



MEMORIAL DAY REPORT – IS AMERICA STILL WORTHY OF THE ULTIMATE SACRIFICE?

 McLaughlin & Associates



Key Takeaways

- More than 6 in 10 Americans agree that the U.S. today is worthy of the sacrifice made by members of the Armed Forces who lost their lives defending America.
 - Majority agreement among all groups, with older and white Americans most likely to agree.
- However, a plurality agree the United States is less worthy of that sacrifice than in the past.
 - Black and Gen Z voters see things differently, with a plurality of each saying the U.S. is today more worthy of that sacrifice.

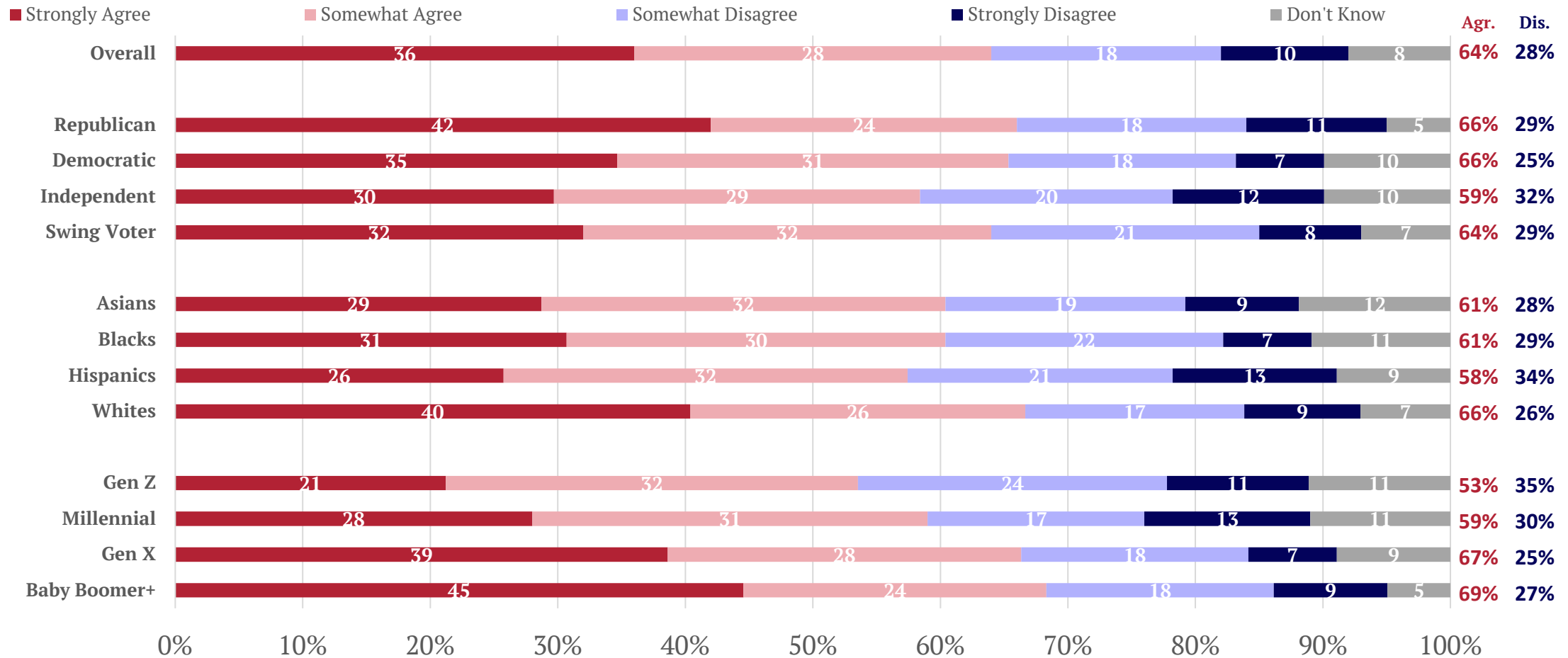
BOTTOM LINE – American patriotism is still strong, but our sense of history and progress are interpreted differently by different groups of people.



Americans Agree: This Memorial Day, United States Today Still Worthy of the Ultimate Sacrifice

Majority agreement among all groups, with older and white Americans most likely to agree.

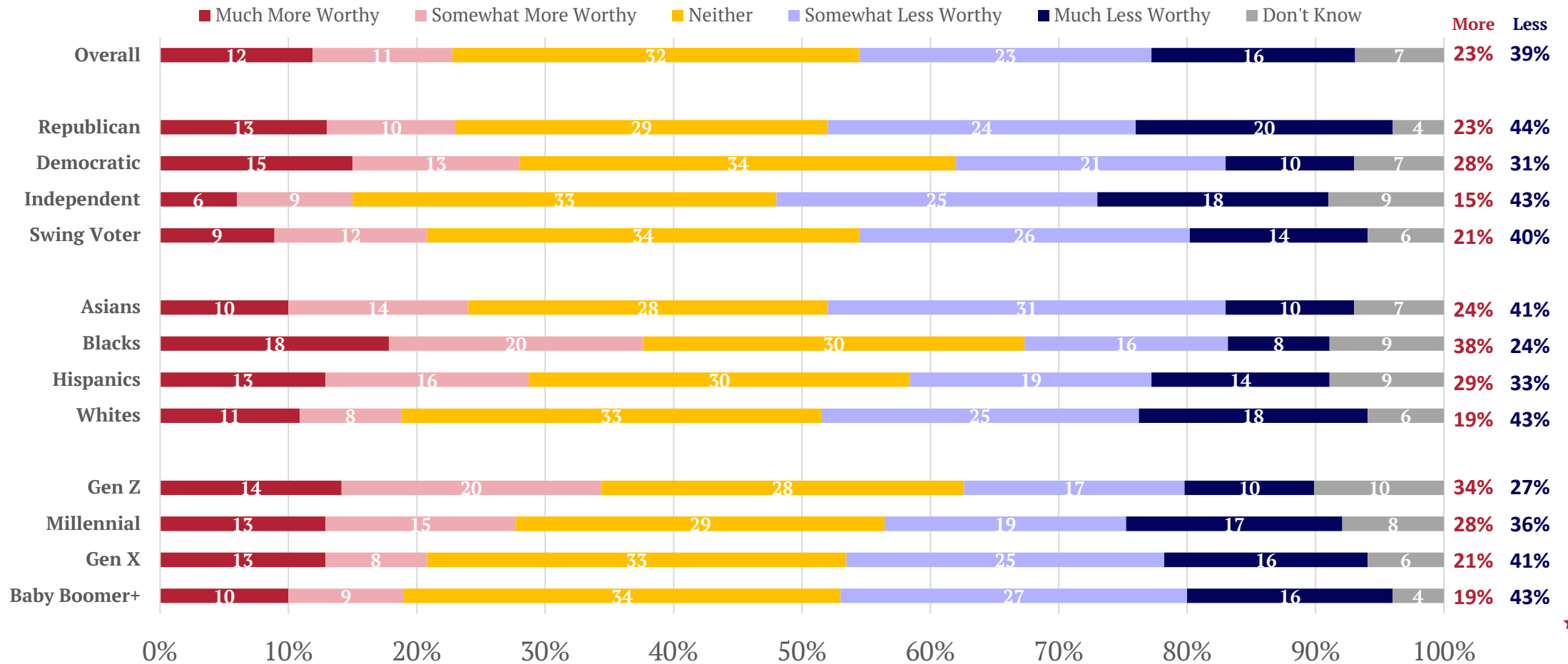
“Thinking about the upcoming observation of Memorial Day and the current state of the country, do you agree or disagree that the United States today is worthy of the sacrifice made by those members of the Armed Forces who lost their lives defending America?”



However, Small Plurality Say America Less Worthy Today Than In the Past

Black and Gen Z voters are the exception with a plurality of each saying the U.S. is today MORE worthy of the sacrifice of those members of the Armed Forces who lost their lives defending America.

“Compared to previous generations, is the United States today more worthy or less worthy of the sacrifice made by those members of the Armed Forces who lost their lives defending America?”

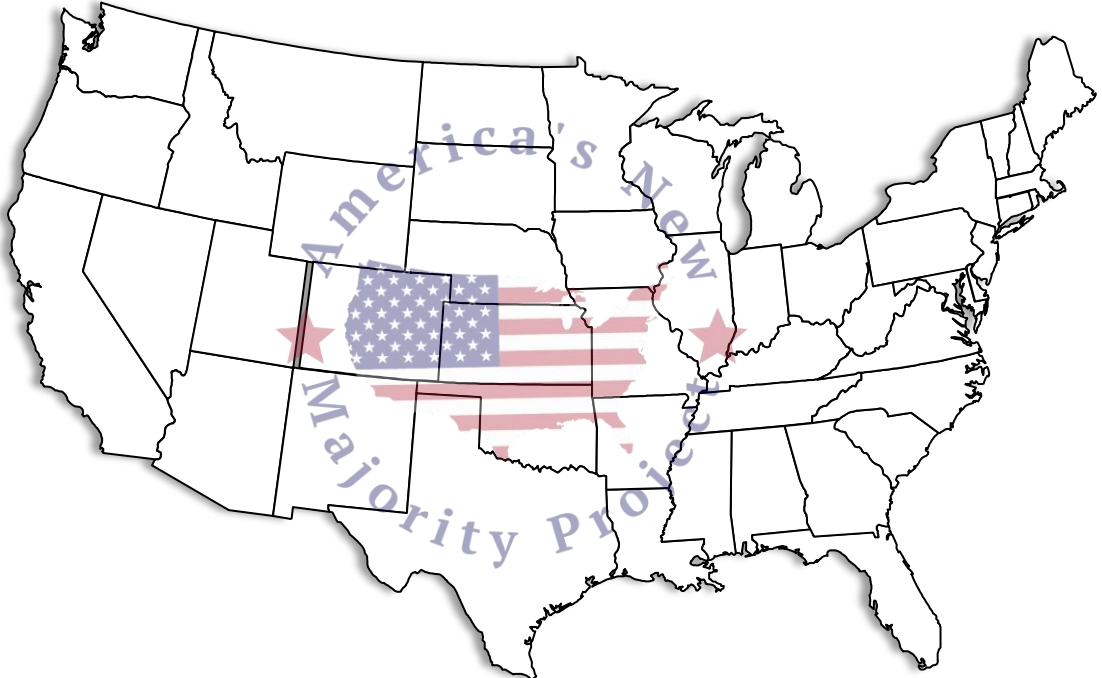


Methodology

Mclaughlin & Associates partnered with Gingrich360 to conduct a national survey for America’s New Majority Project. This national survey was conducted among 2,000 likely general election voters between May 18-21, 2023.

All interviews were conducted online. Survey invitations were distributed randomly within predetermined geographic units. These units were structured to correlate with actual general election turnout.

The sample of 2,000 likely general election 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%.



New England	5%
Middle Atlantic	13%
East North Central	15%
West North Central	7%
South Atlantic	21%
East South Central	6%
West South Central	10%
Mountain	8%
Pacific	16%

18-29	15%
30-40	17%
41-55	25%
56-65	19%
66+	24%

White	68%
Hispanic	13%
Black	13%
Asian	4%
Other	2%

Male	47%
Female	53%

Democratic	37%
Republican	36%
Independent	27%

Less/4yr College	60%
Bachelor's/P.G	40%

