# Methodology

This national survey was conducted among 2,000 likely general election voters. All interviews were conducted online between May 9-14, 2022.

Online survey invitations were distributed randomly within predetermined geographic units. These units were structured to correlate with actual voter turnout nationwide among swing voters.

The sample of 2,000 likely general election swing voters has an accuracy of +/- 2.2% at a 95% confidence interval. The numbers in this presentation have been rounded and may not equal 100%.
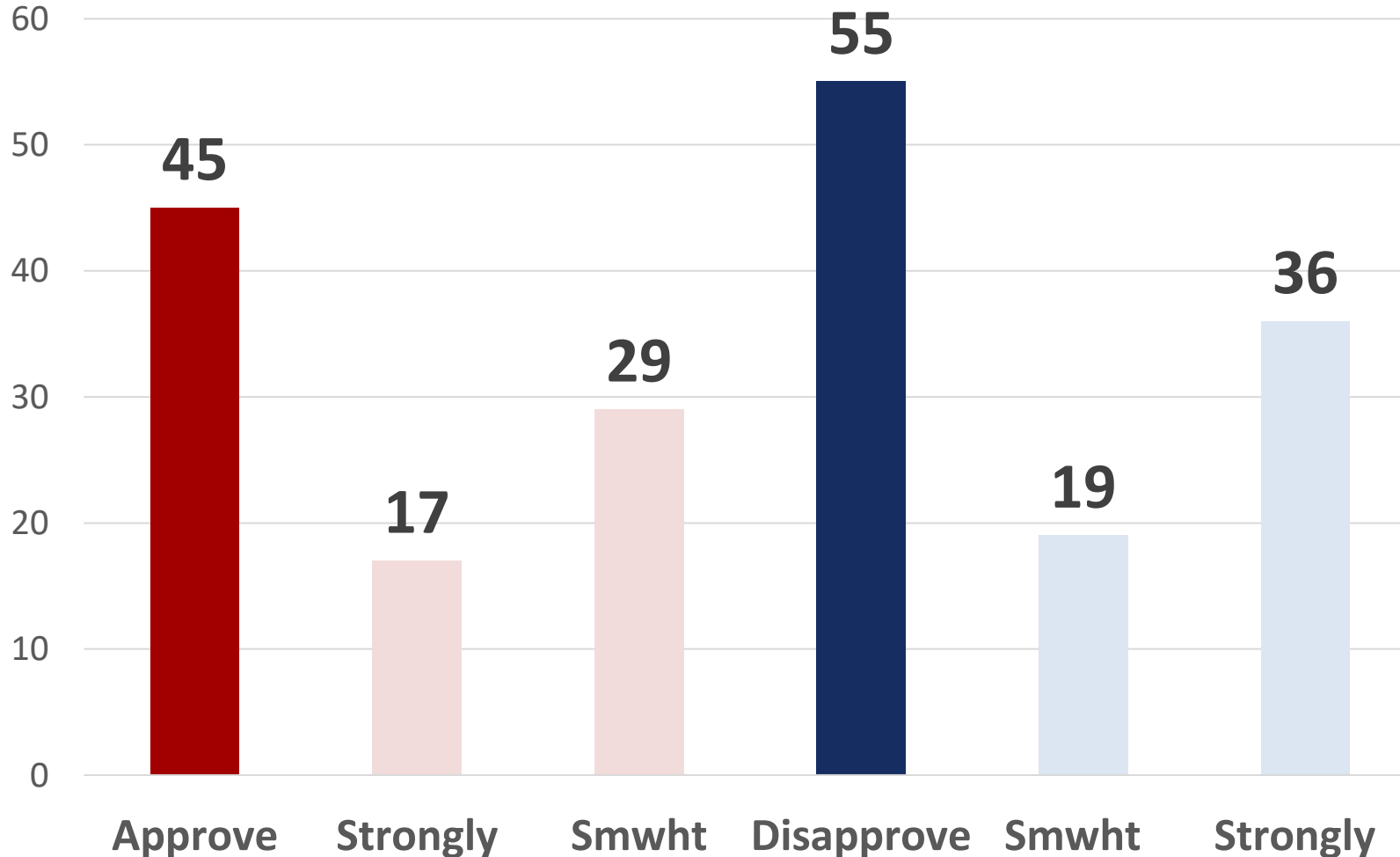
American Majority Project

Direction of the United States
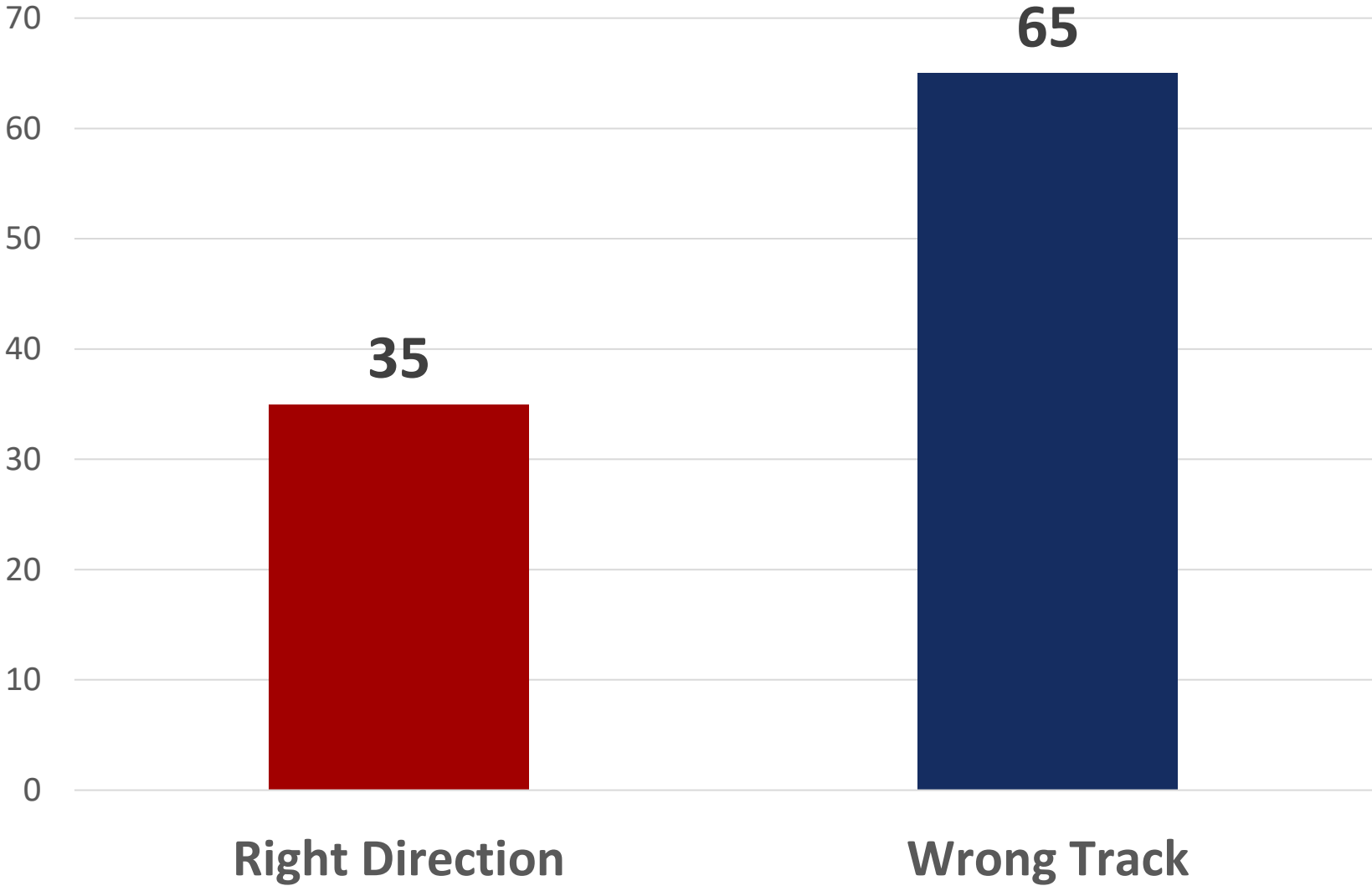
	Right	Wrong	Net
TOTAL	35	65	-30
Voted Trump	11	89	-78
Voted Biden	58	42	15
Vote Republican	15	85	-70
Vote Democrat	61	39	22
Undecided	23	76	-54
Swing Voter	31	69	-37
Ticket Splitter	30	69	-39
Right Direction	100	0	100
Wrong Track	0	100	-100
Approve Biden	70	30	40
Disapprove Biden	6	94	-87
Republican	15	85	-71
Democrat	62	38	24
Independent	25	75	-50
Independent Men	29	70	-41
Independent Women	20	79	-59
Liberal	57	43	13
Moderate	38	62	-25
Conservative	18	82	-64
Single	36	63	-27
Married	37	63	-26
Non-College	27	73	-46
College Grad/PG	48	53	-5
White	30	70	-40
Hispanic	43	57	-13
Black	53	45	8
Asian	42	59	-17
Generation Z	43	56	-13
Millennial	46	53	-7
Generation X	32	68	-35
Baby Boomers	27	73	-47
Silent Generation	33	68	-35
Men	42	57	-15
Women	28	72	-43
Rural	20	80	-60
Urban	53	46	7
Suburban	31	69	-37
Suburban Women	28	72	-45

Right Direction — 35

Wrong Track — 65

3

Joe Biden Job Approval
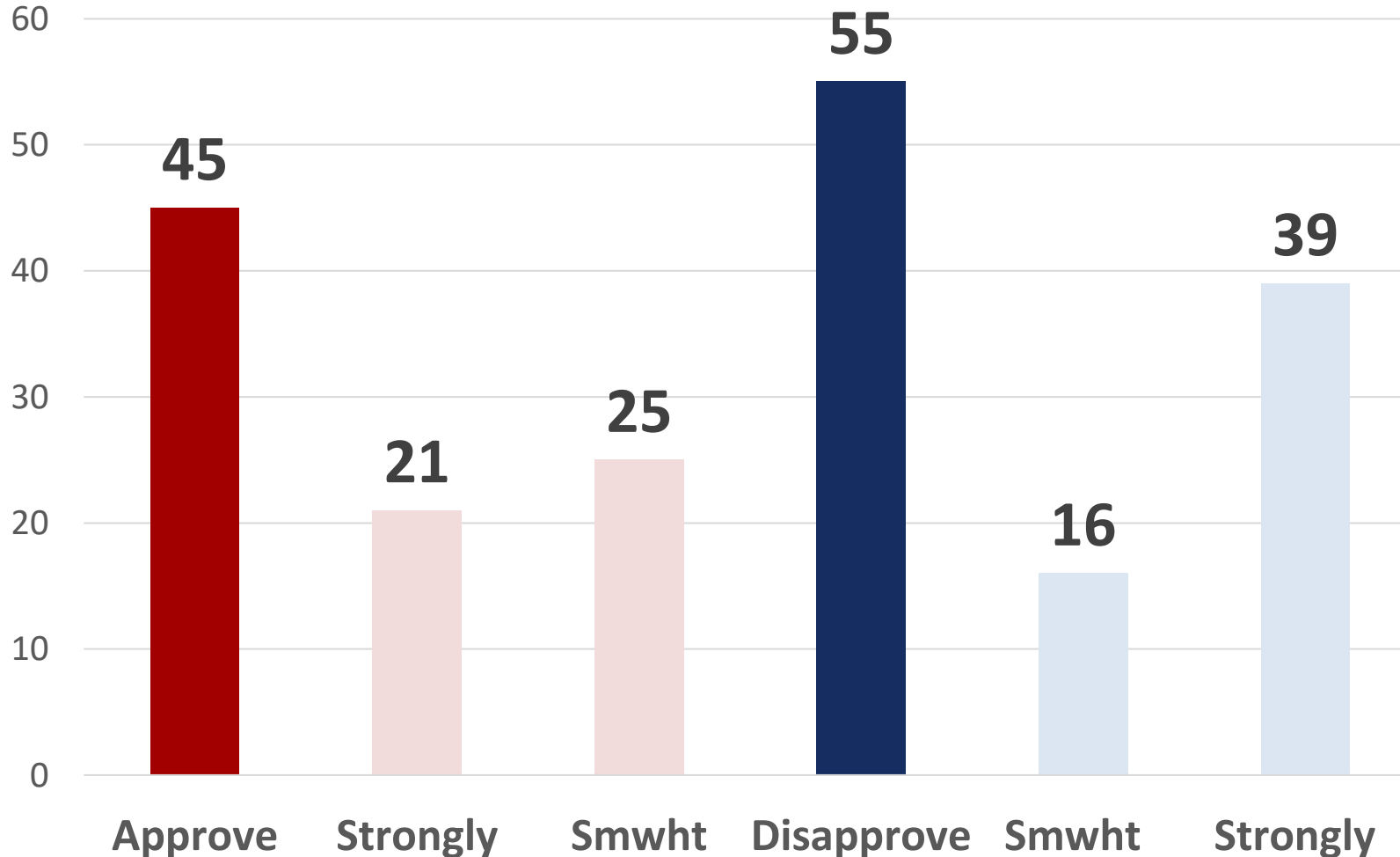
	Approve	Disapprove	Net
TOTAL	45	55	**-10**
Voted Trump	10	90	**-81**
Voted Biden	79	21	**59**
Vote Republican	14	86	**-72**
Vote Democrat	82	18	**64**
Undecided	39	61	**-22**
Swing Voter	42	58	**-16**
Ticket Splitter	42	58	**-16**
Right Direction	90	10	**81**
Wrong Track	21	79	**-58**
Approve Biden	100	0	**100**
Disapprove Biden	0	100	**-100**
Republican	12	88	**-76**
Democrat	82	19	**63**
Independent	40	60	**-21**
Independent Men	39	60	**-21**
Independent Women	40	60	**-21**
Liberal	76	24	**51**
Moderate	50	50	**0**
Conservative	20	80	**-61**
Single	49	51	**-2**
Married	44	56	**-13**
Non-College	37	63	**-27**
College Grad/PG	59	42	**17**
White	38	62	**-24**
Hispanic	55	45	**11**
Black	73	27	**45**
Asian	51	49	**3**
Generation Z	55	45	**10**
Millennial	56	45	**11**
Generation X	42	58	**-16**
Baby Boomers	38	62	**-23**
Silent Generation	36	64	**-28**
Men	47	53	**-6**
Women	44	56	**-13**
Rural	27	73	**-47**
Urban	63	37	**27**
Suburban	43	57	**-14**
Suburban Women	46	54	**-9**

Chart values:
- Approve: 45
- Strongly: 21
- Smwht: 25
- Disapprove: 55
- Smwht: 16
- Strongly: 39

AMP | M&A: National Likely Voters - May 2022

Democratic Majority Job Approval

	Approve	Disapprove	Net
TOTAL	45	55	-10
Voted Trump	12	88	-77
Voted Biden	77	23	55
Vote Republican	15	85	-69
Vote Democrat	82	18	64
Undecided	33	66	-32
Swing Voter	42	58	-15
Ticket Splitter	40	59	-19
Right Direction	88	12	76
Wrong Track	22	78	-56
Approve Biden	90	11	79
Disapprove Biden	9	91	-83
Republican	12	88	-75
Democrat	82	18	65
Independent	37	62	-25
Independent Men	36	64	-29
Independent Women	39	60	-21
Liberal	75	25	50
Moderate	51	49	2
Conservative	20	80	-61
Single	50	49	1
Married	43	57	-15
Non-College	37	62	-25
College Grad/PG	57	43	14
White	38	62	-24
Hispanic	54	46	9
Black	72	28	45
Asian	53	47	6
Generation Z	54	45	9
Millennial	58	43	15
Generation X	43	57	-14
Baby Boomers	37	63	-27
Silent Generation	33	67	-35
Men	46	54	-7
Women	44	56	-12
Rural	28	72	-45
Urban	63	37	26
Suburban	43	57	-15
Suburban Women	45	55	-10

Bar chart values:
- Approve: 45
- Strongly: 17
- Smwht: 29
- Disapprove: 55
- Smwht: 19
- Strongly: 36

AMP | M&A: National Likely Voters - May 2022

Generic Ballot for Congress
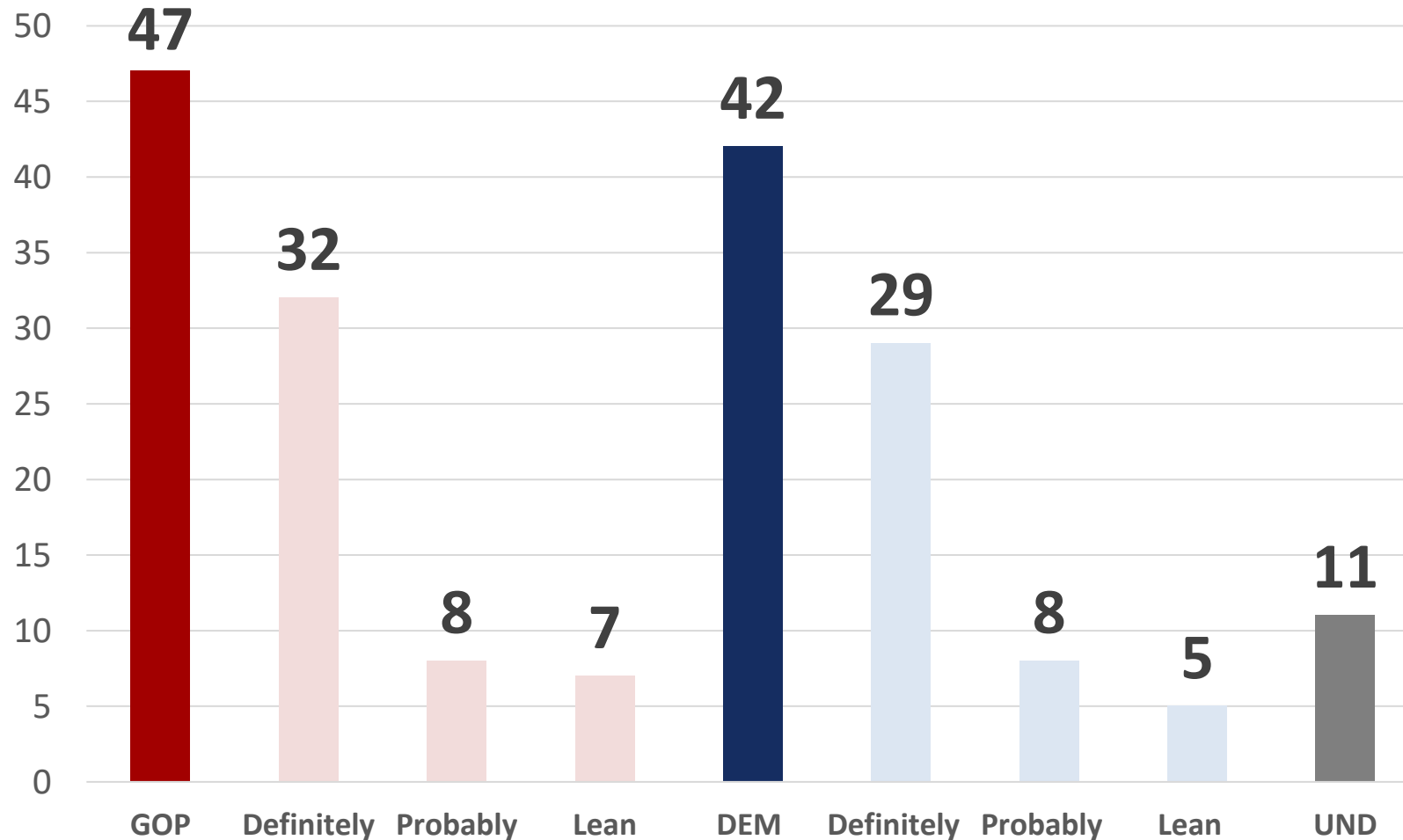
	GOP	DEM	UND	Net
TOTAL	47	42	11	5
Voted Trump	88	4	8	84
Voted Biden	11	77	12	-67
Vote Republican	100	0	0	100
Vote Democrat	0	100	0	-100
Undecided	0	0	100	0
Swing Voter	45	36	19	9
Ticket Splitter	35	29	35	6
Right Direction	20	73	7	-52
Wrong Track	62	25	13	37
Approve Biden	15	76	10	-61
Disapprove Biden	74	14	12	61
Republican	95	3	3	92
Democrat	10	88	3	-78
Independent	35	30	34	5
Independent Men	43	31	26	11
Independent Women	28	30	43	-2
Liberal	21	75	4	-54
Moderate	36	45	20	-9
Conservative	76	16	8	59
Single	39	49	13	-10
Married	54	37	10	17
Non-College	54	33	13	21
College Grad/PG	37	55	8	-18
White	56	35	10	21
Hispanic	42	44	14	-2
Black	15	73	12	-58
Asian	39	47	14	-8
Generation Z	37	49	14	-13
Millennial	42	49	10	-7
Generation X	49	40	12	9
Baby Boomers	53	37	10	17
Silent Generation	54	34	13	20
Men	50	41	9	9
Women	45	42	13	3
Rural	64	26	10	38
Urban	34	56	10	-23
Suburban	48	40	12	8
Suburban Women	43	42	15	0

AMP | M&A: National Likely Voters - May 2022

What is the most important issue facing you and your family?

Top Verbatim Responses:	Total	Vote Republican	Vote Democrat	Undecided	Ticket Splitter
Inflation	25	33	17	20	24
Finances/Pay Bills	12	10	12	20	15
The Economy	6	7	5	3	5
Cost of Living	5	5	5	4	7
COVID	4	2	7	4	4
Healthcare/Insurance	4	2	5	4	2
Energy/Gas Prices	3	4	2	1	2
Health/Disease	3	1	4	2	2
Discrimination/Race/Sex	3	1	4	3	2
Miscellaneous	2	2	2	4	4
Immigration	2	3	1	1	1
Environment/Global Warming	2	1	3	2	2
Unemployment/Jobs	2	2	2	1	1
Social Security/Medicare	2	1	2	2	2

America is currently NOT working.
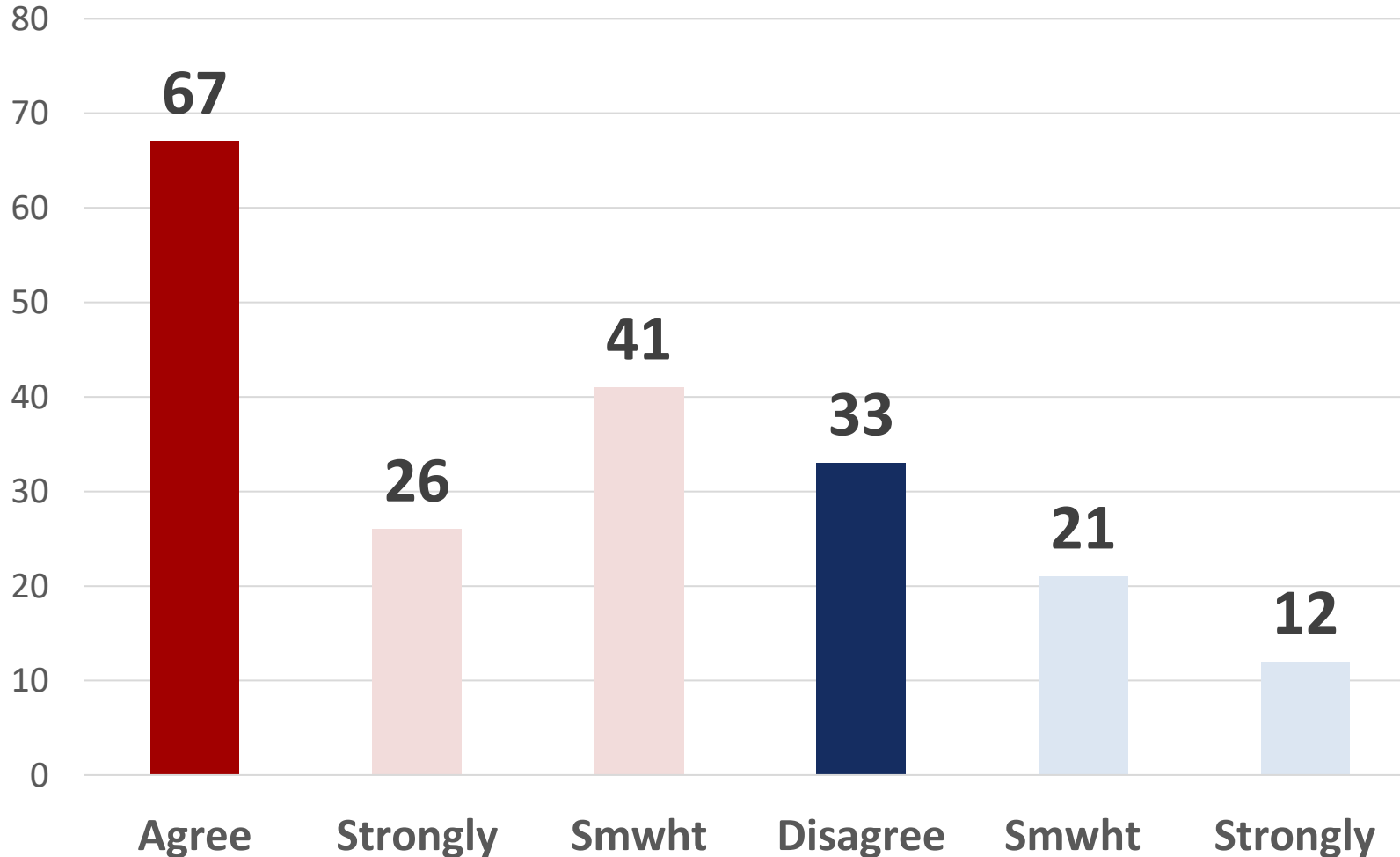
	Agree	Strongly	Disagree	Net
TOTAL	67	26	33	34
Voted Trump	78	37	22	55
Voted Biden	56	16	44	13
Vote Republican	79	37	21	58
Vote Democrat	53	15	47	6
Undecided	66	24	33	33
Swing Voter	65	21	35	31
Ticket Splitter	69	24	30	39
Right Direction	43	15	57	-13
Wrong Track	80	33	20	59
Approve Biden	51	17	49	3
Disapprove Biden	80	34	20	59
Republican	78	38	22	56
Democrat	57	18	43	14
Independent	66	22	34	32
Independent Men	64	21	36	28
Independent Women	68	23	32	35
Liberal	62	23	38	25
Moderate	62	18	38	24
Conservative	74	36	26	49
Single	69	26	31	38
Married	65	29	35	29
Non-College	70	29	30	40
College Grad/PG	62	23	38	24
White	67	28	33	35
Hispanic	64	24	36	28
Black	67	24	33	34
Asian	60	18	40	20
Generation Z	71	22	29	42
Millennial	62	26	38	24
Generation X	67	28	33	35
Baby Boomers	69	27	31	39
Silent Generation	61	23	39	22
Men	62	25	38	24
Women	71	27	29	43
Rural	73	29	27	46
Urban	60	27	40	20
Suburban	68	25	32	36
Suburban Women	71	24	29	43

Bar chart values: Agree 67, Strongly 26, Smwht 41, Disagree 33, Smwht 21, Strongly 12

We need to restore the America that works.
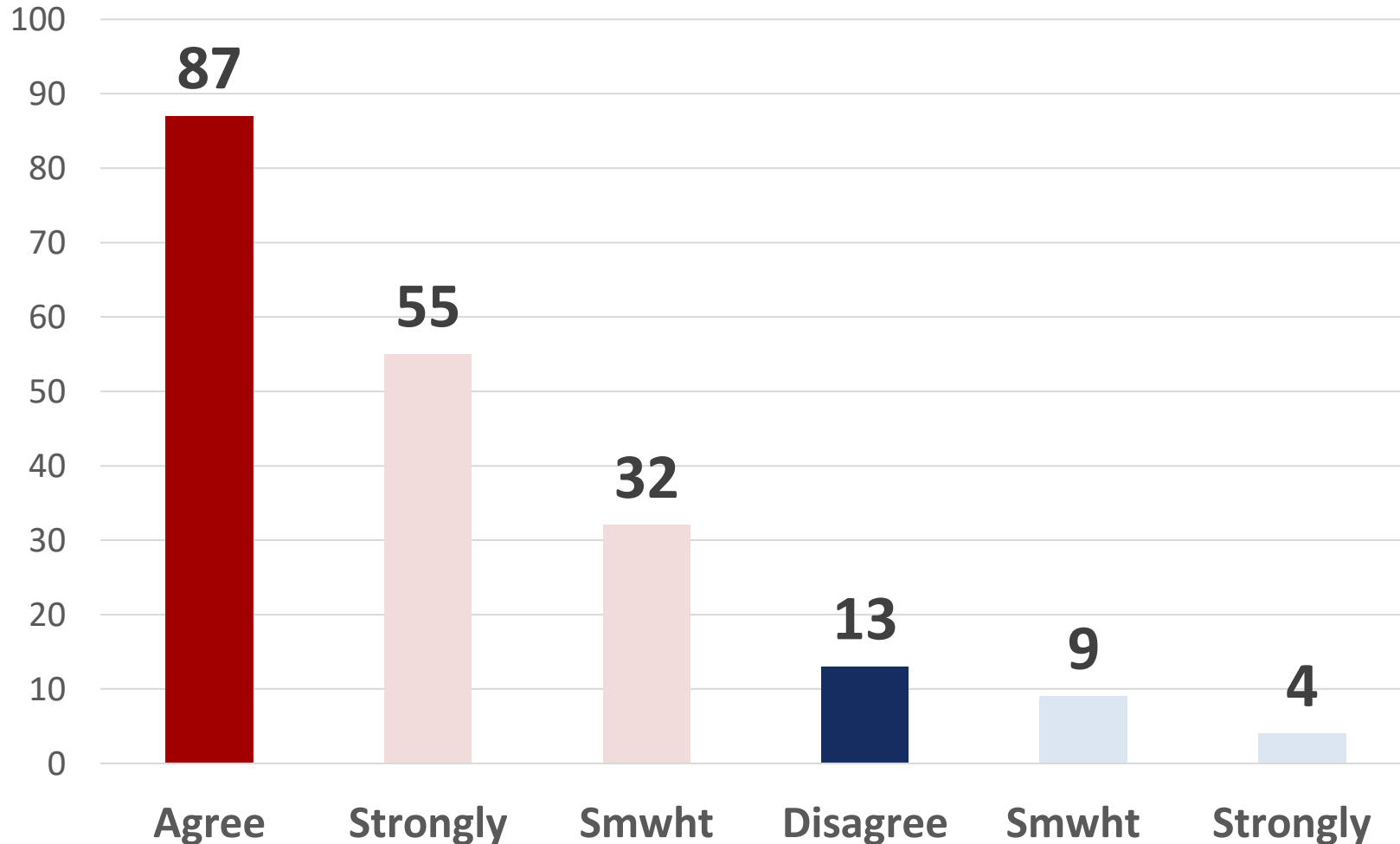
	Agree	Strongly	Disagree	Net
TOTAL	87	55	13	74
Voted Trump	97	73	3	94
Voted Biden	78	40	22	56
Vote Republican	96	73	4	92
Vote Democrat	78	38	22	56
Undecided	83	41	17	67
Swing Voter	86	47	14	71
Ticket Splitter	89	43	11	78
Right Direction	78	36	22	56
Wrong Track	92	65	8	84
Approve Biden	78	39	22	56
Disapprove Biden	94	69	6	89
Republican	96	73	5	91
Democrat	81	44	19	61
Independent	84	46	16	68
Independent Men	83	48	16	67
Independent Women	85	44	15	69
Liberal	79	45	21	58
Moderate	86	45	14	72
Conservative	94	71	6	87
Single	84	49	16	68
Married	88	58	12	77
Non-College	90	60	10	80
College Grad/PG	82	48	18	64
White	88	58	12	76
Hispanic	86	47	14	72
Black	82	51	18	64
Asian	88	45	12	76
Generation Z	77	37	23	53
Millennial	86	49	14	72
Generation X	89	60	11	78
Baby Boomers	89	61	11	77
Silent Generation	91	60	9	82
Men	86	55	14	72
Women	88	56	12	76
Rural	91	67	9	83
Urban	86	51	14	72
Suburban	85	52	15	71
Suburban Women	87	51	13	73

**AMP | M&A:** National Likely Voters - May 2022

What do you consider to be the most important thing missing from America today that you would like to restore?

Top Verbatim Responses:	Total	Vote Republican	Vote Democrat	Undecided	Ticket Splitter
Civility/Compassion	7	4	10	11	12
Religion/Moral	5	8	2	6	5
Tolerance/Equal	5	2	8	6	5
Harmony/Unity	4	3	6	3	4
Strong Leader/POTUS	4	7	0	1	2
Bipartisan/VS Gridlock	4	2	6	3	4
Work Ethics/Back to Work	4	6	2	2	4
Be for Folds/Each Other	3	3	3	3	2
Economy/Strong	3	3	3	2	3
Honest/Trust/Integrity	3	3	2	5	3
Miscellaneous	3	2	3	3	3
Jobs	2	2	3	1	1
Freedom/Free Speech	2	2	2	7	1
Patriot/Pride in USA	2	3	1	2	3

AMP | M&A: National Likely Voters - May 2022

What do you consider to be core American Values?

Top Verbatim Responses:	Total	Vote Republican	Vote Democrat	Undecided	Ticket Splitter
Freedom/For All	12	14	10	9	11
Honest/Integrity/Truth	7	7	7	9	8
Hard Work/Get Ahead	6	8	4	8	10
Religious/Faith	5	9	2	3	2
Family	5	7	4	4	4
Free Speech	4	4	4	6	5
Respect	3	3	3	6	6
Miscellaneous	3	3	3	2	3
Equality/Fairness	3	1	4	1	1
Good/Like	2	2	3	0	2
Money/Materialism	2	1	3	4	4
Life/Liberty/Pursuit	2	2	2	2	3
Unity/Work Together	2	1	3	2	1
Patriotism	2	2	1	2	1

The United States is a good country.
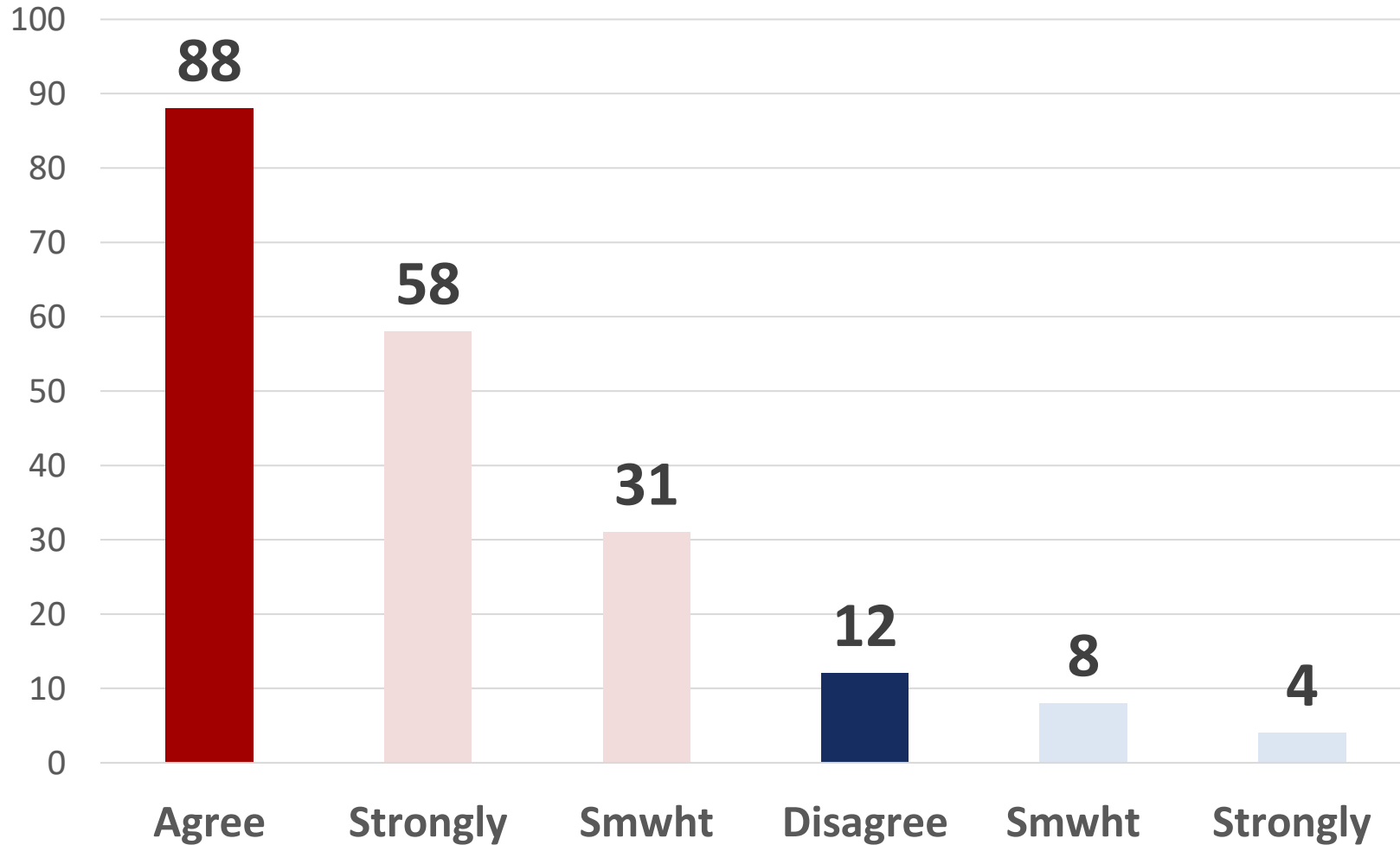
	Agree	Strongly	Disagree	Net
TOTAL	88	58	12	76
Voted Trump	93	64	7	85
Voted Biden	85	52	15	71
Vote Republican	93	66	8	85
Vote Democrat	85	52	15	71
Undecided	81	44	18	63
Swing Voter	88	52	12	75
Ticket Splitter	86	46	14	72
Right Direction	93	63	7	86
Wrong Track	86	55	14	72
Approve Biden	89	56	11	79
Disapprove Biden	88	59	13	75
Republican	93	66	7	86
Democrat	86	55	14	72
Independent	85	49	15	71
Independent Men	92	55	8	85
Independent Women	78	43	22	57
Liberal	85	53	15	71
Moderate	89	52	11	78
Conservative	90	66	10	80
Single	80	45	20	60
Married	93	65	7	86
Non-College	88	56	12	76
College Grad/PG	89	59	11	78
White	92	64	8	84
Hispanic	82	47	18	63
Black	77	42	23	55
Asian	87	48	13	74
Generation Z	70	32	30	40
Millennial	83	54	17	66
Generation X	92	57	8	83
Baby Boomers	94	66	6	88
Silent Generation	99	80	1	98
Men	93	65	7	86
Women	84	51	16	68
Rural	92	63	8	83
Urban	87	58	13	74
Suburban	88	55	12	76
Suburban Women	84	48	16	67

88 Agree

58 Strongly

31 Smwht

12 Disagree

8 Smwht

4 Strongly

AMP | M&A: National Likely Voters - May 2022

Which is more important?
1. Ensuring equality, or equal treatment and opportunities for all races and genders.
2. Ensuring equity, or equal results and outcomes for all races and genders.
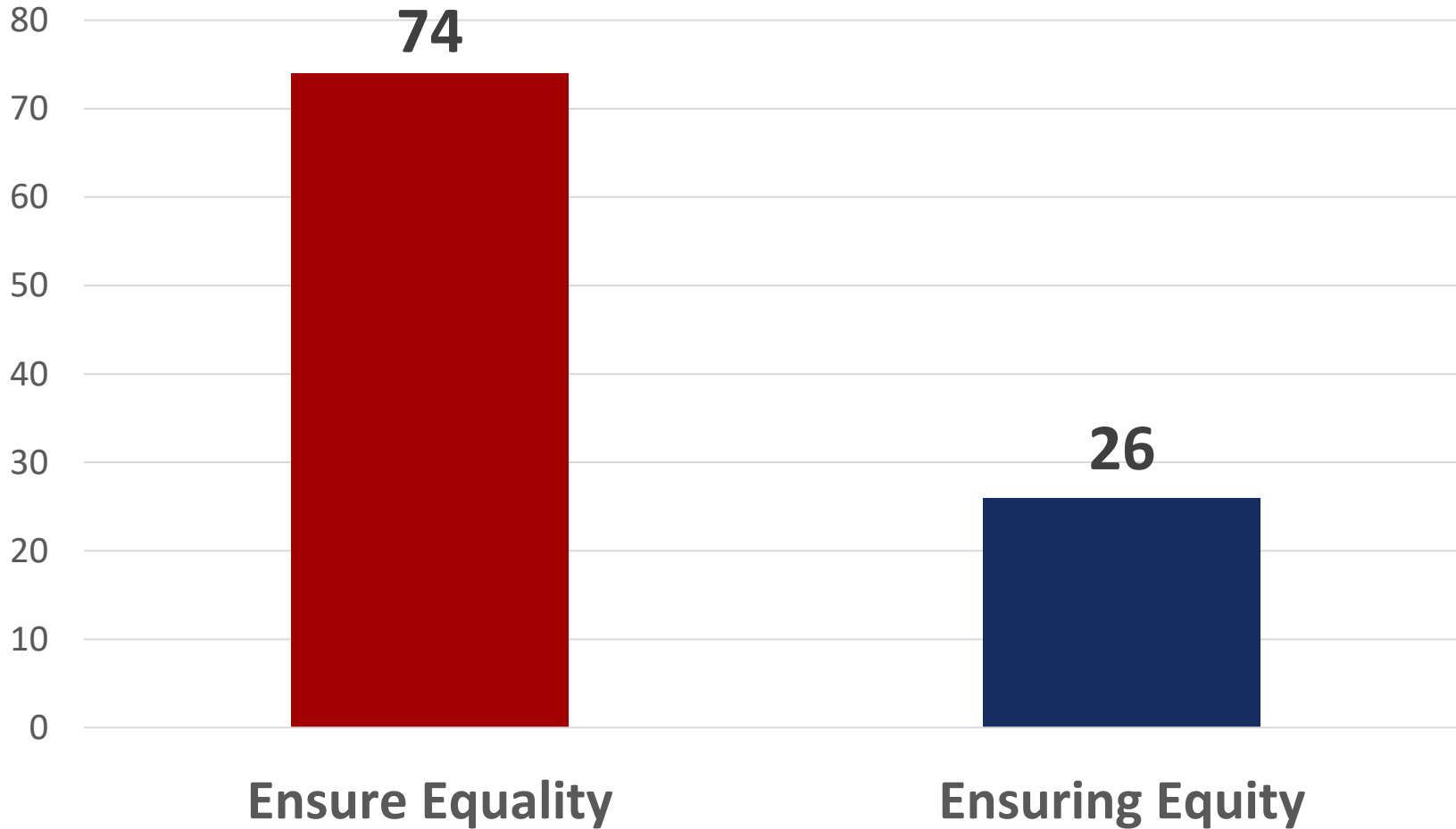
	Equality	Equity	Net
TOTAL	74	26	47
Voted Trump	74	25	49
Voted Biden	74	26	47
Vote Republican	74	26	47
Vote Democrat	74	26	48
Undecided	72	27	45
Swing Voter	74	25	49
Ticket Splitter	72	28	44
Right Direction	68	32	36
Wrong Track	76	23	53
Approve Biden	71	29	42
Disapprove Biden	76	24	52
Republican	74	26	48
Democrat	73	27	45
Independent	74	25	49
Independent Men	76	24	52
Independent Women	73	26	47
Liberal	71	29	43
Moderate	73	27	46
Conservative	76	24	52
Single	74	26	48
Married	72	28	43
Non-College	75	25	49
College Grad/PG	72	28	44
White	76	24	52
Hispanic	64	36	28
Black	67	34	33
Asian	80	20	60
Generation Z	65	35	30
Millennial	68	31	37
Generation X	71	29	41
Baby Boomers	80	19	61
Silent Generation	89	10	79
Men	73	27	46
Women	74	26	48
Rural	74	26	49
Urban	70	30	40
Suburban	75	25	51
Suburban Women	75	25	50

74 Ensure Equality

26 Ensuring Equity

AMP | M&A: National Likely Voters - May 2022

For whom are you more likely to vote?
1. A Republican candidate who believes we need to unite behind learning and teaching basic values of equality, treating all people with dignity and respect regardless of skin color, and creating a level playing field with equal opportunity for everyone.
2. A Democrat candidate who believes in ensuring racial equity, equal outcomes between races.
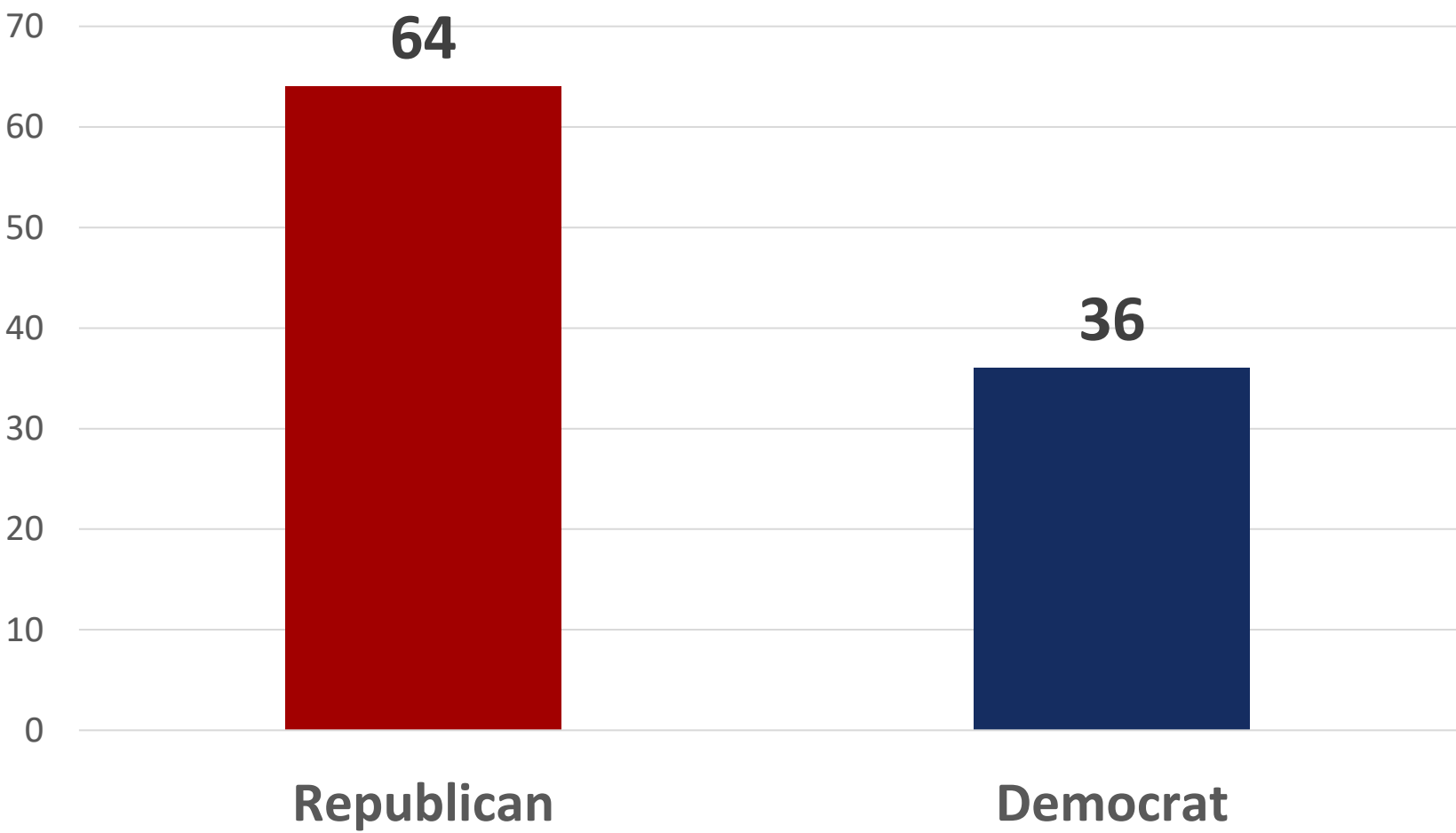
	Republican	Democrat	Net
TOTAL	64	36	28
Voted Trump	94	6	88
Voted Biden	34	65	-31
Vote Republican	93	7	85
Vote Democrat	28	72	-44
Undecided	74	25	48
Swing Voter	72	28	45
Ticket Splitter	74	26	47
Right Direction	35	65	-31
Wrong Track	79	21	59
Approve Biden	32	68	-36
Disapprove Biden	89	10	79
Republican	95	5	91
Democrat	28	72	-44
Independent	70	30	40
Independent Men	68	32	37
Independent Women	72	28	44
Liberal	34	66	-32
Moderate	63	36	27
Conservative	84	16	68
Single	59	41	18
Married	67	33	33
Non-College	70	30	39
College Grad/PG	54	46	8
White	70	30	41
Hispanic	59	41	18
Black	32	68	-35
Asian	62	38	25
Generation Z	58	42	16
Millennial	56	43	13
Generation X	65	35	30
Baby Boomers	69	31	37
Silent Generation	69	31	38
Men	63	37	26
Women	64	36	29
Rural	80	20	60
Urban	49	51	-2
Suburban	65	35	30
Suburban Women	63	37	26

64 Republican

36 Democrat

AMP | M&A: National Likely Voters - May 2022