12 16%	62 21%
Graduate degree	139 14%	-	-	-	139 100%	-	139 36%	-	115 40%	14 6%	12 6%	13 7%	32 22%	67 29%	75 15%	8 10%	47 16%
Prefer not to say	1 *%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

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

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+ Lean	Pure Ind	DEM+ Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	982 100	374 100	222 100	386 100	456 100	70 100	456 100	357 100	337 100	274 100	442 100	483 100	478 100	466 100	461 100	474 100	47 100	246 100	168 100	430 100	678 100	831 100	621 100	699 100
High school or less	296 30%	131 35%	51 23%	113 29%	153 34%	18 25%	125 27%	123 34%	114 34%	51 19%	154 35%	116 24%	167 35%	118 25%	159 34%	125 26%	12 26%	94 38%	53 32%	86 20%	168 25%	235 28%	198 32%	209 30%
Some college	201 20%	70 19%	59 26%	73 19%	92 20%	21 31%	88 19%	74 21%	61 18%	62 23%	88 20%	100 21%	98 21%	94 20%	91 20%	96 20%	15 31%	54 22%	31 18%	76 18%	134 20%	167 20%	130 21%	141 20%
Associate degree	102 10%	28 8%	28 13%	45 12%	38 8%	10 14%	54 12%	34 9%	40 12%	29 10%	35 8%	64 13%	42 9%	55 12%	39 9%	52 11%	11 23%	19 8%	15 9%	59 14%	74 11%	85 10%	63 10%	74 11%
Bachelor's degree	243 25%	82 22%	48 21%	113 29%	95 21%	13 18%	135 30%	70 20%	73 22%	98 36%	92 21%	142 29%	93 19%	142 31%	93 20%	143 30%	6 14%	45 18%	40 24%	124 29%	183 27%	217 26%	143 23%	190 27%
Graduate degree	139 14%	61 16%	36 16%	42 11%	76 17%	8 12%	55 12%	55 16%	50 15%	34 12%	71 16%	63 13%	76 16%	56 12%	78 17%	59 12%	3 6%	34 14%	30 18%	83 19%	119 18%	126 15%	86 14%	84 12%
Prefer not to say	1 *%	1 *%	-	-	1 *%	-	-	1 *%	-	-	1 *%	-	1 *%	-	1 *%	-	-	1 *%	-	-	-	-	1 *%	-

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

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

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	982 100	421 100	343 100	265 100	713 100	156 100	109 100	283 100	431 100	267 100	234 100	154 100	184 100	250 100	329 100	434 100
High school or less	296 30%	91 22%	130 38%	89 34%	206 29%	54 35%	35 32%	103 36%	87 20%	105 39%	48 21%	57 37%	44 24%	75 30%	84 26%	77 18%
Some college	201 20%	78 19%	71 21%	42 16%	158 22%	28 18%	14 13%	51 18%	83 19%	67 25%	45 19%	25 16%	22 12%	64 26%	100 31%	85 20%
Associate degree	102 10%	50 12%	30 9%	30 11%	70 10%	17 11%	12 11%	28 10%	49 11%	25 9%	26 11%	17 11%	18 10%	30 12%	35 11%	53 12%
Bachelor's degree	243 25%	123 29%	79 23%	69 26%	174 24%	43 28%	26 24%	65 23%	132 31%	46 17%	75 32%	34 22%	56 30%	55 22%	62 19%	150 35%
Graduate degree	139 14%	78 19%	32 9%	34 13%	105 15%	14 9%	21 19%	36 13%	80 19%	23 9%	41 17%	19 13%	43 24%	27 11%	47 14%	70 16%
Prefer not to say	1 *%	-	1 *%	-	1 *%	-	-	-	-	1 *%	-	1 1%	-	-	0 *%	-

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QAge] What is your age?

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	982 100	369 100	456 100	522 100	678 100	108 100	115 100	209 100	226 100	267 100	280 100	435 100	547 100
18-34	209 21%	86 23%	105 23%	102 19%	110 16%	49 45%	34 29%	209 100%	-	-	-	209 48%	-
35-49	226 23%	86 23%	97 21%	129 25%	144 21%	24 22%	35 31%	-	226 100%	-	-	226 52%	-
50-64	267 27%	95 26%	131 29%	134 26%	185 27%	25 23%	34 30%	-	-	267 100%	-	-	267 49%
65+	280 29%	101 27%	123 27%	157 30%	239 35%	11 10%	11 10%	-	-	-	280 100%	-	280 51%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QAge] What is your age?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982 100	296 100	303 100	243 100	139 100	599 100	382 100	391 100	286 100	224 100	192 100	187 100	145 100	228 100	486 100	80 100	291 100
18-34	209 21%	74 25%	65 21%	60 25%	9 6%	139 23%	68 18%	69 18%	40 14%	34 15%	44 23%	58 31%	40 28%	28 12%	160 33%	23 29%	-
35-49	226 23%	68 23%	58 19%	58 24%	42 31%	126 21%	100 26%	77 20%	67 24%	53 24%	42 22%	46 25%	32 22%	54 24%	159 33%	23 29%	3 1%
50-64	267 27%	86 29%	86 28%	65 27%	29 21%	173 29%	94 25%	109 28%	75 26%	91 41%	54 28%	33 17%	36 25%	50 22%	125 26%	33 41%	61 21%
65+	280 29%	67 23%	95 31%	60 25%	59 42%	161 27%	119 31%	136 35%	103 36%	46 20%	53 27%	50 27%	36 25%	96 42%	43 9%	1 2%	227 78%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QAge] What is your age?

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	982 100	374 100	222 100	386 100	456 100	70 100	456 100	357 100	337 100	274 100	442 100	483 100	478 100	466 100	461 100	474 100	47 100	246 100	168 100	430 100	678 100	831 100	621 100	699 100
18-34	209 21%	77 21%	46 21%	85 22%	89 20%	17 24%	103 23%	74 21%	67 20%	65 24%	91 21%	94 19%	105 22%	96 21%	98 21%	101 21%	10 21%	53 22%	34 20%	41 10%	86 13%	152 18%	130 21%	155 22%
35-49	226 23%	85 23%	49 22%	92 24%	107 24%	17 24%	102 22%	80 22%	83 25%	60 22%	93 21%	121 25%	116 24%	105 23%	112 24%	107 23%	7 15%	53 22%	39 23%	82 19%	144 21%	179 22%	141 23%	168 24%
50-64	267 27%	101 27%	59 27%	106 27%	125 28%	14 21%	127 28%	85 24%	99 29%	76 28%	120 27%	131 27%	129 27%	130 28%	117 25%	129 27%	20 43%	76 31%	41 24%	117 27%	191 28%	237 28%	164 26%	190 27%
65+	280 29%	110 30%	67 30%	102 27%	134 29%	22 31%	124 27%	118 33%	88 26%	73 27%	138 31%	138 28%	129 27%	135 29%	133 29%	137 29%	10 21%	64 26%	55 32%	189 44%	257 38%	263 32%	187 30%	185 27%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QAge] What is your age?

	Total		Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem	
Total	982	421	343	265	713	156	109	283	431	267	234	154	184	250	329	434	
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
18-34	209	46	154	90	119	53	37	71	81	56	43	25	37	60	39	68	
	21%	11%	45%	34%	17%	34%	34%	25%	19%	21%	18%	16%	20%	24%	12%	16%	
35-49	226	98	91	126	100	77	49	87	83	56	49	26	43	68	54	94	
	23%	23%	27%	48%	14%	49%	45%	31%	19%	21%	21%	17%	24%	27%	16%	22%	
50-64	267	120	78	37	227	20	17	71	119	77	56	50	38	71	96	120	
	27%	28%	23%	14%	32%	13%	16%	25%	28%	29%	24%	32%	21%	29%	29%	28%	
65+	280	158	19	12	267	6	6	54	148	78	86	53	65	52	140	151	
	29%	37%	5%	5%	37%	4%	5%	19%	34%	29%	37%	35%	36%	21%	43%	35%	

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QState] In what state do you live?

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	982	369	456	522	678	108	115	209	226	267	280	435	547
	100	100	100	100	100	100	100	100	100	100	100	100	100
States in the Northeast	170	48	88	82	128	15	17	21	59	51	40	80	90
	17%	13%	19%	16%	19%	14%	15%	10%	26%	19%	14%	18%	16%
States in the Midwest	209	72	87	121	161	21	11	54	46	57	52	100	109
	21%	20%	19%	23%	24%	20%	10%	26%	20%	22%	18%	23%	20%
States in the South	368	190	166	200	240	65	43	91	72	79	125	163	205
	37%	52%	36%	38%	35%	60%	37%	44%	32%	30%	45%	38%	37%
States in the West	234	58	115	118	150	6	44	42	49	80	64	91	143
	24%	16%	25%	23%	22%	6%	38%	20%	22%	30%	23%	21%	26%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QState] In what state do you live?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982 100	296 100	303 100	243 100	139 100	599 100	382 100	391 100	286 100	224 100	192 100	187 100	145 100	228 100	486 100	80 100	291 100
States in the Northeast	170 17%	52 18%	36 12%	44 18%	38 27%	88 15%	82 22%	65 17%	63 22%	39 17%	32 17%	23 12%	26 18%	50 22%	90 18%	15 18%	52 18%
States in the Midwest	209 21%	69 23%	64 21%	56 23%	21 15%	132 22%	77 20%	102 26%	59 20%	53 24%	41 21%	41 22%	36 25%	36 16%	108 22%	20 25%	56 19%
States in the South	368 37%	111 37%	119 39%	91 37%	46 33%	230 38%	137 36%	141 36%	98 34%	76 34%	75 39%	81 43%	44 30%	90 39%	176 36%	22 28%	114 39%
States in the West	234 24%	64 22%	84 28%	53 22%	33 24%	148 25%	86 22%	83 21%	67 23%	56 25%	44 23%	41 22%	38 26%	53 23%	113 23%	23 29%	69 24%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QState] In what state do you live?

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	982 100	374 100	222 100	386 100	456 100	70 100	456 100	357 100	337 100	274 100	442 100	483 100	478 100	466 100	461 100	474 100	47 100	246 100	168 100	430 100	678 100	831 100	621 100	699 100
States in the Northeast	170 17%	56 15%	32 15%	82 21%	71 16%	7 11%	92 20%	46 13%	62 19%	57 21%	76 17%	87 18%	82 17%	85 18%	77 17%	88 19%	5 11%	45 18%	16 10%	59 14%	120 18%	148 18%	62 10%	100 14%
States in the Midwest	209 21%	78 21%	49 22%	82 21%	97 21%	11 16%	101 22%	76 21%	74 22%	58 21%	102 23%	98 20%	97 20%	104 22%	91 20%	107 23%	11 24%	48 20%	42 25%	91 21%	151 22%	182 22%	197 32%	207 30%
States in the South	368 37%	154 41%	87 39%	127 33%	188 41%	28 39%	152 33%	157 44%	124 37%	81 30%	170 38%	173 36%	190 40%	163 35%	192 42%	160 34%	16 34%	100 41%	74 44%	141 33%	242 36%	294 35%	264 43%	259 37%
States in the West	234 24%	86 23%	54 24%	95 25%	100 22%	24 34%	111 24%	77 22%	76 23%	78 28%	94 21%	126 26%	108 23%	114 24%	101 22%	118 25%	15 32%	54 22%	36 22%	138 32%	164 24%	206 25%	97 16%	133 19%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QState] In what state do you live?

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	982	421	343	265	713	156	109	283	431	267	234	154	184	250	329	434
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
States in the Northeast	170	75	66	44	125	25	20	48	88	35	42	11	51	38	51	79
	17%	18%	19%	17%	18%	16%	18%	17%	20%	13%	18%	7%	28%	15%	15%	18%
States in the Midwest	209	74	79	57	153	36	21	66	75	69	56	35	37	68	66	81
	21%	17%	23%	21%	21%	23%	19%	23%	17%	26%	24%	22%	20%	27%	20%	19%
States in the South	368	182	115	115	253	76	39	80	171	117	89	86	53	69	127	158
	37%	43%	33%	43%	35%	49%	35%	28%	40%	44%	38%	56%	29%	27%	39%	37%
States in the West	234	90	83	49	183	19	30	90	98	46	47	22	42	76	85	116
	24%	21%	24%	18%	26%	12%	28%	32%	23%	17%	20%	15%	23%	30%	26%	27%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QIncome] Which range includes your total annual household income from all sources, before taxes?

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	982	369	456	522	678	108	115	209	226	267	280	435	547
	100	100	100	100	100	100	100	100	100	100	100	100	100
Less than \$30,000 per year	224	81	97	125	145	30	25	34	53	91	46	87	137
	23%	22%	21%	24%	21%	28%	22%	17%	23%	34%	16%	20%	25%
\$30,000 to \$49,999 per year	192	75	88	103	110	32	30	44	42	54	53	86	106
	20%	20%	19%	20%	16%	30%	26%	21%	18%	20%	19%	20%	19%
\$50,000 to \$74,999 per year	187	72	90	97	123	22	32	58	46	33	50	104	82
	19%	19%	20%	19%	18%	21%	28%	28%	20%	12%	18%	24%	15%
\$75,000 to \$99,999 per year	85	31	32	52	60	7	12	30	13	16	25	43	42
	9%	8%	7%	10%	9%	6%	10%	14%	6%	6%	9%	10%	8%
\$100,000 to \$124,999 per year	60	19	38	22	41	4	6	11	19	20	11	29	31
	6%	5%	8%	4%	6%	3%	5%	5%	8%	8%	4%	7%	6%
\$125,000 to \$149,999 per year	82	38	33	49	70	2	5	10	22	16	34	33	49
	8%	10%	7%	9%	10%	2%	4%	5%	10%	6%	12%	7%	9%
\$150,000 to \$199,999 per year	85	29	47	37	72	6	3	11	21	17	36	32	53
	9%	8%	10%	7%	11%	6%	3%	5%	9%	6%	13%	7%	10%
\$200,000 to \$249,999 per year	35	10	20	15	27	4	1	4	5	7	18	9	26
	4%	3%	4%	3%	4%	3%	1%	2%	2%	3%	7%	2%	5%
\$250,000 or more per year	27	15	9	18	23	1	1	3	5	10	8	9	19
	3%	4%	2%	3%	3%	1%	1%	2%	2%	4%	3%	2%	3%
Prefer not to say	6	-	2	3	6	-	-	3	-	3	-	3	3
	1%		1%	1%	1%			1%		1%		1%	*%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QIncome] Which range includes your total annual household income from all sources, before taxes?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982 100	296 100	303 100	243 100	139 100	599 100	382 100	391 100	286 100	224 100	192 100	187 100	145 100	228 100	486 100	80 100	291 100
Less than \$30,000 per year	224 23%	121 41%	66 22%	23 10%	14 10%	187 31%	38 10%	121 31%	24 8%	224 100%	-	-	-	-	53 11%	50 62%	64 22%
\$30,000 to \$49,999 per year	192 20%	59 20%	79 26%	41 17%	12 9%	139 23%	53 14%	82 21%	29 10%	-	192 100%	-	-	-	91 19%	15 19%	67 23%
\$50,000 to \$74,999 per year	187 19%	58 20%	65 21%	50 21%	13 10%	123 21%	64 17%	72 19%	51 18%	-	-	187 100%	-	-	118 24%	7 9%	43 15%
\$75,000 to \$99,999 per year	85 9%	15 5%	27 9%	29 12%	14 10%	41 7%	43 11%	31 8%	29 10%	-	-	-	85 58%	-	51 11%	3 4%	25 9%
\$100,000 to \$124,999 per year	60 6%	11 4%	15 5%	18 7%	17 12%	25 4%	35 9%	15 4%	26 9%	-	-	-	60 42%	-	44 9%	3 4%	10 4%
\$125,000 to \$149,999 per year	82 8%	8 3%	21 7%	32 13%	20 15%	29 5%	53 14%	28 7%	42 15%	-	-	-	-	82 36%	40 8%	1 1%	26 9%
\$150,000 to \$199,999 per year	85 9%	18 6%	18 6%	26 11%	23 17%	36 6%	49 13%	27 7%	45 16%	-	-	-	-	85 37%	52 11%	-	31 11%
\$200,000 to \$249,999 per year	35 4%	4 1%	8 3%	10 4%	13 9%	11 2%	23 6%	9 2%	18 6%	-	-	-	-	35 15%	18 4%	-	16 6%
\$250,000 or more per year	27 3%	3 1%	4 1%	11 5%	10 7%	6 1%	21 6%	4 1%	19 7%	-	-	-	-	27 12%	18 4%	-	6 2%
Prefer not to say	6 1%	-	1 *	2 1%	1 1%	1 *	3 1%	1 *	3 1%	-	-	-	-	-	2 *	1 1%	2 1%

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QIncome] Which range includes your total annual household income from all sources, before taxes?

	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	982 100	374 100	222 100	386 100	456 100	70 100	456 100	357 100	337 100	274 100	442 100	483 100	478 100	466 100	461 100	474 100	47 100	246 100	168 100	430 100	678 100	831 100	621 100	699 100
Less than \$30,000 per year	224 23%	80 21%	44 20%	101 26%	93 20%	15 22%	116 25%	75 21%	81 24%	61 22%	90 20%	119 25%	105 22%	108 23%	96 21%	113 24%	16 33%	59 24%	31 18%	87 20%	140 21%	179 21%	136 22%	175 25%
\$30,000 to \$49,999 per year	192 20%	66 18%	44 20%	83 21%	83 18%	13 19%	96 21%	71 20%	64 19%	56 20%	81 18%	98 20%	87 18%	101 22%	88 19%	98 21%	6 14%	46 19%	30 18%	76 18%	118 17%	161 19%	126 20%	143 20%
\$50,000 to \$74,999 per year	187 19%	68 18%	37 17%	81 21%	85 19%	9 12%	93 20%	69 19%	48 14%	66 24%	84 19%	94 19%	90 19%	89 19%	88 19%	93 20%	6 13%	44 18%	30 18%	79 18%	127 19%	156 19%	120 19%	122 17%
\$75,000 to \$99,999 per year	85 9%	45 12%	20 9%	19 5%	52 11%	5 7%	28 6%	33 9%	36 11%	14 5%	51 12%	30 6%	55 11%	28 6%	52 11%	29 6%	3 6%	29 12%	21 13%	41 10%	58 9%	69 8%	58 9%	59 8%
\$100,000 to \$124,999 per year	60 6%	30 8%	14 6%	16 4%	37 8%	5 7%	18 4%	24 7%	19 6%	16 6%	34 8%	25 5%	33 7%	27 6%	34 7%	23 5%	3 7%	21 9%	12 7%	27 6%	41 6%	53 6%	35 6%	38 5%
\$125,000 to \$149,999 per year	82 8%	32 9%	26 12%	24 6%	40 9%	8 11%	34 8%	30 8%	28 8%	24 9%	37 8%	40 8%	39 8%	40 9%	39 8%	40 9%	3 6%	18 7%	16 10%	38 9%	61 9%	73 9%	52 8%	53 8%
\$150,000 to \$199,999 per year	85 9%	28 8%	16 7%	40 10%	33 7%	5 8%	46 10%	28 8%	33 10%	24 9%	32 7%	47 10%	36 8%	43 9%	33 7%	49 10%	3 5%	17 7%	11 7%	46 11%	78 12%	81 10%	54 9%	65 9%
\$200,000 to \$249,999 per year	35 4%	11 3%	11 5%	12 3%	16 3%	4 6%	14 3%	14 4%	13 4%	8 3%	15 3%	19 4%	17 3%	17 4%	17 4%	16 3%	2 4%	8 3%	7 4%	15 4%	30 4%	32 4%	20 3%	22 3%
\$250,000 or more per year	27 3%	8 2%	10 4%	9 2%	12 3%	5 7%	11 2%	7 2%	13 4%	6 2%	14 3%	11 2%	12 2%	14 3%	10 2%	12 3%	5 10%	3 1%	6 4%	17 4%	23 3%	24 3%	12 2%	18 3%
Prefer not to say	6 1%	5 1%	1 *	-	5 1%	1 1%	-	4 1%	1 *	1 *	5 1%	1 *	5 1%	-	5 1%	-	1 2%	1 *	3 2%	3 1%	2 *	4 *	6 1%	3 *

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

[QIncome] Which range includes your total annual household income from all sources, before taxes?

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	982 100	421 100	343 100	265 100	713 100	156 100	109 100	283 100	431 100	267 100	234 100	154 100	184 100	250 100	329 100	434 100
Less than \$30,000 per year	224 23%	44 10%	102 30%	52 19%	171 24%	36 23%	16 14%	75 26%	69 16%	80 30%	35 15%	36 23%	32 18%	62 25%	53 16%	102 23%
\$30,000 to \$49,999 per year	192 20%	60 14%	82 24%	45 17%	147 21%	33 21%	12 11%	62 22%	78 18%	52 19%	46 20%	38 25%	33 18%	52 21%	61 18%	95 22%
\$50,000 to \$74,999 per year	187 19%	77 18%	76 22%	59 22%	128 18%	34 22%	25 22%	67 24%	67 16%	52 20%	40 17%	25 17%	41 22%	51 20%	69 21%	72 16%
\$75,000 to \$99,999 per year	85 9%	53 13%	21 6%	34 13%	50 7%	18 11%	16 15%	20 7%	40 9%	24 9%	29 12%	13 9%	16 9%	24 9%	44 13%	34 8%
\$100,000 to \$124,999 per year	60 6%	35 8%	13 4%	24 9%	35 5%	5 3%	19 17%	8 3%	40 9%	12 5%	16 7%	10 7%	14 8%	12 5%	18 5%	21 5%
\$125,000 to \$149,999 per year	82 8%	58 14%	12 3%	28 10%	54 8%	15 10%	12 11%	17 6%	50 12%	14 5%	32 14%	12 8%	18 10%	18 7%	34 10%	37 9%
\$150,000 to \$199,999 per year	85 9%	50 12%	19 5%	14 5%	71 10%	10 6%	4 4%	20 7%	49 11%	15 6%	21 9%	8 5%	16 8%	18 7%	21 6%	50 11%
\$200,000 to \$249,999 per year	35 4%	25 6%	5 2%	6 2%	29 4%	2 1%	4 3%	7 3%	18 4%	10 4%	5 2%	4 3%	9 5%	6 2%	16 5%	13 3%
\$250,000 or more per year	27 3%	16 4%	9 3%	4 2%	23 3%	3 2%	2 2%	7 2%	17 4%	3 1%	9 4%	5 3%	5 3%	6 3%	11 3%	11 3%
Prefer not to say	6 1%	2 *	3 1%	-	6 1%	-	-	-	2 *	4 1%	1 *	3 2%	-	2 1%	3 1%	-

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

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

	Total		Gender		Race			Age				Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-34	35-49	50-64	65+	Under 50	50+
Total	982	369	456	522	678	108	115	209	226	267	280	435	547
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	265	96	109	156	156	40	46	90	126	37	12	216	50
	27%	26%	24%	30%	23%	37%	40%	43%	56%	14%	4%	50%	9%
No	713	273	343	366	521	68	68	119	100	227	267	219	494
	73%	74%	75%	70%	77%	63%	60%	57%	44%	85%	95%	50%	90%
Prefer not to say	3	-	3	-	1	-	-	-	-	2	1	-	3
	*%		1%		*%					1%	*%		1%

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

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non- college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$124k	\$125k+	Employed	Not employed	Retired
Total	982 100	296 100	303 100	243 100	139 100	599 100	382 100	391 100	286 100	224 100	192 100	187 100	145 100	228 100	486 100	80 100	291 100
Yes	265 27%	89 30%	72 24%	69 29%	34 25%	162 27%	104 27%	85 22%	71 25%	52 23%	45 24%	59 31%	58 40%	52 23%	197 41%	12 15%	13 5%
No	713 73%	206 70%	228 75%	174 71%	105 75%	434 72%	278 73%	305 78%	215 75%	171 76%	147 76%	128 69%	86 59%	176 77%	289 59%	68 85%	277 95%
Prefer not to say	3 *%	-	3 1%	-	-	3 1%	-	1 *%	-	2 1%	-	-	1 1%	-	-	-	1 *%

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	Total	Party			Party+Lean			Ideology			2020 Ballot		2024 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	Trump	Harris	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2022	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	982 100	374 100	222 100	386 100	456 100	70 100	456 100	357 100	337 100	274 100	442 100	483 100	478 100	466 100	461 100	474 100	47 100	246 100	168 100	430 100	678 100	831 100	621 100	699 100
Yes	265 27%	111 30%	52 24%	102 27%	131 29%	19 27%	116 25%	94 26%	108 32%	61 22%	119 27%	127 26%	142 30%	117 25%	142 31%	115 24%	8 17%	71 29%	50 29%	86 20%	153 22%	202 24%	173 28%	191 27%
No	713 73%	263 70%	169 76%	281 73%	325 71%	50 71%	338 74%	263 74%	228 68%	211 77%	322 73%	353 73%	336 70%	346 74%	319 69%	355 75%	39 83%	175 71%	119 71%	341 79%	522 77%	625 75%	446 72%	507 73%
Prefer not to say	3 *	-	1 *	2 1%	-	1 2%	2 1%	-	1 *	2 1%	-	3 1%	-	3 1%	-	3 1%	-	-	-	2 1%	3 *	3 *	1 *	-

Echelon Insights  
 July Omnibus 2024  
 N=982 Registered Voters in the Likely Electorate, Nationally, July 19-21, 2024, Margin of Error=+/-3.8 Percentage Points

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

	Total	Marital		Kids				Community				Religion			Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	GOP	Dem
Total	982 100	421 100	343 100	265 100	713 100	156 100	109 100	283 100	431 100	267 100	234 100	154 100	184 100	250 100	329 100	434 100
Yes	265 27%	132 31%	92 27%	265 100%	-	156 100%	109 100%	92 32%	105 24%	68 26%	63 27%	31 20%	55 30%	51 20%	66 20%	109 25%
No	713 73%	289 69%	248 72%	-	713 100%	-	-	192 68%	325 75%	197 74%	171 73%	123 80%	127 69%	198 79%	263 80%	325 75%
Prefer not to say	3 *%	-	2 1%	-	-	-	-	-	1 *%	2 1%	-	-	1 1%	2 1%	-	-