



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

1. IN WHAT YEAR WERE YOU BORN?

BANNER 1

	ANMP SCORE									NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
	10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND. VOTE DEM	TOTAL	6-7 FLTD	0-5		
Total	2000	220	313	353	413	351	229	78	43	1487	886	498	103	579	352	250	307	513	266	247
18-24	8.0	0.8	0.9	1.3	6.8	16.1	25.4	5.2	9.6	6.9	1.0	13.1	27.8	3.5	10.8	10.3	6.2	11.1	7.3	15.2
25-34	12.9	6.6	5.6	9.6	16.8	18.6	16.4	18.4	10.6	12.5	7.5	19.3	23.1	10.3	15.5	12.9	12.9	13.9	14.6	13.2
35-44	17.9	9.8	15.6	18.3	21.2	20.3	18.6	17.2	17.2	17.2	15.2	20.5	18.6	16.9	17.0	18.6	17.1	19.7	21.4	17.9
45-54	16.6	11.2	19.0	22.4	15.7	17.0	11.2	15.5	14.1	17.4	18.4	16.5	12.7	15.0	18.2	20.8	18.2	14.2	15.8	12.4
55-64	18.5	23.4	25.7	17.9	18.9	14.2	9.7	24.6	14.0	19.2	22.0	16.0	10.9	19.9	19.1	17.9	19.2	16.4	18.1	14.7
OVER 64	26.2	48.1	33.3	30.4	20.6	13.8	18.8	19.1	34.4	26.7	35.8	14.6	6.9	34.4	19.3	19.5	26.5	24.7	22.9	26.6
Mean	49.29	57.72	54.96	52.48	47.58	43.00	41.39	48.44	50.32	49.90	54.66	44.03	37.38	52.77	46.90	47.33	50.00	47.55	48.19	46.86



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BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD			
		EAST	MID-WEST	SOUTH	WEST	DEFIN-ITELY VOTING	VERY/SMWHT LIKELY	Very Likely	Smwht Likely
Total	2000	354	440	738	468	1558	442	269	173
18-24	8.0	7.3	6.3	9.5	7.8	5.3	17.5	15.7	20.2
25-34	12.9	10.6	12.9	13.1	14.2	10.4	21.5	22.0	20.8
35-44	17.9	14.6	17.0	18.6	20.1	16.9	21.1	20.3	22.4
45-54	16.6	14.2	21.5	18.8	10.1	17.1	14.9	12.1	19.3
55-64	18.5	22.0	19.9	16.3	18.1	19.9	13.4	16.9	7.9
OVER 64	26.2	31.3	22.5	23.7	29.7	30.4	11.5	12.9	9.4
Mean	49.29	51.52	49.37	48.09	49.44	51.52	41.45	42.54	39.76



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1. IN WHAT YEAR WERE YOU BORN?

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-		JOB: JOE BIDEN		
		UNITED STATES		FOR CONGRESS		UNDERS/					
		RIGHT	WRONG	REPUB-	DEMO-	UND-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	ECI-	CIDED	ROVE			PROVE
		TION				DED					
Total	2000	540	1456	930	820	250	513	826	293	532	1174
18-24	8.0	7.2	8.3	6.3	9.3	10.3	10.8	8.1	7.6	8.4	7.9
25-34	12.9	12.8	12.8	12.3	13.5	12.9	15.6	13.9	9.8	16.1	12.2
35-44	17.9	19.3	17.3	16.9	18.7	18.6	20.4	18.4	19.6	17.8	17.5
45-54	16.6	14.8	17.2	16.2	15.7	20.8	16.6	15.5	12.8	17.0	17.3
55-64	18.5	19.3	18.2	19.6	17.5	17.9	18.0	17.8	18.1	17.6	19.0
OVER 64	26.2	26.6	26.1	28.7	25.3	19.5	18.6	26.4	32.2	23.2	26.1
Mean	49.29	49.53	49.24	50.55	48.47	47.33	46.32	48.97	50.85	47.93	49.52



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1. IN WHAT YEAR WERE YOU BORN?

BANNER 4

	TOTAL			2020 BALLOT			PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	829	922	724	742	534	476	254	211	248	488	323			
18-24	8.0	3.9	7.6	4.0	11.4	8.8	1.7	8.9	5.3	8.3	12.7	11.0			
25-34	12.9	11.3	12.6	11.1	14.8	12.5	5.8	14.8	10.4	21.4	14.8	13.9			
35-44	17.9	17.1	18.4	17.8	19.4	15.9	11.8	22.8	12.5	29.3	17.6	18.1			
45-54	16.6	16.5	16.6	15.3	16.2	18.8	17.2	14.9	16.4	11.6	16.9	20.4			
55-64	18.5	21.1	18.1	19.4	14.9	22.3	21.5	16.1	21.1	15.5	14.2	23.0			
OVER 64	26.2	30.0	26.7	32.3	23.4	21.8	42.0	22.4	34.4	13.8	23.9	13.5			
Mean	49.29	51.77	49.45	51.96	46.94	48.94	56.18	47.24	52.79	43.89	46.79	46.43			



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1. IN WHAT YEAR WERE YOU BORN?

BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	553	232	321	734	427	287	713	43	136	545	413	267	61	97	330	107
18-24	8.0	12.7	14.4	11.4	8.3	4.5	3.4	4.0	11.6	5.2	3.1	13.4	7.8	13.7	10.3	10.0	3.5
25-34	12.9	14.5	17.7	12.3	14.4	9.6	10.4	9.9	18.1	16.7	9.2	13.7	14.8	22.3	16.8	13.2	6.6
35-44	17.9	19.3	19.4	19.3	19.8	15.3	13.9	14.7	24.8	25.6	15.3	19.2	21.6	11.0	17.6	16.1	13.6
45-54	16.6	15.4	15.1	15.6	19.1	14.9	14.8	14.9	30.1	12.6	14.8	13.5	21.0	14.0	17.2	20.4	15.5
55-64	18.5	16.5	15.9	16.9	17.1	22.0	20.7	21.5	8.6	17.6	20.7	15.5	14.9	10.5	24.1	18.7	31.6
OVER 64	26.2	21.6	17.4	24.5	21.1	33.7	36.8	35.0	6.8	22.3	36.9	24.9	19.9	28.4	13.9	21.7	29.2
Mean	49.29	46.46	44.55	47.84	47.67	52.88	53.57	53.16	42.14	47.78	53.78	46.95	47.14	46.04	46.28	48.06	54.08



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BANNER 6

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	871	297	832	1062	350	46	305	1478	976	503	171	613	134	504	559
18-24	8.0	10.0	9.9	5.3	9.1	11.6	16.8	10.9	7.8	8.3	6.7	2.6	5.4	2.8	8.9	10.7
25-34	12.9	14.1	13.0	11.5	12.4	11.6	27.3	9.2	13.3	12.4	15.1	11.7	8.7	12.5	13.4	15.8
35-44	17.9	19.6	21.0	15.0	16.7	16.4	18.4	16.1	18.2	17.0	20.5	18.3	16.8	14.8	17.3	20.6
45-54	16.6	16.0	19.3	16.3	15.7	13.8	15.5	13.5	15.6	15.2	16.5	30.4	19.6	18.2	12.6	17.1
55-64	18.5	16.8	18.1	20.4	19.6	14.2	4.7	15.7	19.0	18.1	20.7	23.0	20.2	26.9	19.1	15.5
OVER 64	26.2	23.6	18.6	31.6	26.4	32.4	17.3	34.6	26.1	29.1	20.4	14.0	29.4	24.8	28.6	20.4
Mean	49.29	47.70	47.05	51.76	49.33	49.31	40.93	50.57	49.28	49.87	48.15	49.36	51.70	51.77	49.47	46.33



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BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1229	771	481	290	503	437	726	334
18-24	8.0	11.0	3.1	4.6	0.7	7.3	1.2	13.7	5.7
25-34	12.9	14.5	10.3	11.3	8.5	11.7	6.5	16.5	15.2
35-44	17.9	17.9	17.9	18.0	17.8	14.8	15.1	20.0	21.6
45-54	16.6	16.9	16.0	17.6	13.3	16.4	16.4	17.3	15.5
55-64	18.5	18.5	18.6	17.9	19.7	19.0	21.1	18.1	15.3
OVER 64	26.2	21.2	34.2	30.7	39.9	30.9	39.8	14.5	26.8
Mean	49.29	47.22	52.60	51.29	54.76	50.91	55.41	44.67	48.90



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1. IN WHAT YEAR WERE YOU BORN?

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1356	644	262	260	84	685	671	109	153	96	164
18-24	8.0	4.2	16.1	19.4	12.3	18.6	2.1	6.3	11.3	25.2	10.5	13.3
25-34	12.9	9.4	20.2	21.1	20.4	16.5	4.8	14.0	20.5	21.4	23.6	18.6
35-44	17.9	13.6	26.8	26.9	25.7	29.8	11.3	16.0	24.6	28.5	22.7	27.5
45-54	16.6	15.9	18.1	12.5	25.1	14.4	16.0	15.7	12.7	12.3	23.0	26.4
55-64	18.5	21.2	12.8	11.8	12.9	15.1	21.1	21.3	16.2	8.5	15.8	11.2
OVER 64	26.2	35.8	6.0	8.5	3.5	5.6	44.6	26.8	14.6	4.1	4.5	2.9
Mean	49.29	53.45	40.53	39.73	41.25	40.42	56.73	50.11	43.89	36.75	41.89	40.87



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BANNER 9

	TOTAL	AGE					AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	2000	160	257	357	332	370	524	775	1225	1106	894	940	1060
18-24	8.0	100.0	0.0	0.0	0.0	0.0	0.0	20.7	0.0	14.5	0.0	4.4	11.2
25-34	12.9	0.0	100.0	0.0	0.0	0.0	0.0	33.2	0.0	23.3	0.0	9.3	16.1
35-44	17.9	0.0	0.0	100.0	0.0	0.0	0.0	46.1	0.0	32.3	0.0	14.9	20.5
45-54	16.6	0.0	0.0	0.0	100.0	0.0	0.0	0.0	27.1	30.0	0.0	16.4	16.7
55-64	18.5	0.0	0.0	0.0	0.0	100.0	0.0	0.0	30.2	0.0	41.4	19.9	17.2
OVER 64	26.2	0.0	0.0	0.0	0.0	0.0	100.0	0.0	42.7	0.0	58.6	35.0	18.4
Mean	49.29	21.00	29.50	39.50	49.50	59.50	67.00	32.36	60.00	37.50	63.90	53.01	46.00



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BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	URBAN	SUB-URBAN	RURAL
		NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG			
Total	2000	207	497	526	771	54	187	244	455	153	310	282	315	544	1036	420
18-24	8.0	77.4	0.0	0.0	0.0	77.8	0.0	0.0	0.0	77.2	0.0	0.0	0.0	8.1	9.8	3.5
25-34	12.9	22.6	42.4	0.0	0.0	22.2	40.2	0.0	0.0	22.8	43.7	0.0	0.0	18.5	10.6	11.2
35-44	17.9	0.0	57.6	13.5	0.0	0.0	59.8	11.8	0.0	0.0	56.3	15.0	0.0	22.0	15.3	18.9
45-54	16.6	0.0	0.0	63.1	0.0	0.0	0.0	63.1	0.0	0.0	0.0	63.0	0.0	19.5	14.0	19.1
55-64	18.5	0.0	0.0	23.4	32.0	0.0	0.0	25.0	27.8	0.0	0.0	22.0	38.2	14.7	18.1	24.4
OVER 64	26.2	0.0	0.0	0.0	68.0	0.0	0.0	0.0	72.2	0.0	0.0	0.0	61.8	17.3	32.2	22.9
Mean	49.29	22.92	35.26	50.48	64.60	22.88	35.48	50.82	64.92	22.93	35.13	50.19	64.13	45.81	50.51	50.81



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BANNER 1

	ANMP SCORE									NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
	10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND. VOTE DEM	TOTAL	6-7 FLTD	0-5		
Total	2000	220	313	353	413	351	229	78	43	1487	886	498	103	579	352	250	307	513	266	247
18-24	8.0	0.8	0.9	1.3	6.8	16.1	25.4	5.2	9.6	6.9	1.0	13.1	27.8	3.5	10.8	10.3	6.2	11.1	7.3	15.2
25-29	6.5	2.0	3.0	4.6	8.3	9.3	9.2	10.6	8.3	6.1	3.4	9.5	12.2	4.0	6.2	7.7	8.5	7.8	7.3	8.2
30-40	17.1	9.6	11.3	14.9	23.0	21.3	18.6	20.4	11.7	16.7	12.3	22.8	25.5	16.2	21.5	15.0	13.8	18.2	21.2	15.1
41-55	25.2	18.7	27.2	32.0	24.3	26.5	19.8	20.0	24.2	25.8	27.0	25.7	16.7	23.4	24.4	32.1	27.0	23.3	24.7	21.9
56-65	19.5	22.1	28.2	21.3	18.7	13.8	11.5	26.8	11.8	20.2	24.0	15.2	12.5	19.9	20.5	19.2	21.4	17.4	18.8	15.9
OVER 65	23.7	46.8	29.4	25.9	18.9	13.0	15.6	17.0	34.4	24.2	32.3	13.7	5.3	33.0	16.6	15.7	23.2	22.1	20.7	23.6
Mean	49.19	57.77	54.78	52.33	47.36	43.12	41.18	48.29	50.16	49.81	54.54	44.00	37.17	52.87	46.71	47.05	49.83	47.39	48.05	46.68



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BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD			
		EAST	MID- WEST	SOUTH	WEST	DEFIN- ITELY VOTING	VERY/ SMWHT LIKELY	Very Likely	Smwht Likely
Total	2000	354	440	738	468	1558	442	269	173
18-24	8.0	7.3	6.3	9.5	7.8	5.3	17.5	15.7	20.2
25-29	6.5	4.4	7.6	6.2	7.5	5.1	11.4	10.6	12.6
30-40	17.1	14.0	14.2	18.7	19.7	15.1	24.3	25.5	22.4
41-55	25.2	23.2	30.7	26.9	18.8	25.7	23.4	20.1	28.5
56-65	19.5	22.4	22.9	17.0	18.0	21.1	13.9	17.1	8.9
OVER 65	23.7	28.6	18.3	21.7	28.1	27.7	9.5	10.9	7.3
Mean	49.19	51.53	49.18	47.96	49.36	51.44	41.26	42.41	39.47



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BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT		LEAN-		JOB: JOE BIDEN			
		UNITED STATES		FOR CONGRESS		ERS/					
		RIGHT	WRONG	REPUB-	DEMO-	UND-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	EI-	CIDED	ROVE			PROVE
		TION				DED					
Total	2000	540	1456	930	820	250	513	826	293	532	1174
18-24	8.0	7.2	8.3	6.3	9.3	10.3	10.8	8.1	7.6	8.4	7.9
25-29	6.5	6.4	6.5	4.8	8.0	7.7	7.2	7.7	5.4	9.0	5.7
30-40	17.1	19.0	16.4	18.2	16.6	15.0	20.4	18.1	15.1	19.7	16.4
41-55	25.2	23.4	25.9	23.8	24.7	32.1	26.9	23.4	22.0	24.3	26.4
56-65	19.5	20.7	19.1	20.1	18.9	19.2	19.6	19.4	21.3	18.4	19.6
OVER 65	23.7	23.3	23.9	26.8	22.5	15.7	15.0	23.3	28.7	20.3	24.0
Mean	49.19	49.26	49.20	50.54	48.30	47.05	46.22	48.68	50.96	47.43	49.54



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BANNER 4

	TOTAL 2020 BALLOT			PARTY			MEN			WOMEN		
	TRUMP	BIDEN		REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	829	922	724	742	534	476	254	211	248	488	323
18-24	8.0	3.9	7.6	4.0	11.4	8.8	1.7	8.9	5.3	8.3	12.7	11.0
25-29	6.5	4.5	7.2	3.9	9.1	6.4	1.6	9.4	4.4	8.3	9.0	7.6
30-40	17.1	17.1	16.3	19.1	17.3	14.2	11.2	19.1	12.5	34.2	16.3	15.3
41-55	25.2	25.0	25.4	22.3	25.1	29.2	23.3	25.0	24.7	20.4	25.2	32.2
56-65	19.5	21.4	19.9	20.6	16.3	22.4	22.3	18.3	21.9	17.4	15.3	22.8
OVER 65	23.7	28.1	23.5	30.1	20.8	19.0	39.9	19.2	31.2	11.3	21.6	11.1
Mean	49.19	51.79	49.25	51.92	46.75	48.87	56.12	47.07	52.69	43.88	46.58	46.37



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

IN WHAT YEAR WERE YOU BORN?

BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	553	232	321	734	427	287	713	43	136	545	413	267	61	97	330	107
18-24	8.0	12.7	14.4	11.4	8.3	4.5	3.4	4.0	11.6	5.2	3.1	13.4	7.8	13.7	10.3	10.0	3.5
25-29	6.5	8.1	11.6	5.7	7.6	3.6	5.1	4.2	8.5	5.6	3.1	8.5	8.5	15.8	6.3	7.5	2.8
30-40	17.1	18.3	19.7	17.3	18.6	13.7	16.1	14.7	27.6	30.4	15.6	16.7	18.7	14.7	20.8	13.6	10.1
41-55	25.2	24.4	23.2	25.3	29.1	23.1	19.7	21.8	37.0	21.0	21.4	22.0	31.8	16.9	29.0	30.3	26.2
56-65	19.5	16.8	14.8	18.2	18.8	23.8	20.2	22.3	11.4	20.0	21.5	16.7	15.7	16.5	19.6	20.8	29.9
OVER 65	23.7	19.7	16.3	22.1	17.7	31.3	35.5	33.0	3.9	17.7	35.3	22.6	17.5	22.4	13.9	17.7	27.5
Mean	49.19	46.32	44.06	47.96	47.46	53.19	53.18	53.18	41.67	47.32	53.88	46.81	46.96	45.38	46.28	47.92	54.12



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

IN WHAT YEAR WERE YOU BORN?

BANNER 6

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	871	297	832	1062	350	46	305	1478	976	503	171	613	134	504	559
18-24	8.0	10.0	9.9	5.3	9.1	11.6	16.8	10.9	7.8	8.3	6.7	2.6	5.4	2.8	8.9	10.7
25-29	6.5	8.3	7.3	4.4	6.0	6.4	16.5	4.9	6.5	5.7	8.0	6.9	4.4	6.4	6.2	7.5
30-40	17.1	17.9	17.9	16.1	16.2	15.1	23.5	13.9	17.6	17.4	18.1	16.5	13.9	17.3	17.5	20.8
41-55	25.2	25.2	29.5	23.6	24.3	20.4	21.3	20.3	24.8	22.9	28.4	38.6	29.3	23.4	20.5	26.5
56-65	19.5	18.0	18.8	21.3	21.1	16.5	7.5	17.9	19.5	19.4	19.5	26.0	20.7	27.2	21.2	15.9
OVER 65	23.7	20.7	16.5	29.3	23.3	29.8	14.5	32.2	23.9	26.3	19.2	9.4	26.2	22.9	25.7	18.6
Mean	49.19	47.45	46.95	51.81	49.23	49.27	40.66	50.57	49.22	49.71	48.26	48.74	51.37	51.42	49.56	46.33



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

IN WHAT YEAR WERE YOU BORN?

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1229	771	481	290	503	437	726	334
18-24	8.0	11.0	3.1	4.6	0.7	7.3	1.2	13.7	5.7
25-29	6.5	8.0	4.2	4.5	3.8	6.0	2.5	9.3	6.5
30-40	17.1	17.4	16.7	16.7	16.6	14.5	12.6	19.3	22.1
41-55	25.2	25.5	24.6	26.6	21.4	24.1	24.0	26.5	25.5
56-65	19.5	19.4	19.8	19.5	20.3	19.6	22.9	19.2	15.7
OVER 65	23.7	18.7	31.6	28.2	37.2	28.5	36.9	12.0	24.6
Mean	49.19	47.07	52.57	51.43	54.46	50.76	55.39	44.51	48.87



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

IN WHAT YEAR WERE YOU BORN?

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1356	644	262	260	84	685	671	109	153	96	164
18-24	8.0	4.2	16.1	19.4	12.3	18.6	2.1	6.3	11.3	25.2	10.5	13.3
25-29	6.5	4.8	10.0	10.9	10.0	6.0	1.6	8.2	12.7	9.7	12.7	8.4
30-40	17.1	11.9	28.1	28.5	27.7	27.7	9.0	14.8	23.8	31.8	27.8	27.6
41-55	25.2	23.6	28.6	22.6	35.5	28.0	22.8	24.4	22.7	22.4	31.1	38.0
56-65	19.5	22.7	12.8	11.0	13.4	16.3	22.9	22.5	14.8	8.2	16.9	11.3
OVER 65	23.7	32.8	4.5	7.7	1.2	3.4	41.6	23.8	14.6	2.7	0.8	1.4
Mean	49.19	53.38	40.36	39.59	40.88	40.82	56.71	49.98	43.80	36.57	41.14	40.73



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

IN WHAT YEAR WERE YOU BORN?

BANNER 9

	TOTAL	AGE						AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
Total	2000	160	257	357	332	370	524	775	1225	1106	894	940	1060	
18-24	8.0	100.0	0.0	0.0	0.0	0.0	0.0	20.7	0.0	14.5	0.0	4.4	11.2	
25-29	6.5	0.0	50.6	0.0	0.0	0.0	0.0	16.8	0.0	11.8	0.0	4.4	8.4	
30-40	17.1	0.0	49.4	60.2	0.0	0.0	0.0	44.2	0.0	30.9	0.0	13.6	20.2	
41-55	25.2	0.0	0.0	39.8	100.0	8.1	0.0	18.4	29.5	42.8	3.3	24.1	26.2	
56-65	19.5	0.0	0.0	0.0	0.0	91.9	9.6	0.0	31.8	0.0	43.7	21.2	18.1	
OVER 65	23.7	0.0	0.0	0.0	0.0	0.0	90.4	0.0	38.6	0.0	53.0	32.4	16.0	
Mean	49.19	21.00	30.95	40.17	48.00	59.49	66.38	33.15	59.32	37.60	63.53	52.91	45.88	



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

IN WHAT YEAR WERE YOU BORN?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	URBAN	SUB-	RURAL
		NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	URBAN		
Total	2000	207	497	526	771	54	187	244	455	153	310	282	315	544	1036	420
18-24	8.0	77.4	0.0	0.0	0.0	77.8	0.0	0.0	0.0	77.2	0.0	0.0	0.0	8.1	9.8	3.5
25-29	6.5	22.6	16.8	0.0	0.0	22.2	15.5	0.0	0.0	22.8	17.6	0.0	0.0	8.7	5.4	6.3
30-40	17.1	0.0	68.9	0.0	0.0	0.0	68.6	0.0	0.0	0.0	69.1	0.0	0.0	24.3	14.1	15.1
41-55	25.2	0.0	14.3	82.3	0.0	0.0	15.9	80.5	0.0	0.0	13.3	83.9	0.0	28.8	21.1	30.6
56-65	19.5	0.0	0.0	17.7	38.6	0.0	0.0	19.5	33.2	0.0	0.0	16.1	46.3	14.6	20.6	23.2
OVER 65	23.7	0.0	0.0	0.0	61.4	0.0	0.0	0.0	66.8	0.0	0.0	0.0	53.7	15.5	28.9	21.4
Mean	49.19	22.36	35.51	50.21	64.49	22.33	35.82	50.44	64.84	22.37	35.33	50.01	63.99	45.61	50.45	50.72



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 LIKELY VOTERS

GENERATIONS:

BANNER 1

	ANMP SCORE									NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
	10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND. VOTE DEM	TOTAL	6-7 FLTD	0-5		
Total	2000	220	313	353	413	351	229	78	43	1487	886	498	103	579	352	250	307	513	266	247
GENERATION Z	10.3	2.2	1.6	2.4	9.1	19.5	29.7	11.9	12.3	9.2	2.0	16.5	35.0	5.4	13.1	14.6	7.3	13.7	8.9	18.9
MILLENNIALS	24.8	12.6	16.5	23.3	32.0	30.8	27.3	28.8	23.2	23.9	18.2	32.3	32.2	21.4	28.0	22.3	25.3	27.4	29.7	25.0
GENERATION X	26.3	23.1	28.9	30.7	26.2	26.5	19.3	26.2	24.3	27.2	28.2	26.9	19.9	25.8	26.3	31.2	27.6	23.7	25.2	22.1
BABY BOOMERS	34.2	51.5	48.3	37.6	29.5	21.7	20.7	31.5	37.5	34.7	44.9	21.4	12.1	40.2	28.8	29.0	35.8	32.6	34.4	30.7
THE SILENT GENERATION	4.3	10.6	4.7	6.0	3.3	1.5	2.9	1.6	2.7	5.0	6.7	2.8	0.8	7.1	3.9	2.8	4.0	2.5	1.8	3.3
Mean	50.85	60.00	57.25	54.45	48.92	44.28	42.14	48.46	50.65	51.60	56.82	45.21	37.72	54.66	48.48	48.67	51.81	48.65	49.74	47.48



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 LIKELY VOTERS

GENERATIONS:

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD			
		EAST	MID-WEST	SOUTH	WEST	DEFIN-ITELY VOTING	VERY/SMWHT LIKELY	Very Likely	Smwht Likely
Total	2000	354	440	738	468	1558	442	269	173
GENERATION Z	10.3	9.2	8.3	12.1	10.2	7.0	22.1	20.5	24.7
MILLENNIALS	24.8	19.6	25.2	25.2	27.8	22.0	34.7	34.4	35.1
GENERATION X	26.3	25.0	29.0	28.5	21.3	27.3	22.8	20.9	25.7
BABY BOOMERS	34.2	38.4	36.5	30.1	35.2	38.5	18.9	21.7	14.4
THE SILENT GENERATION	4.3	7.7	1.0	4.0	5.5	5.2	1.5	2.5	0.0
Mean	50.85	53.72	50.77	49.47	50.91	53.25	42.39	43.69	40.35



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 LIKELY VOTERS

GENERATIONS:

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT		LEAN-		JOB: JOE BIDEN			
		UNITED STATES		FOR CONGRESS		ERS/					
		RIGHT	WRONG	REPUB-	DEMO-	UND-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	ECI-	CIDED	ROVE			PROVE
		TION				DED					
Total	2000	540	1456	930	820	250	513	826	293	532	1174
GENERATION Z	10.3	9.5	10.6	8.3	11.3	14.6	13.7	10.7	9.8	11.3	10.0
MILLENNIALS	24.8	26.3	24.3	23.9	26.6	22.3	28.8	26.5	21.6	29.2	23.7
GENERATION X	26.3	25.2	26.7	26.0	25.1	31.2	27.0	24.3	23.5	24.8	27.7
BABY BOOMERS	34.2	35.6	33.7	35.9	33.8	29.0	28.1	35.2	41.1	31.9	33.5
THE SILENT GENERATION	4.3	3.5	4.7	5.9	3.1	2.8	2.5	3.3	4.1	2.9	5.1
Mean	50.85	50.85	50.89	52.33	49.83	48.67	47.64	50.32	52.66	49.03	51.22



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 NATIONAL SURVEY: 2,000 LIKELY VOTERS

GENERATIONS:

BANNER 4

	TOTAL		2020 BALLOT			PARTY			MEN			WOMEN		
			TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	
Total	2000	829	922	724	742	534	476	254	211	248	488	323		
GENERATION Z	10.3	6.0	9.8	6.1	13.6	11.5	2.6	10.9	6.6	12.9	15.0	14.8		
MILLENNIALS	24.8	22.9	25.1	24.0	27.9	21.7	14.3	30.6	19.6	42.7	26.5	23.0		
GENERATION X	26.3	26.8	26.4	24.7	25.0	30.2	27.1	24.5	25.2	20.1	25.3	33.5		
BABY BOOMERS	34.2	37.7	35.2	38.9	30.8	32.5	47.0	31.6	41.8	23.3	30.4	26.5		
THE SILENT GENERATION	4.3	6.6	3.4	6.3	2.7	4.1	9.1	2.4	6.9	1.0	2.8	2.2		
Mean	50.85	53.67	50.85	53.57	48.33	50.64	58.38	48.74	54.85	44.38	48.12	47.90		



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 LIKELY VOTERS

GENERATIONS:

BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	553	232	321	734	427	287	713	43	136	545	413	267	61	97	330	107
GENERATION Z	10.3	15.0	18.3	12.6	11.3	5.8	5.6	5.7	16.5	8.8	4.6	15.5	9.7	17.9	12.3	13.6	4.4
MILLENNIALS	24.8	28.0	30.0	26.5	27.4	18.7	21.3	19.7	34.7	36.6	20.0	26.9	29.5	27.8	29.7	21.9	13.6
GENERATION X	26.3	24.8	25.7	24.1	28.8	25.7	23.7	24.9	36.4	20.5	24.8	22.6	30.4	18.4	29.0	31.0	28.8
BABY BOOMERS	34.2	29.8	24.3	33.8	29.4	41.5	43.9	42.5	12.4	30.4	43.1	32.4	28.2	31.8	26.9	30.0	45.5
THE SILENT GENERATION	4.3	2.4	1.6	2.9	3.1	8.3	5.5	7.2	0.0	3.7	7.4	2.7	2.3	4.1	2.2	3.4	7.7
Mean	50.85	47.67	45.21	49.44	48.95	55.57	54.81	55.26	42.41	48.54	55.70	48.23	48.63	47.73	47.58	49.38	57.33



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

GENERATIONS:

BANNER 6

TOTAL	VOTE BEHAVIOR				VB	CONSIDER YOURSELF							RELIGION			
	COMBO	DEMO-CRAT	TCKT-SPLTTR	REPUB-LICAN	SWING VOTER	WLTHY/UPPER MIDDLE	Weal-ty	Upper Middle Class	MIDDLE/LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN-STREAM PROT.	EVAN-GELICAL	CATH-OLIC	NON-RELI-GIOUS
Total	2000	871	297	832	1062	350	46	305	1478	976	503	171	613	134	504	559
GENERATION Z	10.3	11.7	13.8	7.6	11.5	13.6	18.3	12.9	10.4	10.2	10.7	3.6	7.4	3.5	10.8	13.2
MILLENNIALS	24.8	28.2	25.5	21.0	23.6	22.6	38.4	20.2	25.2	24.2	27.1	26.3	19.8	24.2	25.5	30.2
GENERATION X	26.3	25.3	29.9	26.0	25.4	21.2	21.3	21.2	25.9	24.5	28.6	40.3	30.2	27.4	22.1	26.9
BABY BOOMERS	34.2	31.9	27.3	39.1	34.6	37.3	18.2	40.2	34.0	35.5	31.0	29.8	36.3	38.2	38.8	27.3
THE SILENT GENERATION	4.3	2.8	3.4	6.3	4.9	5.3	3.8	5.6	4.6	5.6	2.7	0.0	6.3	6.8	2.8	2.4
Mean	50.85	49.05	48.27	53.65	50.96	51.12	43.46	52.28	50.82	51.60	49.33	50.48	53.44	54.31	50.96	47.37



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 LIKELY VOTERS

GENERATIONS:

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1229	771	481	290	503	437	726	334
GENERATION Z	10.3	14.1	4.4	6.1	1.5	9.2	1.7	17.5	7.8
MILLENNIALS	24.8	25.8	23.4	23.3	23.5	21.9	17.5	28.4	31.0
GENERATION X	26.3	26.7	25.7	28.4	21.1	25.8	26.1	27.3	25.1
BABY BOOMERS	34.2	30.3	40.4	38.2	44.0	36.6	47.5	26.0	31.0
THE SILENT GENERATION	4.3	3.2	6.3	4.1	9.9	6.5	7.1	0.8	5.2
Mean	50.85	48.60	54.43	52.91	56.95	52.71	57.61	45.75	50.27



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

GENERATIONS:

BANNER 8

TOTAL	RACE					WHITE		HISPANIC		BLACK		
	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	
Total	2000	1356	644	262	260	84	685	671	109	153	96	164
GENERATION Z	10.3	6.4	18.7	22.4	15.0	19.6	2.8	10.0	14.0	28.5	13.9	15.6
MILLENNIALS	24.8	17.4	40.5	41.6	39.3	40.5	12.4	22.5	39.7	42.9	40.2	38.8
GENERATION X	26.3	26.0	26.8	22.3	34.4	20.1	25.9	26.2	22.5	22.1	31.7	36.0
BABY BOOMERS	34.2	44.1	13.2	12.5	11.0	18.8	50.2	37.9	20.9	6.5	13.3	9.6
THE SILENT GENERATION	4.3	6.1	0.8	1.2	0.3	1.0	8.7	3.3	3.0	0.0	0.8	0.0
Mean	50.85	55.41	41.23	40.02	41.95	41.98	59.08	51.67	44.70	36.65	42.67	41.53



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 LIKELY VOTERS

GENERATIONS:

BANNER 9

	TOTAL	AGE						AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
Total	2000	160	257	357	332	370	524	775	1225	1106	894	940	1060	
GENERATION Z	10.3	100.0	18.2	0.0	0.0	0.0	0.0	26.7	0.0	18.7	0.0	5.7	14.4	
MILLENNIALS	24.8	0.0	81.8	80.1	0.0	0.0	0.0	64.1	0.0	44.9	0.0	19.9	29.2	
GENERATION X	26.3	0.0	0.0	19.9	100.0	33.3	0.0	9.2	37.1	36.4	13.8	26.0	26.6	
BABY BOOMERS	34.2	0.0	0.0	0.0	0.0	66.7	83.4	0.0	55.8	0.0	76.5	41.7	27.5	
THE SILENT GENERATION	4.3	0.0	0.0	0.0	0.0	0.0	16.6	0.0	7.1	0.0	9.7	6.8	2.2	
Mean	50.85	22.00	32.23	37.69	50.50	62.18	69.99	32.64	62.36	37.99	66.76	54.99	47.18	



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 NATIONAL SURVEY: 2,000 LIKELY VOTERS

GENERATIONS:

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLENNIALS	GEN X	BABY BOOMERS / SLNTG	GEN Z	MILLENNIALS	GEN X	BABY BOOMERS / SLNTG	GEN Z	MILLENNIALS	GEN X	BABY BOOMERS / SLNTG	URBAN	SUB-URBAN	RURAL
Total	2000	207	497	526	771	54	187	244	455	153	310	282	315	544	1036	420
GENERATION Z	10.3	100.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	9.8	12.1	6.7
MILLENNIALS	24.8	0.0	100.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	100.0	0.0	0.0	35.1	20.7	21.8
GENERATION X	26.3	0.0	0.0	100.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	100.0	0.0	28.1	22.7	32.9
BABY BOOMERS	34.2	0.0	0.0	0.0	88.7	0.0	0.0	0.0	86.0	0.0	0.0	0.0	92.6	24.7	38.9	35.0
THE SILENT GENERATION	4.3	0.0	0.0	0.0	11.3	0.0	0.0	0.0	14.0	0.0	0.0	0.0	7.4	2.4	5.7	3.6
Mean	50.85	22.00	34.50	50.50	69.35	22.00	34.50	50.50	69.68	22.00	34.50	50.50	68.89	47.11	52.22	52.29



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

3. THINKING AHEAD, HOW LIKELY IS IT YOU WILL VOTE IN THE 2024 GENERAL ELECTIONS FOR PRESIDENT AND CONGRESS? IF YOU ARE NOT LIKELY TO VOTE, JUST SAY SO.

BANNER 1

	TOTAL	ANMP SCORE								NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
		10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND. VOTE DEM	TOTAL	6-7 FLTD	0-5	
Total	2000	220	313	353	413	351	229	78	43	1487	886	498	103	579	352	250	307	513	266	247
DEFINITELY VOTING	77.9	93.9	88.9	81.0	71.8	68.4	65.1	77.7	95.8	75.8	86.9	62.2	45.8	92.9	65.8	51.7	74.5	84.0	85.3	82.5
VERY/SOMEWHAT LIKELY	22.1	6.1	11.1	19.0	28.2	31.6	34.9	22.3	4.2	24.2	13.1	37.8	54.2	7.1	34.2	48.3	25.5	16.0	14.7	17.5
Very Likely	13.5	3.6	8.0	13.1	17.4	16.9	19.4	16.4	4.2	14.8	8.9	21.7	31.3	4.7	21.6	24.6	17.8	9.7	8.7	10.8
Somewhat Likely	8.7	2.6	3.1	6.0	10.8	14.7	15.6	5.8	0.0	9.5	4.1	16.2	22.8	2.4	12.5	23.7	7.7	6.3	6.0	6.7
Mean	2.69	2.91	2.86	2.75	2.61	2.54	2.50	2.72	2.96	2.66	2.83	2.46	2.23	2.91	2.53	2.28	2.67	2.78	2.79	2.76



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

3. THINKING AHEAD, HOW LIKELY IS IT YOU WILL VOTE IN THE 2024 GENERAL ELECTIONS FOR PRESIDENT AND CONGRESS? IF YOU ARE NOT LIKELY TO VOTE, JUST SAY SO.

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD			
		EAST	MID- WEST	SOUTH	WEST	DEFIN- ITELY VOTING	VERY/ SMWHT LIKELY	Very Likely	Smwht Likely
Total	2000	354	440	738	468	1558	442	269	173
DEFINITELY VOTING	77.9	80.6	76.9	77.5	77.4	100.0	0.0	0.0	0.0
VERY/SOMEWHAT LIKELY	22.1	19.4	23.1	22.5	22.6	0.0	100.0	100.0	100.0
Very Likely	13.5	11.5	13.1	13.3	15.5	0.0	60.9	100.0	0.0
Somewhat Likely	8.7	7.9	10.0	9.2	7.1	0.0	39.1	0.0	100.0
Mean	2.69	2.73	2.67	2.68	2.70	3.00	1.61	2.00	1.00



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

3. THINKING AHEAD, HOW LIKELY IS IT YOU WILL VOTE IN THE 2024 GENERAL ELECTIONS FOR PRESIDENT AND CONGRESS? IF YOU ARE NOT LIKELY TO VOTE, JUST SAY SO.

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN				
		UNITED STATES		FOR CONGRESS			ERS/					
		RIGHT	WRONG	REPUB-	DEMO-	UND-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	ECI-	CIDED	ROVE			PROVE	
		TION				DED						
Total	2000	540	1456	930	820	250	513	826	293	532	1174	
DEFINITELY VOTING	77.9	82.4	76.4	82.7	80.4	51.7	58.5	79.0	90.6	72.6	77.1	
VERY/SOMEWHAT LIKELY	22.1	17.6	23.6	17.3	19.6	48.3	41.5	21.0	9.4	27.4	22.9	
Very Likely	13.5	11.8	14.0	11.1	12.7	24.6	23.8	13.4	7.0	16.9	13.5	
Somewhat Likely	8.7	5.8	9.6	6.2	6.9	23.7	17.8	7.6	2.4	10.5	9.4	
Mean	2.69	2.77	2.67	2.76	2.74	2.28	2.41	2.71	2.88	2.62	2.68	



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

3. THINKING AHEAD, HOW LIKELY IS IT YOU WILL VOTE IN THE 2024 GENERAL ELECTIONS FOR PRESIDENT AND CONGRESS? IF YOU ARE NOT LIKELY TO VOTE, JUST SAY SO.

BANNER 4

	TOTAL	2020 BALLOT		PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	829	922	724	742	534	476	254	211	248	488	323
DEFINITELY VOTING	77.9	84.2	80.2	85.5	78.8	66.3	89.2	82.3	73.4	78.3	77.0	61.6
VERY/SOMEWHAT LIKELY	22.1	15.8	19.8	14.5	21.2	33.7	10.8	17.7	26.6	21.7	23.0	38.4
Very Likely	13.5	9.7	13.7	9.1	13.6	19.1	6.5	9.0	17.6	14.2	16.0	20.0
Somewhat Likely	8.7	6.1	6.1	5.4	7.5	14.6	4.3	8.7	9.0	7.5	6.9	18.3
Mean	2.69	2.78	2.74	2.80	2.71	2.52	2.85	2.74	2.64	2.71	2.70	2.43



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

3. THINKING AHEAD, HOW LIKELY IS IT YOU WILL VOTE IN THE 2024 GENERAL ELECTIONS FOR PRESIDENT AND CONGRESS? IF YOU ARE NOT LIKELY TO VOTE, JUST SAY SO.

BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	553	232	321	734	427	287	713	43	136	545	413	267	61	97	330	107
DEFINITELY VOTING	77.9	80.7	85.4	77.4	68.5	80.1	93.1	85.3	73.2	75.9	88.9	85.2	73.6	58.8	65.1	61.4	82.5
VERY/SOMEWHAT LIKELY	22.1	19.3	14.6	22.6	31.5	19.9	6.9	14.7	26.8	24.1	11.1	14.8	26.4	41.2	34.9	38.6	17.5
Very Likely	13.5	12.2	10.2	13.7	18.8	11.6	5.0	8.9	14.8	15.0	7.2	10.7	17.2	17.8	17.8	21.6	12.6
Somewhat Likely	8.7	7.0	4.4	8.9	12.7	8.3	1.9	5.7	12.0	9.0	3.9	4.2	9.1	23.4	17.1	17.1	4.9
Mean	2.69	2.74	2.81	2.68	2.56	2.72	2.91	2.80	2.61	2.67	2.85	2.81	2.65	2.35	2.48	2.44	2.78



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

3. THINKING AHEAD, HOW LIKELY IS IT YOU WILL VOTE IN THE 2024 GENERAL ELECTIONS FOR PRESIDENT AND CONGRESS? IF YOU ARE NOT LIKELY TO VOTE, JUST SAY SO.

BANNER 6

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	871	297	832	1062	350	46	305	1478	976	503	171	613	134	504	559
DEFINITELY VOTING	77.9	78.5	61.0	83.3	71.3	82.8	81.5	83.0	77.3	78.9	74.2	73.0	80.3	83.4	80.7	73.0
VERY/SOMEWHAT LIKELY	22.1	21.5	39.0	16.7	28.7	17.2	18.5	17.0	22.7	21.1	25.8	27.0	19.7	16.6	19.3	27.0
Very Likely	13.5	13.0	24.4	10.0	17.6	11.7	12.0	11.6	13.8	13.3	14.7	14.5	10.5	13.3	14.3	15.7
Somewhat Likely	8.7	8.5	14.6	6.7	11.1	5.5	6.6	5.4	8.9	7.9	11.0	12.5	9.2	3.3	5.0	11.3
Mean	2.69	2.70	2.46	2.77	2.60	2.77	2.75	2.78	2.68	2.71	2.63	2.60	2.71	2.80	2.76	2.62



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

3. THINKING AHEAD, HOW LIKELY IS IT YOU WILL VOTE IN THE 2024 GENERAL ELECTIONS FOR PRESIDENT AND CONGRESS? IF YOU ARE NOT LIKELY TO VOTE, JUST SAY SO.

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1229	771	481	290	503	437	726	334
DEFINITELY VOTING	77.9	73.1	85.5	84.0	87.8	79.0	89.4	69.1	80.3
VERY/SOMEWHAT LIKELY	22.1	26.9	14.5	16.0	12.2	21.0	10.6	30.9	19.7
Very Likely	13.5	14.7	11.5	11.9	10.9	10.7	8.5	17.5	15.4
Somewhat Likely	8.7	12.2	3.0	4.1	1.3	10.4	2.1	13.4	4.3
Mean	2.69	2.61	2.82	2.80	2.87	2.69	2.87	2.56	2.76



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

3. THINKING AHEAD, HOW LIKELY IS IT YOU WILL VOTE IN THE 2024 GENERAL ELECTIONS FOR PRESIDENT AND CONGRESS? IF YOU ARE NOT LIKELY TO VOTE, JUST SAY SO.

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON-WHITE	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1356	644	262	260	84	685	671	109	153	96	164
DEFINITELY VOTING	77.9	82.8	67.6	68.0	67.1	67.1	88.5	76.9	76.0	62.3	65.6	68.0
VERY/SOMEWHAT LIKELY	22.1	17.2	32.4	32.0	32.9	32.9	11.5	23.1	24.0	37.7	34.4	32.0
Very Likely	13.5	10.8	19.1	19.4	17.6	23.5	8.0	13.5	13.9	23.3	14.4	19.4
Somewhat Likely	8.7	6.5	13.2	12.6	15.3	9.5	3.5	9.5	10.1	14.3	20.0	12.6
Mean	2.69	2.76	2.54	2.55	2.52	2.58	2.85	2.67	2.66	2.48	2.46	2.55



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

3. THINKING AHEAD, HOW LIKELY IS IT YOU WILL VOTE IN THE 2024 GENERAL ELECTIONS FOR PRESIDENT AND CONGRESS? IF YOU ARE NOT LIKELY TO VOTE, JUST SAY SO.

BANNER 9

	TOTAL	AGE						AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
Total	2000	160	257	357	332	370	524	775	1225	1106	894	940	1060	
DEFINITELY VOTING	77.9	51.7	63.0	73.8	80.1	84.0	90.3	65.7	85.6	70.0	87.7	83.8	72.6	
VERY/SOMEWHAT LIKELY	22.1	48.3	37.0	26.2	19.9	16.0	9.7	34.3	14.4	30.0	12.3	16.2	27.4	
Very Likely	13.5	26.4	23.0	15.3	9.8	12.3	6.6	20.2	9.2	17.1	9.0	9.7	16.8	
Somewhat Likely	8.7	21.9	14.0	10.9	10.1	3.7	3.1	14.2	5.2	12.9	3.3	6.5	10.5	
Mean	2.69	2.30	2.49	2.63	2.70	2.80	2.87	2.51	2.80	2.57	2.84	2.77	2.62	



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

3. THINKING AHEAD, HOW LIKELY IS IT YOU WILL VOTE IN THE 2024 GENERAL ELECTIONS FOR PRESIDENT AND CONGRESS? IF YOU ARE NOT LIKELY TO VOTE, JUST SAY SO.

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	207	497	526	771	54	187	244	455	153	310	282	315	544	1036	420
DEFINITELY VOTING	77.9	52.7	69.1	80.9	88.3	56.7	72.8	83.9	91.5	51.2	66.9	78.2	83.7	75.9	78.7	78.5
VERY/SOMEWHAT LIKELY	22.1	47.3	30.9	19.1	11.7	43.3	27.2	16.1	8.5	48.8	33.1	21.8	16.3	24.1	21.3	21.5
Very Likely	13.5	26.6	18.7	10.7	8.5	20.9	15.3	8.6	6.6	28.6	20.7	12.5	11.2	12.8	14.3	12.3
Somewhat Likely	8.7	20.7	12.2	8.5	3.2	22.4	11.9	7.5	2.0	20.1	12.5	9.3	5.1	11.3	7.0	9.2
Mean	2.69	2.32	2.57	2.72	2.85	2.34	2.61	2.76	2.90	2.31	2.54	2.69	2.79	2.65	2.72	2.69



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AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

4. GENDER:

BANNER 1

	ANMP SCORE									NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
	10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND. VOTE DEM	TOTAL	6-7 FLTD	0-5		
Total	2000	220	313	353	413	351	229	78	43	1487	886	498	103	579	352	250	307	513	266	247
MALE	47.0	70.6	61.0	48.4	40.4	36.2	30.4	45.1	56.9	50.4	58.3	39.7	33.3	64.1	52.5	32.1	36.8	37.2	36.1	38.5
FEMALE	53.0	29.4	39.0	51.6	59.6	63.8	69.6	54.9	43.1	49.6	41.7	60.3	66.7	35.9	47.5	67.9	63.2	62.8	63.9	61.5



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

4. GENDER:

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD			
		EAST	MID- WEST	SOUTH	WEST	DEFIN- ITELY VOTING	VERY/ SMWHT LIKELY	Very Likely	Smwht Likely
Total	2000	354	440	738	468	1558	442	269	173
MALE	47.0	46.5	46.9	48.2	45.6	50.6	34.4	33.7	35.5
FEMALE	53.0	53.5	53.1	51.8	54.4	49.4	65.6	66.3	64.5



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

4. GENDER:

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		UNITED STATES		FOR CONGRESS			ERS/				
		RIGHT	WRONG	REPUB-	DEMO-	UND-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	ECI-	CIDED	ROVE			PROVE
		TION				DED					
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	2000	540	1456	930	820	250	513	826	293	532	1174
MALE	47.0	45.3	47.8	59.7	37.1	32.1	37.2	37.0	43.3	33.6	54.0
FEMALE	53.0	54.7	52.2	40.3	62.9	67.9	62.8	63.0	56.7	66.4	46.0



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

4. GENDER:

BANNER 4

	TOTAL		2020 BALLOT			PARTY			MEN			WOMEN		
			TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	
Total	2000	829	922	724	742	534	476	254	211	248	488	323		
MALE	47.0	61.5	38.3	65.7	34.2	39.5	100.0	100.0	100.0	0.0	0.0	0.0		
FEMALE	53.0	38.5	61.7	34.3	65.8	60.5	0.0	0.0	0.0	100.0	100.0	100.0		



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

4. GENDER:

BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	553	232	321	734	427	287	713	43	136	545	413	267	61	97	330	107
MALE	47.0	38.0	40.7	36.0	38.3	61.5	65.2	63.0	66.4	53.0	68.8	36.1	30.1	39.0	33.4	38.8	47.0
FEMALE	53.0	62.0	59.3	64.0	61.7	38.5	34.8	37.0	33.6	47.0	31.2	63.9	69.9	61.0	66.6	61.2	53.0



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

4. GENDER:

BANNER 6

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	871	297	832	1062	350	46	305	1478	976	503	171	613	134	504	559
MALE	47.0	34.9	40.1	62.1	46.7	55.3	59.1	54.8	46.1	48.7	41.1	37.6	48.8	58.6	50.7	40.2
FEMALE	53.0	65.1	59.9	37.9	53.3	44.7	40.9	45.2	53.9	51.3	58.9	62.4	51.2	41.4	49.3	59.8



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

4. GENDER:

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/	COLL-	Bchlr	Post-	LESS/	COLL-	LESS/	COLL-
		COLL.	EGE	Degree	Grad./	COLL.	EGE	COLL.	EGE
		GRAD	GRAD.		Prof.	GRAD.	GRAD.	GRAD.	GRAD.
Total	2000	1229	771	481	290	503	437	726	334
MALE	47.0	40.9	56.7	55.5	58.7	100.0	100.0	0.0	0.0
FEMALE	53.0	59.1	43.3	44.5	41.3	0.0	0.0	100.0	100.0



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

4. GENDER:

BANNER 8

TOTAL	RACE						WHITE		HISPANIC		BLACK	
	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	
Total	2000	1356	644	262	260	84	685	671	109	153	96	164
MALE	47.0	50.5	39.6	41.8	37.1	43.3	100.0	0.0	100.0	0.0	100.0	0.0
FEMALE	53.0	49.5	60.4	58.2	62.9	56.7	0.0	100.0	0.0	100.0	0.0	100.0



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

4. GENDER:

BANNER 9

	TOTAL	AGE					AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
	2000	160	257	357	332	370	524	775	1225	1106	894	940	1060
MALE	47.0	26.1	33.8	39.3	46.5	50.7	62.8	34.8	54.7	38.3	57.8	100.0	0.0
FEMALE	53.0	73.9	66.2	60.7	53.5	49.3	37.2	65.2	45.3	61.7	42.2	0.0	100.0



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

4. GENDER:

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	URBAN	SUB-URBAN	RURAL
		NIALS		BMMRS		NIALS		BMMRS		NIALS		BMMRS				
				/SLNTG				/SLNTG				/SLNTG				
Total	2000	207	497	526	771	54	187	244	455	153	310	282	315	544	1036	420
MALE	47.0	26.0	37.6	46.4	59.1	100.0	100.0	100.0	100.0	0.0	0.0	0.0	0.0	48.2	47.0	45.4
FEMALE	53.0	74.0	62.4	53.6	40.9	0.0	0.0	0.0	0.0	100.0	100.0	100.0	100.0	51.8	53.0	54.6



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AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

5. REGION:

BANNER 1

	ANMP SCORE									NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
	10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND. VOTE DEM	TOTAL	6-7 FLTD	0-5		
Total	2000	220	313	353	413	351	229	78	43	1487	886	498	103	579	352	250	307	513	266	247
NEW ENGLAND	5.0	8.0	3.9	6.0	4.9	4.8	2.3	2.6	10.6	5.6	5.7	5.8	3.7	5.0	3.0	7.7	8.0	3.2	3.2	3.3
MIDDLE ATLANTIC	12.7	10.4	13.1	12.3	15.6	11.8	12.0	14.5	5.4	12.7	12.1	14.6	9.0	13.6	10.3	15.1	11.8	12.7	12.5	12.9
EAST NORTH CENTRAL	15.0	13.5	14.7	17.1	13.4	15.5	12.5	22.0	19.6	14.5	15.4	13.4	12.5	14.0	16.3	9.2	17.6	16.4	16.1	16.8
WEST NORTH CENTRAL	7.0	5.3	9.9	7.2	7.1	6.0	6.5	6.0	5.2	7.1	7.7	6.4	5.0	5.8	6.0	12.4	6.4	6.8	6.9	6.7
SOUTH ATLANTIC	21.0	21.8	23.3	20.2	23.7	19.2	20.1	11.1	18.5	22.2	21.7	23.3	21.1	22.7	24.4	20.2	20.2	17.5	18.5	16.5
EAST SOUTH CENTRAL	5.6	5.5	6.4	6.7	6.1	3.8	6.0	4.1	2.1	6.0	6.3	5.2	7.8	9.0	4.3	3.8	4.3	4.3	4.7	3.9
WEST SOUTH CENTRAL	10.3	12.8	12.3	10.0	6.2	10.7	14.2	5.1	9.5	10.7	11.5	7.6	19.2	13.0	11.7	9.1	6.7	9.0	9.6	8.4
MOUNTAIN	7.7	11.7	8.0	6.7	7.5	7.5	5.9	11.1	0.0	8.0	8.4	8.2	3.9	7.5	8.9	8.5	7.8	6.7	6.1	7.4
PACIFIC	15.7	11.0	8.4	13.8	15.5	20.7	20.5	23.4	29.2	13.1	11.2	15.5	17.8	9.3	15.1	13.9	17.3	23.2	22.4	24.1



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

5. REGION:

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD			
		EAST	MID- WEST	SOUTH	WEST	DEFIN- ITELY VOTING	VERY/ SMWHT LIKELY	Very Likely	Smwht Likely
Total	2000	354	440	738	468	1558	442	269	173
NEW ENGLAND	5.0	28.2	0.0	0.0	0.0	5.3	4.0	5.1	2.5
MIDDLE ATLANTIC	12.7	71.8	0.0	0.0	0.0	13.0	11.5	10.0	13.7
EAST NORTH CENTRAL	15.0	0.0	68.2	0.0	0.0	14.8	15.9	15.1	17.0
WEST NORTH CENTRAL	7.0	0.0	31.8	0.0	0.0	7.0	7.1	6.3	8.4
SOUTH ATLANTIC	21.0	0.0	0.0	56.9	0.0	21.0	21.1	20.8	21.5
EAST SOUTH CENTRAL	5.6	0.0	0.0	15.2	0.0	5.4	6.5	5.0	8.8
WEST SOUTH CENTRAL	10.3	0.0	0.0	27.9	0.0	10.4	9.9	10.7	8.8
MOUNTAIN	7.7	0.0	0.0	0.0	32.9	7.8	7.3	8.8	5.0
PACIFIC	15.7	0.0	0.0	0.0	67.1	15.4	16.6	18.1	14.3



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

5. REGION:

BANNER 3

TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-		JOB: JOE BIDEN			
	UNITED STATES		FOR CONGRESS			ERS/					
	RIGHT	WRONG	REPUB-	DEMO-	UND-	UNDE-	APP-	Strong	Smwht	DISAP-	
	DIREC-	TRACK	LICAN	CRATIC	ECI-	CIDED	ROVE			PROVE	
	TION				DED						
Total	2000	540	1456	930	820	250	513	826	293	532	1174
NEW ENGLAND	5.0	3.6	5.5	4.3	5.0	7.7	5.8	4.6	3.8	5.0	5.3
MIDDLE ATLANTIC	12.7	15.4	11.7	12.4	12.3	15.1	11.5	13.5	15.7	12.3	12.1
EAST NORTH CENTRAL	15.0	16.6	14.4	14.9	16.9	9.2	13.6	16.1	15.0	16.6	14.3
WEST NORTH CENTRAL	7.0	5.4	7.6	5.9	6.6	12.4	8.4	6.7	6.7	6.6	7.2
SOUTH ATLANTIC	21.0	17.2	22.3	23.4	18.6	20.2	21.7	17.1	16.7	17.3	23.7
EAST SOUTH CENTRAL	5.6	5.3	5.7	7.2	4.3	3.8	3.1	5.1	5.0	5.2	5.9
WEST SOUTH CENTRAL	10.3	8.3	11.1	12.5	8.1	9.1	9.0	8.6	9.3	8.3	11.5
MOUNTAIN	7.7	7.6	7.8	8.0	7.1	8.5	9.0	7.2	5.8	8.0	8.0
PACIFIC	15.7	20.6	13.9	11.5	21.0	13.9	17.9	21.1	22.1	20.6	11.9



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

5. REGION:

BANNER 4

	TOTAL		2020 BALLOT			PARTY			MEN			WOMEN		
			TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	
Total	2000	829	922	724	742	534	476	254	211	248	488	323		
NEW ENGLAND	5.0	4.9	5.1	4.0	4.8	6.7	4.9	3.9	6.0	2.2	5.2	7.1		
MIDDLE ATLANTIC	12.7	12.8	13.2	13.3	13.6	10.7	13.8	12.5	10.2	12.3	14.2	11.0		
EAST NORTH CENTRAL	15.0	15.0	16.4	14.1	15.9	15.0	12.8	17.5	19.4	16.6	15.0	12.2		
WEST NORTH CENTRAL	7.0	6.4	6.2	5.8	6.4	9.4	7.0	6.6	5.1	3.7	6.4	12.1		
SOUTH ATLANTIC	21.0	23.0	18.7	23.5	19.4	19.7	25.2	18.2	18.0	20.3	20.1	20.9		
EAST SOUTH CENTRAL	5.6	7.4	4.1	8.3	4.6	3.3	8.0	3.9	2.3	8.8	4.9	4.0		
WEST SOUTH CENTRAL	10.3	13.7	7.5	13.0	8.7	8.8	10.8	9.4	11.0	17.2	8.4	7.4		
MOUNTAIN	7.7	6.9	7.7	8.0	5.5	10.4	7.8	5.2	9.7	8.5	5.6	10.8		
PACIFIC	15.7	9.9	21.0	10.0	21.1	16.0	9.8	22.6	18.4	10.3	20.2	14.5		



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

5. REGION:

BANNER 5

TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT				
	LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER VATIVE	LIB- ERAL	MOD- ERATE	CONSER VATIVE	LIB- ERAL	MOD- ERATE	CONSER VATIVE	LIB- ERAL	MOD- ERATE	CONSER VATIVE	
Total	2000	553	232	321	734	427	287	713	43	136	545	413	267	61	97	330	107
NEW ENGLAND	5.0	4.5	4.3	4.7	5.1	5.1	5.4	5.3	1.8	2.8	4.4	5.1	4.2	5.7	3.3	6.8	9.3
MIDDLE ATLANTIC	12.7	11.7	11.1	12.1	13.4	14.2	10.5	12.7	11.2	15.7	12.8	12.4	14.6	17.4	9.0	11.5	9.4
EAST NORTH CENTRAL	15.0	16.9	19.6	15.0	14.4	14.9	13.0	14.1	21.5	13.6	13.6	17.0	14.5	14.7	14.7	14.7	16.5
WEST NORTH CENTRAL	7.0	8.5	5.7	10.5	6.0	7.1	6.7	6.9	5.9	4.1	6.3	8.3	3.1	8.3	10.2	9.0	9.5
SOUTH ATLANTIC	21.0	18.8	21.2	17.0	20.5	22.0	25.2	23.3	21.8	25.3	23.3	18.7	19.9	22.2	17.7	19.0	23.8
EAST SOUTH CENTRAL	5.6	4.7	5.2	4.4	4.1	6.5	9.8	7.8	14.4	3.8	8.9	3.4	5.5	8.4	5.9	3.1	1.7
WEST SOUTH CENTRAL	10.3	8.8	6.4	10.5	10.4	10.3	13.0	11.4	11.3	13.9	12.9	7.8	10.7	6.6	11.7	8.8	6.5
MOUNTAIN	7.7	7.4	7.7	7.1	8.3	7.0	7.8	7.3	4.7	10.3	7.7	5.6	5.4	5.0	16.0	9.9	6.8
PACIFIC	15.7	18.8	18.8	18.8	17.8	12.9	8.5	11.2	7.3	10.4	10.1	21.7	22.2	11.6	11.5	17.2	16.4



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

5. REGION:

BANNER 6

TOTAL	VOTE BEHAVIOR				VB	CONSIDER YOURSELF							RELIGION			
	COMBO	DEMO-CRAT	TCKT-SPLTTR	REPUB-LICAN	SWING VOTER	WLTHY-UPPER MIDDLE	Weal-ty	Upper Middle Class	MIDDLE-LOWER	Middle Class	Lower Middle Class	POOR	MAIN-STREAM PROT.	EVAN-GEL-ICAL	CATH-OLIC	NON-RELI-GIOUS
Total	2000	871	297	832	1062	350	46	305	1478	976	503	171	613	134	504	559
NEW ENGLAND	5.0	5.0	7.1	4.3	5.5	5.3	2.7	5.7	4.7	3.8	6.4	7.0	3.1	3.1	8.6	4.8
MIDDLE ATLANTIC	12.7	12.6	13.9	12.4	13.6	10.9	10.1	11.1	13.4	13.4	13.3	10.4	9.9	6.4	16.9	11.1
EAST NORTH CENTRAL	15.0	16.1	13.3	14.4	15.1	14.2	14.4	14.1	15.0	14.5	16.0	16.8	14.2	19.3	15.3	16.6
WEST NORTH CENTRAL	7.0	6.8	8.0	6.8	7.9	6.3	0.0	7.3	6.8	6.6	7.4	9.8	7.6	8.1	6.3	6.7
SOUTH ATLANTIC	21.0	19.4	20.7	22.7	19.8	20.7	21.2	20.6	21.5	22.1	20.2	17.6	26.8	21.1	17.1	19.5
EAST SOUTH CENTRAL	5.6	4.6	4.2	7.2	4.4	5.5	15.0	4.1	5.1	5.2	4.9	9.9	8.8	11.4	2.2	4.4
WEST SOUTH CENTRAL	10.3	8.0	9.6	12.9	9.6	10.7	13.9	10.2	10.3	11.0	9.1	9.3	12.1	14.6	11.6	7.1
MOUNTAIN	7.7	6.5	10.9	7.8	8.9	8.9	9.5	8.8	7.4	7.1	8.2	7.5	5.2	7.4	6.0	10.2
PACIFIC	15.7	20.9	12.3	11.4	15.1	17.5	13.3	18.1	15.7	16.3	14.6	11.7	12.3	8.5	16.0	19.6



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

5. REGION:

BANNER 7

TOTAL	EDUCATION LEVEL				MEN		WOMEN		
	LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchl r Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	
Total	2000	1229	771	481	290	503	437	726	334
NEW ENGLAND	5.0	5.6	4.0	4.0	4.1	5.4	4.3	5.8	3.7
MIDDLE ATLANTIC	12.7	10.5	16.1	16.7	15.3	11.6	13.8	9.8	19.2
EAST NORTH CENTRAL	15.0	16.5	12.6	14.0	10.4	15.1	16.0	17.5	8.2
WEST NORTH CENTRAL	7.0	6.8	7.3	7.8	6.4	4.6	8.6	8.4	5.6
SOUTH ATLANTIC	21.0	21.7	19.9	20.7	18.7	21.7	21.8	21.6	17.6
EAST SOUTH CENTRAL	5.6	5.7	5.4	5.8	4.8	6.2	5.0	5.3	6.0
WEST SOUTH CENTRAL	10.3	11.0	9.1	7.1	12.5	12.7	7.9	9.9	10.7
MOUNTAIN	7.7	8.7	6.1	6.0	6.3	10.1	4.5	7.7	8.2
PACIFIC	15.7	13.4	19.3	18.1	21.4	12.6	18.2	14.0	20.7



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

5. REGION:

BANNER 8

TOTAL	RACE						WHITE		HISPANIC		BLACK	
	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	
Total	2000	1356	644	262	260	84	685	671	109	153	96	164
NEW ENGLAND	5.0	6.3	2.2	1.9	1.9	4.4	5.8	6.8	1.6	2.2	2.2	1.7
MIDDLE ATLANTIC	12.7	13.3	11.4	11.5	11.4	12.1	12.8	13.9	8.2	13.8	12.2	11.0
EAST NORTH CENTRAL	15.0	17.9	9.0	8.5	9.4	8.8	18.9	16.8	4.7	11.3	6.1	11.3
WEST NORTH CENTRAL	7.0	8.4	4.0	2.2	3.6	5.7	7.1	9.8	4.3	0.7	5.6	2.4
SOUTH ATLANTIC	21.0	19.4	24.4	15.3	38.4	13.4	19.9	18.8	17.6	13.7	45.7	34.1
EAST SOUTH CENTRAL	5.6	5.4	6.0	2.2	11.3	2.3	6.0	4.8	2.1	2.2	9.2	12.5
WEST SOUTH CENTRAL	10.3	7.9	15.4	20.3	12.1	7.6	9.7	6.0	20.2	20.3	5.4	16.1
MOUNTAIN	7.7	8.3	6.4	9.0	3.0	9.0	8.0	8.6	8.3	9.6	4.1	2.4
PACIFIC	15.7	13.1	21.2	29.1	8.9	36.7	11.8	14.4	33.1	26.2	9.4	8.6



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

5. REGION:

BANNER 9

	TOTAL	AGE					AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	2000	160	257	357	332	370	524	775	1225	1106	894	940	1060
NEW ENGLAND	5.0	6.2	3.7	3.9	5.9	5.7	5.0	4.3	5.4	4.8	5.3	4.9	5.1
MIDDLE ATLANTIC	12.7	10.0	10.9	10.5	9.3	15.3	16.2	10.5	14.1	10.2	15.8	12.6	12.8
EAST NORTH CENTRAL	15.0	11.4	16.0	14.6	18.3	16.3	12.8	14.4	15.4	15.6	14.3	15.5	14.5
WEST NORTH CENTRAL	7.0	5.8	6.0	6.3	10.3	7.3	6.1	6.1	7.6	7.4	6.6	6.4	7.5
SOUTH ATLANTIC	21.0	24.0	20.3	20.5	25.2	18.4	20.0	21.1	20.9	22.4	19.3	21.7	20.4
EAST SOUTH CENTRAL	5.6	6.0	6.6	6.5	6.4	5.2	4.0	6.5	5.1	6.5	4.5	5.6	5.6
WEST SOUTH CENTRAL	10.3	13.7	10.7	11.4	10.3	8.8	9.3	11.6	9.5	11.3	9.1	10.5	10.2
MOUNTAIN	7.7	3.7	8.8	8.9	7.1	8.3	7.5	7.8	7.6	7.6	7.8	7.5	7.9
PACIFIC	15.7	19.2	16.9	17.3	7.2	14.6	19.1	17.6	14.5	14.5	17.2	15.2	16.1



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

5. REGION:

BANNER 10

TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE			
	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL	
Total	2000	207	497	526	771	54	187	244	455	153	310	282	315	544	1036	420
NEW ENGLAND	5.0	5.3	3.5	5.5	5.6	6.1	4.3	3.5	5.7	5.0	3.0	7.2	5.4	4.2	5.0	6.1
MIDDLE ATLANTIC	12.7	10.5	10.5	11.3	15.6	9.7	11.4	14.6	12.5	10.8	10.0	8.5	20.2	12.6	13.6	10.7
EAST NORTH CENTRAL	15.0	11.5	16.2	16.1	14.4	3.1	14.7	20.2	14.8	14.5	17.2	12.5	13.8	13.8	15.0	16.4
WEST NORTH CENTRAL	7.0	6.2	6.1	8.2	7.0	7.6	5.0	6.7	6.8	5.7	6.7	9.5	7.3	6.5	6.1	9.9
SOUTH ATLANTIC	21.0	22.5	20.8	23.6	18.9	27.7	17.9	23.7	21.5	20.7	22.6	23.5	15.2	17.4	22.2	22.6
EAST SOUTH CENTRAL	5.6	6.8	6.3	6.4	4.3	7.7	7.4	6.3	4.3	6.4	5.6	6.6	4.2	4.8	4.2	10.1
WEST SOUTH CENTRAL	10.3	14.0	10.4	10.0	9.5	11.4	6.4	9.1	12.7	14.9	12.8	10.7	4.8	11.7	10.1	8.9
MOUNTAIN	7.7	4.5	8.7	9.0	7.0	1.6	9.6	7.4	7.4	5.6	8.2	10.3	6.5	8.8	8.0	5.7
PACIFIC	15.7	18.6	17.5	10.0	17.7	25.0	23.4	8.6	14.2	16.4	14.0	11.2	22.6	20.2	15.8	9.7



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 LIKELY VOTERS

AREA:

BANNER 1

	ANMP SCORE									NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
	10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND. VOTE DEM	TOTAL	6-7 FLTD	0-5		
Total	2000	220	313	353	413	351	229	78	43	1487	886	498	103	579	352	250	307	513	266	247
EAST	17.7	18.4	17.0	18.2	20.6	16.6	14.2	17.1	16.0	18.3	17.8	20.4	12.7	18.7	13.3	22.8	19.8	15.9	15.7	16.1
MIDWEST	22.0	18.8	24.6	24.3	20.5	21.5	19.0	28.0	24.8	21.6	23.0	19.8	17.6	19.8	22.3	21.6	23.9	23.3	23.0	23.5
SOUTH	36.9	40.1	42.0	36.9	36.0	33.7	40.2	20.4	30.0	39.0	39.5	36.1	48.1	44.7	40.4	33.1	31.2	30.9	32.8	28.9
WEST	23.4	22.7	16.5	20.5	23.0	28.2	26.5	34.4	29.2	21.1	19.6	23.7	21.7	16.8	24.0	22.4	25.1	29.9	28.5	31.5



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

AREA:

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD			
		EAST	MID- WEST	SOUTH	WEST	DEFIN- ITELY VOTING	VERY/ SMWHT LIKELY	Very Likely	Smwht Likely
Total	2000	354	440	738	468	1558	442	269	173
EAST	17.7	100.0	0.0	0.0	0.0	18.3	15.5	15.1	16.2
MIDWEST	22.0	0.0	100.0	0.0	0.0	21.7	23.0	21.4	25.4
SOUTH	36.9	0.0	0.0	100.0	0.0	36.7	37.5	36.5	39.1
WEST	23.4	0.0	0.0	0.0	100.0	23.2	24.0	27.0	19.3



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 LIKELY VOTERS

AREA:

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN				
		UNITED STATES		FOR CONGRESS			ERS/					
		RIGHT	WRONG	REPUB-	DEMO-	UND-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	ECI-	CIDED	ROVE			PROVE	
		TION				DED						
Total	2000	540	1456	930	820	250	513	826	293	532	1174	
EAST	17.7	19.0	17.3	16.6	17.3	22.8	17.3	18.1	19.5	17.3	17.4	
MIDWEST	22.0	22.0	22.0	20.8	23.5	21.6	22.1	22.7	21.7	23.3	21.5	
SOUTH	36.9	30.9	39.0	43.1	31.0	33.1	33.7	30.8	30.9	30.8	41.2	
WEST	23.4	28.2	21.7	19.5	28.1	22.4	26.9	28.3	27.9	28.6	19.9	



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 LIKELY VOTERS

AREA:

BANNER 4

	TOTAL		2020 BALLOT			PARTY			MEN			WOMEN		
			TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	
Total	2000	829	922	724	742	534	476	254	211	248	488	323		
EAST	17.7	17.7	18.3	17.3	18.4	17.3	18.7	16.5	16.1	14.5	19.4	18.1		
MIDWEST	22.0	21.4	22.6	19.9	22.3	24.4	19.7	24.1	24.5	20.3	21.4	24.3		
SOUTH	36.9	44.2	30.3	44.8	32.8	31.9	44.0	31.6	31.3	46.3	33.4	32.3		
WEST	23.4	16.8	28.7	18.0	26.5	26.4	17.6	27.8	28.1	18.8	25.8	25.3		



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 LIKELY VOTERS

AREA:

BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	553	232	321	734	427	287	713	43	136	545	413	267	61	97	330	107
EAST	17.7	16.2	15.3	16.8	18.6	19.3	16.0	18.0	13.0	18.6	17.3	17.4	18.8	23.2	12.3	18.4	18.7
MIDWEST	22.0	25.4	25.2	25.5	20.3	22.0	19.7	21.1	27.4	17.7	19.9	25.3	17.5	23.0	24.9	23.7	26.0
SOUTH	36.9	32.3	32.9	31.8	35.0	38.7	47.9	42.4	47.5	43.0	45.1	30.0	36.1	37.2	35.3	30.8	32.1
WEST	23.4	26.2	26.6	25.9	26.1	19.9	16.4	18.5	12.0	20.7	17.8	27.3	27.6	16.6	27.5	27.1	23.2



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 LIKELY VOTERS

AREA:

BANNER 6

TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION				
	DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC	NON- RELI- GIOUS
Total	2000	871	297	832	1062	350	46	305	1478	976	503	171	613	134	504	559
EAST	17.7	17.6	21.0	16.6	19.1	16.3	12.7	16.8	18.1	17.2	19.8	17.4	13.0	9.5	25.5	15.9
MIDWEST	22.0	23.0	21.3	21.2	23.0	20.5	14.4	21.4	21.8	21.0	23.4	26.6	21.8	27.4	21.6	23.3
SOUTH	36.9	32.0	34.5	42.9	33.8	36.9	50.1	34.9	36.9	38.3	34.1	36.8	47.7	47.2	30.9	31.0
WEST	23.4	27.4	23.2	19.3	24.0	26.4	22.8	26.9	23.2	23.4	22.7	19.2	17.5	15.9	22.0	29.8



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 LIKELY VOTERS

AREA:

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1229	771	481	290	503	437	726	334
EAST	17.7	16.2	20.2	20.6	19.4	17.0	18.1	15.6	22.9
MIDWEST	22.0	23.3	19.9	21.8	16.8	19.7	24.6	25.8	13.8
SOUTH	36.9	38.4	34.5	33.6	36.0	40.6	34.6	36.9	34.3
WEST	23.4	22.1	25.4	24.1	27.7	22.7	22.7	21.7	29.0



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 LIKELY VOTERS

AREA:

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON-WHITE	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1356	644	262	260	84	685	671	109	153	96	164
EAST	17.7	19.6	13.6	13.4	13.3	16.4	18.6	20.7	9.8	16.0	14.4	12.7
MIDWEST	22.0	26.3	12.9	10.7	13.0	14.5	26.0	26.6	9.0	12.0	11.7	13.7
SOUTH	36.9	32.7	45.8	37.7	61.8	23.3	35.6	29.7	39.9	36.2	60.4	62.6
WEST	23.4	21.4	27.6	38.1	11.9	45.7	19.8	23.0	41.4	35.8	13.5	11.0



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

AREA:

BANNER 9

	TOTAL	AGE						AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
Total	2000	160	257	357	332	370	524	775	1225	1106	894	940	1060	
EAST	17.7	16.2	14.6	14.4	15.2	21.1	21.2	14.8	19.5	14.9	21.1	17.5	17.9	
MIDWEST	22.0	17.2	22.0	20.9	28.6	23.6	18.9	20.5	22.9	22.9	20.9	22.0	22.0	
SOUTH	36.9	43.7	37.6	38.4	41.9	32.4	33.4	39.3	35.4	40.1	33.0	37.8	36.1	
WEST	23.4	22.9	25.8	26.3	14.3	22.9	26.6	25.4	22.1	22.1	25.0	22.7	24.0	



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
 NATIONAL SURVEY: 2,000 LIKELY VOTERS

AREA:

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	207	497	526	771	54	187	244	455	153	310	282	315	544	1036	420
EAST	17.7	15.8	14.0	16.8	21.2	15.8	15.7	18.1	18.1	15.8	13.0	15.7	25.6	16.8	18.6	16.8
MIDWEST	22.0	17.7	22.3	24.3	21.4	10.7	19.6	26.9	21.6	20.2	23.9	22.0	21.1	20.3	21.1	26.3
SOUTH	36.9	43.3	37.5	40.0	32.7	46.8	31.8	39.0	38.6	42.0	40.9	40.8	24.2	34.0	36.6	41.5
WEST	23.4	23.2	26.2	19.0	24.7	26.7	32.9	16.0	21.6	21.9	22.2	21.5	29.1	28.9	23.7	15.4



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AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

6. ARE YOU FROM A LATINO OR HISPANIC BACKGROUND?

BANNER 1

	ANMP SCORE									NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
	10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND. VOTE DEM	TOTAL	6-7 FLTD	0-5		
Total	2000	220	313	353	413	351	229	78	43	1487	886	498	103	579	352	250	307	513	266	247
YES	13.1	6.6	7.3	10.9	13.1	19.4	20.6	15.0	11.9	12.6	8.6	17.1	25.7	10.4	18.6	11.4	10.8	14.6	14.0	15.1
NO	86.9	93.4	92.7	89.1	86.9	80.6	79.4	85.0	88.1	87.4	91.4	82.9	74.3	89.6	81.4	88.6	89.2	85.4	86.0	84.9



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

6. ARE YOU FROM A LATINO OR HISPANIC BACKGROUND?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD			
		EAST	MID-WEST	SOUTH	WEST	DEFIN-ITELY VOTING	VERY/SMWHT LIKELY	Very Likely	Smwht Likely
Total	2000	354	440	738	468	1558	442	269	173
YES	13.1	9.9	6.4	13.4	21.3	11.4	19.0	18.9	19.0
NO	86.9	90.1	93.6	86.6	78.7	88.6	81.0	81.1	81.0



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

6. ARE YOU FROM A LATINO OR HISPANIC BACKGROUND?

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		RIGHT	WRONG	REPUB-	DEMO-	UND-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	ECI-	CIDED	ROVE			PROVE
		TION				DED					
Total	2000	540	1456	930	820	250	513	826	293	532	1174
YES	13.1	14.4	12.7	13.5	13.2	11.4	16.3	13.2	14.1	12.8	13.0
NO	86.9	85.6	87.3	86.5	86.8	88.6	83.7	86.8	85.9	87.2	87.0



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

6. ARE YOU FROM A LATINO OR HISPANIC BACKGROUND?

BANNER 4

	TOTAL	2020 BALLOT		PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	829	922	724	742	534	476	254	211	248	488	323
YES	13.1	11.3	13.1	12.0	15.8	10.9	9.2	18.0	9.6	17.5	14.6	11.7
NO	86.9	88.7	86.9	88.0	84.2	89.1	90.8	82.0	90.4	82.5	85.4	88.3



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

6. ARE YOU FROM A LATINO OR HISPANIC BACKGROUND?

BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	553	232	321	734	427	287	713	43	136	545	413	267	61	97	330	107
YES	13.1	15.2	17.0	13.8	13.8	11.2	10.0	10.8	20.5	15.0	10.6	15.4	17.1	12.4	11.8	10.7	10.4
NO	86.9	84.8	83.0	86.2	86.2	88.8	90.0	89.2	79.5	85.0	89.4	84.6	82.9	87.6	88.2	89.3	89.6



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

6. ARE YOU FROM A LATINO OR HISPANIC BACKGROUND?

BANNER 6

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	871	297	832	1062	350	46	305	1478	976	503	171	613	134	504	559
YES	13.1	14.2	16.8	10.7	13.3	9.1	20.7	7.3	14.6	14.1	15.6	8.1	7.6	9.2	22.9	11.5
NO	86.9	85.8	83.2	89.3	86.7	90.9	79.3	92.7	85.4	85.9	84.4	91.9	92.4	90.8	77.1	88.5



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

6. ARE YOU FROM A LATINO OR HISPANIC BACKGROUND?

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1229	771	481	290	503	437	726	334
YES	13.1	15.3	9.6	10.5	8.2	15.8	6.8	14.9	13.3
NO	86.9	84.7	90.4	89.5	91.8	84.2	93.2	85.1	86.7



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

6. ARE YOU FROM A LATINO OR HISPANIC BACKGROUND?

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1356	644	262	260	84	685	671	109	153	96	164
YES	13.1	0.0	40.7	100.0	0.0	0.0	0.0	0.0	100.0	100.0	0.0	0.0
NO	86.9	100.0	59.3	0.0	100.0	100.0	100.0	100.0	0.0	0.0	100.0	100.0



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6. ARE YOU FROM A LATINO OR HISPANIC BACKGROUND?

BANNER 9

	TOTAL	AGE						AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
Total	2000	160	257	357	332	370	524	775	1225	1106	894	940	1060	
YES	13.1	31.7	21.5	19.7	9.8	8.3	4.2	22.8	7.0	18.9	5.9	11.6	14.4	
NO	86.9	68.3	78.5	80.3	90.2	91.7	95.8	77.2	93.0	81.1	94.1	88.4	85.6	



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6. ARE YOU FROM A LATINO OR HISPANIC BACKGROUND?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	207	497	526	771	54	187	244	455	153	310	282	315	544	1036	420
YES	13.1	28.4	21.9	11.1	4.7	28.5	23.2	10.1	5.7	28.4	21.1	12.0	3.1	17.9	12.8	7.7
NO	86.9	71.6	78.1	88.9	95.3	71.5	76.8	89.9	94.3	71.6	78.9	88.0	96.9	82.1	87.2	92.3



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7. WHICH OF THE FOLLOWING BEST DESCRIBES YOUR HISPANIC OR LATINO ANCESTRY?

BANNER 1

	TOTAL	ANMP SCORE								NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
		10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND. VOTE DEM	TOTAL	6-7 FLTD	0-5	
Total	262	15	23	38	54	68	47	12	5	187	76	85	27	60	66	28	33	75	37	37
HISPANIC	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mexican	53.8	44.5	52.7	49.8	51.5	59.9	54.5	43.2	78.2	50.3	49.7	50.7	51.2	45.6	49.7	42.7	66.7	62.6	68.8	56.5
Puerto Rican	16.6	13.9	17.6	13.9	18.5	17.4	21.8	0.0	0.0	18.9	15.0	20.4	24.8	15.8	15.5	36.8	15.6	11.0	12.1	9.9
Cuban	6.6	5.7	8.5	12.5	2.5	4.5	1.4	39.4	0.0	8.1	10.0	5.2	12.2	16.3	5.0	2.9	4.1	2.7	0.0	5.4
Dominican	3.4	6.7	0.0	2.7	5.3	2.2	5.5	0.0	0.0	3.2	2.6	4.1	1.7	5.6	0.7	2.3	4.4	4.0	2.2	5.8
Salvadoran	1.4	0.0	3.6	2.8	2.6	0.0	0.9	0.0	0.0	2.0	2.5	1.7	1.5	0.7	2.9	1.4	2.9	0.0	0.0	0.0
Honduran	1.2	0.0	0.0	0.0	2.5	2.5	0.0	0.0	0.0	1.0	0.0	2.1	0.0	0.7	2.1	0.0	0.0	1.7	3.4	0.0
Guatemalan	1.0	0.0	0.0	2.1	1.7	1.4	0.0	0.0	0.0	0.4	1.1	0.0	0.0	0.0	1.2	0.0	0.0	2.5	5.0	0.0
Ecuadorian	0.8	0.0	0.0	2.3	0.0	0.0	0.0	10.0	0.0	0.5	1.1	0.0	0.0	0.0	0.0	3.0	0.0	1.6	0.0	3.1
Peruvian	0.7	0.0	0.0	0.0	1.5	0.0	2.1	0.0	0.0	0.5	0.0	0.0	3.7	0.0	1.5	0.0	0.0	1.1	2.2	0.0
Venezuelan	0.2	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.2	0.0	0.0	1.7	0.0	0.7	0.0	0.0	0.0	0.0	0.0
Nicaraguan	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Central American	2.2	0.0	5.4	0.0	3.5	2.7	0.0	7.4	0.0	2.6	1.6	4.3	0.0	3.5	1.5	6.3	0.0	1.2	0.0	2.3
Other South American	2.7	0.0	3.6	2.2	4.3	2.5	3.0	0.0	0.0	3.0	2.2	4.7	0.0	0.0	4.2	2.9	6.2	1.9	0.0	3.8
Spaniard	7.0	29.3	8.6	11.8	1.9	3.4	6.9	0.0	21.8	7.2	14.2	2.8	1.6	9.4	11.4	1.5	0.0	6.5	2.5	10.5
Other	2.3	0.0	0.0	0.0	4.2	3.6	3.0	0.0	0.0	2.0	0.0	3.9	1.7	2.3	3.6	0.0	0.0	3.2	3.9	2.6



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7. WHICH OF THE FOLLOWING BEST DESCRIBES YOUR HISPANIC OR LATINO ANCESTRY?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD			
		EAST	MID-WEST	SOUTH	WEST	DEFIN-ITELY VOTING	VERY/SMWHT LIKELY	Very Likely	Smwht Likely
Total	262	35	28	99	100	178	84	51	33
HISPANIC	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mexican	53.8	6.6	56.6	50.2	73.2	53.1	55.4	51.6	61.4
Puerto Rican	16.6	48.6	19.3	17.1	4.2	14.6	20.9	22.6	18.2
Cuban	6.6	5.2	5.3	12.0	2.1	8.0	3.5	4.0	2.7
Dominican	3.4	9.6	6.3	3.8	0.0	2.6	5.2	3.2	8.4
Salvadoran	1.4	0.0	3.8	0.8	1.8	1.9	0.5	0.8	0.0
Honduran	1.2	3.9	1.5	0.0	1.3	0.2	3.1	2.5	4.2
Guatemalan	1.0	0.0	0.0	0.9	1.8	1.5	0.0	0.0	0.0
Ecuadorian	0.8	3.3	0.0	0.9	0.0	1.1	0.0	0.0	0.0
Peruvian	0.7	0.0	0.0	0.0	1.8	1.0	0.0	0.0	0.0
Venezuelan	0.2	0.0	0.0	0.5	0.0	0.0	0.5	0.0	1.4
Nicaraguan	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Central American	2.2	2.5	4.4	1.8	1.9	3.2	0.0	0.0	0.0
Other South American	2.7	11.1	0.0	2.0	1.2	1.9	4.5	5.7	2.5
Spaniard	7.0	9.3	2.8	5.8	8.7	8.4	4.1	6.7	0.0
Other	2.3	0.0	0.0	4.2	2.0	2.4	2.3	2.8	1.3



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7. WHICH OF THE FOLLOWING BEST DESCRIBES YOUR HISPANIC OR LATINO ANCESTRY?

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		UNITED STATES		FOR CONGRESS			ERS/				
		RIGHT	WRONG	REPUB-	DEMO-	UND-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	ECI-	CIDED	ROVE			PROVE
		TION				DED					
Total	262	78	184	126	108	28	84	109	41	68	153
HISPANIC	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mexican	53.8	58.5	51.9	47.7	63.9	42.7	54.1	59.2	61.7	57.7	50.0
Puerto Rican	16.6	11.0	19.0	15.7	12.4	36.8	17.6	17.5	11.8	21.0	16.0
Cuban	6.6	6.1	6.8	10.4	3.1	2.9	2.7	4.2	2.8	4.9	8.3
Dominican	3.4	4.1	3.1	3.0	4.1	2.3	2.5	5.0	2.1	6.7	2.3
Salvadoran	1.4	0.0	2.0	1.9	0.9	1.4	2.6	0.0	0.0	0.0	2.4
Honduran	1.2	0.6	1.4	1.4	1.2	0.0	0.0	0.4	1.0	0.0	1.7
Guatemalan	1.0	2.4	0.4	0.7	1.7	0.0	0.0	1.7	4.6	0.0	0.5
Ecuadorian	0.8	1.5	0.5	0.0	1.1	3.0	1.0	1.1	0.0	1.7	0.6
Peruvian	0.7	1.0	0.5	0.8	0.7	0.0	0.0	0.7	2.0	0.0	0.6
Venezuelan	0.2	0.0	0.2	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Nicaraguan	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Central American	2.2	5.9	0.7	2.5	0.8	6.3	3.3	2.5	2.2	2.7	2.0
Other South American	2.7	1.7	3.1	2.2	3.2	2.9	4.6	1.2	0.0	1.9	3.8
Spaniard	7.0	4.8	8.0	10.5	4.5	1.5	8.6	4.5	7.3	2.7	8.9
Other	2.3	2.4	2.3	3.0	2.2	0.0	2.8	2.1	4.6	0.6	2.5



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7. WHICH OF THE FOLLOWING BEST DESCRIBES YOUR HISPANIC OR LATINO ANCESTRY?

BANNER 4

	TOTAL			2020 BALLOT			PARTY			MEN			WOMEN		
	TRUMP	BIDEN		REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	262	94	121	87	117	58	44	46	20	44	71	38			
HISPANIC	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mexican	53.8	51.5	58.3	50.9	60.5	44.9	49.3	70.4	49.8	52.5	54.2	42.2			
Puerto Rican	16.6	12.3	16.9	11.3	16.0	25.8	10.5	3.8	26.3	12.2	23.9	25.5			
Cuban	6.6	10.5	5.4	12.8	2.9	4.7	17.0	4.4	8.7	8.7	1.9	2.5			
Dominican	3.4	2.1	4.1	2.9	3.5	4.0	0.0	1.9	0.0	5.7	4.5	6.2			
Salvadoran	1.4	0.5	1.1	2.2	0.8	1.4	2.0	0.0	4.1	2.5	1.4	0.0			
Honduran	1.2	1.5	0.4	2.1	0.0	2.2	0.0	0.0	6.2	4.1	0.0	0.0			
Guatemalan	1.0	0.0	1.6	0.0	1.6	1.4	0.0	4.1	0.0	0.0	0.0	2.2			
Ecuadorian	0.8	0.0	1.0	0.0	1.0	1.5	0.0	2.6	0.0	0.0	0.0	2.3			
Peruvian	0.7	1.0	0.7	1.1	0.7	0.0	0.0	1.8	0.0	2.2	0.0	0.0			
Venezuelan	0.2	0.5	0.0	0.5	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0			
Nicaraguan	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
Other Central American	2.2	4.2	1.5	3.6	0.7	3.1	4.9	1.9	0.0	2.2	0.0	4.8			
Other South American	2.7	2.1	2.4	1.3	3.0	4.2	2.6	0.0	0.0	0.0	4.9	6.5			
Spaniard	7.0	11.9	5.2	9.3	5.5	6.8	10.7	9.2	5.0	7.9	3.1	7.8			
Other	2.3	1.9	1.6	2.1	3.7	0.0	3.2	0.0	0.0	1.0	6.1	0.0			



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7. WHICH OF THE FOLLOWING BEST DESCRIBES YOUR HISPANIC OR LATINO ANCESTRY?

BANNER 5

	TOTAL							REPUBLICAN			DEMOCRAT			INDEPENDENT			
	LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	
Total	262	84	39	44	101	48	29	77	9	20	58	64	46	8	11	35	11
HISPANIC	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mexican	53.8	55.8	55.7	55.8	53.5	57.5	43.3	52.2	42.4	36.8	57.1	57.1	69.7	34.0	58.6	42.3	39.0
Puerto Rican	16.6	19.3	21.5	17.3	15.1	12.2	21.7	15.8	27.1	10.9	9.1	17.1	8.2	53.6	25.2	26.4	24.5
Cuban	6.6	3.2	2.2	4.1	5.7	9.9	14.1	11.4	7.4	13.3	13.4	3.2	3.0	0.0	0.0	4.9	8.8
Dominican	3.4	3.6	2.2	4.8	2.1	2.0	9.9	5.0	7.6	0.0	3.2	3.7	1.8	12.5	0.0	3.7	9.1
Salvadoran	1.4	0.0	0.0	0.0	3.2	0.9	0.0	0.6	0.0	7.2	0.8	0.0	2.1	0.0	0.0	2.3	0.0
Honduran	1.2	0.0	0.0	0.0	0.0	6.4	0.0	4.0	0.0	0.0	3.1	0.0	0.0	0.0	0.0	0.0	11.2
Guatemalan	1.0	1.1	0.0	2.1	1.8	0.0	0.0	0.0	0.0	0.0	0.0	1.4	2.1	0.0	0.0	2.3	0.0
Ecuadorian	0.8	1.4	3.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0	0.0	0.0	2.5	0.0
Peruvian	0.7	1.0	2.0	0.0	1.0	0.0	0.0	0.0	0.0	4.7	0.0	1.3	0.0	0.0	0.0	0.0	0.0
Venezuelan	0.2	0.0	0.0	0.0	0.0	0.9	0.0	0.6	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0
Nicaraguan	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Central American	2.2	2.1	2.3	2.0	3.9	0.0	0.0	0.0	10.4	10.7	0.0	1.4	0.0	0.0	0.0	5.1	0.0
Other South American	2.7	5.7	3.6	7.5	0.8	3.1	0.0	2.0	5.1	0.0	1.2	5.5	0.0	0.0	7.2	2.3	7.4
Spaniard	7.0	5.8	5.0	6.5	8.7	4.2	9.5	6.2	0.0	16.3	8.2	6.0	5.6	0.0	9.0	8.2	0.0
Other	2.3	1.2	2.5	0.0	3.3	2.9	1.5	2.4	0.0	0.0	3.1	1.5	7.4	0.0	0.0	0.0	0.0



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7. WHICH OF THE FOLLOWING BEST DESCRIBES YOUR HISPANIC OR LATINO ANCESTRY?

BANNER 6

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	262	124	50	89	141	32	9	22	216	138	79	14	47	12	115	64
HISPANIC	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mexican	53.8	59.5	56.3	44.5	56.4	45.4	48.4	44.1	54.7	55.7	53.1	59.6	56.3	35.4	54.2	54.0
Puerto Rican	16.6	15.6	26.5	12.4	16.8	18.6	23.6	16.5	15.6	15.0	16.7	28.0	14.7	13.7	14.9	22.5
Cuban	6.6	2.7	3.2	13.9	5.3	4.9	0.0	7.0	6.9	8.6	4.0	5.9	8.6	6.3	7.7	5.6
Dominican	3.4	3.7	3.8	2.8	5.4	5.9	0.0	8.4	3.3	2.0	5.5	0.0	6.9	8.3	3.2	1.5
Salvadoran	1.4	0.8	0.0	3.1	1.6	0.0	0.0	0.0	1.7	2.4	0.6	0.0	4.1	0.0	0.8	0.6
Honduran	1.2	0.0	0.9	3.0	1.3	5.3	0.0	7.5	0.6	1.0	0.0	0.0	0.0	3.5	2.3	0.0
Guatemalan	1.0	1.5	0.0	0.9	0.6	0.0	0.0	0.0	1.2	1.4	1.0	0.0	1.8	0.0	1.6	0.0
Ecuadorian	0.8	0.9	1.7	0.0	0.6	2.7	0.0	3.9	0.5	0.0	1.5	0.0	0.0	0.0	1.0	1.3
Peruvian	0.7	0.7	0.0	1.1	0.0	3.1	10.2	0.0	0.4	0.6	0.0	0.0	0.0	0.0	0.7	0.0
Venezuelan	0.2	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.2	0.3	0.0	0.0	1.0	0.0	0.0	0.0
Nicaraguan	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Central American	2.2	1.5	1.8	3.4	1.9	6.7	9.6	5.5	1.7	2.6	0.0	0.0	1.8	0.0	1.9	2.8
Other South American	2.7	3.5	1.7	2.2	2.6	1.4	0.0	2.0	3.1	2.1	4.7	0.0	1.7	10.0	3.1	2.2
Spaniard	7.0	6.0	4.1	10.1	6.4	6.0	8.2	5.0	7.2	6.4	8.7	6.5	0.0	22.8	5.7	7.8
Other	2.3	3.5	0.0	2.0	1.0	0.0	0.0	0.0	2.8	2.1	4.2	0.0	3.1	0.0	2.9	1.5



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7. WHICH OF THE FOLLOWING BEST DESCRIBES YOUR HISPANIC OR LATINO ANCESTRY?

BANNER 7

	TOTAL				MEN				WOMEN	
	LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.		
Total	262	188	74	50	24	80	30	108	45	
HISPANIC	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Mexican	53.8	58.8	41.3	39.7	44.7	63.5	43.9	55.4	39.5	
Puerto Rican	16.6	17.2	15.2	15.4	14.9	13.7	2.4	19.7	23.9	
Cuban	6.6	5.4	9.6	10.7	7.2	8.1	15.7	3.4	5.5	
Dominican	3.4	4.0	1.8	0.8	4.0	1.1	0.0	6.2	3.1	
Salvadoran	1.4	1.5	1.1	0.0	3.5	1.1	2.8	1.9	0.0	
Honduran	1.2	1.6	0.0	0.0	0.0	1.6	0.0	1.7	0.0	
Guatemalan	1.0	0.5	2.3	3.4	0.0	1.2	3.1	0.0	1.8	
Ecuadorian	0.8	0.6	1.2	1.7	0.0	1.5	0.0	0.0	1.9	
Peruvian	0.7	0.5	1.1	0.0	3.4	0.0	2.7	0.9	0.0	
Venezuelan	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.4	0.0	
Nicaraguan	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Other Central American	2.2	1.0	5.3	5.3	5.2	1.1	7.0	0.9	4.1	
Other South American	2.7	0.7	7.8	11.5	0.0	0.6	2.3	0.8	11.5	
Spaniard	7.0	5.8	10.1	11.5	7.2	6.5	15.5	5.3	6.5	
Other	2.3	2.0	3.2	0.0	10.0	0.0	4.6	3.5	2.3	



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7. WHICH OF THE FOLLOWING BEST DESCRIBES YOUR HISPANIC OR LATINO ANCESTRY?

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	262	-	262	262	-	-	-	-	109	153	-	-
HISPANIC	100.0	-	100.0	100.0	-	-	-	-	100.0	100.0	-	-
Mexican	53.8	-	53.8	53.8	-	-	-	-	58.2	50.7	-	-
Puerto Rican	16.6	-	16.6	16.6	-	-	-	-	10.6	20.9	-	-
Cuban	6.6	-	6.6	6.6	-	-	-	-	10.2	4.0	-	-
Dominican	3.4	-	3.4	3.4	-	-	-	-	0.8	5.3	-	-
Salvadoran	1.4	-	1.4	1.4	-	-	-	-	1.5	1.3	-	-
Honduran	1.2	-	1.2	1.2	-	-	-	-	1.1	1.2	-	-
Guatemalan	1.0	-	1.0	1.0	-	-	-	-	1.7	0.5	-	-
Ecuadorian	0.8	-	0.8	0.8	-	-	-	-	1.1	0.6	-	-
Peruvian	0.7	-	0.7	0.7	-	-	-	-	0.7	0.6	-	-
Venezuelan	0.2	-	0.2	0.2	-	-	-	-	0.0	0.3	-	-
Nicaraguan	0.0	-	0.0	0.0	-	-	-	-	0.0	0.0	-	-
Other Central American	2.2	-	2.2	2.2	-	-	-	-	2.7	1.8	-	-
Other South American	2.7	-	2.7	2.7	-	-	-	-	1.0	3.9	-	-
Spaniard	7.0	-	7.0	7.0	-	-	-	-	9.0	5.6	-	-
Other	2.3	-	2.3	2.3	-	-	-	-	1.3	3.1	-	-



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7. WHICH OF THE FOLLOWING BEST DESCRIBES YOUR HISPANIC OR LATINO ANCESTRY?

BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	262	51	55	70	33	31	22	176	86	209	53	109	153
HISPANIC	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mexican	53.8	50.6	60.2	58.0	48.8	46.4	50.2	56.5	48.3	55.3	48.0	58.2	50.7
Puerto Rican	16.6	20.1	14.3	15.0	18.6	25.8	4.0	16.2	17.4	16.6	16.7	10.6	20.9
Cuban	6.6	5.3	4.6	1.4	8.6	9.1	24.5	3.5	12.9	4.3	15.6	10.2	4.0
Dominican	3.4	7.1	4.8	2.6	2.5	0.0	0.0	4.6	1.0	4.3	0.0	0.8	5.3
Salvadoran	1.4	1.7	0.0	2.9	2.5	0.0	0.0	1.6	1.0	1.8	0.0	1.5	1.3
Honduran	1.2	3.3	0.0	0.0	4.2	0.0	0.0	1.0	1.6	1.5	0.0	1.1	1.2
Guatemalan	1.0	0.0	1.7	0.0	0.0	5.6	0.0	0.5	2.0	0.5	3.3	1.7	0.5
Ecuadorian	0.8	0.0	2.1	0.0	2.7	0.0	0.0	0.7	1.0	1.0	0.0	1.1	0.6
Peruvian	0.7	0.0	0.0	2.5	0.0	0.0	0.0	1.0	0.0	0.8	0.0	0.7	0.6
Venezuelan	0.2	0.9	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.2	0.0	0.0	0.3
Nicaraguan	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Central American	2.2	0.0	1.7	2.7	2.6	6.8	0.0	1.6	3.4	1.8	4.0	2.7	1.8
Other South American	2.7	3.7	3.4	3.5	2.6	0.0	0.0	3.5	1.0	3.4	0.0	1.0	3.9
Spaniard	7.0	3.6	7.1	10.0	0.0	3.0	21.3	7.2	6.6	6.1	10.7	9.0	5.6
Other	2.3	3.7	0.0	1.4	7.0	3.2	0.0	1.6	3.8	2.5	1.8	1.3	3.1



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7. WHICH OF THE FOLLOWING BEST DESCRIBES YOUR HISPANIC OR LATINO ANCESTRY?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	URBAN	SUB-URBAN	RURAL
		NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG			
Total	262	59	109	58	36	15	43	25	26	43	65	34	10	97	133	32
HISPANIC	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mexican	53.8	52.3	58.4	48.8	50.9	68.0	71.5	41.5	46.0	46.8	49.7	54.1	63.8	50.2	53.3	66.9
Puerto Rican	16.6	17.4	15.4	22.5	9.6	8.1	3.6	29.0	6.4	20.7	23.2	17.7	18.0	21.1	14.9	10.2
Cuban	6.6	5.7	2.6	9.6	15.1	2.8	4.4	17.0	17.7	6.7	1.5	4.2	8.4	4.4	8.9	3.6
Dominican	3.4	7.3	3.5	1.4	0.0	0.0	2.0	0.0	0.0	9.9	4.5	2.4	0.0	6.6	1.4	2.0
Salvadoran	1.4	1.5	1.9	1.4	0.0	5.6	0.0	3.4	0.0	0.0	3.1	0.0	0.0	1.5	1.7	0.0
Honduran	1.2	2.9	0.0	2.3	0.0	8.2	0.0	0.0	0.0	1.0	0.0	4.1	0.0	0.0	1.3	4.2
Guatemalan	1.0	0.0	0.9	1.4	2.5	0.0	2.2	0.0	3.5	0.0	0.0	2.4	0.0	1.0	1.3	0.0
Ecuadorian	0.8	0.0	1.1	1.5	0.0	0.0	2.7	0.0	0.0	0.0	0.0	2.6	0.0	2.1	0.0	0.0
Peruvian	0.7	0.0	1.6	0.0	0.0	0.0	1.9	0.0	0.0	0.0	1.5	0.0	0.0	1.0	0.6	0.0
Venezuelan	0.2	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.3	0.0
Nicaraguan	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Central American	2.2	0.0	2.6	2.9	3.4	0.0	2.1	3.5	4.7	0.0	2.9	2.5	0.0	2.8	2.3	0.0
Other South American	2.7	4.3	2.6	2.9	0.0	7.4	0.0	0.0	0.0	3.3	4.4	4.9	0.0	2.6	3.5	0.0
Spaniard	7.0	4.7	8.4	1.4	15.7	0.0	9.6	0.0	21.7	6.4	7.6	2.5	0.0	3.3	9.4	8.8
Other	2.3	3.2	0.9	3.9	2.7	0.0	0.0	5.6	0.0	4.3	1.6	2.7	9.9	3.5	1.1	4.1



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8. WHAT IS YOUR MAIN RACIAL BACKGROUND?

BANNER 1

	ANMP SCORE										NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO		
	10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND. VOTE DEM	TOTAL	6-7 FLTD	0-5		
Total	2000	220	313	353	413	351	229	78	43	1487	886	498	103	579	352	250	307	513	266	247
WHITE	67.8	89.5	84.7	72.9	61.8	50.9	52.8	62.8	77.4	71.2	81.2	58.0	49.7	82.4	68.7	64.8	58.2	57.9	54.6	61.5
HISPANIC	13.1	6.6	7.3	10.9	13.1	19.4	20.6	15.0	11.9	12.6	8.6	17.1	25.7	10.4	18.6	11.4	10.8	14.6	14.0	15.1
AFRICAN AMERICAN	13.0	0.8	4.1	9.5	18.7	23.3	18.2	11.6	5.0	10.4	5.4	17.9	17.5	4.0	6.9	15.7	22.3	20.4	26.3	14.1
ASIAN	4.2	2.0	2.6	5.7	4.5	4.6	4.3	7.2	3.0	4.3	3.7	5.1	5.3	1.9	4.3	5.3	7.8	4.0	3.5	4.6
OTHER	1.9	1.1	1.4	1.1	1.9	1.8	4.2	3.5	2.6	1.5	1.2	2.0	1.8	1.2	1.4	2.8	1.0	3.1	1.6	4.6



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

8. WHAT IS YOUR MAIN RACIAL BACKGROUND?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD			
		EAST	MID- WEST	SOUTH	WEST	DEFIN- ITELY VOTING	VERY/ SMWHT LIKELY	Very Likely	Smwht Likely
Total	2000	354	440	738	468	1558	442	269	173
WHITE	67.8	75.2	81.1	60.0	62.0	72.0	52.9	54.2	50.8
HISPANIC	13.1	9.9	6.4	13.4	21.3	11.4	19.0	18.9	19.0
AFRICAN AMERICAN	13.0	9.8	7.7	21.8	6.6	11.2	19.3	17.0	23.0
ASIAN	4.2	3.9	2.8	2.7	8.2	3.6	6.3	7.3	4.6
OTHER	1.9	1.2	2.1	2.1	1.8	1.7	2.6	2.6	2.5



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

8. WHAT IS YOUR MAIN RACIAL BACKGROUND?

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-		JOB: JOE BIDEN		
		UNITED STATES		FOR CONGRESS	ERS/						
		RIGHT	WRONG	REPUB-	DEMO-	UND-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	ECI-	CIDED	ROVE			PROVE
		TION				DED					
Total	2000	540	1456	930	820	250	513	826	293	532	1174
WHITE	67.8	60.5	70.6	77.2	58.0	64.8	62.1	58.4	62.8	56.0	74.4
HISPANIC	13.1	14.4	12.7	13.5	13.2	11.4	16.3	13.2	14.1	12.8	13.0
AFRICAN AMERICAN	13.0	19.7	10.4	5.1	21.1	15.7	13.6	20.8	20.2	21.1	7.5
ASIAN	4.2	3.5	4.5	2.8	5.4	5.3	5.7	5.6	1.7	7.8	3.2
OTHER	1.9	1.9	1.8	1.3	2.3	2.8	2.4	1.9	1.3	2.2	1.9



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

8. WHAT IS YOUR MAIN RACIAL BACKGROUND?

BANNER 4

	TOTAL		2020 BALLOT			PARTY			MEN			WOMEN		
			TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	
Total	2000	829	922	724	742	534	476	254	211	248	488	323		
WHITE	67.8	81.2	58.9	81.1	50.8	73.4	86.6	47.7	72.0	70.5	52.4	74.3		
HISPANIC	13.1	11.3	13.1	12.0	15.8	10.9	9.2	18.0	9.6	17.5	14.6	11.7		
AFRICAN AMERICAN	13.0	3.6	20.5	3.2	25.0	9.6	1.8	25.1	11.5	5.9	25.0	8.4		
ASIAN	4.2	2.6	5.6	2.4	6.2	3.8	1.2	7.3	5.7	4.7	5.7	2.5		
OTHER	1.9	1.3	1.8	1.3	2.2	2.3	1.2	1.9	1.1	1.3	2.4	3.1		



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

8. WHAT IS YOUR MAIN RACIAL BACKGROUND?

BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	553	232	321	734	427	287	713	43	136	545	413	267	61	97	330	107
WHITE	67.8	59.6	60.2	59.1	62.9	78.1	80.8	79.2	66.1	77.2	83.2	56.8	43.9	39.7	68.4	72.5	81.0
HISPANIC	13.1	15.2	17.0	13.8	13.8	11.2	10.0	10.8	20.5	15.0	10.6	15.4	17.1	12.4	11.8	10.7	10.4
AFRICAN AMERICAN	13.0	16.3	17.9	15.1	17.2	6.2	6.0	6.1	10.3	4.8	2.2	17.8	32.3	42.1	12.5	10.2	5.1
ASIAN	4.2	6.6	3.5	8.8	3.8	3.2	2.0	2.7	3.1	1.5	2.6	7.3	5.0	4.2	4.9	3.8	2.5
OTHER	1.9	2.4	1.4	3.1	2.2	1.2	1.3	1.3	0.0	1.5	1.3	2.6	1.7	1.5	2.4	2.8	0.9



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8. WHAT IS YOUR MAIN RACIAL BACKGROUND?

BANNER 6

	TOTAL	VOTE BEHAVIOR				VB		CONSIDER YOURSELF					RELIGION			
						COMBO										
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER	WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC	NON- RELI- GIOUS
Total	2000	871	297	832	1062	350	46	305	1478	976	503	171	613	134	504	559
WHITE	67.8	54.8	66.4	81.9	69.1	71.8	49.9	75.1	66.6	67.7	64.5	69.8	68.5	73.6	66.4	68.6
HISPANIC	13.1	14.2	16.8	10.7	13.3	9.1	20.7	7.3	14.6	14.1	15.6	8.1	7.6	9.2	22.9	11.5
AFRICAN AMERICAN	13.0	22.7	11.5	3.4	10.6	12.3	26.6	10.1	12.6	11.3	15.1	18.0	20.2	10.9	6.5	12.4
ASIAN	4.2	5.6	4.1	2.8	4.7	4.3	0.0	5.0	4.5	5.6	2.6	1.0	2.0	4.0	3.2	5.1
OTHER	1.9	2.8	1.2	1.2	2.3	2.6	2.8	2.6	1.6	1.3	2.2	3.1	1.8	2.3	1.0	2.4



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

8. WHAT IS YOUR MAIN RACIAL BACKGROUND?

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1229	771	481	290	503	437	726	334
WHITE	67.8	65.3	71.7	70.7	73.5	66.3	80.4	64.6	60.5
HISPANIC	13.1	15.3	9.6	10.5	8.2	15.8	6.8	14.9	13.3
AFRICAN AMERICAN	13.0	14.3	11.0	11.4	10.3	12.7	7.4	15.3	15.7
ASIAN	4.2	3.1	5.9	5.9	6.0	3.7	4.1	2.8	8.2
OTHER	1.9	2.0	1.7	1.6	2.0	1.4	1.3	2.4	2.2



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

8. WHAT IS YOUR MAIN RACIAL BACKGROUND?

BANNER 9

	TOTAL	AGE						AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
Total	2000	160	257	357	332	370	524	775	1225	1106	894	940	1060	
WHITE	67.8	35.3	49.5	51.7	64.9	77.7	92.6	47.6	80.6	52.7	86.4	72.8	63.3	
HISPANIC	13.1	31.7	21.5	19.7	9.8	8.3	4.2	22.8	7.0	18.9	5.9	11.6	14.4	
AFRICAN AMERICAN	13.0	19.9	20.7	18.7	19.7	9.1	1.7	19.6	8.8	19.6	4.8	10.3	15.4	
ASIAN	4.2	9.8	5.4	7.0	3.7	3.4	0.9	7.0	2.4	6.0	1.9	3.9	4.5	
OTHER	1.9	3.3	3.0	2.9	1.9	1.4	0.5	3.0	1.2	2.7	0.9	1.4	2.3	



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8. WHAT IS YOUR MAIN RACIAL BACKGROUND?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	207	497	526	771	54	187	244	455	153	310	282	315	544	1036	420
WHITE	67.8	41.7	47.5	67.1	88.3	35.1	45.6	72.6	88.6	44.0	48.7	62.4	87.9	52.0	70.8	80.9
HISPANIC	13.1	28.4	21.9	11.1	4.7	28.5	23.2	10.1	5.7	28.4	21.1	12.0	3.1	17.9	12.8	7.7
AFRICAN AMERICAN	13.0	18.9	20.6	17.0	3.8	25.0	20.7	12.5	3.0	16.7	20.5	20.9	5.0	22.1	10.2	8.0
ASIAN	4.2	8.0	6.9	3.2	2.1	11.4	7.8	3.2	1.7	6.8	6.3	3.2	2.7	6.0	4.5	1.1
OTHER	1.9	3.0	3.1	1.5	1.1	0.0	2.7	1.6	1.0	4.1	3.4	1.5	1.2	2.0	1.7	2.3



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9. WHICH OF THE FOLLOWING BEST DESCRIBES YOUR ASIAN ANCESTRY?

BANNER 1

	ANMP SCORE									NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
	TOTAL	10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND. VOTE DEM	TOTAL	6-7 FLTD	0-5	
Total	84	4	8	20	18	16	10	6	1	63	33	25	5	11	15	13	24	21	9	11
ASIAN	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Chinese	29.2	17.2	11.1	32.5	33.9	26.5	41.0	31.5	0.0	29.9	25.1	33.7	40.9	23.8	31.9	36.5	27.8	27.1	21.6	31.6
Filipino	15.3	63.5	26.9	7.2	11.9	19.9	0.0	18.2	0.0	14.2	19.8	10.0	0.0	29.6	12.1	6.0	12.9	18.8	31.0	8.9
Korean	13.6	0.0	17.1	13.8	16.9	17.1	13.8	0.0	0.0	13.6	12.7	12.3	25.2	7.9	9.1	16.7	17.5	13.3	29.7	0.0
Indian	12.5	0.0	9.4	7.5	5.2	20.1	8.2	34.7	100.0	10.5	7.0	13.3	18.2	12.7	12.8	6.6	10.0	18.9	9.0	26.9
Vietnamese	9.7	0.0	0.0	17.2	15.2	0.0	19.4	0.0	0.0	9.9	10.6	11.1	0.0	0.0	15.2	7.4	12.4	9.4	0.0	17.0
Japanese	9.6	0.0	10.0	8.8	6.3	10.5	17.6	15.6	0.0	8.6	7.9	8.1	15.6	7.3	12.8	6.5	7.8	12.5	8.8	15.5
Pakistani	3.4	0.0	0.0	4.6	10.6	0.0	0.0	0.0	0.0	4.5	2.8	7.7	0.0	0.0	6.1	0.0	8.1	0.0	0.0	0.0
Other Southeastern Asian	2.5	0.0	15.2	4.2	0.0	0.0	0.0	0.0	0.0	3.3	6.3	0.0	0.0	18.7	0.0	0.0	0.0	0.0	0.0	0.0
Other Southern Asian	2.2	0.0	10.4	0.0	0.0	6.0	0.0	0.0	0.0	2.9	2.6	3.8	0.0	0.0	0.0	13.8	0.0	0.0	0.0	0.0
Other	2.0	19.3	0.0	4.2	0.0	0.0	0.0	0.0	0.0	2.7	5.2	0.0	0.0	0.0	0.0	6.6	3.5	0.0	0.0	0.0



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

9. WHICH OF THE FOLLOWING BEST DESCRIBES YOUR ASIAN ANCESTRY?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD			
		EAST	MID- WEST	SOUTH	WEST	DEFIN- ITELY VOTING	VERY/ SMWHT LIKELY	Very Likely	Smwht Likely
Total	84	14	12	20	38	56	28	20	8
ASIAN	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Chinese	29.2	23.4	28.4	21.6	35.4	28.1	31.5	35.3	21.9
Filipino	15.3	20.7	16.8	30.3	5.3	18.6	8.7	12.2	0.0
Korean	13.6	10.5	13.2	4.1	19.6	14.4	11.9	9.8	17.3
Indian	12.5	22.9	19.4	4.3	10.8	9.9	17.9	9.9	37.7
Vietnamese	9.7	8.8	7.6	5.1	13.2	9.4	10.5	9.8	12.3
Japanese	9.6	0.0	0.0	10.3	15.7	11.2	6.2	4.4	10.7
Pakistani	3.4	6.8	7.6	5.2	0.0	3.3	3.7	5.1	0.0
Other Southeastern Asian	2.5	0.0	0.0	10.6	0.0	3.7	0.0	0.0	0.0
Other Southern Asian	2.2	7.0	0.0	4.3	0.0	0.0	6.5	9.2	0.0
Other	2.0	0.0	7.1	4.3	0.0	1.5	3.0	4.3	0.0



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

9. WHICH OF THE FOLLOWING BEST DESCRIBES YOUR ASIAN ANCESTRY?

BANNER 3

	TOTAL		DIRECTION:		GENERIC BALLOT		LEAN-		JOB: JOE BIDEN			
			UNITED STATES		FOR CONGRESS		ERS/					
			RIGHT	WRONG	REPUB-	DEMO-	UND-	UNDE-	APP-	Strong	Smwht	DISAP-
			DIREC-	TRACK	LICAN	CRATIC	ECI-	CIDED	ROVE			PROVE
			TION				DED					
Total	84	19	65	26	45	13	29	47	5	42	37	
ASIAN	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Chinese	29.2	21.3	31.5	28.5	27.5	36.5	23.0	29.0	0.0	32.5	29.4	
Filipino	15.3	10.2	16.8	19.4	15.7	6.0	7.0	14.2	0.0	15.8	16.8	
Korean	13.6	12.9	13.7	8.6	15.6	16.7	20.0	19.8	33.6	18.1	5.9	
Indian	12.5	24.6	9.0	12.8	14.1	6.6	13.3	12.1	21.5	11.0	13.0	
Vietnamese	9.7	11.7	9.2	8.8	11.0	7.4	9.6	11.6	44.9	7.6	7.5	
Japanese	9.6	4.6	11.0	10.5	10.0	6.5	8.6	7.4	0.0	8.3	12.2	
Pakistani	3.4	4.9	3.0	3.6	4.3	0.0	6.7	2.0	0.0	2.2	5.2	
Other Southeastern Asian	2.5	0.0	3.2	7.9	0.0	0.0	0.0	0.0	0.0	0.0	5.5	
Other Southern Asian	2.2	5.1	1.3	0.0	0.0	13.8	6.2	2.1	0.0	2.3	2.2	
Other	2.0	4.6	1.3	0.0	1.9	6.6	5.8	1.9	0.0	2.1	2.2	



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

9. WHICH OF THE FOLLOWING BEST DESCRIBES YOUR ASIAN ANCESTRY?

BANNER 4

	TOTAL			2020 BALLOT			PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	84	21	52	18	46	20	6	18	12	12	28	8			
ASIAN	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Chinese	29.2	28.1	31.5	30.3	26.5	34.4	46.3	40.0	44.2	22.4	17.5	19.8			
Filipino	15.3	23.5	12.4	29.0	12.4	10.1	0.0	4.5	6.5	43.3	17.6	15.5			
Korean	13.6	3.8	17.8	0.0	21.2	7.9	0.0	9.0	6.7	0.0	29.3	9.8			
Indian	12.5	6.8	11.6	9.3	17.6	3.8	11.1	26.0	6.3	8.5	12.0	0.0			
Vietnamese	9.7	10.8	9.5	13.2	6.8	13.5	22.6	6.5	0.0	8.5	7.0	33.7			
Japanese	9.6	12.9	8.6	11.2	7.5	13.0	20.0	4.4	14.6	6.9	9.5	10.5			
Pakistani	3.4	4.4	1.8	0.0	4.2	4.6	0.0	5.0	7.7	0.0	3.6	0.0			
Other Southeastern Asian	2.5	5.7	1.6	7.0	1.8	0.0	0.0	4.6	0.0	10.4	0.0	0.0			
Other Southern Asian	2.2	3.9	1.9	0.0	2.1	4.2	0.0	0.0	7.0	0.0	3.5	0.0			
Other	2.0	0.0	3.3	0.0	0.0	8.5	0.0	0.0	7.0	0.0	0.0	10.7			



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9. WHICH OF THE FOLLOWING BEST DESCRIBES YOUR ASIAN ANCESTRY?

BANNER 5

	BANNER 5																
	TOTAL IDEOLOGY REPUBLICAN DEMOCRAT INDEPENDENT																
	LIB- ERAL	Very ERAL	Smwt. ERAL	MOD- ERATE	Smwt. ERATE	Very ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL
Total	84	36	8	28	28	14	6	19	1	2	14	30	13	3	5	13	3
ASIAN	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Chinese	29.2	24.4	22.8	24.8	39.8	32.3	0.0	22.9	68.0	43.6	24.9	26.3	32.1	0.0	0.0	47.4	34.8
Filipino	15.3	14.9	18.9	13.8	9.8	13.5	49.5	24.0	32.0	0.0	32.9	9.8	20.7	0.0	42.6	0.0	0.0
Korean	13.6	18.5	0.0	23.9	11.7	10.0	0.0	7.1	0.0	0.0	0.0	22.2	12.6	53.2	0.0	12.7	0.0
Indian	12.5	17.3	47.5	8.5	9.2	11.9	0.0	8.4	0.0	0.0	11.6	20.8	13.6	0.0	0.0	6.0	0.0
Vietnamese	9.7	7.9	0.0	10.2	6.4	16.7	21.4	18.1	0.0	0.0	16.3	6.4	0.0	46.8	19.4	14.2	0.0
Japanese	9.6	12.2	10.9	12.6	9.9	0.0	14.2	4.1	0.0	56.4	5.7	11.4	0.0	0.0	20.5	12.9	0.0
Pakistani	3.4	2.5	0.0	3.3	3.6	6.8	0.0	4.8	0.0	0.0	0.0	3.0	7.5	0.0	0.0	0.0	34.3
Other Southeastern Asian	2.5	0.0	0.0	0.0	3.0	8.9	0.0	6.3	0.0	0.0	8.6	0.0	6.3	0.0	0.0	0.0	0.0
Other Southern Asian	2.2	0.0	0.0	0.0	3.4	0.0	14.9	4.3	0.0	0.0	0.0	0.0	7.2	0.0	0.0	0.0	30.9
Other	2.0	2.3	0.0	3.0	3.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	17.5	6.8	0.0



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9. WHICH OF THE FOLLOWING BEST DESCRIBES YOUR ASIAN ANCESTRY?

BANNER 6

	TOTAL	VOTE BEHAVIOR					VB COMBO	CONSIDER YOURSELF					RELIGION				
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER	WLTHY/ UPPER MIDDLE		Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC	NON- RELI- GIOUS
Total	84	48	12	23	50	15	-	15	67	54	13	2	12	5	16	28	
ASIAN	100.0	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Chinese	29.2	27.3	42.4	26.2	25.6	22.1	-	22.1	31.5	37.5	6.2	0.0	34.1	21.8	34.2	34.3	
Filipino	15.3	15.3	0.0	23.4	8.1	2.9	-	2.9	17.3	12.9	36.1	47.5	19.6	26.2	22.3	19.4	
Korean	13.6	15.5	13.3	9.6	19.2	27.9	-	27.9	10.7	13.2	0.0	0.0	9.3	14.7	22.6	9.9	
Indian	12.5	13.3	7.1	13.8	9.9	17.2	-	17.2	11.8	9.9	19.9	0.0	6.2	0.0	0.0	8.0	
Vietnamese	9.7	10.1	8.0	9.9	11.9	21.8	-	21.8	7.3	3.6	23.0	0.0	0.0	37.3	13.3	10.0	
Japanese	9.6	9.2	7.0	11.8	14.4	0.0	-	0.0	10.7	11.4	7.6	52.5	16.9	0.0	0.0	12.2	
Pakistani	3.4	4.0	7.6	0.0	3.9	0.0	-	0.0	4.3	3.6	7.2	0.0	0.0	0.0	0.0	3.3	
Other Southeastern Asian	2.5	1.7	0.0	5.3	0.0	8.1	-	8.1	1.3	1.6	0.0	0.0	0.0	0.0	7.6	0.0	
Other Southern Asian	2.2	0.0	14.7	0.0	3.6	0.0	-	0.0	2.7	3.3	0.0	0.0	6.9	0.0	0.0	0.0	
Other	2.0	3.5	0.0	0.0	3.4	0.0	-	0.0	2.5	3.1	0.0	0.0	6.9	0.0	0.0	3.1	



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9. WHICH OF THE FOLLOWING BEST DESCRIBES YOUR ASIAN ANCESTRY?

BANNER 7

	TOTAL		EDUCATION LEVEL				MEN		WOMEN	
			LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	84	39	45	28	17	18	18	20	28	
ASIAN	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Chinese	29.2	25.9	32.0	38.8	21.0	38.7	46.2	14.1	22.8	
Filipino	15.3	24.6	7.5	4.4	12.4	8.8	0.0	39.0	12.3	
Korean	13.6	11.5	15.3	17.1	12.3	9.1	4.4	13.7	22.4	
Indian	12.5	10.8	14.0	13.5	14.7	15.5	18.7	6.5	10.9	
Vietnamese	9.7	8.2	11.1	7.0	17.7	6.6	7.3	9.6	13.6	
Japanese	9.6	14.5	5.4	8.7	0.0	11.7	8.9	17.0	3.2	
Pakistani	3.4	2.4	4.3	0.0	11.2	5.1	5.1	0.0	3.7	
Other Southeastern Asian	2.5	0.0	4.5	7.3	0.0	0.0	4.7	0.0	4.5	
Other Southern Asian	2.2	2.2	2.1	0.0	5.6	4.6	0.0	0.0	3.5	
Other	2.0	0.0	3.8	3.0	5.0	0.0	4.7	0.0	3.1	



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9. WHICH OF THE FOLLOWING BEST DESCRIBES YOUR ASIAN ANCESTRY?

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	84	-	84	-	-	84	-	-	-	-	-	-
ASIAN	100.0	-	100.0	-	-	100.0	-	-	-	-	-	-
Chinese	29.2	-	29.2	-	-	29.2	-	-	-	-	-	-
Filipino	15.3	-	15.3	-	-	15.3	-	-	-	-	-	-
Korean	13.6	-	13.6	-	-	13.6	-	-	-	-	-	-
Indian	12.5	-	12.5	-	-	12.5	-	-	-	-	-	-
Vietnamese	9.7	-	9.7	-	-	9.7	-	-	-	-	-	-
Japanese	9.6	-	9.6	-	-	9.6	-	-	-	-	-	-
Pakistani	3.4	-	3.4	-	-	3.4	-	-	-	-	-	-
Other Southeastern Asian	2.5	-	2.5	-	-	2.5	-	-	-	-	-	-
Other Southern Asian	2.2	-	2.2	-	-	2.2	-	-	-	-	-	-
Other	2.0	-	2.0	-	-	2.0	-	-	-	-	-	-



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9. WHICH OF THE FOLLOWING BEST DESCRIBES YOUR ASIAN ANCESTRY?

BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	84	16	14	25	12	13	5	54	30	67	17	36	48
ASIAN	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Chinese	29.2	42.4	34.4	14.1	24.9	28.5	63.7	27.4	32.6	26.9	38.0	42.4	19.1
Filipino	15.3	13.6	15.5	16.4	30.7	6.2	0.0	15.3	15.3	18.1	4.5	4.5	23.6
Korean	13.6	27.0	8.2	21.0	6.5	0.0	0.0	19.5	2.7	17.1	0.0	6.8	18.7
Indian	12.5	17.0	18.7	11.2	13.1	6.8	0.0	14.8	8.3	14.5	5.0	17.1	9.1
Vietnamese	9.7	0.0	8.7	22.6	10.8	0.0	0.0	12.6	4.4	12.3	0.0	6.9	11.9
Japanese	9.6	0.0	7.1	0.0	6.8	35.6	36.3	1.8	23.9	2.7	35.8	10.3	9.0
Pakistani	3.4	0.0	7.3	7.4	0.0	0.0	0.0	5.3	0.0	4.3	0.0	5.1	2.1
Other Southeastern Asian	2.5	0.0	0.0	3.4	0.0	9.6	0.0	1.5	4.1	1.3	7.0	2.3	2.6
Other Southern Asian	2.2	0.0	0.0	3.9	0.0	6.6	0.0	1.8	2.8	1.5	4.8	2.3	2.0
Other	2.0	0.0	0.0	0.0	7.1	6.6	0.0	0.0	5.8	1.3	4.8	2.3	1.8



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9. WHICH OF THE FOLLOWING BEST DESCRIBES YOUR ASIAN ANCESTRY?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	84	16	34	17	17	6	15	8	8	10	20	9	9	33	47	5
ASIAN	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Chinese	29.2	45.6	21.7	17.9	39.9	78.0	44.1	9.7	44.1	26.5	5.0	24.9	36.1	32.1	28.5	15.8
Filipino	15.3	12.8	14.1	30.6	4.7	0.0	5.8	0.0	9.9	20.3	20.3	56.9	0.0	25.4	6.8	29.0
Korean	13.6	25.5	13.9	14.5	0.0	0.0	5.6	21.3	0.0	40.5	20.1	8.7	0.0	12.6	15.6	0.0
Indian	12.5	16.1	13.5	14.3	5.2	22.0	10.9	30.9	10.9	12.6	15.4	0.0	0.0	0.0	22.6	0.0
Vietnamese	9.7	0.0	20.2	7.8	0.0	0.0	8.3	16.8	0.0	0.0	29.0	0.0	0.0	10.8	6.2	37.6
Japanese	9.6	0.0	2.9	4.9	37.7	0.0	6.8	10.5	24.5	0.0	0.0	0.0	49.7	10.7	9.7	0.0
Pakistani	3.4	0.0	8.4	0.0	0.0	0.0	12.8	0.0	0.0	0.0	5.2	0.0	0.0	2.8	4.2	0.0
Other Southeastern Asian	2.5	0.0	2.5	0.0	7.4	0.0	5.8	0.0	0.0	0.0	0.0	0.0	14.2	0.0	4.4	0.0
Other Southern Asian	2.2	0.0	2.8	0.0	5.1	0.0	0.0	0.0	10.6	0.0	5.0	0.0	0.0	3.0	0.0	17.6
Other	2.0	0.0	0.0	10.1	0.0	0.0	0.0	10.8	0.0	0.0	0.0	9.5	0.0	2.6	1.9	0.0



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AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

10. WITH WHICH POLITICAL PARTY ARE YOU AFFILIATED?

BANNER 1

	ANMP SCORE									NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
	TOTAL	10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND. VOTE DEM	TOTAL	6-7 FLTD	0-5	
Total	2000	220	313	353	413	351	229	78	43	1487	886	498	103	579	352	250	307	513	266	247
REPUBLICAN	36.2	70.9	64.2	44.3	25.9	14.8	17.4	7.7	14.2	48.1	57.9	31.0	46.3	84.3	55.0	9.8	3.1	1.7	1.7	1.6
DEMOCRAT	37.1	2.6	9.3	28.2	47.6	55.9	55.7	72.1	71.2	21.2	15.2	33.4	14.4	3.9	9.4	20.8	67.8	83.0	85.1	80.8
INDEPENDENT/OTHER	26.7	26.5	26.4	27.5	26.5	29.3	27.0	20.3	14.6	30.7	26.9	35.6	39.2	11.8	35.6	69.3	29.1	15.3	13.2	17.5
Net Diff.	-0.9	68.2	54.9	16.2	-21.7	-41.1	-38.3	-64.4	-57.0	26.9	42.8	-2.4	31.9	80.4	45.7	-11.0	-64.7	-81.3	-83.3	-79.2



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

10. WITH WHICH POLITICAL PARTY ARE YOU AFFILIATED?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD			
		EAST	MID- WEST	SOUTH	WEST	DEFIN- ITELY VOTING	VERY/ SMWHT LIKELY	Very Likely	Smwht Likely
Total	2000	354	440	738	468	1558	442	269	173
REPUBLICAN	36.2	35.3	32.8	44.0	27.9	39.7	23.7	24.6	22.4
DEMOCRAT	37.1	38.5	37.6	32.9	42.0	37.5	35.5	37.5	32.3
INDEPENDENT/OTHER	26.7	26.2	29.6	23.1	30.1	22.7	40.8	37.9	45.2
Net Diff.	-0.9	-3.2	-4.8	11.0	-14.2	2.2	-11.8	-13.0	-9.9



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

10. WITH WHICH POLITICAL PARTY ARE YOU AFFILIATED?

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-		JOB: JOE BIDEN		
		UNITED STATES		FOR CONGRESS	ERS/						
		RIGHT	WRONG	REPUB-	DEMO-	UND-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	ECI-	CIDED	ROVE			PROVE
		TION				DED					
Total	2000	540	1456	930	820	250	513	826	293	532	1174
REPUBLICAN	36.2	11.0	45.6	73.2	2.2	9.8	16.5	6.9	6.4	7.1	56.8
DEMOCRAT	37.1	69.8	24.9	6.0	77.3	20.8	25.3	70.7	82.9	64.0	13.4
INDEPENDENT/OTHER	26.7	19.1	29.5	20.8	20.5	69.3	58.2	22.4	10.7	28.9	29.7
Net Diff.	-0.9	-58.8	20.7	67.3	-75.1	-11.0	-8.9	-63.9	-76.6	-56.9	43.4



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

10. WITH WHICH POLITICAL PARTY ARE YOU AFFILIATED?

BANNER 4

	TOTAL	2020 BALLOT		PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	829	922	724	742	534	476	254	211	248	488	323
REPUBLICAN	36.2	74.8	6.3	100.0	0.0	0.0	100.0	0.0	0.0	100.0	0.0	0.0
DEMOCRAT	37.1	4.2	69.0	0.0	100.0	0.0	0.0	100.0	0.0	0.0	100.0	0.0
INDEPENDENT/OTHER	26.7	21.0	24.6	0.0	0.0	100.0	0.0	0.0	100.0	0.0	0.0	100.0
Net Diff.	-0.9	70.6	-62.7	100.0	-100.0	0.0	100.0	-100.0	0.0	100.0	-100.0	0.0



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

10. WITH WHICH POLITICAL PARTY ARE YOU AFFILIATED?

BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	553	232	321	734	427	287	713	43	136	545	413	267	61	97	330	107
REPUBLICAN	36.2	7.7	8.2	7.4	18.6	71.0	84.4	76.4	100.0	100.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0
DEMOCRAT	37.1	74.7	78.2	72.2	36.4	10.1	6.4	8.6	0.0	0.0	0.0	100.0	100.0	100.0	0.0	0.0	0.0
INDEPENDENT/OTHER	26.7	17.6	13.6	20.4	45.0	18.9	9.2	15.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	100.0	100.0
Net Diff.	-0.9	-67.0	-70.0	-64.8	-17.8	61.0	78.0	67.8	100.0	100.0	100.0	-100.0	-100.0	-100.0	0.0	0.0	0.0



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

10. WITH WHICH POLITICAL PARTY ARE YOU AFFILIATED?

BANNER 6

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	871	297	832	1062	350	46	305	1478	976	503	171	613	134	504	559
REPUBLICAN	36.2	2.8	17.0	78.0	30.4	40.1	37.5	40.5	36.9	40.3	30.4	21.9	40.3	67.5	39.7	23.7
DEMOCRAT	37.1	77.2	18.2	1.9	27.7	36.7	45.5	35.3	36.5	35.9	37.6	42.9	34.9	14.5	35.3	42.0
INDEPENDENT/OTHER	26.7	20.0	64.8	20.2	41.8	23.3	16.9	24.2	26.6	23.8	32.0	35.1	24.8	18.0	24.9	34.3
Net Diff.	-0.9	-74.3	-1.2	76.1	2.7	3.4	-8.0	5.1	0.4	4.3	-7.2	-21.0	5.4	53.1	4.4	-18.4



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

10. WITH WHICH POLITICAL PARTY ARE YOU AFFILIATED?

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1229	771	481	290	503	437	726	334
REPUBLICAN	36.2	33.1	41.1	43.8	36.8	47.3	54.4	23.3	23.8
DEMOCRAT	37.1	36.6	37.8	35.4	41.7	27.8	26.0	42.8	53.2
INDEPENDENT/OTHER	26.7	30.3	21.1	20.9	21.4	24.9	19.6	34.0	23.0
Net Diff.	-0.9	-3.5	3.4	8.4	-4.9	19.5	28.4	-19.5	-29.4



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

10. WITH WHICH POLITICAL PARTY ARE YOU AFFILIATED?

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON-WHITE	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1356	644	262	260	84	685	671	109	153	96	164
REPUBLICAN	36.2	43.3	21.3	33.3	8.9	20.9	60.1	26.1	39.8	28.6	8.8	9.0
DEMOCRAT	37.1	27.8	56.7	44.6	71.4	55.1	17.7	38.1	41.7	46.7	66.1	74.5
INDEPENDENT/OTHER	26.7	28.9	22.0	22.1	19.7	24.0	22.2	35.8	18.5	24.7	25.1	16.5
Net Diff.	-0.9	15.5	-35.4	-11.3	-62.5	-34.2	42.5	-12.0	-1.9	-18.1	-57.2	-65.5



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

10. WITH WHICH POLITICAL PARTY ARE YOU AFFILIATED?

BANNER 9

	TOTAL	AGE						AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
Total	2000	160	257	357	332	370	524	775	1225	1106	894	940	1060	
REPUBLICAN	36.2	18.0	31.3	36.1	33.4	38.0	44.7	30.8	39.6	31.6	41.9	50.6	23.4	
DEMOCRAT	37.1	52.7	42.6	40.2	36.3	29.8	33.1	43.6	33.0	41.4	31.7	27.0	46.0	
INDEPENDENT/OTHER	26.7	29.2	26.0	23.7	30.3	32.2	22.2	25.6	27.4	27.0	26.3	22.4	30.5	
Net Diff.	-0.9	-34.7	-11.3	-4.1	-2.9	8.2	11.6	-12.8	6.7	-9.8	10.2	23.6	-22.6	



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

10. WITH WHICH POLITICAL PARTY ARE YOU AFFILIATED?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	207	497	526	771	54	187	244	455	153	310	282	315	544	1036	420
REPUBLICAN	36.2	21.5	35.0	34.0	42.4	22.8	36.4	52.8	58.5	21.0	34.2	17.7	19.2	25.9	37.6	46.1
DEMOCRAT	37.1	48.7	41.7	35.3	32.2	51.4	41.5	25.5	18.9	47.8	41.8	43.8	51.3	49.7	36.0	23.5
INDEPENDENT/OTHER	26.7	29.8	23.3	30.7	25.4	25.8	22.1	21.7	22.6	31.2	24.0	38.5	29.5	24.4	26.4	30.4
Net Diff.	-0.9	-27.3	-6.7	-1.3	10.2	-28.5	-5.2	27.3	39.6	-26.8	-7.6	-26.2	-32.1	-23.9	1.6	22.7



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

11. THINKING BACK, FOR WHOM DID YOU VOTE IN THE NOVEMBER 2020 PRESIDENTIAL ELECTION?

BANNER 1

	ANMP SCORE									NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
	TOTAL	10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND. VOTE DEM	TOTAL	6-7 FLTD	0-5	
Total	2000	220	313	353	413	351	229	78	43	1487	886	498	103	579	352	250	307	513	266	247
DONALD TRUMP	41.4	85.9	76.8	50.7	28.0	15.8	17.3	7.2	11.3	54.9	68.6	32.4	45.9	91.2	62.8	20.9	5.3	2.3	3.5	1.1
JOE BIDEN	46.1	7.0	13.9	39.7	57.9	70.3	59.9	82.6	82.1	31.4	22.5	49.2	21.8	4.3	20.0	42.3	86.5	88.8	90.5	86.9
ANOTHER CANDIDATE	4.6	3.9	5.0	5.4	4.6	3.8	5.6	5.2	0.0	5.3	4.9	5.4	9.2	1.5	6.6	17.4	1.4	2.5	2.0	3.0
DIDN'T VOTE/PRES.	1.6	1.1	1.7	0.9	1.7	0.9	3.9	0.9	0.0	1.9	1.2	2.1	6.8	0.5	3.9	2.7	1.7	0.5	0.0	1.1
DIDN'T VOTE 2020	6.3	2.2	2.6	3.3	7.8	9.3	13.3	4.2	6.5	6.4	2.8	10.9	16.3	2.6	6.8	16.7	5.1	5.9	3.9	8.0
DON'T KNOW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	-4.6	79.0	62.9	10.9	-29.9	-54.5	-42.6	-75.4	-70.8	23.6	46.2	-16.8	24.2	86.8	42.9	-21.4	-81.2	-86.4	-87.0	-85.8



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

11. THINKING BACK, FOR WHOM DID YOU VOTE IN THE NOVEMBER 2020 PRESIDENTIAL ELECTION?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD			
		EAST	MID-WEST	SOUTH	WEST	DEFIN-ITELY VOTING	VERY/SMWHT LIKELY	Very Likely	Smwht Likely
Total	2000	354	440	738	468	1558	442	269	173
DONALD TRUMP	41.4	41.3	40.3	49.6	29.7	44.8	29.6	29.9	29.1
JOE BIDEN	46.1	47.8	47.4	37.9	56.6	47.5	41.3	47.0	32.3
ANOTHER CANDIDATE	4.6	4.3	5.4	4.3	4.6	4.0	6.7	5.5	8.5
DIDN'T VOTE/PRES.	1.6	1.4	0.7	1.5	2.5	0.9	3.8	1.9	6.6
DIDN'T VOTE 2020	6.3	5.2	6.2	6.7	6.6	2.8	18.7	15.6	23.5
DON'T KNOW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	-4.6	-6.4	-7.1	11.8	-26.9	-2.6	-11.7	-17.2	-3.2



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

11. THINKING BACK, FOR WHOM DID YOU VOTE IN THE NOVEMBER 2020 PRESIDENTIAL ELECTION?

BANNER 3

TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-		JOB: JOE BIDEN			
	UNITED STATES		FOR CONGRESS			ERS/					
	RIGHT	WRONG	REPUB-	DEMO-	UND-	UNDE-	APP-	Strong	Smwht	DISAP-	
	DIREC-	TRACK	LICAN	CRATIC	ECI-	CIDED	ROVE			PROVE	
	TION				DED						
Total	2000	540	1456	930	820	250	513	826	293	532	1174
DONALD TRUMP	41.4	10.2	53.1	80.4	3.4	20.9	27.4	5.2	5.5	5.0	67.0
JOE BIDEN	46.1	83.1	32.3	10.2	87.9	42.3	45.7	86.5	90.5	84.3	17.7
ANOTHER CANDIDATE	4.6	1.8	5.7	3.4	2.1	17.4	12.3	2.7	1.1	3.7	5.9
DIDN'T VOTE/PRES.	1.6	0.8	1.8	1.8	1.0	2.7	2.6	1.1	0.0	1.8	1.8
DIDN'T VOTE 2020	6.3	4.2	7.1	4.1	5.6	16.7	12.0	4.4	2.9	5.3	7.6
DON'T KNOW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	-4.6	-72.9	20.8	70.2	-84.5	-21.4	-18.3	-81.4	-85.0	-79.4	49.3



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

11. THINKING BACK, FOR WHOM DID YOU VOTE IN THE NOVEMBER 2020 PRESIDENTIAL ELECTION?

BANNER 4

	TOTAL			2020 BALLOT			PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	829	922	724	742	534	476	254	211	248	488	323			
DONALD TRUMP	41.4	100.0	0.0	85.6	4.7	32.6	88.2	5.3	36.6	80.7	4.4	30.0			
JOE BIDEN	46.1	0.0	100.0	8.1	85.8	42.5	7.2	89.2	44.1	9.8	84.1	41.4			
ANOTHER CANDIDATE	4.6	0.0	0.0	2.4	2.3	10.7	2.8	0.8	8.2	1.7	3.1	12.3			
DIDN'T VOTE/PRES.	1.6	0.0	0.0	1.1	1.4	2.4	0.4	1.2	2.9	2.6	1.5	2.1			
DIDN'T VOTE 2020	6.3	0.0	0.0	2.7	5.7	11.9	1.5	3.4	8.2	5.2	6.9	14.3			
DON'T KNOW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
Net Diff.	-4.6	100.0	-100.0	77.6	-81.1	-9.9	81.1	-83.8	-7.6	70.8	-79.7	-11.4			



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

11. THINKING BACK, FOR WHOM DID YOU VOTE IN THE NOVEMBER 2020 PRESIDENTIAL ELECTION?

BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	553	232	321	734	427	287	713	43	136	545	413	267	61	97	330	107
DONALD TRUMP	41.4	10.1	11.4	9.2	29.4	71.8	87.7	78.2	72.9	73.6	89.6	2.9	5.9	11.7	13.1	30.1	57.9
JOE BIDEN	46.1	79.5	76.9	81.3	53.2	16.2	8.1	13.0	19.3	19.2	4.4	89.9	82.9	70.9	61.3	43.1	23.4
ANOTHER CANDIDATE	4.6	4.2	3.6	4.6	6.2	4.0	2.1	3.2	3.0	3.7	2.0	2.0	2.7	3.1	14.1	10.2	9.3
DIDN'T VOTE/PRES.	1.6	0.6	0.6	0.6	2.2	2.5	0.3	1.6	0.0	1.1	1.2	0.6	2.4	2.3	0.9	2.5	3.5
DIDN'T VOTE 2020	6.3	5.6	7.5	4.3	9.1	5.4	1.8	4.0	4.8	2.4	2.7	4.6	6.1	12.1	10.6	14.2	6.0
DON'T KNOW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	-4.6	-69.4	-65.5	-72.1	-23.8	55.5	79.6	65.2	53.6	54.5	85.2	-87.0	-77.0	-59.2	-48.3	-13.0	34.5



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

11. THINKING BACK, FOR WHOM DID YOU VOTE IN THE NOVEMBER 2020 PRESIDENTIAL ELECTION?

BANNER 6

TOTAL	VOTE BEHAVIOR					CONSIDER YOURSELF						RELIGION				
	VB COMBO	DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER	WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC	NON- RELI- GIUS
Total	2000	871	297	832	1062	350	46	305	1478	976	503	171	613	134	504	559
DONALD TRUMP	41.4	4.2	31.7	84.0	38.0	43.1	43.4	43.1	41.5	43.6	37.5	37.5	45.5	67.8	46.0	31.0
JOE BIDEN	46.1	85.3	43.1	6.1	44.6	46.1	51.0	45.4	45.7	45.7	45.9	49.2	43.2	22.0	45.9	52.0
ANOTHER CANDIDATE	4.6	3.2	9.9	4.2	7.0	4.5	2.8	4.7	4.3	3.8	5.2	7.4	4.5	4.1	2.7	6.0
DIDN'T VOTE/PRES.	1.6	1.3	2.0	1.6	2.3	1.3	0.0	1.5	1.8	1.6	2.2	0.0	1.5	3.6	1.4	1.1
DIDN'T VOTE 2020	6.3	6.0	13.2	4.2	8.0	4.9	2.8	5.3	6.7	5.4	9.2	5.9	5.4	2.4	4.1	10.0
DON'T KNOW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	-4.6	-81.2	-11.4	77.9	-6.6	-3.0	-7.5	-2.3	-4.2	-2.1	-8.3	-11.7	2.3	45.7	0.1	-21.0



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

11. THINKING BACK, FOR WHOM DID YOU VOTE IN THE NOVEMBER 2020 PRESIDENTIAL ELECTION?

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1229	771	481	290	503	437	726	334
DONALD TRUMP	41.4	41.1	42.0	43.8	39.1	53.9	54.8	32.3	25.3
JOE BIDEN	46.1	44.2	49.2	46.7	53.3	36.4	38.9	49.5	62.6
ANOTHER CANDIDATE	4.6	4.8	4.4	4.7	3.8	3.1	3.9	5.9	5.0
DIDN'T VOTE/PRES.	1.6	1.7	1.4	1.2	1.6	1.1	1.2	2.1	1.6
DIDN'T VOTE 2020	6.3	8.3	3.1	3.7	2.2	5.5	1.3	10.3	5.5
DON'T KNOW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	-4.6	-3.1	-7.1	-2.9	-14.2	17.4	15.9	-17.3	-37.3



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11. THINKING BACK, FOR WHOM DID YOU VOTE IN THE NOVEMBER 2020 PRESIDENTIAL ELECTION?

BANNER 8

TOTAL	RACE						WHITE		HISPANIC		BLACK	
	WHITE	NON-WHITE	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	
Total	2000	1356	644	262	260	84	685	671	109	153	96	164
DONALD TRUMP	41.4	49.7	24.2	35.9	11.4	25.4	63.0	36.1	42.9	30.9	17.1	8.1
JOE BIDEN	46.1	40.1	58.8	46.2	72.8	61.5	30.4	49.9	45.4	46.8	69.8	74.5
ANOTHER CANDIDATE	4.6	4.3	5.2	6.0	4.5	1.2	3.6	5.0	4.7	7.0	1.0	6.6
DIDN'T VOTE/PRES.	1.6	1.0	2.7	1.6	3.1	2.8	0.8	1.2	1.6	1.5	2.0	3.8
DIDN'T VOTE 2020	6.3	4.9	9.2	10.3	8.2	9.1	2.2	7.7	5.5	13.8	10.1	7.0
DON'T KNOW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	-4.6	9.6	-34.6	-10.3	-61.3	-36.1	32.6	-13.8	-2.5	-16.0	-52.7	-66.4



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11. THINKING BACK, FOR WHOM DID YOU VOTE IN THE NOVEMBER 2020 PRESIDENTIAL ELECTION?

BANNER 9

	TOTAL	AGE						AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
Total	2000	160	257	357	332	370	524	775	1225	1106	894	940	1060	
DONALD TRUMP	41.4	20.1	36.5	39.8	41.3	47.4	47.5	34.6	45.8	36.6	47.4	54.3	30.1	
JOE BIDEN	46.1	44.0	45.1	47.4	46.1	45.2	47.0	46.0	46.2	46.0	46.2	37.6	53.6	
ANOTHER CANDIDATE	4.6	6.1	5.5	4.6	5.4	4.8	3.0	5.2	4.2	5.3	3.8	3.5	5.6	
DIDN'T VOTE/PRES.	1.6	2.5	3.7	1.3	2.2	0.4	0.8	2.3	1.1	2.3	0.7	1.2	1.9	
DIDN'T VOTE 2020	6.3	27.2	9.2	6.9	5.1	2.2	1.7	11.9	2.8	9.8	1.9	3.5	8.8	
DON'T KNOW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Net Diff.	-4.6	-23.9	-8.6	-7.7	-4.8	2.2	0.5	-11.3	-0.4	-9.4	1.2	16.7	-23.6	



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11. THINKING BACK, FOR WHOM DID YOU VOTE IN THE NOVEMBER 2020 PRESIDENTIAL ELECTION?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	URBAN	SUB-	RURAL
		NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	URBAN		
Total	2000	207	497	526	771	54	187	244	455	153	310	282	315	544	1036	420
DONALD TRUMP	41.4	24.0	38.3	42.3	47.6	28.9	42.6	56.6	60.8	22.2	35.6	29.8	28.6	31.7	41.0	55.1
JOE BIDEN	46.1	43.8	46.6	46.3	46.2	41.3	47.3	37.2	33.4	44.7	46.2	54.2	64.8	54.2	47.4	32.3
ANOTHER CANDIDATE	4.6	5.2	5.2	5.2	3.6	4.9	2.2	2.9	4.1	5.3	7.1	7.2	2.9	4.6	3.9	6.2
DIDN'T VOTE/PRES.	1.6	3.2	2.0	1.8	0.7	0.0	2.2	1.0	0.9	4.3	1.8	2.5	0.3	1.8	1.7	0.8
DIDN'T VOTE 2020	6.3	23.9	7.9	4.4	1.9	24.9	5.6	2.2	0.8	23.5	9.3	6.2	3.4	7.7	5.9	5.5
DON'T KNOW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	-4.6	-19.8	-8.4	-4.1	1.4	-12.4	-4.7	19.4	27.4	-22.4	-10.6	-24.4	-36.1	-22.6	-6.4	22.8



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12. GENERALLY SPEAKING, WOULD YOU SAY THINGS IN THE UNITED STATES ARE GOING IN THE RIGHT DIRECTION, OR HAVE THEY GOTTEN OFF ON THE WRONG TRACK?

BANNER 1

	TOTAL	ANMP SCORE								NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
		10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5
Total	2000	220	313	353	413	351	229	78	43	1487	886	498	103	579	352	250	307	513	266	247
RIGHT DIRECTION	27.0	2.1	6.7	17.7	34.6	41.9	43.3	53.0	49.6	16.4	10.0	26.2	25.1	6.4	10.1	20.3	39.5	57.6	60.0	55.0
WRONG TRACK	72.8	97.9	93.3	82.3	65.2	57.8	56.1	47.0	50.4	83.4	90.0	73.6	74.2	93.5	89.9	79.7	60.2	42.0	39.6	44.6
DON'T KNOW	0.2	0.0	0.0	0.0	0.2	0.3	0.7	0.0	0.0	0.1	0.0	0.2	0.7	0.1	0.0	0.0	0.3	0.4	0.4	0.4
Net Diff.	-45.8	-95.7	-86.6	-64.5	-30.6	-15.9	-12.8	6.0	-0.9	-67.0	-80.1	-47.4	-49.1	-87.1	-79.8	-59.4	-20.7	15.6	20.3	10.4



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12. GENERALLY SPEAKING, WOULD YOU SAY THINGS IN THE UNITED STATES ARE GOING IN THE RIGHT DIRECTION, OR HAVE THEY GOTTEN OFF ON THE WRONG TRACK?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD			
		EAST	MID- WEST	SOUTH	WEST	DEFIN- ITELY VOTING	VERY/ SMWHT LIKELY	Very Likely	Smwht Likely
Total	2000	354	440	738	468	1558	442	269	173
RIGHT DIRECTION	27.0	29.0	26.9	22.6	32.5	28.6	21.5	23.7	18.1
WRONG TRACK	72.8	71.0	72.9	77.0	67.5	71.4	77.9	75.9	81.0
DON'T KNOW	0.2	0.0	0.2	0.4	0.0	0.1	0.6	0.4	0.9
Net Diff.	-45.8	-42.1	-45.9	-54.4	-35.0	-42.8	-56.4	-52.2	-62.8



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12. GENERALLY SPEAKING, WOULD YOU SAY THINGS IN THE UNITED STATES ARE GOING IN THE RIGHT DIRECTION, OR HAVE THEY GOTTEN OFF ON THE WRONG TRACK?

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-		JOB: JOE BIDEN		
		RIGHT	WRONG	REPUB-	DEMO-	UND-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRAC-	LICAN	CRATIC	ECI-	CIDED	ROVE			PROVE
		TION	K			DED					
Total	2000	540	1456	930	820	250	513	826	293	532	1174
RIGHT DIRECTION	27.0	100.0	0.0	7.8	50.8	20.3	20.4	60.9	80.0	50.4	3.1
WRONG TRACK	72.8	0.0	100.0	92.1	48.8	79.7	79.6	38.8	20.0	49.2	96.7
DON'T KNOW	0.2	0.0	0.0	0.1	0.3	0.0	0.0	0.2	0.0	0.4	0.1
Net Diff.	-45.8	100.0	-100.0	-84.3	2.0	-59.4	-59.3	22.1	59.9	1.3	-93.6



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12. GENERALLY SPEAKING, WOULD YOU SAY THINGS IN THE UNITED STATES ARE GOING IN THE RIGHT DIRECTION, OR HAVE THEY GOTTEN OFF ON THE WRONG TRACK?

BANNER 4

	TOTAL	2020 BALLOT		PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	829	922	724	742	534	476	254	211	248	488	323
RIGHT DIRECTION	27.0	6.6	48.7	8.2	50.9	19.3	8.7	62.5	21.2	7.4	44.8	18.1
WRONG TRACK	72.8	93.3	51.0	91.7	48.9	80.5	91.3	37.5	78.8	92.4	54.8	81.6
DON'T KNOW	0.2	0.1	0.3	0.1	0.3	0.2	0.0	0.0	0.0	0.3	0.4	0.3
Net Diff.	-45.8	-86.7	-2.4	-83.4	2.0	-61.2	-82.6	25.0	-57.7	-85.0	-10.0	-63.5



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12. GENERALLY SPEAKING, WOULD YOU SAY THINGS IN THE UNITED STATES ARE GOING IN THE RIGHT DIRECTION, OR HAVE THEY GOTTEN OFF ON THE WRONG TRACK?

BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	553	232	321	734	427	287	713	43	136	545	413	267	61	97	330	107
RIGHT DIRECTION	27.0	49.1	49.3	48.9	28.5	9.8	6.2	8.4	26.6	19.5	4.0	55.9	44.8	43.3	29.9	19.0	10.8
WRONG TRACK	72.8	50.9	50.7	51.1	71.0	90.2	93.8	91.6	73.4	80.0	96.0	44.1	54.5	56.7	70.1	80.7	89.2
DON'T KNOW	0.2	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.7	0.0	0.0	0.3	0.0
Net Diff.	-45.8	-1.9	-1.4	-2.2	-42.5	-80.4	-87.5	-83.3	-46.7	-60.4	-92.1	11.8	-9.7	-13.4	-40.2	-61.7	-78.5



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12. GENERALLY SPEAKING, WOULD YOU SAY THINGS IN THE UNITED STATES ARE GOING IN THE RIGHT DIRECTION, OR HAVE THEY GOTTEN OFF ON THE WRONG TRACK?

BANNER 6

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	871	297	832	1062	350	46	305	1478	976	503	171	613	134	504	559
RIGHT DIRECTION	27.0	48.8	23.6	5.4	23.7	33.6	54.2	30.5	26.3	27.9	23.2	19.8	25.8	18.0	30.2	25.5
WRONG TRACK	72.8	51.1	75.7	94.5	76.1	66.2	45.8	69.3	73.5	71.9	76.7	80.2	73.9	82.0	69.8	74.2
DON'T KNOW	0.2	0.1	0.6	0.1	0.3	0.2	0.0	0.2	0.2	0.2	0.2	0.0	0.3	0.0	0.0	0.3
Net Diff.	-45.8	-2.4	-52.1	-89.1	-52.4	-32.6	8.5	-38.8	-47.3	-44.0	-53.5	-60.4	-48.1	-64.0	-39.7	-48.8



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12. GENERALLY SPEAKING, WOULD YOU SAY THINGS IN THE UNITED STATES ARE GOING IN THE RIGHT DIRECTION, OR HAVE THEY GOTTEN OFF ON THE WRONG TRACK?

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1229	771	481	290	503	437	726	334
RIGHT DIRECTION	27.0	24.8	30.5	29.2	32.5	23.1	29.3	26.0	31.9
WRONG TRACK	72.8	75.0	69.3	70.4	67.5	76.9	70.7	73.7	67.6
DON'T KNOW	0.2	0.2	0.2	0.3	0.0	0.0	0.0	0.3	0.5
Net Diff.	-45.8	-50.2	-38.9	-41.2	-35.0	-53.8	-41.4	-47.7	-35.6



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12. GENERALLY SPEAKING, WOULD YOU SAY THINGS IN THE UNITED STATES ARE GOING IN THE RIGHT DIRECTION, OR HAVE THEY GOTTEN OFF ON THE WRONG TRACK?

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1356	644	262	260	84	685	671	109	153	96	164
RIGHT DIRECTION	27.0	24.1	33.1	29.6	40.8	22.5	21.9	26.4	35.0	25.8	46.0	37.8
WRONG TRACK	72.8	75.8	66.5	70.4	58.5	77.5	78.1	73.5	65.0	74.2	54.0	61.1
DON'T KNOW	0.2	0.1	0.4	0.0	0.7	0.0	0.0	0.1	0.0	0.0	0.0	1.1
Net Diff.	-45.8	-51.7	-33.4	-40.7	-17.6	-55.0	-56.2	-47.2	-30.0	-48.4	-7.9	-23.3



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12. GENERALLY SPEAKING, WOULD YOU SAY THINGS IN THE UNITED STATES ARE GOING IN THE RIGHT DIRECTION, OR HAVE THEY GOTTEN OFF ON THE WRONG TRACK?

BANNER 9

	TOTAL	AGE						AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
Total	2000	160	257	357	332	370	524	775	1225	1106	894	940	1060	
RIGHT DIRECTION	27.0	24.4	26.9	29.1	24.1	28.2	27.4	27.4	26.7	26.4	27.7	26.0	27.9	
WRONG TRACK	72.8	75.6	72.5	70.6	75.7	71.8	72.6	72.2	73.2	73.3	72.3	74.0	71.8	
DON'T KNOW	0.2	0.0	0.6	0.3	0.3	0.0	0.0	0.3	0.1	0.3	0.0	0.0	0.3	
Net Diff.	-45.8	-51.1	-45.5	-41.5	-51.6	-43.6	-45.2	-44.8	-46.5	-46.9	-44.5	-48.0	-43.9	



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12. GENERALLY SPEAKING, WOULD YOU SAY THINGS IN THE UNITED STATES ARE GOING IN THE RIGHT DIRECTION, OR HAVE THEY GOTTEN OFF ON THE WRONG TRACK?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	URBAN	SUB-	RURAL
		NIALS		BMMRS		NIALS		BMMRS		NIALS		BMMRS		URBAN		
				/SLNTG			/SLNTG				/SLNTG					
Total	2000	207	497	526	771	54	187	244	455	153	310	282	315	544	1036	420
RIGHT DIRECTION	27.0	24.8	28.6	25.8	27.4	27.4	37.9	26.3	20.8	23.9	22.9	25.5	36.9	35.0	26.5	18.0
WRONG TRACK	72.8	74.4	71.2	74.0	72.6	72.6	62.1	73.7	79.2	75.1	76.7	74.2	63.1	64.5	73.5	82.0
DON'T KNOW	0.2	0.8	0.2	0.2	0.0	0.0	0.0	0.0	0.0	1.1	0.3	0.3	0.0	0.5	0.1	0.0
Net Diff.	-45.8	-49.6	-42.6	-48.2	-45.2	-45.2	-24.1	-47.5	-58.4	-51.2	-53.8	-48.8	-26.2	-29.5	-47.0	-64.1



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13. DO YOU APPROVE OR DISAPPROVE OF THE JOB JOE BIDEN IS DOING AS PRESIDENT?

BANNER 1

	ANMP SCORE									NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
	TOTAL	10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5
Total	2000	220	313	353	413	351	229	78	43	1487	886	498	103	579	352	250	307	513	266	247
APPROVE	41.3	2.8	9.8	30.1	51.9	63.2	66.8	75.6	79.4	25.1	16.2	39.4	32.1	5.4	13.7	32.0	69.4	88.3	90.2	86.3
Strongly	14.7	0.0	2.7	7.4	19.0	20.6	25.5	35.1	50.7	4.7	3.9	5.3	8.2	3.2	1.9	2.0	12.8	43.7	46.9	40.2
Somewhat	26.6	2.8	7.1	22.7	32.9	42.6	41.3	40.5	28.7	20.4	12.3	34.1	23.9	2.2	11.9	30.0	56.5	44.7	43.3	46.1
DISAPPROVE	58.7	97.2	90.2	69.9	48.1	36.8	33.2	24.4	20.6	74.9	83.8	60.6	67.9	94.6	86.3	68.0	30.6	11.7	9.8	13.7
Somewhat	17.7	3.6	10.8	23.3	22.1	23.7	18.1	14.2	8.5	20.7	14.0	31.4	26.9	5.9	32.7	34.1	24.1	9.1	6.8	11.5
Strongly	41.0	93.6	79.4	46.6	26.0	13.1	15.1	10.2	12.1	54.2	69.8	29.2	41.0	88.7	53.6	33.8	6.5	2.6	3.0	2.2
DON'T KNOW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	-17.4	-94.4	-80.4	-39.8	3.8	26.4	33.6	51.1	58.8	-49.9	-67.7	-21.2	-35.7	-89.2	-72.6	-36.0	38.8	76.6	80.4	72.5
Mean	2.15	1.09	1.33	1.91	2.45	2.71	2.77	3.00	3.18	1.75	1.50	2.16	1.99	1.20	1.62	2.00	2.76	3.29	3.34	3.24



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13. DO YOU APPROVE OR DISAPPROVE OF THE JOB JOE BIDEN IS DOING AS PRESIDENT?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD			
		EAST	MID- WEST	SOUTH	WEST	DEFIN- ITELY VOTING	VERY/ SMWHT LIKELY	Very Likely	Smwht Likely
Total	2000	354	440	738	468	1558	442	269	173
APPROVE	41.3	42.2	42.6	34.5	50.0	41.9	39.2	41.1	36.4
Strongly	14.7	16.2	14.5	12.3	17.5	17.1	6.2	7.6	4.1
Somewhat	26.6	26.0	28.2	22.2	32.5	24.8	33.0	33.4	32.3
DISAPPROVE	58.7	57.8	57.4	65.5	50.0	58.1	60.8	58.9	63.6
Somewhat	17.7	16.6	18.2	17.3	18.8	13.9	31.2	29.7	33.5
Strongly	41.0	41.2	39.2	48.2	31.3	44.2	29.5	29.2	30.1
DON'T KNOW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	-17.4	-15.5	-14.7	-31.0	-0.0	-16.3	-21.5	-17.8	-27.3
Mean	2.15	2.17	2.18	1.99	2.36	2.15	2.16	2.20	2.10



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

13. DO YOU APPROVE OR DISAPPROVE OF THE JOB JOE BIDEN IS DOING AS PRESIDENT?

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN				
		UNITED STATES		FOR CONGRESS			ERS/					
		RIGHT	WRONG	REPUB-	DEMO-	UND-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	ECI-	CIDED	ROVE			PROVE	
		TION				DED						
Total	2000	540	1456	930	820	250	513	826	293	532	1174	
APPROVE	41.3	93.2	22.0	8.6	81.2	32.0	34.0	100.0	100.0	100.0	0.0	
Strongly	14.7	43.4	4.0	2.7	32.1	2.0	4.3	35.5	100.0	0.0	0.0	
Somewhat	26.6	49.7	18.0	5.9	49.1	30.0	29.8	64.5	0.0	100.0	0.0	
DISAPPROVE	58.7	6.8	78.0	91.4	18.8	68.0	66.0	0.0	0.0	0.0	100.0	
Somewhat	17.7	4.1	22.8	16.0	14.7	34.1	33.3	0.0	0.0	0.0	30.2	
Strongly	41.0	2.8	55.2	75.4	4.1	33.8	32.6	0.0	0.0	0.0	69.8	
DON'T KNOW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Net Diff.	-17.4	86.3	-56.0	-82.9	62.5	-36.0	-31.9	100.0	100.0	100.0	-100.0	
Mean	2.15	3.34	1.71	1.36	3.09	2.00	2.06	3.36	4.00	3.00	1.30	



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13. DO YOU APPROVE OR DISAPPROVE OF THE JOB JOE BIDEN IS DOING AS PRESIDENT?

BANNER 4

	TOTAL		2020 BALLOT			PARTY			MEN			WOMEN		
			TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	
Total	2000	829	922	724	742	534	476	254	211	248	488	323		
APPROVE	41.3	5.1	77.5	7.8	78.7	34.6	6.9	82.0	31.0	9.6	77.0	37.0		
Strongly	14.7	2.0	28.8	2.6	32.8	5.9	2.5	41.0	5.3	2.7	28.5	6.3		
Somewhat	26.6	3.2	48.7	5.2	45.9	28.8	4.4	41.0	25.7	6.9	48.5	30.7		
DISAPPROVE	58.7	94.9	22.5	92.2	21.3	65.4	93.1	18.0	69.0	90.4	23.0	63.0		
Somewhat	17.7	13.3	17.6	14.0	15.0	26.4	12.6	11.7	24.2	16.8	16.8	27.9		
Strongly	41.0	81.6	5.0	78.1	6.2	38.9	80.5	6.3	44.8	73.5	6.2	35.1		
DON'T KNOW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
Net Diff.	-17.4	-89.7	55.0	-84.4	57.5	-30.7	-86.3	64.0	-38.1	-80.7	54.1	-25.9		
Mean	2.15	1.26	3.01	1.32	3.05	2.02	1.29	3.17	1.91	1.39	2.99	2.08		



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13. DO YOU APPROVE OR DISAPPROVE OF THE JOB JOE BIDEN IS DOING AS PRESIDENT?

BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	553	232	321	734	427	287	713	43	136	545	413	267	61	97	330	107
APPROVE	41.3	76.3	77.1	75.7	43.6	14.4	7.8	11.8	31.2	16.2	3.9	85.5	70.8	67.4	56.6	32.9	20.0
Strongly	14.7	34.8	42.7	29.1	10.4	3.0	4.2	3.5	12.7	5.9	1.0	41.4	21.2	25.1	16.3	3.5	3.8
Somewhat	26.6	41.5	34.3	46.6	33.2	11.5	3.6	8.3	18.6	10.4	2.9	44.1	49.6	42.3	40.4	29.4	16.2
DISAPPROVE	58.7	23.7	22.9	24.3	56.4	85.6	92.2	88.2	68.8	83.8	96.1	14.5	29.2	32.6	43.4	67.1	80.0
Somewhat	17.7	15.1	12.7	16.8	26.1	15.7	4.5	11.2	12.3	28.0	10.7	11.4	21.1	13.4	32.0	29.3	12.6
Strongly	41.0	8.7	10.3	7.5	30.3	69.8	87.8	77.0	56.5	55.7	85.4	3.1	8.1	19.2	11.3	37.8	67.4
DON'T KNOW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	-17.4	52.5	54.1	51.4	-12.8	-71.1	-84.5	-76.5	-37.5	-67.5	-92.2	71.0	41.7	34.8	13.3	-34.2	-59.9
Mean	2.15	3.02	3.09	2.97	2.24	1.48	1.24	1.38	1.87	1.66	1.19	3.24	2.84	2.73	2.62	1.99	1.56



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13. DO YOU APPROVE OR DISAPPROVE OF THE JOB JOE BIDEN IS DOING AS PRESIDENT?

BANNER 6

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	871	297	832	1062	350	46	305	1478	976	503	171	613	134	504	559
APPROVE	41.3	78.4	32.8	5.5	37.2	47.4	63.2	45.0	39.7	39.9	39.2	42.5	37.9	22.0	39.8	46.8
Strongly	14.7	31.2	3.0	1.5	7.2	20.3	38.8	17.6	13.3	14.0	11.8	15.1	12.1	10.8	16.8	14.4
Somewhat	26.6	47.2	29.7	4.0	30.0	27.1	24.4	27.5	26.4	25.9	27.4	27.4	25.8	11.2	23.0	32.5
DISAPPROVE	58.7	21.6	67.2	94.5	62.8	52.6	36.8	55.0	60.3	60.1	60.8	57.5	62.1	78.0	60.2	53.2
Somewhat	17.7	16.1	32.6	14.1	25.3	15.5	13.1	15.9	18.1	16.7	20.9	18.7	17.4	16.8	16.3	19.9
Strongly	41.0	5.6	34.6	80.4	37.5	37.1	23.7	39.1	42.2	43.3	39.9	38.8	44.7	61.2	43.9	33.3
DON'T KNOW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	-17.4	56.7	-34.5	-89.0	-25.6	-5.2	26.4	-10.0	-20.6	-20.1	-21.6	-15.0	-24.3	-56.1	-20.5	-6.4
Mean	2.15	3.04	2.01	1.27	2.07	2.31	2.78	2.23	2.11	2.11	2.11	2.19	2.05	1.72	2.13	2.28



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13. DO YOU APPROVE OR DISAPPROVE OF THE JOB JOE BIDEN IS DOING AS PRESIDENT?

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1229	771	481	290	503	437	726	334
APPROVE	41.3	39.7	43.8	41.3	47.8	29.9	35.5	46.5	54.5
Strongly	14.7	13.4	16.7	14.3	20.5	11.9	15.4	14.5	18.3
Somewhat	26.6	26.3	27.1	27.0	27.3	18.1	20.1	32.0	36.2
DISAPPROVE	58.7	60.3	56.2	58.7	52.2	70.1	64.5	53.5	45.5
Somewhat	17.7	19.8	14.4	16.2	11.4	17.7	11.8	21.2	17.9
Strongly	41.0	40.5	41.8	42.5	40.8	52.3	52.7	32.2	27.6
DON'T KNOW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	-17.4	-20.5	-12.5	-17.4	-4.4	-40.1	-28.9	-7.0	9.1
Mean	2.15	2.13	2.19	2.13	2.28	1.89	1.98	2.29	2.45



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13. DO YOU APPROVE OR DISAPPROVE OF THE JOB JOE BIDEN IS DOING AS PRESIDENT?

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1356	644	262	260	84	685	671	109	153	96	164
APPROVE	41.3	35.6	53.3	41.7	66.1	55.4	26.1	45.3	41.1	42.1	62.9	68.0
Strongly	14.7	13.6	17.0	15.7	22.8	5.9	11.4	15.8	18.2	14.0	26.3	20.8
Somewhat	26.6	22.0	36.3	26.0	43.3	49.6	14.7	29.5	22.9	28.2	36.7	47.2
DISAPPROVE	58.7	64.4	46.7	58.3	33.9	44.6	73.9	54.7	58.9	57.9	37.1	32.0
Somewhat	17.7	15.7	22.0	25.0	20.1	16.5	13.7	17.7	16.6	31.0	18.2	21.1
Strongly	41.0	48.7	24.7	33.3	13.9	28.0	60.2	37.0	42.3	26.9	18.9	10.9
DON'T KNOW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	-17.4	-28.9	6.6	-16.6	32.2	10.9	-47.9	-9.4	-17.9	-15.7	25.8	35.9
Mean	2.15	2.00	2.46	2.24	2.75	2.33	1.77	2.24	2.17	2.29	2.70	2.78



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13. DO YOU APPROVE OR DISAPPROVE OF THE JOB JOE BIDEN IS DOING AS PRESIDENT?

BANNER 9

	TOTAL	AGE						AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
Total	2000	160	257	357	332	370	524	775	1225	1106	894	940	1060	
APPROVE	41.3	41.8	44.5	42.5	38.6	39.6	41.6	43.0	40.2	41.7	40.8	32.5	49.0	
Strongly	14.7	13.9	11.2	16.1	11.3	14.3	18.0	14.0	15.1	13.2	16.5	13.5	15.7	
Somewhat	26.6	27.9	33.2	26.5	27.3	25.3	23.5	29.0	25.1	28.5	24.3	19.0	33.3	
DISAPPROVE	58.7	58.2	55.5	57.5	61.4	60.4	58.4	57.0	59.8	58.3	59.2	67.5	51.0	
Somewhat	17.7	38.9	19.8	20.1	21.1	14.9	8.5	23.9	13.8	23.1	11.1	15.0	20.2	
Strongly	41.0	19.3	35.7	37.3	40.3	45.5	49.9	33.1	46.0	35.2	48.1	52.5	30.8	
DON'T KNOW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Net Diff.	-17.4	-16.4	-11.0	-14.9	-22.8	-20.8	-16.9	-13.9	-19.7	-16.6	-18.5	-34.9	-1.9	
Mean	2.15	2.36	2.20	2.21	2.10	2.08	2.10	2.24	2.09	2.20	2.09	1.94	2.34	



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13. DO YOU APPROVE OR DISAPPROVE OF THE JOB JOE BIDEN IS DOING AS PRESIDENT?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	207	497	526	771	54	187	244	455	153	310	282	315	544	1036	420
APPROVE	41.3	42.9	44.0	38.2	41.2	35.7	46.8	30.6	27.4	45.5	42.4	44.8	61.1	51.1	42.6	25.4
Strongly	14.7	13.8	12.7	13.1	17.2	17.7	18.9	13.8	10.6	12.5	9.0	12.4	26.7	18.8	14.6	9.5
Somewhat	26.6	29.1	31.3	25.1	24.0	17.9	27.9	16.7	16.8	33.0	33.4	32.3	34.4	32.2	28.0	15.9
DISAPPROVE	58.7	57.1	56.0	61.8	58.8	64.3	53.2	69.4	72.6	54.5	57.6	55.2	38.9	48.9	57.4	74.6
Somewhat	17.7	34.3	19.6	20.8	9.9	34.6	16.3	18.1	10.4	34.2	21.7	23.3	9.2	20.3	16.6	17.0
Strongly	41.0	22.8	36.3	41.0	48.9	29.8	36.9	51.4	62.2	20.3	35.9	32.0	29.7	28.6	40.8	57.6
DON'T KNOW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	-17.4	-14.2	-11.9	-23.7	-17.6	-28.7	-6.5	-38.9	-45.2	-9.1	-15.2	-10.5	22.2	2.1	-14.8	-49.2
Mean	2.15	2.34	2.20	2.10	2.09	2.24	2.29	1.93	1.76	2.38	2.15	2.25	2.58	2.41	2.16	1.77



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14. IF THE ELECTION FOR U.S. CONGRESS IN YOUR DISTRICT WERE HELD TODAY, WOULD YOU VOTE FOR THE REPUBLICAN CANDIDATE OR THE DEMOCRATIC CANDIDATE?

BANNER 1

	TOTAL	ANMP SCORE								NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
		10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5
Total	2000	220	313	353	413	351	229	78	43	1487	886	498	103	579	352	250	307	513	266	247
REPUBLICAN CANDIDATE	46.5	91.3	81.0	55.7	34.1	22.1	21.9	7.7	11.8	62.6	73.5	43.9	59.3	100.0	100.0	0.0	0.0	0.0	0.0	0.0
Definitely	28.9	72.0	58.7	32.1	15.5	8.5	9.2	5.6	9.5	38.9	51.4	18.9	28.6	100.0	0.0	0.0	0.0	0.0	0.0	0.0
Probably	10.1	12.4	13.1	15.0	8.8	7.5	7.4	0.9	0.0	13.6	13.7	12.6	17.1	0.0	57.3	0.0	0.0	0.0	0.0	0.0
Lean	7.5	6.9	9.1	8.6	9.8	6.1	5.2	1.3	2.3	10.1	8.4	12.4	13.5	0.0	42.7	0.0	0.0	0.0	0.0	0.0
DEMOCRATIC CANDIDATE	41.0	2.7	10.9	30.7	51.0	61.0	63.1	83.5	86.2	20.6	16.8	31.8	0.0	0.0	0.0	0.0	100.0	100.0	100.0	100.0
Definitely	26.0	1.8	6.4	15.9	33.2	33.9	44.1	64.8	75.7	5.4	9.0	0.0	0.0	0.0	0.0	0.0	26.1	85.8	96.2	74.6
Probably	9.3	0.0	3.7	9.0	10.7	18.2	10.8	11.6	2.0	9.5	4.9	19.7	0.0	0.0	0.0	0.0	46.1	8.7	3.8	14.1
Lean	5.7	0.9	0.8	5.8	7.2	8.9	8.2	7.1	8.5	5.8	2.8	12.2	0.0	0.0	0.0	0.0	27.9	5.4	0.0	11.3
UNDECIDED	12.5	6.0	8.1	13.6	14.9	16.9	15.0	8.8	2.0	16.8	9.8	24.3	40.7	0.0	0.0	100.0	0.0	0.0	0.0	0.0
Net Diff.	5.5	88.5	70.0	25.1	-16.9	-38.8	-41.3	-75.8	-74.3	41.9	56.7	12.0	59.3	100.0	100.0	0.0	-100.0	-100.0	-100.0	-100.0
Mean	4.12	6.41	5.84	4.63	3.46	3.00	2.86	1.95	1.91	5.13	5.50	4.43	5.34	7.00	5.57	4.00	2.02	1.20	1.04	1.37



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BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD			
		EAST	MID- WEST	SOUTH	WEST	DEFIN- ITELY VOTING	VERY/ SMWHT LIKELY	Very Likely	Smwht Likely
Total	2000	354	440	738	468	1558	442	269	173
REPUBLICAN CANDIDATE	46.5	43.7	43.9	54.3	38.8	49.4	36.4	38.4	33.3
Definitely	28.9	30.5	26.1	35.1	20.7	34.5	9.3	10.1	7.9
Probably	10.1	7.3	10.2	12.2	8.7	8.7	15.1	17.4	11.6
Lean	7.5	5.9	7.6	7.0	9.3	6.2	12.0	10.9	13.8
DEMOCRATIC CANDIDATE	41.0	40.2	43.8	34.5	49.3	42.3	36.3	38.7	32.5
Definitely	26.0	25.4	28.3	21.3	31.7	28.9	16.0	16.2	15.7
Probably	9.3	11.6	9.7	8.0	9.3	8.7	11.4	10.9	12.2
Lean	5.7	3.1	5.8	5.2	8.2	4.8	8.9	11.6	4.6
UNDECIDED	12.5	16.1	12.3	11.2	11.9	8.3	27.3	22.8	34.2
Net Diff.	5.5	3.5	0.1	19.8	-10.5	7.0	0.2	-0.3	0.8
Mean	4.12	4.09	3.96	4.52	3.67	4.18	3.90	3.94	3.85



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BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		UNITED STATES		FOR CONGRESS			ERS/				
		RIGHT	WRONG	REPUB-	DEMO-	UND-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	ECI-	CIDED	ROVE			PROVE
		TION				DED					
Total	2000	540	1456	930	820	250	513	826	293	532	1174
REPUBLICAN CANDIDATE	46.5	13.5	58.8	100.0	0.0	0.0	29.2	9.6	8.5	10.3	72.4
Definitely	28.9	6.9	37.1	62.2	0.0	0.0	0.0	3.8	6.2	2.4	46.6
Probably	10.1	3.7	12.5	21.7	0.0	0.0	0.0	2.8	1.8	3.4	15.2
Lean	7.5	2.9	9.2	16.1	0.0	0.0	29.2	3.0	0.5	4.5	10.6
DEMOCRATIC CANDIDATE	41.0	77.2	27.5	0.0	100.0	0.0	22.1	80.7	89.8	75.7	13.1
Definitely	26.0	55.6	15.0	0.0	63.4	0.0	0.0	56.1	78.3	43.8	4.9
Probably	9.3	14.5	7.3	0.0	22.7	0.0	0.0	16.2	6.2	21.6	4.5
Lean	5.7	7.0	5.2	0.0	13.8	0.0	22.1	8.4	5.2	10.2	3.7
UNDECIDED	12.5	9.4	13.7	0.0	0.0	100.0	48.6	9.7	1.7	14.1	14.4
Net Diff.	5.5	-63.7	31.3	100.0	-100.0	0.0	7.1	-71.0	-81.3	-65.4	59.3
Mean	4.12	2.28	4.81	6.46	1.50	4.00	4.07	2.11	1.70	2.34	5.53



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BANNER 4

	TOTAL	2020 BALLOT		PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	829	922	724	742	534	476	254	211	248	488	323
REPUBLICAN CANDIDATE	46.5	90.3	10.3	94.1	7.5	36.2	94.4	7.1	42.1	93.5	7.7	32.4
Definitely	28.9	63.6	2.7	67.4	3.0	12.8	70.0	2.7	14.7	62.2	3.2	11.5
Probably	10.1	16.6	3.8	18.8	2.2	9.2	17.5	2.1	12.0	21.2	2.3	7.4
Lean	7.5	10.1	3.8	8.0	2.2	14.2	6.9	2.3	15.4	10.0	2.2	13.4
DEMOCRATIC CANDIDATE	41.0	3.4	78.2	2.5	85.5	31.4	2.7	86.5	34.2	2.2	85.0	29.6
Definitely	26.0	1.8	50.9	1.3	60.6	11.5	1.5	63.3	12.0	1.0	59.2	11.1
Probably	9.3	1.0	17.2	0.9	16.6	10.7	0.9	16.5	11.8	0.8	16.6	10.0
Lean	5.7	0.6	10.2	0.3	8.3	9.3	0.3	6.6	10.3	0.5	9.2	8.6
UNDECIDED	12.5	6.3	11.5	3.4	7.0	32.4	2.9	6.4	23.7	4.3	7.3	38.0
Net Diff.	5.5	86.9	-67.9	91.6	-78.0	4.8	91.8	-79.4	8.0	91.3	-77.3	2.7
Mean	4.12	6.26	2.22	6.42	1.92	4.06	6.45	1.85	4.14	6.34	1.96	4.01



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BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	553	232	321	734	427	287	713	43	136	545	413	267	61	97	330	107
REPUBLICAN CANDIDATE	46.5	12.5	12.7	12.4	33.3	82.7	92.0	86.4	87.6	83.0	97.4	4.3	8.9	23.2	14.5	32.6	66.9
Definitely	28.9	6.2	10.1	3.4	11.0	52.4	83.7	65.0	47.3	36.9	76.5	2.1	2.8	10.8	5.6	7.0	37.1
Probably	10.1	4.0	2.3	5.3	8.8	22.7	6.3	16.1	25.3	23.2	17.2	1.3	1.8	10.1	6.3	8.5	14.1
Lean	7.5	2.3	0.2	3.8	13.5	7.6	2.0	5.4	15.0	22.9	3.7	0.9	4.3	2.3	2.6	17.1	15.7
DEMOCRATIC CANDIDATE	41.0	81.8	85.0	79.6	42.1	9.8	5.7	8.2	5.1	8.4	0.8	93.5	76.4	71.6	66.2	28.3	9.3
Definitely	26.0	59.0	68.8	52.0	21.6	5.0	4.9	5.0	5.1	3.9	0.4	72.1	46.2	46.7	27.4	9.0	4.5
Probably	9.3	13.1	6.7	17.6	13.0	4.2	0.3	2.6	0.0	2.7	0.5	13.5	20.6	19.5	17.0	11.0	4.0
Lean	5.7	9.7	9.4	10.0	7.6	0.7	0.4	0.6	0.0	1.8	0.0	7.9	9.6	5.4	21.8	8.3	0.8
UNDECIDED	12.5	5.6	2.4	8.0	24.5	7.4	2.3	5.4	7.4	8.6	1.8	2.3	14.7	5.3	19.2	39.0	23.8
Net Diff.	5.5	-69.3	-72.3	-67.2	-8.8	72.9	86.3	78.3	82.5	74.7	96.6	-89.2	-67.5	-48.4	-51.7	4.3	57.6
Mean	4.12	2.16	2.06	2.23	3.66	5.86	6.50	6.12	5.92	5.61	6.66	1.59	2.27	2.70	2.94	3.98	5.33



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BANNER 6

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	871	297	832	1062	350	46	305	1478	976	503	171	613	134	504	559
REPUBLICAN CANDIDATE	46.5	7.1	33.5	92.5	44.7	50.2	62.6	48.3	47.2	49.0	43.8	33.0	50.5	78.4	50.8	34.5
Definitely	28.9	2.6	9.5	63.4	17.1	32.9	43.5	31.3	28.6	30.9	24.2	23.5	34.2	47.3	31.7	18.1
Probably	10.1	1.9	10.2	18.6	15.1	10.8	16.2	10.0	10.7	11.3	9.5	3.5	10.4	22.4	10.8	7.3
Lean	7.5	2.5	13.9	10.4	12.5	6.5	2.8	7.1	7.9	6.8	10.1	6.1	5.9	8.6	8.3	9.0
DEMOCRATIC CANDIDATE	41.0	85.5	20.8	1.6	34.0	39.6	33.9	40.5	40.3	39.0	42.7	50.1	36.1	17.4	39.0	51.3
Definitely	26.0	57.4	5.2	0.6	13.9	26.5	31.8	25.7	24.9	24.1	26.4	35.1	23.9	11.5	23.1	32.1
Probably	9.3	18.1	7.2	0.9	13.0	8.0	2.0	8.9	9.7	9.7	9.9	8.3	8.8	3.2	10.7	10.3
Lean	5.7	10.1	8.4	0.1	7.1	5.1	0.0	5.9	5.7	5.3	6.4	6.8	3.4	2.7	5.2	8.9
UNDECIDED	12.5	7.4	45.7	5.9	21.3	10.2	3.6	11.2	12.5	12.0	13.5	16.9	13.3	4.3	10.2	14.2
Net Diff.	5.5	-78.4	12.7	90.9	10.6	10.6	28.7	7.8	6.9	10.0	1.1	-17.1	14.4	61.0	11.8	-16.8
Mean	4.12	1.96	4.24	6.34	4.19	4.26	4.66	4.20	4.15	4.25	3.96	3.55	4.37	5.52	4.29	3.52



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BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD.	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1229	771	481	290	503	437	726	334
REPUBLICAN CANDIDATE	46.5	44.5	49.7	50.8	47.8	56.8	61.8	36.0	33.8
Definitely	28.9	26.6	32.7	32.3	33.2	37.2	42.1	19.2	20.3
Probably	10.1	9.5	11.0	11.6	10.0	10.7	13.7	8.7	7.5
Lean	7.5	8.5	6.0	6.8	4.6	9.0	6.0	8.1	6.0
DEMOCRATIC CANDIDATE	41.0	40.8	41.4	39.3	44.9	32.9	31.7	46.2	54.1
Definitely	26.0	25.6	26.7	24.5	30.4	20.1	21.0	29.4	34.2
Probably	9.3	9.0	9.9	9.8	10.0	8.0	7.1	9.6	13.5
Lean	5.7	6.2	4.8	5.0	4.5	4.8	3.6	7.2	6.4
UNDECIDED	12.5	14.7	8.9	9.9	7.2	10.3	6.5	17.8	12.0
Net Diff.	5.5	3.8	8.3	11.5	2.9	23.9	30.1	-10.1	-20.3
Mean	4.12	4.06	4.21	4.29	4.09	4.61	4.79	3.69	3.46



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BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON-WHITE	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1356	644	262	260	84	685	671	109	153	96	164
REPUBLICAN CANDIDATE	46.5	53.0	32.9	48.0	18.3	31.2	67.6	38.1	50.9	45.9	21.7	16.3
Definitely	28.9	35.2	15.8	23.0	9.0	13.1	47.2	22.9	29.7	18.1	8.8	9.1
Probably	10.1	10.9	8.4	12.5	4.3	10.9	13.6	8.1	7.9	15.9	4.9	3.9
Lean	7.5	7.0	8.7	12.5	5.0	7.2	6.8	7.2	13.3	11.9	8.0	3.3
DEMOCRATIC CANDIDATE	41.0	35.1	53.5	41.2	66.6	53.2	24.6	45.8	42.0	40.6	68.2	65.7
Definitely	26.0	22.8	32.9	24.1	43.7	28.4	15.6	30.1	29.3	20.3	41.4	45.0
Probably	9.3	7.7	12.7	8.5	16.3	12.8	6.0	9.5	7.1	9.5	16.3	16.2
Lean	5.7	4.6	7.9	8.6	6.7	12.0	3.1	6.2	5.6	10.7	10.5	4.4
UNDECIDED	12.5	11.9	13.6	10.9	15.1	15.6	7.8	16.1	7.1	13.6	10.2	18.0
Net Diff.	5.5	17.9	-20.6	6.8	-48.3	-21.9	43.0	-7.6	8.9	5.3	-46.5	-49.4
Mean	4.12	4.46	3.41	4.09	2.70	3.46	5.14	3.77	4.10	4.07	2.77	2.66



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BANNER 9

	TOTAL	AGE						AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
Total	2000	160	257	357	332	370	524	775	1225	1106	894	940	1060	
REPUBLICAN CANDIDATE	46.5	36.5	44.4	44.0	45.6	49.2	51.0	42.6	49.0	43.5	50.3	59.1	35.3	
Definitely	28.9	12.6	23.2	27.3	26.2	31.1	38.0	22.9	32.7	23.9	35.1	39.5	19.6	
Probably	10.1	14.4	10.8	7.8	13.9	10.1	7.6	10.2	10.0	11.3	8.6	12.1	8.3	
Lean	7.5	9.4	10.4	8.9	5.4	8.1	5.4	9.5	6.2	8.3	6.5	7.6	7.5	
DEMOCRATIC CANDIDATE	41.0	47.4	43.1	43.0	38.8	38.7	39.7	43.9	39.1	42.4	39.3	32.3	48.7	
Definitely	26.0	26.3	24.0	25.6	23.8	26.4	28.3	25.2	26.5	24.8	27.5	20.5	30.9	
Probably	9.3	11.9	11.0	10.0	10.3	7.4	7.9	10.8	8.4	10.6	7.7	7.6	10.9	
Lean	5.7	9.2	8.1	7.4	4.7	4.9	3.5	8.0	4.2	7.0	4.0	4.2	7.0	
UNDECIDED	12.5	16.1	12.5	13.0	15.6	12.1	9.3	13.5	11.9	14.1	10.4	8.5	16.0	
Net Diff.	5.5	-11.0	1.3	1.0	6.8	10.5	11.3	-1.4	9.9	1.1	11.0	26.8	-13.3	
Mean	4.12	3.64	4.00	4.02	4.15	4.23	4.30	3.93	4.24	4.00	4.27	4.69	3.62	



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BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	207	497	526	771	54	187	244	455	153	310	282	315	544	1036	420
REPUBLICAN CANDIDATE	46.5	37.4	44.8	46.0	50.5	39.2	46.5	62.3	65.0	36.7	43.8	31.8	29.5	36.9	47.2	57.2
Definitely	28.9	15.1	25.0	28.4	35.5	10.7	27.9	40.4	47.1	16.7	23.2	18.1	18.8	21.9	29.2	37.5
Probably	10.1	13.1	9.9	11.2	8.6	18.3	9.4	14.7	11.1	11.3	10.3	8.1	5.0	8.4	10.7	10.8
Lean	7.5	9.1	9.9	6.4	6.3	10.1	9.2	7.2	6.7	8.8	10.3	5.6	5.7	6.7	7.4	8.9
DEMOCRATIC CANDIDATE	41.0	45.0	44.0	39.2	39.2	45.0	47.3	29.6	26.2	44.9	42.0	47.6	58.0	51.5	39.9	30.2
Definitely	26.0	25.1	25.3	24.2	27.9	27.5	27.2	18.3	18.2	24.3	24.2	29.3	42.0	32.4	25.9	18.1
Probably	9.3	12.7	10.0	9.8	7.6	13.1	13.3	6.2	5.3	12.6	8.0	12.9	10.9	11.9	8.8	7.1
Lean	5.7	7.1	8.6	5.2	3.7	4.4	6.8	5.1	2.8	8.1	9.8	5.3	5.1	7.2	5.2	5.0
UNDECIDED	12.5	17.7	11.2	14.8	10.3	15.8	6.2	8.1	8.8	18.3	14.2	20.6	12.4	11.6	12.9	12.6
Net Diff.	5.5	-7.6	0.8	6.8	11.2	-5.8	-0.8	32.8	38.7	-8.2	1.8	-15.7	-28.5	-14.6	7.3	27.1
Mean	4.12	3.73	4.00	4.17	4.27	3.66	3.97	4.85	5.02	3.75	4.02	3.57	3.19	3.61	4.16	4.70



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15. ON A SCALE OF 0 TO 10, WITH ZERO BEING "100% DISAGREE" AND TEN BEING "100% AGREE," DO YOU AGREE OR DISAGREE WITH EACH OF THE FOLLOWING STATEMENTS?
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BANNER 1

	ANMP SCORE									NEW MAJORITY					NEW MAJORITY COMBO			LEFT MINORITY COMBO		
	10	9	8	7	6	5	4	0-3	TOTAL	8-10	FLTD	FLTD	DEF.	PROB/	UND.	VOTE	TOTAL	6-7	0-5	
									N.M.		6-7	0-5	VOTE	LEAN		DEM		FLTD		
													GOP	VT	GOP					
Total	2000	220	313	353	413	351	229	78	43	1487	886	498	103	579	352	250	307	513	266	247
AGREE	66.7	100.0	93.2	79.7	68.1	52.9	27.0	13.1	5.5	77.0	89.5	63.7	33.5	86.4	79.9	65.8	64.8	37.0	56.3	16.2
Strongly	46.8	99.2	80.5	52.7	39.7	23.7	10.5	7.9	5.5	55.6	74.0	31.7	12.8	72.5	53.6	39.5	39.1	21.2	33.6	7.8
10	27.8	91.6	50.8	22.6	17.6	8.4	4.9	2.5	0.0	33.9	49.7	12.3	3.0	50.1	28.3	23.8	18.0	10.0	15.5	4.1
9	7.1	3.4	15.8	10.5	7.9	3.3	0.6	1.1	3.1	8.1	10.6	5.1	1.3	10.0	8.7	4.3	6.8	4.1	7.1	0.9
8	11.9	4.2	13.9	19.6	14.2	12.0	4.9	4.2	2.3	13.6	13.8	14.3	8.4	12.3	16.5	11.4	14.3	7.1	11.0	2.8
7	11.0	0.8	9.5	18.0	15.5	13.7	5.2	2.4	0.0	12.1	10.8	15.4	8.1	8.8	14.1	15.3	13.5	7.9	13.2	2.2
6	8.9	0.0	3.1	9.0	12.9	15.4	11.4	2.9	0.0	9.2	4.7	16.5	12.6	5.1	12.2	11.0	12.1	7.9	9.4	6.2
NEUTRAL-5	15.6	0.0	5.2	13.4	19.3	24.5	29.2	17.4	7.1	13.7	7.2	22.2	28.6	7.8	12.3	21.5	20.0	21.3	20.8	21.8
DISAGREE	17.7	0.0	1.7	6.9	12.6	22.6	43.7	69.5	87.5	9.4	3.4	14.1	37.9	5.8	7.8	12.7	15.2	41.8	23.0	62.0
4	4.2	0.0	0.9	2.1	3.7	6.5	9.5	17.6	0.0	2.5	1.2	3.8	8.5	1.1	1.9	3.8	4.9	9.0	7.3	10.9
3	3.5	0.0	0.0	1.4	2.7	6.7	9.4	7.9	8.0	2.1	0.6	3.8	7.8	0.3	2.4	3.4	4.3	7.6	5.9	9.3
2	3.5	0.0	0.0	1.2	2.7	4.1	9.1	17.5	14.0	1.4	0.5	2.5	4.7	1.4	1.2	0.3	2.6	9.6	5.0	14.5
1	1.5	0.0	0.0	0.3	0.7	1.4	5.0	7.6	9.2	0.9	0.1	1.2	6.3	0.2	1.3	2.0	0.9	3.2	0.7	6.0
0	4.9	0.0	0.7	2.0	2.8	3.9	10.8	18.8	56.2	2.3	1.1	2.9	10.6	2.7	1.1	3.2	2.5	12.4	4.1	21.4
Mean	6.81	9.86	8.77	7.39	6.72	5.77	4.34	3.27	1.44	7.50	8.49	6.34	4.58	8.30	7.46	6.77	6.62	4.84	6.18	3.39



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BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD				
		EAST	MID- WEST	SOUTH	WEST	DEFIN- ITELY VOTING	VERY/ SMWHT LIKELY	Very Likely	Smwht Likely	
Total	2000	354	440	738	468	1558	442	269	173	
AGREE	66.7	67.9	68.5	70.7	57.7	67.1	65.2	65.7	64.5	
Strongly	46.8	48.2	46.7	50.0	40.7	49.0	38.8	37.9	40.2	
10	27.8	26.5	26.1	32.4	23.1	30.5	18.2	17.2	19.8	
9	7.1	6.3	7.6	7.7	6.3	6.9	7.9	9.0	6.2	
8	11.9	15.4	13.0	10.0	11.3	11.7	12.7	11.7	14.3	
7	11.0	12.2	11.3	11.7	9.0	10.1	14.2	17.1	9.7	
6	8.9	7.5	10.6	9.0	8.1	7.9	12.2	10.7	14.6	
NEUTRAL-5	15.6	14.4	15.5	14.0	19.4	14.4	19.9	17.2	24.2	
DISAGREE	17.7	17.7	16.0	15.3	22.9	18.5	14.8	17.1	11.3	
4	4.2	3.8	3.7	3.2	6.5	3.9	5.2	4.6	6.2	
3	3.5	3.7	2.5	2.6	5.9	3.5	3.6	4.0	3.1	
2	3.5	3.8	3.1	3.2	4.2	4.0	1.8	2.1	1.4	
1	1.5	1.1	1.8	1.9	0.9	1.5	1.4	2.3	0.0	
0	4.9	5.3	4.9	4.5	5.4	5.5	2.8	4.1	0.6	
Mean	6.81	6.82	6.83	7.07	6.39	6.86	6.64	6.53	6.81	



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BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		UNITED STATES		FOR CONGRESS		ERS/					
		RIGHT	WRONG	REPUB-	DEMO-	UND-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	ECI-	CIDED	ROVE			PROVE
		TION				DED					
Total	2000	540	1456	930	820	250	513	826	293	532	1174
AGREE	66.7	46.2	74.3	84.0	47.4	65.8	66.4	48.1	42.4	51.3	79.7
Strongly	46.8	27.3	54.1	65.3	27.9	39.5	41.8	28.0	30.4	26.6	60.0
10	27.8	12.3	33.6	41.9	13.0	23.8	22.7	12.2	13.4	11.5	38.8
9	7.1	5.3	7.8	9.6	5.1	4.3	5.8	5.6	6.3	5.2	8.1
8	11.9	9.7	12.7	13.9	9.8	11.4	13.3	10.2	10.6	10.0	13.1
7	11.0	11.2	11.0	10.8	10.0	15.3	14.4	10.4	6.3	12.7	11.5
6	8.9	7.7	9.2	7.8	9.5	11.0	10.2	9.8	5.7	12.0	8.3
NEUTRAL-5	15.6	20.5	13.8	9.5	20.8	21.5	19.3	20.6	17.6	22.2	12.2
DISAGREE	17.7	33.4	11.9	6.5	31.8	12.7	14.3	31.3	40.0	26.5	8.1
4	4.2	7.5	3.0	1.4	7.5	3.8	3.9	7.1	6.9	7.2	2.2
3	3.5	7.0	2.2	1.1	6.4	3.4	4.3	6.3	5.1	6.9	1.6
2	3.5	7.5	2.0	1.3	6.9	0.3	1.3	6.8	8.8	5.8	1.2
1	1.5	2.4	1.2	0.6	2.4	2.0	1.9	2.4	3.8	1.7	0.8
0	4.9	8.9	3.4	2.1	8.7	3.2	2.8	8.7	15.6	4.9	2.3
Mean	6.81	5.43	7.33	7.98	5.50	6.77	6.77	5.51	5.06	5.76	7.73



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BANNER 4

	TOTAL	2020 BALLOT		PARTY			MEN			WOMEN					
				TRUMP	BIDEN	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	
				LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT
Total	2000	829	922	724	742	534	476	254	211	248	488	323			
AGREE	66.7	85.5	51.0	83.6	50.2	66.7	86.7	48.4	68.3	77.8	51.1	65.6			
Strongly	46.8	68.1	29.5	64.5	30.6	45.2	69.3	30.4	50.8	55.4	30.7	41.6			
10	27.8	43.5	14.3	40.5	15.4	27.8	44.1	12.4	28.8	33.7	16.9	27.0			
9	7.1	10.2	4.8	10.0	5.3	5.7	11.4	7.0	7.4	7.3	4.3	4.7			
8	11.9	14.4	10.4	14.0	10.0	11.7	13.8	10.9	14.6	14.4	9.5	9.9			
7	11.0	10.2	11.8	11.9	9.3	12.3	11.1	8.1	9.3	13.5	9.9	14.2			
6	8.9	7.2	9.7	7.2	10.3	9.2	6.3	10.0	8.2	8.9	10.4	9.8			
NEUTRAL-5	15.6	9.0	20.3	9.0	20.4	17.9	6.5	16.9	15.8	13.9	22.2	19.3			
DISAGREE	17.7	5.6	28.7	7.3	29.4	15.4	6.8	34.7	15.9	8.3	26.7	15.1			
4	4.2	1.4	6.7	1.5	5.8	5.6	0.9	6.8	5.2	2.6	5.2	5.9			
3	3.5	0.9	6.0	1.2	6.1	3.0	1.3	7.1	4.1	1.1	5.6	2.3			
2	3.5	0.8	5.9	1.5	6.5	2.2	2.0	9.1	2.0	0.4	5.1	2.3			
1	1.5	0.3	2.6	0.5	2.6	1.3	0.3	4.5	2.5	1.0	1.6	0.6			
0	4.9	2.2	7.5	2.6	8.5	3.2	2.3	7.1	2.1	3.1	9.2	4.0			
Mean	6.81	8.11	5.71	7.92	5.67	6.91	8.14	5.47	7.04	7.51	5.77	6.82			



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BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	553	232	321	734	427	287	713	43	136	545	413	267	61	97	330	107
AGREE	66.7	46.1	50.0	43.3	65.7	80.6	88.4	83.7	75.7	74.0	86.7	42.2	59.0	65.6	49.7	67.6	79.0
Strongly	46.8	27.1	34.1	22.1	40.7	61.1	78.8	68.2	51.3	42.0	71.2	24.3	36.9	46.0	28.6	43.3	66.1
10	27.8	12.3	17.6	8.5	22.5	34.7	60.8	45.2	17.4	24.9	46.2	10.6	19.9	28.1	17.4	23.7	49.6
9	7.1	5.1	5.8	4.5	6.1	11.0	7.8	9.7	11.9	5.3	11.0	4.8	5.8	5.9	3.1	6.7	5.3
8	11.9	9.7	10.7	9.1	12.1	15.4	10.3	13.4	22.0	11.8	13.9	8.9	11.2	12.0	8.1	13.0	11.2
7	11.0	8.9	8.9	8.8	14.1	11.5	6.6	9.5	8.8	22.5	9.5	7.8	11.5	9.8	13.4	12.8	9.5
6	8.9	10.1	7.1	12.4	10.8	7.9	3.0	5.9	15.7	9.5	6.0	10.1	10.6	9.8	7.7	11.5	3.5
NEUTRAL-5	15.6	18.8	14.6	21.8	19.6	11.5	5.5	9.1	10.9	15.8	7.2	19.3	22.6	18.4	20.1	18.8	13.4
DISAGREE	17.7	35.1	35.3	34.9	14.7	7.9	6.1	7.2	13.3	10.3	6.1	38.5	18.4	16.0	30.2	13.6	7.6
4	4.2	6.4	6.8	6.1	5.0	1.7	1.5	1.7	5.8	2.8	0.9	5.6	6.4	4.3	10.1	4.7	4.2
3	3.5	7.0	3.7	9.4	3.6	0.7	0.8	0.7	1.1	2.4	1.0	8.1	4.5	0.0	5.1	3.4	0.0
2	3.5	7.5	6.1	8.5	2.5	2.0	0.7	1.5	2.9	1.8	1.3	9.1	3.0	4.0	2.6	2.5	0.9
1	1.5	3.5	4.6	2.6	0.9	0.7	0.3	0.6	1.1	0.7	0.4	3.6	1.2	1.6	3.8	0.8	0.8
0	4.9	10.8	14.2	8.3	2.7	2.7	2.8	2.7	2.4	2.6	2.6	12.2	3.3	6.1	8.5	2.2	1.7
Mean	6.81	5.28	5.46	5.15	6.76	7.69	8.61	8.06	7.01	7.07	8.21	5.00	6.44	6.77	5.72	6.88	8.07



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BANNER 6

	TOTAL	VOTE BEHAVIOR					VB COMBO	CONSIDER YOURSELF					RELIGION				
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER	WLTHY/ UPPER MIDDLE		Weal- thy	Upper Middle Class	MIDDLE LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC	NON- RELI- GIOUS
Total	2000	871	297	832	1062	350	46	305	1478	976	503	171	613	134	504	559	
AGREE	66.7	48.6	68.3	85.1	68.2	69.5	80.2	67.8	67.0	68.2	64.5	58.8	72.5	75.5	69.0	58.4	
Strongly	46.8	29.5	41.8	66.7	44.0	52.5	66.0	50.4	46.2	48.2	42.3	40.5	49.6	57.7	49.3	39.6	
10	27.8	14.3	22.8	43.6	24.1	30.1	34.4	29.4	27.0	26.2	28.6	29.6	30.3	39.7	27.4	24.6	
9	7.1	5.3	4.4	10.0	6.7	9.1	17.4	7.8	6.9	7.6	5.4	4.9	9.2	6.5	7.5	4.3	
8	11.9	9.9	14.6	13.0	13.2	13.3	14.2	13.2	12.3	14.3	8.3	6.0	10.1	11.5	14.5	10.7	
7	11.0	9.8	14.5	11.1	12.8	10.4	7.2	10.9	11.6	11.0	12.8	7.7	12.8	14.4	12.1	8.0	
6	8.9	9.3	12.0	7.3	11.3	6.6	7.0	6.6	9.2	9.1	9.4	10.6	10.1	3.4	7.6	10.7	
NEUTRAL-5	15.6	20.8	18.5	9.2	16.3	11.2	5.6	12.1	16.7	16.0	18.0	15.7	15.8	9.6	14.0	18.3	
DISAGREE	17.7	30.7	13.2	5.6	15.5	19.3	14.2	20.1	16.4	15.8	17.6	25.5	11.6	14.9	17.0	23.3	
4	4.2	6.7	4.9	1.3	4.0	3.7	2.1	3.9	4.4	4.3	4.6	3.2	2.1	3.3	5.2	5.7	
3	3.5	6.3	3.4	0.7	4.1	4.4	0.0	5.1	3.1	3.3	2.7	5.8	2.8	2.1	3.1	5.4	
2	3.5	6.8	0.6	1.1	2.7	3.8	4.7	3.6	3.4	3.1	3.9	4.3	1.9	2.4	3.0	4.5	
1	1.5	2.5	1.5	0.4	1.6	1.9	0.0	2.2	1.6	1.1	2.5	0.0	1.4	0.6	1.6	1.6	
0	4.9	8.4	2.8	2.0	2.9	5.6	7.4	5.3	3.9	3.9	3.9	12.3	3.4	6.5	4.1	6.1	
Mean	6.81	5.59	6.83	8.09	6.82	6.95	7.52	6.86	6.85	6.91	6.73	6.23	7.18	7.42	6.95	6.32	



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15. ON A SCALE OF 0 TO 10, WITH ZERO BEING "100% DISAGREE" AND TEN BEING "100% AGREE," DO YOU AGREE OR DISAGREE WITH EACH OF THE FOLLOWING STATEMENTS?
THE GOVERNMENT IS TRYING TO DO TOO MANY THINGS THAT SHOULD BE LEFT TO INDIVIDUALS AND BUSINESSES.

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1229	771	481	290	503	437	726	334
AGREE	66.7	67.4	65.5	65.6	65.4	71.9	72.7	64.4	56.2
Strongly	46.8	46.0	47.9	45.5	52.0	51.9	57.7	42.0	35.1
10	27.8	28.5	26.6	24.1	30.8	30.8	33.6	26.9	17.4
9	7.1	6.1	8.7	8.5	9.1	8.3	10.4	4.5	6.5
8	11.9	11.5	12.6	12.9	12.1	12.7	13.7	10.6	11.1
7	11.0	11.9	9.7	10.8	7.8	10.9	8.7	12.6	10.9
6	8.9	9.5	7.9	9.3	5.6	9.0	6.2	9.8	10.1
NEUTRAL-5	15.6	17.3	13.0	12.6	13.8	13.2	9.2	20.1	18.0
DISAGREE	17.7	15.3	21.5	21.9	20.8	14.9	18.1	15.6	25.9
4	4.2	3.9	4.7	4.8	4.5	3.6	3.4	4.1	6.4
3	3.5	3.3	3.9	4.2	3.4	2.5	4.7	3.9	2.8
2	3.5	2.3	5.4	5.5	5.4	3.3	4.7	1.6	6.5
1	1.5	1.2	2.0	1.7	2.5	1.5	2.4	1.0	1.5
0	4.9	4.6	5.4	5.7	4.9	4.1	2.9	5.0	8.6
Mean	6.81	6.89	6.69	6.59	6.86	7.12	7.24	6.74	5.98



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15. ON A SCALE OF 0 TO 10, WITH ZERO BEING "100% DISAGREE" AND TEN BEING "100% AGREE," DO YOU AGREE OR DISAGREE WITH EACH OF THE FOLLOWING STATEMENTS?
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BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1356	644	262	260	84	685	671	109	153	96	164
AGREE	66.7	69.8	60.1	63.2	58.7	54.4	76.9	62.5	61.3	64.6	59.1	58.4
Strongly	46.8	50.6	38.6	41.4	34.8	38.9	60.0	41.1	42.1	40.9	40.0	31.8
10	27.8	31.4	20.2	23.5	18.3	13.5	37.0	25.6	21.6	24.8	17.9	18.5
9	7.1	7.9	5.4	3.9	5.4	8.5	10.9	4.8	3.9	4.0	5.8	5.1
8	11.9	11.4	13.0	14.0	11.1	16.9	12.1	10.7	16.6	12.1	16.3	8.1
7	11.0	11.1	10.8	11.2	11.1	11.5	9.7	12.6	12.4	10.4	5.9	14.3
6	8.9	8.0	10.7	10.6	12.7	3.9	7.1	8.9	6.8	13.3	13.2	12.4
NEUTRAL-5	15.6	13.6	19.8	17.3	20.8	24.3	8.5	18.9	17.9	16.8	19.4	21.6
DISAGREE	17.7	16.5	20.0	19.5	20.6	21.3	14.6	18.6	20.8	18.5	21.5	20.0
4	4.2	3.7	5.2	6.1	5.2	5.0	2.5	4.9	5.4	6.6	6.1	4.7
3	3.5	3.7	3.3	2.5	2.6	7.0	3.7	3.6	2.4	2.6	1.3	3.4
2	3.5	3.3	4.1	3.1	4.9	3.6	3.3	3.2	6.5	0.6	6.4	4.1
1	1.5	1.2	2.2	2.3	2.7	1.6	1.8	0.5	1.9	2.6	2.0	3.1
0	4.9	4.8	5.2	5.5	5.1	4.1	3.2	6.4	4.6	6.1	5.7	4.8
Mean	6.81	7.04	6.35	6.51	6.20	6.23	7.49	6.58	6.45	6.56	6.22	6.19



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BANNER 9

	TOTAL	AGE						AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
Total	2000	160	257	357	332	370	524	775	1225	1106	894	940	1060	
AGREE	66.7	60.3	64.8	64.9	68.4	68.8	68.2	63.9	68.4	65.3	68.5	72.2	61.8	
Strongly	46.8	32.7	42.7	46.7	49.6	47.7	50.7	42.5	49.5	44.6	49.5	54.6	39.8	
10	27.8	18.3	27.0	26.8	25.5	28.7	32.5	25.1	29.5	25.2	30.9	32.1	23.9	
9	7.1	4.2	5.1	9.1	9.1	7.3	6.2	6.7	7.3	7.5	6.6	9.3	5.1	
8	11.9	10.2	10.7	10.8	14.9	11.7	12.0	10.6	12.7	11.9	11.9	13.2	10.8	
7	11.0	12.4	10.0	10.4	10.7	13.6	10.0	10.6	11.3	10.7	11.5	9.9	12.0	
6	8.9	15.3	12.2	7.8	8.1	7.6	7.4	10.8	7.7	10.0	7.5	7.7	9.9	
NEUTRAL-5	15.6	21.5	14.8	16.9	17.9	13.5	13.5	17.2	14.7	17.4	13.5	11.4	19.4	
DISAGREE	17.7	18.1	20.4	18.2	13.8	17.7	18.3	18.9	16.9	17.4	18.1	16.4	18.8	
4	4.2	5.0	5.2	5.0	3.8	3.7	3.5	5.0	3.6	4.7	3.6	3.5	4.8	
3	3.5	5.7	3.4	3.8	1.6	2.9	4.5	4.1	3.2	3.3	3.8	3.5	3.5	
2	3.5	1.8	4.1	3.8	2.7	3.6	4.0	3.5	3.5	3.3	3.8	3.9	3.1	
1	1.5	1.1	2.3	1.8	1.0	1.8	1.1	1.8	1.3	1.6	1.4	1.9	1.1	
0	4.9	4.4	5.5	3.7	4.7	5.8	5.2	4.4	5.2	4.5	5.4	3.5	6.2	
Mean	6.81	6.30	6.58	6.81	6.96	6.86	6.96	6.63	6.93	6.73	6.92	7.17	6.50	



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BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	URBAN	SUB-URBAN	RURAL
		NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG			
Total	2000	207	497	526	771	54	187	244	455	153	310	282	315	544	1036	420
AGREE	66.7	60.7	64.3	68.0	68.9	59.0	66.0	72.7	76.1	61.4	63.3	64.0	58.5	61.5	65.8	75.6
Strongly	46.8	34.4	45.0	48.2	50.3	34.5	47.3	54.6	60.0	34.3	43.6	42.6	36.3	42.9	46.2	53.2
10	27.8	20.2	27.1	26.1	31.4	12.1	25.3	28.3	39.3	23.0	28.1	24.2	20.0	23.2	27.0	35.7
9	7.1	3.6	7.2	8.3	7.1	7.0	9.5	12.0	8.0	2.4	5.9	5.0	5.8	6.1	7.2	8.0
8	11.9	10.6	10.7	13.8	11.8	15.3	12.5	14.2	12.6	8.9	9.6	13.4	10.5	13.6	12.0	9.4
7	11.0	11.2	10.4	11.1	11.4	9.0	9.6	10.4	9.9	11.9	10.8	11.7	13.6	9.6	10.6	14.0
6	8.9	15.2	8.9	8.8	7.2	15.6	9.1	7.7	6.2	15.1	8.8	9.7	8.6	9.1	8.9	8.5
NEUTRAL-5	15.6	21.1	16.2	16.5	13.2	25.2	12.2	12.5	8.8	19.7	18.6	19.9	19.6	18.5	15.5	12.2
DISAGREE	17.7	18.2	19.5	15.4	17.9	15.8	21.8	14.8	15.1	19.0	18.1	16.1	21.9	20.0	18.7	12.1
4	4.2	4.8	5.3	3.4	3.8	4.7	5.3	3.0	2.8	4.9	5.4	3.7	5.3	5.5	3.9	3.2
3	3.5	5.5	3.3	2.4	3.9	5.8	4.1	2.6	3.5	5.4	2.9	2.3	4.4	4.0	4.0	1.8
2	3.5	1.4	4.4	3.0	3.9	2.7	5.8	3.8	3.4	0.9	3.6	2.2	4.6	3.8	3.6	2.9
1	1.5	1.4	2.1	1.1	1.4	2.5	3.0	1.4	1.6	1.0	1.6	0.9	1.0	1.3	1.7	1.2
0	4.9	5.1	4.3	5.5	4.9	0.0	3.6	3.9	3.7	6.9	4.7	6.9	6.5	5.4	5.5	3.0
Mean	6.81	6.34	6.71	6.87	6.98	6.34	6.69	7.16	7.47	6.34	6.72	6.61	6.26	6.52	6.73	7.40



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16. WE NEED TO CUT SPENDING TO RETURN TO A BALANCED BUDGET.

BANNER 1

	ANMP SCORE									NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
	TOTAL	10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5
Total	2000	220	313	353	413	351	229	78	43	1487	886	498	103	579	352	250	307	513	266	247
AGREE	70.7	100.0	93.7	83.4	74.8	59.6	34.1	10.5	4.0	80.2	91.1	71.1	30.8	87.7	82.7	66.4	74.6	42.9	61.6	22.7
Strongly	50.9	100.0	84.4	62.4	46.8	24.5	13.7	3.3	2.1	61.0	79.5	37.9	13.0	78.8	57.9	43.2	45.3	21.8	33.9	8.6
10	31.6	98.0	59.1	31.3	19.6	8.5	4.2	0.0	2.1	39.8	57.6	15.3	5.0	59.0	32.8	27.9	21.5	7.8	13.1	2.1
9	8.6	1.0	15.6	11.9	11.9	6.6	3.4	0.0	0.0	10.0	10.5	10.5	3.6	10.8	10.2	6.6	11.1	4.7	7.5	1.6
8	10.7	1.0	9.7	19.2	15.3	9.4	6.1	3.3	0.0	11.1	11.3	12.2	4.4	9.1	14.9	8.7	12.8	9.3	13.4	4.9
7	12.6	0.0	7.9	15.9	19.3	21.4	6.1	3.5	0.0	13.4	9.1	22.3	7.3	6.4	16.7	16.7	20.2	10.3	16.5	3.7
6	7.1	0.0	1.3	5.1	8.7	13.7	14.3	3.7	1.9	5.9	2.5	10.9	10.5	2.5	8.1	6.5	9.1	10.8	11.2	10.4
NEUTRAL-5	16.3	0.0	5.6	13.4	15.7	25.3	34.1	30.3	11.8	12.8	7.3	19.5	27.9	7.5	10.7	21.4	18.5	26.2	21.2	31.5
DISAGREE	13.1	0.0	0.7	3.2	9.5	15.1	31.9	59.2	84.3	6.9	1.5	9.4	41.2	4.8	6.6	12.2	7.0	31.0	17.2	45.8
4	4.5	0.0	0.0	1.4	4.9	6.7	12.8	15.3	2.1	3.2	0.6	4.9	16.8	1.3	3.5	6.1	3.9	8.6	7.2	10.0
3	2.6	0.0	0.0	0.7	1.5	3.1	9.3	6.6	12.8	1.1	0.3	1.5	6.6	0.3	0.9	2.2	2.1	6.8	3.7	10.2
2	1.6	0.0	0.0	0.0	0.9	1.6	3.9	12.9	9.2	0.8	0.0	1.0	7.2	0.3	1.2	2.0	0.4	3.9	1.6	6.3
1	1.0	0.0	0.3	0.0	0.7	0.8	1.5	8.2	8.9	0.2	0.1	0.3	1.0	0.3	0.3	0.4	0.0	3.2	1.4	5.1
0	3.3	0.0	0.4	1.1	1.6	2.9	4.4	16.2	51.3	1.6	0.6	1.6	9.6	2.6	0.8	1.5	0.6	8.5	3.2	14.2
Mean	7.22	9.97	9.01	7.90	7.18	6.19	5.08	3.39	1.65	7.89	8.81	6.90	4.74	8.63	7.77	7.07	7.27	5.28	6.38	4.09



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16. WE NEED TO CUT SPENDING TO RETURN TO A BALANCED BUDGET.

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD			
		EAST	MID- WEST	SOUTH	WEST	DEFIN- ITELY VOTING	VERY/ SMWHT LIKELY	Very Likely	Smwht Likely
Total	2000	354	440	738	468	1558	442	269	173
AGREE	70.7	71.9	66.0	74.6	68.0	72.0	65.8	68.5	61.6
Strongly	50.9	54.7	47.8	55.8	43.1	54.5	38.1	41.0	33.7
10	31.6	33.2	28.0	35.4	27.7	35.0	19.6	20.3	18.6
9	8.6	7.2	10.0	9.7	6.7	9.0	7.2	9.3	3.9
8	10.7	14.2	9.8	10.7	8.7	10.5	11.3	11.4	11.2
7	12.6	11.1	12.5	11.3	16.1	11.3	17.3	17.7	16.6
6	7.1	6.1	5.6	7.5	8.8	6.2	10.4	9.9	11.2
NEUTRAL-5	16.3	15.9	19.9	14.1	16.5	14.6	22.0	20.8	23.8
DISAGREE	13.1	12.2	14.1	11.3	15.6	13.3	12.2	10.6	14.7
4	4.5	5.4	3.7	3.9	5.7	4.2	5.9	4.4	8.3
3	2.6	1.9	3.3	1.6	4.0	2.7	2.1	1.4	3.1
2	1.6	1.5	1.7	2.0	0.9	1.6	1.7	2.1	1.1
1	1.0	1.6	1.1	1.0	0.5	1.2	0.2	0.0	0.5
0	3.3	1.8	4.3	2.8	4.6	3.6	2.3	2.8	1.6
Mean	7.22	7.37	6.99	7.47	6.92	7.34	6.78	6.91	6.59



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BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN				
		UNITE	STATES	FOR	CONGRESS	ERS/						
		RIGHT	WRONG	REPUB-	DEMO-	UND-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	ECI-	CIDED	ROVE			PROVE	
		TION				DED						
Total	2000	540	1456	930	820	250	513	826	293	532	1174	
AGREE	70.7	57.4	75.5	85.8	54.7	66.4	71.0	55.8	47.9	60.1	81.1	
Strongly	50.9	31.9	58.1	70.9	30.6	43.2	45.4	30.4	28.3	31.6	65.3	
10	31.6	13.8	38.3	49.1	12.9	27.9	24.4	12.6	14.5	11.6	44.9	
9	8.6	7.3	9.1	10.6	7.1	6.6	9.7	7.1	5.3	8.0	9.7	
8	10.7	10.8	10.6	11.3	10.6	8.7	11.3	10.8	8.5	12.0	10.6	
7	12.6	15.0	11.7	10.3	14.0	16.7	16.4	15.1	10.7	17.5	10.9	
6	7.1	10.5	5.8	4.6	10.2	6.5	9.1	10.2	8.9	11.0	4.9	
NEUTRAL-5	16.3	22.0	14.1	8.7	23.3	21.4	16.7	22.7	21.1	23.5	11.8	
DISAGREE	13.1	20.6	10.3	5.5	22.0	12.2	12.3	21.6	31.0	16.4	7.1	
4	4.5	7.1	3.6	2.1	6.8	6.1	6.0	7.3	7.7	7.1	2.6	
3	2.6	3.9	2.1	0.5	5.0	2.2	3.2	4.3	5.5	3.6	1.4	
2	1.6	2.5	1.3	0.6	2.6	2.0	1.7	2.5	4.2	1.6	1.0	
1	1.0	2.7	0.4	0.3	2.0	0.4	0.4	2.1	4.7	0.7	0.2	
0	3.3	4.4	3.0	1.9	5.5	1.5	1.1	5.3	8.9	3.3	1.9	
Mean	7.22	6.16	7.61	8.31	6.02	7.07	7.13	6.05	5.55	6.33	8.03	



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BANNER 4

	TOTAL	2020 BALLOT			PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	
				LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	
Total	2000	829	922	724	742	534	476	254	211	248	488	323	
AGREE	70.7	85.3	58.4	85.5	56.9	69.6	89.0	55.7	76.4	78.8	57.6	65.2	
Strongly	50.9	72.4	33.4	70.8	33.2	48.5	76.3	34.5	55.0	60.3	32.5	44.3	
10	31.6	50.4	15.4	48.8	14.4	32.1	53.2	14.0	36.5	40.4	14.6	29.3	
9	8.6	10.4	7.5	10.4	7.8	7.3	10.7	8.4	8.6	9.9	7.5	6.5	
8	10.7	11.6	10.5	11.6	11.0	9.0	12.4	12.2	10.0	9.9	10.3	8.4	
7	12.6	9.1	15.4	10.5	14.2	13.4	9.8	12.6	14.0	11.7	15.1	13.0	
6	7.1	3.8	9.6	4.2	9.5	7.7	2.9	8.6	7.4	6.8	10.0	7.9	
NEUTRAL-5	16.3	8.9	21.3	9.0	21.4	18.9	6.1	19.4	13.1	14.7	22.4	22.6	
DISAGREE	13.1	5.9	20.3	5.4	21.7	11.5	4.9	24.9	10.5	6.5	20.0	12.2	
4	4.5	2.0	6.6	1.6	6.4	5.9	1.2	7.2	4.9	2.4	6.0	6.6	
3	2.6	0.8	4.2	0.8	4.8	1.9	0.6	5.6	1.9	1.2	4.4	2.0	
2	1.6	0.7	2.7	0.5	2.6	1.6	0.6	2.8	2.2	0.4	2.6	1.3	
1	1.0	0.2	1.8	0.2	2.4	0.2	0.4	2.1	0.0	0.0	2.5	0.3	
0	3.3	2.1	5.0	2.3	5.4	1.9	2.2	7.2	1.6	2.6	4.5	2.0	
Mean	7.22	8.33	6.23	8.28	6.14	7.27	8.52	6.03	7.59	7.83	6.19	7.06	



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16. WE NEED TO CUT SPENDING TO RETURN TO A BALANCED BUDGET.

BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN				DEMOCRAT			INDEPENDENT		
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	553	232	321	734	427	287	713	43	136	545	413	267	61	97	330	107
AGREE	70.7	51.1	49.1	52.5	70.3	84.3	88.9	86.2	80.0	74.3	88.7	47.7	68.6	67.9	52.6	70.1	83.6
Strongly	50.9	28.2	33.3	24.5	45.5	67.8	83.4	74.1	48.6	51.0	77.5	25.5	42.3	45.2	30.9	45.8	72.9
10	31.6	12.6	19.1	7.9	25.2	41.5	70.0	52.9	21.3	30.8	55.5	10.3	17.7	27.4	18.5	28.9	54.4
9	8.6	5.7	4.7	6.5	9.0	12.3	7.8	10.5	10.5	8.0	11.0	5.6	11.5	6.7	4.3	7.4	9.9
8	10.7	9.9	9.6	10.1	11.3	14.0	5.7	10.6	16.8	12.2	11.0	9.6	13.1	11.1	8.0	9.5	8.5
7	12.6	10.8	8.5	12.5	17.3	12.9	3.7	9.2	19.5	15.8	8.4	10.1	19.5	18.9	10.0	16.2	8.0
6	7.1	12.0	7.2	15.5	7.5	3.6	1.7	2.9	11.9	7.5	2.8	12.1	6.8	3.8	11.8	8.1	2.7
NEUTRAL-5	16.3	22.4	22.7	22.2	18.0	12.6	5.2	9.7	9.0	14.1	7.8	23.5	17.9	22.4	23.7	19.7	11.8
DISAGREE	13.1	26.5	28.2	25.3	11.6	3.0	5.9	4.2	11.0	11.6	3.5	28.8	13.5	9.7	23.7	10.1	4.6
4	4.5	7.5	7.7	7.3	5.3	1.3	1.8	1.5	4.5	4.5	0.6	7.7	4.5	6.5	7.9	6.3	2.9
3	2.6	6.3	5.8	6.6	2.0	0.4	0.3	0.4	2.5	2.1	0.3	6.5	3.0	1.5	7.0	1.1	0.0
2	1.6	3.3	3.1	3.5	1.6	0.3	0.2	0.2	1.1	1.7	0.2	3.6	1.8	0.0	3.3	1.4	0.8
1	1.0	2.8	2.1	3.3	0.5	0.2	0.0	0.1	0.0	1.3	0.0	3.7	0.7	0.0	0.0	0.0	0.9
0	3.3	6.6	9.4	4.6	2.2	0.8	3.6	1.9	2.9	2.0	2.4	7.2	3.4	1.7	5.6	1.4	0.0
Mean	7.22	5.75	5.83	5.70	7.11	8.20	8.86	8.47	7.23	7.32	8.61	5.52	6.84	7.21	6.06	7.24	8.47



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16. WE NEED TO CUT SPENDING TO RETURN TO A BALANCED BUDGET.

BANNER 6

	TOTAL	VOTE BEHAVIOR				VB		CONSIDER YOURSELF					RELIGION			
						COMBO										
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER	WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC	NON- RELI- GIOUS
Total	2000	871	297	832	1062	350	46	305	1478	976	503	171	613	134	504	559
AGREE	70.7	56.3	72.0	85.2	72.7	76.6	73.1	77.1	70.7	71.8	68.5	58.6	76.8	79.7	74.3	60.9
Strongly	50.9	32.6	45.4	72.0	48.9	53.4	58.8	52.5	51.7	53.0	49.2	39.2	57.1	64.7	56.6	40.6
10	31.6	15.2	25.3	51.0	27.9	32.8	45.4	30.9	31.9	32.2	31.3	26.4	37.4	44.6	33.7	24.7
9	8.6	6.7	7.6	11.0	9.0	9.4	6.5	9.9	9.0	9.7	7.6	4.1	10.0	13.8	10.2	5.9
8	10.7	10.7	12.5	10.0	12.0	11.1	6.9	11.7	10.8	11.1	10.3	8.7	9.8	6.3	12.6	10.0
7	12.6	14.1	16.4	9.8	15.8	14.8	7.6	15.9	12.0	12.0	11.9	14.2	13.4	9.9	12.2	11.4
6	7.1	9.6	10.2	3.5	8.0	8.5	6.7	8.7	7.0	6.8	7.5	5.2	6.3	5.1	5.5	8.9
NEUTRAL-5	16.3	22.0	17.7	9.7	16.6	10.4	10.2	10.5	16.8	15.9	18.7	23.1	13.7	12.3	14.7	20.6
DISAGREE	13.1	21.7	10.3	5.1	10.7	13.0	16.7	12.4	12.5	12.3	12.9	18.4	9.5	7.9	11.0	18.4
4	4.5	6.7	6.1	1.7	4.4	3.7	5.2	3.5	4.6	5.1	3.6	5.4	3.2	2.7	4.4	6.7
3	2.6	4.7	2.2	0.5	2.3	2.5	2.6	2.5	2.6	1.7	4.2	2.9	1.8	2.5	1.9	3.9
2	1.6	2.7	1.7	0.4	1.4	1.7	1.0	1.8	1.6	1.9	1.2	1.2	1.1	0.9	1.5	2.0
1	1.0	2.1	0.0	0.2	0.7	1.0	0.0	1.1	1.0	1.3	0.5	1.2	0.9	0.0	1.0	1.5
0	3.3	5.4	0.3	2.2	1.9	4.0	7.8	3.5	2.7	2.3	3.4	7.7	2.3	1.9	2.2	4.3
Mean	7.22	6.13	7.20	8.36	7.26	7.35	7.43	7.34	7.27	7.33	7.15	6.50	7.64	8.02	7.49	6.61



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BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1229	771	481	290	503	437	726	334
AGREE	70.7	69.5	72.6	70.1	76.6	76.8	77.6	64.4	65.9
Strongly	50.9	48.6	54.6	51.3	60.1	56.1	65.1	43.4	40.9
10	31.6	30.8	32.8	29.6	38.2	36.2	41.9	27.1	20.8
9	8.6	8.0	9.7	10.3	8.7	8.9	10.3	7.3	8.8
8	10.7	9.7	12.1	11.5	13.2	10.9	12.9	9.0	11.2
7	12.6	12.9	12.2	12.8	11.1	13.6	9.1	12.5	16.3
6	7.1	8.0	5.7	5.9	5.5	7.2	3.5	8.6	8.7
NEUTRAL-5	16.3	18.3	13.1	14.4	10.9	12.9	9.4	21.9	17.9
DISAGREE	13.1	12.3	14.4	15.5	12.5	10.2	13.0	13.7	16.2
4	4.5	4.7	4.3	4.8	3.5	3.2	4.1	5.7	4.5
3	2.6	2.5	2.8	2.8	2.7	2.1	2.3	2.7	3.4
2	1.6	1.6	1.6	1.4	2.0	1.1	2.0	1.9	1.1
1	1.0	0.7	1.4	1.7	0.9	0.9	0.5	0.6	2.6
0	3.3	2.7	4.3	4.8	3.5	2.9	4.0	2.6	4.7
Mean	7.22	7.18	7.27	7.09	7.57	7.55	7.74	6.92	6.66



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16. WE NEED TO CUT SPENDING TO RETURN TO A BALANCED BUDGET.

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1356	644	262	260	84	685	671	109	153	96	164
AGREE	70.7	73.0	65.7	68.9	59.9	76.0	80.2	65.7	71.3	67.2	65.0	56.8
Strongly	50.9	54.9	42.4	42.5	39.4	52.7	65.8	43.8	46.8	39.5	41.9	37.9
10	31.6	35.4	23.6	24.9	21.2	25.4	43.9	26.8	28.1	22.7	21.4	21.1
9	8.6	9.1	7.7	5.9	8.2	12.7	10.3	7.8	5.0	6.6	7.3	8.7
8	10.7	10.4	11.2	11.7	10.0	14.7	11.6	9.3	13.7	10.2	13.2	8.0
7	12.6	12.1	13.7	13.9	12.7	18.4	10.7	13.6	13.7	14.1	13.0	12.6
6	7.1	6.0	9.6	12.4	7.8	4.9	3.7	8.3	10.8	13.6	10.1	6.4
NEUTRAL-5	16.3	15.2	18.4	15.8	22.0	14.9	9.8	20.8	11.9	18.6	19.1	23.7
DISAGREE	13.1	11.8	15.9	15.3	18.1	9.0	10.1	13.5	16.8	14.2	15.8	19.5
4	4.5	3.9	6.0	6.7	7.1	1.9	2.8	5.0	7.8	5.8	5.3	8.1
3	2.6	2.2	3.3	3.6	3.4	3.9	2.0	2.4	1.9	4.9	3.9	3.0
2	1.6	1.4	2.1	1.8	2.5	1.1	1.1	1.7	3.0	0.9	2.8	2.3
1	1.0	1.0	1.0	0.4	1.7	0.0	0.7	1.3	1.1	0.0	1.0	2.2
0	3.3	3.3	3.5	2.8	3.5	2.2	3.4	3.1	2.9	2.7	2.9	3.8
Mean	7.22	7.42	6.79	6.89	6.56	7.39	7.90	6.93	7.00	6.81	6.72	6.47



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BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	2000	160	257	357	332	370	524	775	1225	1106	894	940	1060
AGREE	70.7	61.4	63.5	70.7	70.7	75.7	73.5	66.4	73.4	67.7	74.4	77.2	64.9
Strongly	50.9	30.9	37.4	51.4	47.1	57.9	60.7	42.5	56.2	43.9	59.6	60.3	42.6
10	31.6	12.6	22.8	27.6	28.5	36.7	42.8	22.9	37.1	24.6	40.3	38.9	25.1
9	8.6	6.3	6.7	9.3	8.0	11.4	8.3	7.8	9.2	7.8	9.6	9.6	7.8
8	10.7	12.1	8.0	14.6	10.6	9.7	9.6	11.9	9.9	11.5	9.7	11.8	9.7
7	12.6	15.4	14.9	12.3	14.9	13.2	9.1	13.8	11.9	14.1	10.8	11.5	13.7
6	7.1	15.0	11.2	6.9	8.7	4.6	3.6	10.0	5.3	9.6	4.0	5.4	8.6
NEUTRAL-5	16.3	22.7	16.9	16.1	20.7	13.3	13.3	17.7	15.3	18.6	13.3	11.3	20.7
DISAGREE	13.1	15.9	19.5	13.3	8.6	11.0	13.2	15.9	11.3	13.7	12.3	11.5	14.5
4	4.5	8.3	6.9	4.5	3.3	3.2	3.9	6.1	3.6	5.3	3.6	3.6	5.3
3	2.6	3.2	4.8	3.0	1.1	1.5	2.8	3.6	1.9	2.8	2.3	2.2	2.9
2	1.6	3.5	2.0	1.0	1.2	1.7	1.3	1.9	1.4	1.7	1.5	1.5	1.7
1	1.0	0.9	0.3	1.9	0.0	0.7	1.6	1.2	0.9	0.8	1.2	0.8	1.2
0	3.3	0.0	5.5	2.9	3.0	3.8	3.5	3.2	3.5	3.1	3.6	3.4	3.3
Mean	7.22	6.41	6.54	7.15	7.21	7.56	7.60	6.79	7.48	6.92	7.59	7.64	6.84



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BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	207	497	526	771	54	187	244	455	153	310	282	315	544	1036	420
AGREE	70.7	61.3	67.2	72.3	74.3	70.3	65.5	79.4	81.6	58.1	68.2	66.1	63.8	66.0	70.8	76.5
Strongly	50.9	29.9	45.8	50.7	59.9	25.4	47.2	59.6	70.1	31.5	45.0	43.0	45.2	45.8	50.1	59.5
10	31.6	14.2	25.6	30.0	41.3	14.0	22.6	34.8	50.7	14.2	27.3	25.8	27.7	27.1	30.7	39.7
9	8.6	5.2	8.2	9.2	9.4	0.0	9.4	11.9	9.6	7.0	7.5	6.8	9.3	7.2	8.6	10.5
8	10.7	10.6	12.0	11.5	9.2	11.5	15.2	12.9	9.9	10.3	10.1	10.3	8.3	11.5	10.8	9.3
7	12.6	16.0	13.5	13.4	10.7	25.0	10.6	14.0	8.9	12.8	15.2	12.8	13.3	13.0	13.0	11.3
6	7.1	15.4	7.9	8.2	3.7	19.8	7.7	5.8	2.6	13.8	8.0	10.3	5.3	7.2	7.7	5.7
NEUTRAL-5	16.3	23.0	16.7	17.2	13.5	20.3	14.4	11.9	8.6	24.0	18.2	21.9	20.4	18.4	16.4	13.1
DISAGREE	13.1	15.7	16.1	10.5	12.2	9.4	20.1	8.7	9.8	17.9	13.7	12.0	15.8	15.6	12.8	10.4
4	4.5	7.0	5.9	3.6	3.6	4.8	8.2	2.4	2.3	7.8	4.6	4.6	5.6	6.6	3.6	4.3
3	2.6	3.0	3.7	1.7	2.3	0.8	3.7	2.3	1.7	3.8	3.8	1.2	3.2	1.8	3.3	1.8
2	1.6	3.2	1.6	1.5	1.3	2.6	2.5	1.6	1.0	3.4	1.1	1.3	1.7	1.1	2.0	1.3
1	1.0	1.1	1.0	0.3	1.4	1.3	1.1	0.0	1.0	1.0	1.0	0.7	2.1	0.8	1.1	1.0
0	3.3	1.4	3.8	3.3	3.6	0.0	4.7	2.4	3.8	1.9	3.3	4.1	3.2	5.3	2.8	2.1
Mean	7.22	6.37	6.90	7.27	7.61	6.55	6.74	7.70	8.10	6.30	7.00	6.89	6.91	6.89	7.19	7.70



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17. THE UNITED STATES SHOULD PUT ITS OWN INTERESTS ABOVE THE INTERESTS OF FOREIGN COUNTRIES.

BANNER 1

	ANMP SCORE									NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
	TOTAL	10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5
Total	2000	220	313	353	413	351	229	78	43	1487	886	498	103	579	352	250	307	513	266	247
AGREE	77.8	99.5	96.9	92.1	83.2	67.9	44.4	29.2	8.9	84.7	95.6	75.4	35.3	90.4	83.1	70.7	87.0	58.0	77.4	37.1
Strongly	58.7	97.8	88.3	75.7	61.7	32.4	17.5	9.9	0.0	68.0	85.6	47.5	15.6	80.9	61.7	52.2	63.9	31.9	49.5	12.8
10	36.6	88.5	60.7	46.8	29.3	12.4	5.8	4.9	0.0	44.2	62.1	20.4	6.0	58.4	35.5	30.8	38.5	14.4	23.7	4.4
9	10.3	5.0	13.0	17.4	14.9	6.2	3.2	2.3	0.0	11.2	12.8	10.4	2.1	11.5	11.5	10.8	10.7	7.5	11.8	2.8
8	11.9	4.3	14.5	11.5	17.5	13.8	8.5	2.7	0.0	12.5	10.8	16.8	7.5	11.0	14.6	10.6	14.7	10.0	14.0	5.6
7	11.2	1.2	6.5	10.7	14.6	19.1	12.9	6.0	4.8	9.7	6.8	16.1	3.8	6.3	12.9	7.4	14.4	15.6	17.8	13.2
6	7.9	0.5	2.0	5.8	6.9	16.3	13.9	13.3	4.1	7.0	3.2	11.9	16.0	3.2	8.6	11.2	8.7	10.6	10.1	11.1
NEUTRAL-5	11.2	0.5	1.2	6.3	10.5	17.7	27.1	25.5	23.7	8.0	3.0	13.7	22.8	5.2	7.9	14.7	7.8	20.7	14.0	27.8
DISAGREE	10.9	0.0	1.9	1.6	6.4	14.4	28.5	45.3	67.4	7.3	1.3	10.9	41.9	4.4	9.0	14.5	5.2	21.3	8.5	35.0
4	3.8	0.0	0.5	0.5	3.2	5.9	10.5	11.8	10.3	2.9	0.4	5.2	13.1	1.2	3.4	5.7	3.2	6.3	3.1	9.8
3	2.6	0.0	0.0	0.6	1.8	3.0	8.9	11.2	9.2	1.3	0.2	1.9	8.3	0.3	1.8	3.0	1.4	6.4	3.2	10.0
2	1.5	0.0	0.0	0.3	0.3	2.3	1.7	9.8	16.8	0.8	0.1	1.1	5.0	0.6	1.2	1.4	0.0	3.4	1.5	5.5
1	0.7	0.0	0.4	0.0	0.3	0.3	1.3	4.7	7.9	0.5	0.1	0.4	4.6	0.8	0.7	0.4	0.0	1.0	0.0	2.2
0	2.4	0.0	1.0	0.3	0.8	2.9	6.1	7.7	23.2	1.8	0.4	2.3	11.0	1.4	1.9	4.1	0.6	4.0	0.8	7.6
Mean	7.62	9.78	9.07	8.61	7.82	6.48	5.38	4.46	2.87	8.11	9.07	7.12	4.67	8.73	7.79	7.17	8.08	6.20	7.36	4.95



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17. THE UNITED STATES SHOULD PUT ITS OWN INTERESTS ABOVE THE INTERESTS OF FOREIGN COUNTRIES.

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD			
		EAST	MID- WEST	SOUTH	WEST	DEFIN- ITELY VOTING	VERY/ SMWHT LIKELY	Very Likely	Smwht Likely
Total	2000	354	440	738	468	1558	442	269	173
AGREE	77.8	77.6	78.6	79.1	75.4	79.3	72.9	76.7	66.9
Strongly	58.7	59.3	62.9	60.5	51.6	61.2	50.1	51.0	48.7
10	36.6	36.5	36.3	40.6	30.5	39.1	27.8	27.6	28.2
9	10.3	12.0	11.5	9.9	8.5	10.3	10.3	12.4	7.1
8	11.9	10.9	15.2	10.0	12.6	11.9	11.9	11.0	13.4
7	11.2	10.9	9.6	11.1	13.1	11.7	9.5	9.5	9.3
6	7.9	7.4	6.0	7.5	10.6	6.4	13.3	16.2	8.9
NEUTRAL-5	11.2	11.8	10.3	11.0	12.1	10.5	14.0	13.1	15.3
DISAGREE	10.9	10.6	11.1	9.9	12.5	10.3	13.1	10.2	17.8
4	3.8	3.6	3.5	3.4	4.8	3.1	6.1	3.1	10.7
3	2.6	3.9	2.6	1.6	3.5	2.6	2.7	3.1	2.1
2	1.5	1.5	1.1	1.7	1.4	1.6	1.0	1.1	0.7
1	0.7	1.0	0.8	0.6	0.4	0.7	0.6	1.0	0.0
0	2.4	0.6	3.2	2.7	2.5	2.3	2.8	1.8	4.3
Mean	7.62	7.69	7.67	7.75	7.31	7.75	7.18	7.30	6.99



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

17. THE UNITED STATES SHOULD PUT ITS OWN INTERESTS ABOVE THE INTERESTS OF FOREIGN COUNTRIES.

BANNER 3

	TOTAL	DIRECTION:			GENERIC BALLOT			LEAN-		JOB: JOE BIDEN		
		UNITE	STATES		FOR	CONGRESS		ERS/				
		RIGHT	WRONG	REPUB-	DEMO-	UND-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	ECI-	CIDED	ROVE			PROVE	
		TION				DED						
Total	2000	540	1456	930	820	250	513	826	293	532	1174	
AGREE	77.8	66.9	82.0	87.7	68.9	70.7	74.1	68.0	64.5	69.8	84.8	
Strongly	58.7	42.1	65.0	73.6	43.9	52.2	52.6	42.6	43.9	41.8	70.1	
10	36.6	20.6	42.6	49.7	23.4	30.8	31.1	21.2	22.9	20.3	47.4	
9	10.3	9.7	10.5	11.5	8.7	10.8	10.5	8.6	7.9	9.0	11.5	
8	11.9	11.8	12.0	12.3	11.8	10.6	10.9	12.7	13.2	12.5	11.3	
7	11.2	14.4	10.0	8.8	15.1	7.4	11.1	14.4	15.1	14.1	9.0	
6	7.9	10.5	6.9	5.2	9.9	11.2	10.4	11.0	5.6	14.0	5.7	
NEUTRAL-5	11.2	15.7	9.5	6.2	15.9	14.7	12.4	15.8	20.5	13.2	8.0	
DISAGREE	10.9	17.4	8.5	6.1	15.3	14.5	13.5	16.2	15.0	16.9	7.2	
4	3.8	6.5	2.7	2.0	5.2	5.7	5.3	6.0	3.9	7.1	2.2	
3	2.6	5.7	1.5	0.9	4.5	3.0	2.7	4.8	6.0	4.2	1.1	
2	1.5	1.9	1.3	0.9	2.2	1.4	1.6	1.7	0.9	2.1	1.3	
1	0.7	1.2	0.5	0.8	0.7	0.4	0.4	1.1	0.4	1.5	0.4	
0	2.4	2.1	2.5	1.6	2.7	4.1	3.6	2.7	3.8	2.1	2.1	
Mean	7.62	6.78	7.94	8.37	6.90	7.17	7.28	6.80	6.82	6.79	8.20	



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BANNER 4

	TOTAL		2020 BALLOT			PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT
Total	2000	829	922	724	742	534	476	254	211	248	488	323		
AGREE	77.8	89.1	70.2	88.1	69.5	75.5	90.0	66.5	78.2	84.5	71.1	73.8		
Strongly	58.7	75.5	46.9	72.9	45.4	58.0	75.2	48.5	60.3	68.6	43.8	56.4		
10	36.6	52.4	24.4	48.9	25.4	35.4	48.8	26.5	34.3	49.0	24.8	36.2		
9	10.3	11.8	9.4	11.9	8.6	10.4	13.4	9.9	11.9	8.8	8.0	9.4		
8	11.9	11.3	13.2	12.2	11.4	12.1	12.9	12.0	14.1	10.7	11.1	10.8		
7	11.2	8.3	13.8	9.5	14.3	9.2	9.6	9.9	10.3	9.3	16.6	8.5		
6	7.9	5.3	9.5	5.7	9.7	8.3	5.2	8.1	7.6	6.6	10.6	8.9		
NEUTRAL-5	11.2	5.9	15.0	5.8	14.8	13.7	4.2	15.5	13.0	8.8	14.4	14.2		
DISAGREE	10.9	4.9	14.7	6.1	15.7	10.8	5.8	18.0	8.8	6.7	14.5	12.1		
4	3.8	1.7	4.9	1.5	5.9	3.9	1.7	7.8	2.2	1.2	4.9	4.9		
3	2.6	0.9	4.1	0.9	4.8	2.0	0.8	2.2	1.6	1.1	6.1	2.4		
2	1.5	0.5	2.1	1.0	1.9	1.5	1.1	2.6	1.8	0.8	1.5	1.2		
1	0.7	0.5	0.7	1.0	0.6	0.3	0.8	0.7	0.4	1.3	0.6	0.3		
0	2.4	1.4	2.9	1.7	2.6	3.1	1.3	4.7	2.8	2.4	1.5	3.2		
Mean	7.62	8.51	6.99	8.35	6.98	7.53	8.45	6.90	7.63	8.15	7.02	7.46		



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17. THE UNITED STATES SHOULD PUT ITS OWN INTERESTS ABOVE THE INTERESTS OF FOREIGN COUNTRIES.

BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN				DEMOCRAT			INDEPENDENT		
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	553	232	321	734	427	287	713	43	136	545	413	267	61	97	330	107
AGREE	77.8	65.2	64.0	66.1	76.5	86.9	92.2	89.0	80.7	81.9	90.2	63.8	76.9	76.1	64.6	73.9	90.4
Strongly	58.7	40.8	43.4	38.9	54.7	70.0	87.0	76.8	59.7	51.4	79.4	38.1	53.5	60.1	44.2	57.0	73.5
10	36.6	21.0	25.3	17.9	33.5	39.7	69.6	51.7	49.0	35.4	52.3	18.3	33.0	39.7	20.2	33.2	56.0
9	10.3	7.7	7.7	7.7	9.6	14.9	10.0	12.9	1.1	6.2	14.1	8.2	8.7	11.1	8.3	11.8	7.9
8	11.9	12.1	10.4	13.3	11.5	15.4	7.4	12.2	9.6	9.8	13.0	11.5	11.8	9.3	15.7	11.9	9.6
7	11.2	14.6	12.4	16.1	11.5	10.9	4.4	8.3	11.1	15.8	7.8	16.2	12.2	11.1	9.2	9.2	9.3
6	7.9	9.8	8.2	11.0	10.3	6.1	0.8	3.9	10.0	14.6	3.1	9.5	11.3	4.9	11.2	7.7	7.6
NEUTRAL-5	11.2	16.8	15.5	17.7	12.4	7.0	3.9	5.8	5.3	8.0	5.3	18.0	10.3	12.1	16.6	15.9	4.4
DISAGREE	10.9	18.0	20.5	16.2	11.1	6.1	3.9	5.2	13.9	10.1	4.5	18.2	12.8	11.8	18.8	10.2	5.2
4	3.8	6.1	6.1	6.1	4.2	2.2	0.5	1.5	9.5	2.2	0.7	5.7	5.6	8.2	6.5	3.8	1.8
3	2.6	5.8	6.5	5.3	2.3	0.5	0.5	0.5	3.4	1.8	0.5	6.5	3.3	0.0	4.2	1.8	0.8
2	1.5	2.4	3.2	1.9	1.5	0.7	0.7	0.7	0.0	2.3	0.8	2.8	0.9	0.0	1.9	1.6	0.8
1	0.7	0.9	1.0	0.8	0.5	0.8	0.4	0.6	1.1	2.1	0.7	1.1	0.0	0.0	0.0	0.3	0.8
0	2.4	2.7	3.6	2.1	2.7	1.8	1.8	1.8	0.0	1.7	1.8	2.2	2.9	3.6	6.2	2.8	1.0
Mean	7.62	6.69	6.71	6.68	7.46	8.14	9.06	8.51	7.90	7.48	8.60	6.59	7.41	7.71	6.59	7.48	8.53



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17. THE UNITED STATES SHOULD PUT ITS OWN INTERESTS ABOVE THE INTERESTS OF FOREIGN COUNTRIES.

BANNER 6

	TOTAL	VOTE BEHAVIOR				VB		CONSIDER YOURSELF					RELIGION			
		COMBO	DEMO-CRAT	TCKT-SPLTTR	REPUB-LICAN	SWING VOTER	WLTHY/UPPER MIDDLE	Weal-thy	Upper Middle Class	MIDDLE/LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN-STREAM PROT.	EVAN-GELICAL	CATH-OLIC
Total	2000	871	297	832	1062	350	46	305	1478	976	503	171	613	134	504	559
AGREE	77.8	68.8	74.7	88.4	78.5	78.8	75.2	79.3	77.7	78.2	76.9	77.1	79.4	89.4	79.5	70.8
Strongly	58.7	44.6	53.7	75.3	57.6	56.5	63.0	55.6	58.5	59.0	57.7	64.9	61.9	74.6	59.6	50.5
10	36.6	24.4	32.4	50.8	32.5	31.1	42.3	29.4	36.5	35.2	39.0	48.8	36.9	50.2	36.4	33.0
9	10.3	9.2	9.7	11.7	11.5	11.0	11.4	11.0	10.6	11.3	9.3	5.6	13.6	14.9	10.6	6.5
8	11.9	11.1	11.6	12.8	13.7	14.4	9.2	15.2	11.4	12.5	9.4	10.5	11.4	9.5	12.5	11.1
7	11.2	14.8	8.2	8.5	11.7	14.2	4.1	15.7	11.0	11.5	9.9	7.3	11.4	7.2	11.2	11.3
6	7.9	9.4	12.7	4.6	9.3	8.0	8.1	8.0	8.2	7.6	9.3	5.0	6.2	7.6	8.7	8.9
NEUTRAL-5	11.2	15.4	13.1	6.3	11.2	9.8	8.2	10.0	11.5	11.5	11.5	11.8	11.1	4.7	12.0	13.4
DISAGREE	10.9	15.8	12.2	5.3	10.3	11.4	16.6	10.7	10.8	10.3	11.6	11.1	9.5	5.8	8.6	15.8
4	3.8	5.7	4.3	1.6	4.3	4.2	2.6	4.5	3.9	3.2	5.2	1.6	3.6	1.6	1.8	6.3
3	2.6	4.5	2.7	0.7	2.2	3.1	4.8	2.8	2.5	2.9	1.8	2.9	1.7	2.2	2.5	4.3
2	1.5	2.2	1.5	0.7	1.2	1.2	4.6	0.6	1.5	1.2	2.0	1.9	1.1	0.7	1.0	2.4
1	0.7	0.8	0.5	0.6	0.6	0.8	1.0	0.7	0.7	0.9	0.1	0.5	0.2	0.0	1.3	0.7
0	2.4	2.7	3.2	1.8	1.9	2.2	3.5	2.0	2.2	2.1	2.4	4.2	3.0	1.3	2.1	2.1
Mean	7.62	6.93	7.33	8.45	7.57	7.51	7.54	7.51	7.62	7.63	7.62	7.81	7.76	8.47	7.68	7.20



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BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1229	771	481	290	503	437	726	334
AGREE	77.8	77.0	79.1	79.5	78.5	80.1	82.0	74.9	75.4
Strongly	58.7	59.1	58.2	58.8	57.3	64.7	64.7	55.2	49.7
10	36.6	38.9	32.8	32.0	34.3	41.2	37.7	37.4	26.5
9	10.3	9.7	11.2	11.4	10.7	12.0	12.3	8.1	9.7
8	11.9	10.4	14.2	15.4	12.3	11.4	14.7	9.7	13.6
7	11.2	10.8	11.8	10.9	13.4	9.4	10.3	11.8	13.9
6	7.9	7.1	9.1	9.9	7.7	6.0	7.0	7.9	11.8
NEUTRAL-5	11.2	11.4	11.0	10.2	12.4	10.2	8.2	12.2	14.7
DISAGREE	10.9	11.6	9.8	10.2	9.1	9.7	9.8	12.9	9.8
4	3.8	4.2	3.0	2.9	3.2	3.5	3.5	4.8	2.4
3	2.6	2.3	3.3	3.6	2.8	1.0	1.8	3.2	5.2
2	1.5	1.6	1.2	1.3	1.1	1.7	1.6	1.5	0.7
1	0.7	0.7	0.6	0.6	0.4	0.6	0.8	0.8	0.3
0	2.4	2.8	1.7	1.8	1.6	2.9	2.1	2.7	1.2
Mean	7.62	7.63	7.60	7.58	7.64	7.86	7.84	7.48	7.29



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BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1356	644	262	260	84	685	671	109	153	96	164
AGREE	77.8	79.8	73.7	69.9	74.5	84.9	84.2	75.3	68.2	71.1	70.6	76.8
Strongly	58.7	61.9	52.0	47.1	55.7	56.5	68.9	54.8	52.2	43.5	51.0	58.4
10	36.6	38.5	32.6	30.3	33.2	37.5	42.1	34.8	33.0	28.3	26.9	37.0
9	10.3	10.4	10.0	7.4	12.3	8.6	12.9	7.9	9.3	6.1	12.9	12.0
8	11.9	13.1	9.4	9.4	10.1	10.4	14.0	12.1	9.9	9.1	11.3	9.5
7	11.2	10.6	12.5	11.3	9.7	23.8	9.6	11.6	7.7	13.9	7.8	10.8
6	7.9	7.3	9.2	11.5	9.1	4.6	5.6	8.9	8.3	13.8	11.8	7.5
NEUTRAL-5	11.2	10.5	12.8	15.3	11.6	5.9	7.9	13.2	16.5	14.4	12.7	11.0
DISAGREE	10.9	9.7	13.5	14.8	13.9	9.3	7.9	11.5	15.3	14.5	16.7	12.2
4	3.8	3.1	5.2	5.2	6.5	2.6	2.4	3.7	6.5	4.3	6.7	6.4
3	2.6	2.5	2.9	2.0	2.9	3.9	1.2	3.9	0.4	3.2	3.1	2.8
2	1.5	1.2	1.9	3.1	0.8	1.6	1.4	1.1	3.3	2.9	2.1	0.0
1	0.7	0.6	0.8	1.2	0.4	1.2	0.5	0.7	3.0	0.0	0.0	0.7
0	2.4	2.2	2.6	3.2	3.3	0.0	2.5	2.0	2.1	4.1	4.9	2.3
Mean	7.62	7.76	7.32	7.04	7.42	7.85	8.05	7.46	7.16	6.95	7.04	7.64



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BANNER 9

	TOTAL	AGE						AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
Total	2000	160	257	357	332	370	524	775	1225	1106	894	940	1060	
AGREE	77.8	49.3	76.6	78.3	82.4	81.3	81.5	71.8	81.7	75.0	81.4	81.0	75.1	
Strongly	58.7	26.5	54.6	61.3	65.0	59.7	64.2	51.9	63.1	55.8	62.3	64.7	53.5	
10	36.6	14.6	36.9	39.8	41.1	35.3	38.9	33.6	38.4	35.9	37.4	39.6	33.9	
9	10.3	5.0	6.7	10.7	14.2	9.9	11.1	8.2	11.6	10.0	10.6	12.1	8.6	
8	11.9	6.9	11.1	10.8	9.7	14.4	14.2	10.1	13.0	10.0	14.3	13.0	10.9	
7	11.2	12.0	13.3	10.1	11.5	12.2	9.9	11.5	11.0	11.5	10.8	9.8	12.4	
6	7.9	10.8	8.7	6.9	6.0	9.5	7.3	8.3	7.6	7.6	8.2	6.5	9.1	
NEUTRAL-5	11.2	24.8	10.2	9.3	9.6	9.3	11.4	12.8	10.3	11.8	10.5	9.3	13.0	
DISAGREE	10.9	26.0	13.1	12.4	7.9	9.4	7.1	15.5	8.0	13.2	8.1	9.8	11.9	
4	3.8	10.6	6.6	3.7	1.6	2.8	2.5	6.1	2.3	4.7	2.6	3.5	4.0	
3	2.6	5.8	2.5	3.1	1.8	2.8	1.9	3.5	2.1	2.9	2.3	1.3	3.8	
2	1.5	2.7	1.4	2.9	1.3	0.5	0.8	2.4	0.9	2.1	0.7	1.7	1.2	
1	0.7	1.5	0.6	0.8	0.0	1.1	0.4	0.9	0.5	0.6	0.7	0.7	0.6	
0	2.4	5.3	2.0	1.9	3.2	2.3	1.5	2.6	2.2	2.8	1.8	2.5	2.2	
Mean	7.62	5.85	7.51	7.70	7.95	7.68	7.91	7.26	7.85	7.46	7.81	7.85	7.42	



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17. THE UNITED STATES SHOULD PUT ITS OWN INTERESTS ABOVE THE INTERESTS OF FOREIGN COUNTRIES.

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	207	497	526	771	54	187	244	455	153	310	282	315	544	1036	420
AGREE	77.8	54.3	77.3	80.5	82.7	54.3	76.8	82.6	85.0	54.2	77.6	78.6	79.5	74.8	77.2	83.4
Strongly	58.7	31.5	58.3	63.4	63.1	30.7	60.6	67.8	68.6	31.8	56.8	59.6	55.3	57.1	55.6	68.5
10	36.6	19.2	37.7	39.6	38.4	15.9	38.3	40.6	42.3	20.4	37.3	38.7	32.9	35.4	32.1	49.1
9	10.3	4.8	9.9	11.7	11.0	5.8	11.6	13.7	12.3	4.5	8.8	10.0	9.2	9.9	11.2	8.5
8	11.9	7.5	10.6	12.1	13.7	9.1	10.7	13.6	14.0	7.0	10.6	10.9	13.2	11.8	12.4	10.8
7	11.2	11.5	12.2	10.1	11.3	12.7	9.6	9.4	9.8	11.1	13.7	10.7	13.4	9.4	12.7	9.9
6	7.9	11.2	6.9	7.0	8.3	10.8	6.6	5.4	6.5	11.3	7.1	8.3	10.8	8.2	8.9	5.0
NEUTRAL-5	11.2	23.1	9.9	10.2	9.6	28.2	8.8	8.0	7.9	21.3	10.6	12.1	12.1	11.4	12.1	8.9
DISAGREE	10.9	22.6	12.7	9.3	7.7	17.4	14.3	9.4	7.2	24.5	11.7	9.3	8.4	13.9	10.7	7.7
4	3.8	9.2	5.0	2.6	2.3	6.9	5.9	2.3	2.7	10.0	4.5	2.9	1.7	5.9	3.2	2.3
3	2.6	5.7	2.4	2.0	2.4	3.1	2.1	1.2	0.9	6.6	2.6	2.7	4.6	2.9	2.9	1.6
2	1.5	2.1	2.5	1.5	0.6	1.6	4.3	2.1	0.4	2.2	1.4	1.0	0.8	2.1	1.4	0.7
1	0.7	1.2	0.8	0.6	0.5	0.9	0.5	1.2	0.5	1.3	0.9	0.0	0.7	0.6	0.6	1.0
0	2.4	4.5	2.1	2.6	1.8	4.9	1.6	2.5	2.7	4.4	2.3	2.7	0.6	2.3	2.5	2.2
Mean	7.62	6.18	7.61	7.82	7.88	6.20	7.63	7.94	8.08	6.17	7.59	7.71	7.59	7.47	7.48	8.15



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18. PARENTS SHOULD HAVE THE FINAL SAY IN THEIR CHILDREN'S EDUCATION.

BANNER 1

	ANMP SCORE									NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
	TOTAL	10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5
Total	2000	220	313	353	413	351	229	78	43	1487	886	498	103	579	352	250	307	513	266	247
AGREE	75.6	99.5	95.2	90.7	81.6	66.2	38.7	19.7	1.9	83.7	94.5	76.0	28.9	91.3	83.8	70.0	80.6	51.9	71.9	30.3
Strongly	60.3	98.5	88.8	78.3	59.9	40.7	16.5	8.7	0.0	69.4	87.0	49.7	12.7	83.5	65.7	53.7	59.7	33.9	53.5	12.7
10	41.1	91.7	66.6	46.6	35.1	21.9	9.9	3.8	0.0	49.0	64.9	29.3	7.3	66.3	40.2	36.9	36.1	18.3	28.5	7.3
9	8.8	3.2	12.2	16.1	10.8	5.6	3.0	2.5	0.0	9.5	11.5	7.6	1.8	7.9	12.0	7.3	11.6	6.6	10.1	2.8
8	10.4	3.6	9.9	15.6	13.9	13.1	3.6	2.4	0.0	10.9	10.6	12.8	3.6	9.2	13.5	9.5	12.1	9.0	14.9	2.5
7	9.5	1.0	4.6	8.2	13.7	16.0	12.3	5.0	0.0	8.7	5.1	15.3	8.1	4.8	13.0	8.5	11.4	11.7	13.7	9.6
6	5.8	0.0	1.8	4.2	8.1	9.5	9.9	6.1	1.9	5.6	2.3	10.9	8.1	3.0	5.1	7.7	9.4	6.3	4.7	8.1
NEUTRAL-5	10.6	0.5	3.0	5.2	9.6	16.1	26.5	25.3	14.2	7.9	3.2	11.0	33.6	3.8	8.4	17.4	7.5	18.1	15.5	21.0
DISAGREE	13.9	0.0	1.8	4.2	8.8	17.7	34.8	54.9	84.0	8.3	2.3	13.1	37.5	4.9	7.8	12.6	11.9	30.0	12.6	48.7
4	3.2	0.0	0.0	0.9	2.3	3.7	9.5	18.0	5.7	1.9	0.4	3.8	6.7	1.1	1.9	3.3	2.3	6.9	1.4	12.7
3	3.3	0.0	0.7	1.1	2.1	5.8	8.0	11.7	9.7	2.3	0.7	4.4	6.3	0.3	2.8	2.7	5.2	6.3	2.7	10.2
2	2.6	0.0	0.4	1.1	2.0	3.3	5.4	11.9	12.3	1.7	0.6	2.5	7.0	1.0	2.0	1.3	2.8	5.3	2.8	8.0
1	1.2	0.0	0.0	0.3	0.2	1.2	3.8	2.8	18.2	0.6	0.1	0.2	6.1	0.4	0.5	0.9	0.7	3.2	1.6	5.0
0	3.5	0.0	0.7	0.8	2.2	3.6	8.1	10.4	38.1	1.9	0.6	2.3	11.4	2.0	0.7	4.4	1.0	8.2	4.0	12.7
Mean	7.56	9.84	9.17	8.53	7.72	6.65	5.09	4.11	1.76	8.15	9.08	7.25	4.57	8.87	8.02	7.29	7.67	5.85	7.18	4.42



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18. PARENTS SHOULD HAVE THE FINAL SAY IN THEIR CHILDREN'S EDUCATION.

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD			
		EAST	MID-WEST	SOUTH	WEST	DEFIN-ITELY VOTING	VERY/SMWHT LIKELY	Very Likely	Smwht Likely
Total	2000	354	440	738	468	1558	442	269	173
AGREE	75.6	73.8	75.0	78.8	72.4	76.3	73.0	74.0	71.6
Strongly	60.3	60.1	60.6	64.7	53.2	62.6	51.9	53.9	48.9
10	41.1	37.5	41.2	45.4	37.0	43.5	32.7	31.0	35.5
9	8.8	8.8	9.9	9.0	7.4	9.3	7.1	8.1	5.6
8	10.4	13.8	9.5	10.3	8.8	9.9	12.1	14.8	7.8
7	9.5	8.0	8.4	9.4	11.9	9.0	11.3	10.6	12.3
6	5.8	5.7	5.9	4.7	7.4	4.6	9.8	9.5	10.3
NEUTRAL-5	10.6	10.1	9.5	10.3	12.3	9.4	14.7	11.9	19.0
DISAGREE	13.9	16.2	15.5	10.9	15.3	14.3	12.3	14.1	9.4
4	3.2	3.9	3.4	1.9	4.6	3.3	2.8	3.6	1.6
3	3.3	3.2	3.6	2.5	4.5	3.2	3.7	4.4	2.7
2	2.6	3.3	1.9	2.8	2.4	2.7	2.3	3.0	1.4
1	1.2	2.0	1.0	1.2	1.0	1.3	0.9	1.5	0.0
0	3.5	3.9	5.5	2.6	2.8	3.8	2.5	1.8	3.7
Mean	7.56	7.38	7.49	7.84	7.33	7.65	7.27	7.27	7.28



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

18. PARENTS SHOULD HAVE THE FINAL SAY IN THEIR CHILDREN'S EDUCATION.

BANNER 3

	TOTAL	DIRECTION:			GENERIC BALLOT			LEAN-		JOB: JOE BIDEN		
		UNITED STATES			FOR CONGRESS			ERS/				
		RIGHT	WRONG		REPUB-	DEMO-	UND-	UNDE-	APP-	Strong	Smwht	DISAP-
	DIREC-	TRACK		LICAN	CRATIC	ECI-	CIDED	ROVE			PROVE	
		TION				DED						
Total	2000	540	1456	930	820	250	513	826	293	532	1174	
AGREE	75.6	66.3	79.1	88.4	62.6	70.0	75.5	63.2	57.1	66.6	84.2	
Strongly	60.3	45.5	65.8	76.8	43.6	53.7	57.2	43.7	45.4	42.7	71.9	
10	41.1	24.6	47.3	56.4	25.0	36.9	37.1	24.4	23.5	24.9	52.9	
9	8.8	10.4	8.1	9.5	8.5	7.3	9.7	8.7	10.4	7.8	8.8	
8	10.4	10.5	10.3	10.8	10.1	9.5	10.4	10.6	11.6	10.0	10.2	
7	9.5	14.3	7.8	7.9	11.6	8.5	9.7	13.0	8.0	15.8	7.0	
6	5.8	6.5	5.5	3.8	7.5	7.7	8.6	6.5	3.7	8.1	5.2	
NEUTRAL-5	10.6	14.5	9.1	5.5	14.2	17.4	12.1	14.7	18.4	12.7	7.6	
DISAGREE	13.9	19.2	11.9	6.0	23.2	12.6	12.4	22.1	24.5	20.7	8.1	
4	3.2	5.6	2.3	1.4	5.2	3.3	2.9	6.1	3.9	7.3	1.2	
3	3.3	4.1	3.0	1.3	5.9	2.7	3.6	4.9	5.1	4.8	2.2	
2	2.6	4.4	1.9	1.4	4.4	1.3	2.1	4.6	5.6	4.0	1.2	
1	1.2	1.6	1.1	0.4	2.3	0.9	0.6	2.1	2.8	1.8	0.6	
0	3.5	3.5	3.5	1.5	5.5	4.4	3.1	4.4	7.1	2.9	2.9	
Mean	7.56	6.80	7.85	8.55	6.53	7.29	7.49	6.61	6.35	6.75	8.23	



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18. PARENTS SHOULD HAVE THE FINAL SAY IN THEIR CHILDREN'S EDUCATION.

BANNER 4

	TOTAL		2020 BALLOT			PARTY			MEN			WOMEN		
			TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	
Total	2000	829	922	724	742	534	476	254	211	248	488	323		
AGREE	75.6	89.6	64.3	88.3	64.5	73.6	89.6	62.6	75.6	85.9	65.5	72.3		
Strongly	60.3	78.5	45.4	76.5	44.8	59.7	77.9	41.2	60.5	73.8	46.7	59.2		
10	41.1	58.5	25.6	55.2	26.4	42.5	54.5	20.9	42.0	56.3	29.2	42.8		
9	8.8	9.6	8.8	9.4	8.6	8.1	10.4	9.0	9.3	7.5	8.4	7.3		
8	10.4	10.4	11.0	11.9	9.8	9.1	13.0	11.3	9.2	9.9	9.0	9.0		
7	9.5	7.3	11.5	7.9	11.7	8.6	7.4	13.2	9.1	8.7	10.9	8.4		
6	5.8	3.8	7.3	3.9	7.9	5.2	4.2	8.2	6.0	3.4	7.8	4.7		
NEUTRAL-5	10.6	5.0	14.4	4.9	14.5	12.8	3.3	13.9	10.2	8.0	14.7	14.4		
DISAGREE	13.9	5.4	21.3	6.7	21.0	13.6	7.1	23.5	14.3	6.1	19.8	13.3		
4	3.2	1.2	4.8	1.6	4.8	3.3	1.5	6.1	3.5	1.6	4.0	3.1		
3	3.3	1.0	5.9	1.4	5.3	3.1	1.3	9.0	3.6	1.6	3.5	2.8		
2	2.6	0.7	4.5	1.2	4.3	2.1	1.5	3.3	2.3	0.8	4.8	2.0		
1	1.2	0.5	1.7	0.7	2.0	0.9	0.8	2.0	1.4	0.7	1.9	0.6		
0	3.5	2.0	4.5	1.8	4.7	4.2	2.0	3.1	3.5	1.4	5.6	4.7		
Mean	7.56	8.63	6.68	8.49	6.68	7.54	8.51	6.52	7.58	8.45	6.76	7.52		



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18. PARENTS SHOULD HAVE THE FINAL SAY IN THEIR CHILDREN'S EDUCATION.

BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	553	232	321	734	427	287	713	43	136	545	413	267	61	97	330	107
AGREE	75.6	60.3	58.6	61.5	74.0	85.5	94.2	89.0	76.9	80.1	91.3	57.8	72.2	76.0	63.2	73.0	84.9
Strongly	60.3	41.0	47.1	36.5	55.4	73.4	90.6	80.3	51.8	58.0	83.1	38.6	50.6	61.4	46.0	58.1	77.0
10	41.1	23.7	25.3	22.5	36.0	46.9	79.0	59.8	31.0	40.1	60.8	21.7	30.1	41.8	29.1	39.2	64.9
9	8.8	7.8	7.9	7.7	8.5	13.0	5.2	9.9	13.3	5.4	10.1	6.7	10.9	11.5	10.0	7.7	7.7
8	10.4	9.4	13.8	6.3	10.9	13.4	6.5	10.6	7.5	12.4	12.1	10.2	9.6	8.1	7.0	11.3	4.3
7	9.5	11.6	6.4	15.3	11.6	8.3	1.9	5.7	18.3	13.9	5.6	10.7	13.7	9.9	12.2	9.0	4.3
6	5.8	7.7	5.1	9.6	7.0	3.8	1.7	3.0	6.9	8.2	2.6	8.5	7.9	4.7	5.0	5.8	3.7
NEUTRAL-5	10.6	14.0	13.3	14.5	13.0	7.2	2.7	5.4	1.1	8.1	4.4	15.2	14.2	10.9	14.7	14.0	7.2
DISAGREE	13.9	25.7	28.1	24.0	13.0	7.2	3.2	5.6	21.9	11.8	4.3	27.0	13.7	13.2	22.0	13.0	7.9
4	3.2	5.5	4.5	6.2	3.4	1.6	0.6	1.2	2.0	3.9	0.9	6.5	2.8	1.7	2.9	3.6	2.6
3	3.3	6.6	8.3	5.3	3.2	1.2	0.5	0.9	4.4	2.8	0.8	7.5	2.9	2.0	3.7	3.7	0.7
2	2.6	4.7	4.3	5.0	2.4	1.9	0.0	1.1	3.6	2.8	0.6	5.4	2.1	5.8	2.0	2.5	0.9
1	1.2	2.6	3.1	2.3	0.8	1.1	0.0	0.6	2.9	0.3	0.7	2.5	1.7	0.0	3.1	0.3	0.8
0	3.5	6.4	8.0	5.2	3.2	1.4	2.1	1.7	8.9	1.9	1.2	5.2	4.2	3.7	10.3	2.9	2.8
Mean	7.56	6.34	6.32	6.36	7.41	8.27	9.28	8.67	6.96	7.67	8.81	6.23	7.16	7.62	6.55	7.50	8.56



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18. PARENTS SHOULD HAVE THE FINAL SAY IN THEIR CHILDREN'S EDUCATION.

BANNER 6

	TOTAL	VOTE BEHAVIOR				VB		CONSIDER YOURSELF					RELIGION			
						COMBO										
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER	WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC	NON- RELI- GIOUS
Total	2000	871	297	832	1062	350	46	305	1478	976	503	171	613	134	504	559
AGREE	75.6	64.2	71.2	89.0	77.0	76.8	71.4	77.6	75.3	74.6	76.7	75.5	77.7	91.1	79.3	67.8
Strongly	60.3	45.1	54.3	78.3	58.3	56.9	55.1	57.2	60.7	58.8	64.3	63.8	65.3	81.2	60.3	52.0
10	41.1	26.6	33.1	59.2	36.2	35.2	32.9	35.5	41.1	38.6	45.9	53.7	46.2	58.1	37.7	37.0
9	8.8	8.9	6.7	9.4	9.7	13.5	17.7	12.9	8.3	8.9	7.1	3.4	9.8	16.8	8.3	6.5
8	10.4	9.6	14.5	9.7	12.4	8.2	4.5	8.7	11.3	11.4	11.3	6.7	9.3	6.4	14.3	8.4
7	9.5	12.0	8.6	7.2	11.4	12.2	7.2	13.0	9.0	9.7	7.6	8.5	8.7	8.3	11.4	8.3
6	5.8	7.0	8.3	3.6	7.2	7.6	9.1	7.4	5.6	6.1	4.8	3.1	3.8	1.5	7.6	7.5
NEUTRAL-5	10.6	13.9	16.5	5.0	10.6	8.7	13.4	8.0	11.0	11.3	10.3	10.5	11.9	4.0	9.9	11.8
DISAGREE	13.9	22.0	12.3	6.0	12.4	14.5	15.2	14.4	13.7	14.1	13.0	14.1	10.4	4.9	10.8	20.4
4	3.2	5.0	3.6	1.1	3.3	3.8	2.1	4.0	2.9	3.1	2.6	4.6	2.4	0.0	2.9	4.4
3	3.3	5.4	3.1	1.3	3.4	3.3	3.6	3.3	3.5	3.7	3.3	1.6	2.7	1.1	2.6	5.1
2	2.6	4.1	2.5	1.1	2.5	2.2	6.0	1.7	2.6	3.1	1.7	3.3	2.3	1.1	1.3	4.0
1	1.2	2.3	0.3	0.5	1.0	1.2	0.0	1.3	1.3	1.2	1.5	0.8	0.8	0.9	0.4	1.5
0	3.5	5.2	2.8	2.0	2.2	4.1	3.6	4.1	3.4	3.0	4.0	3.8	2.2	1.8	3.5	5.4
Mean	7.56	6.65	7.29	8.62	7.54	7.45	7.27	7.48	7.56	7.48	7.72	7.83	7.90	8.77	7.64	7.01



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

18. PARENTS SHOULD HAVE THE FINAL SAY IN THEIR CHILDREN'S EDUCATION.

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1229	771	481	290	503	437	726	334
AGREE	75.6	76.3	74.3	75.1	73.0	79.8	78.4	73.9	69.0
Strongly	60.3	61.7	58.0	57.6	58.6	63.0	65.4	60.8	48.3
10	41.1	44.4	35.9	35.2	36.9	44.4	40.7	44.4	29.6
9	8.8	7.5	10.9	10.4	11.7	8.3	11.5	6.9	10.1
8	10.4	9.8	11.2	12.0	10.0	10.3	13.2	9.5	8.7
7	9.5	9.1	10.1	11.2	8.2	10.5	8.1	8.2	12.7
6	5.8	5.5	6.2	6.3	6.1	6.3	4.9	4.9	7.9
NEUTRAL-5	10.6	11.0	9.8	8.4	12.0	7.9	7.5	13.2	12.7
DISAGREE	13.9	12.6	15.9	16.4	15.0	12.3	14.1	12.9	18.3
4	3.2	3.2	3.2	3.0	3.7	3.1	3.3	3.2	3.2
3	3.3	3.0	3.9	3.6	4.4	3.8	4.0	2.4	3.8
2	2.6	2.0	3.5	3.9	2.8	2.1	2.1	2.0	5.3
1	1.2	1.0	1.7	2.3	0.7	0.7	1.9	1.2	1.4
0	3.5	3.5	3.6	3.7	3.4	2.5	2.7	4.1	4.8
Mean	7.56	7.69	7.37	7.33	7.43	7.81	7.71	7.60	6.92



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

18. PARENTS SHOULD HAVE THE FINAL SAY IN THEIR CHILDREN'S EDUCATION.

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON-WHITE	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1356	644	262	260	84	685	671	109	153	96	164
AGREE	75.6	77.1	72.3	72.2	73.7	68.2	80.5	73.7	74.6	70.5	79.0	70.7
Strongly	60.3	63.3	53.9	51.6	56.2	52.8	67.8	58.8	55.0	49.1	52.8	58.2
10	41.1	43.5	36.1	38.0	37.3	28.3	45.8	41.1	37.2	38.6	32.5	40.2
9	8.8	9.2	7.9	5.5	7.3	14.1	10.4	8.0	5.6	5.4	9.5	6.0
8	10.4	10.6	9.9	8.1	11.6	10.4	11.5	9.6	12.2	5.1	10.8	12.1
7	9.5	9.2	10.1	8.5	12.1	6.5	8.3	10.1	11.9	6.0	15.8	9.9
6	5.8	4.6	8.3	12.1	5.4	8.8	4.3	4.8	7.7	15.3	10.3	2.6
NEUTRAL-5	10.6	9.6	12.6	13.0	12.7	13.3	7.2	12.1	5.6	18.4	10.3	14.1
DISAGREE	13.9	13.3	15.2	14.8	13.6	18.5	12.4	14.2	19.8	11.2	10.7	15.2
4	3.2	3.0	3.6	4.4	1.7	6.5	2.9	3.1	7.1	2.4	0.9	2.3
3	3.3	3.4	3.2	2.3	4.4	2.7	3.9	2.9	2.9	1.8	4.8	4.2
2	2.6	2.6	2.6	1.7	3.0	4.0	2.0	3.1	3.0	0.8	2.9	3.1
1	1.2	1.3	1.1	1.4	0.3	2.8	1.2	1.5	2.1	0.9	0.0	0.5
0	3.5	3.0	4.6	5.1	4.1	2.6	2.4	3.6	4.7	5.3	2.1	5.2
Mean	7.56	7.71	7.25	7.21	7.39	7.03	7.93	7.49	7.23	7.19	7.45	7.35



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18. PARENTS SHOULD HAVE THE FINAL SAY IN THEIR CHILDREN'S EDUCATION.

BANNER 9

	TOTAL	AGE						AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
Total	2000	160	257	357	332	370	524	775	1225	1106	894	940	1060	
AGREE	75.6	54.5	74.8	79.2	79.4	78.1	75.6	72.6	77.4	74.7	76.7	79.2	72.3	
Strongly	60.3	31.9	57.3	67.5	63.1	64.0	61.1	56.7	62.5	58.6	62.3	64.1	56.9	
10	41.1	19.7	41.2	49.4	41.3	44.1	39.7	40.6	41.5	40.8	41.5	42.7	39.7	
9	8.8	1.7	7.0	8.8	10.9	8.9	10.3	6.7	10.1	8.0	9.8	9.8	7.9	
8	10.4	10.4	9.0	9.3	10.9	11.0	11.0	9.4	11.0	9.9	11.0	11.7	9.2	
7	9.5	10.5	8.4	6.9	13.3	9.3	9.3	8.1	10.4	9.7	9.3	9.4	9.6	
6	5.8	12.1	9.1	4.9	3.0	4.8	5.2	7.8	4.5	6.3	5.1	5.7	5.9	
NEUTRAL-5	10.6	16.3	9.3	10.1	11.4	8.4	10.7	11.1	10.2	11.2	9.7	7.7	13.1	
DISAGREE	13.9	29.2	15.8	10.7	9.2	13.5	13.7	16.2	12.4	14.1	13.6	13.1	14.6	
4	3.2	6.7	6.1	1.6	1.9	4.3	1.8	4.1	2.6	3.5	2.9	3.2	3.2	
3	3.3	6.9	4.1	2.7	2.0	2.6	3.7	4.0	2.9	3.4	3.2	3.9	2.8	
2	2.6	3.7	3.2	3.1	1.9	1.5	2.9	3.2	2.2	2.8	2.3	2.1	3.0	
1	1.2	2.9	0.8	0.6	0.8	2.1	1.1	1.1	1.3	1.0	1.5	1.3	1.2	
0	3.5	9.0	1.6	2.8	2.6	3.0	4.2	3.7	3.4	3.4	3.7	2.6	4.3	
Mean	7.56	5.82	7.52	7.96	7.84	7.75	7.54	7.37	7.69	7.51	7.63	7.76	7.39	



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18. PARENTS SHOULD HAVE THE FINAL SAY IN THEIR CHILDREN'S EDUCATION.

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	URBAN	SUB-URBAN	RURAL
		NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG			
Total	2000	207	497	526	771	54	187	244	455	153	310	282	315	544	1036	420
AGREE	75.6	55.1	79.6	78.5	76.4	57.5	78.8	81.7	80.5	54.3	80.0	75.7	70.5	72.9	73.4	84.3
Strongly	60.3	34.1	64.9	62.7	62.6	27.3	62.8	64.8	68.6	36.5	66.1	60.9	54.0	57.8	57.7	69.8
10	41.1	22.1	46.5	43.5	41.1	9.7	42.6	42.8	46.5	26.5	48.8	44.0	33.4	38.0	38.7	51.0
9	8.8	1.3	8.5	9.2	10.7	0.0	9.2	9.2	11.5	1.8	8.0	9.2	9.6	11.6	7.9	7.3
8	10.4	10.7	9.9	10.1	10.8	17.5	10.9	12.9	10.6	8.3	9.3	7.7	11.0	8.2	11.1	11.5
7	9.5	10.1	8.1	11.2	9.0	13.1	9.7	11.1	7.9	9.1	7.2	11.4	10.7	7.8	10.3	9.8
6	5.8	10.9	6.6	4.5	4.7	17.1	6.3	5.8	4.0	8.7	6.7	3.4	5.8	7.3	5.4	4.7
NEUTRAL-5	10.6	15.4	9.1	10.7	10.1	13.4	6.4	8.2	7.3	16.1	10.7	12.9	14.1	11.9	11.0	7.7
DISAGREE	13.9	29.5	11.3	10.8	13.5	29.1	14.8	10.1	12.2	29.6	9.3	11.3	15.4	15.2	15.6	8.0
4	3.2	8.2	3.1	2.1	2.7	7.2	4.3	2.1	2.9	8.5	2.3	2.0	2.5	4.3	3.4	1.2
3	3.3	7.9	2.3	2.8	3.1	11.4	2.8	3.6	3.6	6.6	2.0	2.2	2.5	4.2	3.7	1.4
2	2.6	3.8	2.8	2.3	2.3	3.9	4.0	1.8	1.3	3.7	2.1	2.7	3.8	2.2	3.4	1.2
1	1.2	2.3	0.8	1.0	1.4	2.5	1.7	1.5	0.8	2.2	0.3	0.6	2.2	1.2	1.5	0.6
0	3.5	7.4	2.3	2.5	3.9	4.1	1.9	1.1	3.5	8.6	2.6	3.7	4.5	3.2	3.6	3.7
Mean	7.56	5.98	7.88	7.80	7.63	5.73	7.70	7.91	7.95	6.07	7.98	7.70	7.16	7.44	7.39	8.15



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AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

19. WE NEED TOUGH PENALTIES FOR CRIMINALS AND DRUG DEALERS TO KEEP THE PUBLIC SAFE.

BANNER 1

	TOTAL	ANMP SCORE								NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
	10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5	
Total	2000	220	313	353	413	351	229	78	43	1487	886	498	103	579	352	250	307	513	266	247
AGREE	76.1	98.5	96.5	89.3	80.7	62.8	45.0	34.5	10.6	82.0	94.2	70.3	33.6	88.6	79.7	71.7	80.5	59.1	76.5	40.4
Strongly	60.8	95.8	88.7	79.9	60.8	38.3	19.7	14.4	7.7	68.4	87.0	46.3	15.5	79.8	62.6	56.7	63.0	38.8	58.4	17.7
10	40.5	93.1	62.2	55.3	32.7	14.5	11.1	4.6	1.9	47.8	67.1	20.9	10.9	62.2	37.0	33.5	44.4	19.5	30.6	7.5
9	9.0	1.9	15.5	10.6	14.9	6.7	0.7	3.7	0.0	10.0	10.2	11.3	2.6	9.3	11.2	11.3	9.0	5.9	10.7	0.8
8	11.3	0.8	11.0	14.0	13.2	17.2	7.9	6.1	5.8	10.6	9.7	14.0	2.0	8.3	14.3	11.9	9.7	13.4	17.1	9.4
7	9.3	2.7	4.3	7.3	12.1	14.7	13.6	10.5	0.0	8.4	5.1	14.8	6.4	5.9	10.1	8.4	11.3	11.8	10.5	13.3
6	6.0	0.0	3.5	2.1	7.8	9.8	11.7	9.5	2.8	5.2	2.1	9.3	11.7	2.9	7.0	6.6	6.1	8.5	7.6	9.4
NEUTRAL-5	11.1	1.5	1.2	5.4	9.6	19.3	25.0	25.6	24.1	8.6	2.9	14.3	29.6	5.0	11.6	14.1	7.5	18.2	13.7	23.1
DISAGREE	12.8	0.0	2.3	5.3	9.7	17.9	30.0	39.9	65.3	9.4	2.9	15.4	36.7	6.5	8.7	14.2	12.0	22.7	9.8	36.5
4	3.7	0.0	0.9	1.9	3.4	4.5	9.8	12.4	5.7	2.8	1.0	4.5	10.0	1.7	2.8	3.2	4.5	6.2	2.8	9.8
3	3.4	0.0	0.0	1.4	1.7	6.2	10.4	11.9	2.1	2.3	0.6	4.3	7.6	0.9	2.8	2.8	3.9	6.5	2.8	10.6
2	1.8	0.0	0.4	0.8	1.1	2.7	5.5	5.0	4.2	1.6	0.5	2.2	8.0	0.5	2.2	4.6	0.3	2.6	1.3	4.0
1	0.7	0.0	0.4	0.0	0.5	1.1	1.0	1.5	6.4	0.5	0.1	0.8	2.3	0.5	0.1	0.9	0.6	1.1	0.7	1.6
0	3.3	0.0	0.6	1.2	3.1	3.3	3.4	9.0	46.9	2.3	0.7	3.7	8.9	2.8	0.7	2.7	2.7	6.2	2.2	10.5
Mean	7.62	9.81	9.11	8.65	7.67	6.44	5.53	4.84	2.47	8.07	9.10	6.90	4.92	8.67	7.81	7.32	7.86	6.31	7.50	5.03



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19. WE NEED TOUGH PENALTIES FOR CRIMINALS AND DRUG DEALERS TO KEEP THE PUBLIC SAFE.

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD			
		EAST	MID- WEST	SOUTH	WEST	DEFIN- ITELY VOTING	VERY/ SMWHT LIKELY	Very Likely	Smwht Likely
Total	2000	354	440	738	468	1558	442	269	173
AGREE	76.1	78.9	77.1	75.4	74.2	78.7	67.1	68.3	65.1
Strongly	60.8	65.1	63.6	60.3	55.7	64.9	46.4	47.8	44.1
10	40.5	42.9	38.6	42.5	37.3	44.9	25.2	26.2	23.7
9	9.0	9.2	12.7	8.0	6.7	9.1	8.4	8.0	8.9
8	11.3	13.0	12.2	9.7	11.7	10.9	12.8	13.6	11.5
7	9.3	7.2	8.2	9.0	12.5	8.7	11.5	11.7	11.2
6	6.0	6.6	5.3	6.2	6.0	5.1	9.2	8.8	9.8
NEUTRAL-5	11.1	9.1	11.1	11.3	12.1	9.4	16.8	14.7	20.0
DISAGREE	12.8	12.0	11.8	13.3	13.7	11.9	16.1	16.9	14.9
4	3.7	3.4	3.8	3.7	3.7	3.7	3.7	3.7	3.8
3	3.4	3.8	4.0	2.8	3.4	3.0	4.6	4.7	4.3
2	1.8	1.4	0.7	2.2	2.6	1.1	4.2	5.2	2.6
1	0.7	0.4	0.4	0.7	1.1	0.5	1.3	1.4	1.2
0	3.3	3.0	3.0	3.9	2.9	3.6	2.3	1.9	3.0
Mean	7.62	7.80	7.72	7.60	7.42	7.83	6.88	6.92	6.81



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19. WE NEED TOUGH PENALTIES FOR CRIMINALS AND DRUG DEALERS TO KEEP THE PUBLIC SAFE.

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN				
		UNITED STATES		FOR CONGRESS	ERS/							
		RIGHT	WRONG	REPUB-	DEMO-	UND-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	ECI-	CIDED	ROVE			PROVE	
		TION				DED						
Total	2000	540	1456	930	820	250	513	826	293	532	1174	
AGREE	76.1	71.9	77.8	85.2	67.1	71.7	73.0	70.2	68.3	71.2	80.3	
Strongly	60.8	51.4	64.4	73.3	47.9	56.7	54.8	50.3	51.7	49.5	68.2	
10	40.5	30.1	44.5	52.7	28.8	33.5	32.9	29.2	30.9	28.2	48.5	
9	9.0	7.6	9.5	10.0	7.1	11.3	10.6	7.7	7.4	7.9	9.9	
8	11.3	13.8	10.4	10.6	12.0	11.9	11.3	13.4	13.4	13.4	9.9	
7	9.3	12.2	8.3	7.5	11.6	8.4	10.6	12.5	8.6	14.7	7.0	
6	6.0	8.3	5.1	4.4	7.6	6.6	7.6	7.3	8.0	7.0	5.1	
NEUTRAL-5	11.1	13.2	10.2	7.5	14.2	14.1	12.4	14.0	15.7	13.0	9.0	
DISAGREE	12.8	14.9	12.0	7.3	18.7	14.2	14.7	15.9	16.0	15.8	10.7	
4	3.7	3.8	3.6	2.2	5.5	3.2	4.1	4.5	4.7	4.4	3.1	
3	3.4	4.5	2.9	1.6	5.6	2.8	3.2	4.8	3.2	5.6	2.4	
2	1.8	2.4	1.6	1.2	1.7	4.6	3.8	2.1	2.2	2.0	1.7	
1	0.7	0.9	0.6	0.4	0.9	0.9	0.8	0.7	0.9	0.6	0.6	
0	3.3	3.3	3.3	2.0	4.9	2.7	2.8	3.8	4.9	3.2	2.9	
Mean	7.62	7.14	7.80	8.34	6.89	7.32	7.31	7.07	7.04	7.09	8.00	



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19. WE NEED TOUGH PENALTIES FOR CRIMINALS AND DRUG DEALERS TO KEEP THE PUBLIC SAFE.

BANNER 4

	TOTAL		2020 BALLOT			PARTY			MEN			WOMEN		
			TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	
Total	2000	829	922	724	742	534	476	254	211	248	488	323		
AGREE	76.1	85.3	72.0	86.6	68.2	72.9	89.2	70.2	78.3	81.6	67.2	69.4		
Strongly	60.8	73.6	52.7	74.6	49.5	57.7	79.0	52.0	62.9	66.2	48.2	54.3		
10	40.5	54.8	31.1	54.0	30.2	36.5	56.4	32.1	39.3	49.3	29.2	34.7		
9	9.0	9.8	8.1	10.9	6.8	9.3	12.1	6.9	9.5	8.6	6.8	9.2		
8	11.3	9.1	13.5	9.7	12.5	11.8	10.4	13.0	14.1	8.3	12.3	10.4		
7	9.3	6.9	12.0	7.7	11.0	9.1	6.9	9.5	9.5	9.4	11.8	8.8		
6	6.0	4.7	7.3	4.3	7.6	6.1	3.3	8.7	5.9	6.1	7.1	6.3		
NEUTRAL-5	11.1	7.0	13.0	6.0	14.9	12.6	4.1	13.4	10.6	9.5	15.7	13.9		
DISAGREE	12.8	7.8	14.9	7.4	16.9	14.5	6.7	16.4	11.1	8.8	17.1	16.7		
4	3.7	2.4	4.6	2.6	4.1	4.6	1.7	5.2	3.6	4.3	3.5	5.2		
3	3.4	1.3	4.6	1.4	5.3	3.3	1.5	3.8	2.0	1.3	6.1	4.2		
2	1.8	1.1	1.6	0.7	2.4	2.5	0.6	1.5	1.7	1.1	2.9	2.9		
1	0.7	0.3	0.9	0.6	1.0	0.2	0.7	1.8	0.0	0.6	0.7	0.3		
0	3.3	2.8	3.2	2.1	4.0	4.0	2.4	4.1	3.7	1.6	3.9	4.1		
Mean	7.62	8.36	7.21	8.42	7.00	7.41	8.58	7.10	7.70	8.10	6.94	7.21		



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19. WE NEED TOUGH PENALTIES FOR CRIMINALS AND DRUG DEALERS TO KEEP THE PUBLIC SAFE.

BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN				DEMOCRAT			INDEPENDENT		
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	553	232	321	734	427	287	713	43	136	545	413	267	61	97	330	107
AGREE	76.1	61.9	56.3	66.0	74.9	84.4	94.3	88.4	71.2	77.9	90.0	62.8	73.8	80.1	54.0	74.6	84.9
Strongly	60.8	41.6	42.3	41.1	58.3	72.0	87.4	78.2	47.2	59.2	80.6	43.2	55.8	65.1	32.5	60.0	73.5
10	40.5	23.4	26.2	21.5	37.1	46.5	73.1	57.2	30.2	36.1	60.4	23.8	37.9	40.0	19.1	36.9	51.1
9	9.0	5.8	5.2	6.3	9.6	13.7	6.4	10.7	7.3	12.4	10.8	5.5	7.6	12.5	6.7	10.2	9.2
8	11.3	12.4	11.0	13.4	11.5	11.8	7.9	10.3	9.7	10.8	9.4	13.9	10.2	12.7	6.7	12.9	13.2
7	9.3	11.4	7.1	14.5	9.7	9.0	4.7	7.2	9.0	11.8	6.6	11.4	11.1	8.5	12.6	7.8	9.8
6	6.0	8.9	6.8	10.4	6.8	3.4	2.2	2.9	15.0	6.8	2.8	8.3	6.9	6.4	8.8	6.8	1.7
NEUTRAL-5	11.1	15.4	13.5	16.7	12.9	8.5	1.9	5.8	3.3	11.4	4.8	16.6	12.7	13.2	15.2	13.7	6.9
DISAGREE	12.8	22.7	30.3	17.3	12.2	7.1	3.8	5.8	25.6	10.7	5.2	20.5	13.5	6.7	30.9	11.8	8.2
4	3.7	6.7	7.6	6.1	3.4	1.9	1.1	1.6	10.3	3.7	1.7	5.5	2.9	0.0	10.5	3.7	2.0
3	3.4	5.8	6.6	5.3	3.8	1.7	0.0	1.0	3.3	2.8	0.9	5.8	5.0	3.9	7.2	3.3	0.0
2	1.8	3.0	3.4	2.8	2.0	0.9	0.4	0.7	3.4	0.5	0.6	3.3	1.6	0.0	1.9	2.9	1.7
1	0.7	0.6	1.1	0.3	0.9	0.5	0.5	0.5	2.2	0.8	0.5	0.6	1.6	1.3	0.0	0.3	0.0
0	3.3	6.5	11.6	2.9	2.1	2.1	1.7	2.0	6.3	3.0	1.6	5.4	2.3	1.5	11.3	1.6	4.5
Mean	7.62	6.47	6.12	6.72	7.54	8.24	9.13	8.60	6.75	7.64	8.74	6.57	7.44	7.91	5.89	7.58	8.23



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19. WE NEED TOUGH PENALTIES FOR CRIMINALS AND DRUG DEALERS TO KEEP THE PUBLIC SAFE.

BANNER 6

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	871	297	832	1062	350	46	305	1478	976	503	171	613	134	504	559
AGREE	76.1	67.3	72.3	86.7	75.9	80.6	77.1	81.2	76.7	78.3	73.5	62.0	80.2	85.3	82.7	65.4
Strongly	60.8	49.1	56.7	74.5	59.6	64.8	66.2	64.6	61.2	64.1	55.4	49.2	66.5	76.8	68.4	46.9
10	40.5	28.9	34.5	54.8	37.1	41.1	43.1	40.8	40.9	42.8	37.3	35.9	47.0	49.3	45.8	28.5
9	9.0	8.0	9.4	9.8	9.7	11.1	4.8	12.1	8.8	9.1	8.2	6.3	9.8	15.3	9.2	6.9
8	11.3	12.2	12.8	9.9	12.8	12.6	18.3	11.7	11.5	12.3	10.0	7.0	9.7	12.2	13.4	11.4
7	9.3	11.4	7.5	7.7	9.4	8.4	3.7	9.1	10.1	9.2	11.7	4.6	9.8	4.7	9.1	9.6
6	6.0	6.8	8.1	4.4	7.0	7.5	7.2	7.5	5.4	4.9	6.4	8.2	3.9	3.7	5.3	8.9
NEUTRAL-5	11.1	15.0	12.8	6.3	11.3	7.3	10.3	6.8	11.3	11.3	11.4	16.7	10.7	9.0	9.2	13.8
DISAGREE	12.8	17.7	14.8	7.0	12.8	12.1	12.7	12.0	12.0	10.4	15.1	21.4	9.1	5.8	8.1	20.9
4	3.7	5.0	3.8	2.2	3.8	4.7	3.8	4.8	3.3	2.8	4.2	5.1	2.1	4.1	2.3	6.3
3	3.4	5.1	4.6	1.2	3.7	2.3	4.2	2.1	3.3	2.9	4.2	5.9	2.9	0.3	2.1	5.4
2	1.8	1.9	4.6	0.8	2.2	1.6	1.8	1.6	1.9	1.6	2.4	1.7	1.5	0.8	1.1	2.0
1	0.7	1.0	0.6	0.3	0.8	1.2	0.0	1.4	0.5	0.6	0.2	1.0	0.4	0.0	0.5	1.2
0	3.3	4.7	1.3	2.5	2.2	2.2	2.8	2.1	3.1	2.5	4.1	7.5	2.2	0.6	2.2	5.9
Mean	7.62	6.94	7.36	8.42	7.56	7.82	7.72	7.83	7.67	7.82	7.38	6.79	8.02	8.47	8.07	6.75



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19. WE NEED TOUGH PENALTIES FOR CRIMINALS AND DRUG DEALERS TO KEEP THE PUBLIC SAFE.

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1229	771	481	290	503	437	726	334
AGREE	76.1	72.8	81.4	80.9	82.1	77.9	85.9	69.3	75.5
Strongly	60.8	57.7	65.8	65.2	66.7	63.2	73.8	53.9	55.3
10	40.5	40.0	41.4	41.4	41.3	44.2	48.1	37.0	32.5
9	9.0	7.8	10.9	11.0	10.7	7.9	12.8	7.7	8.5
8	11.3	9.9	13.5	12.8	14.7	11.1	12.9	9.1	14.3
7	9.3	8.2	11.0	11.8	9.8	8.4	7.9	8.1	15.1
6	6.0	6.9	4.6	3.9	5.6	6.4	4.2	7.3	5.1
NEUTRAL-5	11.1	12.0	9.6	8.7	11.1	9.4	6.5	13.7	13.8
DISAGREE	12.8	15.2	9.0	10.3	6.8	12.7	7.7	17.0	10.8
4	3.7	4.3	2.7	3.1	2.1	4.2	1.8	4.3	4.0
3	3.4	4.3	1.9	2.0	1.7	2.8	1.5	5.3	2.4
2	1.8	2.3	1.0	1.0	1.0	1.4	0.7	3.0	1.4
1	0.7	0.5	0.9	0.6	1.3	0.8	0.9	0.4	0.9
0	3.3	3.8	2.5	3.6	0.6	3.4	2.8	4.0	2.1
Mean	7.62	7.43	7.92	7.86	8.02	7.74	8.26	7.21	7.48



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19. WE NEED TOUGH PENALTIES FOR CRIMINALS AND DRUG DEALERS TO KEEP THE PUBLIC SAFE.

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON-WHITE	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1356	644	262	260	84	685	671	109	153	96	164
AGREE	76.1	79.5	69.1	69.9	65.0	79.1	86.3	72.5	72.1	68.2	60.1	67.9
Strongly	60.8	65.6	50.6	51.8	45.4	61.8	74.1	56.9	53.7	50.4	41.5	47.7
10	40.5	43.2	34.9	35.2	30.4	43.2	49.8	36.4	38.4	32.9	25.5	33.3
9	9.0	10.5	5.8	4.7	5.1	10.8	11.6	9.4	2.6	6.2	7.0	4.0
8	11.3	11.9	10.0	11.9	9.8	7.8	12.7	11.2	12.7	11.3	9.0	10.3
7	9.3	9.2	9.4	7.8	11.0	11.0	8.3	10.2	7.6	8.0	7.8	12.8
6	6.0	4.6	9.0	10.3	8.7	6.4	3.8	5.4	10.9	9.9	10.8	7.4
NEUTRAL-5	11.1	10.1	13.2	14.5	14.9	3.8	6.0	14.2	14.7	14.3	15.0	14.9
DISAGREE	12.8	10.5	17.8	15.7	20.0	17.1	7.7	13.4	13.2	17.4	24.8	17.2
4	3.7	2.8	5.5	3.1	6.9	8.8	1.8	3.9	2.9	3.2	9.8	5.2
3	3.4	2.8	4.5	4.6	4.7	2.9	1.4	4.3	3.5	5.4	6.6	3.6
2	1.8	0.9	3.9	4.1	4.0	2.7	0.4	1.3	3.0	4.9	3.5	4.4
1	0.7	0.5	1.1	1.2	1.1	1.2	0.6	0.3	0.8	1.6	2.9	0.0
0	3.3	3.5	2.8	2.6	3.3	1.6	3.6	3.5	2.9	2.3	2.0	4.1
Mean	7.62	7.86	7.11	7.14	6.83	7.76	8.28	7.43	7.30	7.02	6.54	7.01



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19. WE NEED TOUGH PENALTIES FOR CRIMINALS AND DRUG DEALERS TO KEEP THE PUBLIC SAFE.

BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	2000	160	257	357	332	370	524	775	1225	1106	894	940	1060
AGREE	76.1	52.5	62.4	72.2	77.5	80.8	88.5	64.9	83.2	68.7	85.3	81.6	71.2
Strongly	60.8	28.1	43.1	55.7	60.6	70.3	76.3	45.8	70.3	50.3	73.8	68.1	54.3
10	40.5	14.5	26.4	36.8	39.7	48.8	52.6	28.7	48.0	32.0	51.0	46.0	35.6
9	9.0	3.7	6.8	7.7	11.0	10.8	10.0	6.6	10.5	7.9	10.3	10.1	7.9
8	11.3	10.0	10.0	11.2	10.0	10.6	13.8	10.5	11.8	10.4	12.5	11.9	10.8
7	9.3	12.8	9.6	10.2	10.0	7.0	8.7	10.5	8.5	10.4	8.0	8.2	10.3
6	6.0	11.5	9.6	6.3	6.9	3.6	3.5	8.5	4.4	8.0	3.5	5.3	6.6
NEUTRAL-5	11.1	11.9	17.9	11.5	13.0	8.9	7.4	13.7	9.4	13.5	8.0	8.1	13.7
DISAGREE	12.8	35.7	19.7	16.2	9.4	10.3	4.1	21.4	7.4	17.8	6.7	10.3	15.1
4	3.7	9.3	4.5	6.0	2.4	3.3	1.0	6.2	2.1	5.1	1.9	3.1	4.2
3	3.4	9.3	5.3	3.4	2.8	2.8	1.4	5.3	2.2	4.5	2.0	2.2	4.4
2	1.8	8.1	3.1	2.5	1.0	0.7	0.2	3.8	0.6	3.0	0.4	1.1	2.5
1	0.7	0.3	1.2	0.8	0.8	0.8	0.2	0.8	0.5	0.8	0.5	0.8	0.5
0	3.3	8.7	5.6	3.5	2.4	2.7	1.4	5.3	2.0	4.4	1.9	3.1	3.4
Mean	7.62	5.58	6.60	7.34	7.73	8.09	8.53	6.73	8.18	7.03	8.35	7.98	7.30



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19. WE NEED TOUGH PENALTIES FOR CRIMINALS AND DRUG DEALERS TO KEEP THE PUBLIC SAFE.

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	207	497	526	771	54	187	244	455	153	310	282	315	544	1036	420
AGREE	76.1	50.6	70.1	76.3	86.7	60.1	68.4	79.8	90.6	47.2	71.1	73.2	81.2	71.9	77.5	78.1
Strongly	60.8	29.3	51.3	61.9	74.6	40.6	49.8	64.9	80.6	25.4	52.2	59.2	66.1	55.6	62.0	64.6
10	40.5	15.8	33.6	40.7	51.4	18.0	31.2	41.5	57.9	15.1	35.1	40.1	42.1	38.8	39.3	45.7
9	9.0	3.8	7.3	10.4	10.5	7.4	7.2	12.5	10.4	2.5	7.3	8.7	10.6	6.2	10.4	9.0
8	11.3	9.7	10.4	10.7	12.7	15.3	11.5	11.0	12.2	7.8	9.8	10.5	13.4	10.6	12.3	9.9
7	9.3	10.6	10.5	8.9	8.5	9.9	10.1	8.6	6.9	10.9	10.7	9.2	10.7	9.6	9.7	8.0
6	6.0	10.6	8.3	5.5	3.6	9.6	8.4	6.3	3.1	11.0	8.2	4.8	4.4	6.7	5.8	5.5
NEUTRAL-5	11.1	14.1	14.2	12.1	7.5	10.1	12.5	9.3	5.3	15.5	15.2	14.4	10.8	13.8	9.9	10.2
DISAGREE	12.8	35.3	15.7	11.7	5.7	29.8	19.1	10.9	4.1	37.2	13.7	12.4	8.0	14.2	12.6	11.7
4	3.7	8.3	4.9	3.8	1.6	12.8	5.2	3.3	0.9	6.8	4.7	4.3	2.5	4.4	3.1	4.3
3	3.4	9.5	3.6	3.3	1.7	6.0	4.6	2.4	0.7	10.7	2.9	4.2	3.0	3.5	4.1	1.5
2	1.8	7.7	2.2	1.3	0.3	3.1	2.3	1.7	0.0	9.2	2.2	1.0	0.8	1.6	1.9	2.0
1	0.7	0.2	1.2	0.7	0.4	0.0	1.7	1.0	0.4	0.3	1.0	0.3	0.4	0.7	0.8	0.2
0	3.3	9.6	3.8	2.6	1.7	7.8	5.3	2.5	2.0	10.2	3.0	2.6	1.3	4.1	2.7	3.6
Mean	7.62	5.56	7.15	7.71	8.42	6.21	6.93	7.84	8.70	5.33	7.28	7.60	8.00	7.37	7.66	7.83



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20. ENGLISH SHOULD BE THE OFFICIAL LANGUAGE OF THE UNITED STATES.

BANNER 1

	ANMP SCORE									NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
	TOTAL	10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5
Total	2000	220	313	353	413	351	229	78	43	1487	886	498	103	579	352	250	307	513	266	247
AGREE	71.8	98.8	93.8	90.1	80.2	58.0	26.5	15.0	2.3	80.3	93.6	68.5	24.0	87.1	79.8	66.7	79.2	47.2	72.8	19.7
Strongly	61.5	97.2	90.5	82.3	69.0	36.2	10.5	8.2	2.3	71.0	88.9	52.0	9.3	81.0	69.4	53.4	68.2	34.1	57.5	8.8
10	45.5	96.0	77.7	60.9	41.1	15.4	6.3	4.2	0.0	55.2	75.5	29.4	5.4	70.4	49.1	38.3	47.3	17.5	29.2	4.9
9	7.6	0.4	8.2	11.8	12.4	8.3	0.6	2.8	2.3	7.8	7.7	9.3	2.0	5.5	10.6	8.2	8.7	7.1	12.8	1.0
8	8.3	0.8	4.6	9.7	15.4	12.5	3.6	1.1	0.0	8.0	5.7	13.3	1.9	5.1	9.7	6.9	12.2	9.4	15.6	2.9
7	6.2	1.2	2.7	6.0	6.6	12.4	8.3	4.0	0.0	5.8	3.6	8.8	10.4	3.5	7.3	9.0	6.0	7.5	10.2	4.5
6	4.1	0.4	0.7	1.8	4.6	9.4	7.7	2.8	0.0	3.5	1.1	7.8	4.2	2.6	3.1	4.3	5.0	5.7	5.1	6.3
NEUTRAL-5	10.7	1.2	3.9	5.3	11.4	17.2	26.0	14.7	7.8	9.0	3.8	14.7	27.0	7.1	9.3	12.4	9.7	15.8	12.9	18.8
DISAGREE	17.4	0.0	2.3	4.7	8.4	24.9	47.5	70.3	89.8	10.6	2.7	16.9	49.0	5.8	10.9	21.0	11.1	37.0	14.2	61.6
4	2.9	0.0	0.4	1.7	2.2	4.5	8.8	6.5	2.8	2.5	0.8	3.8	10.1	1.4	3.0	3.2	3.2	4.3	2.3	6.5
3	2.2	0.0	0.3	0.4	1.2	3.4	7.8	6.5	2.6	1.4	0.3	2.2	8.1	0.5	1.2	3.6	1.9	4.3	2.3	6.4
2	2.2	0.0	0.0	0.6	0.5	4.6	5.4	11.5	6.5	1.3	0.2	1.9	8.1	0.5	2.3	2.3	0.9	4.8	3.3	6.4
1	1.5	0.0	0.0	0.3	0.5	1.9	5.2	6.2	7.3	0.9	0.1	1.3	5.1	0.4	1.2	1.3	1.0	3.2	0.7	6.0
0	8.6	0.0	1.6	1.7	4.0	10.5	20.3	39.6	70.6	4.6	1.3	7.7	17.7	3.0	3.2	10.6	4.1	20.4	5.6	36.3
Mean	7.37	9.87	9.32	8.80	7.91	5.97	4.06	2.70	1.00	8.11	9.25	6.92	4.07	8.79	8.02	6.92	7.91	5.23	7.21	3.09



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BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD			
		EAST	MID- WEST	SOUTH	WEST	DEFIN- ITELY VOTING	VERY/ SMWHT LIKELY	Very Likely	Smwht Likely
Total	2000	354	440	738	468	1558	442	269	173
AGREE	71.8	74.9	69.2	74.8	67.3	73.7	65.5	68.9	60.1
Strongly	61.5	63.7	59.8	64.9	56.2	64.9	49.5	55.4	40.3
10	45.5	45.9	44.1	50.5	38.9	49.3	32.4	35.3	27.9
9	7.6	9.3	9.1	6.2	7.2	7.6	7.9	9.7	5.2
8	8.3	8.6	6.6	8.2	10.0	8.1	9.2	10.4	7.2
7	6.2	6.6	4.8	6.8	6.5	5.3	9.5	7.2	13.2
6	4.1	4.5	4.6	3.1	4.7	3.4	6.4	6.3	6.7
NEUTRAL-5	10.7	9.8	13.1	9.6	11.0	10.1	13.1	11.7	15.2
DISAGREE	17.4	15.3	17.7	15.6	21.7	16.2	21.5	19.4	24.7
4	2.9	2.7	3.1	2.3	3.9	2.5	4.3	4.3	4.4
3	2.2	2.1	2.8	1.9	2.1	2.0	2.6	1.4	4.6
2	2.2	1.3	3.5	1.9	2.2	2.1	2.7	2.6	2.8
1	1.5	2.3	1.3	1.3	1.4	1.2	2.3	2.0	2.8
0	8.6	6.8	7.1	8.2	12.1	8.4	9.5	9.1	10.1
Mean	7.37	7.56	7.31	7.61	6.91	7.55	6.72	6.99	6.31



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BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN				
		UNITE	STATES	FOR	CONGRESS	ERS/						
		RIGHT	WRONG	REPUB-	DEMO-	UND-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	ECI-	CIDED	ROVE			PROVE	
		TION				DED						
Total	2000	540	1456	930	820	250	513	826	293	532	1174	
AGREE	71.8	60.5	76.2	84.4	59.2	66.7	68.2	61.1	57.4	63.1	79.4	
Strongly	61.5	49.1	66.3	76.6	46.8	53.4	56.9	47.0	47.3	46.8	71.7	
10	45.5	30.1	51.4	62.4	28.7	38.3	39.0	27.7	28.1	27.6	58.0	
9	7.6	9.3	7.0	7.5	7.7	8.2	8.4	9.0	10.5	8.1	6.7	
8	8.3	9.6	7.9	6.8	10.5	6.9	9.6	10.3	8.8	11.1	7.0	
7	6.2	7.6	5.8	4.9	6.9	9.0	7.9	8.8	5.5	10.7	4.4	
6	4.1	3.8	4.2	2.8	5.4	4.3	3.4	5.2	4.6	5.6	3.3	
NEUTRAL-5	10.7	15.2	9.0	7.9	13.5	12.4	12.1	12.9	12.7	13.0	9.2	
DISAGREE	17.4	24.4	14.8	7.7	27.3	21.0	19.6	26.0	29.9	23.8	11.4	
4	2.9	3.0	2.8	2.0	3.9	3.2	4.2	3.7	2.5	4.4	2.4	
3	2.2	2.5	2.1	0.7	3.4	3.6	2.8	3.6	1.4	4.8	1.2	
2	2.2	4.1	1.5	1.2	3.3	2.3	2.0	3.6	4.5	3.2	1.2	
1	1.5	3.4	0.8	0.7	2.4	1.3	1.2	2.7	3.5	2.2	0.6	
0	8.6	11.4	7.6	3.1	14.3	10.6	9.3	12.4	18.1	9.3	6.0	
Mean	7.37	6.45	7.72	8.50	6.23	6.92	7.09	6.34	6.01	6.52	8.09	



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BANNER 4

	TOTAL			2020 BALLOT			PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	829	922	724	742	534	476	254	211	248	488	323			
AGREE	71.8	87.3	62.6	84.6	59.4	71.9	88.2	63.4	76.8	77.7	57.2	68.7			
Strongly	61.5	80.3	50.0	76.8	46.6	61.6	81.4	50.7	66.9	68.0	44.4	58.1			
10	45.5	65.8	31.1	61.7	28.9	46.7	65.3	30.3	48.4	54.9	28.2	45.5			
9	7.6	7.8	7.8	8.5	7.6	6.5	10.0	10.8	6.9	5.6	6.0	6.3			
8	8.3	6.7	11.1	6.6	10.0	8.3	6.1	9.6	11.6	7.6	10.2	6.2			
7	6.2	4.3	7.7	4.9	7.8	5.8	4.7	9.4	6.5	5.3	7.0	5.5			
6	4.1	2.7	4.9	2.9	4.9	4.5	2.2	3.3	3.4	4.3	5.8	5.2			
NEUTRAL-5	10.7	7.2	12.4	7.6	13.0	11.9	5.7	10.6	10.4	11.1	14.3	12.9			
DISAGREE	17.4	5.5	25.1	7.8	27.6	16.2	6.1	25.9	12.9	11.2	28.5	18.4			
4	2.9	1.5	3.5	2.2	4.0	2.5	0.9	4.6	2.7	4.5	3.6	2.4			
3	2.2	0.8	2.4	1.1	2.9	2.6	0.9	2.8	1.3	1.7	3.0	3.4			
2	2.2	0.7	3.6	1.0	3.9	1.5	0.7	3.4	1.0	1.7	4.1	1.8			
1	1.5	0.2	2.5	0.8	2.7	0.7	0.8	2.9	0.8	0.9	2.5	0.7			
0	8.6	2.3	13.2	2.7	14.2	8.9	2.8	12.1	7.1	2.5	15.3	10.1			
Mean	7.37	8.74	6.46	8.51	6.23	7.41	8.74	6.53	7.74	8.06	6.07	7.20			



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BANNER 5

	BANNER 5																
	TOTAL	IDEOLOGY						REPUBLICAN				DEMOCRAT			INDEPENDENT		
	LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	
Total	2000	553	232	321	734	427	287	713	43	136	545	413	267	61	97	330	107
AGREE	71.8	53.7	48.7	57.4	71.3	83.4	90.9	86.4	73.6	75.3	87.8	51.4	68.2	74.0	54.8	72.2	86.6
Strongly	61.5	40.7	39.1	41.8	59.5	73.3	89.4	79.8	65.5	62.4	81.3	37.5	55.8	67.5	43.1	61.4	79.0
10	45.5	25.0	25.3	24.9	41.4	54.8	81.8	65.7	46.4	42.2	67.8	21.9	36.6	42.9	29.0	45.0	67.8
9	7.6	6.7	5.2	7.7	8.4	9.9	4.3	7.6	10.6	9.3	8.1	6.6	9.1	8.2	5.3	7.4	4.9
8	8.3	8.9	8.7	9.2	9.7	8.6	3.3	6.5	8.6	10.9	5.4	9.0	10.1	16.4	8.8	8.9	6.2
7	6.2	7.7	6.0	8.8	7.1	6.5	0.8	4.2	4.8	7.3	4.3	8.4	8.3	2.3	5.8	6.2	4.9
6	4.1	5.4	3.5	6.8	4.7	3.6	0.8	2.4	3.3	5.5	2.2	5.5	4.2	4.3	5.9	4.7	2.6
NEUTRAL-5	10.7	13.9	11.8	15.4	12.4	8.2	4.2	6.6	7.0	13.4	6.1	13.9	11.9	12.0	16.8	12.4	5.8
DISAGREE	17.4	32.4	39.5	27.2	16.3	8.4	4.8	7.0	19.4	11.3	6.1	34.6	19.9	14.0	28.4	15.4	7.6
4	2.9	4.6	5.2	4.3	3.2	1.7	0.7	1.3	5.0	3.8	1.5	4.7	3.7	0.0	4.1	2.6	0.8
3	2.2	3.1	2.9	3.2	2.6	1.7	0.0	1.0	2.8	2.7	0.6	2.9	2.4	5.2	3.7	2.8	0.7
2	2.2	5.0	6.3	4.1	1.6	0.9	0.2	0.6	7.6	1.2	0.5	5.7	1.9	0.0	1.0	1.6	1.6
1	1.5	2.7	2.5	2.8	1.3	1.1	0.0	0.7	0.0	1.4	0.7	3.6	1.8	0.0	0.0	0.9	0.7
0	8.6	16.9	22.7	12.8	7.5	3.0	4.0	3.4	3.9	2.2	2.7	17.6	10.1	8.7	19.6	7.5	3.8
Mean	7.37	5.78	5.35	6.09	7.33	8.29	9.17	8.64	7.60	7.71	8.78	5.55	6.99	7.51	5.98	7.44	8.61



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BANNER 6

	TOTAL	VOTE BEHAVIOR				VB		CONSIDER YOURSELF					RELIGION			
		COMBO	DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER	WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	871	297	832	1062	350	46	305	1478	976	503	171	613	134	504	559
AGREE	71.8	59.8	68.0	85.8	73.4	76.2	76.5	76.2	71.5	72.7	69.1	65.9	75.2	79.8	77.8	63.5
Strongly	61.5	47.0	55.0	79.0	61.7	65.5	64.3	65.7	61.4	63.0	58.3	54.4	65.3	72.8	65.9	52.5
10	45.5	29.3	41.3	64.0	42.9	44.8	39.5	45.6	46.1	47.1	44.1	42.6	49.5	60.9	47.2	38.6
9	7.6	7.5	6.5	8.2	8.8	10.1	8.4	10.3	7.3	7.0	7.9	5.6	7.2	5.1	10.2	6.5
8	8.3	10.2	7.3	6.8	10.0	10.7	16.4	9.8	8.0	8.9	6.3	6.2	8.7	6.8	8.4	7.4
7	6.2	7.4	7.7	4.5	7.0	6.0	7.2	5.8	6.4	5.8	7.7	5.3	6.7	2.0	7.7	6.2
6	4.1	5.4	5.3	2.3	4.6	4.7	4.9	4.7	3.7	4.0	3.1	6.2	3.2	5.0	4.2	4.8
NEUTRAL-5	10.7	13.1	13.6	7.2	11.5	9.4	17.2	8.3	10.6	10.9	10.2	14.5	11.0	8.4	8.6	12.6
DISAGREE	17.4	27.0	18.4	7.0	15.1	14.3	6.4	15.5	17.9	16.4	20.7	19.5	13.7	11.8	13.7	23.9
4	2.9	3.6	3.1	2.2	2.9	2.7	0.0	3.1	2.9	2.1	4.3	3.9	1.5	2.4	3.2	4.0
3	2.2	3.0	3.3	0.9	2.9	1.8	1.0	1.9	2.2	1.7	3.2	2.6	1.1	0.3	1.6	3.5
2	2.2	3.4	3.2	0.6	2.1	2.0	0.0	2.4	2.5	2.7	2.1	0.0	2.2	2.3	2.3	1.8
1	1.5	2.6	0.9	0.5	1.1	0.4	0.0	0.4	1.8	1.7	1.8	1.3	1.5	0.9	0.5	2.0
0	8.6	14.5	7.9	2.8	6.1	7.4	5.4	7.7	8.6	8.2	9.2	11.7	7.5	5.9	6.1	12.5
Mean	7.37	6.25	7.12	8.63	7.49	7.62	7.71	7.61	7.36	7.44	7.19	6.98	7.65	8.12	7.76	6.71



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BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1229	771	481	290	503	437	726	334
AGREE	71.8	70.7	73.8	72.8	75.4	79.0	78.9	64.9	67.0
Strongly	61.5	61.2	62.0	60.8	64.1	70.5	69.2	54.8	52.6
10	45.5	46.7	43.6	42.6	45.3	54.5	49.3	41.4	36.1
9	7.6	6.4	9.6	9.8	9.2	8.0	11.2	5.4	7.4
8	8.3	8.0	8.8	8.4	9.5	8.0	8.6	8.1	9.1
7	6.2	5.5	7.4	8.1	6.1	5.5	7.4	5.6	7.3
6	4.1	3.9	4.4	3.9	5.2	3.1	2.4	4.4	7.0
NEUTRAL-5	10.7	11.3	9.8	10.4	8.9	8.5	7.6	13.2	12.8
DISAGREE	17.4	18.0	16.4	16.9	15.7	12.5	13.5	21.9	20.2
4	2.9	2.9	3.0	2.8	3.4	2.5	2.1	3.1	4.2
3	2.2	2.9	1.0	1.0	1.1	1.8	1.1	3.6	0.9
2	2.2	2.4	1.9	2.9	0.4	1.7	1.2	2.8	2.9
1	1.5	1.5	1.5	1.2	1.9	0.7	2.1	2.0	0.7
0	8.6	8.4	8.9	9.0	8.8	5.7	7.0	10.3	11.5
Mean	7.37	7.35	7.40	7.34	7.51	8.00	7.83	6.90	6.84



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BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1356	644	262	260	84	685	671	109	153	96	164
AGREE	71.8	76.7	61.7	56.1	65.9	74.5	83.1	70.1	63.5	50.8	71.4	62.6
Strongly	61.5	67.6	48.7	42.8	51.9	59.5	75.7	59.4	49.2	38.2	55.3	49.9
10	45.5	51.9	32.2	29.4	32.8	37.5	58.1	45.5	34.1	26.1	32.4	33.0
9	7.6	7.8	7.2	5.6	6.8	12.8	10.6	5.0	3.6	7.0	9.5	5.3
8	8.3	7.9	9.3	7.8	12.3	9.2	7.0	8.8	11.5	5.2	13.4	11.6
7	6.2	5.3	8.3	8.3	9.3	9.0	5.0	5.5	9.6	7.3	12.6	7.4
6	4.1	3.8	4.7	5.0	4.7	6.0	2.4	5.2	4.7	5.2	3.5	5.3
NEUTRAL-5	10.7	9.9	12.5	14.6	11.0	11.6	6.5	13.4	14.0	15.1	11.1	10.9
DISAGREE	17.4	13.4	25.8	29.3	23.1	13.9	10.4	16.5	22.6	34.1	17.5	26.5
4	2.9	2.5	3.9	4.7	3.3	3.8	1.8	3.2	5.1	4.3	3.5	3.2
3	2.2	1.7	3.2	2.5	3.3	4.0	1.2	2.2	1.6	3.1	2.1	4.0
2	2.2	1.5	3.6	5.0	3.1	1.2	1.0	2.1	3.8	6.0	3.2	3.1
1	1.5	1.3	1.7	0.9	3.0	0.0	1.5	1.2	0.8	1.0	2.0	3.5
0	8.6	6.4	13.4	16.3	10.4	4.8	5.0	7.8	11.3	19.8	6.6	12.7
Mean	7.37	7.81	6.44	6.05	6.68	7.51	8.29	7.33	6.64	5.62	7.10	6.43



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BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	2000	160	257	357	332	370	524	775	1225	1106	894	940	1060
AGREE	71.8	39.6	58.0	67.7	75.7	81.4	82.2	58.7	80.2	63.8	81.8	79.0	65.5
Strongly	61.5	23.3	51.5	56.2	61.7	73.4	73.2	47.8	70.2	52.0	73.3	69.9	54.1
10	45.5	14.2	33.7	40.9	47.7	55.8	55.5	33.0	53.5	37.4	55.6	52.1	39.7
9	7.6	3.2	7.3	8.5	7.0	9.2	7.9	7.0	8.1	7.0	8.5	9.5	6.0
8	8.3	5.9	10.4	6.8	7.1	8.4	9.9	7.8	8.7	7.6	9.2	8.3	8.4
7	6.2	9.7	3.6	7.1	9.3	4.1	5.5	6.5	6.1	7.3	4.9	6.4	6.1
6	4.1	6.7	2.9	4.3	4.7	3.9	3.4	4.3	3.9	4.4	3.6	2.8	5.2
NEUTRAL-5	10.7	16.9	15.6	13.1	10.5	7.8	7.1	14.7	8.3	13.4	7.4	8.1	13.1
DISAGREE	17.4	43.5	26.4	19.2	13.9	10.8	10.7	26.6	11.6	22.8	10.7	12.9	21.4
4	2.9	7.2	5.8	2.2	2.5	1.7	1.8	4.4	2.0	3.9	1.8	2.3	3.5
3	2.2	6.7	3.9	2.2	1.4	1.0	1.2	3.7	1.2	3.0	1.1	1.5	2.8
2	2.2	4.0	4.3	2.4	1.3	2.2	1.1	3.4	1.5	2.8	1.5	1.5	2.9
1	1.5	3.3	1.3	2.0	1.1	0.8	1.3	2.0	1.1	1.8	1.1	1.4	1.6
0	8.6	22.2	11.1	10.5	7.5	5.0	5.3	13.1	5.8	11.4	5.2	6.3	10.7
Mean	7.37	4.70	6.52	7.03	7.60	8.15	8.14	6.38	7.99	6.75	8.14	7.92	6.88



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AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

20. ENGLISH SHOULD BE THE OFFICIAL LANGUAGE OF THE UNITED STATES.

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	207	497	526	771	54	187	244	455	153	310	282	315	544	1036	420
AGREE	71.8	42.7	63.4	75.3	82.8	53.9	69.4	79.6	85.5	38.8	59.7	71.6	78.7	66.6	72.3	77.4
Strongly	61.5	27.4	54.5	63.2	74.1	34.5	61.2	66.9	79.2	24.9	50.4	60.0	66.8	54.1	62.3	69.1
10	45.5	16.7	37.5	49.1	56.0	18.9	41.3	51.8	60.6	15.9	35.2	46.9	49.4	38.4	45.4	55.1
9	7.6	5.2	7.4	6.8	9.0	8.1	9.5	9.0	9.9	4.3	6.1	4.9	7.7	6.9	8.3	7.0
8	8.3	5.5	9.6	7.2	9.1	7.5	10.4	6.1	8.6	4.8	9.1	8.2	9.7	8.8	8.6	7.0
7	6.2	9.4	5.4	7.4	5.1	16.9	5.6	8.4	4.3	6.8	5.3	6.6	6.2	8.8	5.5	4.7
6	4.1	5.9	3.5	4.7	3.5	2.5	2.6	4.3	2.0	7.0	4.0	5.1	5.7	3.7	4.5	3.6
NEUTRAL-5	10.7	16.8	14.3	10.5	7.0	19.3	11.1	8.3	5.4	15.9	16.2	12.4	9.3	11.9	10.0	11.2
DISAGREE	17.4	40.5	22.3	14.2	10.2	26.9	19.5	12.1	9.1	45.3	24.1	16.0	11.9	21.5	17.7	11.4
4	2.9	6.4	4.3	1.9	1.8	6.4	2.6	2.0	1.9	6.4	5.3	1.8	1.7	3.6	2.7	2.6
3	2.2	7.2	2.1	2.1	0.9	4.8	1.5	1.9	0.9	8.0	2.5	2.2	1.0	2.6	2.2	1.5
2	2.2	4.6	3.0	2.2	1.1	4.5	2.7	1.8	0.4	4.7	3.1	2.5	2.0	1.8	2.9	1.0
1	1.5	2.6	1.7	1.1	1.3	0.9	2.2	1.3	1.1	3.1	1.3	1.0	1.6	2.6	1.3	0.4
0	8.6	19.7	11.3	6.9	5.1	10.2	10.5	5.1	4.7	23.1	11.8	8.4	5.6	10.9	8.6	5.8
Mean	7.37	5.02	6.79	7.63	8.20	6.02	7.14	7.92	8.46	4.67	6.58	7.37	7.81	6.88	7.38	7.98



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AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
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21. ABLE BODIED ADULTS SHOULD BE REQUIRED TO WORK, BE LOOKING FOR WORK, OR GOING TO SCHOOL TO RECEIVE WELFARE BENEFITS.

BANNER 1

	ANMP SCORE										NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO		
	TOTAL	10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5
Total	2000	220	313	353	413	351	229	78	43	1487	886	498	103	579	352	250	307	513	266	247
AGREE	75.8	99.1	96.4	91.2	82.7	62.2	41.6	22.6	2.9	83.2	95.0	73.1	30.0	88.7	82.9	68.7	84.6	54.3	73.5	33.7
Strongly	59.7	98.5	89.3	80.7	63.6	32.9	13.8	5.0	0.0	69.5	88.2	48.7	10.0	79.7	66.3	48.8	70.8	31.4	51.1	10.2
10	39.2	92.5	67.1	53.0	28.3	14.9	4.7	3.5	0.0	46.9	67.8	19.2	2.0	60.2	40.8	30.7	42.2	16.6	27.7	4.6
9	8.8	2.4	12.0	13.5	14.1	4.7	4.3	0.0	0.0	9.9	10.2	10.4	4.4	9.0	11.2	8.5	11.2	5.5	8.6	2.1
8	11.8	3.6	10.2	14.2	21.1	13.4	4.8	1.5	0.0	12.7	10.1	19.0	3.5	10.5	14.3	9.6	17.4	9.3	14.8	3.4
7	8.9	0.7	6.0	8.6	10.9	15.1	10.6	6.2	0.0	7.9	5.7	12.3	4.8	6.4	9.6	9.9	6.9	11.9	13.8	9.7
6	7.2	0.0	1.2	1.8	8.2	14.1	17.2	11.4	2.9	5.8	1.1	12.2	15.2	2.6	7.0	10.0	7.0	11.1	8.6	13.7
NEUTRAL-5	11.0	0.9	3.0	4.3	8.7	19.2	29.9	20.9	10.6	9.1	3.0	14.8	33.4	6.3	8.2	17.8	8.2	16.5	11.2	22.2
DISAGREE	13.3	0.0	0.6	4.5	8.7	18.6	28.5	56.5	86.5	7.8	2.0	12.1	36.6	5.0	8.9	13.5	7.2	29.2	15.3	44.1
4	3.3	0.0	0.3	1.2	3.2	6.5	6.6	12.1	1.9	2.5	0.6	4.7	8.9	0.7	3.8	3.6	3.6	5.6	4.8	6.5
3	2.4	0.0	0.0	0.7	1.8	3.3	7.0	10.7	7.1	1.8	0.3	2.6	10.5	1.5	3.0	1.5	1.1	4.4	2.2	6.7
2	2.1	0.0	0.0	1.1	0.4	2.7	4.7	10.1	19.8	1.4	0.4	1.6	8.8	1.6	0.7	3.1	0.6	4.2	1.2	7.4
1	1.4	0.0	0.0	0.2	0.3	1.7	4.2	5.3	14.6	0.7	0.1	0.9	4.4	0.4	0.6	1.8	0.3	3.5	1.0	6.3
0	4.0	0.0	0.3	1.4	3.0	4.5	6.0	18.3	43.1	1.4	0.7	2.3	4.1	0.9	0.8	3.5	1.6	11.5	6.2	17.2
Mean	7.51	9.84	9.25	8.67	7.67	6.28	5.12	3.69	1.54	8.14	9.17	7.02	4.69	8.70	8.00	7.05	8.12	5.69	7.06	4.22



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21. ABLE BODIED ADULTS SHOULD BE REQUIRED TO WORK, BE LOOKING FOR WORK, OR GOING TO SCHOOL TO RECEIVE WELFARE BENEFITS.

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD			
		EAST	MID- WEST	SOUTH	WEST	DEFIN- ITELY VOTING	VERY/ SMWHT LIKELY	Very Likely	Smwht Likely
Total	2000	354	440	738	468	1558	442	269	173
AGREE	75.8	79.6	75.0	77.0	71.7	77.7	68.8	72.1	63.7
Strongly	59.7	60.6	62.7	61.0	54.3	62.7	49.3	54.0	42.0
10	39.2	39.6	38.9	42.5	33.8	42.7	26.6	27.3	25.5
9	8.8	8.9	10.4	8.1	8.2	8.5	9.6	12.0	5.8
8	11.8	12.2	13.5	10.4	12.3	11.4	13.2	14.8	10.7
7	8.9	10.0	7.7	9.9	7.5	9.0	8.5	8.9	7.9
6	7.2	9.0	4.6	6.1	9.9	6.1	11.0	9.2	13.8
NEUTRAL-5	11.0	10.2	10.2	10.4	13.1	9.1	17.5	13.5	23.8
DISAGREE	13.3	10.2	14.8	12.6	15.2	13.2	13.7	14.4	12.6
4	3.3	1.3	3.7	3.3	4.5	3.2	3.7	2.3	6.0
3	2.4	2.1	3.0	2.4	2.1	2.2	3.3	3.8	2.7
2	2.1	2.5	1.6	2.2	2.2	2.2	1.6	2.4	0.5
1	1.4	1.4	1.6	1.4	1.2	1.4	1.4	2.1	0.3
0	4.0	2.9	4.9	3.3	5.2	4.1	3.6	3.9	3.1
Mean	7.51	7.66	7.50	7.65	7.18	7.66	7.00	7.11	6.83



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

21. ABLE BODIED ADULTS SHOULD BE REQUIRED TO WORK, BE LOOKING FOR WORK, OR GOING TO SCHOOL TO RECEIVE WELFARE BENEFITS.

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN				
		UNITED STATES		FOR CONGRESS	ERS/							
		RIGHT	WRONG	REPUB-	DEMO-	UND-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	ECI-	CIDED	ROVE			PROVE	
		TION				DED						
Total	2000	540	1456	930	820	250	513	826	293	532	1174	
AGREE	75.8	68.4	78.6	86.5	65.7	68.7	72.3	67.1	62.4	69.7	81.8	
Strongly	59.7	48.3	64.0	74.6	46.2	48.8	53.1	46.8	45.1	47.8	68.8	
10	39.2	25.5	44.3	52.9	26.2	30.7	31.3	25.7	28.4	24.2	48.6	
9	8.8	8.6	8.8	9.9	7.6	8.5	10.6	8.4	5.8	9.9	9.0	
8	11.8	14.2	10.9	11.9	12.4	9.6	11.1	12.7	10.9	13.7	11.2	
7	8.9	11.3	8.0	7.6	10.0	9.9	10.2	11.0	10.2	11.4	7.4	
6	7.2	8.8	6.6	4.3	9.5	10.0	9.0	9.3	7.1	10.6	5.6	
NEUTRAL-5	11.0	12.5	10.3	7.0	13.4	17.8	14.5	12.5	14.9	11.2	9.9	
DISAGREE	13.3	19.1	11.1	6.5	20.9	13.5	13.2	20.4	22.7	19.1	8.3	
4	3.3	4.0	3.0	1.9	4.9	3.6	4.2	4.7	4.4	4.9	2.4	
3	2.4	4.1	1.8	2.1	3.1	1.5	1.6	3.7	3.4	3.9	1.5	
2	2.1	2.4	2.0	1.2	2.8	3.1	2.5	2.8	2.4	3.0	1.6	
1	1.4	2.9	0.8	0.5	2.3	1.8	1.7	2.4	3.2	2.0	0.7	
0	4.0	5.8	3.4	0.8	7.8	3.5	3.2	6.7	9.3	5.3	2.1	
Mean	7.51	6.76	7.79	8.43	6.60	7.05	7.24	6.68	6.48	6.79	8.09	



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BANNER 4

	TOTAL		2020 BALLOT				PARTY			MEN			WOMEN		
			TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT
Total	2000	829	922	724	742	534	476	254	211	248	488	323			
AGREE	75.8	87.2	68.8	87.2	65.1	75.1	89.4	66.2	78.5	83.0	64.6	72.9			
Strongly	59.7	76.3	48.3	75.6	46.2	57.0	78.8	46.5	59.4	69.6	46.0	55.4			
10	39.2	54.6	27.9	52.4	28.2	36.4	53.7	26.0	35.1	49.9	29.4	37.3			
9	8.8	10.2	7.7	10.8	7.8	7.4	12.4	10.3	9.5	7.6	6.5	6.1			
8	11.8	11.5	12.7	12.5	10.2	13.1	12.7	10.3	14.8	12.1	10.2	12.0			
7	8.9	6.7	11.1	7.6	9.7	9.6	7.8	9.4	10.4	7.1	9.8	9.1			
6	7.2	4.2	9.4	4.0	9.3	8.5	2.8	10.2	8.7	6.3	8.8	8.3			
NEUTRAL-5	11.0	7.3	11.8	6.5	14.2	12.6	4.4	13.4	10.2	10.3	14.6	14.2			
DISAGREE	13.3	5.5	19.3	6.4	20.7	12.3	6.2	20.5	11.3	6.7	20.9	13.0			
4	3.3	1.2	5.0	1.5	5.3	3.0	1.5	5.1	2.4	1.5	5.5	3.4			
3	2.4	1.6	3.1	2.1	2.9	2.2	2.1	2.0	1.9	2.1	3.3	2.4			
2	2.1	1.1	3.0	1.0	2.7	2.8	1.1	2.7	2.7	1.0	2.7	2.8			
1	1.4	0.4	2.2	0.7	2.2	1.2	0.9	3.3	1.2	0.4	1.7	1.1			
0	4.0	1.1	6.0	1.1	7.5	3.1	0.7	7.3	3.1	1.7	7.6	3.2			
Mean	7.51	8.51	6.81	8.44	6.66	7.43	8.58	6.64	7.53	8.18	6.66	7.36			



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BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN				DEMOCRAT			INDEPENDENT		
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	553	232	321	734	427	287	713	43	136	545	413	267	61	97	330	107
AGREE	75.8	60.7	52.9	66.4	74.0	87.0	92.5	89.2	68.6	77.5	91.1	58.9	72.4	75.4	65.1	73.9	87.6
Strongly	59.7	39.8	34.8	43.3	57.3	72.5	85.4	77.7	50.2	61.9	81.0	37.3	57.1	58.7	45.4	55.7	71.5
10	39.2	23.9	22.8	24.7	35.0	45.3	69.9	55.2	40.0	36.3	57.3	22.1	35.8	36.1	24.4	33.9	55.3
9	8.8	5.2	4.2	6.0	9.2	13.8	6.8	11.0	1.1	10.3	11.6	5.5	10.6	10.7	6.1	7.7	7.9
8	11.8	10.6	7.8	12.6	13.1	13.3	8.7	11.5	9.1	15.3	12.0	9.7	10.6	11.9	15.0	14.1	8.3
7	8.9	10.3	9.7	10.7	8.8	10.2	4.5	7.9	13.1	9.2	6.7	10.2	8.5	11.2	9.4	8.9	11.9
6	7.2	10.7	8.5	12.4	7.9	4.3	2.6	3.6	5.3	6.4	3.3	11.4	6.8	5.5	10.2	9.4	4.2
NEUTRAL-5	11.0	13.4	16.0	11.4	13.7	7.0	5.1	6.3	3.7	13.6	4.9	15.0	12.4	16.1	10.6	14.8	7.6
DISAGREE	13.3	25.9	31.1	22.2	12.3	6.0	2.4	4.5	27.7	8.9	4.1	26.1	15.2	8.4	24.3	11.3	4.8
4	3.3	5.8	6.4	5.3	4.0	1.2	0.0	0.7	4.1	3.5	0.7	6.0	5.3	1.5	5.7	3.2	0.0
3	2.4	4.9	3.7	5.7	2.0	1.4	0.3	1.0	16.3	1.5	1.1	3.7	2.3	0.0	4.8	1.9	0.8
2	2.1	3.6	5.3	2.4	2.0	1.2	1.0	1.1	1.0	0.8	1.1	4.0	1.3	0.0	3.0	3.0	1.7
1	1.4	3.1	2.5	3.6	0.9	0.6	0.4	0.5	3.9	1.0	0.4	3.1	1.3	0.0	2.7	0.6	1.5
0	4.0	8.5	13.1	5.2	3.3	1.6	0.7	1.3	2.3	2.1	0.7	9.3	5.0	6.9	8.0	2.5	0.8
Mean	7.51	6.22	5.77	6.55	7.42	8.29	9.06	8.60	6.96	7.70	8.75	6.09	7.33	7.51	6.45	7.39	8.44



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BANNER 6

	TOTAL	VOTE BEHAVIOR				VB		CONSIDER YOURSELF					RELIGION			
						COMBO										
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER	WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC	NON- RELI- GIOUS
Total	2000	871	297	832	1062	350	46	305	1478	976	503	171	613	134	504	559
AGREE	75.8	66.8	70.8	86.9	78.2	81.3	71.3	82.9	76.3	79.2	70.6	60.1	77.6	86.4	82.7	67.1
Strongly	59.7	46.3	52.8	76.2	60.1	66.0	66.4	66.0	60.0	62.6	54.9	44.8	64.1	76.4	66.4	48.4
10	39.2	27.1	32.8	54.1	37.1	43.6	43.6	43.6	39.0	40.1	37.0	31.0	42.8	52.1	41.9	32.3
9	8.8	7.2	9.5	10.1	10.1	9.1	7.8	9.3	9.4	10.4	7.4	3.0	9.4	9.3	11.0	7.0
8	11.8	12.0	10.6	12.0	13.0	13.3	15.0	13.1	11.6	12.1	10.5	10.8	11.9	15.0	13.6	9.1
7	8.9	10.4	10.0	6.9	9.9	9.2	4.9	9.8	8.8	8.5	9.4	8.8	8.8	7.8	10.0	8.6
6	7.2	10.1	8.0	3.8	8.2	6.1	0.0	7.1	7.5	8.1	6.3	6.5	4.7	2.2	6.3	10.2
NEUTRAL-5	11.0	13.0	14.3	7.6	10.5	7.2	11.5	6.6	11.4	11.2	11.8	14.5	10.5	5.1	8.2	15.2
DISAGREE	13.3	20.1	14.8	5.5	11.3	11.4	17.2	10.6	12.3	9.6	17.6	25.4	11.9	8.6	9.1	17.6
4	3.3	5.0	5.4	0.9	3.8	3.9	4.9	3.8	3.2	2.8	4.1	3.1	3.5	2.1	2.4	4.3
3	2.4	2.8	3.4	1.7	2.6	1.8	3.1	1.6	2.5	1.9	3.7	2.7	2.4	2.8	2.5	2.7
2	2.1	2.9	2.5	1.2	1.7	1.0	2.7	0.8	1.9	0.9	3.7	6.7	1.8	0.0	0.9	3.8
1	1.4	2.3	1.1	0.5	1.4	2.2	0.0	2.5	1.1	0.9	1.6	2.1	1.1	0.6	1.1	1.4
0	4.0	7.1	2.5	1.3	1.8	2.5	6.5	1.9	3.6	3.1	4.5	10.9	3.0	3.1	2.2	5.5
Mean	7.51	6.67	7.25	8.48	7.64	7.87	7.52	7.92	7.56	7.75	7.19	6.32	7.76	8.35	7.95	6.90



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21. ABLE BODIED ADULTS SHOULD BE REQUIRED TO WORK, BE LOOKING FOR WORK, OR GOING TO SCHOOL TO RECEIVE WELFARE BENEFITS.

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1229	771	481	290	503	437	726	334
AGREE	75.8	73.3	79.7	78.9	81.0	78.7	82.9	69.5	75.5
Strongly	59.7	56.7	64.5	62.5	67.9	61.9	70.2	53.2	57.1
10	39.2	38.2	40.7	38.7	44.1	40.7	43.5	36.4	37.1
9	8.8	7.7	10.4	9.0	12.9	10.3	12.2	5.9	8.2
8	11.8	10.9	13.3	14.8	10.9	10.8	14.5	10.9	11.8
7	8.9	9.1	8.6	9.4	7.3	9.7	7.8	8.6	9.7
6	7.2	7.5	6.6	7.0	5.9	7.2	4.9	7.8	8.8
NEUTRAL-5	11.0	13.0	7.8	7.9	7.6	10.6	5.2	14.6	11.0
DISAGREE	13.3	13.7	12.5	13.2	11.4	10.6	11.9	15.9	13.4
4	3.3	3.0	3.9	3.9	3.9	1.5	4.0	4.0	3.7
3	2.4	2.6	2.1	1.8	2.6	1.7	2.4	3.2	1.8
2	2.1	2.5	1.5	1.8	1.1	2.4	1.4	2.6	1.8
1	1.4	1.1	1.8	2.1	1.3	1.1	2.2	1.2	1.3
0	4.0	4.5	3.2	3.6	2.4	4.0	2.0	4.9	4.8
Mean	7.51	7.37	7.73	7.60	7.95	7.68	7.99	7.16	7.40



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

21. ABLE BODIED ADULTS SHOULD BE REQUIRED TO WORK, BE LOOKING FOR WORK, OR GOING TO SCHOOL TO RECEIVE WELFARE BENEFITS.

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON-WHITE	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1356	644	262	260	84	685	671	109	153	96	164
AGREE	75.8	79.1	68.7	68.4	66.9	81.5	84.0	74.1	71.4	66.2	69.5	65.3
Strongly	59.7	63.7	51.4	50.8	48.9	69.4	71.0	56.2	52.5	49.6	47.5	49.7
10	39.2	42.6	31.8	31.3	30.7	42.2	46.5	38.7	30.2	32.1	29.6	31.4
9	8.8	8.9	8.4	7.6	7.7	12.8	11.8	6.0	10.2	5.7	6.8	8.3
8	11.8	12.1	11.3	11.9	10.5	14.4	12.7	11.5	12.1	11.8	11.2	10.1
7	8.9	8.7	9.3	9.5	11.1	5.0	8.0	9.3	10.7	8.7	12.7	10.1
6	7.2	6.8	7.9	8.0	6.9	7.1	5.0	8.6	8.2	7.9	9.3	5.5
NEUTRAL-5	11.0	9.2	14.7	17.0	14.7	3.1	6.2	12.2	15.5	18.1	14.4	14.9
DISAGREE	13.3	11.7	16.6	14.7	18.4	15.4	9.8	13.7	13.1	15.8	16.0	19.8
4	3.3	2.5	5.1	4.1	6.5	5.1	2.0	3.0	4.2	4.0	6.1	6.7
3	2.4	2.1	3.2	3.0	4.2	1.0	1.7	2.4	2.0	3.6	3.4	4.7
2	2.1	2.6	1.1	1.4	0.4	2.1	1.9	3.3	1.9	1.1	0.0	0.6
1	1.4	1.2	1.8	1.0	2.1	4.3	1.1	1.3	2.4	0.0	3.7	1.1
0	4.0	3.4	5.4	5.2	5.3	2.8	3.0	3.7	2.7	7.0	2.8	6.7
Mean	7.51	7.73	7.04	7.05	6.94	7.77	8.08	7.38	7.21	6.94	7.01	6.90



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21. ABLE BODIED ADULTS SHOULD BE REQUIRED TO WORK, BE LOOKING FOR WORK, OR GOING TO SCHOOL TO RECEIVE WELFARE BENEFITS.

BANNER 9

	TOTAL	AGE						AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
Total	2000	160	257	357	332	370	524	775	1225	1106	894	940	1060	
AGREE	75.8	56.3	69.1	74.2	72.7	78.9	85.7	68.8	80.1	70.0	82.9	80.7	71.4	
Strongly	59.7	31.6	47.7	60.3	57.2	66.6	70.6	50.2	65.8	52.3	68.9	65.7	54.4	
10	39.2	17.2	28.7	39.3	36.7	44.1	49.0	31.2	44.2	32.9	46.9	42.0	36.6	
9	8.8	3.7	7.1	10.7	8.6	8.6	10.0	8.0	9.2	8.2	9.4	11.2	6.6	
8	11.8	10.6	11.9	10.3	11.9	14.0	11.5	10.9	12.4	11.2	12.6	12.5	11.2	
7	8.9	10.5	9.4	7.8	9.3	7.8	9.4	8.9	8.9	9.0	8.7	8.8	8.9	
6	7.2	14.2	12.0	6.2	6.2	4.5	5.7	9.8	5.5	8.7	5.2	6.1	8.1	
NEUTRAL-5	11.0	23.4	14.3	11.9	12.7	7.5	6.2	15.1	8.4	14.4	6.8	8.1	13.5	
DISAGREE	13.3	20.3	16.6	13.9	14.6	13.6	8.1	16.1	11.5	15.6	10.4	11.2	15.1	
4	3.3	8.5	4.0	2.2	5.1	1.4	2.4	4.1	2.8	4.4	2.0	2.7	3.9	
3	2.4	1.7	4.0	2.2	2.7	3.8	0.9	2.7	2.3	2.7	2.1	2.0	2.8	
2	2.1	2.8	2.9	2.7	1.1	1.8	2.0	2.8	1.7	2.3	1.9	1.9	2.3	
1	1.4	2.9	0.8	1.3	1.2	2.5	0.7	1.4	1.4	1.4	1.4	1.6	1.2	
0	4.0	4.4	4.9	5.6	4.5	4.0	2.1	5.1	3.3	4.9	2.9	3.0	4.9	
Mean	7.51	6.14	6.90	7.44	7.37	7.72	8.21	6.99	7.84	7.11	8.01	7.82	7.23	



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21. ABLE BODIED ADULTS SHOULD BE REQUIRED TO WORK, BE LOOKING FOR WORK, OR GOING TO SCHOOL TO RECEIVE WELFARE BENEFITS.

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	URBAN	SUB-URBAN	RURAL
		NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG			
Total	2000	207	497	526	771	54	187	244	455	153	310	282	315	544	1036	420
AGREE	75.8	56.1	73.2	73.5	84.2	59.6	76.2	76.6	87.1	54.9	71.4	70.8	80.0	68.7	78.1	79.2
Strongly	59.7	32.1	56.5	58.3	70.2	31.1	56.1	61.1	76.2	32.4	56.8	55.8	61.5	52.7	62.0	63.2
10	39.2	17.2	36.0	37.2	48.4	6.1	34.6	36.0	52.5	21.1	36.8	38.3	42.4	33.2	40.4	43.8
9	8.8	3.5	10.1	7.7	10.0	5.9	12.6	11.0	11.4	2.7	8.6	4.9	8.0	8.3	9.6	7.4
8	11.8	11.4	10.5	13.3	11.8	19.2	8.9	14.1	12.3	8.6	11.4	12.6	11.0	11.2	12.1	12.0
7	8.9	9.9	7.8	9.6	8.8	11.4	7.7	11.2	7.8	9.4	7.9	8.3	10.3	7.5	9.3	9.7
6	7.2	14.2	8.8	5.6	5.2	17.0	12.5	4.3	3.2	13.1	6.7	6.7	8.2	8.5	6.8	6.3
NEUTRAL-5	11.0	24.0	11.4	12.2	6.3	22.8	7.1	10.2	5.8	24.4	14.0	14.1	7.1	13.9	10.1	9.2
DISAGREE	13.3	19.9	15.4	14.3	9.5	17.6	16.7	13.2	7.1	20.7	14.6	15.2	12.9	17.4	11.8	11.6
4	3.3	7.9	2.9	4.1	1.9	10.3	2.2	3.2	1.6	7.1	3.4	4.8	2.2	4.3	3.3	2.2
3	2.4	2.0	3.3	2.3	2.0	1.7	2.6	2.3	1.7	2.1	3.8	2.4	2.4	2.6	2.3	2.4
2	2.1	3.8	2.4	1.4	2.0	0.0	4.2	1.4	1.4	5.2	1.3	1.3	2.8	2.4	1.8	2.7
1	1.4	2.2	1.1	1.9	1.0	3.3	2.0	2.7	0.7	1.9	0.6	1.3	1.4	2.0	1.2	1.0
0	4.0	3.9	5.6	4.6	2.6	2.3	5.8	3.6	1.7	4.5	5.5	5.4	4.0	6.1	3.2	3.3
Mean	7.51	6.16	7.27	7.39	8.11	6.13	7.21	7.52	8.43	6.17	7.30	7.27	7.65	7.01	7.68	7.75



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22. THE UNITED STATES SHOULD PURSUE ENERGY INDEPENDENCE EVEN IF IT MEANS USING DOMESTIC OIL AND NATURAL GAS.

BANNER 1

	TOTAL	ANMP SCORE								NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
		10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5
Total	2000	220	313	353	413	351	229	78	43	1487	886	498	103	579	352	250	307	513	266	247
AGREE	71.4	99.1	91.7	85.1	71.4	60.8	39.2	23.0	12.4	77.6	90.9	64.4	27.6	87.0	75.8	60.2	76.2	53.1	70.6	34.3
Strongly	52.9	99.1	86.2	69.5	45.7	26.7	14.1	10.9	5.4	61.4	82.7	34.2	9.7	78.3	57.0	40.3	51.7	28.3	42.2	13.4
10	33.8	94.3	63.6	39.7	18.1	9.5	7.9	2.3	2.6	41.6	61.7	13.6	4.5	64.7	30.4	20.7	28.1	11.0	15.1	6.6
9	8.8	2.5	11.9	14.1	13.3	7.0	1.5	0.0	0.0	9.0	10.5	8.1	1.0	7.8	12.0	5.8	10.5	8.1	14.8	0.9
8	10.4	2.3	10.6	15.7	14.3	10.1	4.8	8.7	2.7	10.8	10.6	12.4	4.2	5.8	14.6	13.8	13.2	9.2	12.2	5.9
7	10.6	0.0	4.8	10.9	14.4	19.3	12.3	3.4	2.1	10.3	6.0	18.3	7.7	6.0	11.4	11.4	16.1	11.7	13.5	9.7
6	7.8	0.0	0.8	4.8	11.3	14.9	12.8	8.8	4.9	6.0	2.2	11.9	10.2	2.8	7.4	8.5	8.4	13.1	14.9	11.2
NEUTRAL-5	14.9	0.9	5.6	9.1	16.1	23.2	30.4	24.8	20.9	12.9	5.8	21.4	33.1	5.7	13.9	26.9	14.1	20.5	15.5	25.8
DISAGREE	13.8	0.0	2.6	5.8	12.5	16.0	30.4	52.1	66.7	9.4	3.2	14.2	39.3	7.3	10.3	12.9	9.7	26.4	13.9	39.9
4	4.0	0.0	1.3	0.8	3.5	6.3	11.1	12.6	4.4	3.3	0.8	5.0	17.0	3.2	2.2	5.1	3.3	6.2	4.5	8.0
3	3.7	0.0	0.2	0.9	3.8	3.8	10.3	15.9	12.0	2.1	0.4	4.0	7.7	0.8	4.1	3.1	1.7	8.2	3.3	13.5
2	1.7	0.0	0.3	1.0	1.3	2.2	3.7	8.2	5.0	1.1	0.5	1.9	2.4	0.4	1.7	0.5	2.1	3.6	1.4	5.9
1	1.4	0.0	0.3	1.0	0.9	1.5	1.8	6.6	10.1	1.1	0.5	1.2	5.5	1.1	0.6	2.2	0.8	2.2	1.2	3.3
0	3.0	0.0	0.6	2.1	3.0	2.1	3.4	8.9	35.2	1.8	1.0	2.1	6.7	1.8	1.7	1.9	1.8	6.3	3.5	9.3
Mean	7.27	9.88	9.01	8.08	6.93	6.22	5.30	4.13	2.71	7.79	8.86	6.52	4.70	8.67	7.48	6.68	7.37	5.78	6.76	4.73



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22. THE UNITED STATES SHOULD PURSUE ENERGY INDEPENDENCE EVEN IF IT MEANS USING DOMESTIC OIL AND NATURAL GAS.

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD			
		EAST	MID- WEST	SOUTH	WEST	DEFIN- ITELY VOTING	VERY/ SMWHT LIKELY	Very Likely	Smwht Likely
Total	2000	354	440	738	468	1558	442	269	173
AGREE	71.4	74.1	71.5	72.4	67.5	74.8	59.1	65.4	49.4
Strongly	52.9	55.2	53.3	55.2	47.1	58.6	32.9	37.9	25.3
10	33.8	35.4	31.7	36.3	30.5	39.5	13.8	14.6	12.4
9	8.8	9.4	9.9	8.9	7.2	9.5	6.3	8.9	2.3
8	10.4	10.4	11.7	10.1	9.4	9.6	12.9	14.4	10.6
7	10.6	11.2	9.4	10.0	12.3	8.9	16.7	19.5	12.4
6	7.8	7.6	8.8	7.2	8.0	7.4	9.4	8.0	11.7
NEUTRAL-5	14.9	14.0	15.8	13.4	17.0	12.0	24.9	19.3	33.7
DISAGREE	13.8	11.9	12.8	14.2	15.5	13.2	16.0	15.4	16.9
4	4.0	2.8	3.1	5.1	4.1	3.7	5.2	3.8	7.3
3	3.7	3.5	3.1	2.8	5.9	3.6	4.2	5.1	2.6
2	1.7	2.2	2.3	1.1	1.8	1.5	2.4	2.3	2.7
1	1.4	2.0	1.4	1.6	0.5	1.3	1.5	2.0	0.7
0	3.0	1.4	2.9	3.6	3.2	3.0	2.7	2.2	3.4
Mean	7.27	7.45	7.25	7.36	7.03	7.53	6.35	6.59	5.99



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

22. THE UNITED STATES SHOULD PURSUE ENERGY INDEPENDENCE EVEN IF IT MEANS USING DOMESTIC OIL AND NATURAL GAS.

BANNER 3

	TOTAL	DIRECTION:			GENERIC BALLOT			LEAN-		JOB: JOE BIDEN		
		UNITE	STATES		FOR CONGRESS		ERS/					
		RIGHT	WRONG	REPUB-	DEMO-	UND-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	ECI-	CIDED	ROVE			PROVE	
		TION				DED						
Total	2000	540	1456	930	820	250	513	826	293	532	1174	
AGREE	71.4	65.7	73.6	82.8	61.8	60.2	64.9	63.1	62.8	63.3	77.1	
Strongly	52.9	40.3	57.7	70.2	37.1	40.3	44.3	37.9	44.4	34.4	63.4	
10	33.8	17.8	39.8	51.7	17.4	20.7	22.4	17.2	21.5	14.9	45.4	
9	8.8	11.4	7.8	9.4	9.0	5.8	8.7	9.3	12.0	7.8	8.4	
8	10.4	11.1	10.1	9.1	10.7	13.8	13.2	11.4	10.9	11.7	9.6	
7	10.6	15.0	9.0	8.0	13.3	11.4	10.8	14.5	9.6	17.2	7.9	
6	7.8	10.5	6.8	4.5	11.4	8.5	9.7	10.7	8.7	11.8	5.8	
NEUTRAL-5	14.9	16.7	14.0	8.8	18.1	26.9	21.4	18.8	17.2	19.7	12.1	
DISAGREE	13.8	17.6	12.4	8.4	20.1	12.9	13.7	18.0	20.1	16.9	10.8	
4	4.0	4.9	3.7	2.8	5.1	5.1	4.6	4.7	2.0	6.1	3.6	
3	3.7	5.2	3.2	2.1	5.8	3.1	4.2	5.5	6.4	5.0	2.4	
2	1.7	2.3	1.5	0.9	3.0	0.5	1.2	2.7	3.5	2.2	1.1	
1	1.4	2.1	1.1	0.9	1.7	2.2	1.8	1.8	1.8	1.7	1.1	
0	3.0	3.0	2.9	1.8	4.6	1.9	1.9	3.4	6.4	1.8	2.6	
Mean	7.27	6.62	7.52	8.22	6.38	6.68	6.84	6.49	6.52	6.48	7.82	



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22. THE UNITED STATES SHOULD PURSUE ENERGY INDEPENDENCE EVEN IF IT MEANS USING DOMESTIC OIL AND NATURAL GAS.

BANNER 4

	TOTAL		2020 BALLOT			PARTY			MEN			WOMEN		
			TRUMP	BIDEN	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	
			LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT
Total	2000	829	922	724	742	534	476	254	211	248	488	323		
AGREE	71.4	83.0	64.6	82.5	62.6	68.5	88.5	68.8	75.4	71.1	59.3	63.9		
Strongly	52.9	71.7	40.2	69.3	39.0	50.0	76.4	45.8	57.0	55.6	35.5	45.4		
10	33.8	53.3	19.1	52.2	18.8	29.5	58.7	22.8	39.4	39.9	16.8	23.0		
9	8.8	8.9	9.6	9.0	8.7	8.7	9.8	10.7	8.0	7.4	7.6	9.1		
8	10.4	9.5	11.5	8.0	11.6	11.8	7.9	12.3	9.6	8.2	11.2	13.3		
7	10.6	7.3	13.6	7.9	13.4	10.5	7.2	15.2	9.4	9.3	12.5	11.2		
6	7.8	4.0	10.8	5.3	10.1	8.0	4.8	7.9	9.0	6.2	11.3	7.3		
NEUTRAL-5	14.9	9.0	17.8	8.7	17.9	19.0	4.2	13.0	12.4	17.2	20.5	23.4		
DISAGREE	13.8	8.0	17.6	8.9	19.5	12.5	7.4	18.2	12.2	11.7	20.2	12.7		
4	4.0	2.9	4.4	2.9	4.2	5.4	2.4	5.2	5.6	3.7	3.6	5.3		
3	3.7	1.5	5.4	2.0	6.4	2.3	1.2	5.0	1.1	3.6	7.1	3.1		
2	1.7	0.7	2.2	0.7	3.1	1.3	0.6	1.7	1.3	0.8	3.8	1.3		
1	1.4	1.1	1.8	1.2	1.6	1.3	1.1	2.2	0.5	1.5	1.2	1.8		
0	3.0	1.8	3.7	2.1	4.4	2.1	2.1	4.1	3.7	2.1	4.5	1.1		
Mean	7.27	8.28	6.58	8.18	6.46	7.17	8.54	6.82	7.54	7.49	6.28	6.93		



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BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN				DEMOCRAT			INDEPENDENT		
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	553	232	321	734	427	287	713	43	136	545	413	267	61	97	330	107
AGREE	71.4	60.4	59.7	60.9	69.2	77.8	88.5	82.1	80.0	75.7	84.4	59.6	67.0	63.2	55.2	68.2	81.3
Strongly	52.9	36.3	42.3	32.0	47.5	61.6	85.8	71.3	63.4	50.7	74.4	35.3	43.5	45.0	28.7	49.5	70.9
10	33.8	17.7	25.0	12.5	25.0	42.9	73.6	55.2	41.4	28.3	59.1	16.1	22.0	23.2	14.1	26.1	54.0
9	8.8	7.7	6.3	8.7	9.9	9.6	6.9	8.5	10.9	12.5	8.0	7.8	9.0	13.3	5.9	9.5	8.5
8	10.4	10.9	11.0	10.8	12.6	9.2	5.3	7.6	11.1	9.9	7.3	11.4	12.6	8.5	8.7	13.8	8.4
7	10.6	13.7	8.0	17.8	12.0	10.4	1.7	6.9	7.7	14.1	6.3	14.0	13.6	8.3	14.8	9.8	8.7
6	7.8	10.5	9.4	11.2	9.6	5.8	1.0	3.9	8.9	10.9	3.7	10.3	9.8	9.9	11.6	9.0	1.6
NEUTRAL-5	14.9	18.3	15.6	20.3	18.0	11.9	4.6	9.0	9.2	13.7	7.3	17.6	18.2	18.5	25.3	19.6	11.7
DISAGREE	13.8	21.3	24.7	18.8	12.8	10.3	6.9	8.9	10.8	10.6	8.3	22.8	14.8	18.3	19.5	12.2	7.0
4	4.0	4.5	4.8	4.3	5.3	2.7	1.9	2.4	4.3	4.8	2.3	4.4	4.1	3.1	5.1	6.5	2.4
3	3.7	7.2	5.9	8.2	2.9	2.2	1.3	1.8	3.6	1.4	2.0	8.5	4.2	2.0	3.6	2.5	0.8
2	1.7	3.4	4.9	2.3	1.4	1.0	0.4	0.8	0.0	1.2	0.6	3.1	3.1	2.3	6.2	0.0	0.9
1	1.4	2.3	2.8	1.9	0.9	1.7	0.4	1.1	2.9	0.3	1.3	2.3	0.4	1.6	1.7	1.6	0.0
0	3.0	3.8	6.3	2.1	2.4	2.8	2.9	2.8	0.0	2.8	2.1	4.5	3.1	9.4	2.8	1.7	2.9
Mean	7.27	6.32	6.34	6.31	7.05	7.76	8.94	8.24	7.85	7.34	8.42	6.22	6.82	6.54	6.10	7.12	8.27



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BANNER 6

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	871	297	832	1062	350	46	305	1478	976	503	171	613	134	504	559
AGREE	71.4	63.0	64.5	82.5	71.5	73.0	64.0	74.4	71.9	73.5	68.9	63.2	74.5	80.6	77.6	61.7
Strongly	52.9	39.2	45.5	69.9	50.9	55.6	54.8	55.8	52.8	54.2	49.9	48.5	54.9	67.4	59.5	43.3
10	33.8	18.9	22.1	53.5	28.5	36.0	35.4	36.1	33.5	33.0	34.4	31.5	37.5	48.9	36.9	25.2
9	8.8	9.2	9.0	8.3	9.6	8.6	14.4	7.7	9.3	10.3	7.4	4.5	7.9	9.1	11.0	7.8
8	10.4	11.1	14.4	8.1	12.8	11.0	5.0	11.9	10.0	10.9	8.1	12.5	9.4	9.5	11.5	10.2
7	10.6	13.3	11.1	7.7	11.6	9.9	6.1	10.4	11.1	11.3	10.8	8.0	11.1	7.8	10.7	10.0
6	7.8	10.5	8.0	4.9	9.0	7.6	3.1	8.2	8.0	7.9	8.2	6.6	8.6	5.3	7.4	8.5
NEUTRAL-5	14.9	18.0	20.6	9.6	16.3	13.1	13.5	13.0	14.8	13.9	16.5	19.4	14.4	10.1	12.1	18.2
DISAGREE	13.8	19.0	14.8	7.9	12.2	13.9	22.4	12.6	13.3	12.7	14.6	17.4	11.1	9.2	10.3	20.1
4	4.0	4.6	6.2	2.6	4.0	3.0	7.0	2.4	4.1	4.2	3.8	5.7	3.7	3.8	3.9	4.2
3	3.7	5.6	3.3	1.9	3.5	4.4	7.3	3.9	3.8	3.3	4.9	1.4	1.5	1.2	2.8	7.8
2	1.7	2.7	2.3	0.5	1.4	0.6	2.8	0.3	1.9	1.8	2.2	2.1	1.3	0.6	1.1	3.3
1	1.4	1.8	1.6	0.8	1.6	1.5	0.0	1.7	1.2	1.1	1.3	2.9	1.8	0.0	1.0	1.3
0	3.0	4.3	1.4	2.1	1.7	4.4	5.4	4.2	2.4	2.3	2.5	5.2	2.9	3.6	1.6	3.5
Mean	7.27	6.49	6.87	8.24	7.21	7.33	7.08	7.37	7.31	7.38	7.18	6.83	7.46	8.04	7.67	6.64



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BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1229	771	481	290	503	437	726	334
AGREE	71.4	68.9	75.2	72.9	79.0	79.5	81.0	61.6	67.6
Strongly	52.9	50.9	56.1	52.6	62.0	62.3	65.6	43.0	43.8
10	33.8	32.9	35.2	33.6	37.7	44.0	45.4	25.2	21.7
9	8.8	7.6	10.7	9.7	12.3	8.0	11.5	7.2	9.7
8	10.4	10.4	10.2	9.2	11.9	10.2	8.6	10.6	12.4
7	10.6	9.6	12.3	13.4	10.6	8.8	11.0	10.1	14.1
6	7.8	8.5	6.7	7.0	6.4	8.4	4.5	8.5	9.7
NEUTRAL-5	14.9	16.5	12.2	14.1	9.0	8.5	8.3	22.1	17.3
DISAGREE	13.8	14.5	12.6	13.0	12.0	12.0	10.7	16.3	15.1
4	4.0	4.6	3.1	3.8	2.1	4.3	3.4	4.8	2.8
3	3.7	3.7	3.7	3.4	4.1	1.9	2.6	5.0	5.1
2	1.7	2.1	1.2	0.9	1.7	1.3	0.8	2.6	1.7
1	1.4	1.2	1.6	1.5	1.9	0.9	1.6	1.4	1.8
0	3.0	2.9	3.0	3.5	2.1	3.6	2.3	2.5	3.8
Mean	7.27	7.16	7.45	7.32	7.68	7.76	7.97	6.75	6.78



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BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1356	644	262	260	84	685	671	109	153	96	164
AGREE	71.4	74.7	64.3	62.4	65.2	68.9	83.3	66.0	65.8	60.1	76.8	58.3
Strongly	52.9	58.2	41.9	42.6	40.5	44.4	69.4	46.7	47.3	39.2	49.3	35.3
10	33.8	38.2	24.4	25.9	21.5	25.4	49.5	26.8	33.5	20.5	27.9	17.8
9	8.8	9.4	7.5	6.7	8.6	7.3	11.2	7.5	2.7	9.6	9.3	8.2
8	10.4	10.5	10.0	9.9	10.4	11.6	8.7	12.4	11.1	9.1	12.2	9.3
7	10.6	9.9	12.2	11.1	13.1	13.5	8.1	11.7	12.5	10.1	15.0	12.0
6	7.8	6.7	10.2	8.8	11.6	11.0	5.8	7.6	6.0	10.8	12.5	11.0
NEUTRAL-5	14.9	12.7	19.4	19.8	19.9	18.6	7.2	18.4	12.2	25.2	13.4	23.8
DISAGREE	13.8	12.6	16.3	17.8	14.9	12.5	9.5	15.7	22.1	14.7	9.8	18.0
4	4.0	3.5	5.1	6.9	4.2	2.1	3.0	4.1	9.5	5.1	4.3	4.2
3	3.7	3.4	4.3	5.4	2.4	5.7	1.7	5.3	5.6	5.2	0.0	3.7
2	1.7	1.3	2.6	2.3	2.8	1.1	0.8	1.8	1.1	3.2	2.3	3.0
1	1.4	1.4	1.3	1.3	1.6	1.1	1.1	1.7	2.8	0.3	0.9	1.9
0	3.0	2.9	3.1	1.9	4.1	2.4	3.0	2.8	3.2	0.9	2.2	5.1
Mean	7.27	7.52	6.75	6.78	6.67	6.96	8.12	6.91	6.91	6.68	7.29	6.31



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BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	2000	160	257	357	332	370	524	775	1225	1106	894	940	1060
AGREE	71.4	42.2	61.2	69.6	75.1	77.8	79.6	61.1	77.8	65.3	78.8	80.2	63.5
Strongly	52.9	20.9	36.3	50.9	54.2	61.4	65.4	39.9	61.2	44.2	63.7	63.8	43.2
10	33.8	13.6	20.3	29.8	33.9	38.6	45.8	23.3	40.4	26.5	42.8	44.7	24.1
9	8.8	1.9	5.7	11.1	10.5	10.3	8.7	7.4	9.6	8.3	9.3	9.7	8.0
8	10.4	5.4	10.3	10.0	9.9	12.5	10.9	9.1	11.1	9.4	11.6	9.5	11.1
7	10.6	8.9	12.0	11.3	11.5	12.2	8.3	11.0	10.4	11.2	9.9	9.8	11.3
6	7.8	12.4	12.9	7.3	9.3	4.2	5.9	10.2	6.3	9.9	5.2	6.6	8.9
NEUTRAL-5	14.9	26.6	22.5	17.5	13.4	11.3	9.2	21.0	11.0	18.7	10.1	8.4	20.6
DISAGREE	13.8	31.2	16.3	12.9	11.6	10.9	11.2	17.8	11.2	16.0	11.1	11.4	15.9
4	4.0	6.2	7.1	4.6	4.7	2.5	2.1	5.8	2.9	5.4	2.3	3.9	4.1
3	3.7	12.1	3.4	3.1	2.4	2.9	3.1	5.1	2.8	4.3	3.0	2.2	5.0
2	1.7	6.5	2.0	1.3	0.5	1.5	1.4	2.6	1.2	2.0	1.4	1.0	2.3
1	1.4	2.0	0.8	1.1	0.5	2.7	1.2	1.2	1.5	1.0	1.8	1.2	1.5
0	3.0	4.4	3.1	2.7	3.5	1.3	3.4	3.2	2.8	3.3	2.5	3.0	2.9
Mean	7.27	5.42	6.54	7.21	7.43	7.70	7.85	6.61	7.69	6.86	7.79	7.85	6.76



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BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	URBAN	SUB-URBAN	RURAL
		NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG			
Total	2000	207	497	526	771	54	187	244	455	153	310	282	315	544	1036	420
AGREE	71.4	42.0	66.2	75.6	79.7	53.8	75.2	82.9	84.0	37.8	60.7	69.3	73.4	68.9	71.7	73.7
Strongly	52.9	22.3	44.7	55.0	65.0	36.9	50.6	63.6	72.5	17.2	41.1	47.5	54.2	51.0	51.8	58.2
10	33.8	14.3	25.0	34.0	44.5	23.7	30.7	40.7	55.0	11.0	21.5	28.1	29.4	29.3	34.0	39.2
9	8.8	2.9	8.4	11.1	9.0	3.6	9.7	12.2	9.0	2.7	7.7	10.0	9.1	11.0	8.0	7.8
8	10.4	5.1	11.2	9.9	11.5	9.6	10.2	10.7	8.5	3.6	11.9	9.3	15.7	10.8	9.8	11.2
7	10.6	8.6	11.6	12.6	9.2	8.0	14.2	11.8	7.1	8.8	10.0	13.3	12.3	10.1	11.6	8.8
6	7.8	11.0	10.0	8.1	5.4	8.9	10.4	7.4	4.3	11.8	9.7	8.6	6.9	7.8	8.3	6.8
NEUTRAL-5	14.9	28.2	19.9	12.5	9.7	23.0	10.0	7.6	6.5	30.0	25.8	16.8	14.3	17.5	13.5	14.8
DISAGREE	13.8	29.8	14.0	11.9	10.7	23.1	14.9	9.5	9.5	32.2	13.4	13.9	12.3	13.6	14.8	11.5
4	4.0	7.8	5.4	3.9	2.3	5.6	6.9	3.1	2.9	8.6	4.4	4.6	1.3	4.5	3.6	4.5
3	3.7	11.6	2.5	3.0	2.8	6.6	3.0	2.2	1.4	13.4	2.3	3.6	5.0	2.6	5.2	1.6
2	1.7	5.0	1.8	1.2	1.2	2.6	1.2	0.7	1.0	5.9	2.2	1.6	1.4	1.9	1.9	1.1
1	1.4	1.6	1.2	0.9	1.7	2.9	1.1	1.2	1.1	1.1	1.3	0.6	2.6	1.4	1.3	1.5
0	3.0	3.8	3.0	2.9	2.7	5.4	2.7	2.3	3.2	3.2	3.2	3.5	1.9	3.1	3.0	2.7
Mean	7.27	5.55	6.89	7.46	7.85	6.22	7.27	7.90	8.26	5.32	6.67	7.07	7.26	7.14	7.23	7.54



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23. IF WE RAISED TAXES, THE GOVERNMENT WOULD PERFORM BETTER.

BANNER 1

	ANMP SCORE									NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
	TOTAL	10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5
Total	2000	220	313	353	413	351	229	78	43	1487	886	498	103	579	352	250	307	513	266	247
DISAGREE	68.1	98.8	90.8	73.7	62.2	58.4	43.1	40.5	18.0	76.0	85.9	64.4	46.0	81.2	75.1	72.7	69.6	45.2	53.0	36.7
Strongly	53.7	98.4	85.3	55.8	46.0	37.2	23.7	18.1	12.9	62.2	76.8	43.8	26.0	71.9	59.9	54.9	52.7	29.1	38.4	19.1
10	39.7	96.2	69.3	37.2	27.1	23.0	13.8	11.4	5.1	47.1	63.2	25.2	15.5	60.4	41.3	41.0	33.9	18.3	25.2	10.8
9	5.3	1.2	7.4	9.1	6.7	3.0	2.4	2.3	3.5	5.6	6.5	4.9	1.3	5.5	7.3	3.1	6.1	4.2	5.2	3.0
8	8.7	1.0	8.6	9.5	12.2	11.2	7.5	4.4	4.3	9.4	7.1	13.7	9.2	6.0	11.3	10.7	12.7	6.6	7.9	5.2
7	8.1	0.4	3.4	12.5	9.5	11.9	7.3	6.9	5.1	8.1	6.3	11.3	8.7	5.5	7.2	12.4	10.7	7.8	9.3	6.2
6	6.3	0.0	2.1	5.3	6.7	9.3	12.1	15.5	0.0	5.6	2.9	9.3	11.2	3.8	8.0	5.4	6.3	8.2	5.3	11.4
NEUTRAL-5	12.6	1.2	5.0	13.9	12.4	17.0	24.6	16.5	12.5	10.3	7.6	11.5	28.1	7.6	12.4	13.1	10.9	19.4	20.2	18.5
AGREE	19.3	0.0	4.2	12.5	25.5	24.6	32.3	43.0	69.5	13.7	6.4	24.2	25.9	11.2	12.5	14.2	19.5	35.5	26.8	44.9
4	4.2	0.0	0.6	2.3	5.9	7.6	7.5	5.2	3.8	3.7	1.1	7.8	6.5	2.5	3.9	4.0	5.8	5.6	4.6	6.6
3	4.1	0.0	0.7	3.4	3.8	4.3	8.8	12.2	15.9	2.6	1.6	4.2	4.0	1.8	2.1	3.6	3.8	8.3	3.8	13.1
2	3.8	0.0	0.3	0.6	5.1	7.0	8.0	3.9	15.5	2.4	0.3	5.6	5.1	1.6	2.3	2.7	4.0	7.9	6.7	9.2
1	2.6	0.0	0.9	1.5	4.0	2.7	3.0	7.6	12.9	1.7	0.9	2.5	3.7	1.8	1.6	1.6	1.5	5.5	5.1	5.9
0	4.5	0.0	1.7	4.7	6.6	2.9	4.9	14.1	21.4	3.3	2.5	4.0	6.6	3.5	2.5	2.3	4.4	8.2	6.5	10.0
Mean	7.11	9.89	8.96	7.41	6.47	6.31	5.42	4.67	3.22	7.69	8.57	6.55	5.62	8.21	7.58	7.43	7.06	5.43	6.09	4.71



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23. IF WE RAISED TAXES, THE GOVERNMENT WOULD PERFORM BETTER.

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD			
		EAST	MID-WEST	SOUTH	WEST	DEFIN-ITELY VOTING	VERY/SMWHT LIKELY	Very Likely	Smwht Likely
Total	2000	354	440	738	468	1558	442	269	173
DISAGREE	68.1	70.3	67.2	68.6	66.3	69.3	63.5	61.5	66.8
Strongly	53.7	53.5	52.2	56.7	50.6	56.2	45.1	44.7	45.7
10	39.7	38.5	36.7	44.6	35.9	42.9	28.5	25.2	33.7
9	5.3	6.1	5.7	4.8	5.0	5.1	5.8	6.9	4.2
8	8.7	8.8	9.9	7.3	9.8	8.1	10.7	12.6	7.8
7	8.1	9.5	8.9	6.4	8.9	7.7	9.5	9.9	8.9
6	6.3	7.4	6.1	5.5	6.8	5.5	8.9	6.8	12.2
NEUTRAL-5	12.6	10.0	13.4	12.9	13.5	11.7	16.0	16.2	15.5
AGREE	19.3	19.7	19.4	18.5	20.2	19.0	20.5	22.3	17.7
4	4.2	4.2	2.7	4.2	5.8	3.7	5.9	6.1	5.4
3	4.1	2.7	4.6	4.7	3.7	4.1	4.1	3.8	4.6
2	3.8	4.9	3.6	3.3	4.1	3.8	4.1	4.5	3.6
1	2.6	2.9	2.8	2.6	2.2	2.6	2.7	3.4	1.7
0	4.5	5.0	5.7	3.7	4.3	4.8	3.7	4.5	2.3
Mean	7.11	7.09	6.97	7.30	6.97	7.23	6.70	6.55	6.95



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BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN				
		UNITE	STATES	FOR CONGRESS	ERS/							
		RIGHT	WRONG	REPUB-	DEMO-	UND-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	ECI-	CIDED	ROVE			PROVE	
		TION				DED						
Total	2000	540	1456	930	820	250	513	826	293	532	1174	
DISAGREE	68.1	46.4	76.1	78.9	54.3	72.7	70.0	51.8	42.4	57.0	79.5	
Strongly	53.7	30.9	62.2	67.3	37.9	54.9	53.6	34.5	29.1	37.4	67.2	
10	39.7	17.6	48.0	53.2	24.1	41.0	37.5	20.2	19.8	20.5	53.5	
9	5.3	4.8	5.5	6.1	4.9	3.1	4.8	5.2	4.2	5.8	5.3	
8	8.7	8.6	8.8	8.0	8.9	10.7	11.4	9.1	5.2	11.2	8.5	
7	8.1	8.1	7.9	6.2	8.9	12.4	9.7	10.0	6.6	11.9	6.7	
6	6.3	7.3	5.9	5.4	7.5	5.4	6.7	7.3	6.7	7.6	5.5	
NEUTRAL-5	12.6	16.4	11.2	9.4	16.2	13.1	13.7	16.5	15.1	17.3	9.9	
AGREE	19.3	37.3	12.7	11.7	29.5	14.2	16.3	31.7	42.5	25.7	10.6	
4	4.2	6.3	3.4	3.0	5.7	4.0	3.7	5.8	2.8	7.4	3.1	
3	4.1	7.5	2.8	1.9	6.6	3.6	4.1	6.6	8.3	5.6	2.3	
2	3.8	9.5	1.8	1.9	6.4	2.7	3.3	7.6	10.8	5.8	1.2	
1	2.6	5.4	1.6	1.7	4.0	1.6	1.9	4.7	10.0	1.7	1.2	
0	4.5	8.5	3.1	3.1	6.8	2.3	3.2	7.1	10.7	5.1	2.8	
Mean	7.11	5.42	7.74	7.97	6.04	7.43	7.21	5.81	5.06	6.22	8.03	



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BANNER 4

	TOTAL		2020 BALLOT				PARTY			MEN			WOMEN		
			TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT		
Total	2000	829	922	724	742	534	476	254	211	248	488	323			
DISAGREE	68.1	80.6	55.8	80.1	54.4	70.7	83.1	46.1	69.1	74.3	58.7	71.8			
Strongly	53.7	69.0	39.1	67.0	38.9	56.4	70.9	29.8	55.8	59.5	43.5	56.8			
10	39.7	55.6	25.4	52.7	25.1	42.5	55.0	18.6	43.9	48.1	28.6	41.6			
9	5.3	6.0	4.9	6.1	5.3	4.1	6.4	4.0	2.5	5.4	5.9	5.2			
8	8.7	7.4	8.8	8.2	8.4	9.8	9.4	7.3	9.5	5.9	9.0	10.0			
7	8.1	6.2	9.4	6.8	8.9	8.6	7.4	8.6	7.3	5.8	9.0	9.4			
6	6.3	5.5	7.2	6.3	6.7	5.7	4.8	7.7	5.9	9.1	6.1	5.6			
NEUTRAL-5	12.6	8.3	15.6	8.6	16.6	12.5	6.5	14.9	9.6	12.7	17.5	14.5			
AGREE	19.3	11.1	28.6	11.3	29.0	16.7	10.4	38.9	21.4	13.0	23.8	13.7			
4	4.2	2.8	5.7	3.1	4.2	5.7	2.9	2.9	6.3	3.5	4.9	5.4			
3	4.1	2.3	6.3	1.7	6.9	3.4	1.8	10.4	4.6	1.5	5.0	2.6			
2	3.8	1.4	6.6	1.7	6.6	2.8	1.6	8.8	3.6	2.0	5.5	2.3			
1	2.6	1.6	3.6	1.9	4.3	1.4	1.9	7.9	1.8	1.7	2.4	1.2			
0	4.5	3.1	6.5	2.9	7.0	3.3	2.2	8.9	5.1	4.3	5.9	2.2			
Mean	7.11	8.09	6.14	7.99	6.07	7.38	8.19	5.29	7.19	7.60	6.47	7.50			



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23. IF WE RAISED TAXES, THE GOVERNMENT WOULD PERFORM BETTER.

BANNER 5

	BANNER 5																
	TOTAL	IDEOLOGY						REPUBLICAN				DEMOCRAT			INDEPENDENT		
	LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	
Total	2000	553	232	321	734	427	287	713	43	136	545	413	267	61	97	330	107
DISAGREE	68.1	51.7	50.8	52.4	66.2	81.4	84.7	82.7	53.2	71.1	84.4	48.7	60.2	67.4	63.6	68.9	82.6
Strongly	53.7	35.7	36.2	35.4	49.9	66.3	79.5	71.6	32.5	50.8	73.7	33.0	46.6	44.9	48.9	52.2	76.1
10	39.7	23.1	24.1	22.3	35.6	47.4	71.2	56.9	19.9	34.2	59.9	20.6	31.5	28.2	34.8	39.5	58.4
9	5.3	4.8	4.8	4.7	4.4	8.6	3.4	6.6	5.7	4.6	6.5	4.9	5.5	7.1	3.9	3.4	6.7
8	8.7	7.9	7.3	8.3	9.9	10.3	4.8	8.1	6.8	11.9	7.4	7.5	9.6	9.6	10.2	9.3	10.9
7	8.1	8.3	8.4	8.3	9.0	8.7	4.1	6.9	5.2	9.1	6.4	8.3	8.0	16.6	9.9	9.8	3.7
6	6.3	7.6	6.1	8.7	7.2	6.4	1.1	4.2	15.6	11.2	4.3	7.5	5.6	5.9	4.8	6.9	2.9
NEUTRAL-5	12.6	16.1	14.8	17.0	15.6	8.2	5.2	7.0	17.9	14.9	6.3	16.7	18.1	9.6	12.5	13.8	8.6
AGREE	19.3	32.2	34.4	30.7	18.3	10.5	10.1	10.3	28.9	14.0	9.2	34.6	21.8	23.0	23.9	17.2	8.8
4	4.2	5.0	3.2	6.3	5.3	3.1	1.5	2.4	2.7	4.0	2.9	5.0	3.7	1.5	6.2	7.2	0.8
3	4.1	7.2	6.5	7.7	4.1	2.0	1.1	1.7	6.6	0.8	1.5	8.1	6.0	2.8	3.8	3.8	1.8
2	3.8	7.9	8.1	7.8	3.3	1.4	1.0	1.2	5.2	4.1	0.9	8.4	3.9	6.7	7.1	2.5	0.0
1	2.6	5.5	6.3	4.9	1.9	1.0	1.5	1.2	8.0	3.2	1.0	5.6	2.5	3.3	4.0	0.9	0.9
0	4.5	6.6	10.3	3.9	3.7	3.0	4.9	3.8	6.3	2.0	2.9	7.5	5.7	8.8	2.8	2.9	5.4
Mean	7.11	5.84	5.67	5.96	7.01	7.96	8.56	8.20	5.74	7.14	8.37	5.63	6.64	6.53	6.80	7.26	8.27



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23. IF WE RAISED TAXES, THE GOVERNMENT WOULD PERFORM BETTER.

BANNER 6

	TOTAL	VOTE BEHAVIOR				VB		CONSIDER YOURSELF					RELIGION			
						COMBO										
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER	WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC	NON- RELI- GIOUS
Total	2000	871	297	832	1062	350	46	305	1478	976	503	171	613	134	504	559
DISAGREE	68.1	54.8	70.1	81.2	69.3	61.4	46.4	63.7	69.7	69.7	69.7	67.5	71.5	78.8	66.3	66.1
Strongly	53.7	38.9	51.7	69.9	52.8	49.8	33.5	52.3	54.8	55.1	54.2	52.6	58.9	68.9	51.1	50.3
10	39.7	25.3	37.1	55.8	36.8	36.9	27.6	38.3	40.4	40.7	40.0	39.5	44.5	55.0	38.9	34.5
9	5.3	4.5	4.1	6.4	5.6	5.9	1.9	6.5	5.1	5.4	4.5	5.6	5.9	5.4	5.0	5.6
8	8.7	9.1	10.5	7.7	10.4	7.1	4.1	7.5	9.2	9.0	9.7	7.5	8.4	8.6	7.2	10.2
7	8.1	8.6	11.1	6.5	9.1	7.0	5.3	7.3	8.4	8.7	7.8	7.4	7.6	4.2	9.6	7.8
6	6.3	7.3	7.3	4.8	7.4	4.5	7.5	4.1	6.5	5.9	7.7	7.5	5.0	5.6	5.7	7.9
NEUTRAL-5	12.6	16.1	13.1	8.9	12.6	9.8	6.5	10.3	13.3	13.4	13.1	12.6	13.2	8.5	10.3	15.0
AGREE	19.3	29.1	16.8	10.0	18.1	28.8	47.2	26.1	17.0	16.9	17.2	19.9	15.3	12.7	23.4	19.0
4	4.2	5.0	6.4	2.6	5.4	5.1	0.9	5.7	4.0	4.0	4.1	4.0	3.2	1.2	5.7	5.0
3	4.1	6.7	2.3	1.9	3.4	2.7	4.1	2.6	4.3	4.2	4.4	5.0	3.1	3.0	4.0	4.9
2	3.8	6.6	3.3	1.1	3.7	8.2	11.3	7.8	3.0	2.8	3.4	2.0	2.5	2.6	3.9	5.1
1	2.6	4.2	2.3	1.2	2.3	4.7	17.9	2.7	2.2	2.5	1.6	2.1	2.0	3.5	2.8	2.0
0	4.5	6.6	2.5	3.1	3.2	8.0	12.9	7.3	3.4	3.4	3.6	6.8	4.5	2.3	7.1	2.0
Mean	7.11	6.08	7.20	8.15	7.14	6.53	4.96	6.77	7.26	7.27	7.23	7.02	7.44	7.95	6.89	7.01



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

23. IF WE RAISED TAXES, THE GOVERNMENT WOULD PERFORM BETTER.

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1229	771	481	290	503	437	726	334
DISAGREE	68.1	68.6	67.3	67.5	66.8	69.2	70.9	68.1	62.5
Strongly	53.7	53.9	53.4	53.7	52.9	55.3	57.8	53.0	47.6
10	39.7	39.6	40.0	39.3	41.0	41.3	44.3	38.4	34.3
9	5.3	5.6	4.8	4.1	5.9	5.7	4.0	5.5	5.8
8	8.7	8.8	8.6	10.3	6.0	8.3	9.5	9.1	7.5
7	8.1	8.2	7.8	8.4	6.8	7.8	7.6	8.6	8.0
6	6.3	6.4	6.1	5.5	7.1	6.1	5.5	6.5	6.9
NEUTRAL-5	12.6	13.6	11.1	10.1	12.7	10.3	8.6	15.9	14.4
AGREE	19.3	17.8	21.7	22.4	20.5	20.5	20.6	15.9	23.1
4	4.2	3.9	4.7	4.6	4.8	3.3	4.0	4.4	5.5
3	4.1	4.0	4.2	5.1	2.5	6.0	3.4	2.7	5.2
2	3.8	3.8	3.9	3.0	5.2	4.2	3.8	3.6	3.9
1	2.6	1.9	3.9	3.3	4.9	2.6	4.6	1.4	3.0
0	4.5	4.2	5.1	6.3	3.1	4.5	4.8	4.0	5.4
Mean	7.11	7.18	7.01	6.97	7.07	7.15	7.22	7.19	6.73



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

23. IF WE RAISED TAXES, THE GOVERNMENT WOULD PERFORM BETTER.

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1356	644	262	260	84	685	671	109	153	96	164
DISAGREE	68.1	71.1	61.5	63.2	59.5	59.2	74.4	67.8	61.9	64.1	54.3	62.6
Strongly	53.7	58.0	44.7	47.6	41.5	43.1	62.5	53.4	44.2	50.0	34.1	45.9
10	39.7	42.5	33.9	39.3	31.2	24.2	47.8	37.1	35.4	42.2	24.1	35.4
9	5.3	6.3	3.0	1.8	2.8	6.0	5.5	7.2	1.7	1.9	1.8	3.4
8	8.7	9.1	7.8	6.5	7.5	12.9	9.1	9.2	7.1	6.0	8.1	7.2
7	8.1	7.6	9.0	7.9	9.6	9.9	7.0	8.3	11.4	5.4	9.9	9.4
6	6.3	5.5	7.9	7.7	8.4	6.2	5.0	6.1	6.3	8.7	10.4	7.3
NEUTRAL-5	12.6	11.7	14.7	15.7	15.3	11.5	8.4	15.0	14.8	16.4	10.7	18.1
AGREE	19.3	17.2	23.8	21.1	25.1	29.3	17.2	17.2	23.3	19.4	35.0	19.3
4	4.2	3.5	5.7	3.6	7.1	6.2	2.5	4.5	4.5	3.0	8.1	6.6
3	4.1	3.4	5.6	6.2	5.7	4.9	3.6	3.1	5.7	6.5	11.4	2.3
2	3.8	3.4	4.9	3.9	5.5	5.5	3.0	3.7	5.3	3.0	8.4	3.9
1	2.6	2.5	3.0	2.8	2.4	5.6	3.2	1.8	4.2	1.8	4.5	1.2
0	4.5	4.5	4.7	4.5	4.4	7.1	4.9	4.1	3.7	5.2	2.6	5.4
Mean	7.11	7.34	6.64	6.85	6.51	6.19	7.52	7.15	6.67	6.98	5.95	6.83



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23. IF WE RAISED TAXES, THE GOVERNMENT WOULD PERFORM BETTER.

BANNER 9

	TOTAL	AGE						AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
Total	2000	160	257	357	332	370	524	775	1225	1106	894	940	1060	
DISAGREE	68.1	68.4	67.6	62.5	68.0	70.0	70.6	65.4	69.7	66.2	70.4	70.0	66.4	
Strongly	53.7	51.7	49.4	47.5	52.5	58.7	58.0	49.0	56.7	50.0	58.3	56.4	51.3	
10	39.7	36.7	34.8	34.2	40.5	42.0	44.8	34.9	42.8	36.6	43.7	42.7	37.1	
9	5.3	3.3	2.0	6.0	4.3	7.5	6.0	4.1	6.0	4.2	6.6	4.9	5.6	
8	8.7	11.7	12.5	7.4	7.7	9.2	7.2	10.0	7.9	9.3	8.0	8.9	8.6	
7	8.1	9.3	9.1	8.6	7.7	5.1	9.2	8.9	7.5	8.5	7.5	7.7	8.4	
6	6.3	7.4	9.2	6.3	7.9	6.2	3.5	7.5	5.5	7.6	4.6	5.8	6.7	
NEUTRAL-5	12.6	13.9	11.7	13.8	12.1	14.3	11.0	13.2	12.3	12.9	12.4	9.5	15.5	
AGREE	19.3	17.7	20.6	23.7	19.8	15.7	18.3	21.4	18.0	21.0	17.3	20.6	18.2	
4	4.2	7.2	4.5	5.3	3.8	2.9	3.6	5.4	3.4	4.9	3.3	3.6	4.7	
3	4.1	2.4	4.4	5.1	4.3	4.3	3.4	4.3	3.9	4.3	3.8	4.8	3.5	
2	3.8	3.9	4.6	3.8	3.7	2.4	4.6	4.1	3.7	3.9	3.7	4.0	3.7	
1	2.6	3.3	1.9	3.8	3.0	1.5	2.6	3.1	2.4	3.1	2.1	3.5	1.9	
0	4.5	0.9	5.3	5.7	5.0	4.6	4.2	4.6	4.5	4.7	4.3	4.7	4.4	
Mean	7.11	7.17	6.86	6.70	7.05	7.36	7.36	6.85	7.28	6.91	7.36	7.18	7.05	



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23. IF WE RAISED TAXES, THE GOVERNMENT WOULD PERFORM BETTER.

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	207	497	526	771	54	187	244	455	153	310	282	315	544	1036	420
DISAGREE	68.1	67.9	63.6	68.4	70.7	59.9	61.1	69.1	75.3	70.7	65.1	67.9	64.1	59.3	70.1	74.3
Strongly	53.7	52.3	46.1	53.7	59.1	40.0	41.7	56.3	64.5	56.6	48.7	51.4	51.2	43.3	56.3	60.8
10	39.7	35.2	33.6	39.6	45.0	27.8	28.7	38.7	52.3	37.8	36.5	40.4	34.5	32.4	39.9	48.9
9	5.3	3.0	4.0	5.7	6.4	2.5	4.1	6.4	4.7	3.2	4.0	5.0	8.8	5.0	5.4	5.2
8	8.7	14.1	8.4	8.4	7.7	9.7	8.8	11.2	7.5	15.7	8.2	6.0	7.9	6.0	11.0	6.7
7	8.1	8.3	9.1	7.9	7.5	9.1	10.1	7.4	6.8	8.0	8.5	8.3	8.5	9.4	7.9	6.7
6	6.3	7.3	8.5	6.9	4.2	10.9	9.3	5.4	4.0	6.0	7.9	8.2	4.4	6.6	5.9	6.8
NEUTRAL-5	12.6	13.6	13.2	12.7	12.0	10.8	8.5	10.2	9.3	14.5	16.0	14.8	16.0	15.7	11.6	11.3
AGREE	19.3	18.6	23.2	18.9	17.3	29.3	30.4	20.7	15.4	14.8	18.9	17.4	19.9	24.9	18.3	14.4
4	4.2	7.5	4.8	3.2	3.6	4.8	5.7	2.4	3.3	8.4	4.3	4.0	3.9	4.1	4.3	4.1
3	4.1	4.3	4.6	4.6	3.3	12.2	7.3	4.9	2.8	1.5	3.0	4.4	4.1	5.2	4.4	2.0
2	3.8	3.0	4.7	3.3	3.9	6.0	6.7	3.7	2.8	1.9	3.5	3.0	5.4	5.0	3.7	2.9
1	2.6	2.6	3.4	2.3	2.5	5.4	5.3	3.8	2.4	1.6	2.2	0.9	2.5	4.5	2.1	1.6
0	4.5	1.3	5.7	5.5	4.0	0.9	5.4	6.0	4.1	1.4	5.8	5.0	4.0	6.3	3.9	3.9
Mean	7.11	7.13	6.66	7.10	7.41	6.34	6.27	7.04	7.73	7.40	6.89	7.14	6.95	6.47	7.24	7.63



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24. THE BIBLE AND OTHER RELIGIOUS TEXTS SHOULD BE CENSORED TO HELP PREVENT DISCRIMINATION AGAINST GAYS AND LESBIANS.

BANNER 1

	ANMP SCORE									NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
	TOTAL	10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5
Total	2000	220	313	353	413	351	229	78	43	1487	886	498	103	579	352	250	307	513	266	247
DISAGREE	66.2	98.8	88.6	77.3	58.1	48.8	37.8	50.7	44.2	74.1	86.6	57.6	45.4	80.9	76.8	63.1	66.9	43.3	46.6	39.8
Strongly	57.2	97.3	84.9	70.0	44.5	34.5	27.7	40.9	38.1	65.5	82.0	43.8	28.8	76.5	66.5	50.2	56.3	33.0	32.7	33.2
10	46.7	94.8	76.0	56.7	30.1	26.3	16.3	26.8	30.4	54.6	73.0	30.2	15.1	67.7	52.5	39.4	44.9	23.7	24.8	22.6
9	3.9	0.0	4.1	5.4	4.6	2.9	4.6	4.0	7.7	4.1	3.6	4.4	6.3	4.3	4.3	3.6	3.7	3.4	2.6	4.2
8	6.6	2.5	4.9	7.9	9.8	5.4	6.9	10.1	0.0	6.8	5.5	9.1	7.4	4.5	9.7	7.2	7.7	5.9	5.3	6.5
7	4.5	1.5	1.7	3.8	7.5	6.4	4.7	5.1	2.0	4.6	2.5	7.6	8.4	2.7	4.6	7.5	5.8	4.4	6.0	2.8
6	4.4	0.0	2.0	3.4	6.0	7.8	5.5	4.7	4.1	3.9	2.1	6.3	8.2	1.8	5.6	5.4	4.9	5.9	7.9	3.8
NEUTRAL-5	13.2	1.2	5.3	11.3	14.9	17.8	27.3	16.1	12.6	10.5	6.7	13.9	26.6	7.3	11.1	15.1	12.0	21.0	20.6	21.5
AGREE	20.6	0.0	6.1	11.4	27.1	33.4	34.9	33.2	43.2	15.5	6.7	28.5	28.0	11.8	12.1	21.8	21.0	35.6	32.8	38.7
4	2.9	0.0	0.6	1.1	1.8	5.4	9.0	5.2	0.0	2.5	0.7	4.4	8.7	1.8	2.5	4.5	2.0	4.0	1.8	6.3
3	3.3	0.0	0.8	1.2	3.8	8.2	4.2	5.6	0.0	2.6	0.7	5.5	4.6	1.3	2.9	3.8	3.7	5.1	6.5	3.7
2	3.1	0.0	0.8	0.6	4.2	5.9	6.6	5.2	0.0	2.2	0.5	4.3	6.9	0.7	2.3	4.0	3.5	5.6	6.3	4.9
1	2.7	0.0	0.0	0.9	6.2	3.5	3.9	1.2	5.2	1.7	0.4	4.4	1.0	1.7	0.8	2.7	2.1	5.3	6.0	4.5
0	8.8	0.0	3.9	7.7	11.0	10.5	11.1	16.0	38.0	6.5	4.4	10.0	6.7	6.4	3.5	6.8	9.7	15.6	12.1	19.2
Mean	7.09	9.84	8.92	7.93	6.17	5.74	5.26	5.78	4.80	7.69	8.75	6.22	5.72	8.31	7.87	6.85	7.02	5.34	5.52	5.16



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24. THE BIBLE AND OTHER RELIGIOUS TEXTS SHOULD BE CENSORED TO HELP PREVENT DISCRIMINATION AGAINST GAYS AND LESBIANS.

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD			
		EAST	MID- WEST	SOUTH	WEST	DEFIN- ITELY VOTING	VERY/ SMWHT LIKELY	Very Likely	Smwht Likely
Total	2000	354	440	738	468	1558	442	269	173
DISAGREE	66.2	64.6	67.7	68.3	62.6	68.3	58.7	59.3	57.7
Strongly	57.2	56.7	58.7	60.4	51.0	60.6	45.3	46.3	43.7
10	46.7	47.3	46.9	49.7	41.3	50.3	33.9	33.0	35.3
9	3.9	3.4	3.8	4.0	4.2	3.8	4.3	4.7	3.5
8	6.6	6.0	8.0	6.7	5.5	6.4	7.1	8.5	4.9
7	4.5	4.8	3.9	3.6	6.5	3.9	6.7	6.7	6.7
6	4.4	3.1	5.1	4.3	5.2	3.8	6.7	6.4	7.2
NEUTRAL-5	13.2	14.1	12.6	11.4	15.9	12.8	14.4	13.8	15.4
AGREE	20.6	21.2	19.7	20.4	21.5	18.9	26.9	26.9	26.9
4	2.9	4.3	2.7	1.8	3.5	2.2	5.2	4.2	6.7
3	3.3	3.4	2.2	3.2	4.2	2.9	4.4	4.8	3.7
2	3.1	2.9	4.1	3.1	2.2	2.6	4.7	3.9	6.0
1	2.7	2.9	3.2	2.5	2.1	2.8	2.0	2.4	1.4
0	8.8	7.7	7.7	9.7	9.4	8.3	10.6	11.5	9.1
Mean	7.09	7.11	7.16	7.20	6.84	7.29	6.39	6.37	6.43



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

24. THE BIBLE AND OTHER RELIGIOUS TEXTS SHOULD BE CENSORED TO HELP PREVENT DISCRIMINATION AGAINST GAYS AND LESBIANS.

BANNER 3

	TOTAL	DIRECTION:			GENERIC BALLOT			LEAN-		JOB: JOE BIDEN		
		UNITE	STATES		FOR CONGRESS			ERS/				
		RIGHT	WRONG	REPUB-	DEMO-	UND-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	ECI-	CIDED	ROVE			PROVE	
		TION				DED						
Total	2000	540	1456	930	820	250	513	826	293	532	1174	
DISAGREE	66.2	49.9	72.2	79.3	52.2	63.1	61.7	50.5	43.6	54.3	77.2	
Strongly	57.2	37.9	64.3	72.7	41.7	50.2	49.9	39.4	35.7	41.4	69.7	
10	46.7	27.4	53.9	61.9	31.6	39.4	39.5	29.1	28.8	29.2	59.1	
9	3.9	3.5	4.0	4.3	3.5	3.6	3.6	4.4	1.7	5.9	3.5	
8	6.6	7.0	6.4	6.5	6.6	7.2	6.8	5.9	5.2	6.3	7.1	
7	4.5	6.3	3.9	3.4	4.9	7.5	6.4	5.4	2.9	6.7	4.0	
6	4.4	5.7	4.0	3.2	5.5	5.4	5.4	5.8	5.0	6.2	3.5	
NEUTRAL-5	13.2	16.7	11.9	8.7	17.7	15.1	15.4	17.5	20.5	15.9	10.1	
AGREE	20.6	33.4	15.9	11.9	30.2	21.8	22.8	31.9	35.8	29.8	12.7	
4	2.9	4.1	2.4	2.1	3.2	4.5	4.8	3.2	2.8	3.4	2.6	
3	3.3	6.1	2.2	1.9	4.6	3.8	3.3	5.1	3.3	6.2	1.9	
2	3.1	4.0	2.8	1.3	4.8	4.0	5.2	4.4	4.4	4.4	2.2	
1	2.7	5.3	1.7	1.3	4.1	2.7	2.3	4.9	6.0	4.4	1.0	
0	8.8	14.0	6.9	5.3	13.4	6.8	7.3	14.2	19.3	11.4	5.0	
Mean	7.09	5.71	7.60	8.14	5.97	6.85	6.78	5.80	5.34	6.05	8.00	



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24. THE BIBLE AND OTHER RELIGIOUS TEXTS SHOULD BE CENSORED TO HELP PREVENT DISCRIMINATION AGAINST GAYS AND LESBIANS.

BANNER 4

	TOTAL		2020 BALLOT			PARTY			MEN			WOMEN		
			TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	
Total	2000	829	922	724	742	534	476	254	211	248	488	323		
DISAGREE	66.2	80.1	53.6	81.3	50.7	67.2	85.3	49.8	75.9	73.6	51.2	61.6		
Strongly	57.2	73.5	42.8	74.6	40.6	56.7	78.3	37.8	65.4	67.5	42.0	51.0		
10	46.7	62.7	32.1	61.7	31.1	48.0	65.8	31.0	54.8	54.0	31.2	43.5		
9	3.9	4.3	3.8	5.1	3.1	3.3	5.5	1.2	3.1	4.4	4.1	3.4		
8	6.6	6.5	6.9	7.7	6.3	5.4	7.0	5.6	7.6	9.1	6.7	4.1		
7	4.5	3.4	5.7	3.6	4.1	6.5	3.9	6.5	5.6	3.0	2.8	7.1		
6	4.4	3.3	5.1	3.1	6.1	4.0	3.1	5.5	4.9	3.2	6.4	3.4		
NEUTRAL-5	13.2	8.3	17.6	8.2	16.9	14.8	6.8	17.4	10.8	11.0	16.6	17.4		
AGREE	20.6	11.6	28.8	10.5	32.4	18.0	8.0	32.8	13.3	15.4	32.3	21.1		
4	2.9	2.2	3.4	1.8	3.9	2.7	1.9	3.4	2.7	1.7	4.2	2.8		
3	3.3	1.6	4.4	2.0	4.4	3.3	1.6	3.6	3.2	2.8	4.8	3.4		
2	3.1	1.5	4.3	1.4	5.7	1.7	1.1	5.0	1.3	2.0	6.0	2.1		
1	2.7	1.1	4.0	0.9	4.2	2.8	0.7	5.1	1.8	1.4	3.8	3.4		
0	8.8	5.1	12.7	4.3	14.2	7.4	2.7	15.7	4.3	7.4	13.4	9.4		
Mean	7.09	8.20	6.09	8.27	5.84	7.24	8.58	5.71	7.83	7.68	5.90	6.85		



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24. THE BIBLE AND OTHER RELIGIOUS TEXTS SHOULD BE CENSORED TO HELP PREVENT DISCRIMINATION AGAINST GAYS AND LESBIANS.

BANNER 5

	BANNER 5																
	TOTAL	IDEOLOGY						REPUBLICAN				DEMOCRAT				INDEPENDENT	
	LIB- ERAL	Very LIB- ERAL	Smwt. LIB- ERAL	MOD- ERATE LIB- ERAL	Smwt. MOD- ERATE LIB- ERAL	Very MOD- ERATE LIB- ERAL	CONSER- VATIVE LIB- ERAL	LIB- ERAL	MOD- ERATE LIB- ERAL	CONSER- VATIVE LIB- ERAL	LIB- ERAL	MOD- ERATE LIB- ERAL	CONSER- VATIVE LIB- ERAL	LIB- ERAL	MOD- ERATE LIB- ERAL	CONSER- VATIVE LIB- ERAL	CONSER- VATIVE LIB- ERAL
Total	2000	553	232	321	734	427	287	713	43	136	545	413	267	61	97	330	107
DISAGREE	66.2	49.5	43.3	54.0	61.0	83.7	85.6	84.4	56.1	67.0	86.8	47.1	54.6	58.3	56.9	63.8	87.2
Strongly	57.2	37.2	35.2	38.7	51.6	75.8	82.2	78.4	40.1	56.3	81.8	35.2	46.6	50.3	44.6	53.7	76.9
10	46.7	27.1	28.8	25.9	40.6	61.8	77.6	68.1	24.8	40.0	70.0	26.0	36.1	43.7	32.9	44.5	72.4
9	3.9	3.5	1.4	4.9	3.7	6.6	1.3	4.5	1.6	5.6	5.3	3.1	3.5	1.6	5.8	3.0	1.8
8	6.6	6.6	5.0	7.8	7.3	7.4	3.3	5.8	13.8	10.8	6.5	6.1	7.0	5.0	5.9	6.2	2.8
7	4.5	5.8	2.7	8.1	4.5	5.1	1.4	3.6	11.5	3.2	3.1	5.4	2.6	1.5	4.9	6.5	7.9
6	4.4	6.4	5.4	7.2	4.9	2.7	2.0	2.4	4.4	7.5	1.9	6.4	5.4	6.5	7.3	3.5	2.4
NEUTRAL-5	13.2	16.8	14.3	18.5	16.9	7.5	5.1	6.5	10.5	15.8	6.2	17.1	17.2	13.6	17.9	17.2	4.5
AGREE	20.6	33.8	42.4	27.5	22.1	8.8	9.4	9.0	33.5	17.3	7.0	35.8	28.3	28.1	25.2	19.0	8.3
4	2.9	3.6	3.7	3.5	3.9	1.6	0.7	1.2	1.8	4.7	1.1	3.9	4.6	1.4	3.1	2.9	1.8
3	3.3	5.3	3.5	6.5	3.7	1.8	0.4	1.2	6.0	4.3	1.1	5.2	3.5	3.1	5.2	3.6	0.9
2	3.1	4.4	6.5	3.0	4.2	0.9	0.9	0.9	9.8	2.1	0.6	4.9	7.4	3.3	0.0	2.6	0.7
1	2.7	4.6	5.5	3.9	2.7	1.0	1.3	1.1	5.0	1.3	0.5	4.7	2.9	7.1	3.9	3.1	0.9
0	8.8	15.9	23.1	10.7	7.6	3.5	6.1	4.5	10.8	4.8	3.7	17.1	9.9	13.2	13.0	6.9	4.0
Mean	7.09	5.62	5.08	6.02	6.81	8.41	8.68	8.52	5.82	7.19	8.73	5.45	6.31	6.37	6.28	7.05	8.66



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24. THE BIBLE AND OTHER RELIGIOUS TEXTS SHOULD BE CENSORED TO HELP PREVENT DISCRIMINATION AGAINST GAYS AND LESBIANS.

BANNER 6

	TOTAL	VOTE BEHAVIOR				VB		CONSIDER YOURSELF					RELIGION			
						COMBO										
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER	WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC	NON- RELI- GIOUS
Total	2000	871	297	832	1062	350	46	305	1478	976	503	171	613	134	504	559
DISAGREE	66.2	51.2	66.9	81.6	69.7	61.3	37.9	64.9	66.8	67.4	65.5	70.7	77.8	86.9	65.2	52.3
Strongly	57.2	40.9	52.3	76.0	58.5	53.8	32.5	57.0	57.2	57.3	56.9	64.3	69.2	84.7	54.5	43.0
10	46.7	31.4	40.0	65.1	45.8	42.3	26.5	44.7	46.7	46.4	47.2	56.0	57.4	79.0	41.5	33.9
9	3.9	3.4	3.7	4.5	4.7	4.4	3.8	4.5	3.7	3.7	3.8	4.2	4.3	3.2	4.7	3.1
8	6.6	6.1	8.6	6.4	8.0	7.1	2.3	7.8	6.8	7.2	5.9	4.0	7.5	2.5	8.3	5.9
7	4.5	4.5	8.1	3.4	6.0	4.0	0.0	4.6	4.7	4.7	4.5	4.7	4.1	2.1	5.2	5.4
6	4.4	5.8	6.5	2.3	5.2	3.6	5.4	3.3	5.0	5.4	4.1	1.8	4.4	0.0	5.5	3.9
NEUTRAL-5	13.2	17.7	15.0	7.8	12.9	13.8	19.0	13.0	13.3	13.3	13.1	11.4	9.7	5.2	10.8	21.4
AGREE	20.6	31.2	18.1	10.6	17.5	24.9	43.1	22.2	20.0	19.2	21.4	17.9	12.6	8.0	24.0	26.3
4	2.9	3.5	3.9	1.8	2.6	2.3	2.1	2.3	3.0	3.3	2.3	3.1	1.1	0.3	3.9	4.0
3	3.3	4.5	3.1	2.0	3.6	5.4	9.4	4.8	3.1	3.2	3.0	0.0	1.7	0.3	5.2	2.9
2	3.1	5.1	2.9	1.0	3.0	2.3	1.9	2.3	3.3	3.4	3.1	3.1	2.4	0.8	2.9	4.1
1	2.7	4.7	1.9	0.8	2.2	4.0	9.0	3.3	2.4	2.5	2.1	2.4	1.6	0.8	3.0	3.7
0	8.8	13.3	6.2	5.0	6.0	11.0	20.7	9.5	8.2	6.9	10.9	9.2	5.8	5.8	8.9	11.6
Mean	7.09	5.90	7.06	8.35	7.31	6.71	4.93	6.98	7.13	7.19	7.01	7.52	7.92	8.84	6.88	6.20



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24. THE BIBLE AND OTHER RELIGIOUS TEXTS SHOULD BE CENSORED TO HELP PREVENT DISCRIMINATION AGAINST GAYS AND LESBIANS.

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1229	771	481	290	503	437	726	334
DISAGREE	66.2	64.2	69.2	68.4	70.6	74.3	72.8	57.3	64.6
Strongly	57.2	54.1	62.1	60.8	64.3	63.0	66.2	47.9	56.8
10	46.7	45.3	48.9	45.8	54.0	54.9	52.8	38.8	43.7
9	3.9	3.0	5.3	5.9	4.2	2.6	5.2	3.3	5.3
8	6.6	5.7	8.0	9.1	6.2	5.5	8.1	5.8	7.8
7	4.5	4.9	4.0	4.1	3.9	5.6	4.2	4.4	3.7
6	4.4	5.3	3.1	3.5	2.4	5.7	2.3	5.0	4.1
NEUTRAL-5	13.2	14.3	11.5	13.3	8.5	11.6	9.4	16.1	14.2
AGREE	20.6	21.5	19.3	18.3	20.9	14.2	17.8	26.6	21.2
4	2.9	3.3	2.2	1.4	3.6	2.8	2.2	3.6	2.3
3	3.3	3.0	3.7	3.0	4.8	2.8	2.1	3.1	5.7
2	3.1	3.4	2.6	3.0	2.0	1.8	2.6	4.5	2.5
1	2.7	2.2	3.4	3.0	4.1	1.4	3.0	2.7	3.9
0	8.8	9.7	7.4	8.0	6.4	5.3	8.0	12.7	6.7
Mean	7.09	6.94	7.32	7.23	7.48	7.72	7.54	6.41	7.04



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

24. THE BIBLE AND OTHER RELIGIOUS TEXTS SHOULD BE CENSORED TO HELP PREVENT DISCRIMINATION AGAINST GAYS AND LESBIANS.

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON-WHITE	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1356	644	262	260	84	685	671	109	153	96	164
DISAGREE	66.2	70.9	56.3	57.2	54.6	53.6	78.3	63.3	69.1	48.7	53.0	55.5
Strongly	57.2	62.3	46.3	47.2	45.1	40.8	70.2	54.4	58.5	39.1	41.8	47.1
10	46.7	51.2	37.1	38.2	37.2	29.4	59.3	43.1	45.2	33.2	35.6	38.1
9	3.9	4.2	3.1	2.4	2.5	4.5	4.2	4.3	4.3	1.1	1.0	3.3
8	6.6	6.8	6.1	6.6	5.5	6.8	6.7	7.0	9.0	4.8	5.2	5.7
7	4.5	4.9	3.8	3.5	4.3	5.2	4.7	5.0	4.7	2.7	7.3	2.5
6	4.4	3.6	6.1	6.5	5.2	7.7	3.4	3.9	5.9	6.9	3.9	5.9
NEUTRAL-5	13.2	12.6	14.3	13.9	12.8	20.7	9.0	16.4	12.2	15.0	14.1	12.0
AGREE	20.6	16.5	29.4	29.0	32.6	25.7	12.7	20.3	18.7	36.3	32.9	32.5
4	2.9	2.1	4.4	5.5	4.6	2.2	1.6	2.7	5.0	5.8	6.4	3.5
3	3.3	2.3	5.3	5.5	5.2	4.7	1.8	2.8	5.2	5.7	4.3	5.7
2	3.1	1.8	5.9	4.7	7.6	4.5	1.4	2.2	0.8	7.4	8.9	6.9
1	2.7	2.2	3.6	3.5	3.9	4.5	1.6	2.8	2.6	4.2	4.5	3.5
0	8.8	8.1	10.3	9.8	11.3	9.8	6.3	9.9	5.1	13.2	8.8	12.8
Mean	7.09	7.46	6.32	6.40	6.16	6.12	7.99	6.92	7.32	5.74	6.12	6.18



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BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	2000	160	257	357	332	370	524	775	1225	1106	894	940	1060
DISAGREE	66.2	49.8	55.8	56.8	71.1	72.0	75.4	55.0	73.2	59.8	74.0	73.6	59.6
Strongly	57.2	36.0	47.3	47.8	64.0	63.0	66.5	45.2	64.8	50.8	65.0	64.5	50.7
10	46.7	28.2	39.6	37.2	51.6	52.0	55.5	36.2	53.4	40.8	54.0	53.9	40.3
9	3.9	2.0	3.1	3.0	4.8	4.8	4.2	2.8	4.5	3.4	4.4	3.8	4.0
8	6.6	5.8	4.6	7.5	7.6	6.2	6.8	6.2	6.8	6.6	6.6	6.7	6.5
7	4.5	5.8	4.2	3.6	3.8	5.3	4.9	4.2	4.7	4.1	5.1	5.0	4.2
6	4.4	8.0	4.2	5.4	3.3	3.7	4.1	5.5	3.7	4.9	3.9	4.1	4.7
NEUTRAL-5	13.2	15.6	14.4	14.8	10.3	13.5	12.3	14.8	12.1	13.5	12.8	10.5	15.5
AGREE	20.6	34.6	29.8	28.4	18.5	14.5	12.3	30.2	14.6	26.7	13.2	15.9	24.9
4	2.9	6.5	4.5	4.2	2.5	1.0	1.5	4.8	1.6	4.1	1.3	2.5	3.2
3	3.3	7.4	5.4	3.0	2.3	2.1	2.5	4.7	2.3	4.0	2.4	2.5	3.9
2	3.1	3.8	5.1	5.2	3.4	2.5	0.7	4.9	2.0	4.4	1.4	2.2	3.9
1	2.7	1.6	3.8	5.4	2.1	1.0	2.0	4.1	1.8	3.5	1.6	2.1	3.1
0	8.8	15.4	10.9	10.7	8.2	7.9	5.5	11.7	6.9	10.7	6.5	6.6	10.8
Mean	7.09	5.70	6.36	6.33	7.44	7.56	7.84	6.21	7.65	6.58	7.73	7.64	6.61



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24. THE BIBLE AND OTHER RELIGIOUS TEXTS SHOULD BE CENSORED TO HELP PREVENT DISCRIMINATION AGAINST GAYS AND LESBIANS.

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	207	497	526	771	54	187	244	455	153	310	282	315	544	1036	420
DISAGREE	66.2	50.1	55.8	69.4	75.0	60.4	60.6	74.0	80.2	46.5	52.9	65.3	67.4	55.1	68.0	76.1
Strongly	57.2	37.0	47.8	60.3	66.6	48.7	49.2	66.2	71.7	32.9	46.9	55.1	59.2	45.8	58.9	67.7
10	46.7	29.6	38.4	48.4	55.5	38.1	39.3	54.3	61.6	26.6	37.9	43.3	46.7	37.8	47.2	56.9
9	3.9	2.5	3.4	4.2	4.4	1.2	4.2	3.8	4.0	2.9	2.9	4.5	5.0	3.4	4.5	3.0
8	6.6	4.9	6.0	7.7	6.7	9.4	5.7	8.1	6.1	3.3	6.1	7.4	7.5	4.6	7.1	7.9
7	4.5	5.9	3.0	5.2	4.8	4.2	5.2	4.9	5.0	6.4	1.6	5.4	4.4	4.8	4.2	5.0
6	4.4	7.3	5.1	3.9	3.6	7.5	6.2	3.0	3.5	7.2	4.4	4.7	3.8	4.5	4.8	3.4
NEUTRAL-5	13.2	15.6	14.1	13.0	12.1	18.5	11.4	11.2	8.9	14.6	15.7	14.6	16.6	15.2	12.8	11.5
AGREE	20.6	34.2	30.1	17.6	13.0	21.2	28.0	14.8	10.9	38.8	31.4	20.1	16.0	29.7	19.2	12.4
4	2.9	6.9	4.1	2.1	1.5	4.8	5.1	1.6	1.6	7.6	3.5	2.5	1.3	4.0	2.3	2.8
3	3.3	6.7	4.2	2.8	2.1	8.1	4.9	2.1	1.1	6.3	3.7	3.4	3.5	4.4	3.4	1.5
2	3.1	4.3	5.4	3.0	1.3	4.0	3.2	2.3	1.5	4.4	6.8	3.5	1.2	4.7	3.0	1.1
1	2.7	1.2	5.7	1.7	1.8	0.8	6.5	1.1	1.1	1.3	5.2	2.2	2.8	4.9	2.4	0.5
0	8.8	15.1	10.7	8.1	6.3	3.4	8.3	7.6	5.7	19.2	12.2	8.6	7.3	11.8	8.1	6.6
Mean	7.09	5.78	6.30	7.32	7.80	6.86	6.55	7.68	8.15	5.40	6.14	7.01	7.29	6.25	7.21	7.89



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25. EMPLOYERS SHOULD PRIORITIZE ENSURING A DIVERSE WORKFORCE WHEN MAKING HIRING AND PROMOTING DECISIONS, EVEN IF THAT MEANS THE MOST QUALIFIED PERSON DOESN'T GET THE JOB.

BANNER 1

	ANMP SCORE										NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO		
	10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAVE VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5	
Total	2000	220	313	353	413	351	229	78	43	1487	886	498	103	579	352	250	307	513	266	247
DISAGREE	53.3	98.7	82.1	59.3	39.6	29.1	38.7	20.8	29.9	60.5	77.1	35.8	36.8	70.2	59.5	52.3	50.2	32.6	32.8	32.3
Strongly	39.4	97.8	71.7	45.1	21.3	16.5	13.2	5.9	21.4	47.3	67.6	18.9	9.7	60.4	42.8	35.6	37.1	16.7	19.5	13.8
10	28.7	92.3	53.4	29.8	9.5	9.6	5.9	5.9	15.6	35.0	53.7	8.2	4.8	49.2	29.4	25.3	22.9	10.2	12.1	8.1
9	4.1	2.5	6.9	7.2	4.4	2.0	2.1	0.0	0.0	4.8	5.9	3.3	1.9	4.3	5.4	3.9	5.7	2.2	3.3	1.1
8	6.6	3.0	11.4	8.1	7.4	4.8	5.2	0.0	5.8	7.4	8.0	7.4	3.0	6.9	8.0	6.5	8.5	4.3	4.0	4.6
7	7.0	0.9	6.4	8.2	9.6	5.2	10.6	4.4	8.5	7.1	5.8	8.3	12.5	5.8	9.2	8.3	6.1	6.8	6.2	7.5
6	6.9	0.0	4.0	5.9	8.6	7.5	15.0	10.5	0.0	6.2	3.8	8.7	14.6	4.0	7.5	8.3	7.0	9.0	7.1	11.0
NEUTRAL-5	14.9	1.3	8.2	12.4	14.3	20.0	28.4	34.5	11.6	12.9	8.2	17.6	30.1	9.8	15.6	16.0	12.9	21.0	15.7	26.7
AGREE	31.7	0.0	9.6	28.3	46.1	50.8	32.8	44.7	58.6	26.6	14.7	46.6	33.1	20.0	24.9	31.7	36.9	46.4	51.5	41.0
4	5.9	0.0	1.7	3.5	6.9	9.9	11.2	11.2	3.9	4.8	2.0	8.9	8.8	3.1	5.0	6.3	6.5	9.0	7.2	10.9
3	6.7	0.0	1.3	5.2	7.2	14.2	8.8	6.8	14.5	5.4	2.5	10.0	8.6	3.6	4.3	7.5	8.5	10.3	11.3	9.2
2	5.6	0.0	3.2	4.4	8.0	8.7	5.4	8.2	10.2	4.4	2.9	7.3	3.5	3.4	5.7	4.1	5.0	9.1	10.3	7.9
1	3.6	0.0	0.7	4.2	6.5	5.3	2.8	1.1	5.8	3.1	1.9	5.2	2.9	2.3	2.2	3.3	5.4	5.2	7.4	2.8
0	9.9	0.0	2.6	11.1	17.5	12.7	4.7	17.4	24.2	8.9	5.3	15.2	9.3	7.7	7.7	10.5	11.4	12.9	15.4	10.2
Mean	6.00	9.82	8.16	6.25	4.57	4.39	5.10	4.08	4.05	6.51	7.81	4.54	4.86	7.31	6.40	5.87	5.65	4.54	4.39	4.70



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25. EMPLOYERS SHOULD PRIORITIZE ENSURING A DIVERSE WORKFORCE WHEN MAKING HIRING AND PROMOTING DECISIONS, EVEN IF THAT MEANS THE MOST QUALIFIED PERSON DOESN'T GET THE JOB.

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD			
		EAST	MID- WEST	SOUTH	WEST	DEFIN- ITELY VOTING	VERY/ SMWHT LIKELY	Very Likely	Smwht Likely
Total	2000	354	440	738	468	1558	442	269	173
DISAGREE	53.3	52.7	53.5	54.0	52.6	55.7	44.9	45.8	43.6
Strongly	39.4	37.8	41.6	41.2	35.8	42.5	28.4	29.5	26.8
10	28.7	28.9	29.5	29.8	25.9	32.2	16.3	16.3	16.3
9	4.1	2.7	5.4	4.1	4.1	4.3	3.5	4.0	2.8
8	6.6	6.2	6.6	7.3	5.8	6.1	8.6	9.2	7.6
7	7.0	9.0	5.2	6.7	7.7	6.9	7.6	7.2	8.2
6	6.9	6.0	6.8	6.0	9.1	6.3	8.9	9.1	8.7
NEUTRAL-5	14.9	13.4	16.3	15.6	13.8	13.8	19.0	18.5	19.9
AGREE	31.7	33.9	30.1	30.4	33.6	30.5	36.1	35.8	36.5
4	5.9	6.6	4.2	5.2	7.9	5.6	6.8	5.5	8.9
3	6.7	7.3	6.5	6.1	7.4	6.1	8.9	8.7	9.1
2	5.6	5.6	6.7	4.6	6.3	5.5	6.1	5.9	6.2
1	3.6	3.5	3.4	4.1	3.2	3.5	3.9	4.9	2.4
0	9.9	11.0	9.3	10.5	8.8	9.8	10.4	10.7	9.9
Mean	6.00	5.91	6.09	6.07	5.89	6.19	5.35	5.35	5.36



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

25. EMPLOYERS SHOULD PRIORITIZE ENSURING A DIVERSE WORKFORCE WHEN MAKING HIRING AND PROMOTING DECISIONS, EVEN IF THAT MEANS THE MOST QUALIFIED PERSON DOESN'T GET THE JOB.

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN				
		UNITED STATES		FOR CONGRESS			ERS/					
		RIGHT	WRONG	REPUB-	DEMO-	UND-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	ECI-	CIDED	ROVE			PROVE	
		TION				DED						
Total	2000	540	1456	930	820	250	513	826	293	532	1174	
DISAGREE	53.3	34.3	60.4	66.1	39.2	52.3	51.5	37.3	30.2	41.2	64.6	
Strongly	39.4	21.3	46.1	53.7	24.4	35.6	34.5	22.9	21.3	23.8	51.0	
10	28.7	12.9	34.6	41.7	14.9	25.3	23.6	13.6	15.0	12.8	39.3	
9	4.1	2.7	4.6	4.7	3.5	3.9	3.8	3.1	1.8	3.7	4.9	
8	6.6	5.8	6.9	7.3	5.9	6.5	7.1	6.3	4.5	7.3	6.9	
7	7.0	6.2	7.3	7.1	6.5	8.3	7.1	7.0	4.9	8.1	7.0	
6	6.9	6.7	7.0	5.3	8.3	8.3	9.9	7.5	4.0	9.3	6.5	
NEUTRAL-5	14.9	18.3	13.6	12.0	18.0	16.0	15.3	18.7	17.9	19.0	12.3	
AGREE	31.7	47.4	26.0	21.9	42.8	31.7	33.2	44.0	51.8	39.7	23.1	
4	5.9	7.7	5.2	3.8	8.1	6.3	6.1	7.5	8.7	6.8	4.7	
3	6.7	9.8	5.5	3.9	9.6	7.5	8.0	9.8	8.0	10.8	4.5	
2	5.6	9.6	4.1	4.3	7.6	4.1	5.4	8.3	11.4	6.6	3.7	
1	3.6	6.4	2.6	2.3	5.3	3.3	4.1	5.2	6.8	4.3	2.5	
0	9.9	13.9	8.5	7.7	12.3	10.5	9.6	13.2	16.9	11.2	7.6	
Mean	6.00	4.61	6.52	6.97	4.95	5.87	5.76	4.81	4.39	5.05	6.84	



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25. EMPLOYERS SHOULD PRIORITIZE ENSURING A DIVERSE WORKFORCE WHEN MAKING HIRING AND PROMOTING DECISIONS, EVEN IF THAT MEANS THE MOST QUALIFIED PERSON DOESN'T GET THE JOB.

BANNER 4

	TOTAL	2020 BALLOT		PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	829	922	724	742	534	476	254	211	248	488	323
DISAGREE	53.3	68.9	39.9	67.5	34.9	59.7	73.8	33.5	64.7	55.5	35.6	56.5
Strongly	39.4	56.1	25.2	53.3	21.3	45.8	58.3	19.5	52.7	43.8	22.2	41.3
10	28.7	43.9	15.7	41.5	13.0	33.1	45.9	12.8	39.3	33.1	13.0	29.1
9	4.1	4.7	3.6	4.7	2.7	5.4	4.9	3.0	5.6	4.2	2.5	5.2
8	6.6	7.5	5.9	7.1	5.7	7.3	7.5	3.7	7.7	6.5	6.7	7.0
7	7.0	7.9	6.6	8.5	6.7	5.4	9.4	8.3	4.6	6.9	5.8	5.9
6	6.9	4.9	8.1	5.7	7.0	8.5	6.1	5.7	7.4	4.9	7.6	9.2
NEUTRAL-5	14.9	10.7	17.4	10.7	18.6	15.7	8.2	16.0	12.8	15.4	19.9	17.6
AGREE	31.7	20.3	42.6	21.8	46.5	24.6	18.0	50.5	22.5	29.1	44.4	25.9
4	5.9	3.5	7.9	3.8	7.8	6.0	4.2	8.3	5.3	3.0	7.5	6.3
3	6.7	3.7	9.3	4.3	9.5	6.0	3.2	7.5	6.7	6.2	10.6	5.6
2	5.6	3.8	7.3	4.4	8.1	3.9	4.2	11.3	5.1	4.6	6.4	3.1
1	3.6	2.4	5.3	2.6	6.0	1.6	2.1	6.0	1.9	3.7	6.1	1.5
0	9.9	6.9	12.8	6.8	15.0	7.1	4.3	17.4	3.5	11.6	13.8	9.5
Mean	6.00	7.15	4.98	7.00	4.62	6.57	7.43	4.41	7.00	6.18	4.73	6.28



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BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	553	232	321	734	427	287	713	43	136	545	413	267	61	97	330	107
DISAGREE	53.3	37.2	28.2	43.6	48.2	71.0	71.5	71.2	40.6	49.5	74.1	34.9	34.0	39.4	45.3	59.1	74.7
Strongly	39.4	22.8	16.1	27.7	32.9	56.3	63.1	59.0	27.9	28.5	61.5	19.5	23.6	23.7	34.9	42.2	66.7
10	28.7	12.2	10.2	13.7	23.9	41.4	53.7	46.4	17.7	23.2	47.9	9.8	16.2	19.9	20.0	30.4	53.5
9	4.1	3.8	1.6	5.4	3.8	4.7	4.6	4.7	2.4	2.9	5.3	3.2	2.4	0.0	6.8	5.3	4.2
8	6.6	6.8	4.3	8.6	5.2	10.2	4.8	8.0	7.8	2.3	8.3	6.4	4.9	3.8	8.1	6.5	8.9
7	7.0	7.1	5.7	8.1	6.3	10.0	4.3	7.7	5.7	10.1	8.4	7.9	4.2	9.2	4.4	6.4	3.3
6	6.9	7.2	6.4	7.8	9.0	4.8	4.1	4.5	7.0	11.0	4.2	7.5	6.2	6.5	6.0	10.5	4.7
NEUTRAL-5	14.9	17.5	17.3	17.7	17.7	10.0	10.3	10.1	5.2	17.4	9.4	18.7	18.3	18.8	17.8	17.3	8.8
AGREE	31.7	45.4	54.5	38.7	34.1	18.9	18.2	18.6	54.3	33.1	16.5	46.4	47.7	41.7	36.8	23.6	16.6
4	5.9	8.2	8.2	8.2	6.8	4.2	1.4	3.1	14.6	4.3	2.8	7.5	8.7	6.0	8.3	6.4	2.5
3	6.7	10.1	9.9	10.3	8.0	2.9	2.1	2.6	16.6	6.9	2.6	10.2	9.8	3.4	6.9	7.1	1.9
2	5.6	8.3	12.0	5.7	5.2	5.2	2.0	3.9	6.7	6.7	3.6	9.3	7.0	4.8	4.9	3.2	5.1
1	3.6	5.0	3.8	5.8	4.0	1.3	3.4	2.1	2.6	5.8	1.8	5.6	6.5	6.9	3.4	1.4	0.9
0	9.9	13.7	20.7	8.7	10.0	5.4	9.3	6.9	13.7	9.4	5.6	13.8	15.7	20.7	13.5	5.6	6.1
Mean	6.00	4.76	4.05	5.27	5.67	7.24	7.42	7.31	4.93	5.57	7.53	4.57	4.66	4.78	5.49	6.53	7.67



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BANNER 6

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	871	297	832	1062	350	46	305	1478	976	503	171	613	134	504	559
DISAGREE	53.3	37.5	51.5	70.6	56.8	48.8	27.4	52.0	54.2	54.0	54.5	55.5	55.2	68.0	51.5	49.8
Strongly	39.4	23.5	35.8	57.4	41.3	36.5	20.1	39.0	39.5	38.9	40.6	44.9	42.2	58.6	39.0	32.6
10	28.7	14.2	25.1	45.1	27.9	25.3	12.6	27.2	29.1	28.8	29.7	31.8	29.8	42.6	29.2	24.1
9	4.1	3.3	3.9	5.0	5.0	6.1	2.2	6.7	3.4	3.7	2.6	6.7	4.0	9.4	3.9	3.3
8	6.6	6.0	6.8	7.2	8.4	5.1	5.4	5.1	7.0	6.4	8.2	6.4	8.4	6.7	5.9	5.2
7	7.0	6.5	7.2	7.5	7.8	6.1	3.9	6.4	7.3	7.7	6.6	6.4	7.3	5.7	6.5	7.3
6	6.9	7.5	8.5	5.7	7.7	6.2	3.5	6.6	7.4	7.4	7.3	4.2	5.7	3.7	6.0	9.8
NEUTRAL-5	14.9	18.4	15.9	11.0	15.2	16.5	10.9	17.3	14.5	14.6	14.3	15.9	16.8	9.2	12.3	16.6
AGREE	31.7	44.1	32.6	18.4	28.0	34.7	61.6	30.7	31.4	31.4	31.3	28.6	28.0	22.8	36.1	33.6
4	5.9	8.1	7.3	3.0	6.0	5.7	6.7	5.5	6.1	6.0	6.1	4.5	5.0	1.9	7.1	6.9
3	6.7	9.5	7.2	3.6	7.3	7.3	10.5	6.8	6.4	6.6	5.8	8.1	6.0	3.5	6.6	7.2
2	5.6	7.5	6.3	3.4	5.0	5.2	4.8	5.2	5.9	5.2	7.1	4.4	4.3	4.5	6.6	6.9
1	3.6	5.3	3.3	2.0	2.7	5.3	12.5	4.2	3.5	4.0	2.6	1.3	3.4	4.8	3.8	3.5
0	9.9	13.7	8.6	6.4	7.1	11.3	27.1	8.9	9.6	9.5	9.7	10.3	9.2	8.1	12.0	9.1
Mean	6.00	4.83	5.88	7.27	6.26	5.71	3.71	6.02	6.04	6.02	6.07	6.32	6.21	7.03	5.83	5.73



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BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/	COLL-	Bchlr	Post-	LESS/	COLL-	LESS/	COLL-
		COLL.	EGE	Degree	Grad./	COLL.	EGE	COLL.	EGE
		GRAD	GRAD.	Prof.	GRAD.	GRAD.	GRAD.	GRAD.	GRAD.
Total	2000	1229	771	481	290	503	437	726	334
DISAGREE	53.3	51.6	56.1	56.7	55.2	57.9	64.3	47.2	45.4
Strongly	39.4	37.5	42.4	42.8	41.8	43.2	50.3	33.6	32.1
10	28.7	27.5	30.5	29.9	31.6	33.7	37.5	23.2	21.4
9	4.1	3.8	4.7	4.1	5.7	4.4	4.8	3.4	4.5
8	6.6	6.2	7.2	8.9	4.5	5.1	8.1	7.0	6.2
7	7.0	6.4	7.9	8.0	7.7	7.3	8.9	5.8	6.6
6	6.9	7.6	5.8	5.8	5.7	7.3	5.1	7.8	6.7
NEUTRAL-5	14.9	15.4	14.3	13.0	16.3	12.6	9.9	17.3	19.9
AGREE	31.7	33.0	29.6	30.3	28.5	29.6	25.7	35.5	34.7
4	5.9	6.7	4.6	4.9	4.0	6.8	4.1	6.6	5.2
3	6.7	6.9	6.3	5.5	7.6	5.6	4.7	7.9	8.4
2	5.6	5.9	5.2	6.1	3.8	6.5	6.2	5.4	4.0
1	3.6	3.3	4.2	4.7	3.4	3.0	3.2	3.4	5.5
0	9.9	10.3	9.4	9.1	9.8	7.7	7.6	12.1	11.7
Mean	6.00	5.89	6.18	6.16	6.22	6.36	6.71	5.57	5.49



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BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON-WHITE	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1356	644	262	260	84	685	671	109	153	96	164
DISAGREE	53.3	61.5	36.2	44.6	25.6	38.8	67.7	55.2	55.3	36.9	27.1	24.7
Strongly	39.4	47.5	22.3	28.9	12.9	26.4	54.5	40.4	31.9	26.8	14.1	12.1
10	28.7	34.8	15.7	22.5	8.4	13.8	41.5	28.1	25.0	20.6	10.2	7.4
9	4.1	4.9	2.5	2.2	2.2	4.0	5.1	4.7	2.9	1.6	3.9	1.1
8	6.6	7.8	4.2	4.3	2.3	8.7	7.9	7.7	3.9	4.6	0.0	3.6
7	7.0	7.7	5.6	7.5	4.4	4.6	7.7	7.7	12.2	4.1	7.7	2.5
6	6.9	6.3	8.2	8.1	8.3	7.9	5.4	7.1	11.3	5.9	5.3	10.1
NEUTRAL-5	14.9	14.0	16.9	16.9	17.8	13.4	10.7	17.4	12.8	19.9	14.7	19.7
AGREE	31.7	24.5	46.9	38.5	56.6	47.7	21.6	27.4	31.9	43.2	58.2	55.6
4	5.9	4.7	8.2	9.4	8.6	6.0	4.1	5.3	11.2	8.0	8.1	9.0
3	6.7	6.0	8.2	6.9	8.6	14.5	4.6	7.4	4.6	8.5	9.1	8.3
2	5.6	4.4	8.2	7.3	11.2	3.3	4.5	4.3	6.9	7.7	18.4	6.9
1	3.6	2.7	5.5	2.4	8.5	6.6	2.5	3.0	2.6	2.2	7.5	9.1
0	9.9	6.6	16.9	12.5	19.7	17.3	6.0	7.3	6.6	16.8	15.1	22.3
Mean	6.00	6.65	4.65	5.40	3.83	4.70	7.06	6.23	6.00	4.97	4.00	3.73



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BANNER 9

	TOTAL	AGE						AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
Total	2000	160	257	357	332	370	524	775	1225	1106	894	940	1060	
DISAGREE	53.3	43.6	42.2	41.5	49.1	60.2	67.7	42.2	60.4	44.3	64.6	60.9	46.7	
Strongly	39.4	19.3	26.5	31.1	37.4	48.4	52.5	27.2	47.2	30.2	50.8	46.5	33.1	
10	28.7	12.6	20.7	23.1	27.8	33.2	38.6	20.2	34.1	22.4	36.4	35.5	22.6	
9	4.1	2.6	1.1	2.7	3.4	6.3	6.0	2.1	5.4	2.5	6.1	4.6	3.7	
8	6.6	4.1	4.7	5.3	6.2	8.9	7.9	4.9	7.7	5.3	8.3	6.5	6.7	
7	7.0	9.7	5.2	4.8	6.8	6.8	8.8	6.0	7.7	6.2	8.0	8.1	6.1	
6	6.9	14.6	10.5	5.5	4.9	5.0	6.3	9.1	5.5	7.8	5.8	6.3	7.5	
NEUTRAL-5	14.9	23.1	15.2	14.6	17.1	13.8	12.0	16.5	13.9	16.7	12.8	11.4	18.1	
AGREE	31.7	33.4	42.6	43.9	33.8	26.0	20.3	41.3	25.7	39.0	22.7	27.8	35.2	
4	5.9	11.5	6.1	6.3	5.8	4.2	4.9	7.3	4.9	6.9	4.6	5.6	6.1	
3	6.7	9.9	10.0	8.7	4.7	6.5	4.1	9.4	5.0	8.0	5.1	5.1	8.0	
2	5.6	2.5	7.5	7.1	6.2	5.6	4.3	6.3	5.2	6.2	4.8	6.3	5.0	
1	3.6	1.6	4.3	6.7	4.2	3.0	1.9	4.8	2.9	4.6	2.4	3.1	4.1	
0	9.9	7.8	14.7	15.1	13.0	6.7	5.1	13.5	7.7	13.3	5.7	7.6	12.0	
Mean	6.00	5.35	5.04	5.10	5.75	6.57	7.06	5.13	6.56	5.32	6.86	6.52	5.55	



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BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	URBAN	SUB-URBAN	RURAL
		NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG			
Total	2000	207	497	526	771	54	187	244	455	153	310	282	315	544	1036	420
DISAGREE	53.3	44.2	40.6	51.9	64.9	38.3	42.5	60.1	71.5	46.3	39.5	44.8	55.5	43.0	55.0	62.6
Strongly	39.4	21.0	28.7	39.1	51.5	11.7	31.0	46.0	57.4	24.3	27.3	33.1	43.1	31.0	39.1	51.1
10	28.7	14.9	22.3	27.2	37.5	5.3	25.7	33.8	43.9	18.3	20.3	21.5	28.1	22.5	27.7	39.0
9	4.1	2.0	2.2	4.2	5.9	4.0	2.8	4.2	5.6	1.4	1.9	4.2	6.3	3.5	3.8	5.7
8	6.6	4.1	4.2	7.7	8.2	2.4	2.5	8.0	7.8	4.7	5.2	7.4	8.7	4.9	7.6	6.4
7	7.0	8.5	5.1	7.6	7.4	11.5	6.9	8.0	8.2	7.5	4.1	7.3	6.3	5.2	8.5	5.8
6	6.9	14.7	6.8	5.2	6.0	15.1	4.7	6.1	6.0	14.5	8.1	4.4	6.0	6.8	7.4	5.7
NEUTRAL-5	14.9	20.7	15.6	15.4	12.7	15.4	13.9	10.5	10.3	22.6	16.6	19.7	16.1	16.5	15.6	11.4
AGREE	31.7	35.1	43.8	32.7	22.4	46.3	43.6	29.4	18.2	31.1	43.9	35.5	28.4	40.5	29.4	26.0
4	5.9	9.9	6.8	5.1	4.7	10.3	9.1	4.4	4.2	9.7	5.4	5.7	5.5	6.8	6.1	4.0
3	6.7	10.1	9.0	6.0	4.7	12.9	8.3	5.1	3.0	9.1	9.4	6.8	7.2	7.3	6.1	7.4
2	5.6	3.5	7.4	5.9	4.8	7.7	10.7	7.1	4.0	2.0	5.4	4.9	6.1	6.7	5.4	4.7
1	3.6	1.6	5.2	4.7	2.4	3.2	4.4	5.3	1.4	1.0	5.6	4.2	3.9	6.0	2.8	2.5
0	9.9	10.1	15.5	10.9	5.7	12.3	11.2	7.6	5.7	9.4	18.1	13.7	5.7	13.7	9.0	7.4
Mean	6.00	5.29	5.05	5.88	6.89	4.54	5.34	6.37	7.32	5.55	4.87	5.46	6.28	5.25	6.10	6.74



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

SUMMARY MEANS:

BANNER 1

	ANMP SCORE									NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
	TOTAL	10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5
Total	2000	220	313	353	413	351	229	78	43	1487	886	498	103	579	352	250	307	513	266	247
OWN INTERESTS/OTHR CNTRS	7.62	9.78	9.07	8.61	7.82	6.48	5.38	4.46	2.87	8.11	9.07	7.12	4.67	8.73	7.79	7.17	8.08	6.20	7.36	4.95
TOUGH PENALTIES/CRIMINALS	7.62	9.81	9.11	8.65	7.67	6.44	5.53	4.84	2.47	8.07	9.10	6.90	4.92	8.67	7.81	7.32	7.86	6.31	7.50	5.03
PARENT'S SAY/EDUCATION	7.56	9.84	9.17	8.53	7.72	6.65	5.09	4.11	1.76	8.15	9.08	7.25	4.57	8.87	8.02	7.29	7.67	5.85	7.18	4.42
WORK FOR WELFARE BENEFITS	7.51	9.84	9.25	8.67	7.67	6.28	5.12	3.69	1.54	8.14	9.17	7.02	4.69	8.70	8.00	7.05	8.12	5.69	7.06	4.22
ENGLISH AS OFFICIAL LANG	7.37	9.87	9.32	8.80	7.91	5.97	4.06	2.70	1.00	8.11	9.25	6.92	4.07	8.79	8.02	6.92	7.91	5.23	7.21	3.09
PURSUE ENERGY INDEP.	7.27	9.88	9.01	8.08	6.93	6.22	5.30	4.13	2.71	7.79	8.86	6.52	4.70	8.67	7.48	6.68	7.37	5.78	6.76	4.73
CUT SPENDING	7.22	9.97	9.01	7.90	7.18	6.19	5.08	3.39	1.65	7.89	8.81	6.90	4.74	8.63	7.77	7.07	7.27	5.28	6.38	4.09
RAISE TAXES/IMPROVE GOV'T	7.11	9.89	8.96	7.41	6.47	6.31	5.42	4.67	3.22	7.69	8.57	6.55	5.62	8.21	7.58	7.43	7.06	5.43	6.09	4.71
CENSOR THE BIBLE	7.09	9.84	8.92	7.93	6.17	5.74	5.26	5.78	4.80	7.69	8.75	6.22	5.72	8.31	7.87	6.85	7.02	5.34	5.52	5.16
GOVT/TOO MANY THINGS	6.81	9.86	8.77	7.39	6.72	5.77	4.34	3.27	1.44	7.50	8.49	6.34	4.58	8.30	7.46	6.77	6.62	4.84	6.18	3.39
ENSURE DIVERSE WORKFORCE	6.00	9.82	8.16	6.25	4.57	4.39	5.10	4.08	4.05	6.51	7.81	4.54	4.86	7.31	6.40	5.87	5.65	4.54	4.39	4.70



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

SUMMARY MEANS:

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD			
		EAST	MID- WEST	SOUTH	WEST	DEFIN- ITELY VOTING	VERY/ SMWHT LIKELY	Very Likely	Smwht Likely
Total	2000	354	440	738	468	1558	442	269	173
OWN INTERESTS/OTHR CNTRS	7.62	7.69	7.67	7.75	7.31	7.75	7.18	7.30	6.99
TOUGH PENALTIES/CRIMINALS	7.62	7.80	7.72	7.60	7.42	7.83	6.88	6.92	6.81
PARENT'S SAY/EDUCATION	7.56	7.38	7.49	7.84	7.33	7.65	7.27	7.27	7.28
WORK FOR WELFARE BENEFITS	7.51	7.66	7.50	7.65	7.18	7.66	7.00	7.11	6.83
ENGLISH AS OFFICIAL LANG	7.37	7.56	7.31	7.61	6.91	7.55	6.72	6.99	6.31
PURSUE ENERGY INDEP.	7.27	7.45	7.25	7.36	7.03	7.53	6.35	6.59	5.99
CUT SPENDING	7.22	7.37	6.99	7.47	6.92	7.34	6.78	6.91	6.59
RAISE TAXES/IMPROVE GOV'T	7.11	7.09	6.97	7.30	6.97	7.23	6.70	6.55	6.95
CENSOR THE BIBLE	7.09	7.11	7.16	7.20	6.84	7.29	6.39	6.37	6.43
GOVT/TOO MANY THINGS	6.81	6.82	6.83	7.07	6.39	6.86	6.64	6.53	6.81
ENSURE DIVERSE WORKFORCE	6.00	5.91	6.09	6.07	5.89	6.19	5.35	5.35	5.36



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

SUMMARY MEANS:

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT		LEAN-		JOB: JOE BIDEN			
	UNITS	RIGHT	WRONG	REPUBLICAN	DEMOCRATIC	UNDECIDED	ERS/	APP-ROVE	Strong	Smwht	DISAP-PROVE
Total	2000	540	1456	930	820	250	513	826	293	532	1174
OWN INTERESTS/OTHR CNTRS	7.62	6.78	7.94	8.37	6.90	7.17	7.28	6.80	6.82	6.79	8.20
TOUGH PENALTIES/CRIMINALS	7.62	7.14	7.80	8.34	6.89	7.32	7.31	7.07	7.04	7.09	8.00
PARENT'S SAY/EDUCATION	7.56	6.80	7.85	8.55	6.53	7.29	7.49	6.61	6.35	6.75	8.23
WORK FOR WELFARE BENEFITS	7.51	6.76	7.79	8.43	6.60	7.05	7.24	6.68	6.48	6.79	8.09
ENGLISH AS OFFICIAL LANG	7.37	6.45	7.72	8.50	6.23	6.92	7.09	6.34	6.01	6.52	8.09
PURSUE ENERGY INDEP.	7.27	6.62	7.52	8.22	6.38	6.68	6.84	6.49	6.52	6.48	7.82
CUT SPENDING	7.22	6.16	7.61	8.31	6.02	7.07	7.13	6.05	5.55	6.33	8.03
RAISE TAXES/IMPROVE GOV'T	7.11	5.42	7.74	7.97	6.04	7.43	7.21	5.81	5.06	6.22	8.03
CENSOR THE BIBLE	7.09	5.71	7.60	8.14	5.97	6.85	6.78	5.80	5.34	6.05	8.00
GOVT/TOO MANY THINGS	6.81	5.43	7.33	7.98	5.50	6.77	6.77	5.51	5.06	5.76	7.73
ENSURE DIVERSE WORKFORCE	6.00	4.61	6.52	6.97	4.95	5.87	5.76	4.81	4.39	5.05	6.84



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

SUMMARY MEANS:

BANNER 4

	TOTAL		2020 BALLOT			PARTY			MEN			WOMEN		
			TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	
Total	2000	829	922	724	742	534	476	254	211	248	488	323		
OWN INTERESTS/OTHR CNTRS	7.62	8.51	6.99	8.35	6.98	7.53	8.45	6.90	7.63	8.15	7.02	7.46		
TOUGH PENALTIES/CRIMINALS	7.62	8.36	7.21	8.42	7.00	7.41	8.58	7.10	7.70	8.10	6.94	7.21		
PARENT'S SAY/EDUCATION	7.56	8.63	6.68	8.49	6.68	7.54	8.51	6.52	7.58	8.45	6.76	7.52		
WORK FOR WELFARE BENEFITS	7.51	8.51	6.81	8.44	6.66	7.43	8.58	6.64	7.53	8.18	6.66	7.36		
ENGLISH AS OFFICIAL LANG	7.37	8.74	6.46	8.51	6.23	7.41	8.74	6.53	7.74	8.06	6.07	7.20		
PURSUE ENERGY INDEP.	7.27	8.28	6.58	8.18	6.46	7.17	8.54	6.82	7.54	7.49	6.28	6.93		
CUT SPENDING	7.22	8.33	6.23	8.28	6.14	7.27	8.52	6.03	7.59	7.83	6.19	7.06		
RAISE TAXES/IMPROVE GOV'T	7.11	8.09	6.14	7.99	6.07	7.38	8.19	5.29	7.19	7.60	6.47	7.50		
CENSOR THE BIBLE	7.09	8.20	6.09	8.27	5.84	7.24	8.58	5.71	7.83	7.68	5.90	6.85		
GOVT/TOO MANY THINGS	6.81	8.11	5.71	7.92	5.67	6.91	8.14	5.47	7.04	7.51	5.77	6.82		
ENSURE DIVERSE WORKFORCE	6.00	7.15	4.98	7.00	4.62	6.57	7.43	4.41	7.00	6.18	4.73	6.28		



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

SUMMARY MEANS:

BANNER 5

	BANNER 5																
	TOTAL	IDEOLOGY						REPUBLICAN				DEMOCRAT			INDEPENDENT		
	LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	
Total	2000	553	232	321	734	427	287	713	43	136	545	413	267	61	97	330	107
OWN INTERESTS/OTHR CNTRS	7.62	6.69	6.71	6.68	7.46	8.14	9.06	8.51	7.90	7.48	8.60	6.59	7.41	7.71	6.59	7.48	8.53
TOUGH PENALTIES/CRIMINALS	7.62	6.47	6.12	6.72	7.54	8.24	9.13	8.60	6.75	7.64	8.74	6.57	7.44	7.91	5.89	7.58	8.23
PARENT'S SAY/EDUCATION	7.56	6.34	6.32	6.36	7.41	8.27	9.28	8.67	6.96	7.67	8.81	6.23	7.16	7.62	6.55	7.50	8.56
WORK FOR WELFARE BENEFITS	7.51	6.22	5.77	6.55	7.42	8.29	9.06	8.60	6.96	7.70	8.75	6.09	7.33	7.51	6.45	7.39	8.44
ENGLISH AS OFFICIAL LANG	7.37	5.78	5.35	6.09	7.33	8.29	9.17	8.64	7.60	7.71	8.78	5.55	6.99	7.51	5.98	7.44	8.61
PURSUE ENERGY INDEP.	7.27	6.32	6.34	6.31	7.05	7.76	8.94	8.24	7.85	7.34	8.42	6.22	6.82	6.54	6.10	7.12	8.27
CUT SPENDING	7.22	5.75	5.83	5.70	7.11	8.20	8.86	8.47	7.23	7.32	8.61	5.52	6.84	7.21	6.06	7.24	8.47
RAISE TAXES/IMPROVE GOV'T	7.11	5.84	5.67	5.96	7.01	7.96	8.56	8.20	5.74	7.14	8.37	5.63	6.64	6.53	6.80	7.26	8.27
CENSOR THE BIBLE	7.09	5.62	5.08	6.02	6.81	8.41	8.68	8.52	5.82	7.19	8.73	5.45	6.31	6.37	6.28	7.05	8.66
GOVT/TOO MANY THINGS	6.81	5.28	5.46	5.15	6.76	7.69	8.61	8.06	7.01	7.07	8.21	5.00	6.44	6.77	5.72	6.88	8.07
ENSURE DIVERSE WORKFORCE	6.00	4.76	4.05	5.27	5.67	7.24	7.42	7.31	4.93	5.57	7.53	4.57	4.66	4.78	5.49	6.53	7.67



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

SUMMARY MEANS:

BANNER 6

	TOTAL	VOTE BEHAVIOR				VB		CONSIDER YOURSELF					RELIGION			
						COMBO										
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER	WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC	NON- RELI- GIOUS
Total	2000	871	297	832	1062	350	46	305	1478	976	503	171	613	134	504	559
OWN INTERESTS/OTHR CNTRS	7.62	6.93	7.33	8.45	7.57	7.51	7.54	7.51	7.62	7.63	7.62	7.81	7.76	8.47	7.68	7.20
TOUGH PENALTIES/CRIMINALS	7.62	6.94	7.36	8.42	7.56	7.82	7.72	7.83	7.67	7.82	7.38	6.79	8.02	8.47	8.07	6.75
PARENT'S SAY/EDUCATION	7.56	6.65	7.29	8.62	7.54	7.45	7.27	7.48	7.56	7.48	7.72	7.83	7.90	8.77	7.64	7.01
WORK FOR WELFARE BENEFITS	7.51	6.67	7.25	8.48	7.64	7.87	7.52	7.92	7.56	7.75	7.19	6.32	7.76	8.35	7.95	6.90
ENGLISH AS OFFICIAL LANG	7.37	6.25	7.12	8.63	7.49	7.62	7.71	7.61	7.36	7.44	7.19	6.98	7.65	8.12	7.76	6.71
PURSUE ENERGY INDEP.	7.27	6.49	6.87	8.24	7.21	7.33	7.08	7.37	7.31	7.38	7.18	6.83	7.46	8.04	7.67	6.64
CUT SPENDING	7.22	6.13	7.20	8.36	7.26	7.35	7.43	7.34	7.27	7.33	7.15	6.50	7.64	8.02	7.49	6.61
RAISE TAXES/IMPROVE GOV'T	7.11	6.08	7.20	8.15	7.14	6.53	4.96	6.77	7.26	7.27	7.23	7.02	7.44	7.95	6.89	7.01
CENSOR THE BIBLE	7.09	5.90	7.06	8.35	7.31	6.71	4.93	6.98	7.13	7.19	7.01	7.52	7.92	8.84	6.88	6.20
GOVT/TOO MANY THINGS	6.81	5.59	6.83	8.09	6.82	6.95	7.52	6.86	6.85	6.91	6.73	6.23	7.18	7.42	6.95	6.32
ENSURE DIVERSE WORKFORCE	6.00	4.83	5.88	7.27	6.26	5.71	3.71	6.02	6.04	6.02	6.07	6.32	6.21	7.03	5.83	5.73



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SUMMARY MEANS:

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1229	771	481	290	503	437	726	334
OWN INTERESTS/OTHR CNTRS	7.62	7.63	7.60	7.58	7.64	7.86	7.84	7.48	7.29
TOUGH PENALTIES/CRIMINALS	7.62	7.43	7.92	7.86	8.02	7.74	8.26	7.21	7.48
PARENT'S SAY/EDUCATION	7.56	7.69	7.37	7.33	7.43	7.81	7.71	7.60	6.92
WORK FOR WELFARE BENEFITS	7.51	7.37	7.73	7.60	7.95	7.68	7.99	7.16	7.40
ENGLISH AS OFFICIAL LANG	7.37	7.35	7.40	7.34	7.51	8.00	7.83	6.90	6.84
PURSUE ENERGY INDEP.	7.27	7.16	7.45	7.32	7.68	7.76	7.97	6.75	6.78
CUT SPENDING	7.22	7.18	7.27	7.09	7.57	7.55	7.74	6.92	6.66
RAISE TAXES/IMPROVE GOV'T	7.11	7.18	7.01	6.97	7.07	7.15	7.22	7.19	6.73
CENSOR THE BIBLE	7.09	6.94	7.32	7.23	7.48	7.72	7.54	6.41	7.04
GOVT/TOO MANY THINGS	6.81	6.89	6.69	6.59	6.86	7.12	7.24	6.74	5.98
ENSURE DIVERSE WORKFORCE	6.00	5.89	6.18	6.16	6.22	6.36	6.71	5.57	5.49



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

SUMMARY MEANS:

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1356	644	262	260	84	685	671	109	153	96	164
OWN INTERESTS/OTHR CNTRS	7.62	7.76	7.32	7.04	7.42	7.85	8.05	7.46	7.16	6.95	7.04	7.64
TOUGH PENALTIES/CRIMINALS	7.62	7.86	7.11	7.14	6.83	7.76	8.28	7.43	7.30	7.02	6.54	7.01
PARENT'S SAY/EDUCATION	7.56	7.71	7.25	7.21	7.39	7.03	7.93	7.49	7.23	7.19	7.45	7.35
WORK FOR WELFARE BENEFITS	7.51	7.73	7.04	7.05	6.94	7.77	8.08	7.38	7.21	6.94	7.01	6.90
ENGLISH AS OFFICIAL LANG	7.37	7.81	6.44	6.05	6.68	7.51	8.29	7.33	6.64	5.62	7.10	6.43
PURSUE ENERGY INDEP.	7.27	7.52	6.75	6.78	6.67	6.96	8.12	6.91	6.91	6.68	7.29	6.31
CUT SPENDING	7.22	7.42	6.79	6.89	6.56	7.39	7.90	6.93	7.00	6.81	6.72	6.47
RAISE TAXES/IMPROVE GOV'T	7.11	7.34	6.64	6.85	6.51	6.19	7.52	7.15	6.67	6.98	5.95	6.83
CENSOR THE BIBLE	7.09	7.46	6.32	6.40	6.16	6.12	7.99	6.92	7.32	5.74	6.12	6.18
GOVT/TOO MANY THINGS	6.81	7.04	6.35	6.51	6.20	6.23	7.49	6.58	6.45	6.56	6.22	6.19
ENSURE DIVERSE WORKFORCE	6.00	6.65	4.65	5.40	3.83	4.70	7.06	6.23	6.00	4.97	4.00	3.73



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

SUMMARY MEANS:

BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	2000	160	257	357	332	370	524	775	1225	1106	894	940	1060
OWN INTERESTS/OTHR CNTRS	7.62	5.85	7.51	7.70	7.95	7.68	7.91	7.26	7.85	7.46	7.81	7.85	7.42
TOUGH PENALTIES/CRIMINALS	7.62	5.58	6.60	7.34	7.73	8.09	8.53	6.73	8.18	7.03	8.35	7.98	7.30
PARENT'S SAY/EDUCATION	7.56	5.82	7.52	7.96	7.84	7.75	7.54	7.37	7.69	7.51	7.63	7.76	7.39
WORK FOR WELFARE BENEFITS	7.51	6.14	6.90	7.44	7.37	7.72	8.21	6.99	7.84	7.11	8.01	7.82	7.23
ENGLISH AS OFFICIAL LANG	7.37	4.70	6.52	7.03	7.60	8.15	8.14	6.38	7.99	6.75	8.14	7.92	6.88
PURSUE ENERGY INDEP.	7.27	5.42	6.54	7.21	7.43	7.70	7.85	6.61	7.69	6.86	7.79	7.85	6.76
CUT SPENDING	7.22	6.41	6.54	7.15	7.21	7.56	7.60	6.79	7.48	6.92	7.59	7.64	6.84
RAISE TAXES/IMPROVE GOV'T	7.11	7.17	6.86	6.70	7.05	7.36	7.36	6.85	7.28	6.91	7.36	7.18	7.05
CENSOR THE BIBLE	7.09	5.70	6.36	6.33	7.44	7.56	7.84	6.21	7.65	6.58	7.73	7.64	6.61
GOVT/TOO MANY THINGS	6.81	6.30	6.58	6.81	6.96	6.86	6.96	6.63	6.93	6.73	6.92	7.17	6.50
ENSURE DIVERSE WORKFORCE	6.00	5.35	5.04	5.10	5.75	6.57	7.06	5.13	6.56	5.32	6.86	6.52	5.55



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SUMMARY MEANS:

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	207	497	526	771	54	187	244	455	153	310	282	315	544	1036	420
OWN INTERESTS/OTHR CNTRS	7.62	6.18	7.61	7.82	7.88	6.20	7.63	7.94	8.08	6.17	7.59	7.71	7.59	7.47	7.48	8.15
TOUGH PENALTIES/CRIMINALS	7.62	5.56	7.15	7.71	8.42	6.21	6.93	7.84	8.70	5.33	7.28	7.60	8.00	7.37	7.66	7.83
PARENT'S SAY/EDUCATION	7.56	5.98	7.88	7.80	7.63	5.73	7.70	7.91	7.95	6.07	7.98	7.70	7.16	7.44	7.39	8.15
WORK FOR WELFARE BENEFITS	7.51	6.16	7.27	7.39	8.11	6.13	7.21	7.52	8.43	6.17	7.30	7.27	7.65	7.01	7.68	7.75
ENGLISH AS OFFICIAL LANG	7.37	5.02	6.79	7.63	8.20	6.02	7.14	7.92	8.46	4.67	6.58	7.37	7.81	6.88	7.38	7.98
PURSUE ENERGY INDEP.	7.27	5.55	6.89	7.46	7.85	6.22	7.27	7.90	8.26	5.32	6.67	7.07	7.26	7.14	7.23	7.54
CUT SPENDING	7.22	6.37	6.90	7.27	7.61	6.55	6.74	7.70	8.10	6.30	7.00	6.89	6.91	6.89	7.19	7.70
RAISE TAXES/IMPROVE GOV'T	7.11	7.13	6.66	7.10	7.41	6.34	6.27	7.04	7.73	7.40	6.89	7.14	6.95	6.47	7.24	7.63
CENSOR THE BIBLE	7.09	5.78	6.30	7.32	7.80	6.86	6.55	7.68	8.15	5.40	6.14	7.01	7.29	6.25	7.21	7.89
GOVT/TOO MANY THINGS	6.81	6.34	6.71	6.87	6.98	6.34	6.69	7.16	7.47	6.34	6.72	6.61	6.26	6.52	6.73	7.40
ENSURE DIVERSE WORKFORCE	6.00	5.29	5.05	5.88	6.89	4.54	5.34	6.37	7.32	5.55	4.87	5.46	6.28	5.25	6.10	6.74



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ANMP SCALE:

BANNER 1

	ANMP SCORE									NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
	10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5	
Total	2000	220	313	353	413	351	229	78	43	1487	886	498	103	579	352	250	307	513	266	247
10	11.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	14.8	24.8	0.0	0.0	27.3	12.0	5.3	1.9	0.0	0.0	0.0
9	15.6	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	21.0	35.3	0.0	0.0	31.8	19.8	10.1	11.2	0.0	0.0	0.0
8	17.7	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	23.7	39.9	0.0	0.0	19.6	23.7	19.3	35.3	0.0	0.0	0.0
7	20.6	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	18.3	0.0	54.8	0.0	11.1	21.8	24.6	23.0	27.3	52.7	0.0
6	17.5	0.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	15.1	0.0	45.2	0.0	5.2	13.6	23.8	28.7	24.5	47.3	0.0
NEUTRAL-5	11.4	0.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	5.7	0.0	0.0	81.7	3.6	8.2	13.8	0.0	28.2	0.0	58.5
4	3.9	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	0.9	0.0	0.0	12.5	0.7	0.5	2.8	0.0	12.7	0.0	26.3
3	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	62.5	0.3	0.0	0.0	4.9	0.6	0.3	0.3	0.0	4.3	0.0	8.9
2	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	23.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.0	4.1
1	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	2.2
0	*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	0.1	0.0	0.0	0.9	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Mean	7.20	10.00	9.00	8.00	7.00	6.00	5.00	4.00	2.46	7.79	8.85	6.55	4.73	8.47	7.67	6.94	7.35	5.48	6.53	4.35



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ANMP SCALE:

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD			
		EAST	MID- WEST	SOUTH	WEST	DEFIN- ITELY VOTING	VERY/ SMWHT LIKELY	Very Likely	Smwht Likely
Total	2000	354	440	738	468	1558	442	269	173
10	11.0	11.4	9.4	11.9	10.7	13.2	3.0	2.9	3.2
9	15.6	15.0	17.5	17.8	11.0	17.8	7.9	9.3	5.7
8	17.7	18.2	19.5	17.7	15.5	18.3	15.2	17.1	12.2
7	20.6	24.0	19.2	20.2	20.3	19.0	26.3	26.6	25.9
6	17.5	16.5	17.1	16.0	21.2	15.4	25.1	22.1	29.8
NEUTRAL-5	11.4	9.2	9.9	12.5	13.0	9.6	18.1	16.5	20.6
4	3.9	3.8	5.0	2.2	5.7	3.9	3.9	4.8	2.6
3	1.4	1.6	1.2	1.3	1.4	1.7	0.2	0.3	0.0
2	0.5	0.0	1.1	0.3	0.6	0.6	0.2	0.3	0.0
1	0.3	0.4	0.2	0.0	0.7	0.3	0.0	0.0	0.0
0	*	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0
Mean	7.20	7.28	7.20	7.34	6.92	7.35	6.65	6.72	6.54



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ANMP SCALE:

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN				
		UNITED STATES		FOR CONGRESS			ERS/					
		RIGHT	WRONG	REPUB-	DEMO-	UND-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	ECI-	CIDED	ROVE			PROVE	
		TION				DED						
Total	2000	540	1456	930	820	250	513	826	293	532	1174	
10	11.0	0.9	14.8	21.6	0.7	5.3	5.9	0.7	0.0	1.1	18.2	
9	15.6	3.9	20.0	27.2	4.2	10.1	11.0	3.7	2.9	4.2	24.0	
8	17.7	11.6	19.9	21.1	13.2	19.3	19.3	12.9	8.9	15.1	21.0	
7	20.6	26.4	18.5	15.1	25.7	24.6	25.6	26.0	26.8	25.5	16.9	
6	17.5	27.3	13.9	8.3	26.1	23.8	21.8	26.9	24.7	28.1	11.0	
NEUTRAL-5	11.4	18.3	8.8	5.4	17.6	13.8	12.7	18.5	19.9	17.8	6.5	
4	3.9	7.6	2.5	0.6	7.9	2.8	2.6	7.1	9.3	5.9	1.6	
3	1.4	2.8	0.8	0.5	2.7	0.3	0.9	2.6	4.7	1.5	0.5	
2	0.5	0.4	0.5	0.0	1.2	0.0	0.2	0.9	1.0	0.8	0.2	
1	0.3	0.8	0.1	0.0	0.6	0.0	0.0	0.6	1.8	0.0	0.0	
0	*	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	
Mean	7.20	6.17	7.58	8.17	6.18	6.94	7.00	6.18	5.87	6.35	7.91	



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

ANMP SCALE:

BANNER 4

	TOTAL		2020 BALLOT				PARTY			MEN			WOMEN		
			TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT		
Total	2000	829	922	724	742	534	476	254	211	248	488	323			
10	11.0	22.8	1.7	21.5	0.8	10.9	26.1	0.5	14.2	12.8	0.9	8.7			
9	15.6	29.0	4.7	27.8	3.9	15.5	30.9	3.6	16.4	21.7	4.1	14.9			
8	17.7	21.6	15.2	21.6	13.4	18.2	19.2	14.5	20.3	26.3	12.8	16.8			
7	20.6	13.9	25.9	14.8	26.5	20.5	13.3	25.6	18.4	17.7	27.0	21.8			
6	17.5	6.7	26.8	7.2	26.4	19.3	5.7	23.3	19.3	9.9	28.1	19.3			
NEUTRAL-5	11.4	4.8	14.9	5.5	17.2	11.6	2.8	16.2	7.1	10.5	17.7	14.4			
4	3.9	0.7	7.0	0.8	7.6	3.0	0.7	10.5	2.5	1.1	6.1	3.3			
3	1.4	0.4	2.4	0.4	2.7	0.7	0.7	4.3	1.8	0.0	1.9	0.0			
2	0.5	0.0	0.9	0.2	1.0	0.3	0.3	1.1	0.0	0.0	0.9	0.5			
1	0.3	0.1	0.5	0.1	0.5	0.2	0.2	0.5	0.0	0.0	0.5	0.3			
0	*	0.1	0.0	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0			
Mean	7.20	8.27	6.35	8.17	6.21	7.25	8.39	6.11	7.48	7.74	6.27	7.10			



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ANMP SCALE:

BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN				DEMOCRAT			INDEPENDENT		
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	553	232	321	734	427	287	713	43	136	545	413	267	61	97	330	107
10	11.0	0.3	0.4	0.3	5.2	15.5	39.8	25.2	0.0	6.4	27.0	0.0	0.8	6.0	1.8	8.2	27.4
9	15.6	3.8	3.4	4.2	10.9	30.0	29.2	29.7	17.9	13.7	32.0	2.4	5.6	6.6	3.5	14.0	30.9
8	17.7	10.9	9.6	11.9	22.0	21.1	14.2	18.4	22.8	26.1	20.4	8.8	21.5	8.6	14.6	20.7	13.5
7	20.6	20.5	19.3	21.4	26.3	18.7	9.2	14.9	20.1	25.5	11.7	20.8	30.9	46.0	19.5	23.0	13.7
6	17.5	26.9	22.8	29.9	21.2	8.0	4.3	6.5	11.3	15.7	4.7	28.0	25.8	19.0	29.4	19.8	8.5
NEUTRAL-5	11.4	22.0	23.6	20.8	10.9	4.7	2.6	3.9	23.1	9.8	3.0	22.4	10.2	12.1	19.4	11.9	3.4
4	3.9	9.4	12.7	7.0	2.7	1.2	0.3	0.9	1.8	1.5	0.6	10.5	4.4	1.7	7.9	1.9	1.8
3	1.4	3.5	3.7	3.4	0.6	0.7	0.0	0.4	0.0	0.8	0.4	4.4	0.7	0.0	1.1	0.6	0.8
2	0.5	1.8	2.7	1.2	0.0	0.0	0.0	0.0	2.9	0.0	0.0	1.7	0.0	0.0	1.8	0.0	0.0
1	0.3	0.8	1.9	0.0	0.1	0.0	0.0	0.0	0.0	0.6	0.0	0.9	0.0	0.0	0.9	0.0	0.0
0	*	0.0	0.0	0.0	0.0	0.0	0.3	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Mean	7.20	5.93	5.70	6.09	7.05	8.04	8.79	8.34	6.81	7.26	8.50	5.78	6.73	6.92	6.17	7.22	8.34



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ANMP SCALE:

BANNER 6

	TOTAL	VOTE BEHAVIOR				VB		CONSIDER YOURSELF					RELIGION			
		COMBO	DEMO-CRAT	TCKT-SPLTTR	REPUB-LICAN	SWING VOTER	WLTHY/UPPER MIDDLE	Weal-ty	Upper Middle Class	MIDDLE/LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN-STREAM PROT.	EVAN-GELICAL	CATH-OLIC
Total	2000	871	297	832	1062	350	46	305	1478	976	503	171	613	134	504	559
10	11.0	0.8	5.5	23.6	8.9	10.6	1.7	11.9	11.5	11.8	10.9	7.4	12.2	22.3	12.8	6.1
9	15.6	3.9	10.5	29.8	15.2	16.9	15.0	17.2	15.8	15.9	15.6	11.6	19.0	27.8	15.5	11.7
8	17.7	13.7	22.9	19.9	20.8	16.4	6.3	18.0	17.5	18.5	15.5	21.8	20.7	17.5	17.2	15.1
7	20.6	26.5	23.0	13.7	22.0	21.4	30.7	20.0	20.6	20.5	20.9	19.1	21.3	15.0	23.7	18.9
6	17.5	26.4	22.1	6.7	19.1	17.5	27.3	16.0	17.5	16.7	19.1	18.1	15.9	10.9	17.2	20.6
NEUTRAL-5	11.4	17.3	12.7	4.9	10.3	10.3	11.4	10.1	11.5	11.4	11.8	13.2	7.9	5.3	9.2	17.0
4	3.9	7.2	2.4	1.0	2.6	2.6	2.1	2.7	4.0	4.0	3.9	5.9	2.3	0.6	3.4	7.0
3	1.4	2.5	0.9	0.3	0.8	3.1	2.7	3.1	1.0	0.7	1.5	1.3	0.5	0.0	0.6	2.5
2	0.5	1.2	0.0	0.0	0.2	0.6	2.8	0.3	0.4	0.3	0.6	1.0	0.2	0.0	0.2	0.9
1	0.3	0.5	0.0	0.1	0.1	0.6	0.0	0.7	0.2	0.1	0.2	0.5	0.0	0.6	0.3	0.4
0	*	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.1	0.0	0.0	0.0
Mean	7.20	6.22	7.02	8.29	7.26	7.17	6.60	7.26	7.24	7.29	7.14	6.91	7.53	8.13	7.36	6.65



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ANMP SCALE:

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1229	771	481	290	503	437	726	334
10	11.0	9.4	13.4	11.9	15.9	14.4	18.9	6.0	6.2
9	15.6	15.2	16.4	16.0	17.2	19.2	21.5	12.4	9.7
8	17.7	17.1	18.5	18.6	18.3	18.5	17.8	16.2	19.4
7	20.6	22.0	18.4	19.3	17.0	19.8	15.4	23.6	22.4
6	17.5	18.9	15.5	16.9	13.0	14.7	12.2	21.8	19.7
NEUTRAL-5	11.4	12.6	9.7	9.0	10.7	8.1	6.6	15.7	13.6
4	3.9	3.4	4.7	4.5	5.1	3.6	3.9	3.3	5.7
3	1.4	0.9	2.1	1.8	2.5	1.5	2.4	0.5	1.7
2	0.5	0.4	0.7	1.0	0.3	0.2	0.7	0.5	0.8
1	0.3	0.1	0.6	0.9	0.0	0.0	0.5	0.1	0.7
0	*	0.1	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Mean	7.20	7.15	7.27	7.20	7.39	7.50	7.65	6.91	6.78



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ANMP SCALE:

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1356	644	262	260	84	685	671	109	153	96	164
10	11.0	14.5	3.6	5.6	0.6	5.3	20.7	8.1	9.0	3.1	0.8	0.5
9	15.6	19.5	7.5	8.7	4.9	9.6	25.0	13.9	9.3	8.3	4.2	5.3
8	17.7	19.0	14.9	14.7	12.9	23.9	18.3	19.7	17.9	12.3	13.9	12.3
7	20.6	18.8	24.5	20.6	29.7	21.9	15.4	22.4	24.4	18.0	25.2	32.4
6	17.5	13.2	26.8	26.0	31.5	19.2	9.8	16.7	16.5	32.9	35.5	29.1
NEUTRAL-5	11.4	8.9	16.8	18.0	16.0	11.9	5.0	12.9	12.5	21.9	17.9	14.9
4	3.9	3.6	4.5	4.5	3.5	6.6	2.7	4.5	8.6	1.5	2.5	4.0
3	1.4	1.5	1.0	1.5	0.5	0.0	2.1	0.9	2.0	1.2	0.0	0.8
2	0.5	0.6	0.3	0.0	0.3	1.6	0.6	0.6	0.0	0.0	0.0	0.5
1	0.3	0.3	0.2	0.4	0.0	0.0	0.3	0.3	0.0	0.8	0.0	0.0
0	*	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Mean	7.20	7.48	6.60	6.65	6.47	6.88	7.88	7.08	6.88	6.48	6.46	6.48



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

ANMP SCALE:

BANNER 9

	TOTAL	AGE						AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
Total	2000	160	257	357	332	370	524	775	1225	1106	894	940	1060	
10	11.0	1.1	5.7	6.1	7.4	13.9	20.2	4.9	14.8	5.7	17.6	16.5	6.1	
9	15.6	1.7	6.9	13.6	17.9	21.7	19.9	8.9	19.9	11.6	20.6	20.3	11.5	
8	17.7	2.9	13.2	18.1	23.9	17.1	20.5	13.3	20.4	16.5	19.1	18.2	17.2	
7	20.6	17.5	27.0	24.5	19.5	21.1	16.3	23.9	18.6	22.6	18.3	17.8	23.2	
6	17.5	35.3	25.4	20.0	18.0	13.5	9.2	24.9	12.9	22.9	11.0	13.5	21.1	
NEUTRAL-5	11.4	36.3	14.6	11.9	7.7	6.0	8.2	17.8	7.4	14.8	7.3	7.4	15.0	
4	3.9	2.5	5.6	3.7	3.6	5.2	2.8	4.1	3.8	4.0	3.8	3.7	4.0	
3	1.4	1.8	0.8	1.3	0.8	1.1	2.0	1.3	1.4	1.1	1.6	1.9	0.9	
2	0.5	0.8	0.5	0.8	0.8	0.6	0.0	0.7	0.4	0.7	0.2	0.4	0.6	
1	0.3	0.0	0.4	0.0	0.3	0.0	0.6	0.1	0.3	0.2	0.4	0.2	0.3	
0	*	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.1	0.0	0.1	0.1	0.0	
Mean	7.20	5.83	6.64	6.99	7.29	7.54	7.73	6.64	7.56	6.83	7.65	7.57	6.87	



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

ANMP SCALE:

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	URBAN	SUB-URBAN	RURAL
		NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG			
Total	2000	207	497	526	771	54	187	244	455	153	310	282	315	544	1036	420
10	11.0	2.4	5.6	9.7	17.7	1.2	8.7	13.5	23.1	2.8	3.7	6.3	9.9	7.4	10.8	16.0
9	15.6	2.4	10.4	17.2	21.5	0.0	9.2	21.9	26.4	3.2	11.1	13.1	14.5	10.4	16.2	21.0
8	17.7	4.0	16.6	20.6	20.0	2.9	18.5	19.2	19.2	4.4	15.4	21.8	21.1	13.8	18.5	20.6
7	20.6	18.1	26.6	20.6	17.6	26.1	24.0	18.5	13.8	15.3	28.2	22.4	22.9	24.4	19.5	18.5
6	17.5	33.1	21.7	17.7	10.6	38.5	19.5	13.4	8.2	31.2	23.1	21.4	14.1	21.2	17.2	13.7
NEUTRAL-5	11.4	32.9	12.6	8.4	7.0	25.9	9.4	7.4	4.4	35.4	14.6	9.2	10.8	15.3	11.4	6.7
4	3.9	4.5	4.5	3.9	3.3	5.4	7.0	3.9	2.1	4.2	3.0	3.8	5.1	4.3	4.1	2.9
3	1.4	1.4	1.4	1.0	1.6	0.0	3.2	1.4	1.8	1.9	0.3	0.6	1.2	2.3	1.2	0.4
2	0.5	0.6	0.6	0.8	0.2	0.0	0.5	0.7	0.3	0.9	0.7	0.9	0.0	0.6	0.6	0.2
1	0.3	0.6	0.0	0.2	0.4	0.0	0.0	0.0	0.5	0.8	0.0	0.3	0.4	0.4	0.3	0.0
0	*	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Mean	7.20	5.91	6.85	7.29	7.71	6.00	6.88	7.54	8.05	5.88	6.83	7.07	7.22	6.78	7.21	7.72



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

ANMP GROUPS:

BANNER 1

	ANMP SCORE									NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
	TOTAL	10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND. VOTE DEM	TOTAL	6-7 FLTD	0-5	
Total	2000	220	313	353	413	351	229	78	43	1487	886	498	103	579	352	250	307	513	266	247
NEW MAJORITY COMBO	74.3	100.0	100.0	100.0	66.1	64.1	36.9	16.5	13.8	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	0.0	0.0	0.0
8-10	44.3	100.0	100.0	100.0	0.0	0.0	0.0	0.0	0.0	59.6	100.0	0.0	0.0	78.7	55.6	34.7	48.4	0.0	0.0	0.0
FILTERED 6-7	24.9	0.0	0.0	0.0	66.1	64.1	0.0	0.0	0.0	33.5	0.0	100.0	0.0	16.2	35.4	48.4	51.6	0.0	0.0	0.0
FILTERED 0-5	5.2	0.0	0.0	0.0	0.0	0.0	36.9	16.5	13.8	6.9	0.0	0.0	100.0	5.1	9.0	16.9	0.0	0.0	0.0	0.0
LEFT MINORITY COMBO	25.7	0.0	0.0	0.0	33.9	35.9	63.1	83.5	86.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	100.0	100.0
Remaining 6-7	13.3	0.0	0.0	0.0	33.9	35.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	51.9	100.0	0.0
Minority Remaining 0-5	12.4	0.0	0.0	0.0	0.0	0.0	63.1	83.5	86.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	48.1	0.0	100.0



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

ANMP GROUPS:

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD			
		EAST	MID-WEST	SOUTH	WEST	DEFIN-ITELY VOTING	VERY/SMWHT LIKELY	Very Likely	Smwht Likely
Total	2000	354	440	738	468	1558	442	269	173
NEW MAJORITY COMBO	74.3	77.0	72.9	78.5	67.2	72.3	81.4	81.5	81.2
8-10	44.3	44.6	46.3	47.4	37.2	49.4	26.2	29.4	21.1
FILTERED 6-7	24.9	28.7	22.4	24.4	25.2	19.9	42.6	40.1	46.5
FILTERED 0-5	5.2	3.7	4.1	6.7	4.8	3.0	12.7	12.0	13.6
LEFT MINORITY COMBO	25.7	23.0	27.1	21.5	32.8	27.7	18.6	18.5	18.8
Remaining 6-7	13.3	11.8	13.9	11.8	16.2	14.6	8.8	8.6	9.2
Minority Remaining 0-5	12.4	11.2	13.2	9.7	16.6	13.1	9.8	9.9	9.6



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

ANMP GROUPS:

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN				
		UNITED STATES		FOR CONGRESS			ERS/					
		RIGHT	WRONG	REPUB-	DEMO-	UND-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	EI-	CIDED	ROVE			PROVE	
		TION				DED						
Total	2000	540	1456	930	820	250	513	826	293	532	1174	
NEW MAJORITY COMBO	74.3	45.3	85.2	100.0	37.4	100.0	94.6	45.1	23.6	57.0	94.9	
8-10	44.3	16.3	54.8	69.9	18.1	34.7	36.2	17.3	11.7	20.4	63.2	
FILTERED 6-7	24.9	24.1	25.2	23.5	19.3	48.4	47.4	23.8	9.0	31.9	25.7	
FILTERED 0-5	5.2	4.8	5.3	6.6	0.0	16.9	10.9	4.0	2.9	4.6	6.0	
LEFT MINORITY COMBO	25.7	54.7	14.8	0.0	62.6	0.0	5.4	54.9	76.4	43.0	5.1	
Remaining 6-7	13.3	29.5	7.2	0.0	32.4	0.0	0.0	29.1	42.5	21.7	2.2	
Minority Remaining 0-5	12.4	25.2	7.6	0.0	30.1	0.0	5.4	25.8	33.9	21.4	2.9	



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

ANMP GROUPS:

BANNER 4

	TOTAL		2020 BALLOT			PARTY			MEN			WOMEN		
			TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	
Total	2000	829	922	724	742	534	476	254	211	248	488	323		
NEW MAJORITY COMBO	74.3	98.5	50.6	98.8	42.6	85.3	98.7	40.1	84.4	99.0	43.8	86.0		
8-10	44.3	73.3	21.6	70.9	18.1	44.6	76.2	18.6	50.9	60.8	17.9	40.4		
FILTERED 6-7	24.9	19.5	26.6	21.3	22.4	33.2	18.3	18.8	29.9	27.1	24.3	35.3		
FILTERED 0-5	5.2	5.7	2.4	6.6	2.0	7.6	4.2	2.7	3.5	11.2	1.6	10.2		
LEFT MINORITY COMBO	25.7	1.5	49.4	1.2	57.4	14.7	1.3	59.9	15.6	1.0	56.2	14.0		
Remaining 6-7	13.3	1.1	26.1	0.6	30.5	6.6	0.7	30.1	7.8	0.5	30.7	5.8		
Minority Remaining 0-5	12.4	0.3	23.3	0.6	26.9	8.1	0.6	29.8	7.9	0.4	25.4	8.3		



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

ANMP GROUPS:

BANNER 5

	BANNER 5																
	TOTAL	IDEOLOGY						REPUBLICAN				DEMOCRAT				INDEPENDENT	
	LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	
Total	2000	553	232	321	734	427	287	713	43	136	545	413	267	61	97	330	107
NEW MAJORITY COMBO	74.3	39.2	31.2	44.9	80.3	95.4	95.9	95.6	94.9	96.7	99.6	28.4	60.6	59.4	60.3	89.4	95.6
8-10	44.3	15.1	13.4	16.3	38.1	66.7	83.2	73.3	40.7	46.2	79.4	11.3	28.0	21.2	20.0	42.9	71.8
FILTERED 6-7	24.9	20.9	15.6	24.7	34.9	23.2	9.7	17.8	30.3	39.6	16.0	16.4	29.6	32.2	36.0	37.1	18.5
FILTERED 0-5	5.2	3.2	2.3	3.8	7.3	5.5	3.0	4.5	23.9	10.9	4.2	0.8	3.1	5.9	4.4	9.3	5.3
LEFT MINORITY COMBO	25.7	60.8	68.8	55.1	19.7	4.6	4.1	4.4	5.1	3.3	0.4	71.6	39.4	40.6	39.7	10.6	4.4
Remaining 6-7	13.3	26.6	26.5	26.6	12.7	3.5	3.8	3.7	1.1	1.6	0.4	32.4	27.1	32.8	13.0	5.6	3.7
Minority Remaining 0-5	12.4	34.3	42.3	28.5	7.1	1.1	0.3	0.8	3.9	1.7	0.0	39.2	12.3	7.8	26.7	5.0	0.7



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

ANMP GROUPS:

BANNER 6

TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION				
	DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC	NON- RELI- GIOUS
Total	2000	871	297	832	1062	350	46	305	1478	976	503	171	613	134	504	559
NEW MAJORITY COMBO	74.3	43.8	94.4	99.1	84.9	73.4	68.2	74.2	75.0	76.2	72.7	70.5	79.4	90.8	76.3	65.3
8-10	44.3	18.4	38.9	73.3	45.0	43.9	23.0	47.0	44.8	46.3	41.9	40.8	51.9	67.6	45.4	32.8
FILTERED 6-7	24.9	23.7	42.4	19.9	33.6	24.9	36.3	23.1	25.1	24.2	26.7	23.3	23.8	18.7	25.6	26.8
FILTERED 0-5	5.2	1.7	13.1	5.9	6.4	4.7	8.9	4.1	5.1	5.7	4.0	6.5	3.7	4.5	5.4	5.7
LEFT MINORITY COMBO	25.7	56.2	5.6	0.9	15.1	26.6	31.8	25.8	25.0	23.8	27.3	29.5	20.6	9.2	23.7	34.7
Remaining 6-7	13.3	29.2	2.7	0.5	7.5	14.0	21.7	12.9	13.1	13.0	13.2	13.9	13.4	7.2	15.3	12.6
Minority Remaining 0-5	12.4	27.0	2.9	0.4	7.6	12.5	10.1	12.9	11.9	10.8	14.1	15.5	7.2	2.0	8.4	22.0



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
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ANMP GROUPS:

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1229	771	481	290	503	437	726	334
NEW MAJORITY COMBO	74.3	75.9	71.9	74.2	68.2	81.6	77.4	71.9	64.7
8-10	44.3	41.7	48.4	46.5	51.4	52.1	58.3	34.6	35.3
FILTERED 6-7	24.9	27.5	20.7	23.8	15.5	24.3	17.3	29.8	25.1
FILTERED 0-5	5.2	6.6	2.9	3.8	1.3	5.2	1.9	7.6	4.2
LEFT MINORITY COMBO	25.7	24.1	28.1	25.8	31.8	18.4	22.6	28.1	35.3
Remaining 6-7	13.3	13.4	13.2	12.4	14.6	10.1	10.3	15.6	17.0
Minority Remaining 0-5	12.4	10.8	14.9	13.4	17.3	8.3	12.2	12.5	18.3



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

ANMP GROUPS:

BANNER 8

TOTAL	RACE						WHITE		HISPANIC		BLACK	
	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	
Total	2000	1356	644	262	260	84	685	671	109	153	96	164
NEW MAJORITY COMBO	74.3	78.1	66.5	71.5	59.7	75.4	84.3	71.7	69.0	73.3	61.1	58.9
8-10	44.3	53.0	25.9	29.0	18.5	38.8	64.0	41.8	36.1	23.8	18.9	18.2
FILTERED 6-7	24.9	21.3	32.5	32.4	34.3	30.0	17.6	25.1	25.7	37.2	36.2	33.2
FILTERED 0-5	5.2	3.8	8.1	10.1	7.0	6.5	2.7	4.9	7.1	12.3	6.0	7.5
LEFT MINORITY COMBO	25.7	21.9	33.5	28.5	40.3	24.6	15.7	28.3	31.0	26.7	38.9	41.1
Remaining 6-7	13.3	10.7	18.8	14.2	26.9	11.1	7.5	14.0	15.2	13.6	24.5	28.4
Minority Remaining 0-5	12.4	11.2	14.8	14.3	13.4	13.6	8.2	14.3	15.9	13.1	14.4	12.8



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

ANMP GROUPS:

BANNER 9

	TOTAL	AGE					AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	2000	160	257	357	332	370	524	775	1225	1106	894	940	1060
NEW MAJORITY COMBO	74.3	64.4	72.3	71.7	78.1	77.2	75.8	70.4	76.9	72.7	76.4	79.7	69.6
8-10	44.3	5.7	25.8	37.8	49.3	52.6	60.6	27.1	55.1	33.8	57.3	55.0	34.8
FILTERED 6-7	24.9	40.8	37.3	28.5	24.8	21.5	13.9	34.0	19.2	31.2	17.1	21.0	28.3
FILTERED 0-5	5.2	18.0	9.3	5.4	4.0	3.0	1.4	9.3	2.6	7.7	2.1	3.7	6.5
LEFT MINORITY COMBO	25.7	35.6	27.7	28.3	21.9	22.8	24.2	29.6	23.1	27.3	23.6	20.3	30.4
Remaining 6-7	13.3	12.1	15.0	16.0	12.7	13.0	11.6	14.9	12.3	14.2	12.2	10.2	16.0
Minority Remaining 0-5	12.4	23.5	12.6	12.4	9.2	9.8	12.5	14.8	10.8	13.1	11.4	10.1	14.3



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

ANMP GROUPS:

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	207	497	526	771	54	187	244	455	153	310	282	315	544	1036	420
NEW MAJORITY COMBO	74.3	66.0	71.6	76.9	76.6	70.2	69.0	80.6	84.7	64.5	73.3	73.6	65.0	67.2	74.4	83.4
8-10	44.3	8.8	32.5	47.5	59.2	4.2	36.4	54.7	68.7	10.4	30.2	41.2	45.5	31.6	45.5	57.6
FILTERED 6-7	24.9	39.7	32.4	25.5	15.7	49.1	27.4	22.7	14.2	36.4	35.4	27.9	17.7	28.5	24.1	22.3
FILTERED 0-5	5.2	17.5	6.7	3.9	1.7	17.0	5.2	3.3	1.7	17.7	7.6	4.5	1.8	7.1	4.9	3.5
LEFT MINORITY COMBO	25.7	34.0	28.4	23.1	23.4	29.8	31.0	19.4	15.3	35.5	26.7	26.4	35.0	32.8	25.6	16.6
Remaining 6-7	13.3	11.5	15.9	12.8	12.5	15.5	16.2	9.1	7.8	10.1	15.8	15.9	19.3	17.1	12.7	9.8
Minority Remaining 0-5	12.4	22.5	12.4	10.4	10.9	14.3	14.9	10.2	7.6	25.4	11.0	10.5	15.7	15.7	12.9	6.7



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AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

26. IS INDEPENDENCE DAY ONE OF OUR NATION'S MOST IMPORTANT HOLIDAYS, LEAST IMPORTANT, OR SOMEWHERE IN BETWEEN?

BANNER 1

	TOTAL	ANMP SCORE								NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
		10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5
Total	2000	220	313	353	413	351	229	78	43	1487	886	498	103	579	352	250	307	513	266	247
MOST IMPORTANT	50.6	77.9	65.6	56.3	46.8	42.9	29.5	16.8	29.5	55.6	65.0	44.6	28.0	71.1	53.2	37.6	43.6	36.3	45.8	26.1
LEAST IMPORTANT	5.2	0.8	1.7	2.2	4.6	6.9	11.7	19.2	8.0	4.0	1.6	6.3	12.6	2.3	4.6	5.9	4.8	8.6	4.4	13.0
SOMEWHERE IN BETWEEN	41.6	20.8	31.8	39.5	46.1	46.4	53.1	60.0	60.5	37.9	32.1	45.3	51.9	25.8	41.7	47.0	48.9	52.4	48.0	57.1
DON'T KNOW	2.6	0.5	0.9	2.0	2.5	3.8	5.7	4.0	2.0	2.5	1.3	3.8	7.5	0.7	0.5	9.5	2.7	2.7	1.8	3.7



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

26. IS INDEPENDENCE DAY ONE OF OUR NATION'S MOST IMPORTANT HOLIDAYS, LEAST IMPORTANT, OR SOMEWHERE IN BETWEEN?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD			
		EAST	MID- WEST	SOUTH	WEST	DEFIN- ITELY VOTING	VERY/ SMWHT LIKELY	Very Likely	Smwht Likely
Total	2000	354	440	738	468	1558	442	269	173
MOST IMPORTANT	50.6	46.6	47.0	55.6	49.3	55.0	35.4	36.4	33.8
LEAST IMPORTANT	5.2	4.6	6.2	5.8	3.5	4.7	6.7	4.1	10.6
SOMEWHERE IN BETWEEN	41.6	45.4	43.8	36.1	45.4	38.9	51.2	52.8	48.7
DON'T KNOW	2.6	3.3	3.1	2.4	1.8	1.4	6.8	6.7	6.9



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

26. IS INDEPENDENCE DAY ONE OF OUR NATION'S MOST IMPORTANT HOLIDAYS, LEAST IMPORTANT, OR SOMEWHERE IN BETWEEN?

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-		JOB: JOE BIDEN			
		UNITED STATES		FOR CONGRESS	ERS/							
		RIGHT	WRONG	REPUB-	DEMO-	UND-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	ECI-	CIDED	ROVE			PROVE	
		TION				DED						
Total	2000	540	1456	930	820	250	513	826	293	532	1174	
MOST IMPORTANT	50.6	48.2	51.6	64.4	39.0	37.6	41.4	41.9	54.2	35.1	56.8	
LEAST IMPORTANT	5.2	5.4	5.1	3.2	7.2	5.9	5.5	6.5	4.9	7.4	4.2	
SOMEWHERE IN BETWEEN	41.6	44.4	40.5	31.8	51.1	47.0	47.4	49.0	39.0	54.4	36.5	
DON'T KNOW	2.6	1.9	2.8	0.6	2.7	9.5	5.6	2.6	1.9	3.0	2.6	



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

26. IS INDEPENDENCE DAY ONE OF OUR NATION'S MOST IMPORTANT HOLIDAYS, LEAST IMPORTANT, OR SOMEWHERE IN BETWEEN?

BANNER 4

	TOTAL	2020 BALLOT		PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	829	922	724	742	534	476	254	211	248	488	323
MOST IMPORTANT	50.6	67.4	39.1	64.8	40.2	45.8	66.9	49.1	53.6	60.8	35.7	40.8
LEAST IMPORTANT	5.2	2.4	6.8	3.3	8.2	3.4	2.3	7.2	4.1	5.1	8.7	3.0
SOMEWHERE IN BETWEEN	41.6	29.0	51.4	31.0	48.3	46.7	30.1	42.2	40.1	32.6	51.5	51.1
DON'T KNOW	2.6	1.3	2.8	0.9	3.2	4.0	0.7	1.6	2.2	1.4	4.1	5.1



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

26. IS INDEPENDENCE DAY ONE OF OUR NATION'S MOST IMPORTANT HOLIDAYS, LEAST IMPORTANT, OR SOMEWHERE IN BETWEEN?

BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	553	232	321	734	427	287	713	43	136	545	413	267	61	97	330	107
MOST IMPORTANT	50.6	41.1	42.9	39.7	42.6	59.3	76.9	66.4	56.5	51.9	68.7	39.3	37.2	59.4	41.6	43.0	58.4
LEAST IMPORTANT	5.2	8.4	8.5	8.3	5.4	2.9	1.7	2.4	19.5	5.6	1.4	7.3	9.5	9.1	8.2	2.0	3.5
SOMEWHERE IN BETWEEN	41.6	47.3	44.8	49.1	48.1	37.0	21.0	30.6	24.0	38.3	29.7	50.6	49.7	26.9	43.4	50.8	37.2
DON'T KNOW	2.6	3.3	3.7	3.0	3.9	0.9	0.3	0.7	0.0	4.2	0.2	2.8	3.5	4.6	6.8	4.2	0.9



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

26. IS INDEPENDENCE DAY ONE OF OUR NATION'S MOST IMPORTANT HOLIDAYS, LEAST IMPORTANT, OR SOMEWHERE IN BETWEEN?

BANNER 6

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	871	297	832	1062	350	46	305	1478	976	503	171	613	134	504	559
MOST IMPORTANT	50.6	39.1	40.5	66.4	46.0	54.8	63.4	53.5	49.7	51.5	46.2	49.9	51.7	69.1	61.3	35.0
LEAST IMPORTANT	5.2	7.8	7.0	1.8	5.0	3.8	9.5	2.9	5.3	4.5	7.0	6.5	3.7	2.9	2.8	8.3
SOMEWHERE IN BETWEEN	41.6	50.5	46.8	30.4	46.6	39.6	24.5	41.9	42.3	42.0	42.9	39.7	41.8	28.1	34.5	52.5
DON'T KNOW	2.6	2.6	5.7	1.4	2.4	1.8	2.6	1.6	2.6	2.0	3.9	3.8	2.8	0.0	1.4	4.2



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26. IS INDEPENDENCE DAY ONE OF OUR NATION'S MOST IMPORTANT HOLIDAYS, LEAST IMPORTANT, OR SOMEWHERE IN BETWEEN?

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1229	771	481	290	503	437	726	334
MOST IMPORTANT	50.6	49.6	52.3	50.7	55.1	57.0	61.6	44.5	40.2
LEAST IMPORTANT	5.2	5.9	4.0	4.3	3.5	5.7	2.2	6.0	6.4
SOMEWHERE IN BETWEEN	41.6	41.7	41.6	43.3	38.7	36.0	35.1	45.6	49.9
DON'T KNOW	2.6	2.9	2.1	1.8	2.7	1.4	1.1	3.9	3.5



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

26. IS INDEPENDENCE DAY ONE OF OUR NATION'S MOST IMPORTANT HOLIDAYS, LEAST IMPORTANT, OR SOMEWHERE IN BETWEEN?

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1356	644	262	260	84	685	671	109	153	96	164
MOST IMPORTANT	50.6	54.4	42.8	45.2	38.8	46.9	62.9	45.6	50.6	41.3	48.2	33.3
LEAST IMPORTANT	5.2	3.0	9.7	7.2	14.5	4.3	2.1	4.0	6.5	7.8	14.7	14.4
SOMEWHERE IN BETWEEN	41.6	40.5	44.0	44.5	41.8	47.5	34.0	47.1	41.0	47.0	34.9	45.9
DON'T KNOW	2.6	2.2	3.5	3.1	4.8	1.3	1.0	3.3	1.9	3.9	2.2	6.3



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

26. IS INDEPENDENCE DAY ONE OF OUR NATION'S MOST IMPORTANT HOLIDAYS, LEAST IMPORTANT, OR SOMEWHERE IN BETWEEN?

BANNER 9

	TOTAL	AGE						AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
Total	2000	160	257	357	332	370	524	775	1225	1106	894	940	1060	
MOST IMPORTANT	50.6	28.5	47.8	52.2	45.6	53.9	58.6	45.9	53.7	45.8	56.6	59.1	43.1	
LEAST IMPORTANT	5.2	11.3	9.6	5.3	6.1	3.7	1.3	8.0	3.4	7.4	2.3	4.0	6.1	
SOMEWHERE IN BETWEEN	41.6	56.5	38.6	37.9	46.7	40.0	39.0	42.0	41.4	43.4	39.4	35.6	47.0	
DON'T KNOW	2.6	3.7	3.9	4.6	1.5	2.3	1.1	4.2	1.6	3.4	1.6	1.3	3.8	



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

26. IS INDEPENDENCE DAY ONE OF OUR NATION'S MOST IMPORTANT HOLIDAYS, LEAST IMPORTANT, OR SOMEWHERE IN BETWEEN?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	207	497	526	771	54	187	244	455	153	310	282	315	544	1036	420
MOST IMPORTANT	50.6	31.7	50.0	49.3	57.0	31.7	56.4	54.7	65.8	31.6	46.1	44.6	44.4	48.7	48.2	59.2
LEAST IMPORTANT	5.2	10.1	8.0	5.0	2.1	15.6	6.0	4.5	1.6	8.2	9.3	5.5	2.7	8.7	4.3	2.8
SOMEWHERE IN BETWEEN	41.6	54.7	38.2	42.8	39.5	49.6	36.1	39.0	31.9	56.5	39.5	46.1	50.4	39.2	45.0	36.4
DON'T KNOW	2.6	3.5	3.7	2.9	1.4	3.1	1.5	1.8	0.6	3.6	5.0	3.8	2.5	3.4	2.5	1.6



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AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

27. DO YOU AGREE OR DISAGREE THAT THE PRINCIPLES CONTAINED IN THE DECLARATION OF INDEPENDENCE - SUCH AS EQUALITY, SELF-GOVERNANCE, AND BEING ENDOWED BY OUR CREATOR WITH THE RIGHT TO LIFE, LIBERTY, AND THE PURSUIT OF HAPPINESS - ARE STILL RELEVANT TODAY?

BANNER 1

	TOTAL	ANMP SCORE								NEW MAJORITY					NEW MAJORITY COMBO			LEFT MINORITY COMBO		
		10	9	8	7	6	5	4	0-3	TOTAL	8-10	FLTD	FLTD	DEF.	PROB/	UND.	VOTE	TOTAL	6-7	0-5
										N.M.		6-7	0-5	VOTE	LEAN		DEM		FLTD	
														GOP	VT GOP					
Total	2000	220	313	353	413	351	229	78	43	1487	886	498	103	579	352	250	307	513	266	247
AGREE	77.6	88.8	81.7	79.3	77.9	73.9	66.5	63.7	86.8	78.4	82.5	74.5	61.7	83.8	81.8	62.1	77.4	75.2	79.0	71.2
Strongly	49.2	82.9	66.3	52.8	43.4	31.0	31.9	28.7	57.1	51.9	65.0	34.8	21.9	68.4	49.9	34.5	37.5	41.4	43.2	39.5
Somewhat	28.3	5.9	15.4	26.5	34.5	42.9	34.6	35.0	29.7	26.5	17.5	39.7	39.8	15.5	32.0	27.6	39.9	33.8	35.8	31.7
DISAGREE	17.7	10.0	16.2	16.3	17.4	19.2	25.3	27.8	13.2	16.6	14.7	18.2	24.7	14.0	15.1	23.4	17.7	21.1	18.2	24.2
Somewhat	11.6	6.1	9.9	11.8	11.2	12.5	16.8	17.0	8.4	11.1	9.7	12.1	17.7	8.2	12.1	15.7	11.5	13.0	11.1	15.0
Strongly	6.2	3.9	6.4	4.4	6.2	6.7	8.5	10.8	4.8	5.5	5.0	6.1	7.0	5.7	2.9	7.7	6.2	8.1	7.1	9.2
DON'T KNOW	4.7	1.2	2.1	4.4	4.7	6.8	8.2	8.5	0.0	5.0	2.8	7.3	13.6	2.2	3.1	14.5	4.9	3.7	2.8	4.6
Net Diff.	59.8	78.8	65.5	63.0	60.5	54.7	41.2	35.9	73.5	61.8	67.8	56.3	36.9	69.9	66.8	38.6	59.8	54.1	60.8	47.0
Mean	3.27	3.70	3.45	3.34	3.21	3.05	2.98	2.89	3.39	3.31	3.47	3.11	2.89	3.50	3.33	3.04	3.14	3.13	3.18	3.06



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

27. DO YOU AGREE OR DISAGREE THAT THE PRINCIPLES CONTAINED IN THE DECLARATION OF INDEPENDENCE - SUCH AS EQUALITY, SELF-GOVERNANCE, AND BEING ENDOWED BY OUR CREATOR WITH THE RIGHT TO LIFE, LIBERTY, AND THE PURSUIT OF HAPPINESS - ARE STILL RELEVANT TODAY?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD			
		EAST	MID-WEST	SOUTH	WEST	DEFIN-ITELY VOTING	VERY/SMWHT LIKELY	Very Likely	Smwht Likely
Total	2000	354	440	738	468	1558	442	269	173
AGREE	77.6	78.1	77.7	76.4	79.0	80.6	67.0	69.7	62.8
Strongly	49.2	51.5	48.6	50.2	46.6	55.3	27.8	29.3	25.5
Somewhat	28.3	26.6	29.1	26.2	32.4	25.3	39.2	40.4	37.3
DISAGREE	17.7	17.8	16.8	19.1	16.5	16.2	23.1	22.1	24.7
Somewhat	11.6	11.9	11.4	11.8	11.0	10.0	17.1	16.0	18.8
Strongly	6.2	5.9	5.4	7.2	5.4	6.2	6.0	6.1	5.9
DON'T KNOW	4.7	4.1	5.4	4.6	4.6	3.2	9.9	8.2	12.6
Net Diff.	59.8	60.4	60.9	57.3	62.5	64.4	43.9	47.6	38.1
Mean	3.27	3.29	3.28	3.25	3.26	3.34	2.99	3.01	2.94



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

27. DO YOU AGREE OR DISAGREE THAT THE PRINCIPLES CONTAINED IN THE DECLARATION OF INDEPENDENCE - SUCH AS EQUALITY, SELF-GOVERNANCE, AND BEING ENDOWED BY OUR CREATOR WITH THE RIGHT TO LIFE, LIBERTY, AND THE PURSUIT OF HAPPINESS - ARE STILL RELEVANT TODAY?

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		UNITED STATES		FOR CONGRESS			ERS/				
		RIGHT	WRONG	REPUB-	DEMO-	UND-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	ECI-	CIDED	ROVE			PROVE
		TION				DED					
Total	2000	540	1456	930	820	250	513	826	293	532	1174
AGREE	77.6	83.3	75.6	83.1	76.1	62.1	70.5	78.4	82.5	76.1	77.0
Strongly	49.2	45.2	50.8	61.4	39.9	34.5	37.8	40.5	51.5	34.4	55.4
Somewhat	28.3	38.1	24.7	21.7	36.1	27.6	32.7	37.9	31.0	41.7	21.6
DISAGREE	17.7	12.7	19.6	14.4	19.8	23.4	20.6	16.5	14.6	17.5	18.6
Somewhat	11.6	7.8	12.9	9.7	12.4	15.7	14.1	10.9	8.2	12.3	12.1
Strongly	6.2	5.0	6.6	4.7	7.4	7.7	6.5	5.6	6.4	5.2	6.6
DON'T KNOW	4.7	4.0	4.8	2.5	4.1	14.5	8.9	5.2	2.9	6.4	4.4
Net Diff.	59.8	70.5	56.0	68.7	56.2	38.6	50.0	61.9	67.9	58.6	58.4
Mean	3.27	3.29	3.26	3.43	3.13	3.04	3.12	3.19	3.31	3.13	3.32



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

27. DO YOU AGREE OR DISAGREE THAT THE PRINCIPLES CONTAINED IN THE DECLARATION OF INDEPENDENCE - SUCH AS EQUALITY, SELF-GOVERNANCE, AND BEING ENDOWED BY OUR CREATOR WITH THE RIGHT TO LIFE, LIBERTY, AND THE PURSUIT OF HAPPINESS - ARE STILL RELEVANT TODAY?

BANNER 4

	TOTAL	2020 BALLOT		PARTY			MEN			WOMEN			
				TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT
Total	2000	829	922	724	742	534	476	254	211	248	488	323	
AGREE	77.6	82.7	76.0	82.3	75.2	74.5	83.8	80.2	84.8	79.4	72.5	67.8	
Strongly	49.2	63.5	40.1	60.9	40.0	46.2	66.5	46.1	54.5	50.2	36.8	40.8	
Somewhat	28.3	19.3	35.9	21.4	35.1	28.3	17.4	34.0	30.3	29.2	35.7	26.9	
DISAGREE	17.7	14.3	19.3	14.7	20.4	18.1	13.9	16.3	12.4	16.2	22.6	21.9	
Somewhat	11.6	9.4	13.0	9.3	13.2	12.4	9.5	9.5	8.6	8.9	15.1	14.8	
Strongly	6.2	4.9	6.3	5.4	7.2	5.8	4.4	6.8	3.8	7.3	7.4	7.0	
DON'T KNOW	4.7	3.0	4.8	3.0	4.4	7.4	2.3	3.5	2.8	4.4	4.9	10.3	
Net Diff.	59.8	68.4	56.7	67.6	54.7	56.4	69.9	63.9	72.5	63.2	50.0	45.9	
Mean	3.27	3.46	3.15	3.42	3.13	3.24	3.49	3.24	3.39	3.28	3.07	3.13	



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27. DO YOU AGREE OR DISAGREE THAT THE PRINCIPLES CONTAINED IN THE DECLARATION OF INDEPENDENCE - SUCH AS EQUALITY, SELF-GOVERNANCE, AND BEING ENDOWED BY OUR CREATOR WITH THE RIGHT TO LIFE, LIBERTY, AND THE PURSUIT OF HAPPINESS - ARE STILL RELEVANT TODAY?

BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	553	232	321	734	427	287	713	43	136	545	413	267	61	97	330	107
AGREE	77.6	74.7	75.2	74.3	72.6	84.4	85.8	85.0	77.1	70.5	85.7	76.8	72.4	76.1	64.5	73.5	86.5
Strongly	49.2	39.9	46.5	35.1	39.9	59.0	76.6	66.0	41.4	38.1	68.1	40.5	37.7	46.8	36.6	42.5	66.6
Somewhat	28.3	34.8	28.7	39.2	32.6	25.4	9.3	18.9	35.7	32.4	17.6	36.3	34.7	29.3	27.9	31.1	20.0
DISAGREE	17.7	20.9	20.4	21.4	19.8	13.7	12.4	13.2	22.9	19.6	12.8	19.6	21.3	22.5	25.9	18.6	9.6
Somewhat	11.6	13.1	12.6	13.5	14.0	9.0	6.1	7.9	12.5	14.8	7.7	12.3	14.9	12.2	17.1	13.0	6.3
Strongly	6.2	7.8	7.7	7.9	5.8	4.7	6.3	5.3	10.4	4.8	5.2	7.3	6.4	10.3	8.9	5.6	3.4
DON'T KNOW	4.7	4.4	4.4	4.4	7.7	1.9	1.7	1.8	0.0	9.8	1.5	3.6	6.3	1.4	9.5	7.9	3.8
Net Diff.	59.8	53.7	54.9	52.9	52.8	70.7	73.4	71.8	54.2	50.9	72.8	57.2	51.1	53.6	38.6	55.0	76.9
Mean	3.27	3.12	3.19	3.06	3.16	3.41	3.59	3.48	3.08	3.15	3.51	3.14	3.11	3.14	3.02	3.20	3.56



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BANNER 6

	TOTAL	VOTE BEHAVIOR					CONSIDER YOURSELF					RELIGION				
		VB	COMBO	DEMO-CRAT	TCKT-SPLTTR	REPUB-LICAN	SWING-VOTER	WLTHY-UPPER	Weal-thy	Upper-Middle	MIDDLE-LOWER	Middle-Class	Lower-Middle	POOR	MAIN-STREAM	EVAN-GEL
Total	2000	871	297	832	1062	350	46	305	1478	976	503	171	613	134	504	559
AGREE	77.6	75.4	70.5	82.4	77.4	85.4	85.6	85.4	77.4	79.9	72.5	63.4	78.0	89.4	80.8	69.9
Strongly	49.2	39.3	40.0	63.0	45.8	53.6	61.6	52.3	48.7	50.1	46.0	44.5	54.7	70.1	51.9	36.5
Somewhat	28.3	36.1	30.5	19.4	31.5	31.9	24.0	33.0	28.6	29.7	26.5	18.9	23.3	19.3	28.9	33.4
DISAGREE	17.7	19.6	20.8	14.7	17.8	12.5	11.8	12.6	17.9	15.7	22.1	27.1	17.6	9.3	16.1	22.8
Somewhat	11.6	12.8	13.2	9.7	12.6	8.6	7.4	8.8	12.0	11.0	13.9	13.8	11.2	6.2	12.1	14.7
Strongly	6.2	6.8	7.5	5.0	5.2	3.9	4.3	3.9	5.9	4.7	8.2	13.3	6.5	3.2	4.0	8.2
DON'T KNOW	4.7	5.0	8.7	2.9	4.8	2.1	2.6	2.0	4.7	4.4	5.4	9.5	4.4	1.3	3.1	7.3
Net Diff.	59.8	55.8	49.7	67.7	59.6	72.9	73.9	72.8	59.5	64.2	50.4	36.3	60.3	80.0	64.7	47.0
Mean	3.27	3.13	3.13	3.45	3.24	3.38	3.47	3.37	3.26	3.31	3.17	3.05	3.32	3.58	3.33	3.06



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BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
Total	2000	1229	771	481	290	503	437	726	334
AGREE	77.6	73.0	84.8	82.3	89.0	77.8	89.1	69.7	79.3
Strongly	49.2	43.2	58.8	54.3	66.2	49.5	68.4	38.9	46.2
Somewhat	28.3	29.8	26.1	28.0	22.8	28.3	20.7	30.8	33.0
DISAGREE	17.7	21.1	12.4	14.8	8.4	18.0	9.8	23.3	15.7
Somewhat	11.6	14.1	7.5	9.2	4.6	12.2	6.0	15.5	9.4
Strongly	6.2	7.0	4.9	5.5	3.8	5.8	3.9	7.8	6.2
DON'T KNOW	4.7	5.9	2.8	2.9	2.7	4.2	1.1	7.0	5.1
Net Diff.	59.8	51.9	72.5	67.6	80.6	59.8	79.3	46.4	63.6
Mean	3.27	3.16	3.43	3.35	3.55	3.27	3.55	3.08	3.26



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BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1356	644	262	260	84	685	671	109	153	96	164
AGREE	77.6	81.1	70.1	70.5	67.6	75.3	85.5	76.6	74.0	68.0	77.1	62.1
Strongly	49.2	55.2	36.7	39.4	33.2	34.4	65.1	45.1	42.6	37.0	34.3	32.6
Somewhat	28.3	25.9	33.4	31.1	34.4	40.8	20.5	31.5	31.3	30.9	42.8	29.4
DISAGREE	17.7	14.8	23.8	22.5	26.4	20.6	12.6	17.2	21.2	23.4	18.2	31.3
Somewhat	11.6	10.1	14.7	15.2	15.3	12.8	8.6	11.6	13.1	16.6	10.4	18.1
Strongly	6.2	4.7	9.2	7.3	11.1	7.9	4.0	5.6	8.1	6.8	7.7	13.1
DON'T KNOW	4.7	4.0	6.1	7.0	6.0	4.1	1.9	6.2	4.8	8.6	4.8	6.7
Net Diff.	59.8	66.3	46.3	48.0	41.2	54.6	73.0	59.5	52.8	44.6	58.9	30.8
Mean	3.27	3.37	3.04	3.10	2.95	3.06	3.50	3.24	3.14	3.07	3.09	2.87



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BANNER 9

	TOTAL	AGE						AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
Total	2000	160	257	357	332	370	524	775	1225	1106	894	940	1060	
AGREE	77.6	66.9	71.0	72.3	74.4	79.4	88.4	70.7	81.9	71.8	84.7	83.1	72.7	
Strongly	49.2	27.2	32.9	44.3	43.3	55.4	66.7	37.0	57.0	38.9	62.0	58.3	41.2	
Somewhat	28.3	39.8	38.0	28.0	31.1	24.0	21.7	33.8	24.9	33.0	22.6	24.8	31.5	
DISAGREE	17.7	26.7	21.0	20.9	21.6	16.6	9.6	22.1	15.0	22.0	12.5	14.2	20.9	
Somewhat	11.6	21.3	12.3	15.1	12.3	10.0	6.4	15.5	9.1	14.5	7.9	9.3	13.6	
Strongly	6.2	5.4	8.7	5.8	9.2	6.6	3.2	6.7	5.8	7.5	4.6	4.9	7.3	
DON'T KNOW	4.7	6.4	8.0	6.8	4.0	4.0	2.0	7.1	3.2	6.2	2.8	2.7	6.4	
Net Diff.	59.8	40.3	49.9	51.4	52.9	62.8	78.8	48.6	66.9	49.9	72.2	68.9	51.8	
Mean	3.27	2.95	3.03	3.19	3.13	3.34	3.55	3.09	3.37	3.10	3.46	3.40	3.14	



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BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	URBAN	SUB-URBAN	RURAL
		NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG			
Total	2000	207	497	526	771	54	187	244	455	153	310	282	315	544	1036	420
AGREE	77.6	67.3	72.7	73.8	86.0	80.2	80.0	78.3	87.2	62.7	68.3	70.0	84.3	75.0	78.9	77.7
Strongly	49.2	27.8	39.7	46.1	63.2	31.7	43.7	54.1	69.7	26.5	37.2	39.3	53.9	45.0	48.7	55.9
Somewhat	28.3	39.4	33.0	27.7	22.8	48.5	36.3	24.2	17.6	36.2	31.1	30.8	30.3	30.0	30.1	21.8
DISAGREE	17.7	24.9	20.5	21.5	11.5	14.4	15.7	19.3	10.8	28.6	23.3	23.4	12.5	19.0	16.8	18.4
Somewhat	11.6	18.4	14.3	12.6	7.3	8.5	12.2	12.3	6.6	21.8	15.5	12.8	8.4	11.4	11.5	12.1
Strongly	6.2	6.6	6.2	8.9	4.2	5.9	3.5	7.0	4.2	6.8	7.8	10.6	4.1	7.7	5.3	6.3
DON'T KNOW	4.7	7.8	6.9	4.7	2.5	5.4	4.3	2.5	1.9	8.6	8.4	6.6	3.3	5.9	4.3	3.9
Net Diff.	59.8	42.3	52.2	52.4	74.5	65.8	64.3	59.0	76.4	34.1	45.0	46.6	71.8	56.0	62.1	59.3
Mean	3.27	2.96	3.14	3.17	3.49	3.12	3.26	3.29	3.56	2.90	3.07	3.06	3.39	3.19	3.28	3.33



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28. DO YOU THINK THE UNITED STATES TODAY IS MOVING CLOSER TO OR FURTHER AWAY FROM THE PRINCIPLES CONTAINED IN THE DECLARATION OF INDEPENDENCE - SUCH AS EQUALITY, SELF-GOVERNANCE, AND BEING ENDOWED BY OUR CREATOR WITH THE RIGHT TO LIFE, LIBERTY, AND THE PURSUIT OF HAPPINESS?

BANNER 1

	ANMP SCORE									NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
	10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5	
Total	2000	220	313	353	413	351	229	78	43	1487	886	498	103	579	352	250	307	513	266	247
CLOSER	12.6	1.1	2.5	8.1	19.3	22.3	16.0	16.8	12.2	10.5	4.4	18.9	22.2	8.9	12.1	8.8	13.1	18.7	24.0	13.0
Much	4.1	0.5	0.7	3.4	8.5	5.3	3.7	4.4	3.0	3.1	1.7	5.3	4.0	3.9	2.8	1.6	3.1	7.1	10.3	3.7
Somewhat	8.5	0.5	1.8	4.7	10.9	17.0	12.3	12.4	9.2	7.4	2.6	13.6	18.2	5.0	9.3	7.1	10.0	11.6	13.7	9.3
NEITHER CLOSER/FURTHER	16.9	3.1	6.0	14.2	19.4	23.8	28.1	31.4	23.9	14.1	8.5	20.4	30.7	7.7	15.9	19.6	19.4	25.2	23.3	27.3
FURTHER AWAY	66.8	94.8	90.5	75.1	57.0	49.5	46.9	47.8	59.2	71.9	85.4	55.0	37.3	81.6	70.0	61.6	64.0	52.1	50.9	53.4
Somewhat	29.4	10.8	31.1	37.8	34.9	27.6	30.1	21.7	16.6	29.0	28.7	30.6	24.2	22.7	31.7	28.7	38.1	30.6	33.4	27.5
Much	37.4	84.1	59.3	37.3	22.2	21.9	16.8	26.1	42.7	42.9	56.7	24.5	13.0	58.9	38.3	32.9	25.9	21.5	17.5	25.9
DK/REFUSED	3.7	0.9	1.0	2.7	4.2	4.5	9.0	4.0	4.7	3.6	1.7	5.6	9.8	1.8	2.0	10.0	3.5	4.0	1.9	6.3
Net Diff.	-54.2	-93.7	-87.9	-67.0	-37.7	-27.2	-30.9	-31.0	-47.1	-61.4	-81.0	-36.1	-15.1	-72.8	-58.0	-52.9	-50.9	-33.4	-26.9	-40.4
Mean	2.09	1.21	1.52	1.96	2.46	2.54	2.52	2.45	2.09	1.95	1.62	2.41	2.73	1.70	2.05	2.06	2.24	2.50	2.65	2.33



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BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD			
		EAST	MID-WEST	SOUTH	WEST	DEFIN-ITELY VOTING	VERY/SMWHT LIKELY	Very Likely	Smwht Likely
Total	2000	354	440	738	468	1558	442	269	173
CLOSER	12.6	11.5	12.4	13.0	13.0	11.8	15.5	14.6	17.0
Much	4.1	1.9	4.0	5.3	4.0	4.2	3.9	3.6	4.3
Somewhat	8.5	9.6	8.4	7.6	9.0	7.6	11.6	11.0	12.7
NEITHER CLOSER/FURTHER	16.9	14.7	17.8	15.7	19.6	16.2	19.6	18.0	22.2
FURTHER AWAY	66.8	70.0	63.4	69.1	64.0	69.4	57.6	61.1	52.3
Somewhat	29.4	30.0	29.9	28.8	29.5	28.8	31.5	36.2	24.1
Much	37.4	40.0	33.5	40.3	34.4	40.6	26.2	24.9	28.1
DK/REFUSED	3.7	3.8	6.3	2.2	3.4	2.7	7.2	6.3	8.6
Net Diff.	-54.2	-58.5	-51.0	-56.1	-51.0	-57.6	-42.1	-46.5	-35.3
Mean	2.09	2.00	2.14	2.07	2.16	2.03	2.31	2.28	2.35



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BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN				
		UNITED STATES		FOR CONGRESS	ERS/							
		RIGHT	WRONG	REPUB-	DEMO-	UND-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	ECI-	CIDED	ROVE			PROVE	
		TION				DED						
Total	2000	540	1456	930	820	250	513	826	293	532	1174	
CLOSER	12.6	27.8	7.0	10.1	16.6	8.8	10.6	19.6	29.7	14.1	7.6	
Much	4.1	10.0	1.9	3.5	5.6	1.6	2.2	6.6	12.7	3.3	2.3	
Somewhat	8.5	17.8	5.0	6.6	11.0	7.1	8.4	13.0	17.0	10.8	5.3	
NEITHER CLOSER/FURTHER	16.9	26.1	13.5	10.8	23.0	19.6	20.2	24.4	21.8	25.8	11.7	
FURTHER AWAY	66.8	42.5	75.8	77.2	56.5	61.6	63.4	52.1	45.2	55.9	77.2	
Somewhat	29.4	28.1	29.8	26.1	33.4	28.7	32.3	32.5	23.9	37.2	27.3	
Much	37.4	14.4	46.0	51.1	23.1	32.9	31.0	19.6	21.2	18.7	49.9	
DK/REFUSED	3.7	3.6	3.7	1.8	3.8	10.0	5.8	3.9	3.3	4.2	3.5	
Net Diff.	-54.2	-14.8	-68.8	-67.2	-39.9	-52.9	-52.8	-32.4	-15.5	-41.8	-69.5	
Mean	2.09	2.80	1.83	1.83	2.40	2.06	2.13	2.53	2.75	2.40	1.79	



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BANNER 4

	TOTAL 2020 BALLOT			PARTY			MEN			WOMEN		
	TRUMP	BIDEN		REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	829	922	724	742	534	476	254	211	248	488	323
CLOSER	12.6	8.3	16.4	9.2	18.7	8.8	7.3	27.0	9.1	12.8	14.3	8.6
Much	4.1	3.2	5.1	3.4	6.5	1.9	2.3	10.1	2.5	5.5	4.6	1.4
Somewhat	8.5	5.1	11.3	5.8	12.2	6.9	5.0	16.9	6.6	7.3	9.8	7.1
NEITHER CLOSER/FURTHER	16.9	9.4	23.6	9.9	23.7	17.1	9.6	24.0	17.2	10.6	23.5	17.0
FURTHER AWAY	66.8	80.1	56.0	78.8	53.9	68.4	82.1	47.4	70.1	72.5	57.3	67.3
Somewhat	29.4	24.9	33.0	27.6	32.2	28.1	28.5	28.9	28.5	25.9	33.9	27.8
Much	37.4	55.2	23.0	51.2	21.8	40.3	53.6	18.5	41.6	46.6	23.5	39.4
DK/REFUSED	3.7	2.1	4.0	2.1	3.7	5.8	1.0	1.6	3.5	4.1	4.8	7.2
Net Diff.	-54.2	-71.8	-39.6	-69.7	-35.3	-59.6	-74.9	-20.4	-61.0	-59.7	-43.0	-58.7
Mean	2.09	1.74	2.40	1.80	2.47	1.96	1.73	2.71	1.96	1.95	2.35	1.96



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28. DO YOU THINK THE UNITED STATES TODAY IS MOVING CLOSER TO OR FURTHER AWAY FROM THE PRINCIPLES CONTAINED IN THE DECLARATION OF INDEPENDENCE - SUCH AS EQUALITY, SELF-GOVERNANCE, AND BEING ENDOWED BY OUR CREATOR WITH THE RIGHT TO LIFE, LIBERTY, AND THE PURSUIT OF HAPPINESS?

BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	553	232	321	734	427	287	713	43	136	545	413	267	61	97	330	107
CLOSER	12.6	20.0	22.5	18.2	11.8	8.0	7.3	7.7	28.0	17.6	5.6	19.5	15.6	26.4	18.4	6.2	7.9
Much	4.1	6.8	12.0	3.0	3.5	2.0	3.5	2.6	13.4	4.3	2.4	6.8	6.2	5.4	4.0	1.0	2.5
Somewhat	8.5	13.2	10.5	15.1	8.2	6.0	3.7	5.1	14.6	13.3	3.2	12.7	9.4	21.0	14.4	5.2	5.4
NEITHER CLOSER/FURTHER	16.9	21.4	17.1	24.4	21.8	9.6	6.8	8.5	19.0	18.5	7.1	21.5	26.6	25.5	21.8	19.3	6.0
FURTHER AWAY	66.8	54.1	55.3	53.3	61.3	80.8	84.3	82.3	52.9	57.3	86.2	53.6	56.0	46.6	56.8	67.3	82.3
Somewhat	29.4	30.6	25.3	34.4	31.2	34.8	14.6	26.7	27.1	26.7	27.9	31.4	35.2	23.7	28.4	29.8	22.6
Much	37.4	23.6	30.1	18.9	30.1	46.0	69.8	55.5	25.8	30.6	58.4	22.2	20.8	22.9	28.4	37.5	59.7
DK/REFUSED	3.7	4.5	5.1	4.1	5.1	1.5	1.6	1.5	0.0	6.6	1.1	5.3	1.8	1.5	2.9	7.2	3.8
Net Diff.	-54.2	-34.2	-32.9	-35.1	-49.6	-72.9	-77.1	-74.5	-24.9	-39.7	-80.7	-34.1	-40.4	-20.2	-38.4	-61.1	-74.4
Mean	2.09	2.47	2.46	2.47	2.20	1.81	1.54	1.71	2.63	2.29	1.62	2.48	2.44	2.62	2.35	1.95	1.63



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BANNER 6

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO-CRAT	TCKT-SPLTTR	REPUB-LICAN	SWING VOTER		WLTHY-UPPER MIDDLE	Weal-ty MIDDLE	Upper Middle Class	MIDDLE/LOWER Class	Middle Class	Lower Middle Class	POOR	MAIN-STREAM PROT.	EVAN-GELICAL	CATH-OLIC
Total	2000	871	297	832	1062	350	46	305	1478	976	503	171	613	134	504	559
CLOSER	12.6	17.7	10.9	7.8	11.6	23.2	42.3	20.3	10.1	11.5	7.5	12.2	10.1	10.1	16.2	10.5
Much	4.1	6.4	2.5	2.3	2.4	8.7	17.3	7.4	2.9	4.0	0.7	5.5	3.4	5.1	5.2	2.7
Somewhat	8.5	11.3	8.3	5.5	9.2	14.5	25.0	12.9	7.3	7.5	6.8	6.6	6.7	5.1	11.1	7.8
NEITHER CLOSER/FURTHER	16.9	22.8	24.2	8.2	18.2	19.4	14.5	20.1	17.0	16.7	17.5	11.3	16.2	11.1	16.9	19.3
FURTHER AWAY	66.8	55.5	59.9	81.2	66.7	56.1	40.6	58.4	68.6	68.0	69.8	72.9	71.5	78.8	64.0	63.4
Somewhat	29.4	32.2	28.4	26.9	32.6	26.8	15.7	28.4	30.3	32.6	25.8	27.1	32.0	24.0	29.4	28.2
Much	37.4	23.3	31.5	54.3	34.1	29.3	24.9	30.0	38.3	35.4	44.0	45.8	39.5	54.8	34.6	35.3
DK/REFUSED	3.7	4.0	5.1	2.8	3.5	1.4	2.6	1.2	4.2	3.7	5.2	3.6	2.2	0.0	2.9	6.8
Net Diff.	-54.2	-37.7	-49.0	-73.3	-55.2	-32.9	1.7	-38.1	-58.5	-56.5	-62.4	-60.8	-61.4	-68.7	-47.8	-53.0
Mean	2.09	2.43	2.18	1.71	2.10	2.46	2.94	2.39	2.02	2.09	1.89	1.95	2.00	1.82	2.20	2.08



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28. DO YOU THINK THE UNITED STATES TODAY IS MOVING CLOSER TO OR FURTHER AWAY FROM THE PRINCIPLES CONTAINED IN THE DECLARATION OF INDEPENDENCE - SUCH AS EQUALITY, SELF-GOVERNANCE, AND BEING ENDOWED BY OUR CREATOR WITH THE RIGHT TO LIFE, LIBERTY, AND THE PURSUIT OF HAPPINESS?

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1229	771	481	290	503	437	726	334
CLOSER	12.6	13.4	11.3	10.1	13.3	13.4	12.6	13.4	9.7
Much	4.1	4.3	3.9	3.3	4.7	4.3	4.6	4.3	2.8
Somewhat	8.5	9.1	7.5	6.8	8.6	9.1	7.9	9.1	6.8
NEITHER CLOSER/FURTHER	16.9	16.1	18.2	18.0	18.6	14.7	15.7	17.1	21.5
FURTHER AWAY	66.8	66.3	67.6	68.7	65.7	69.9	70.2	63.8	64.1
Somewhat	29.4	28.0	31.7	33.7	28.3	27.6	29.8	28.3	34.2
Much	37.4	38.3	35.9	35.0	37.4	42.3	40.4	35.6	29.9
DK/REFUSED	3.7	4.2	2.9	3.2	2.4	2.0	1.5	5.7	4.8
Net Diff.	-54.2	-52.9	-56.3	-58.6	-52.4	-56.5	-57.7	-50.4	-54.4
Mean	2.09	2.09	2.09	2.07	2.13	2.04	2.05	2.13	2.14



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BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1356	644	262	260	84	685	671	109	153	96	164
CLOSER	12.6	9.8	18.5	17.5	21.5	17.9	9.9	9.7	18.4	16.9	26.9	18.3
Much	4.1	3.3	5.8	5.7	8.3	1.1	3.7	2.9	5.3	6.0	9.8	7.4
Somewhat	8.5	6.4	12.8	11.8	13.2	16.8	6.1	6.8	13.1	10.9	17.1	10.9
NEITHER CLOSER/FURTHER	16.9	14.2	22.7	21.3	25.2	18.9	12.2	16.2	19.9	22.3	30.5	22.1
FURTHER AWAY	66.8	72.2	55.4	57.3	50.4	60.2	76.4	68.0	59.9	55.5	40.6	56.3
Somewhat	29.4	30.8	26.5	24.5	27.4	32.6	29.3	32.4	29.9	20.5	24.0	29.3
Much	37.4	41.4	28.8	32.9	23.1	27.6	47.1	35.7	30.0	35.0	16.5	26.9
DK/REFUSED	3.7	3.8	3.3	3.8	2.9	3.1	1.6	6.2	1.8	5.3	2.0	3.4
Net Diff.	-54.2	-62.5	-36.8	-39.8	-29.0	-42.3	-66.5	-58.4	-41.5	-38.6	-13.6	-38.0
Mean	2.09	1.95	2.38	2.30	2.55	2.29	1.88	2.03	2.33	2.29	2.79	2.40



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BANNER 9

	TOTAL	AGE					AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	2000	160	257	357	332	370	524	775	1225	1106	894	940	1060
CLOSER	12.6	24.6	22.7	14.5	12.5	10.3	4.4	19.3	8.4	17.2	6.8	13.0	12.2
Much	4.1	6.9	5.1	5.8	5.5	4.0	0.8	5.8	3.1	5.7	2.1	4.4	3.8
Somewhat	8.5	17.7	17.6	8.7	6.9	6.3	3.6	13.5	5.3	11.5	4.7	8.6	8.4
NEITHER CLOSER/FURTHER	16.9	21.4	18.8	16.4	17.7	16.6	14.8	18.2	16.1	18.1	15.5	15.2	18.5
FURTHER AWAY	66.8	47.2	51.7	64.7	67.4	70.6	78.5	56.8	73.1	60.0	75.3	70.1	63.9
Somewhat	29.4	24.4	22.2	25.1	30.1	31.1	35.8	24.0	32.9	25.8	33.9	28.6	30.1
Much	37.4	22.8	29.5	39.6	37.3	39.5	42.7	32.8	40.3	34.1	41.4	41.4	33.8
DK/REFUSED	3.7	6.8	6.8	4.5	2.4	2.5	2.3	5.7	2.4	4.7	2.4	1.7	5.4
Net Diff.	-54.2	-22.7	-29.0	-50.2	-54.9	-60.3	-74.2	-37.5	-64.8	-42.7	-68.4	-57.1	-51.7
Mean	2.09	2.59	2.43	2.12	2.11	2.02	1.81	2.32	1.95	2.25	1.90	2.04	2.14



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28. DO YOU THINK THE UNITED STATES TODAY IS MOVING CLOSER TO OR FURTHER AWAY FROM THE PRINCIPLES CONTAINED IN THE DECLARATION OF INDEPENDENCE - SUCH AS EQUALITY, SELF-GOVERNANCE, AND BEING ENDOWED BY OUR CREATOR WITH THE RIGHT TO LIFE, LIBERTY, AND THE PURSUIT OF HAPPINESS?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	207	497	526	771	54	187	244	455	153	310	282	315	544	1036	420
CLOSER	12.6	25.2	17.8	12.3	6.0	40.3	23.6	12.9	5.5	19.9	14.3	11.8	6.8	19.4	10.6	8.7
Much	4.1	8.1	4.8	5.5	1.7	12.3	7.2	6.5	1.3	6.6	3.4	4.7	2.2	6.8	3.2	2.9
Somewhat	8.5	17.1	13.0	6.8	4.4	28.0	16.4	6.5	4.2	13.3	10.9	7.1	4.6	12.6	7.4	5.8
NEITHER CLOSER/FURTHER	16.9	20.5	17.6	17.6	15.1	18.6	17.8	18.2	12.1	21.1	17.4	17.1	19.4	19.1	17.7	12.1
FURTHER AWAY	66.8	46.0	60.0	67.2	76.5	40.2	56.1	67.6	80.7	48.0	62.5	66.9	70.4	56.8	67.7	77.6
Somewhat	29.4	22.3	24.9	28.5	34.9	20.4	23.6	28.5	31.7	22.9	25.7	28.5	39.4	25.3	31.1	30.7
Much	37.4	23.7	35.1	38.7	41.6	19.8	32.4	39.1	48.9	25.1	36.8	38.4	31.0	31.5	36.6	46.9
DK/REFUSED	3.7	8.4	4.6	2.8	2.4	0.9	2.5	1.3	1.8	11.0	5.8	4.1	3.4	4.7	4.0	1.6
Net Diff.	-54.2	-20.8	-42.2	-54.9	-70.4	0.1	-32.4	-54.6	-75.2	-28.1	-48.1	-55.1	-63.6	-37.3	-57.1	-68.9
Mean	2.09	2.60	2.24	2.09	1.87	2.93	2.41	2.12	1.75	2.48	2.13	2.07	2.04	2.35	2.06	1.85



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29. DO YOU SUPPORT OR OPPOSE CONGRESS REDUCING FEDERAL SPENDING?

BANNER 1

	TOTAL	ANMP SCORE								NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
		10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND. VOTE DEM	TOTAL	6-7 FLTD	0-5	
Total	2000	220	313	353	413	351	229	78	43	1487	886	498	103	579	352	250	307	513	266	247
SUPPORT	69.3	98.1	91.8	78.4	65.9	60.1	38.0	29.5	27.5	77.6	88.0	65.7	45.3	88.4	82.9	56.3	68.5	45.1	58.7	30.5
Strongly	34.0	93.6	62.2	36.4	20.8	10.8	9.8	1.1	9.3	42.0	59.7	16.8	12.0	65.9	37.2	23.4	17.8	10.8	15.2	6.0
Somewhat	35.2	4.5	29.6	42.0	45.1	49.3	28.2	28.4	18.2	35.6	28.3	48.9	33.2	22.5	45.7	33.0	50.6	34.3	43.5	24.4
OPPOSE	19.0	1.5	4.2	9.9	19.9	22.6	42.0	57.3	60.9	11.7	5.8	18.1	32.1	6.1	10.7	17.4	18.9	40.1	26.9	54.3
Somewhat	13.0	0.5	1.4	7.4	15.8	17.3	26.9	44.2	13.5	7.9	3.6	13.2	19.2	2.8	8.4	11.5	13.8	27.7	22.6	33.2
Strongly	6.0	1.0	2.8	2.5	4.1	5.3	15.1	13.1	47.4	3.8	2.2	4.8	12.9	3.3	2.2	5.9	5.1	12.4	4.3	21.1
DON'T KNOW	11.8	0.5	4.0	11.6	14.2	17.3	20.0	13.2	11.6	10.7	6.2	16.3	22.6	5.5	6.4	26.3	12.6	14.9	14.5	15.3
Net Diff.	50.3	96.6	87.7	68.5	46.0	37.6	-4.0	-27.8	-33.4	65.9	82.3	47.6	13.1	82.3	72.3	39.0	49.5	5.0	31.8	-23.8
Mean	3.10	3.92	3.58	3.27	2.96	2.79	2.41	2.20	1.88	3.30	3.55	2.93	2.57	3.60	3.26	3.00	2.93	2.51	2.81	2.18



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29. DO YOU SUPPORT OR OPPOSE CONGRESS REDUCING FEDERAL SPENDING?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD			
		EAST	MID- WEST	SOUTH	WEST	DEFIN- ITELY VOTING	VERY/ SMWHT LIKELY	Very Likely	Smwht Likely
Total	2000	354	440	738	468	1558	442	269	173
SUPPORT	69.3	67.2	67.0	72.6	67.7	72.4	58.1	61.3	53.2
Strongly	34.0	34.1	33.6	37.0	29.6	38.9	16.9	19.3	13.1
Somewhat	35.2	33.1	33.4	35.6	38.1	33.5	41.3	42.0	40.1
OPPOSE	19.0	22.0	18.6	16.0	21.8	18.5	20.7	18.7	23.9
Somewhat	13.0	15.1	13.8	9.8	15.7	12.3	15.5	13.6	18.4
Strongly	6.0	6.9	4.8	6.3	6.1	6.2	5.2	5.1	5.4
DON'T KNOW	11.8	10.7	14.4	11.4	10.6	9.1	21.2	20.0	23.0
Net Diff.	50.3	45.2	48.5	56.5	45.9	53.9	37.4	42.6	29.3
Mean	3.10	3.06	3.12	3.17	3.02	3.16	2.89	2.94	2.79



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

29. DO YOU SUPPORT OR OPPOSE CONGRESS REDUCING FEDERAL SPENDING?

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-		JOB: JOE BIDEN		
		UNITE	STATES	FOR	CONGRESS	ERS/		Strong	Smwht	DISAP-	
		RIGHT	WRONG	REPUB-	DEMO-	UND-	UNDE-	APP-			PROVE
		DIREC-	TRACK	LICAN	CRATIC	ECI-	CIDED	ROVE			
		TION				DED					
Total	2000	540	1456	930	820	250	513	826	293	532	1174
SUPPORT	69.3	58.3	73.5	86.3	53.8	56.3	64.7	54.9	49.9	57.7	79.3
Strongly	34.0	15.3	41.0	55.0	13.4	23.4	23.4	13.7	18.0	11.4	48.3
Somewhat	35.2	43.0	32.5	31.3	40.4	33.0	41.4	41.2	31.9	46.3	31.1
OPPOSE	19.0	31.6	14.3	7.8	32.2	17.4	17.4	31.1	41.3	25.5	10.4
Somewhat	13.0	21.3	9.8	5.0	22.5	11.5	12.7	21.4	23.3	20.4	7.0
Strongly	6.0	10.3	4.5	2.9	9.6	5.9	4.8	9.7	18.1	5.2	3.4
DON'T KNOW	11.8	10.1	12.2	5.9	14.0	26.3	17.8	14.0	8.7	16.8	10.2
Net Diff.	50.3	26.7	59.2	78.5	21.7	39.0	47.3	23.8	8.6	32.1	68.9
Mean	3.10	2.70	3.25	3.47	2.67	3.00	3.01	2.68	2.55	2.77	3.38



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

29. DO YOU SUPPORT OR OPPOSE CONGRESS REDUCING FEDERAL SPENDING?

BANNER 4

	TOTAL	2020 BALLOT		PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	829	922	724	742	534	476	254	211	248	488	323
SUPPORT	69.3	86.2	56.5	86.4	53.2	68.4	93.2	58.4	80.0	73.4	50.4	60.8
Strongly	34.0	57.1	14.9	56.3	15.2	29.9	63.5	19.7	38.6	42.5	12.8	24.3
Somewhat	35.2	29.1	41.5	30.1	38.0	38.4	29.6	38.7	41.4	30.9	37.6	36.5
OPPOSE	19.0	7.0	29.9	7.6	32.1	16.2	4.6	34.9	14.0	13.2	30.7	17.6
Somewhat	13.0	4.3	20.8	4.5	22.4	11.4	2.6	23.3	9.0	8.0	22.0	12.9
Strongly	6.0	2.7	9.1	3.1	9.7	4.8	2.0	11.5	5.0	5.2	8.8	4.7
DON'T KNOW	11.8	6.8	13.6	6.0	14.7	15.4	2.2	6.7	6.0	13.4	18.8	21.6
Net Diff.	50.3	79.2	26.5	78.8	21.0	52.2	88.5	23.6	66.0	60.2	19.7	43.1
Mean	3.10	3.51	2.72	3.49	2.69	3.10	3.58	2.71	3.21	3.28	2.67	3.02



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29. DO YOU SUPPORT OR OPPOSE CONGRESS REDUCING FEDERAL SPENDING?

BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	553	232	321	734	427	287	713	43	136	545	413	267	61	97	330	107
SUPPORT	69.3	50.7	47.4	53.0	65.6	85.6	90.3	87.5	76.1	74.3	90.2	47.0	58.7	70.6	54.9	67.5	83.1
Strongly	34.0	13.7	17.8	10.7	23.3	50.2	76.5	60.8	31.4	32.7	64.2	11.4	16.7	34.2	15.4	24.9	58.5
Somewhat	35.2	37.0	29.6	42.3	42.2	35.5	13.7	26.7	44.7	41.6	26.1	35.6	42.0	36.4	39.5	42.6	24.6
OPPOSE	19.0	34.8	34.5	35.1	18.7	8.9	4.3	7.0	21.1	13.9	4.9	37.4	26.2	22.7	30.0	14.5	8.8
Somewhat	13.0	22.5	18.2	25.6	13.8	6.1	2.5	4.7	12.4	8.9	2.7	24.0	20.3	21.2	20.6	10.6	5.2
Strongly	6.0	12.3	16.3	9.5	4.8	2.7	1.7	2.3	8.7	5.1	2.2	13.4	5.9	1.5	9.4	3.9	3.6
DON'T KNOW	11.8	14.5	18.1	11.9	15.8	5.5	5.5	5.5	2.8	11.8	4.8	15.6	15.1	6.7	15.0	18.0	8.0
Net Diff.	50.3	15.8	12.9	18.0	46.9	76.7	86.0	80.5	55.0	60.4	85.3	9.7	32.4	47.9	24.9	53.0	74.3
Mean	3.10	2.61	2.60	2.62	3.00	3.41	3.75	3.54	3.02	3.16	3.60	2.53	2.82	3.11	2.72	3.08	3.50



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29. DO YOU SUPPORT OR OPPOSE CONGRESS REDUCING FEDERAL SPENDING?

BANNER 6

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	871	297	832	1062	350	46	305	1478	976	503	171	613	134	504	559
SUPPORT	69.3	54.0	69.5	85.1	73.0	73.4	76.7	72.9	70.0	71.1	67.7	54.7	72.3	83.0	75.8	60.9
Strongly	34.0	14.0	27.1	57.5	30.1	39.4	50.1	37.8	33.7	33.9	33.2	26.0	36.6	52.3	38.5	24.3
Somewhat	35.2	40.1	42.4	27.6	42.9	34.0	26.6	35.1	36.3	37.2	34.6	28.7	35.6	30.7	37.2	36.5
OPPOSE	19.0	30.8	15.9	7.7	16.3	18.7	21.1	18.3	18.5	17.6	20.3	23.8	16.3	11.8	17.1	23.1
Somewhat	13.0	20.9	12.8	4.7	12.2	10.5	11.0	10.4	13.5	12.7	14.9	13.8	11.5	7.1	12.3	15.3
Strongly	6.0	9.9	3.2	3.0	4.1	8.2	10.1	7.9	5.0	4.9	5.3	10.0	4.9	4.7	4.9	7.8
DON'T KNOW	11.8	15.1	14.6	7.2	10.7	7.9	2.2	8.8	11.5	11.3	12.0	21.5	11.4	5.1	7.1	16.0
Net Diff.	50.3	23.2	53.6	77.4	56.7	54.7	55.6	54.6	51.5	53.5	47.5	30.9	55.9	71.2	58.6	37.8
Mean	3.10	2.68	3.09	3.50	3.11	3.14	3.19	3.13	3.11	3.13	3.09	2.90	3.17	3.38	3.18	2.92



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29. DO YOU SUPPORT OR OPPOSE CONGRESS REDUCING FEDERAL SPENDING?

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1229	771	481	290	503	437	726	334
SUPPORT	69.3	67.3	72.4	71.2	74.6	79.7	82.2	58.7	59.6
Strongly	34.0	30.6	39.5	36.7	44.0	41.5	51.5	23.1	23.7
Somewhat	35.2	36.7	33.0	34.4	30.6	38.2	30.7	35.6	35.9
OPPOSE	19.0	19.1	18.8	20.0	16.8	15.1	14.7	21.9	24.2
Somewhat	13.0	13.9	11.4	11.5	11.4	11.2	7.8	15.8	16.2
Strongly	6.0	5.2	7.4	8.6	5.4	3.8	6.9	6.1	8.0
DON'T KNOW	11.8	13.6	8.7	8.8	8.6	5.3	3.1	19.5	16.1
Net Diff.	50.3	48.2	53.6	51.1	57.7	64.6	67.5	36.8	35.4
Mean	3.10	3.07	3.15	3.09	3.24	3.24	3.31	2.94	2.90



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29. DO YOU SUPPORT OR OPPOSE CONGRESS REDUCING FEDERAL SPENDING?

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1356	644	262	260	84	685	671	109	153	96	164
SUPPORT	69.3	73.6	60.1	67.5	50.9	73.7	86.0	61.0	75.8	61.5	56.7	47.4
Strongly	34.0	39.3	22.9	25.8	17.6	29.8	53.0	25.3	32.5	21.0	17.4	17.7
Somewhat	35.2	34.3	37.2	41.7	33.3	43.9	32.9	35.7	43.4	40.4	39.3	29.8
OPPOSE	19.0	16.0	25.2	21.9	32.5	11.4	11.6	20.5	17.1	25.2	35.6	30.7
Somewhat	13.0	10.8	17.6	15.8	21.6	8.0	6.9	14.7	12.5	18.2	24.9	19.6
Strongly	6.0	5.3	7.6	6.1	10.9	3.4	4.7	5.8	4.7	7.1	10.6	11.1
DON'T KNOW	11.8	10.4	14.7	10.7	16.6	14.9	2.4	18.5	7.0	13.3	7.8	21.9
Net Diff.	50.3	57.6	34.9	45.6	18.4	62.3	74.3	40.5	58.7	36.2	21.1	16.7
Mean	3.10	3.20	2.88	2.98	2.69	3.18	3.38	2.99	3.11	2.87	2.69	2.69



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29. DO YOU SUPPORT OR OPPOSE CONGRESS REDUCING FEDERAL SPENDING?

BANNER 9

	TOTAL	AGE						AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
Total	2000	160	257	357	332	370	524	775	1225	1106	894	940	1060	
SUPPORT	69.3	52.3	57.7	66.5	67.8	77.5	77.0	60.7	74.7	62.8	77.2	80.9	59.0	
Strongly	34.0	15.5	20.2	28.0	30.7	42.7	46.5	22.8	41.1	25.2	45.0	46.1	23.3	
Somewhat	35.2	36.8	37.5	38.5	37.1	34.8	30.5	37.8	33.6	37.6	32.3	34.7	35.7	
OPPOSE	19.0	24.8	22.7	18.7	19.7	15.6	17.6	21.3	17.6	20.8	16.8	14.9	22.6	
Somewhat	13.0	21.9	15.8	12.3	13.6	9.4	11.4	15.5	11.4	14.9	10.6	9.6	15.9	
Strongly	6.0	2.9	6.9	6.3	6.0	6.2	6.2	5.8	6.2	5.9	6.2	5.3	6.7	
DON'T KNOW	11.8	22.9	19.6	14.8	12.5	6.9	5.4	18.1	7.8	16.4	6.0	4.3	18.4	
Net Diff.	50.3	27.5	35.0	47.9	48.2	62.0	59.4	39.4	57.1	42.0	60.5	66.0	36.3	
Mean	3.10	2.84	2.88	3.04	3.06	3.22	3.24	2.95	3.19	2.98	3.23	3.27	2.93	



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29. DO YOU SUPPORT OR OPPOSE CONGRESS REDUCING FEDERAL SPENDING?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	207	497	526	771	54	187	244	455	153	310	282	315	544	1036	420
SUPPORT	69.3	51.8	63.6	68.9	77.9	67.4	71.9	79.5	86.8	46.3	58.6	59.7	64.9	64.1	69.8	74.7
Strongly	34.0	16.7	23.7	33.9	45.3	20.5	30.4	42.7	57.4	15.4	19.7	26.3	27.9	27.0	33.8	43.5
Somewhat	35.2	35.1	39.9	35.0	32.5	47.0	41.5	36.8	29.4	30.9	38.9	33.4	37.0	37.1	35.9	31.1
OPPOSE	19.0	25.0	20.0	19.0	16.7	23.8	20.3	16.2	10.9	25.4	19.8	21.4	25.1	21.9	19.0	15.4
Somewhat	13.0	21.7	12.9	12.9	10.7	22.2	13.2	11.2	5.9	21.5	12.8	14.4	17.7	14.1	13.4	10.4
Strongly	6.0	3.3	7.0	6.1	6.0	1.7	7.1	5.0	5.1	3.9	7.0	7.0	7.5	7.7	5.6	4.9
DON'T KNOW	11.8	23.2	16.5	12.1	5.4	8.7	7.8	4.3	2.2	28.3	21.6	18.9	10.0	14.0	11.3	10.0
Net Diff.	50.3	26.8	43.6	49.9	61.1	43.6	51.6	63.3	75.9	20.9	38.8	38.3	39.8	42.3	50.8	59.3
Mean	3.10	2.85	2.96	3.10	3.24	2.94	3.03	3.23	3.42	2.81	2.91	2.97	2.95	2.97	3.10	3.26



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30. IF CONGRESS AND THE PRESIDENT ARE UNABLE TO AGREE ON A SPENDING/BUDGET BILL BY THE TIME THE PREVIOUS ONE EXPIRES, NON-CRITICAL PARTS OF THE GOVERNMENT WILL BE TEMPORARILY SHUT DOWN UNTIL A NEW SPENDING/BUDGET BILL IS SIGNED. A SHUT DOWN WOULD NOT IMPACT NATIONAL DEFENSE, INTELLIGENCE, MEDICARE, OR SOCIAL SECURITY PROGRAMS.

AS PART OF NEGOTIATIONS OVER THE NEXT SPENDING/BUDGET BILL, WOULD YOU SUPPORT OR OPPOSE CONGRESS ALLOWING NON-CRITICAL PARTS OF THE GOVERNMENT TO SHUT DOWN TO PRESSURE THE PRESIDENT TO SIGN A BILL THAT REDUCES FEDERAL SPENDING?

BANNER 1

	TOTAL	ANMP SCORE								NEW MAJORITY					NEW MAJORITY COMBO			LEFT MINORITY COMBO		
		10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND. VOTE DEM	TOTAL	6-7 FLTD	0-5	
Total	2000	220	313	353	413	351	229	78	43	1487	886	498	103	579	352	250	307	513	266	247
SUPPORT	49.3	87.4	67.5	50.0	45.0	37.2	31.9	15.9	9.4	57.4	65.5	46.1	43.3	75.3	63.0	33.6	36.8	25.7	32.7	18.1
Strongly	21.7	70.8	33.5	16.4	15.8	7.9	8.0	4.6	2.4	26.6	36.0	12.4	14.3	45.2	19.5	13.3	10.4	7.6	11.6	3.3
Somewhat	27.6	16.6	34.0	33.6	29.2	29.3	23.9	11.3	7.1	30.9	29.5	33.6	29.0	30.1	43.4	20.3	26.4	18.1	21.1	14.8
OPPOSE	36.7	9.1	22.1	36.8	38.6	42.8	51.4	68.0	77.6	28.6	24.7	34.3	34.3	15.2	26.6	35.5	50.6	60.0	52.2	68.4
Somewhat	17.7	3.5	10.7	19.0	22.0	23.7	22.6	20.6	11.2	16.7	12.2	22.6	26.8	9.0	16.2	23.8	26.0	20.7	23.0	18.3
Strongly	18.9	5.7	11.4	17.8	16.6	19.2	28.7	47.4	66.3	11.9	12.5	11.7	7.4	6.2	10.4	11.7	24.6	39.2	29.1	50.1
DON'T KNOW	14.1	3.4	10.4	13.2	16.4	19.9	16.8	16.1	13.0	14.0	9.8	19.6	22.5	9.5	10.4	30.9	12.6	14.4	15.2	13.5
Net Diff.	12.6	78.3	45.4	13.2	6.4	-5.6	-19.5	-52.1	-68.1	28.8	40.7	11.7	9.0	60.1	36.4	-1.9	-13.8	-34.3	-19.5	-50.3
Mean	2.61	3.58	3.00	2.56	2.53	2.32	2.13	1.68	1.37	2.84	2.99	2.58	2.65	3.26	2.80	2.51	2.26	1.93	2.18	1.67



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AS PART OF NEGOTIATIONS OVER THE NEXT SPENDING/BUDGET BILL, WOULD YOU SUPPORT OR OPPOSE CONGRESS ALLOWING NON-CRITICAL PARTS OF THE GOVERNMENT TO SHUT DOWN TO PRESSURE THE PRESIDENT TO SIGN A BILL THAT REDUCES FEDERAL SPENDING?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD			
		EAST	MID- WEST	SOUTH	WEST	DEFIN- ITELY VOTING	VERY/ SMWHT LIKELY	Very Likely	Smwht Likely
Total	2000	354	440	738	468	1558	442	269	173
SUPPORT	49.3	47.8	49.2	53.3	44.3	50.1	46.3	47.2	44.8
Strongly	21.7	23.7	20.5	23.0	19.3	24.3	12.5	14.1	10.1
Somewhat	27.6	24.1	28.6	30.3	25.0	25.8	33.7	33.1	34.7
OPPOSE	36.7	40.1	35.0	33.0	41.4	39.0	28.3	30.7	24.5
Somewhat	17.7	18.2	16.1	16.7	20.6	16.8	21.1	22.1	19.4
Strongly	18.9	21.9	18.9	16.3	20.8	22.2	7.2	8.6	5.1
DON'T KNOW	14.1	12.2	15.9	13.7	14.4	10.8	25.5	22.1	30.7
Net Diff.	12.6	7.7	14.2	20.2	2.9	11.1	18.0	16.6	20.3
Mean	2.61	2.56	2.60	2.69	2.50	2.59	2.69	2.68	2.72



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AS PART OF NEGOTIATIONS OVER THE NEXT SPENDING/BUDGET BILL, WOULD YOU SUPPORT OR OPPOSE CONGRESS ALLOWING NON-CRITICAL PARTS OF THE GOVERNMENT TO SHUT DOWN TO PRESSURE THE PRESIDENT TO SIGN A BILL THAT REDUCES FEDERAL SPENDING?

BANNER 3

	TOTAL	DIRECTION:			GENERIC BALLOT			LEAN-		JOB: JOE BIDEN		
		UNITED STATES	RIGHT	WRONG	REPUB-	DEMO-	UND-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRAC-	LICAN	CRATIC	ECI-	CIDED	ROVE			PROVE	
		TION	K			DED						
Total	2000	540	1456	930	820	250	513	826	293	532	1174	
SUPPORT	49.3	35.1	54.6	70.7	29.8	33.6	39.8	31.6	31.1	31.9	61.7	
Strongly	21.7	12.1	25.3	35.5	8.6	13.3	13.4	9.2	14.7	6.2	30.5	
Somewhat	27.6	23.0	29.3	35.2	21.2	20.3	26.4	22.4	16.5	25.7	31.2	
OPPOSE	36.7	52.5	30.7	19.5	56.5	35.5	38.4	53.2	59.2	50.0	25.0	
Somewhat	17.7	21.2	16.4	11.7	22.7	23.8	23.3	21.6	15.4	25.0	15.0	
Strongly	18.9	31.4	14.3	7.8	33.8	11.7	15.0	31.6	43.8	25.0	10.0	
DON'T KNOW	14.1	12.3	14.7	9.8	13.7	30.9	21.9	15.2	9.7	18.2	13.3	
Net Diff.	12.6	-17.4	23.9	51.1	-26.6	-1.9	1.4	-21.7	-28.1	-18.1	36.7	
Mean	2.61	2.18	2.77	3.09	2.05	2.51	2.49	2.11	2.02	2.16	2.95	



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30. IF CONGRESS AND THE PRESIDENT ARE UNABLE TO AGREE ON A SPENDING/BUDGET BILL BY THE TIME THE PREVIOUS ONE EXPIRES, NON-CRITICAL PARTS OF THE GOVERNMENT WILL BE TEMPORARILY SHUT DOWN UNTIL A NEW SPENDING/BUDGET BILL IS SIGNED. A SHUT DOWN WOULD NOT IMPACT NATIONAL DEFENSE, INTELLIGENCE, MEDICARE, OR SOCIAL SECURITY PROGRAMS.

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BANNER 4

	TOTAL	2020 BALLOT			PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	
Total	2000	829	922	724	742	534	476	254	211	248	488	323	
SUPPORT	49.3	70.5	31.3	69.9	33.8	42.9	74.4	37.5	47.4	61.1	31.9	39.9	
Strongly	21.7	37.2	9.0	35.8	10.4	18.3	41.8	14.9	20.9	24.4	8.1	16.5	
Somewhat	27.6	33.4	22.3	34.0	23.4	24.6	32.6	22.6	26.5	36.8	23.8	23.4	
OPPOSE	36.7	19.1	53.5	20.6	51.7	37.5	18.3	54.2	40.4	25.0	50.3	35.7	
Somewhat	17.7	12.2	22.1	12.9	21.8	18.7	11.4	20.6	15.6	15.8	22.4	20.7	
Strongly	18.9	6.9	31.5	7.7	29.9	18.8	6.9	33.7	24.7	9.3	28.0	15.0	
DON'T KNOW	14.1	10.4	15.2	9.5	14.5	19.6	7.2	8.3	12.2	13.9	17.7	24.4	
Net Diff.	12.6	51.4	-22.3	49.2	-17.8	5.4	56.1	-16.7	7.1	36.1	-18.4	4.3	
Mean	2.61	3.12	2.10	3.08	2.17	2.53	3.18	2.20	2.50	2.88	2.15	2.55	



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BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	553	232	321	734	427	287	713	43	136	545	413	267	61	97	330	107
SUPPORT	49.3	33.3	32.2	34.0	41.0	67.0	75.1	70.3	72.7	56.2	73.0	29.1	36.2	55.3	33.6	38.6	64.6
Strongly	21.7	10.5	16.3	6.4	13.7	26.5	56.7	38.6	25.5	21.0	40.3	8.3	11.7	19.1	13.2	12.3	41.1
Somewhat	27.6	22.7	15.9	27.6	27.3	40.5	18.4	31.6	47.2	35.2	32.7	20.8	24.5	36.2	20.4	26.2	23.5
OPPOSE	36.7	53.0	53.1	52.9	40.6	22.7	15.7	19.9	20.6	30.7	18.1	56.7	47.1	37.6	51.3	39.4	19.1
Somewhat	17.7	18.6	16.8	19.9	22.6	14.7	8.3	12.1	12.1	19.6	11.3	18.2	25.9	27.5	23.0	21.1	7.2
Strongly	18.9	34.4	36.3	33.1	18.0	8.1	7.5	7.8	8.5	11.2	6.8	38.5	21.1	10.1	28.2	18.3	11.9
DON'T KNOW	14.1	13.8	14.7	13.1	18.4	10.2	9.2	9.8	6.6	13.1	8.8	14.2	16.7	7.1	15.1	22.0	16.3
Net Diff.	12.6	-19.7	-20.8	-18.9	0.4	44.3	59.4	50.3	52.1	25.5	54.9	-27.6	-10.8	17.7	-17.7	-0.9	45.5
Mean	2.61	2.11	2.14	2.08	2.45	2.95	3.37	3.12	2.96	2.76	3.17	1.99	2.32	2.69	2.22	2.42	3.12



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BANNER 6

	TOTAL	VOTE BEHAVIOR					VB COMBO	CONSIDER YOURSELF					RELIGION				
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER	WLTHY/ MIDDLE		Weal- thy	Upper Middle Class	MIDDLE LOWER	Middle Class	Lower Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC	NON- RELI- GIOUS
Total	2000	871	297	832	1062	350	46	305	1478	976	503	171	613	134	504	559	
SUPPORT	49.3	31.5	42.5	70.3	49.1	58.3	69.6	56.6	48.3	48.9	47.1	39.3	51.2	65.3	57.3	37.3	
Strongly	21.7	9.9	13.0	37.2	17.5	26.0	39.4	24.0	20.7	21.6	19.0	21.4	22.5	32.9	26.6	14.6	
Somewhat	27.6	21.5	29.5	33.2	31.6	32.3	30.2	32.7	27.6	27.3	28.1	18.0	28.7	32.3	30.7	22.7	
OPPOSE	36.7	52.9	39.1	18.8	37.5	32.1	23.1	33.5	37.0	36.6	37.8	42.8	32.8	23.4	33.3	45.2	
Somewhat	17.7	21.9	22.5	11.7	20.8	13.2	8.4	13.9	18.7	18.2	19.7	18.8	16.1	14.7	16.6	20.2	
Strongly	18.9	31.0	16.6	7.1	16.7	18.9	14.7	19.5	18.3	18.5	18.0	24.1	16.7	8.7	16.7	24.9	
DON'T KNOW	14.1	15.6	18.3	10.9	13.4	9.6	7.3	9.9	14.7	14.5	15.1	17.8	16.0	11.3	9.3	17.5	
Net Diff.	12.6	-21.4	3.4	51.6	11.5	26.2	46.5	23.2	11.3	12.3	9.4	-3.5	18.4	41.8	24.0	-7.9	
Mean	2.61	2.12	2.48	3.13	2.57	2.72	3.02	2.68	2.59	2.61	2.57	2.45	2.68	3.01	2.74	2.33	



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BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL- Bchlr Post- LESS/ COLL- LESS/ COLL- COLL. EGE Degree Grad./ COLL. EGE COLL. EGE GRAD GRAD. Prof. GRAD. GRAD. GRAD. GRAD.							
Total	2000	1229	771	481	290	503	437	726	334
SUPPORT	49.3	48.1	51.1	51.4	50.6	57.7	59.3	41.6	40.4
Strongly	21.7	19.9	24.6	24.3	25.3	27.7	32.4	14.5	14.5
Somewhat	27.6	28.3	26.5	27.1	25.4	30.0	26.9	27.1	25.9
OPPOSE	36.7	35.6	38.3	38.5	37.9	31.8	34.3	38.3	43.4
Somewhat	17.7	18.3	16.8	17.6	15.6	15.7	13.8	20.1	20.8
Strongly	18.9	17.3	21.4	20.9	22.3	16.0	20.5	18.3	22.6
DON'T KNOW	14.1	16.2	10.6	10.1	11.5	10.6	6.4	20.1	16.2
Net Diff.	12.6	12.5	12.9	12.9	12.7	25.9	24.9	3.2	-3.0
Mean	2.61	2.60	2.61	2.61	2.61	2.78	2.76	2.47	2.39



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BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1356	644	262	260	84	685	671	109	153	96	164
SUPPORT	49.3	51.9	43.8	48.1	39.0	46.9	63.0	40.5	49.0	47.5	42.8	36.8
Strongly	21.7	24.3	16.3	20.2	12.7	17.1	33.6	14.7	26.8	15.5	11.0	13.8
Somewhat	27.6	27.6	27.5	27.9	26.3	29.8	29.4	25.8	22.2	32.0	31.8	23.1
OPPOSE	36.7	35.2	39.7	36.2	43.4	34.6	30.0	40.5	35.6	36.7	46.1	41.9
Somewhat	17.7	16.1	21.3	23.0	20.5	19.3	13.0	19.2	20.5	24.8	19.5	21.1
Strongly	18.9	19.1	18.5	13.2	22.9	15.3	17.0	21.3	15.1	11.9	26.6	20.8
DON'T KNOW	14.1	12.9	16.4	15.6	17.5	18.5	7.0	19.0	15.4	15.8	11.2	21.3
Net Diff.	12.6	16.7	4.1	11.9	-4.4	12.2	33.0	*	13.3	10.9	-3.3	-5.0
Mean	2.61	2.65	2.50	2.65	2.35	2.60	2.86	2.42	2.72	2.61	2.31	2.38



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BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	2000	160	257	357	332	370	524	775	1225	1106	894	940	1060
SUPPORT	49.3	52.1	49.6	47.1	47.2	50.1	50.6	49.0	49.5	48.4	50.4	58.4	41.2
Strongly	21.7	13.5	18.7	16.7	19.7	25.1	28.1	16.7	24.9	17.6	26.8	29.8	14.5
Somewhat	27.6	38.6	30.9	30.4	27.5	25.0	22.5	32.3	24.6	30.8	23.5	28.6	26.7
OPPOSE	36.7	27.9	28.5	35.3	40.2	38.2	41.0	31.5	39.9	34.1	39.8	33.0	39.9
Somewhat	17.7	20.7	17.3	17.4	17.8	18.0	17.1	18.0	17.6	18.0	17.4	14.8	20.3
Strongly	18.9	7.2	11.1	17.9	22.3	20.2	23.9	13.5	22.4	16.1	22.4	18.1	19.6
DON'T KNOW	14.1	20.0	21.9	17.6	12.7	11.8	8.4	19.5	10.6	17.5	9.8	8.6	18.9
Net Diff.	12.6	24.2	21.1	11.8	7.0	11.9	9.6	17.5	9.6	14.3	10.5	25.4	1.3
Mean	2.61	2.73	2.73	2.56	2.51	2.62	2.60	2.65	2.58	2.60	2.61	2.77	2.44



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BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z NIALS	MILLEN NIALS	GEN X BMMRS	BABY /SLNTG	GEN Z NIALS	MILLEN NIALS	GEN X BMMRS	BABY /SLNTG	GEN Z NIALS	MILLEN NIALS	GEN X BMMRS	BABY /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	207	497	526	771	54	187	244	455	153	310	282	315	544	1036	420
SUPPORT	49.3	50.4	48.6	48.1	50.2	57.5	53.8	57.9	60.7	47.9	45.4	39.6	35.2	45.8	48.3	56.2
Strongly	21.7	14.3	17.8	20.6	26.9	21.2	24.8	26.1	34.9	11.9	13.6	15.9	15.3	19.9	19.8	28.8
Somewhat	27.6	36.1	30.8	27.5	23.3	36.2	29.0	31.8	25.7	36.0	31.8	23.7	19.9	25.9	28.5	27.4
OPPOSE	36.7	27.3	32.8	38.8	40.2	30.3	34.3	32.8	32.8	26.2	32.0	44.0	50.8	39.3	37.1	32.1
Somewhat	17.7	19.8	17.5	17.4	17.6	15.9	15.6	15.1	14.3	21.1	18.6	19.4	22.4	18.1	16.9	19.4
Strongly	18.9	7.5	15.4	21.4	22.6	14.4	18.7	17.7	18.5	5.1	13.4	24.6	28.4	21.2	20.2	12.7
DON'T KNOW	14.1	22.3	18.6	13.1	9.6	12.2	11.9	9.3	6.5	25.9	22.6	16.4	14.0	14.9	14.6	11.7
Net Diff.	12.6	23.1	15.8	9.3	10.1	27.1	19.5	25.1	27.8	21.7	13.5	-4.4	-15.6	6.5	11.2	24.1
Mean	2.61	2.74	2.63	2.55	2.60	2.73	2.68	2.73	2.82	2.74	2.59	2.37	2.26	2.52	2.56	2.82



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BANNER 1

	ANMP SCORE									NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
	10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5	
Total	2000	220	313	353	413	351	229	78	43	1487	886	498	103	579	352	250	307	513	266	247
YES	58.4	90.0	77.0	63.5	55.1	47.9	36.3	25.2	16.9	65.5	74.8	53.9	42.0	78.0	66.5	48.4	54.9	37.9	48.0	27.0
NO	19.0	5.3	6.6	13.8	18.4	24.1	34.4	41.1	63.8	14.1	9.2	19.6	29.6	6.9	17.2	18.0	20.7	33.4	23.8	43.7
DON'T KNOW	22.6	4.7	16.4	22.7	26.4	28.0	29.3	33.7	19.3	20.4	16.0	26.6	28.4	15.1	16.3	33.6	24.4	28.8	28.2	29.3
Net Diff.	39.4	84.7	70.4	49.7	36.7	23.9	1.8	-15.9	-46.9	51.5	65.7	34.3	12.4	71.1	49.3	30.3	34.1	4.5	24.3	-16.7



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BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD			
		EAST	MID- WEST	SOUTH	WEST	DEFIN- ITELY VOTING	VERY/ SMWHT LIKELY	Very Likely	Smwht Likely
Total	2000	354	440	738	468	1558	442	269	173
YES	58.4	57.0	57.2	62.1	54.9	60.0	53.0	58.7	44.1
NO	19.0	18.7	18.5	18.0	21.4	19.2	18.4	15.5	22.9
DON'T KNOW	22.6	24.3	24.3	20.0	23.7	20.8	28.6	25.8	33.0
Net Diff.	39.4	38.3	38.7	44.1	33.5	40.8	34.6	43.1	21.2



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BANNER 3

TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-		JOB: JOE BIDEN			
	UNITE	STATES	FOR	CONGRESS	ERS/						
	RIGHT	WRONG	REPUB-	DEMO-	UND-	UNDE-	APP-	Strong	Smwht	DISAP-	
	DIREC-	TRACK	LICAN	CRATIC	ECI-	CIDED	ROVE			PROVE	
	TION				DED						
Total	2000	540	1456	930	820	250	513	826	293	532	1174
YES	58.4	50.3	61.5	73.6	44.2	48.4	51.7	46.9	44.7	48.1	66.6
NO	19.0	26.2	16.4	10.8	28.6	18.0	20.0	26.0	33.4	21.9	14.1
DON'T KNOW	22.6	23.5	22.1	15.6	27.1	33.6	28.3	27.2	21.9	30.1	19.3
Net Diff.	39.4	24.1	45.1	62.8	15.6	30.3	31.7	20.9	11.3	26.2	52.4



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BANNER 4

	TOTAL		2020 BALLOT			PARTY			MEN			WOMEN		
			TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	
Total	2000	829	922	724	742	534	476	254	211	248	488	323		
YES	58.4	73.8	46.7	74.0	47.1	53.0	79.3	49.5	61.2	64.0	45.9	47.7		
NO	19.0	10.1	27.0	10.8	27.2	18.7	9.3	31.0	21.1	13.8	25.3	17.1		
DON'T KNOW	22.6	16.1	26.3	15.1	25.6	28.3	11.4	19.5	17.7	22.3	28.8	35.2		
Net Diff.	39.4	63.7	19.7	63.2	19.9	34.3	70.0	18.5	40.1	50.2	20.6	30.6		



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

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BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	553	232	321	734	427	287	713	43	136	545	413	267	61	97	330	107
YES	58.4	44.6	41.3	47.0	51.2	72.7	82.4	76.6	58.9	62.5	78.1	43.6	48.3	65.7	42.5	49.0	74.9
NO	19.0	29.6	32.8	27.3	20.8	11.2	5.7	9.0	25.5	16.3	8.3	31.1	23.8	16.8	25.0	20.3	8.0
DON'T KNOW	22.6	25.8	26.0	25.8	28.0	16.1	11.9	14.4	15.7	21.3	13.6	25.3	28.0	17.6	32.4	30.8	17.1
Net Diff.	39.4	15.0	8.5	19.7	30.4	61.5	76.7	67.6	33.4	46.2	69.8	12.6	24.5	48.9	17.5	28.7	66.9



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BANNER 6

	TOTAL	VOTE BEHAVIOR					VB COMBO	CONSIDER YOURSELF					RELIGION				
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER	WLTHY/ UPPER MIDDLE		Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC	NON- RELI- GIOUS
Total	2000	871	297	832	1062	350	46	305	1478	976	503	171	613	134	504	559	
YES	58.4	46.1	51.8	73.8	59.1	67.2	70.2	66.7	57.1	59.4	52.7	52.1	60.9	72.5	65.0	47.9	
NO	19.0	27.2	20.0	10.1	18.4	20.8	25.3	20.1	18.3	17.6	19.7	21.6	15.5	12.2	15.2	25.5	
DON'T KNOW	22.6	26.7	28.2	16.2	22.5	12.0	4.5	13.2	24.6	23.1	27.6	26.4	23.6	15.3	19.8	26.6	
Net Diff.	39.4	18.8	31.8	63.7	40.6	46.4	44.9	46.6	38.8	41.8	33.0	30.5	45.4	60.3	49.8	22.4	



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BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1229	771	481	290	503	437	726	334
YES	58.4	56.7	61.3	61.4	61.1	65.2	69.6	50.8	50.4
NO	19.0	18.9	19.3	19.8	18.4	17.6	18.0	19.7	20.9
DON'T KNOW	22.6	24.5	19.5	18.9	20.5	17.2	12.5	29.5	28.7
Net Diff.	39.4	37.8	42.0	41.6	42.7	47.5	51.6	31.0	29.5



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BANNER 8

	RACE												
	WHITE			HISPANIC			BLACK			ASIAN			
TOTAL	WHITE	NON-WHITE	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1356	644	262	260	84	685	671	109	153	96	164	164
YES	58.4	61.3	52.3	53.3	50.3	59.2	71.3	51.1	59.1	49.2	52.2	49.1	49.1
NO	19.0	17.1	23.1	23.3	25.4	13.2	15.4	18.7	19.0	26.4	31.8	21.7	21.7
DON'T KNOW	22.6	21.6	24.5	23.4	24.3	27.6	13.2	30.2	21.9	24.5	16.0	29.2	29.2
Net Diff.	39.4	44.3	29.2	30.0	24.8	46.0	55.9	32.4	40.1	22.8	20.4	27.4	27.4



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BANNER 9

	TOTAL	AGE						AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
Total	2000	160	257	357	332	370	524	775	1225	1106	894	940	1060	
YES	58.4	55.0	55.1	54.9	56.8	60.7	62.9	55.0	60.6	55.6	62.0	67.2	50.7	
NO	19.0	22.9	18.2	20.5	20.7	18.6	16.4	20.2	18.3	20.4	17.4	17.8	20.1	
DON'T KNOW	22.6	22.0	26.7	24.6	22.5	20.7	20.6	24.8	21.2	24.1	20.7	15.0	29.2	
Net Diff.	39.4	32.1	36.9	34.5	36.1	42.0	46.5	34.8	42.3	35.2	44.6	49.4	30.6	



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BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	207	497	526	771	54	187	244	455	153	310	282	315	544	1036	420
YES	58.4	50.2	56.5	58.4	61.9	62.6	62.2	67.6	69.6	45.8	53.1	50.4	50.9	55.9	58.3	62.1
NO	19.0	23.2	19.8	19.8	16.9	23.1	22.0	18.0	15.3	23.2	18.5	21.3	19.2	21.5	18.5	17.0
DON'T KNOW	22.6	26.6	23.7	21.9	21.2	14.3	15.8	14.3	15.1	30.9	28.5	28.4	30.0	22.7	23.2	20.9
Net Diff.	39.4	27.0	36.7	38.6	45.0	39.6	40.2	49.6	54.3	22.6	34.6	29.1	31.7	34.4	39.7	45.1



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BANNER 1

	ANMP SCORE									NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
	TOTAL	10	9	8	7	6	5	4	0-3	TOTAL	8-10	FLTD	FLTD	DEF.	PROB/	UND.	VOTE	TOTAL	6-7	0-5
										N.M.		6-7	0-5	VOTE	LEAN		DEM		FLTD	
														GOP	VT GOP					
Total	2000	220	313	353	413	351	229	78	43	1487	886	498	103	579	352	250	307	513	266	247
REDUCES SPENDING	57.4	95.9	82.4	62.1	50.8	44.9	30.1	23.1	12.0	67.2	77.6	53.2	44.9	80.0	71.0	47.4	54.7	28.9	38.6	18.5
INCREASES SPENDING	24.5	1.7	5.4	17.1	25.2	34.9	45.7	56.2	76.0	16.5	9.2	26.1	33.7	9.3	19.3	18.0	25.8	47.4	36.3	59.3
DON'T KNOW	18.2	2.4	12.2	20.8	23.9	20.3	24.2	20.7	12.1	16.3	13.2	20.7	21.3	10.8	9.6	34.5	19.5	23.7	25.1	22.2
Net Diff.	32.9	94.2	77.0	45.0	25.6	10.0	-15.7	-33.2	-64.0	50.6	68.5	27.1	11.2	70.7	51.7	29.4	28.9	-18.5	2.3	-40.9



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BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD			
		EAST	MID-WEST	SOUTH	WEST	DEFIN-ITELY VOTING	VERY/SMWHT LIKELY	Very Likely	Smwht Likely
Total	2000	354	440	738	468	1558	442	269	173
REDUCES SPENDING	57.4	57.8	56.5	58.2	56.6	59.8	48.7	50.4	46.0
INCREASES SPENDING	24.5	25.0	23.6	23.9	25.7	23.7	27.3	25.2	30.5
DON'T KNOW	18.2	17.3	19.9	17.9	17.7	16.5	24.0	24.4	23.5
Net Diff.	32.9	32.8	32.9	34.3	30.8	36.2	21.4	25.2	15.5



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BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		UNITED STATES		FOR CONGRESS			ERS/				
		RIGHT	WRONG	REPUB-	DEMO-	UND-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	ECI-	CIDED	ROVE			PROVE
		TION				DED					
Total	2000	540	1456	930	820	250	513	826	293	532	1174
REDUCES SPENDING	57.4	37.6	64.8	76.6	38.6	47.4	53.6	37.4	30.8	41.0	71.4
INCREASES SPENDING	24.5	42.2	17.8	13.1	39.3	18.0	22.8	40.0	53.3	32.7	13.5
DON'T KNOW	18.2	20.2	17.4	10.3	22.1	34.5	23.5	22.6	16.0	26.3	15.1
Net Diff.	32.9	-4.6	46.9	63.5	-0.8	29.4	30.8	-2.6	-22.5	8.3	57.9



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BANNER 4

	TOTAL		2020 BALLOT				PARTY				MEN			WOMEN			
			TRUMP	BIDEN	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	
			LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT
Total	2000	829	922	724	742	534	476	254	211	248	488	323					
REDUCES SPENDING	57.4	77.4	39.7	76.8	38.5	57.2	82.2	40.9	62.9	66.3	37.3	53.5					
INCREASES SPENDING	24.5	11.7	37.6	12.6	38.3	21.3	10.3	44.0	23.7	16.9	35.4	19.8					
DON'T KNOW	18.2	10.9	22.8	10.7	23.1	21.5	7.5	15.1	13.5	16.8	27.3	26.8					
Net Diff.	32.9	65.7	2.1	64.2	0.2	35.9	72.0	-3.2	39.2	49.4	1.9	33.7					



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BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	553	232	321	734	427	287	713	43	136	545	413	267	61	97	330	107
REDUCES SPENDING	57.4	37.4	36.5	38.1	52.3	75.2	82.0	78.0	53.4	64.4	81.7	34.7	41.6	51.0	42.1	56.1	74.3
INCREASES SPENDING	24.5	41.7	43.7	40.3	24.5	13.4	7.4	11.0	33.7	19.4	9.2	43.7	32.1	29.0	36.6	20.5	10.0
DON'T KNOW	18.2	20.9	19.8	21.6	23.1	11.3	10.6	11.0	13.0	16.2	9.1	21.6	26.3	20.0	21.3	23.5	15.7
Net Diff.	32.9	-4.3	-7.2	-2.2	27.8	61.8	74.6	67.0	19.7	45.0	72.5	-9.0	9.4	22.0	5.5	35.6	64.3



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BANNER 6

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	871	297	832	1062	350	46	305	1478	976	503	171	613	134	504	559
REDUCES SPENDING	57.4	38.8	53.7	78.2	60.2	58.9	48.8	60.4	57.8	58.4	56.5	50.8	55.8	68.0	65.4	53.4
INCREASES SPENDING	24.5	38.7	21.7	10.5	21.4	30.5	47.1	28.0	23.2	23.0	23.6	23.1	22.4	16.9	21.7	27.2
DON'T KNOW	18.2	22.6	24.6	11.3	18.4	10.6	4.0	11.6	19.1	18.6	19.9	26.1	21.8	15.1	12.9	19.4
Net Diff.	32.9	0.1	32.0	67.6	38.8	28.4	1.7	32.5	34.6	35.4	32.9	27.7	33.4	51.0	43.6	26.2



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BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1229	771	481	290	503	437	726	334
REDUCES SPENDING	57.4	54.4	62.1	63.6	59.6	62.7	71.4	48.6	50.0
INCREASES SPENDING	24.5	25.1	23.4	22.9	24.3	23.9	20.6	25.9	27.1
DON'T KNOW	18.2	20.5	14.5	13.5	16.1	13.4	8.0	25.5	22.9
Net Diff.	32.9	29.3	38.7	40.7	35.3	38.7	50.8	22.7	22.9



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BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON-WHITE	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1356	644	262	260	84	685	671	109	153	96	164
REDUCES SPENDING	57.4	61.8	48.0	53.9	38.8	63.1	71.8	51.6	59.3	50.1	44.8	35.3
INCREASES SPENDING	24.5	20.6	32.6	28.7	39.1	22.6	18.0	23.2	29.3	28.4	43.7	36.4
DON'T KNOW	18.2	17.6	19.4	17.3	22.1	14.3	10.2	25.2	11.5	21.5	11.6	28.3
Net Diff.	32.9	41.2	15.4	25.2	-0.2	40.4	53.8	28.4	30.0	21.7	1.1	-1.0



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

32. WHICH IS A MORE DESIRABLE RESULT FROM UPCOMING SPENDING/BUDGET BILL NEGOTIATIONS IN WASHINGTON, DC?
 1. A SPENDING/BUDGET BILL THAT REDUCES FEDERAL SPENDING AND IS THE RESULT OF NEGOTIATIONS THAT INCLUDE A TEMPORARY SHUTDOWN OF NON-CRITICAL PARTS OF THE GOVERNMENT.
 2. A SPENDING/BUDGET BILL THAT CONTINUES TO INCREASE FEDERAL SPENDING AND IS THE RESULT OF NEGOTIATIONS THAT AVOID A TEMPORARY SHUTDOWN OF NON-CRITICAL PARTS OF THE GOVERNMENT.

BANNER 9

	TOTAL	AGE						AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
Total	2000	160	257	357	332	370	524	775	1225	1106	894	940	1060	
REDUCES SPENDING	57.4	48.0	52.7	55.4	56.6	59.6	62.7	53.0	60.1	54.1	61.4	66.7	49.0	
INCREASES SPENDING	24.5	33.3	29.9	25.3	21.7	21.5	22.3	28.5	21.9	26.5	22.0	22.4	26.3	
DON'T KNOW	18.2	18.6	17.4	19.4	21.7	18.9	15.0	18.6	18.0	19.5	16.6	10.9	24.7	
Net Diff.	32.9	14.7	22.8	30.1	34.8	38.1	40.5	24.5	38.2	27.6	39.5	44.3	22.8	



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BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	URBAN	SUB-URBAN	RURAL
			NIALS		BMMRS /SLNTG		NIALS		BMMRS /SLNTG		NIALS		BMMRS /SLNTG		URBAN	
Total	2000	207	497	526	771	54	187	244	455	153	310	282	315	544	1036	420
REDUCES SPENDING	57.4	44.9	55.1	57.9	61.8	54.2	57.8	67.8	71.3	41.7	53.5	49.3	48.0	52.7	56.5	65.5
INCREASES SPENDING	24.5	35.0	26.6	21.9	22.0	38.1	30.4	20.2	18.4	34.0	24.3	23.3	27.2	28.8	24.1	19.6
DON'T KNOW	18.2	20.0	18.3	20.2	16.2	7.7	11.8	12.0	10.3	24.4	22.2	27.4	24.8	18.6	19.3	14.9
Net Diff.	32.9	9.9	28.5	36.0	39.8	16.1	27.3	47.6	52.9	7.7	29.2	26.0	20.8	23.9	32.4	45.8



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1. A REPUBLICAN CANDIDATE, WHO WANTS TO PASS A SPENDING/BUDGET BILL THAT REDUCES FEDERAL SPENDING AND IS WILLING TO ALLOW NON-CRITICAL PARTS OF THE GOVERNMENT TO SHUT DOWN TO PRESSURE THE PRESIDENT TO SIGN IT.

2. A DEMOCRATIC CANDIDATE, WHO WANTS TO PASS A SPENDING/BUDGET BILL THAT CONTINUES TO INCREASE FEDERAL SPENDING AND WHO CALLS ALLOWING NON-CRITICAL PARTS OF THE GOVERNMENT TO SHUT DOWN AS PART OF BUDGET NEGOTIATIONS RECKLESS AND DANGEROUS.

BANNER 1

	ANMP SCORE									NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
	TOTAL	10	9	8	7	6	5	4	0-3	TOTAL	8-10	FLTD	FLTD	DEF.	PROB/	UND.	VOTE	TOTAL	6-7	0-5
										N.M.		6-7	0-5	VOTE	LEAN		DEM		FLTD	
														GOP	VT GOP					
Total	2000	220	313	353	413	351	229	78	43	1487	886	498	103	579	352	250	307	513	266	247
REPUBLICAN CANDIDATE	51.0	96.9	84.4	62.6	41.0	25.1	23.1	7.0	15.0	66.0	78.8	46.7	48.3	92.2	84.2	33.0	22.4	7.8	9.4	6.1
DEMOCRATIC CANDIDATE	33.6	0.4	6.3	18.6	39.3	56.5	56.8	74.6	85.0	17.1	9.7	29.2	22.5	3.1	8.9	14.4	55.3	81.4	81.1	81.7
DON'T KNOW	15.4	2.7	9.2	18.8	19.7	18.4	20.1	18.4	0.0	16.9	11.4	24.1	29.2	4.8	6.9	52.6	22.3	10.8	9.6	12.2
Net Diff.	17.4	96.5	78.1	44.0	1.7	-31.4	-33.6	-67.6	-70.1	48.8	69.1	17.6	25.8	89.1	75.3	18.6	-32.9	-73.6	-71.7	-75.6



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BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD			
		EAST	MID-WEST	SOUTH	WEST	DEFIN-ITELY VOTING	VERY LIKELY	Very Likely	Smwht Likely
Total	2000	354	440	738	468	1558	442	269	173
REPUBLICAN CANDIDATE	51.0	50.8	47.1	57.1	45.3	53.4	42.7	44.6	39.7
DEMOCRATIC CANDIDATE	33.6	33.6	35.9	29.4	38.1	34.0	32.1	31.4	33.3
DON'T KNOW	15.4	15.6	17.0	13.5	16.6	12.6	25.2	24.0	27.0
Net Diff.	17.4	17.2	11.2	27.7	7.2	19.4	10.5	13.2	6.5



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BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN				
		UNITED STATES		FOR CONGRESS			ERS/					
		RIGHT	WRONG	REPUB-	DEMO-	UND-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	ECI-	CIDED	ROVE			PROVE	
		TION				DED						
Total	2000	540	1456	930	820	250	513	826	293	532	1174	
REPUBLICAN CANDIDATE	51.0	18.2	63.3	89.2	13.2	33.0	43.9	15.5	11.3	17.9	76.0	
DEMOCRATIC CANDIDATE	33.6	67.7	21.0	5.3	71.6	14.4	24.3	66.8	81.5	58.7	10.3	
DON'T KNOW	15.4	14.1	15.7	5.6	15.2	52.6	31.7	17.6	7.1	23.4	13.8	
Net Diff.	17.4	-49.5	42.3	83.9	-58.4	18.6	19.6	-51.3	-70.2	-40.9	65.7	



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BANNER 4

	TOTAL	2020 BALLOT		PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	829	922	724	742	534	476	254	211	248	488	323
REPUBLICAN CANDIDATE	51.0	88.8	18.5	88.3	16.1	49.0	90.8	17.9	53.9	83.4	15.2	45.8
DEMOCRATIC CANDIDATE	33.6	4.7	61.5	5.2	69.1	22.8	3.7	70.1	25.7	8.1	68.6	20.9
DON'T KNOW	15.4	6.4	20.0	6.5	14.8	28.2	5.5	12.0	20.4	8.4	16.2	33.2
Net Diff.	17.4	84.1	-43.0	83.0	-53.0	26.2	87.0	-52.3	28.2	75.3	-53.3	24.9



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BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	553	232	321	734	427	287	713	43	136	545	413	267	61	97	330	107
REPUBLICAN CANDIDATE	51.0	18.2	17.5	18.7	42.4	82.3	89.9	85.4	72.4	73.4	93.2	10.6	21.4	30.9	27.2	46.6	76.5
DEMOCRATIC CANDIDATE	33.6	70.2	74.9	66.9	31.2	9.0	5.8	7.7	20.1	13.4	2.0	79.7	54.5	61.3	52.0	19.6	6.2
DON'T KNOW	15.4	11.5	7.5	14.4	26.5	8.7	4.3	6.9	7.5	13.2	4.8	9.7	24.1	7.8	20.8	33.8	17.3
Net Diff.	17.4	-52.0	-57.4	-48.1	11.2	73.2	84.1	77.6	52.2	60.0	91.2	-69.2	-33.2	-30.4	-24.8	27.0	70.3



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BANNER 6

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	871	297	832	1062	350	46	305	1478	976	503	171	613	134	504	559
REPUBLICAN CANDIDATE	51.0	16.1	46.6	89.2	54.1	55.4	55.1	55.5	51.5	53.1	48.3	38.4	53.1	72.2	58.6	40.5
DEMOCRATIC CANDIDATE	33.6	67.3	18.4	3.8	25.3	36.0	42.2	35.1	32.7	32.7	32.6	36.9	29.3	16.0	31.2	41.4
DON'T KNOW	15.4	16.6	35.0	7.0	20.6	8.6	2.6	9.5	15.9	14.2	19.1	24.7	17.6	11.8	10.2	18.1
Net Diff.	17.4	-51.2	28.2	85.4	28.9	19.4	12.9	20.4	18.8	20.4	15.7	1.4	23.8	56.2	27.4	-1.0



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BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD.	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1229	771	481	290	503	437	726	334
REPUBLICAN CANDIDATE	51.0	48.9	54.4	54.4	54.3	60.1	65.9	41.2	39.2
DEMOCRATIC CANDIDATE	33.6	32.7	35.1	33.6	37.5	26.5	26.7	37.0	46.1
DON'T KNOW	15.4	18.4	10.6	12.0	8.2	13.4	7.4	21.8	14.7
Net Diff.	17.4	16.2	19.3	20.8	16.8	33.7	39.2	4.2	-6.8



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BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON-WHITE	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1356	644	262	260	84	685	671	109	153	96	164
REPUBLICAN CANDIDATE	51.0	57.5	37.3	48.4	24.6	43.3	71.0	43.8	50.6	46.7	28.5	22.3
DEMOCRATIC CANDIDATE	33.6	28.0	45.4	40.0	53.8	37.1	19.8	36.4	39.8	40.2	55.4	52.9
DON'T KNOW	15.4	14.4	17.3	11.6	21.6	19.6	9.2	19.7	9.6	13.1	16.1	24.8
Net Diff.	17.4	29.5	-8.0	8.4	-29.2	6.3	51.2	7.4	10.8	6.6	-26.8	-30.6



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BANNER 9

	TOTAL	AGE						AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
	2000	160	257	357	332	370	524	775	1225	1106	894	940	1060	
REPUBLICAN CANDIDATE	51.0	42.1	45.7	48.5	49.1	55.1	56.5	46.2	54.1	47.1	55.9	62.8	40.6	
DEMOCRATIC CANDIDATE	33.6	41.1	38.9	36.6	30.1	30.3	31.3	38.3	30.7	35.8	30.9	26.6	39.9	
DON'T KNOW	15.4	16.9	15.4	15.0	20.8	14.6	12.2	15.5	15.3	17.1	13.2	10.6	19.6	
Net Diff.	17.4	1.0	6.8	11.9	19.0	24.9	25.2	8.0	23.4	11.3	25.0	36.3	0.7	



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BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	URBAN	SUB-URBAN	RURAL
			NIALS		/SLNTG		NIALS		/SLNTG		NIALS		/SLNTG			
Total	2000	207	497	526	771	54	187	244	455	153	310	282	315	544	1036	420
REPUBLICAN CANDIDATE	51.0	40.9	47.8	50.8	56.0	47.4	50.1	63.8	69.4	38.6	46.4	39.6	36.6	42.5	51.2	61.7
DEMOCRATIC CANDIDATE	33.6	42.2	37.1	31.6	30.4	39.5	42.4	23.7	20.1	43.2	33.8	38.4	45.4	41.6	33.8	22.7
DON'T KNOW	15.4	16.9	15.2	17.6	13.6	13.1	7.5	12.5	10.6	18.2	19.8	21.9	17.9	15.9	15.0	15.5
Net Diff.	17.4	-1.3	10.7	19.2	25.5	7.9	7.6	40.1	49.3	-4.6	12.5	1.2	-8.8	0.8	17.4	39.0



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34. DO YOU THINK THE UNITED STATES CURRENTLY SPENDS TOO MUCH, TOO LITTLE, OR THE RIGHT AMOUNT ON NATIONAL DEFENSE?

BANNER 1

	TOTAL	ANMP SCORE								NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
		10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5
Total	2000	220	313	353	413	351	229	78	43	1487	886	498	103	579	352	250	307	513	266	247
TOO MUCH	36.6	20.5	27.0	32.7	40.4	43.4	39.7	63.3	62.1	33.2	27.7	43.1	33.5	26.3	37.3	36.4	39.1	46.2	39.3	53.6
TOO LITTLE	23.6	52.0	35.4	21.3	16.4	14.5	18.1	9.2	9.0	27.6	33.9	17.2	23.4	38.8	27.7	18.6	13.8	11.9	12.3	11.5
THE RIGHT AMOUNT	26.5	20.2	25.0	29.7	29.8	26.4	26.9	19.7	21.1	25.4	25.7	24.8	25.5	23.4	26.4	20.1	32.1	29.6	34.7	24.2
DON'T KNOW	13.4	7.2	12.6	16.3	13.4	15.8	15.3	7.8	7.8	13.8	12.7	14.9	17.5	11.5	8.6	24.9	15.0	12.3	13.7	10.7



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

34. DO YOU THINK THE UNITED STATES CURRENTLY SPENDS TOO MUCH, TOO LITTLE, OR THE RIGHT AMOUNT ON NATIONAL DEFENSE?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD			
		EAST	MID- WEST	SOUTH	WEST	DEFIN- ITELY VOTING	VERY/ SMWHT LIKELY	Very Likely	Smwht Likely
Total	2000	354	440	738	468	1558	442	269	173
TOO MUCH	36.6	35.1	33.2	35.4	42.8	36.9	35.4	37.2	32.7
TOO LITTLE	23.6	22.8	25.2	26.2	18.6	24.5	20.3	19.5	21.7
THE RIGHT AMOUNT	26.5	28.3	26.7	25.0	27.1	26.9	25.0	24.7	25.5
DON'T KNOW	13.4	13.8	15.0	13.4	11.6	11.8	19.2	18.6	20.2



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

34. DO YOU THINK THE UNITED STATES CURRENTLY SPENDS TOO MUCH, TOO LITTLE, OR THE RIGHT AMOUNT ON NATIONAL DEFENSE?

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN				
		UNITED STATES		FOR CONGRESS			ERS/					
		RIGHT	WRONG	REPUB-	DEMO-	UND-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	ECI-	CIDED	ROVE			PROVE	
		TION				DED						
Total	2000	540	1456	930	820	250	513	826	293	532	1174	
TOO MUCH	36.6	37.9	36.1	30.4	43.5	36.4	38.5	41.7	38.2	43.6	33.0	
TOO LITTLE	23.6	14.1	27.1	34.6	12.6	18.6	20.9	13.6	14.2	13.3	30.6	
THE RIGHT AMOUNT	26.5	36.0	23.0	24.6	30.6	20.1	24.3	30.9	35.3	28.5	23.4	
DON'T KNOW	13.4	11.9	13.8	10.4	13.3	24.9	16.4	13.8	12.3	14.6	13.1	



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

34. DO YOU THINK THE UNITED STATES CURRENTLY SPENDS TOO MUCH, TOO LITTLE, OR THE RIGHT AMOUNT ON NATIONAL DEFENSE?

BANNER 4

	TOTAL	2020 BALLOT		PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	829	922	724	742	534	476	254	211	248	488	323
TOO MUCH	36.6	27.8	43.7	28.1	43.1	39.1	28.5	47.9	43.0	27.2	40.6	36.5
TOO LITTLE	23.6	36.2	13.5	34.7	13.7	22.1	38.7	14.1	21.5	27.1	13.5	22.6
THE RIGHT AMOUNT	26.5	25.2	28.4	26.5	29.2	22.6	27.3	30.2	28.0	24.8	28.7	19.1
DON'T KNOW	13.4	10.8	14.4	10.8	14.0	16.2	5.5	7.8	7.5	20.8	17.2	21.9



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

34. DO YOU THINK THE UNITED STATES CURRENTLY SPENDS TOO MUCH, TOO LITTLE, OR THE RIGHT AMOUNT ON NATIONAL DEFENSE?

BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	553	232	321	734	427	287	713	43	136	545	413	267	61	97	330	107
TOO MUCH	36.6	46.4	52.1	42.4	37.9	29.0	25.4	27.6	36.1	35.7	25.5	46.8	38.7	37.0	49.5	38.1	32.6
TOO LITTLE	23.6	13.3	11.3	14.9	20.8	28.9	42.5	34.4	38.1	23.2	37.3	11.2	16.4	18.7	11.5	23.2	28.5
THE RIGHT AMOUNT	26.5	27.9	28.0	27.8	24.0	30.4	24.1	27.9	13.3	27.3	27.3	29.1	27.2	39.0	28.9	20.2	24.3
DON'T KNOW	13.4	12.4	8.7	15.0	17.3	11.7	7.9	10.2	12.5	13.8	9.9	12.9	17.6	5.3	10.1	18.5	14.6



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

34. DO YOU THINK THE UNITED STATES CURRENTLY SPENDS TOO MUCH, TOO LITTLE, OR THE RIGHT AMOUNT ON NATIONAL DEFENSE?

BANNER 6

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	871	297	832	1062	350	46	305	1478	976	503	171	613	134	504	559
TOO MUCH	36.6	44.9	35.3	28.2	36.0	33.0	42.2	31.6	37.3	34.3	43.1	37.6	31.5	22.2	35.1	46.1
TOO LITTLE	23.6	12.7	22.9	35.2	24.2	26.4	17.0	27.8	23.8	25.2	21.2	15.4	26.3	35.4	26.6	15.4
THE RIGHT AMOUNT	26.5	28.3	24.1	25.3	26.4	34.0	38.6	33.4	24.6	26.7	20.6	26.8	26.5	31.5	28.4	23.9
DON'T KNOW	13.4	14.0	17.7	11.2	13.4	6.6	2.2	7.2	14.2	13.8	15.1	20.2	15.7	10.9	9.9	14.5



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

34. DO YOU THINK THE UNITED STATES CURRENTLY SPENDS TOO MUCH, TOO LITTLE, OR THE RIGHT AMOUNT ON NATIONAL DEFENSE?

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1229	771	481	290	503	437	726	334
TOO MUCH	36.6	35.5	38.3	37.6	39.5	35.5	38.7	35.5	37.8
TOO LITTLE	23.6	24.0	22.9	24.0	21.0	28.3	28.1	21.1	16.0
THE RIGHT AMOUNT	26.5	24.4	29.7	29.7	29.8	27.1	29.5	22.5	29.9
DON'T KNOW	13.4	16.1	9.1	8.8	9.6	9.1	3.6	20.9	16.3



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

34. DO YOU THINK THE UNITED STATES CURRENTLY SPENDS TOO MUCH, TOO LITTLE, OR THE RIGHT AMOUNT ON NATIONAL DEFENSE?

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1356	644	262	260	84	685	671	109	153	96	164
TOO MUCH	36.6	32.7	44.7	45.7	38.2	63.1	32.8	32.6	49.5	42.9	43.4	35.1
TOO LITTLE	23.6	26.0	18.4	22.3	17.8	7.6	31.6	20.4	23.7	21.2	18.6	17.3
THE RIGHT AMOUNT	26.5	28.1	23.1	22.2	28.4	12.5	29.8	26.4	20.6	23.3	29.3	27.9
DON'T KNOW	13.4	13.2	13.8	9.9	15.7	16.9	5.9	20.7	6.2	12.5	8.7	19.8



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

34. DO YOU THINK THE UNITED STATES CURRENTLY SPENDS TOO MUCH, TOO LITTLE, OR THE RIGHT AMOUNT ON NATIONAL DEFENSE?

BANNER 9

	TOTAL	AGE						AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
Total	2000	160	257	357	332	370	524	775	1225	1106	894	940	1060	
TOO MUCH	36.6	45.8	42.2	42.0	36.5	33.8	29.3	42.9	32.6	40.9	31.1	37.0	36.2	
TOO LITTLE	23.6	22.1	17.4	19.4	20.0	26.4	30.1	19.3	26.3	19.5	28.6	28.2	19.5	
THE RIGHT AMOUNT	26.5	19.9	25.0	22.3	28.0	25.9	31.5	22.7	28.9	24.3	29.2	28.3	24.9	
DON'T KNOW	13.4	12.2	15.4	16.4	15.5	13.9	9.1	15.2	12.3	15.3	11.1	6.5	19.5	



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34. DO YOU THINK THE UNITED STATES CURRENTLY SPENDS TOO MUCH, TOO LITTLE, OR THE RIGHT AMOUNT ON NATIONAL DEFENSE?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	207	497	526	771	54	187	244	455	153	310	282	315	544	1036	420
TOO MUCH	36.6	41.9	44.7	36.9	29.6	46.7	49.1	39.3	29.6	40.2	42.1	34.8	29.6	39.9	36.6	32.1
TOO LITTLE	23.6	22.5	17.7	21.5	29.0	20.9	16.4	25.1	35.6	23.1	18.5	18.4	19.6	19.5	24.4	26.8
THE RIGHT AMOUNT	26.5	20.7	23.5	26.3	30.1	27.6	27.3	28.7	28.5	18.3	21.1	24.1	32.4	27.4	26.1	26.2
DON'T KNOW	13.4	14.9	14.1	15.3	11.3	4.8	7.1	6.9	6.3	18.4	18.3	22.6	18.4	13.2	12.9	15.0



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

35. COMPARED TO OTHER AREAS OF GOVERNMENT, HOW MUCH WASTE DO YOU THINK IS IN UNITED STATES DEFENSE SPENDING?

BANNER 1

	ANMP SCORE										NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
											TOTAL	8-10	FLTD	FLTD	DEF.	PROB/	UND.	VOTE	TOTAL	6-7	0-5
	10	9	8	7	6	5	4	0-3	N.M.		6-7	0-5	VOTE	LEAN		DEM		FLTD			
													GOP	VT	GOP						
Total	2000	220	313	353	413	351	229	78	43	1487	886	498	103	579	352	250	307	513	266	247	
MORE WASTE	50.7	48.1	40.8	47.2	51.4	52.7	56.6	66.9	81.5	47.1	45.2	50.4	47.7	43.2	50.8	43.7	53.0	61.2	55.0	67.9	
Much	25.7	30.9	20.9	23.1	24.1	22.7	26.9	44.2	56.0	22.9	24.3	21.8	15.9	25.1	18.1	22.7	24.2	34.1	26.6	42.1	
A Little	25.0	17.2	19.9	24.2	27.3	29.9	29.6	22.6	25.5	24.2	20.9	28.5	31.8	18.1	32.7	20.9	28.8	27.1	28.4	25.8	
SAME AMOUNT OF WASTE	23.9	20.7	29.7	25.1	22.1	27.0	21.6	15.1	7.1	24.3	25.6	22.4	21.6	24.7	25.8	22.4	23.3	22.6	27.8	17.0	
LESS WASTE	13.1	22.4	17.1	13.0	13.9	5.4	11.9	10.1	7.1	15.0	16.8	11.6	16.7	20.2	15.1	9.1	10.1	7.7	6.9	8.5	
A Little	8.7	11.0	9.7	9.1	9.8	5.0	10.0	5.5	2.1	10.0	9.8	9.6	12.8	11.0	11.0	7.9	8.6	4.9	3.8	6.0	
Much	4.5	11.5	7.3	3.8	4.0	0.4	1.9	4.6	5.0	5.1	7.0	2.0	3.9	9.2	4.1	1.2	1.5	2.8	3.1	2.5	
DK/REFUSED	12.3	8.8	12.4	14.7	12.7	14.9	9.9	7.9	4.3	13.6	12.4	15.6	14.0	11.9	8.2	24.8	13.6	8.5	10.2	6.6	
Net Diff.	37.6	25.7	23.7	34.3	37.5	47.3	44.6	56.8	74.4	32.1	28.4	38.8	31.0	23.0	35.7	34.6	42.8	53.5	48.1	59.4	
Mean	3.67	3.49	3.43	3.63	3.66	3.82	3.77	4.05	4.31	3.58	3.52	3.69	3.50	3.44	3.54	3.75	3.76	3.93	3.80	4.06	



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

35. COMPARED TO OTHER AREAS OF GOVERNMENT, HOW MUCH WASTE DO YOU THINK IS IN UNITED STATES DEFENSE SPENDING?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD			
		EAST	MID- WEST	SOUTH	WEST	DEFIN- ITELY VOTING	VERY/ SMWHT LIKELY	Very Likely	Smwht Likely
Total	2000	354	440	738	468	1558	442	269	173
MORE WASTE	50.7	52.7	49.2	49.6	52.5	50.5	51.4	56.7	43.0
Much	25.7	23.2	22.8	28.7	25.7	27.4	19.9	20.4	19.1
A Little	25.0	29.4	26.4	20.9	26.8	23.2	31.4	36.3	23.9
SAME AMOUNT OF WASTE	23.9	22.1	23.9	23.7	25.4	24.5	21.6	17.1	28.7
LESS WASTE	13.1	14.0	13.3	14.0	11.0	13.7	11.2	11.8	10.2
A Little	8.7	8.9	8.5	9.1	7.9	8.5	9.2	9.0	9.6
Much	4.5	5.1	4.7	4.9	3.2	5.2	1.9	2.8	0.6
DK/REFUSED	12.3	11.2	13.6	12.7	11.1	11.2	15.9	14.4	18.1
Net Diff.	37.6	38.7	36.0	35.5	41.4	36.8	40.2	45.0	32.8
Mean	3.67	3.64	3.63	3.68	3.72	3.66	3.69	3.73	3.63



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

35. COMPARED TO OTHER AREAS OF GOVERNMENT, HOW MUCH WASTE DO YOU THINK IS IN UNITED STATES DEFENSE SPENDING?

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN				
		UNITED STATES		FOR CONGRESS			ERS/					
		RIGHT	WRONG	REPUB-	DEMO-	UND-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	ECI-	CIDED	ROVE			PROVE	
		TION				DED						
Total	2000	540	1456	930	820	250	513	826	293	532	1174	
MORE WASTE	50.7	53.0	49.9	46.1	58.1	43.7	46.9	55.5	51.2	57.8	47.4	
Much	25.7	26.1	25.7	22.5	30.4	22.7	22.4	27.3	27.9	26.9	24.6	
A Little	25.0	26.9	24.3	23.6	27.8	20.9	24.4	28.2	23.2	30.9	22.7	
SAME AMOUNT OF WASTE	23.9	27.5	22.5	25.2	22.9	22.4	25.6	23.6	27.3	21.5	24.1	
LESS WASTE	13.1	8.6	14.9	18.2	8.6	9.1	11.5	8.7	10.9	7.5	16.3	
A Little	8.7	6.1	9.6	11.0	6.3	7.9	9.2	6.5	7.8	5.7	10.2	
Much	4.5	2.6	5.2	7.3	2.3	1.2	2.3	2.2	3.1	1.8	6.1	
DK/REFUSED	12.3	10.8	12.7	10.5	10.4	24.8	16.1	12.2	10.6	13.1	12.3	
Net Diff.	37.6	44.4	35.1	27.8	49.5	34.6	35.4	46.8	40.3	50.3	31.1	
Mean	3.67	3.76	3.64	3.48	3.87	3.75	3.66	3.82	3.73	3.87	3.57	



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

35. COMPARED TO OTHER AREAS OF GOVERNMENT, HOW MUCH WASTE DO YOU THINK IS IN UNITED STATES DEFENSE SPENDING?

BANNER 4

	TOTAL	2020 BALLOT		PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	829	922	724	742	534	476	254	211	248	488	323
MORE WASTE	50.7	45.5	56.4	44.7	57.2	49.8	43.7	60.6	53.9	46.5	55.5	47.2
Much	25.7	24.0	27.4	21.6	28.2	27.9	20.2	30.8	32.9	24.3	26.9	24.7
A Little	25.0	21.5	29.0	23.1	29.1	21.9	23.5	29.9	21.0	22.2	28.6	22.5
SAME AMOUNT OF WASTE	23.9	25.2	22.9	25.2	21.2	25.8	25.8	21.2	28.4	24.1	21.1	24.1
LESS WASTE	13.1	18.3	8.5	19.2	9.7	9.8	22.3	14.0	10.9	13.2	7.5	9.1
A Little	8.7	11.1	5.7	11.3	6.7	7.9	13.5	9.3	7.4	7.1	5.3	8.2
Much	4.5	7.2	2.8	7.9	3.0	1.9	8.8	4.7	3.5	6.1	2.1	0.9
DK/REFUSED	12.3	11.0	12.2	10.9	11.9	14.6	8.2	4.1	6.9	16.2	16.0	19.6
Net Diff.	37.6	27.2	47.9	25.5	47.6	40.0	21.4	46.7	42.9	33.4	48.0	38.1
Mean	3.67	3.49	3.83	3.44	3.83	3.77	3.36	3.76	3.78	3.62	3.87	3.77



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35. COMPARED TO OTHER AREAS OF GOVERNMENT, HOW MUCH WASTE DO YOU THINK IS IN UNITED STATES DEFENSE SPENDING?

BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	553	232	321	734	427	287	713	43	136	545	413	267	61	97	330	107
MORE WASTE	50.7	63.0	64.4	62.1	48.1	40.2	49.2	43.8	64.0	46.4	42.7	62.2	50.4	53.5	66.0	47.0	43.8
Much	25.7	33.2	42.4	26.6	23.0	18.5	29.1	22.8	23.1	20.9	21.7	33.2	22.2	20.4	37.7	24.5	29.8
A Little	25.0	29.8	22.0	35.5	25.1	21.7	20.1	21.1	40.9	25.5	21.1	29.0	28.2	33.1	28.4	22.5	14.1
SAME AMOUNT OF WASTE	23.9	18.6	17.6	19.3	25.0	30.4	21.3	26.8	5.7	27.4	26.2	19.5	22.6	25.8	20.6	25.9	30.0
LESS WASTE	13.1	8.9	11.3	7.1	10.5	19.0	19.3	19.1	25.1	11.2	20.7	7.6	11.1	17.7	7.3	9.8	12.1
A Little	8.7	6.0	6.4	5.7	7.7	14.4	7.6	11.7	10.1	7.1	12.4	5.3	7.5	12.5	7.3	8.1	7.7
Much	4.5	2.9	4.9	1.4	2.8	4.6	11.7	7.5	15.0	4.1	8.3	2.3	3.6	5.3	0.0	1.7	4.4
DK/REFUSED	12.3	9.5	6.7	11.5	16.3	10.3	10.2	10.3	5.2	15.1	10.3	10.7	15.8	3.0	6.1	17.3	14.0
Net Diff.	37.6	54.1	53.1	54.9	37.6	21.2	29.8	24.7	38.8	35.2	22.1	54.7	39.3	35.7	58.7	37.2	31.7
Mean	3.67	3.93	3.97	3.90	3.69	3.39	3.53	3.45	3.49	3.61	3.40	3.96	3.69	3.52	4.03	3.73	3.66



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

35. COMPARED TO OTHER AREAS OF GOVERNMENT, HOW MUCH WASTE DO YOU THINK IS IN UNITED STATES DEFENSE SPENDING?

BANNER 6

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER Class	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	871	297	832	1062	350	46	305	1478	976	503	171	613	134	504	559
MORE WASTE	50.7	58.6	45.0	44.5	50.3	52.9	75.3	49.5	50.5	49.7	52.1	48.3	44.9	45.4	50.7	58.9
Much	25.7	29.6	21.5	23.2	23.5	26.1	51.9	22.1	25.5	24.2	28.0	27.5	22.1	17.3	23.4	34.1
A Little	25.0	29.0	23.5	21.3	26.9	26.8	23.3	27.3	25.0	25.5	24.1	20.9	22.9	28.1	27.3	24.8
SAME AMOUNT OF WASTE	23.9	20.8	28.5	25.4	25.4	27.0	13.5	29.0	23.6	25.4	19.9	20.2	26.6	21.9	24.9	21.1
LESS WASTE	13.1	8.6	10.3	18.9	12.4	15.5	11.2	16.1	13.2	12.7	14.1	8.4	14.2	18.1	14.3	7.8
A Little	8.7	6.2	7.5	11.7	9.2	11.0	8.4	11.4	8.6	8.0	9.8	4.1	9.5	8.0	9.2	6.6
Much	4.5	2.4	2.8	7.3	3.2	4.4	2.8	4.7	4.5	4.7	4.3	4.3	4.8	10.1	5.2	1.3
DK/REFUSED	12.3	12.0	16.2	11.2	11.8	4.7	0.0	5.4	12.8	12.3	13.9	23.2	14.2	14.6	10.0	12.1
Net Diff.	37.6	50.0	34.7	25.6	37.9	37.4	64.1	33.4	37.3	37.0	38.0	40.0	30.7	27.3	36.4	51.1
Mean	3.67	3.88	3.64	3.47	3.66	3.62	4.13	3.54	3.67	3.64	3.72	3.82	3.56	3.40	3.61	3.96



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

35. COMPARED TO OTHER AREAS OF GOVERNMENT, HOW MUCH WASTE DO YOU THINK IS IN UNITED STATES DEFENSE SPENDING?

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/	COLL-	Bchlr	Post-	LESS/	COLL-	LESS/	COLL-
		COLL.	EGE	Degree	Grad./	COLL.	EGE	COLL.	EGE
		GRAD	GRAD.	Prof.	GRAD.	GRAD.	GRAD.	GRAD.	GRAD.
		-----	-----	-----	-----	-----	-----	-----	-----
Total	2000	1229	771	481	290	503	437	726	334
MORE WASTE	50.7	49.9	52.0	51.6	52.6	50.0	51.1	49.8	53.1
Much	25.7	25.4	26.2	25.8	26.8	26.1	25.6	25.0	27.0
A Little	25.0	24.5	25.8	25.8	25.8	23.9	25.6	24.8	26.1
SAME AMOUNT OF WASTE	23.9	23.2	25.0	23.7	27.2	23.9	26.6	22.6	23.0
LESS WASTE	13.1	12.7	13.9	14.8	12.5	18.1	16.8	8.9	10.1
A Little	8.7	8.4	9.1	9.2	8.9	10.9	11.0	6.6	6.6
Much	4.5	4.2	4.9	5.6	3.6	7.1	5.9	2.3	3.6
DK/REFUSED	12.3	14.3	9.1	9.8	7.8	7.9	5.5	18.7	13.8
Net Diff.	37.6	37.3	38.0	36.8	40.1	32.0	34.3	40.9	43.0
Mean	3.67	3.68	3.65	3.63	3.69	3.55	3.57	3.78	3.77



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

35. COMPARED TO OTHER AREAS OF GOVERNMENT, HOW MUCH WASTE DO YOU THINK IS IN UNITED STATES DEFENSE SPENDING?

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1356	644	262	260	84	685	671	109	153	96	164
MORE WASTE	50.7	47.4	57.7	57.9	53.4	73.6	47.3	47.4	58.6	57.4	57.6	51.0
Much	25.7	24.1	29.3	31.9	22.3	43.4	24.7	23.4	29.1	33.9	23.8	21.5
A Little	25.0	23.3	28.5	26.0	31.1	30.1	22.6	24.1	29.4	23.5	33.8	29.5
SAME AMOUNT OF WASTE	23.9	25.2	21.1	22.9	22.2	11.0	26.8	23.5	20.4	24.6	21.5	22.6
LESS WASTE	13.1	14.9	9.5	10.0	10.4	4.8	19.5	10.2	12.9	8.0	13.3	8.7
A Little	8.7	9.5	6.8	7.4	7.7	2.7	12.2	6.9	8.3	6.7	9.6	6.6
Much	4.5	5.3	2.7	2.6	2.7	2.1	7.4	3.3	4.5	1.3	3.7	2.2
DK/REFUSED	12.3	12.6	11.7	9.2	13.9	10.6	6.4	18.9	8.1	9.9	7.6	17.7
Net Diff.	37.6	32.5	48.2	47.9	43.0	68.8	27.8	37.3	45.7	49.4	44.3	42.3
Mean	3.67	3.59	3.85	3.85	3.73	4.23	3.48	3.71	3.76	3.91	3.70	3.75



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35. COMPARED TO OTHER AREAS OF GOVERNMENT, HOW MUCH WASTE DO YOU THINK IS IN UNITED STATES DEFENSE SPENDING?

BANNER 9

	TOTAL	AGE						AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
Total	2000	160	257	357	332	370	524	775	1225	1106	894	940	1060	
MORE WASTE	50.7	62.6	56.9	51.9	46.4	50.5	46.1	55.7	47.5	52.9	48.0	50.5	50.9	
Much	25.7	29.5	29.7	27.7	21.2	25.5	24.3	28.7	23.8	26.5	24.8	25.9	25.6	
A Little	25.0	33.0	27.2	24.2	25.2	25.0	21.9	27.0	23.7	26.5	23.1	24.7	25.2	
SAME AMOUNT OF WASTE	23.9	16.1	20.6	23.6	26.8	24.6	25.6	21.1	25.6	22.8	25.2	25.2	22.7	
LESS WASTE	13.1	9.9	10.7	11.0	11.9	14.0	17.0	10.7	14.7	11.0	15.8	17.5	9.3	
A Little	8.7	9.6	8.5	5.9	7.8	8.6	10.9	7.5	9.4	7.6	9.9	11.0	6.6	
Much	4.5	0.3	2.2	5.1	4.1	5.4	6.2	3.1	5.4	3.4	5.8	6.5	2.7	
DK/REFUSED	12.3	11.4	11.9	13.5	14.9	10.9	11.2	12.5	12.1	13.2	11.1	6.8	17.1	
Net Diff.	37.6	52.6	46.2	40.9	34.5	36.6	29.1	45.1	32.8	41.9	32.2	33.0	41.6	
Mean	3.67	3.92	3.84	3.73	3.61	3.64	3.53	3.81	3.58	3.75	3.58	3.56	3.78	



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

35. COMPARED TO OTHER AREAS OF GOVERNMENT, HOW MUCH WASTE DO YOU THINK IS IN UNITED STATES DEFENSE SPENDING?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	URBAN	SUB-URBAN	RURAL
		NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG			
Total	2000	207	497	526	771	54	187	244	455	153	310	282	315	544	1036	420
MORE WASTE	50.7	58.1	56.5	48.3	46.7	63.7	62.2	49.8	44.6	56.1	53.0	47.0	49.6	53.1	49.7	50.1
Much	25.7	28.4	29.2	23.3	24.4	25.4	33.4	24.0	23.8	29.5	26.7	22.7	25.3	28.1	23.7	27.7
A Little	25.0	29.7	27.3	25.0	22.2	38.3	28.8	25.8	20.8	26.6	26.4	24.3	24.3	25.0	26.0	22.4
SAME AMOUNT OF WASTE	23.9	17.2	22.2	25.5	25.6	18.0	20.9	25.0	27.8	16.9	23.0	25.9	22.4	19.4	26.1	24.3
LESS WASTE	13.1	11.4	9.7	12.5	16.3	16.6	10.8	17.3	20.4	9.6	9.0	8.3	10.4	13.4	13.3	12.4
A Little	8.7	9.8	6.6	7.6	10.4	11.9	7.3	9.9	12.9	9.1	6.2	5.6	6.7	8.7	8.8	8.2
Much	4.5	1.6	3.1	4.9	5.9	4.8	3.5	7.4	7.5	0.5	2.8	2.6	3.6	4.7	4.5	4.2
DK/REFUSED	12.3	13.3	11.6	13.8	11.4	1.7	6.1	7.9	7.1	17.4	15.0	18.8	17.6	14.1	10.9	13.2
Net Diff.	37.6	46.7	46.8	35.8	30.4	47.0	51.4	32.4	24.2	46.6	44.0	38.7	39.3	39.7	36.4	37.6
Mean	3.67	3.85	3.83	3.63	3.55	3.69	3.87	3.53	3.44	3.92	3.80	3.72	3.74	3.73	3.62	3.70



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

36. WHICH OF THE FOLLOWING STATEMENTS DO YOU AGREE WITH THE MOST?

1. WE SHOULD REFUSE TO INCREASE DEFENSE SPENDING UNTIL THE DEFENSE DEPARTMENT IS OVERHAULED TO BECOME MUCH MORE EFFICIENT AND EFFECTIVE WITH TAX DOLLARS.
2. WE SHOULD INCREASE DEFENSE SPENDING BECAUSE THE NATIONAL SECURITY STAKES ARE TOO HIGH TO WORRY ABOUT WASTE AND INEFFICIENCY AT THE DEFENSE DEPARTMENT.

BANNER 1

	ANMP SCORE									NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
	10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5	
Total	2000	220	313	353	413	351	229	78	43	1487	886	498	103	579	352	250	307	513	266	247
WAIT UNTIL OVERHAUL	50.8	46.8	49.5	46.5	52.4	48.1	56.2	64.3	69.5	47.8	47.6	49.2	41.9	42.8	51.7	41.8	57.6	59.6	52.6	67.1
INCREASE SPENDING NOW	31.8	41.7	37.8	32.6	28.6	30.3	24.9	21.2	28.3	34.2	36.7	29.9	33.6	42.4	33.9	25.0	26.7	24.7	28.4	20.7
DON'T KNOW	17.4	11.5	12.7	20.9	19.0	21.6	19.0	14.5	2.2	18.0	15.7	20.9	24.5	14.8	14.5	33.2	15.7	15.8	19.0	12.3
Net Diff.	19.0	5.2	11.7	13.9	23.9	17.7	31.3	43.0	41.2	13.6	10.9	19.4	8.3	0.4	17.8	16.7	30.9	34.9	24.2	46.4



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BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD			
		EAST	MID-WEST	SOUTH	WEST	DEFIN-ITELY VOTING	VERY/SMWHT LIKELY	Very Likely	Smwht Likely
Total	2000	354	440	738	468	1558	442	269	173
WAIT UNTIL OVERHAUL	50.8	51.1	46.2	50.0	56.2	51.1	49.6	51.8	46.0
INCREASE SPENDING NOW	31.8	30.9	32.5	34.3	27.7	32.9	27.9	27.7	28.1
DON'T KNOW	17.4	18.0	21.3	15.7	16.2	16.0	22.6	20.5	25.8
Net Diff.	19.0	20.2	13.7	15.7	28.5	18.3	21.7	24.1	17.9



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2. WE SHOULD INCREASE DEFENSE SPENDING BECAUSE THE NATIONAL SECURITY STAKES ARE TOO HIGH TO WORRY ABOUT WASTE AND INEFFICIENCY AT THE DEFENSE DEPARTMENT.

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN				
		UNITED STATES		FOR CONGRESS			ERS/					
		RIGHT	WRONG	REPUB-	DEMO-	UND-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	ECI-	CIDED	ROVE			PROVE	
		TION				DED						
Total	2000	540	1456	930	820	250	513	826	293	532	1174	
WAIT UNTIL OVERHAUL	50.8	54.7	49.5	46.1	58.8	41.8	48.2	55.5	56.5	55.0	47.5	
INCREASE SPENDING NOW	31.8	28.3	33.1	39.2	25.4	25.0	27.7	27.0	30.7	25.0	35.1	
DON'T KNOW	17.4	17.0	17.5	14.7	15.8	33.2	24.1	17.5	12.9	20.0	17.4	
Net Diff.	19.0	26.4	16.4	7.0	33.4	16.7	20.5	28.5	25.8	30.0	12.4	



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2. WE SHOULD INCREASE DEFENSE SPENDING BECAUSE THE NATIONAL SECURITY STAKES ARE TOO HIGH TO WORRY ABOUT WASTE AND INEFFICIENCY AT THE DEFENSE DEPARTMENT.

BANNER 4

	TOTAL	2020 BALLOT		PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	829	922	724	742	534	476	254	211	248	488	323
WAIT UNTIL OVERHAUL	50.8	44.7	56.5	44.1	56.4	52.1	44.3	60.8	55.0	43.5	54.1	50.2
INCREASE SPENDING NOW	31.8	40.3	25.2	40.1	26.7	27.4	43.9	30.6	31.8	33.0	24.7	24.6
DON'T KNOW	17.4	15.0	18.2	15.8	16.9	20.4	11.8	8.6	13.2	23.5	21.2	25.2
Net Diff.	19.0	4.4	31.3	3.9	29.7	24.7	0.5	30.2	23.2	10.5	29.5	25.7



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BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	553	232	321	734	427	287	713	43	136	545	413	267	61	97	330	107
WAIT UNTIL OVERHAUL	50.8	61.3	68.1	56.4	50.0	43.3	43.8	43.5	57.2	43.5	43.2	61.8	50.9	43.8	60.7	51.9	45.1
INCREASE SPENDING NOW	31.8	22.9	21.2	24.1	29.2	39.3	44.3	41.3	37.7	36.0	41.4	21.9	29.8	45.7	20.5	25.9	38.5
DON'T KNOW	17.4	15.8	10.7	19.5	20.8	17.4	11.9	15.2	5.1	20.5	15.5	16.3	19.3	10.5	18.8	22.2	16.4
Net Diff.	19.0	38.4	46.9	32.3	20.8	4.0	-0.5	2.2	19.5	7.5	1.8	39.9	21.1	-1.8	40.2	26.0	6.7



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BANNER 6

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	871	297	832	1062	350	46	305	1478	976	503	171	613	134	504	559
WAIT UNTIL OVERHAUL	50.8	57.8	45.1	45.5	49.9	47.8	45.9	48.1	50.8	50.4	51.6	56.9	46.9	46.0	45.6	59.5
INCREASE SPENDING NOW	31.8	25.5	31.4	38.5	31.7	40.6	51.5	39.0	30.5	31.9	27.8	24.3	34.6	39.8	38.3	21.2
DON'T KNOW	17.4	16.8	23.5	16.0	18.4	11.5	2.6	12.9	18.7	17.7	20.6	18.8	18.5	14.2	16.1	19.3
Net Diff.	19.0	32.3	13.7	7.0	18.2	7.2	-5.5	9.1	20.3	18.5	23.8	32.5	12.3	6.1	7.4	38.4



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

36. WHICH OF THE FOLLOWING STATEMENTS DO YOU AGREE WITH THE MOST?

1. WE SHOULD REFUSE TO INCREASE DEFENSE SPENDING UNTIL THE DEFENSE DEPARTMENT IS OVERHAULED TO BECOME MUCH MORE EFFICIENT AND EFFECTIVE WITH TAX DOLLARS.
2. WE SHOULD INCREASE DEFENSE SPENDING BECAUSE THE NATIONAL SECURITY STAKES ARE TOO HIGH TO WORRY ABOUT WASTE AND INEFFICIENCY AT THE DEFENSE DEPARTMENT.

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1229	771	481	290	503	437	726	334
WAIT UNTIL OVERHAUL	50.8	48.7	54.1	53.3	55.4	49.5	53.1	48.2	55.4
INCREASE SPENDING NOW	31.8	31.8	31.8	33.0	29.7	38.4	36.6	27.2	25.4
DON'T KNOW	17.4	19.5	14.1	13.7	14.9	12.1	10.3	24.7	19.2
Net Diff.	19.0	17.0	22.3	20.3	25.7	11.1	16.4	21.0	30.1



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1. WE SHOULD REFUSE TO INCREASE DEFENSE SPENDING UNTIL THE DEFENSE DEPARTMENT IS OVERHAULED TO BECOME MUCH MORE EFFICIENT AND EFFECTIVE WITH TAX DOLLARS.
2. WE SHOULD INCREASE DEFENSE SPENDING BECAUSE THE NATIONAL SECURITY STAKES ARE TOO HIGH TO WORRY ABOUT WASTE AND INEFFICIENCY AT THE DEFENSE DEPARTMENT.

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1356	644	262	260	84	685	671	109	153	96	164
WAIT UNTIL OVERHAUL	50.8	49.9	52.8	50.7	49.6	71.5	49.0	50.8	49.8	51.4	55.7	46.1
INCREASE SPENDING NOW	31.8	32.1	31.1	33.8	33.4	16.0	39.2	24.8	37.7	31.0	35.4	32.3
DON'T KNOW	17.4	18.1	16.1	15.5	16.9	12.4	11.8	24.5	12.6	17.6	8.9	21.6
Net Diff.	19.0	17.8	21.6	17.0	16.2	55.5	9.8	26.0	12.1	20.4	20.3	13.8



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
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1. WE SHOULD REFUSE TO INCREASE DEFENSE SPENDING UNTIL THE DEFENSE DEPARTMENT IS OVERHAULED TO BECOME MUCH MORE EFFICIENT AND EFFECTIVE WITH TAX DOLLARS.
2. WE SHOULD INCREASE DEFENSE SPENDING BECAUSE THE NATIONAL SECURITY STAKES ARE TOO HIGH TO WORRY ABOUT WASTE AND INEFFICIENCY AT THE DEFENSE DEPARTMENT.

BANNER 9

	TOTAL	AGE					AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
	2000	160	257	357	332	370	524	775	1225	1106	894	940	1060
WAIT UNTIL OVERHAUL	50.8	53.8	51.4	55.9	47.2	47.7	50.6	54.0	48.8	51.9	49.4	51.2	50.5
INCREASE SPENDING NOW	31.8	31.2	30.9	26.8	34.1	32.7	33.5	29.1	33.4	30.6	33.2	37.6	26.6
DON'T KNOW	17.4	15.0	17.6	17.3	18.7	19.5	15.9	16.9	17.8	17.5	17.4	11.2	22.9
Net Diff.	19.0	22.6	20.5	29.0	13.0	15.0	17.0	24.9	15.3	21.3	16.2	13.6	23.9



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

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1. WE SHOULD REFUSE TO INCREASE DEFENSE SPENDING UNTIL THE DEFENSE DEPARTMENT IS OVERHAULED TO BECOME MUCH MORE EFFICIENT AND EFFECTIVE WITH TAX DOLLARS.
2. WE SHOULD INCREASE DEFENSE SPENDING BECAUSE THE NATIONAL SECURITY STAKES ARE TOO HIGH TO WORRY ABOUT WASTE AND INEFFICIENCY AT THE DEFENSE DEPARTMENT.

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	207	497	526	771	54	187	244	455	153	310	282	315	544	1036	420
WAIT UNTIL OVERHAUL	50.8	49.3	56.1	47.6	50.0	54.1	64.9	48.5	46.6	47.6	50.8	46.7	54.8	50.6	49.6	53.9
INCREASE SPENDING NOW	31.8	33.2	27.9	33.6	32.6	39.1	27.2	41.2	39.7	31.2	28.4	27.0	22.3	31.1	32.5	30.7
DON'T KNOW	17.4	17.5	16.0	18.8	17.4	6.8	7.9	10.3	13.6	21.2	20.8	26.3	22.9	18.3	17.8	15.4
Net Diff.	19.0	16.0	28.2	14.0	17.4	15.0	37.7	7.4	6.9	16.4	22.4	19.7	32.6	19.5	17.1	23.2



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

37. PRESIDENT BIDEN'S SON, HUNTER BIDEN, RECENTLY REACHED A PLEA DEAL WITH THE JUSTICE DEPARTMENT TO AVOID JAIL TIME OVER HIS FAILURE TO REPORT MORE THAN \$3 MILLION IN INCOME TO THE IRS AND THE ILLEGAL PURCHASE OF A FIREARM WHILE USING ILLEGAL DRUGS.

IF YOU FAILED TO REPORT MORE THAN \$3 MILLION IN INCOME TO THE IRS AND ILLEGALLY PURCHASED A FIREARM WHILE USING ILLEGAL DRUGS, DO YOU THINK YOU WOULD BE ABLE TO GET A SIMILAR DEAL TO AVOID GOING TO JAIL?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD			
		EAST	MID-WEST	SOUTH	WEST	DEFIN-ITELY VOTING	VERY/SMWHT LIKELY	Very Likely	Smwht Likely
Total	2000	354	440	738	468	1558	442	269	173
YES	16.9	16.7	18.5	16.7	15.9	16.3	19.1	19.1	19.2
NO	71.7	71.9	68.3	73.5	71.9	73.0	67.0	69.5	63.3
DON'T KNOW	11.4	11.4	13.3	9.8	12.2	10.7	13.8	11.4	17.5
Net Diff.	-54.8	-55.1	-49.8	-56.7	-56.0	-56.7	-47.9	-50.4	-44.0



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

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IF YOU FAILED TO REPORT MORE THAN \$3 MILLION IN INCOME TO THE IRS AND ILLEGALLY PURCHASED A FIREARM WHILE USING ILLEGAL DRUGS, DO YOU THINK YOU WOULD BE ABLE TO GET A SIMILAR DEAL TO AVOID GOING TO JAIL?

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN				
		UNITED STATES		FOR CONGRESS			ERS/					
		RIGHT	WRONG	REPUB-	DEMO-	UND-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	EI-	CIDED	ROVE			PROVE	
		TION				DED						
Total	2000	540	1456	930	820	250	513	826	293	532	1174	
YES	16.9	33.0	11.0	12.4	24.3	9.7	12.8	27.7	39.4	21.2	9.4	
NO	71.7	48.6	80.3	83.3	58.2	72.6	74.0	54.1	37.6	63.2	84.1	
DON'T KNOW	11.4	18.4	8.7	4.3	17.5	17.7	13.2	18.3	23.0	15.6	6.6	
Net Diff.	-54.8	-15.6	-69.3	-70.9	-34.0	-62.9	-61.2	-26.4	1.7	-42.0	-74.7	



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

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IF YOU FAILED TO REPORT MORE THAN \$3 MILLION IN INCOME TO THE IRS AND ILLEGALLY PURCHASED A FIREARM WHILE USING ILLEGAL DRUGS, DO YOU THINK YOU WOULD BE ABLE TO GET A SIMILAR DEAL TO AVOID GOING TO JAIL?

BANNER 4

	TOTAL	2020 BALLOT		PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	829	922	724	742	534	476	254	211	248	488	323
YES	16.9	10.4	24.3	12.3	24.2	13.0	12.5	34.0	14.4	11.9	19.2	12.2
NO	71.7	85.2	58.8	82.3	59.1	74.8	84.2	52.0	75.9	78.7	62.8	74.0
DON'T KNOW	11.4	4.4	16.9	5.4	16.7	12.2	3.3	14.0	9.7	9.4	18.0	13.8
Net Diff.	-54.8	-74.8	-34.5	-70.0	-34.9	-61.7	-71.7	-18.0	-61.6	-66.7	-43.6	-61.9



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BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	553	232	321	734	427	287	713	43	136	545	413	267	61	97	330	107
YES	16.9	27.7	29.7	26.3	15.7	10.3	9.0	9.7	39.3	23.0	7.5	27.5	17.1	33.1	23.6	11.6	7.8
NO	71.7	54.0	51.8	55.5	71.7	85.0	85.9	85.4	46.4	67.8	88.7	52.9	68.3	60.5	61.6	76.1	82.6
DON'T KNOW	11.4	18.3	18.5	18.2	12.5	4.7	5.1	4.9	14.3	9.2	3.8	19.5	14.6	6.4	14.8	12.2	9.6
Net Diff.	-54.8	-26.2	-22.1	-29.2	-56.0	-74.8	-77.0	-75.7	-7.2	-44.8	-81.2	-25.4	-51.2	-27.5	-38.0	-64.5	-74.8



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

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BANNER 6

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	871	297	832	1062	350	46	305	1478	976	503	171	613	134	504	559
YES	16.9	25.1	14.4	9.3	17.2	27.1	59.0	22.3	14.6	15.7	12.5	15.9	13.5	14.8	19.5	16.3
NO	71.7	58.0	73.1	85.5	73.2	63.0	33.3	67.5	73.5	72.2	76.2	73.3	76.2	76.7	71.0	68.6
DON'T KNOW	11.4	16.9	12.5	5.2	9.5	9.8	7.7	10.1	11.8	12.1	11.3	10.8	10.3	8.5	9.6	15.1
Net Diff.	-54.8	-33.0	-58.8	-76.2	-56.0	-35.9	25.7	-45.2	-58.9	-56.5	-63.7	-57.5	-62.7	-61.9	-51.5	-52.4



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BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1229	771	481	290	503	437	726	334
YES	16.9	16.2	18.1	17.4	19.2	18.7	18.6	14.5	17.3
NO	71.7	71.9	71.4	72.6	69.3	72.0	75.6	71.8	65.8
DON'T KNOW	11.4	11.9	10.6	10.0	11.5	9.3	5.7	13.7	16.9
Net Diff.	-54.8	-55.7	-53.3	-55.2	-50.1	-53.2	-57.0	-57.4	-48.5



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BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON-WHITE	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1356	644	262	260	84	685	671	109	153	96	164
YES	16.9	14.7	21.6	23.7	22.8	15.0	15.9	13.5	27.6	21.0	33.7	16.3
NO	71.7	74.1	66.7	65.4	63.9	74.5	77.4	70.7	63.2	67.1	59.4	66.6
DON'T KNOW	11.4	11.2	11.7	10.8	13.3	10.4	6.8	15.8	9.2	12.0	6.9	17.1
Net Diff.	-54.8	-59.3	-45.2	-41.7	-41.2	-59.5	-61.5	-57.2	-35.6	-46.1	-25.7	-50.3



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BANNER 9

	TOTAL	AGE						AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
Total	2000	160	257	357	332	370	524	775	1225	1106	894	940	1060	
YES	16.9	21.9	21.0	17.8	17.2	11.0	16.8	19.7	15.2	18.9	14.4	18.7	15.3	
NO	71.7	67.4	65.8	70.7	74.0	76.2	71.9	68.4	73.8	70.1	73.7	73.7	69.9	
DON'T KNOW	11.4	10.7	13.2	11.5	8.8	12.8	11.3	11.9	11.1	11.0	11.9	7.6	14.7	
Net Diff.	-54.8	-45.6	-44.8	-52.9	-56.8	-65.2	-55.0	-48.7	-58.6	-51.2	-59.2	-55.0	-54.6	



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BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	207	497	526	771	54	187	244	455	153	310	282	315	544	1036	420
YES	16.9	21.0	19.9	15.9	14.6	27.6	27.9	20.0	13.1	18.7	15.1	12.3	16.7	19.8	17.6	11.5
NO	71.7	67.0	68.6	73.8	73.5	64.9	63.8	72.9	79.1	67.8	71.5	74.5	65.3	65.9	71.2	80.3
DON'T KNOW	11.4	11.9	11.4	10.4	11.9	7.6	8.2	7.1	7.7	13.4	13.4	13.2	18.0	14.3	11.2	8.2
Net Diff.	-54.8	-46.0	-48.7	-57.9	-58.9	-37.3	-35.9	-52.9	-66.0	-49.1	-56.5	-62.2	-48.6	-46.1	-53.6	-68.8



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

38. DO YOU HAVE A FAVORABLE OR UNFAVORABLE OPINION OF GENDER IDEOLOGY?

BANNER 1

	TOTAL	ANMP SCORE								NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
		10	9	8	7	6	5	4	0-3	TOTAL	8-10	FLTD	FLTD	DEF.	PROB/	UND.	VOTE	TOTAL	6-7	0-5
										N.M.		6-7	0-5	VOTE	LEAN		DEM		FLTD	
													GOP	VT GOP						
Total	2000	220	313	353	413	351	229	78	43	1487	886	498	103	579	352	250	307	513	266	247
FAVORABLE	18.6	4.4	5.9	11.2	21.0	28.3	30.3	37.4	47.2	12.9	7.7	20.8	19.4	9.4	10.6	14.0	21.2	35.4	31.0	40.1
Very	7.9	2.1	1.9	5.1	9.1	9.1	12.7	19.4	37.0	4.5	3.2	7.2	2.4	4.1	2.4	5.0	7.1	17.9	12.8	23.4
Somewhat	10.7	2.4	4.1	6.1	11.9	19.1	17.6	17.9	10.2	8.4	4.5	13.6	17.0	5.3	8.2	9.1	14.1	17.5	18.2	16.6
UNFAVORABLE	38.7	78.1	62.8	41.0	28.6	19.6	25.4	14.2	12.0	47.9	57.9	31.5	41.0	67.5	54.6	26.8	20.5	12.1	11.3	13.0
Somewhat	10.6	4.7	9.7	10.5	15.1	8.6	16.0	4.2	3.0	11.9	8.8	15.1	22.7	8.8	19.1	9.4	11.3	6.8	6.5	7.1
Very	28.2	73.4	53.2	30.5	13.5	11.1	9.4	10.0	9.0	36.1	49.2	16.4	18.3	58.7	35.5	17.4	9.2	5.3	4.9	5.8
NO OPINION	23.4	5.3	16.3	27.3	31.1	28.2	25.3	18.9	19.6	22.6	18.0	29.8	27.3	13.1	21.1	34.9	32.1	25.7	29.6	21.5
NEVER HEARD OF	19.2	12.1	14.9	20.5	19.2	23.9	19.0	29.5	21.2	16.6	16.5	17.8	12.3	10.1	13.7	24.3	26.2	26.8	28.0	25.5
Net Diff	-20.1	-73.7	-56.9	-29.8	-7.6	8.7	5.0	23.1	35.2	-35.0	-50.3	-10.7	-21.5	-58.1	-44.0	-12.8	0.6	23.2	19.7	27.1
Mean	2.50	1.35	1.73	2.30	2.85	3.09	3.10	3.46	3.80	2.20	1.85	2.76	2.57	1.75	2.11	2.67	2.98	3.49	3.38	3.60



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38. DO YOU HAVE A FAVORABLE OR UNFAVORABLE OPINION OF GENDER IDEOLOGY?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD			
		EAST	MID- WEST	SOUTH	WEST	DEFIN- ITELY VOTING	VERY/ SMWHT LIKELY	Very Likely	Smwht Likely
Total	2000	354	440	738	468	1558	442	269	173
FAVORABLE	18.6	19.1	16.6	17.1	22.6	18.8	18.1	18.7	17.3
Very	7.9	6.8	8.1	7.6	9.1	9.0	3.9	3.8	4.0
Somewhat	10.7	12.4	8.4	9.5	13.5	9.7	14.2	14.9	13.2
UNFAVORABLE	38.7	33.4	39.7	43.7	33.9	40.9	31.1	29.0	34.3
Somewhat	10.6	9.4	11.7	10.9	9.9	9.9	13.0	10.6	16.7
Very	28.2	24.0	28.0	32.9	24.0	31.0	18.1	18.4	17.6
NO OPINION	23.4	26.4	23.2	21.2	24.8	21.4	30.4	28.7	33.0
NEVER HEARD OF	19.2	21.0	20.5	17.9	18.7	18.9	20.4	23.6	15.4
Net Diff	-20.1	-14.3	-23.1	-26.6	-11.3	-22.1	-13.0	-10.3	-17.0
Mean	2.50	2.60	2.46	2.37	2.68	2.46	2.66	2.67	2.64



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38. DO YOU HAVE A FAVORABLE OR UNFAVORABLE OPINION OF GENDER IDEOLOGY?

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-		JOB: JOE BIDEN		
		UNITED STATES		FOR CONGRESS		UND-	APP-	Strong	Smwht	DISAP-	
		RIGHT	WRONG	REPUB-	DEMO-	UND-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	ECI-	CIDED	ROVE			PROVE
		TION				DED					
Total	2000	540	1456	930	820	250	513	826	293	532	1174
FAVORABLE	18.6	34.5	12.8	9.8	30.0	14.0	16.8	30.7	40.7	25.2	10.1
Very	7.9	15.5	5.1	3.5	13.9	5.0	5.7	13.8	23.4	8.6	3.7
Somewhat	10.7	19.0	7.7	6.4	16.2	9.1	11.1	16.9	17.3	16.7	6.4
UNFAVORABLE	38.7	16.6	46.9	62.6	15.3	26.8	31.1	16.2	12.2	18.3	54.6
Somewhat	10.6	9.9	10.8	12.7	8.5	9.4	12.9	9.8	7.2	11.3	11.1
Very	28.2	6.7	36.2	49.9	6.8	17.4	18.2	6.3	5.1	7.0	43.5
NO OPINION	23.4	27.1	21.9	16.1	28.1	34.9	31.5	27.8	22.0	31.0	20.3
NEVER HEARD OF	19.2	21.8	18.3	11.4	26.6	24.3	20.6	25.3	25.1	25.4	15.0
Net Diff	-20.1	17.9	-34.1	-52.8	14.8	-12.8	-14.2	14.6	28.5	6.9	-44.5
Mean	2.50	3.34	2.20	1.88	3.30	2.67	2.66	3.30	3.62	3.11	2.01



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38. DO YOU HAVE A FAVORABLE OR UNFAVORABLE OPINION OF GENDER IDEOLOGY?

BANNER 4

	TOTAL	2020 BALLOT		PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	829	922	724	742	534	476	254	211	248	488	323
FAVORABLE	18.6	9.2	27.0	9.4	29.7	15.9	8.8	35.5	16.0	10.6	26.7	15.8
Very	7.9	2.8	12.5	2.9	13.9	6.4	3.1	14.6	5.7	2.5	13.5	6.9
Somewhat	10.7	6.4	14.5	6.5	15.8	9.4	5.7	20.9	10.3	8.1	13.2	8.9
UNFAVORABLE	38.7	63.5	17.3	62.3	16.6	37.6	67.5	19.3	47.3	52.2	15.2	31.2
Somewhat	10.6	11.8	7.8	11.2	8.7	12.3	9.6	10.9	13.6	14.3	7.5	11.4
Very	28.2	51.6	9.5	51.0	7.9	25.3	57.9	8.4	33.6	37.9	7.7	19.9
NO OPINION	23.4	15.2	30.4	16.8	29.5	23.9	13.1	28.3	23.2	23.9	30.1	24.3
NEVER HEARD OF	19.2	12.2	25.3	11.5	24.2	22.7	10.6	16.9	13.6	13.3	28.0	28.7
Net Diff	-20.1	-54.3	9.7	-52.9	13.1	-21.7	-58.8	16.1	-31.3	-41.6	11.5	-15.5
Mean	2.50	1.83	3.17	1.86	3.25	2.47	1.73	3.27	2.31	2.11	3.24	2.60



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38. DO YOU HAVE A FAVORABLE OR UNFAVORABLE OPINION OF GENDER IDEOLOGY?

BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	553	232	321	734	427	287	713	43	136	545	413	267	61	97	330	107
FAVORABLE	18.6	37.7	48.9	29.7	14.4	7.3	9.6	8.2	26.7	12.9	7.1	39.6	15.2	26.3	34.7	14.3	3.5
Very	7.9	19.4	31.9	10.4	3.8	1.0	6.3	3.2	9.5	2.5	2.5	21.0	3.8	10.1	17.2	4.5	2.7
Somewhat	10.7	18.3	16.9	19.3	10.5	6.2	3.3	5.1	17.2	10.4	4.7	18.6	11.4	16.2	17.5	9.9	0.7
UNFAVORABLE	38.7	13.8	8.9	17.4	30.8	64.1	69.3	66.2	36.1	42.0	69.4	10.2	21.1	40.1	19.5	33.9	65.1
Somewhat	10.6	7.3	4.6	9.3	13.2	14.5	4.2	10.3	15.3	17.4	9.4	6.0	10.7	18.0	9.5	13.5	10.8
Very	28.2	6.5	4.3	8.1	17.6	49.7	65.2	55.9	20.8	24.6	60.0	4.2	10.4	22.0	10.1	20.4	54.3
NO OPINION	23.4	24.0	19.4	27.3	33.1	15.7	8.8	12.9	33.8	30.9	12.0	24.1	40.9	15.9	19.1	27.8	16.1
NEVER HEARD OF	19.2	24.5	22.8	25.7	21.7	12.9	12.3	12.6	3.4	14.2	11.5	26.1	22.8	17.8	26.6	24.0	15.4
Net Diff	-20.1	23.9	40.0	12.3	-16.4	-56.8	-59.7	-58.0	-9.4	-29.1	-62.2	29.4	-5.9	-13.7	15.2	-19.6	-61.6
Mean	2.50	3.49	3.88	3.20	2.62	1.79	1.65	1.73	2.79	2.40	1.65	3.62	2.84	2.69	3.30	2.53	1.66



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38. DO YOU HAVE A FAVORABLE OR UNFAVORABLE OPINION OF GENDER IDEOLOGY?

BANNER 6

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	871	297	832	1062	350	46	305	1478	976	503	171	613	134	504	559
FAVORABLE	18.6	29.3	17.0	8.0	17.2	30.3	53.6	26.8	16.5	17.8	14.1	13.2	12.1	11.1	21.5	19.3
Very	7.9	13.9	3.5	3.2	5.0	17.7	38.5	14.6	5.7	5.6	6.0	6.7	4.6	4.1	6.7	9.9
Somewhat	10.7	15.4	13.4	4.9	12.2	12.6	15.0	12.3	10.8	12.1	8.1	6.6	7.5	7.0	14.8	9.4
UNFAVORABLE	38.7	15.6	33.1	65.0	38.4	40.0	31.6	41.3	39.6	40.5	37.6	29.1	44.9	60.9	37.9	30.0
Somewhat	10.6	8.5	14.5	11.3	13.3	11.9	14.5	11.5	10.7	11.1	9.9	6.8	9.5	8.2	11.5	11.4
Very	28.2	7.0	18.6	53.8	25.1	28.1	17.1	29.7	28.9	29.5	27.7	22.3	35.4	52.7	26.4	18.5
NO OPINION	23.4	29.3	29.3	15.1	25.8	16.4	14.8	16.6	25.1	23.2	28.6	23.3	23.5	11.2	24.2	27.4
NEVER HEARD OF	19.2	25.8	20.7	11.9	18.7	13.3	0.0	15.3	18.9	18.5	19.7	34.4	19.5	16.7	16.5	23.3
Net Diff	-20.1	13.8	-16.1	-57.0	-21.1	-9.7	22.0	-14.4	-23.0	-22.8	-23.5	-15.9	-32.8	-49.8	-16.4	-10.7
Mean	2.50	3.28	2.61	1.78	2.49	2.77	3.44	2.65	2.43	2.43	2.44	2.52	2.21	1.82	2.57	2.75



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38. DO YOU HAVE A FAVORABLE OR UNFAVORABLE OPINION OF GENDER IDEOLOGY?

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/	COLL-	Bchlr	Post-	LESS/	COLL-	LESS/	COLL-
		COLL.	EGE	Degree	Grad./	COLL.	EGE	COLL.	EGE
		GRAD	GRAD.	Prof.	GRAD.	GRAD.	GRAD.	GRAD.	GRAD.
Total	2000	1229	771	481	290	503	437	726	334
FAVORABLE	18.6	17.1	21.1	19.7	23.3	16.2	19.1	17.7	23.7
Very	7.9	7.2	9.0	7.9	10.9	5.9	7.8	8.1	10.7
Somewhat	10.7	9.9	12.0	11.8	12.4	10.3	11.3	9.6	13.0
UNFAVORABLE	38.7	36.6	42.2	44.0	39.2	47.8	52.5	28.8	28.7
Somewhat	10.6	11.1	9.7	12.1	5.7	11.8	9.9	10.7	9.4
Very	28.2	25.5	32.5	31.9	33.6	36.0	42.6	18.2	19.2
NO OPINION	23.4	27.1	17.5	18.7	15.5	24.8	13.4	28.7	22.8
NEVER HEARD OF	19.2	19.2	19.3	17.6	22.0	11.2	15.0	24.8	24.9
Net Diff	-20.1	-19.5	-21.1	-24.3	-15.9	-31.5	-33.4	-11.1	-5.0
Mean	2.50	2.53	2.45	2.41	2.51	2.31	2.20	2.72	2.82



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38. DO YOU HAVE A FAVORABLE OR UNFAVORABLE OPINION OF GENDER IDEOLOGY?

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1356	644	262	260	84	685	671	109	153	96	164
FAVORABLE	18.6	16.3	23.5	25.3	23.1	25.3	14.4	18.3	21.3	28.2	33.3	17.1
Very	7.9	7.5	8.8	9.4	9.1	8.0	6.6	8.4	6.4	11.5	7.2	10.2
Somewhat	10.7	8.8	14.7	15.9	14.0	17.3	7.8	9.9	14.9	16.7	26.1	6.8
UNFAVORABLE	38.7	42.3	31.1	38.2	25.0	26.8	55.8	28.6	40.8	36.2	27.6	23.4
Somewhat	10.6	10.1	11.5	13.4	10.9	7.7	10.4	9.8	10.7	15.2	14.4	8.8
Very	28.2	32.2	19.7	24.8	14.1	19.1	45.4	18.7	30.1	21.0	13.2	14.6
NO OPINION	23.4	20.8	28.9	23.8	33.4	28.8	16.8	24.8	28.9	20.1	24.2	38.7
NEVER HEARD OF	19.2	20.6	16.4	12.8	18.6	19.1	13.0	28.3	9.0	15.5	14.9	20.8
Net Diff	-20.1	-26.0	-7.6	-12.9	-1.9	-1.6	-41.4	-10.3	-19.5	-8.1	5.6	-6.3
Mean	2.50	2.36	2.78	2.68	2.92	2.84	2.08	2.71	2.53	2.79	3.00	2.86



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38. DO YOU HAVE A FAVORABLE OR UNFAVORABLE OPINION OF GENDER IDEOLOGY?

BANNER 9

	TOTAL	AGE						AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
Total	2000	160	257	357	332	370	524	775	1225	1106	894	940	1060	
FAVORABLE	18.6	30.9	30.4	21.6	14.7	14.1	12.8	26.5	13.7	22.9	13.3	17.6	19.6	
Very	7.9	11.4	13.5	9.0	6.8	6.1	5.3	11.0	6.0	9.8	5.6	6.8	8.9	
Somewhat	10.7	19.5	16.9	12.6	7.9	8.0	7.5	15.5	7.7	13.2	7.7	10.8	10.7	
UNFAVORABLE	38.7	31.8	28.3	35.1	43.0	40.8	44.4	32.1	42.9	35.4	42.9	50.0	28.8	
Somewhat	10.6	17.7	9.8	12.2	11.0	8.8	8.6	12.5	9.3	12.1	8.7	10.9	10.3	
Very	28.2	14.0	18.5	22.9	32.0	32.0	35.7	19.6	33.6	23.3	34.2	39.1	18.5	
NO OPINION	23.4	19.6	24.4	30.5	24.7	22.6	18.9	26.2	21.6	25.8	20.5	19.5	26.9	
NEVER HEARD OF	19.2	17.7	16.9	12.8	17.7	22.5	23.9	15.2	21.8	15.9	23.3	13.0	24.8	
Net Diff	-20.1	-0.9	2.2	-13.4	-28.3	-26.7	-31.6	-5.7	-29.2	-12.5	-29.5	-32.4	-9.2	
Mean	2.50	2.96	2.97	2.69	2.35	2.32	2.19	2.83	2.27	2.69	2.24	2.26	2.75	



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38. DO YOU HAVE A FAVORABLE OR UNFAVORABLE OPINION OF GENDER IDEOLOGY?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	URBAN	SUB-URBAN	RURAL
		NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG			
Total	2000	207	497	526	771	54	187	244	455	153	310	282	315	544	1036	420
FAVORABLE	18.6	31.3	25.2	15.8	12.9	38.3	32.7	15.0	10.3	28.8	20.7	16.6	16.7	26.5	17.5	11.4
Very	7.9	12.1	10.7	7.4	5.3	5.8	14.3	6.0	4.2	14.3	8.5	8.6	6.9	11.6	7.0	5.4
Somewhat	10.7	19.2	14.5	8.4	7.6	32.6	18.4	9.0	6.1	14.6	12.2	7.9	9.8	14.9	10.5	6.0
UNFAVORABLE	38.7	31.6	30.5	43.6	42.7	35.3	32.8	56.0	55.5	30.3	29.0	32.9	24.1	29.7	40.5	45.9
Somewhat	10.6	16.9	10.9	10.5	8.7	23.6	10.3	13.1	8.4	14.6	11.3	8.2	9.1	11.3	10.5	9.7
Very	28.2	14.7	19.5	33.1	34.0	11.7	22.5	42.9	47.1	15.7	17.7	24.7	15.0	18.4	30.0	36.2
NO OPINION	23.4	18.0	29.7	23.2	20.9	16.8	25.2	19.8	17.3	18.5	32.4	26.2	26.1	26.6	21.4	24.2
NEVER HEARD OF	19.2	19.1	14.6	17.3	23.5	9.6	9.3	9.2	16.9	22.4	17.9	24.4	33.1	17.2	20.6	18.5
Net Diff	-20.1	-0.3	-5.3	-27.8	-29.7	3.1	-0.1	-41.0	-45.2	-1.4	-8.3	-16.3	-7.4	-3.2	-23.1	-34.6
Mean	2.50	2.96	2.83	2.35	2.24	2.97	2.91	2.14	1.94	2.96	2.79	2.57	2.77	2.88	2.42	2.20



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39. A KEY PRINCIPLE OF GENDER IDEOLOGY STATES THAT BEING A MAN OR WOMAN IS NOT DETERMINED BY A PERSON'S BIOLOGY, BUT INSTEAD BY HOW ONE PERCEIVES THEMSELVES AND ACTS IN SOCIETY.
KNOWING THIS, DO YOU HAVE A FAVORABLE OR UNFAVORABLE OPINION OF GENDER IDEOLOGY?

BANNER 1

	ANMP SCORE									NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
										TOTAL	8-10	FLTD	FLTD	DEF.	PROB/	UND.	VOTE	TOTAL	6-7	0-5
	10	9	8	7	6	5	4	0-3	N.M.	6-7	0-5	VOTE	LEAN	DEM	6-7	0-5	FLTD	0-5		
Total	2000	220	313	353	413	351	229	78	43	1487	886	498	103	579	352	250	307	513	266	247
FAVORABLE	30.1	3.0	5.9	16.8	32.9	48.5	56.9	62.9	76.0	19.1	9.5	33.1	33.7	10.2	13.9	24.2	37.8	62.1	53.0	71.9
Very	14.4	0.8	2.6	8.4	14.1	22.3	26.7	33.0	57.0	7.9	4.4	13.9	9.1	4.5	4.7	11.6	15.2	33.0	25.3	41.4
Somewhat	15.8	2.2	3.4	8.4	18.7	26.2	30.2	29.9	19.0	11.2	5.1	19.2	24.6	5.7	9.2	12.6	22.6	29.0	27.7	30.5
UNFAVORABLE	52.9	93.2	85.6	66.4	43.4	29.9	20.5	18.9	11.7	65.1	79.8	45.5	32.2	81.5	73.4	44.1	41.5	17.7	21.6	13.5
Somewhat	14.6	5.6	11.0	19.3	20.7	15.9	11.6	7.8	5.6	16.2	13.0	21.7	17.4	10.5	21.2	15.1	22.3	9.8	12.5	6.9
Very	38.3	87.6	74.5	47.2	22.7	14.0	8.9	11.1	6.1	48.8	66.9	23.8	14.8	71.1	52.2	29.0	19.3	7.9	9.1	6.6
NO OPINION	16.9	3.8	8.5	16.8	23.7	21.6	22.6	18.2	12.3	15.8	10.6	21.3	34.0	8.3	12.7	31.7	20.7	20.2	25.4	14.6
Net Diff	-22.8	-90.2	-79.6	-49.6	-10.5	18.6	36.4	44.1	64.3	-45.9	-70.3	-12.4	1.5	-71.4	-59.4	-19.8	-3.7	44.4	31.4	58.4
Mean	2.53	1.23	1.48	2.12	2.81	3.27	3.54	3.66	4.15	2.13	1.67	2.78	2.96	1.62	1.93	2.63	2.92	3.69	3.48	3.93



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KNOWING THIS, DO YOU HAVE A FAVORABLE OR UNFAVORABLE OPINION OF GENDER IDEOLOGY?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD			
		EAST	MID- WEST	SOUTH	WEST	DEFIN- ITELY VOTING	VERY/ SMWHT LIKELY	Very Likely	Smwht Likely
Total	2000	354	440	738	468	1558	442	269	173
FAVORABLE	30.1	30.8	33.0	23.8	36.9	29.7	31.8	33.0	30.0
Very	14.4	12.3	17.1	11.0	18.7	15.4	10.6	11.3	9.5
Somewhat	15.8	18.5	15.9	12.8	18.2	14.2	21.2	21.7	20.5
UNFAVORABLE	52.9	49.5	51.4	59.3	46.9	55.8	42.9	43.8	41.5
Somewhat	14.6	16.5	14.2	13.1	15.9	14.4	15.2	13.8	17.4
Very	38.3	33.0	37.1	46.2	31.0	41.4	27.7	30.1	24.2
NO OPINION	16.9	19.7	15.6	16.9	16.2	14.6	25.3	23.2	28.5
Net Diff	-22.8	-18.7	-18.3	-35.5	-10.0	-26.1	-11.1	-10.8	-11.6
Mean	2.53	2.60	2.62	2.29	2.78	2.48	2.72	2.70	2.74



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KNOWING THIS, DO YOU HAVE A FAVORABLE OR UNFAVORABLE OPINION OF GENDER IDEOLOGY?

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-		JOB: JOE BIDEN		
		UNITED STATES		FOR CONGRESS	DEMOS	REPS	LIBERALS	CONSERVATIVES	Strongly Oppose	Somewhat Oppose	Disapprove
		RIGHT	WRONG	REPUB-	DEMO-	UND-	UNDE-	APP-	Strongly	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	ECI-	CIDED	ROVE			PROVE
		TION				DED					
Total	2000	540	1456	930	820	250	513	826	293	532	1174
FAVORABLE	30.1	54.8	21.1	11.6	53.0	24.2	28.0	52.7	63.3	46.8	14.3
Very	14.4	26.6	9.9	4.6	26.3	11.6	12.7	26.3	36.3	20.7	6.0
Somewhat	15.8	28.2	11.2	7.0	26.6	12.6	15.3	26.4	27.0	26.1	8.3
UNFAVORABLE	52.9	24.7	63.4	78.4	26.6	44.1	48.1	25.4	19.6	28.6	72.3
Somewhat	14.6	13.9	14.9	14.5	14.5	15.1	17.2	14.1	10.2	16.3	14.9
Very	38.3	10.8	48.6	63.9	12.2	29.0	30.9	11.3	9.4	12.3	57.4
NO OPINION	16.9	20.5	15.5	10.0	20.4	31.7	23.9	21.9	17.1	24.6	13.4
Net Diff	-22.8	30.1	-42.4	-66.9	26.3	-19.8	-20.1	27.3	43.6	18.2	-57.9
Mean	2.53	3.46	2.19	1.74	3.41	2.63	2.62	3.42	3.71	3.27	1.91



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KNOWING THIS, DO YOU HAVE A FAVORABLE OR UNFAVORABLE OPINION OF GENDER IDEOLOGY?

BANNER 4

	TOTAL	2020 BALLOT		PARTY			MEN			WOMEN			
				TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT
Total	2000	829	922	724	742	534	476	254	211	248	488	323	
FAVORABLE	30.1	10.4	47.6	10.6	51.8	26.5	8.5	51.3	20.9	14.7	52.0	30.2	
Very	14.4	3.3	23.3	3.4	27.2	11.5	2.1	26.4	8.3	5.9	27.6	13.6	
Somewhat	15.8	7.1	24.3	7.3	24.6	15.1	6.5	24.9	12.6	8.8	24.4	16.7	
UNFAVORABLE	52.9	80.2	30.4	79.1	26.4	54.3	84.3	29.3	62.8	69.2	24.9	48.7	
Somewhat	14.6	14.2	14.6	14.0	12.8	17.8	12.4	15.5	21.0	17.0	11.4	15.7	
Very	38.3	66.0	15.8	65.1	13.6	36.5	71.8	13.7	41.7	52.2	13.5	33.1	
NO OPINION	16.9	9.5	22.1	10.3	21.8	19.2	7.2	19.5	16.3	16.1	23.1	21.0	
Net Diff	-22.8	-69.8	17.2	-68.4	25.4	-27.7	-75.7	22.0	-41.9	-54.5	27.1	-18.5	
Mean	2.53	1.68	3.25	1.70	3.39	2.47	1.54	3.35	2.25	1.99	3.41	2.62	



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KNOWING THIS, DO YOU HAVE A FAVORABLE OR UNFAVORABLE OPINION OF GENDER IDEOLOGY?

BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	553	232	321	734	427	287	713	43	136	545	413	267	61	97	330	107
FAVORABLE	30.1	63.8	70.1	59.3	23.9	10.9	9.8	10.5	49.8	12.8	7.0	67.5	29.7	41.9	54.2	23.8	9.9
Very	14.4	34.0	50.2	22.4	9.7	2.7	5.7	3.9	18.5	4.4	2.0	37.4	12.6	21.8	26.7	9.5	3.6
Somewhat	15.8	29.8	19.9	36.9	14.2	8.2	4.1	6.5	31.2	8.4	5.1	30.2	17.0	20.1	27.5	14.3	6.2
UNFAVORABLE	52.9	19.8	14.3	23.8	50.1	80.9	82.5	81.5	37.4	64.9	85.9	16.5	37.4	45.4	26.2	54.2	79.8
Somewhat	14.6	11.1	6.0	14.8	19.5	17.4	4.5	12.2	14.0	26.8	10.8	9.7	16.5	17.9	15.8	18.8	16.4
Very	38.3	8.7	8.3	9.0	30.6	63.4	78.0	69.3	23.3	38.1	75.1	6.8	20.9	27.5	10.5	35.4	63.4
NO OPINION	16.9	16.4	15.6	17.0	26.0	8.3	7.7	8.0	12.9	22.3	7.1	16.0	33.0	12.8	19.6	22.0	10.4
Net Diff	-22.8	44.0	55.8	35.5	-26.2	-70.0	-72.6	-71.0	12.4	-52.1	-78.8	51.0	-7.7	-3.5	28.0	-30.4	-69.9
Mean	2.53	3.69	3.98	3.49	2.53	1.69	1.55	1.64	3.08	2.14	1.48	3.82	2.84	2.91	3.44	2.44	1.70



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KNOWING THIS, DO YOU HAVE A FAVORABLE OR UNFAVORABLE OPINION OF GENDER IDEOLOGY?

BANNER 6

	TOTAL	VOTE BEHAVIOR					VB COMBO	CONSIDER YOURSELF					RELIGION				
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER	WLTHY/ UPPER MIDDLE		Weal- thy	Upper Middle Class	MIDDLE LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC	NON- RELI- GIOUS
Total	2000	871	297	832	1062	350	46	305	1478	976	503	171	613	134	504	559	
FAVORABLE	30.1	52.2	25.4	8.8	27.6	40.8	64.5	37.2	27.7	27.8	27.4	29.6	18.8	13.8	31.5	39.1	
Very	14.4	27.1	8.7	3.1	10.4	26.4	52.0	22.5	11.2	10.4	12.8	17.0	7.7	3.9	13.1	21.2	
Somewhat	15.8	25.0	16.8	5.7	17.2	14.4	12.5	14.7	16.5	17.4	14.7	12.6	11.1	10.0	18.3	17.9	
UNFAVORABLE	52.9	25.9	53.0	81.1	54.7	48.7	30.9	51.4	54.8	55.2	54.1	45.1	64.0	78.4	52.7	39.8	
Somewhat	14.6	13.7	19.3	13.8	18.4	14.3	9.0	15.1	15.3	14.9	15.9	9.1	15.1	7.9	15.9	14.6	
Very	38.3	12.2	33.8	67.3	36.2	34.4	21.9	36.3	39.6	40.2	38.3	36.0	48.9	70.5	36.9	25.1	
NO OPINION	16.9	21.9	21.5	10.1	17.7	10.4	4.6	11.3	17.5	17.0	18.4	25.3	17.2	7.8	15.8	21.1	
Net Diff	-22.8	26.2	-27.6	-72.3	-27.0	-7.9	33.6	-14.2	-27.1	-27.4	-26.7	-15.5	-45.2	-64.6	-21.3	-0.7	
Mean	2.53	3.41	2.47	1.63	2.47	2.84	3.64	2.72	2.45	2.43	2.48	2.65	2.14	1.69	2.55	2.95	



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KNOWING THIS, DO YOU HAVE A FAVORABLE OR UNFAVORABLE OPINION OF GENDER IDEOLOGY?

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL- Bchl r Post- LESS/ COLL- LESS/ COLL- COLL. EGE Degree Grad./ COLL. EGE COLL. EGE GRAD GRAD. Prof. GRAD. GRAD. GRAD. GRAD.							
	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	2000	1229	771	481	290	503	437	726	334
FAVORABLE	30.1	29.3	31.5	28.8	35.8	21.8	24.0	34.5	41.2
Very	14.4	14.7	13.8	12.7	15.7	9.5	10.6	18.3	18.0
Somewhat	15.8	14.6	17.7	16.2	20.1	12.3	13.4	16.2	23.2
UNFAVORABLE	52.9	50.6	56.6	58.3	53.7	62.9	66.6	42.1	43.5
Somewhat	14.6	15.5	13.1	15.1	9.7	17.0	13.1	14.5	13.0
Very	38.3	35.1	43.5	43.2	44.0	45.9	53.5	27.7	30.5
NO OPINION	16.9	20.1	12.0	12.9	10.5	15.3	9.4	23.4	15.3
Net Diff	-22.8	-21.3	-25.1	-29.5	-17.9	-41.1	-42.5	-7.6	-2.3
Mean	2.53	2.58	2.45	2.40	2.54	2.23	2.15	2.83	2.85



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KNOWING THIS, DO YOU HAVE A FAVORABLE OR UNFAVORABLE OPINION OF GENDER IDEOLOGY?

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1356	644	262	260	84	685	671	109	153	96	164
FAVORABLE	30.1	27.6	35.5	36.1	34.9	37.7	19.3	36.0	28.4	41.6	36.5	33.9
Very	14.4	12.8	17.6	18.1	17.5	17.2	8.9	16.9	10.8	23.3	16.2	18.3
Somewhat	15.8	14.8	17.9	18.0	17.4	20.5	10.4	19.2	17.6	18.3	20.4	15.6
UNFAVORABLE	52.9	56.9	44.5	49.0	38.8	48.4	70.6	43.0	56.4	43.6	40.9	37.6
Somewhat	14.6	14.1	15.7	16.6	14.1	21.1	14.6	13.5	15.5	17.4	15.4	13.3
Very	38.3	42.9	28.8	32.4	24.8	27.3	56.0	29.5	40.9	26.3	25.5	24.3
NO OPINION	16.9	15.5	20.0	14.9	26.3	13.9	10.1	21.0	15.2	14.8	22.6	28.5
Net Diff	-22.8	-29.3	-8.9	-12.9	-4.0	-10.7	-51.3	-7.0	-28.0	-2.0	-4.4	-3.8
Mean	2.53	2.41	2.80	2.73	2.89	2.79	2.02	2.80	2.42	2.95	2.86	2.90



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KNOWING THIS, DO YOU HAVE A FAVORABLE OR UNFAVORABLE OPINION OF GENDER IDEOLOGY?

BANNER 9

	TOTAL	AGE						AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
Total	2000	160	257	357	332	370	524	775	1225	1106	894	940	1060	
FAVORABLE	30.1	51.8	43.4	31.4	23.5	23.0	25.4	39.6	24.2	34.7	24.4	22.8	36.6	
Very	14.4	33.5	22.0	15.0	12.4	8.2	10.0	21.1	10.1	18.5	9.3	10.0	18.2	
Somewhat	15.8	18.3	21.4	16.4	11.1	14.8	15.4	18.4	14.1	16.2	15.2	12.8	18.4	
UNFAVORABLE	52.9	32.0	38.9	48.6	58.2	60.8	60.2	41.9	59.9	46.8	60.5	64.6	42.6	
Somewhat	14.6	14.5	12.3	14.0	16.7	15.6	14.1	13.5	15.2	14.5	14.7	15.2	14.0	
Very	38.3	17.5	26.7	34.6	41.5	45.2	46.2	28.4	44.6	32.3	45.8	49.4	28.5	
NO OPINION	16.9	16.2	17.7	20.1	18.3	16.2	14.3	18.5	16.0	18.4	15.1	12.6	20.8	
Net Diff	-22.8	19.8	4.4	-17.2	-34.7	-37.8	-34.8	-2.4	-35.7	-12.1	-36.0	-41.8	-5.9	
Mean	2.53	3.36	3.00	2.63	2.36	2.25	2.29	2.90	2.30	2.74	2.27	2.19	2.84	



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KNOWING THIS, DO YOU HAVE A FAVORABLE OR UNFAVORABLE OPINION OF GENDER IDEOLOGY?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	URBAN	SUB-URBAN	RURAL
		NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG			
Total	2000	207	497	526	771	54	187	244	455	153	310	282	315	544	1036	420
FAVORABLE	30.1	50.3	36.3	24.3	24.7	50.3	34.5	20.3	16.2	50.3	37.3	27.9	37.1	37.4	30.3	20.5
Very	14.4	31.1	17.9	11.7	9.4	21.7	18.3	9.0	5.8	34.4	17.6	14.1	14.7	19.9	13.7	8.8
Somewhat	15.8	19.1	18.4	12.6	15.3	28.5	16.3	11.3	10.4	15.8	19.7	13.8	22.4	17.5	16.5	11.7
UNFAVORABLE	52.9	32.8	44.1	58.9	59.9	40.2	46.7	69.5	72.2	30.1	42.6	49.7	42.2	42.4	53.8	64.5
Somewhat	14.6	14.5	13.4	17.2	13.5	18.4	13.0	20.0	13.1	13.1	13.7	14.8	14.1	14.7	15.1	13.1
Very	38.3	18.3	30.7	41.7	46.4	21.8	33.7	49.4	59.1	17.0	28.9	34.9	28.1	27.6	38.7	51.4
NO OPINION	16.9	17.0	19.6	16.8	15.3	9.5	18.8	10.3	11.6	19.6	20.1	22.4	20.7	20.3	16.0	15.0
Net Diff	-22.8	17.5	-7.8	-34.5	-35.2	10.1	-12.1	-49.2	-56.0	20.1	-5.3	-21.8	-5.1	-5.0	-23.5	-44.0
Mean	2.53	3.30	2.79	2.36	2.28	3.10	2.73	2.10	1.91	3.38	2.83	2.57	2.82	2.87	2.52	2.13



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40. DO YOU SUPPORT OR OPPOSE FEDERAL TAX DOLLARS BEING USED TO PROMOTE GENDER IDEOLOGY AT GOVERNMENT AGENCIES LIKE THE CIA, U.S. NAVY, AND DEPARTMENT OF LABOR?

BANNER 1

	ANMP SCORE										NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO		
	10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5	
Total	2000	220	313	353	413	351	229	78	43	1487	886	498	103	579	352	250	307	513	266	247
SUPPORT	23.2	1.2	3.7	11.9	25.8	38.9	39.6	52.1	75.8	14.2	6.3	25.9	25.0	9.2	10.6	17.3	25.1	49.2	42.9	56.1
Strongly	7.7	0.8	1.4	3.9	7.6	12.2	9.5	19.8	50.7	4.3	2.3	7.8	4.1	3.5	2.4	5.4	6.8	17.6	13.3	22.2
Somewhat	15.5	0.4	2.3	8.0	18.2	26.7	30.1	32.3	25.1	9.9	4.1	18.1	20.8	5.7	8.3	11.9	18.3	31.6	29.6	33.8
OPPOSE	63.6	98.4	90.9	78.4	58.3	41.4	36.1	26.0	13.1	75.0	87.8	57.5	49.0	86.9	83.1	55.3	59.2	30.7	37.5	23.4
Somewhat	16.0	2.7	5.9	13.9	26.7	20.2	24.1	11.6	2.6	15.6	8.3	25.9	28.5	6.9	20.6	19.7	22.9	17.2	19.6	14.6
Strongly	47.6	95.8	85.0	64.5	31.6	21.3	11.9	14.4	10.5	59.4	79.5	31.6	20.5	80.0	62.5	35.6	36.3	13.5	17.9	8.9
DON'T KNOW	13.2	0.4	5.4	9.7	15.9	19.6	24.3	21.9	11.1	10.8	5.9	16.5	26.0	3.9	6.3	27.4	15.7	20.1	19.6	20.5
Net Diff.	-40.4	-97.3	-87.2	-66.5	-32.5	-2.5	3.5	26.1	62.7	-60.8	-81.4	-31.6	-24.1	-77.6	-72.4	-37.9	-34.1	18.5	5.4	32.6
Mean	1.81	1.06	1.15	1.46	2.02	2.37	2.49	2.74	3.31	1.54	1.25	2.03	2.12	1.30	1.47	1.82	1.95	2.67	2.48	2.87



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40. DO YOU SUPPORT OR OPPOSE FEDERAL TAX DOLLARS BEING USED TO PROMOTE GENDER IDEOLOGY AT GOVERNMENT AGENCIES LIKE THE CIA, U.S. NAVY, AND DEPARTMENT OF LABOR?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD			
		EAST	MID- WEST	SOUTH	WEST	DEFIN- ITELY VOTING	VERY/ SMWHT LIKELY	Very Likely	Smwht Likely
Total	2000	354	440	738	468	1558	442	269	173
SUPPORT	23.2	22.5	26.2	19.8	26.1	23.1	23.5	23.9	22.8
Strongly	7.7	6.6	9.8	6.9	7.7	8.4	5.1	6.2	3.5
Somewhat	15.5	16.0	16.4	12.9	18.5	14.7	18.3	17.8	19.3
OPPOSE	63.6	62.0	60.0	68.6	60.3	65.7	56.2	57.5	54.3
Somewhat	16.0	20.0	14.9	14.5	16.3	14.3	21.9	19.3	25.8
Strongly	47.6	42.0	45.1	54.1	44.0	51.4	34.4	38.2	28.5
DON'T KNOW	13.2	15.5	13.8	11.6	13.6	11.2	20.3	18.6	22.9
Net Diff.	-40.4	-39.5	-33.7	-48.8	-34.1	-42.6	-32.7	-33.6	-31.5
Mean	1.81	1.85	1.90	1.69	1.88	1.78	1.93	1.90	1.97



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40. DO YOU SUPPORT OR OPPOSE FEDERAL TAX DOLLARS BEING USED TO PROMOTE GENDER IDEOLOGY AT GOVERNMENT AGENCIES LIKE THE CIA, U.S. NAVY, AND DEPARTMENT OF LABOR?

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-		JOB: JOE BIDEN		
		UNITE	STATES	FOR CON	GRESS	ERS/					
		RIGHT	WRONG	REPUB-	DEMO-	UND-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	ECI-	CIDED	ROVE			PROVE
		TION				DED					
Total	2000	540	1456	930	820	250	513	826	293	532	1174
SUPPORT	23.2	45.5	14.9	9.8	40.2	17.3	20.2	41.2	52.1	35.2	10.5
Strongly	7.7	14.7	5.1	3.1	13.6	5.4	6.3	14.2	23.4	9.1	3.1
Somewhat	15.5	30.9	9.8	6.7	26.6	11.9	13.9	27.0	28.7	26.1	7.4
OPPOSE	63.6	36.7	73.7	85.4	41.4	55.3	60.8	39.2	29.0	44.8	80.7
Somewhat	16.0	19.6	14.7	12.1	19.3	19.7	19.9	19.9	15.1	22.6	13.2
Strongly	47.6	17.1	59.0	73.4	22.0	35.6	40.9	19.3	14.0	22.2	67.5
DON'T KNOW	13.2	17.7	11.4	4.8	18.4	27.4	19.0	19.5	18.8	19.9	8.8
Net Diff.	-40.4	8.8	-58.7	-75.7	-1.2	-37.9	-40.6	2.0	23.1	-9.6	-70.3
Mean	1.81	2.52	1.56	1.36	2.39	1.82	1.82	2.45	2.76	2.28	1.41



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40. DO YOU SUPPORT OR OPPOSE FEDERAL TAX DOLLARS BEING USED TO PROMOTE GENDER IDEOLOGY AT GOVERNMENT AGENCIES LIKE THE CIA, U.S. NAVY, AND DEPARTMENT OF LABOR?

BANNER 4

	TOTAL	2020 BALLOT		PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	829	922	724	742	534	476	254	211	248	488	323
SUPPORT	23.2	9.0	37.5	9.3	41.3	16.9	8.7	47.2	14.4	10.5	38.2	18.5
Strongly	7.7	2.9	12.8	3.0	14.4	4.8	2.3	17.1	4.2	4.2	13.0	5.1
Somewhat	15.5	6.1	24.7	6.3	26.9	12.1	6.4	30.1	10.2	6.3	25.2	13.4
OPPOSE	63.6	86.2	43.4	85.7	39.0	67.9	89.0	35.5	76.4	79.3	40.8	62.3
Somewhat	16.0	10.8	19.0	11.0	18.5	19.3	7.9	16.5	18.7	16.9	19.5	19.7
Strongly	47.6	75.5	24.4	74.7	20.5	48.6	81.1	19.0	57.7	62.4	21.3	42.6
DON'T KNOW	13.2	4.8	19.2	5.0	19.7	15.3	2.3	17.3	9.2	10.2	21.0	19.2
Net Diff.	-40.4	-77.2	-5.9	-76.4	2.3	-51.0	-80.3	11.7	-62.0	-68.9	-2.6	-43.8
Mean	1.81	1.33	2.32	1.34	2.44	1.68	1.28	2.55	1.57	1.47	2.38	1.77



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40. DO YOU SUPPORT OR OPPOSE FEDERAL TAX DOLLARS BEING USED TO PROMOTE GENDER IDEOLOGY AT GOVERNMENT AGENCIES LIKE THE CIA, U.S. NAVY, AND DEPARTMENT OF LABOR?

BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	553	232	321	734	427	287	713	43	136	545	413	267	61	97	330	107
SUPPORT	23.2	48.5	58.8	41.2	19.0	7.4	8.5	7.8	43.2	13.5	5.6	53.4	24.7	32.5	30.4	16.7	5.1
Strongly	7.7	18.4	30.2	9.9	4.4	1.7	4.1	2.7	13.4	3.0	2.1	20.7	6.0	8.9	11.2	3.8	1.8
Somewhat	15.5	30.1	28.5	31.2	14.6	5.7	4.4	5.2	29.8	10.5	3.5	32.7	18.7	23.6	19.2	12.9	3.3
OPPOSE	63.6	34.0	23.0	41.9	62.6	87.9	87.3	87.6	51.2	74.0	91.3	27.8	52.2	56.4	52.4	66.3	86.7
Somewhat	16.0	18.9	10.9	24.7	20.2	13.7	3.0	9.4	17.6	21.2	8.0	17.0	19.8	22.2	27.6	20.1	9.3
Strongly	47.6	15.0	12.1	17.2	42.4	74.2	84.2	78.2	33.6	52.8	83.4	10.8	32.4	34.2	24.7	46.2	77.4
DON'T KNOW	13.2	17.5	18.3	17.0	18.4	4.7	4.3	4.5	5.6	12.5	3.1	18.8	23.1	11.1	17.2	17.0	8.2
Net Diff.	-40.4	14.6	35.8	-0.7	-43.6	-80.5	-78.8	-79.8	-8.0	-60.5	-85.7	25.5	-27.6	-23.8	-21.9	-49.6	-81.6
Mean	1.81	2.63	2.94	2.41	1.77	1.32	1.25	1.29	2.24	1.58	1.22	2.78	1.98	2.08	2.20	1.69	1.23



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40. DO YOU SUPPORT OR OPPOSE FEDERAL TAX DOLLARS BEING USED TO PROMOTE GENDER IDEOLOGY AT GOVERNMENT AGENCIES LIKE THE CIA, U.S. NAVY, AND DEPARTMENT OF LABOR?

BANNER 6

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	871	297	832	1062	350	46	305	1478	976	503	171	613	134	504	559
SUPPORT	23.2	40.0	18.5	7.2	19.9	32.7	61.1	28.5	21.3	22.7	18.7	19.6	16.1	14.5	25.0	26.4
Strongly	7.7	13.9	4.1	2.4	4.4	14.5	37.4	11.0	6.0	5.8	6.3	8.4	3.5	3.9	9.3	9.3
Somewhat	15.5	26.1	14.3	4.8	15.5	18.3	23.7	17.5	15.3	16.9	12.4	11.3	12.6	10.6	15.7	17.1
OPPOSE	63.6	40.9	64.1	87.2	67.6	60.2	33.6	64.2	65.0	64.0	66.9	58.5	72.3	80.9	64.9	52.3
Somewhat	16.0	20.1	20.3	10.2	20.0	14.7	9.3	15.5	16.5	15.6	18.1	14.5	15.0	8.0	15.9	18.0
Strongly	47.6	20.8	43.8	77.0	47.5	45.5	24.2	48.7	48.5	48.4	48.9	44.0	57.3	72.8	49.0	34.4
DON'T KNOW	13.2	19.0	17.5	5.6	12.5	7.1	5.4	7.3	13.7	13.3	14.4	21.9	11.6	4.7	10.1	21.3
Net Diff.	-40.4	-0.9	-45.6	-80.0	-47.6	-27.5	27.5	-35.7	-43.7	-41.3	-48.3	-38.9	-56.2	-66.4	-39.9	-25.9
Mean	1.81	2.41	1.74	1.29	1.73	2.02	2.78	1.90	1.75	1.77	1.72	1.80	1.57	1.43	1.84	2.02



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40. DO YOU SUPPORT OR OPPOSE FEDERAL TAX DOLLARS BEING USED TO PROMOTE GENDER IDEOLOGY AT GOVERNMENT AGENCIES LIKE THE CIA, U.S. NAVY, AND DEPARTMENT OF LABOR?

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/	COLL-	Bchlr	Post-	LESS/	COLL-	LESS/	COLL-
		COLL.	EGE	Degree	Grad./	COLL.	EGE	COLL.	EGE
		GRAD	GRAD.	Prof.	GRAD.	GRAD.	GRAD.	GRAD.	GRAD.
Total	2000	1229	771	481	290	503	437	726	334
SUPPORT	23.2	21.9	25.2	23.4	28.2	18.5	22.4	24.2	28.9
Strongly	7.7	6.9	9.0	6.7	12.7	5.1	8.6	8.1	9.5
Somewhat	15.5	15.0	16.3	16.7	15.6	13.4	13.9	16.2	19.4
OPPOSE	63.6	62.7	65.1	66.5	62.7	72.1	71.4	56.2	56.9
Somewhat	16.0	17.4	13.7	14.9	11.8	14.7	10.4	19.3	18.2
Strongly	47.6	45.3	51.4	51.6	51.0	57.4	61.0	36.9	38.7
DON'T KNOW	13.2	15.4	9.7	10.1	9.0	9.4	6.2	19.6	14.2
Net Diff.	-40.4	-40.8	-39.9	-43.2	-34.5	-53.5	-48.9	-31.9	-28.0
Mean	1.81	1.81	1.81	1.76	1.89	1.63	1.68	1.94	2.00



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40. DO YOU SUPPORT OR OPPOSE FEDERAL TAX DOLLARS BEING USED TO PROMOTE GENDER IDEOLOGY AT GOVERNMENT AGENCIES LIKE THE CIA, U.S. NAVY, AND DEPARTMENT OF LABOR?

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1356	644	262	260	84	685	671	109	153	96	164
SUPPORT	23.2	21.0	27.7	28.9	27.8	24.9	17.4	24.7	29.1	28.8	29.0	27.1
Strongly	7.7	7.1	8.8	9.4	9.3	7.1	6.8	7.5	6.4	11.5	6.8	10.8
Somewhat	15.5	13.9	18.9	19.5	18.5	17.8	10.7	17.2	22.7	17.3	22.1	16.3
OPPOSE	63.6	66.3	57.9	59.5	53.7	63.9	76.5	55.9	61.2	58.2	55.3	52.7
Somewhat	16.0	13.5	21.3	18.9	24.6	18.2	10.7	16.3	9.8	25.4	28.8	22.2
Strongly	47.6	52.8	36.6	40.5	29.0	45.7	65.8	39.6	51.5	32.7	26.6	30.5
DON'T KNOW	13.2	12.7	14.4	11.6	18.5	11.2	6.0	19.4	9.7	13.1	15.7	20.2
Net Diff.	-40.4	-45.3	-30.2	-30.5	-25.9	-39.0	-59.1	-31.2	-32.1	-29.4	-26.4	-25.6
Mean	1.81	1.72	2.00	1.97	2.10	1.85	1.56	1.91	1.82	2.09	2.11	2.09



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40. DO YOU SUPPORT OR OPPOSE FEDERAL TAX DOLLARS BEING USED TO PROMOTE GENDER IDEOLOGY AT GOVERNMENT AGENCIES LIKE THE CIA, U.S. NAVY, AND DEPARTMENT OF LABOR?

BANNER 9

	TOTAL	AGE						AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
Total	2000	160	257	357	332	370	524	775	1225	1106	894	940	1060	
SUPPORT	23.2	43.5	34.3	26.6	16.9	15.9	18.4	32.6	17.2	27.9	17.3	20.3	25.7	
Strongly	7.7	9.4	10.3	11.8	6.2	6.3	5.0	10.8	5.7	9.4	5.5	6.7	8.5	
Somewhat	15.5	34.1	24.0	14.8	10.7	9.6	13.3	21.8	11.5	18.5	11.8	13.6	17.2	
OPPOSE	63.6	44.1	50.0	58.4	70.3	70.7	70.6	52.7	70.5	58.0	70.6	71.7	56.4	
Somewhat	16.0	23.1	15.5	15.6	16.9	15.4	14.2	17.1	15.3	17.1	14.7	12.7	18.9	
Strongly	47.6	21.0	34.5	42.8	53.4	55.3	56.4	35.5	55.3	40.9	55.9	59.1	37.4	
DON'T KNOW	13.2	12.4	15.8	15.0	12.8	13.5	11.0	14.7	12.2	14.1	12.0	7.9	17.9	
Net Diff.	-40.4	-0.6	-15.7	-31.8	-53.4	-54.8	-52.2	-20.0	-53.3	-30.1	-53.3	-51.4	-30.7	
Mean	1.81	2.36	2.12	1.95	1.65	1.62	1.63	2.09	1.63	1.96	1.62	1.65	1.96	



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40. DO YOU SUPPORT OR OPPOSE FEDERAL TAX DOLLARS BEING USED TO PROMOTE GENDER IDEOLOGY AT GOVERNMENT AGENCIES LIKE THE CIA, U.S. NAVY, AND DEPARTMENT OF LABOR?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	URBAN	SUB-URBAN	RURAL
		NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG			
Total	2000	207	497	526	771	54	187	244	455	153	310	282	315	544	1036	420
SUPPORT	23.2	41.8	30.2	18.8	16.7	38.0	37.7	18.7	12.0	43.1	25.6	18.9	23.4	31.8	22.0	15.0
Strongly	7.7	8.9	12.0	6.3	5.5	5.4	12.4	6.7	4.6	10.2	11.8	6.0	6.8	11.4	7.5	3.2
Somewhat	15.5	32.9	18.2	12.5	11.2	32.6	25.3	12.0	7.5	32.9	13.9	12.9	16.6	20.3	14.5	11.8
OPPOSE	63.6	44.1	55.2	68.3	71.0	52.3	52.5	75.9	79.7	41.2	56.9	61.7	58.5	53.8	64.8	73.4
Somewhat	16.0	22.1	16.1	15.1	14.9	19.6	12.8	12.9	11.7	23.0	18.1	17.0	19.6	16.9	17.1	12.1
Strongly	47.6	22.0	39.1	53.3	56.1	32.7	39.7	63.0	68.0	18.2	38.8	44.8	38.9	36.9	47.7	61.3
DON'T KNOW	13.2	14.1	14.6	12.9	12.3	9.7	9.8	5.4	8.3	15.7	17.5	19.4	18.1	14.4	13.2	11.6
Net Diff.	-40.4	-2.3	-25.1	-49.5	-54.3	-14.3	-14.8	-57.2	-67.6	1.9	-31.2	-42.9	-35.1	-22.1	-42.7	-58.4
Mean	1.81	2.33	2.04	1.68	1.61	2.12	2.12	1.60	1.44	2.42	1.98	1.75	1.89	2.07	1.79	1.51



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41. DO YOU FAVOR OR OPPOSE FEDERAL TAX DOLLARS BEING USED BY THE STATE DEPARTMENT AND USAID TO PROMOTE GENDER IDEOLOGY IN FOREIGN COUNTRIES?

BANNER 1

	ANMP SCORE										NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO		
	10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ UNDEAN VT	UND. VOTE	TOTAL DEM	6-7 FLTD	0-5		
Total	2000	220	313	353	413	351	229	78	43	1487	886	498	103	579	352	250	307	513	266	247
SUPPORT	17.1	0.8	1.0	6.1	18.5	30.1	32.7	38.7	67.3	10.5	3.0	20.3	27.4	7.2	9.3	13.1	15.8	36.5	30.5	42.9
Strongly	5.7	0.8	0.3	2.2	6.6	9.1	6.8	13.9	39.2	3.6	1.2	7.1	7.2	3.9	2.8	5.0	2.9	11.7	9.0	14.6
Somewhat	11.5	0.0	0.7	3.9	11.9	21.0	26.0	24.8	28.0	6.9	1.8	13.2	20.3	3.4	6.5	8.2	13.0	24.8	21.5	28.3
OPPOSE	69.1	98.8	93.2	84.7	67.9	48.2	38.9	36.4	15.9	79.2	91.2	64.1	48.5	88.7	85.0	59.5	70.4	39.9	49.1	30.0
Somewhat	14.7	1.1	2.9	11.3	23.1	24.4	19.9	19.8	2.8	13.2	5.8	25.0	19.4	5.6	14.1	15.6	24.5	19.2	21.2	17.1
Strongly	54.3	97.7	90.3	73.3	44.8	23.9	19.0	16.6	13.1	66.0	85.4	39.1	29.1	83.1	70.9	43.9	45.9	20.7	27.9	12.9
DON'T KNOW	13.8	0.4	5.8	9.2	13.6	21.7	28.4	24.9	16.9	10.4	5.8	15.6	24.0	4.1	5.7	27.4	13.8	23.7	20.5	27.1
Net Diff.	-51.9	-98.0	-92.2	-78.5	-49.4	-18.2	-6.1	2.3	51.4	-68.7	-88.2	-43.9	-21.1	-81.5	-75.8	-46.4	-54.6	-3.4	-18.6	12.9
Mean	1.63	1.04	1.05	1.28	1.77	2.19	2.29	2.48	3.12	1.42	1.14	1.86	2.07	1.25	1.38	1.65	1.68	2.36	2.15	2.61



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BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD			
		EAST	MID- WEST	SOUTH	WEST	DEFIN- ITELY VOTING	VERY/ SMWHT LIKELY	Very Likely	Smwht Likely
Total	2000	354	440	738	468	1558	442	269	173
SUPPORT	17.1	15.5	18.0	16.0	19.2	16.1	20.6	17.8	24.9
Strongly	5.7	5.1	6.1	5.8	5.5	6.0	4.4	4.3	4.6
Somewhat	11.5	10.4	12.0	10.3	13.8	10.1	16.2	13.6	20.3
OPPOSE	69.1	70.8	67.3	71.2	66.0	71.3	61.2	65.5	54.5
Somewhat	14.7	18.1	15.2	11.7	16.4	13.4	19.5	19.0	20.1
Strongly	54.3	52.7	52.1	59.5	49.6	57.9	41.7	46.4	34.4
DON'T KNOW	13.8	13.7	14.7	12.7	14.7	12.5	18.2	16.7	20.5
Net Diff.	-51.9	-55.3	-49.3	-55.2	-46.8	-55.2	-40.6	-47.6	-29.6
Mean	1.63	1.63	1.67	1.57	1.71	1.59	1.80	1.71	1.94



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41. DO YOU FAVOR OR OPPOSE FEDERAL TAX DOLLARS BEING USED BY THE STATE DEPARTMENT AND USAID TO PROMOTE GENDER IDEOLOGY IN FOREIGN COUNTRIES?

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-		JOB: JOE BIDEN		
		UNITED STATES		FOR CONGRESS		UND-	UNDE-	APP-	Strong	Smwht	DISAP-
		RIGHT	WRONG	REPUB-	DEMO-	UND-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	ECI-	CIDED	ROVE			PROVE
		TION				DED					
Total	2000	540	1456	930	820	250	513	826	293	532	1174
SUPPORT	17.1	32.7	11.4	8.0	28.7	13.1	15.7	30.7	38.6	26.4	7.6
Strongly	5.7	10.3	4.0	3.4	8.4	5.0	4.4	9.6	17.9	5.0	2.9
Somewhat	11.5	22.4	7.5	4.5	20.3	8.2	11.3	21.1	20.6	21.4	4.7
OPPOSE	69.1	46.7	77.5	87.3	51.3	59.5	65.9	48.2	40.3	52.5	83.8
Somewhat	14.7	22.2	12.0	8.8	21.2	15.6	17.0	20.2	17.0	21.9	10.9
Strongly	54.3	24.5	65.5	78.5	30.1	43.9	48.9	28.0	23.3	30.6	72.9
DON'T KNOW	13.8	20.6	11.1	4.7	20.0	27.4	18.4	21.1	21.1	21.1	8.6
Net Diff.	-51.9	-14.0	-66.1	-79.3	-22.6	-46.4	-50.3	-17.4	-1.8	-26.1	-76.2
Mean	1.63	2.23	1.44	1.30	2.09	1.65	1.65	2.16	2.42	2.01	1.32



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41. DO YOU FAVOR OR OPPOSE FEDERAL TAX DOLLARS BEING USED BY THE STATE DEPARTMENT AND USAID TO PROMOTE GENDER IDEOLOGY IN FOREIGN COUNTRIES?

BANNER 4

	TOTAL	2020 BALLOT		PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	829	922	724	742	534	476	254	211	248	488	323
SUPPORT	17.1	7.4	25.3	6.8	30.6	12.5	5.9	34.7	10.4	8.6	28.4	13.9
Strongly	5.7	2.9	8.0	2.7	9.6	4.1	2.4	14.8	2.5	3.4	6.9	5.1
Somewhat	11.5	4.5	17.3	4.1	21.0	8.4	3.5	19.8	7.8	5.2	21.5	8.7
OPPOSE	69.1	87.7	53.9	88.1	48.2	72.3	92.2	46.5	79.2	80.4	49.1	67.8
Somewhat	14.7	8.0	20.6	9.0	20.5	14.5	7.5	20.6	13.6	11.7	20.5	15.1
Strongly	54.3	79.7	33.3	79.2	27.6	57.8	84.7	25.9	65.6	68.6	28.5	52.7
DON'T KNOW	13.8	4.9	20.8	5.1	21.3	15.2	2.0	18.9	10.4	11.0	22.5	18.3
Net Diff.	-51.9	-80.2	-28.6	-81.3	-17.6	-59.8	-86.3	-11.8	-68.8	-71.8	-20.6	-54.0
Mean	1.63	1.27	2.00	1.27	2.16	1.51	1.22	2.29	1.41	1.36	2.09	1.59



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41. DO YOU FAVOR OR OPPOSE FEDERAL TAX DOLLARS BEING USED BY THE STATE DEPARTMENT AND USAID TO PROMOTE GENDER IDEOLOGY IN FOREIGN COUNTRIES?

BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	553	232	321	734	427	287	713	43	136	545	413	267	61	97	330	107
SUPPORT	17.1	37.1	44.7	31.6	12.6	5.6	7.5	6.4	31.6	11.1	3.8	39.3	16.7	32.3	30.0	9.9	4.7
Strongly	5.7	12.9	20.4	7.5	2.8	1.9	4.5	2.9	12.6	2.6	2.0	13.7	3.0	10.9	9.9	2.8	3.0
Somewhat	11.5	24.1	24.3	24.0	9.7	3.7	3.0	3.4	19.0	8.5	1.8	25.6	13.6	21.4	20.1	7.1	1.7
OPPOSE	69.1	42.8	33.6	49.4	69.9	89.5	87.4	88.6	65.0	77.2	92.6	37.4	62.2	59.4	55.8	73.1	84.9
Somewhat	14.7	18.8	13.2	22.9	19.6	9.6	2.0	6.5	12.9	19.3	6.0	18.8	24.5	14.9	21.6	15.8	4.1
Strongly	54.3	24.0	20.4	26.5	50.3	79.9	85.4	82.1	52.1	57.9	86.6	18.6	37.7	44.5	34.2	57.3	80.8
DON'T KNOW	13.8	20.1	21.7	19.0	17.5	4.9	5.1	5.0	3.3	11.6	3.6	23.3	21.2	8.3	14.2	17.0	10.4
Net Diff.	-51.9	-5.7	11.1	-17.9	-57.3	-83.9	-79.9	-82.3	-33.4	-66.1	-88.9	1.9	-45.5	-27.1	-25.8	-63.2	-80.2
Mean	1.63	2.33	2.57	2.16	1.58	1.24	1.23	1.23	1.92	1.50	1.16	2.45	1.77	1.99	2.07	1.46	1.18



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BANNER 6

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	871	297	832	1062	350	46	305	1478	976	503	171	613	134	504	559
SUPPORT	17.1	29.4	13.7	5.5	13.8	29.4	57.2	25.2	14.9	16.1	12.5	11.7	11.2	9.5	19.9	18.5
Strongly	5.7	9.5	3.4	2.4	3.0	13.3	40.6	9.2	4.0	3.8	4.3	4.2	2.2	2.0	8.2	6.4
Somewhat	11.5	19.9	10.3	3.1	10.8	16.1	16.5	16.0	10.9	12.2	8.2	7.5	9.1	7.5	11.7	12.1
OPPOSE	69.1	50.3	68.8	88.8	73.1	63.0	38.3	66.7	71.0	70.3	72.3	65.4	77.6	82.9	69.1	60.4
Somewhat	14.7	21.0	16.0	7.7	16.7	13.3	10.9	13.7	15.6	15.3	16.1	10.3	14.0	6.0	13.8	17.4
Strongly	54.3	29.3	52.8	81.1	56.4	49.6	27.4	53.0	55.4	55.0	56.2	55.1	63.5	76.8	55.3	43.0
DON'T KNOW	13.8	20.2	17.5	5.7	13.1	7.6	4.6	8.1	14.2	13.7	15.2	22.9	11.2	7.6	11.0	21.1
Net Diff.	-51.9	-20.9	-55.1	-83.3	-59.3	-33.6	18.9	-41.5	-56.1	-54.2	-59.8	-53.8	-66.3	-73.3	-49.3	-41.9
Mean	1.63	2.12	1.57	1.22	1.54	1.93	2.74	1.80	1.57	1.59	1.54	1.49	1.44	1.29	1.69	1.77



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41. DO YOU FAVOR OR OPPOSE FEDERAL TAX DOLLARS BEING USED BY THE STATE DEPARTMENT AND USAID TO PROMOTE GENDER IDEOLOGY IN FOREIGN COUNTRIES?

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1229	771	481	290	503	437	726	334
SUPPORT	17.1	17.3	16.9	15.4	19.3	14.9	14.4	19.0	20.1
Strongly	5.7	5.5	6.0	4.1	9.1	5.0	6.7	5.8	5.0
Somewhat	11.5	11.8	10.9	11.3	10.2	9.9	7.7	13.2	15.1
OPPOSE	69.1	67.2	72.1	72.4	71.6	75.5	78.5	61.4	63.6
Somewhat	14.7	14.6	15.0	16.3	12.7	12.1	12.7	16.3	17.9
Strongly	54.3	52.6	57.1	56.1	58.8	63.4	65.8	45.1	45.7
DON'T KNOW	13.8	15.5	11.1	12.2	9.1	9.6	7.1	19.6	16.3
Net Diff.	-51.9	-49.9	-55.2	-57.0	-52.3	-60.7	-64.1	-42.5	-43.5
Mean	1.63	1.65	1.61	1.58	1.67	1.52	1.52	1.75	1.75



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41. DO YOU FAVOR OR OPPOSE FEDERAL TAX DOLLARS BEING USED BY THE STATE DEPARTMENT AND USAID TO PROMOTE GENDER IDEOLOGY IN FOREIGN COUNTRIES?

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1356	644	262	260	84	685	671	109	153	96	164
SUPPORT	17.1	13.8	24.1	24.6	24.9	24.7	11.7	16.0	24.8	24.4	23.8	25.6
Strongly	5.7	4.7	7.6	8.2	7.7	5.6	5.4	4.1	9.5	7.3	5.0	9.3
Somewhat	11.5	9.1	16.6	16.4	17.2	19.0	6.3	11.8	15.3	17.1	18.8	16.3
OPPOSE	69.1	72.8	61.3	64.9	57.0	61.8	81.6	63.8	67.6	62.9	59.9	55.3
Somewhat	14.7	12.6	19.2	17.6	21.3	18.8	10.0	15.2	14.0	20.1	22.1	20.9
Strongly	54.3	60.2	42.0	47.3	35.6	43.0	71.6	48.6	53.6	42.8	37.8	34.4
DON'T KNOW	13.8	13.4	14.6	10.6	18.1	13.5	6.7	20.3	7.6	12.7	16.3	19.1
Net Diff.	-51.9	-59.0	-37.1	-40.3	-32.0	-37.2	-70.0	-47.8	-42.7	-38.5	-36.1	-29.7
Mean	1.63	1.52	1.88	1.84	1.96	1.85	1.42	1.64	1.79	1.87	1.89	2.01



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41. DO YOU FAVOR OR OPPOSE FEDERAL TAX DOLLARS BEING USED BY THE STATE DEPARTMENT AND USAID TO PROMOTE GENDER IDEOLOGY IN FOREIGN COUNTRIES?

BANNER 9

	TOTAL	AGE						AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
Total	2000	160	257	357	332	370	524	775	1225	1106	894	940	1060	
SUPPORT	17.1	45.1	30.1	18.9	12.9	9.8	8.8	28.1	10.2	23.5	9.2	14.7	19.3	
Strongly	5.7	14.6	9.8	6.9	4.5	2.9	2.8	9.4	3.3	7.9	2.8	5.8	5.6	
Somewhat	11.5	30.6	20.3	12.1	8.5	6.9	6.1	18.6	7.0	15.6	6.4	8.9	13.8	
OPPOSE	69.1	39.3	55.3	64.9	75.9	78.1	77.1	56.4	77.1	62.3	77.5	76.9	62.1	
Somewhat	14.7	20.6	16.1	12.3	16.2	15.9	12.2	15.3	14.4	15.5	13.7	12.4	16.8	
Strongly	54.3	18.7	39.2	52.6	59.7	62.1	64.9	41.2	62.7	46.7	63.8	64.5	45.3	
DON'T KNOW	13.8	15.5	14.6	16.1	11.2	12.1	14.1	15.5	12.7	14.2	13.3	8.4	18.5	
Net Diff.	-51.9	5.8	-25.2	-46.0	-63.0	-68.3	-68.3	-28.4	-66.8	-38.8	-68.3	-62.3	-42.8	
Mean	1.63	2.49	2.01	1.68	1.52	1.44	1.38	1.96	1.44	1.82	1.40	1.52	1.75	



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41. DO YOU FAVOR OR OPPOSE FEDERAL TAX DOLLARS BEING USED BY THE STATE DEPARTMENT AND USAID TO PROMOTE GENDER IDEOLOGY IN FOREIGN COUNTRIES?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	URBAN	SUB-URBAN	RURAL
		NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG			
Total	2000	207	497	526	771	54	187	244	455	153	310	282	315	544	1036	420
SUPPORT	17.1	42.6	23.3	13.7	8.7	44.2	27.5	14.0	6.3	42.1	20.7	13.5	12.1	24.9	16.4	8.9
Strongly	5.7	12.8	8.3	4.3	2.9	16.0	10.6	5.5	2.8	11.7	6.9	3.4	3.2	8.1	5.6	2.6
Somewhat	11.5	29.8	15.0	9.4	5.7	28.2	16.9	8.5	3.5	30.4	13.8	10.2	8.9	16.8	10.8	6.4
OPPOSE	69.1	40.2	62.4	74.6	77.4	47.5	61.7	79.5	85.2	37.7	62.7	70.3	66.1	61.1	68.9	79.9
Somewhat	14.7	18.9	14.7	15.6	13.0	21.4	13.2	11.7	11.3	18.1	15.5	19.0	15.5	17.8	14.3	11.8
Strongly	54.3	21.3	47.7	59.0	64.4	26.1	48.5	67.8	73.9	19.6	47.2	51.3	50.6	43.2	54.6	68.1
DON'T KNOW	13.8	17.1	14.4	11.7	13.9	8.2	10.8	6.5	8.5	20.3	16.5	16.1	21.8	14.0	14.7	11.2
Net Diff.	-51.9	2.4	-39.1	-60.8	-68.7	-3.3	-34.3	-65.5	-79.0	4.4	-42.0	-56.8	-54.0	-36.1	-52.5	-71.0
Mean	1.63	2.41	1.81	1.54	1.39	2.37	1.88	1.48	1.29	2.43	1.77	1.59	1.55	1.88	1.62	1.36



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42. IF YOU WERE TO LABEL YOURSELF, WOULD YOU SAY YOU ARE A LIBERAL, A MODERATE, OR A CONSERVATIVE IN YOUR POLITICAL BELIEFS?

BANNER 1

	ANMP SCORE									NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
	TOTAL	10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND. VOTE DEM	TOTAL	6-7 FLTD	0-5	
Total	2000	220	313	353	413	351	229	78	43	1487	886	498	103	579	352	250	307	513	266	247
LIBERAL	27.7	0.8	6.8	17.1	27.5	42.4	53.0	66.5	78.1	14.6	9.4	23.2	17.0	5.9	9.9	12.5	37.8	65.6	55.2	76.8
Very	11.6	0.4	2.5	6.3	10.8	15.0	23.8	37.7	44.4	4.9	3.5	7.2	5.1	4.1	1.7	2.2	12.2	31.1	23.1	39.7
Somewhat	16.1	0.4	4.3	10.8	16.6	27.4	29.2	28.8	33.8	9.7	5.9	16.0	11.9	1.9	8.3	10.3	25.6	34.5	32.1	37.1
MODERATE	36.7	17.3	25.5	45.8	46.8	44.3	34.9	25.6	12.8	39.6	31.6	51.4	51.9	14.0	46.5	72.1	53.5	28.2	35.0	21.0
CONSERVATIVE	35.7	81.9	67.7	37.1	25.8	13.2	12.0	7.8	9.1	45.8	59.0	25.4	31.1	80.1	43.5	15.4	8.7	6.2	9.8	2.2
Somewhat	21.3	30.1	41.0	25.6	19.4	9.7	8.7	6.6	7.0	27.4	32.1	19.9	22.8	38.7	36.8	12.7	7.2	3.9	5.7	1.9
Very	14.3	51.8	26.7	11.5	6.4	3.5	3.3	1.3	2.1	18.5	26.9	5.6	8.3	41.4	6.7	2.7	1.4	2.3	4.1	0.4
DK/REFUSED	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	8.0	81.1	60.9	19.9	-1.7	-29.2	-41.0	-58.7	-69.0	31.3	49.6	2.2	14.1	74.2	33.6	2.9	-29.1	-59.4	-45.4	-74.5
Mean	3.11	4.33	3.85	3.25	2.94	2.59	2.38	2.05	1.89	3.45	3.73	3.01	3.17	4.12	3.39	3.03	2.60	2.12	2.36	1.86



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42. IF YOU WERE TO LABEL YOURSELF, WOULD YOU SAY YOU ARE A LIBERAL, A MODERATE, OR A CONSERVATIVE IN YOUR POLITICAL BELIEFS?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD			
		EAST	MID- WEST	SOUTH	WEST	DEFIN- ITELY VOTING	VERY/ SMWHT LIKELY	Very Likely	Smwht Likely
Total	2000	354	440	738	468	1558	442	269	173
LIBERAL	27.7	25.3	31.9	24.2	30.9	28.7	24.1	25.2	22.5
Very	11.6	10.0	13.3	10.3	13.1	12.7	7.7	8.8	6.0
Somewhat	16.1	15.2	18.6	13.9	17.8	16.0	16.5	16.4	16.5
MODERATE	36.7	38.5	33.9	34.8	40.9	32.3	52.2	51.2	53.8
CONSERVATIVE	35.7	36.2	34.2	41.0	28.2	39.1	23.7	23.7	23.7
Somewhat	21.3	23.3	21.3	22.4	18.2	21.9	19.2	18.4	20.5
Very	14.3	12.9	12.8	18.6	10.0	17.1	4.5	5.3	3.2
DK/REFUSED	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	8.0	11.0	2.3	16.8	-2.7	10.4	-0.5	-1.5	1.2
Mean	3.11	3.14	3.02	3.25	2.94	3.15	2.96	2.95	2.98



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42. IF YOU WERE TO LABEL YOURSELF, WOULD YOU SAY YOU ARE A LIBERAL, A MODERATE, OR A CONSERVATIVE IN YOUR POLITICAL BELIEFS?

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-		JOB: JOE BIDEN		
		UNITED STATES		FOR CONGRESS	ERS/						
		RIGHT	WRONG	REPUB-	DEMO-	UND-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	ECI-	CIDED	ROVE			PROVE
		TION				DED					
Total	2000	540	1456	930	820	250	513	826	293	532	1174
LIBERAL	27.7	50.2	19.3	7.4	55.2	12.5	19.0	51.1	65.6	43.1	11.2
Very	11.6	21.2	8.1	3.2	24.0	2.2	5.4	21.6	33.7	14.9	4.5
Somewhat	16.1	29.1	11.3	4.3	31.2	10.3	13.6	29.5	31.9	28.1	6.7
MODERATE	36.7	38.7	35.8	26.3	37.7	72.1	65.2	38.8	26.0	45.8	35.2
CONSERVATIVE	35.7	11.0	44.9	66.3	7.1	15.4	15.7	10.2	8.4	11.1	53.6
Somewhat	21.3	7.7	26.4	37.9	5.1	12.7	13.1	7.5	4.3	9.2	31.1
Very	14.3	3.3	18.4	28.3	2.0	2.7	2.7	2.7	4.1	1.9	22.5
DK/REFUSED	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	8.0	-39.2	25.5	58.8	-48.1	2.9	-3.3	-40.9	-57.2	-32.0	42.4
Mean	3.11	2.43	3.36	3.84	2.30	3.03	2.94	2.40	2.13	2.55	3.60



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42. IF YOU WERE TO LABEL YOURSELF, WOULD YOU SAY YOU ARE A LIBERAL, A MODERATE, OR A CONSERVATIVE IN YOUR POLITICAL BELIEFS?

BANNER 4

	TOTAL			2020 BALLOT			PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	829	922	724	742	534	476	254	211	248	488	323			
LIBERAL	27.7	6.7	47.7	5.9	55.7	18.2	6.0	58.9	15.4	5.8	54.1	20.0			
Very	11.6	3.2	19.3	2.6	24.4	5.9	2.8	27.9	4.8	2.2	22.6	6.6			
Somewhat	16.1	3.6	28.3	3.3	31.3	12.3	3.1	31.0	10.6	3.6	31.4	13.4			
MODERATE	36.7	26.0	42.3	18.8	36.0	61.8	15.2	31.7	60.7	25.8	38.3	62.5			
CONSERVATIVE	35.7	67.3	10.0	75.3	8.3	20.1	78.9	9.4	23.9	68.4	7.6	17.5			
Somewhat	21.3	36.9	7.5	41.9	5.8	15.1	43.1	6.7	19.2	39.6	5.3	12.4			
Very	14.3	30.3	2.5	33.4	2.5	5.0	35.8	2.7	4.7	28.8	2.3	5.1			
DK/REFUSED	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
Net Diff.	8.0	60.5	-37.6	69.4	-47.5	1.9	72.9	-49.5	8.5	62.6	-46.4	-2.5			
Mean	3.11	3.88	2.46	4.00	2.31	3.01	4.06	2.25	3.08	3.89	2.33	2.96			



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42. IF YOU WERE TO LABEL YOURSELF, WOULD YOU SAY YOU ARE A LIBERAL, A MODERATE, OR A CONSERVATIVE IN YOUR POLITICAL BELIEFS?

BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	553	232	321	734	427	287	713	43	136	545	413	267	61	97	330	107
LIBERAL	27.7	100.0	100.0	100.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	100.0	0.0	0.0	100.0	0.0	0.0
Very	11.6	41.9	100.0	0.0	0.0	0.0	0.0	0.0	44.3	0.0	0.0	43.9	0.0	0.0	32.5	0.0	0.0
Somewhat	16.1	58.1	0.0	100.0	0.0	0.0	0.0	0.0	55.7	0.0	0.0	56.1	0.0	0.0	67.5	0.0	0.0
MODERATE	36.7	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	100.0	0.0	0.0	100.0	0.0
CONSERVATIVE	35.7	0.0	0.0	0.0	0.0	100.0	100.0	100.0	0.0	0.0	100.0	0.0	0.0	100.0	0.0	0.0	100.0
Somewhat	21.3	0.0	0.0	0.0	0.0	100.0	0.0	59.8	0.0	0.0	55.6	0.0	0.0	70.2	0.0	0.0	75.3
Very	14.3	0.0	0.0	0.0	0.0	0.0	100.0	40.2	0.0	0.0	44.4	0.0	0.0	29.8	0.0	0.0	24.7
DK/REFUSED	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	8.0	-100.0	-100.0	-100.0	0.0	100.0	100.0	100.0	-100.0	0.0	100.0	-100.0	0.0	100.0	-100.0	0.0	100.0
Mean	3.11	1.58	1.00	2.00	3.00	4.00	5.00	4.40	1.56	3.00	4.44	1.56	3.00	4.30	1.67	3.00	4.25



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42. IF YOU WERE TO LABEL YOURSELF, WOULD YOU SAY YOU ARE A LIBERAL, A MODERATE, OR A CONSERVATIVE IN YOUR POLITICAL BELIEFS?

BANNER 6

	TOTAL	VOTE BEHAVIOR				VB		CONSIDER YOURSELF					RELIGION			
						COMBO										
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER	WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC	NON- RELI- GIOUS
Total	2000	871	297	832	1062	350	46	305	1478	976	503	171	613	134	504	559
LIBERAL	27.7	53.9	15.0	4.6	21.1	32.6	57.1	28.9	25.7	25.4	26.1	34.9	19.8	12.3	24.3	39.5
Very	11.6	23.1	4.1	2.2	4.4	14.2	36.1	10.9	10.4	9.4	12.4	16.6	7.7	1.9	10.0	17.9
Somewhat	16.1	30.9	10.9	2.4	16.7	18.4	21.1	18.0	15.3	16.0	13.8	18.3	12.2	10.4	14.3	21.6
MODERATE	36.7	39.3	68.9	22.4	49.9	26.8	18.1	28.1	38.7	37.0	41.9	40.0	37.6	20.9	35.9	40.9
CONSERVATIVE	35.7	6.7	16.1	73.0	29.0	40.7	24.8	43.0	35.7	37.6	31.9	25.1	42.5	66.8	39.8	19.6
Somewhat	21.3	4.4	13.4	41.9	23.5	23.8	12.5	25.5	21.7	22.6	19.9	13.5	25.2	32.1	26.4	12.2
Very	14.3	2.3	2.6	31.1	5.5	16.9	12.3	17.6	14.0	15.0	12.1	11.6	17.3	34.7	13.4	7.4
DK/REFUSED	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	8.0	-47.2	1.0	68.4	8.0	8.1	-32.3	14.2	10.0	12.2	5.8	-9.7	22.7	54.5	15.5	-20.0
Mean	3.11	2.32	3.00	3.97	3.09	3.11	2.44	3.21	3.14	3.18	3.05	2.85	3.32	3.87	3.19	2.70



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42. IF YOU WERE TO LABEL YOURSELF, WOULD YOU SAY YOU ARE A LIBERAL, A MODERATE, OR A CONSERVATIVE IN YOUR POLITICAL BELIEFS?

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1229	771	481	290	503	437	726	334
LIBERAL	27.7	27.3	28.2	27.1	30.0	21.4	23.5	31.5	34.3
Very	11.6	12.2	10.5	9.9	11.6	10.1	9.9	13.7	11.3
Somewhat	16.1	15.1	17.6	17.2	18.4	11.2	13.6	17.7	23.0
MODERATE	36.7	40.0	31.5	30.9	32.4	34.3	24.8	43.9	40.3
CONSERVATIVE	35.7	32.7	40.4	42.0	37.6	44.4	51.7	24.7	25.4
Somewhat	21.3	19.4	24.4	26.9	20.1	25.5	30.7	15.3	16.0
Very	14.3	13.3	16.0	15.1	17.5	18.9	21.0	9.4	9.4
DK/REFUSED	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	8.0	5.4	12.2	14.9	7.6	23.0	28.2	-6.8	-8.8
Mean	3.11	3.06	3.18	3.20	3.14	3.32	3.39	2.89	2.89



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BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1356	644	262	260	84	685	671	109	153	96	164
LIBERAL	27.7	24.3	34.7	32.0	34.6	43.3	17.6	31.1	30.4	33.1	39.4	31.8
Very	11.6	10.3	14.3	15.0	15.9	9.8	7.8	12.9	15.2	14.9	19.7	13.7
Somewhat	16.1	14.0	20.4	17.0	18.7	33.6	9.9	18.2	15.2	18.2	19.7	18.1
MODERATE	36.7	34.1	42.2	38.7	48.6	33.5	26.4	41.8	35.9	40.8	42.5	52.3
CONSERVATIVE	35.7	41.6	23.1	29.3	16.7	23.2	55.9	27.1	33.7	26.1	18.1	15.9
Somewhat	21.3	24.6	14.5	18.3	10.2	16.5	31.8	17.2	24.0	14.3	10.7	9.9
Very	14.3	17.1	8.6	11.0	6.6	6.7	24.1	9.9	9.8	11.8	7.5	6.0
DK/REFUSED	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	8.0	17.3	-11.6	-2.7	-17.9	-20.2	38.3	-4.0	3.3	-7.0	-21.2	-15.9
Mean	3.11	3.24	2.83	2.93	2.73	2.77	3.55	2.93	2.98	2.90	2.67	2.76



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42. IF YOU WERE TO LABEL YOURSELF, WOULD YOU SAY YOU ARE A LIBERAL, A MODERATE, OR A CONSERVATIVE IN YOUR POLITICAL BELIEFS?

BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	2000	160	257	357	332	370	524	775	1225	1106	894	940	1060
LIBERAL	27.7	43.9	31.3	29.9	25.7	24.6	22.8	33.2	24.1	31.0	23.5	22.4	32.3
Very	11.6	20.9	15.9	12.6	10.6	10.0	7.7	15.4	9.2	14.0	8.6	10.0	13.0
Somewhat	16.1	22.9	15.4	17.3	15.1	14.6	15.1	17.8	15.0	17.0	14.9	12.3	19.4
MODERATE	36.7	38.1	41.2	40.7	42.4	34.0	29.6	40.3	34.4	40.9	31.4	29.9	42.7
CONSERVATIVE	35.7	18.0	27.5	29.4	32.0	41.4	47.6	26.4	41.5	28.1	45.1	47.8	24.9
Somewhat	21.3	11.9	16.0	18.2	19.2	25.4	27.5	16.2	24.6	17.1	26.6	27.9	15.5
Very	14.3	6.2	11.6	11.1	12.8	16.0	20.1	10.2	16.9	11.0	18.4	19.9	9.4
DK/REFUSED	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	8.0	-25.8	-3.7	-0.6	6.3	16.8	24.9	-6.8	17.4	-2.9	21.5	25.4	-7.4
Mean	3.11	2.59	2.92	2.98	3.08	3.23	3.37	2.88	3.25	2.94	3.31	3.35	2.89



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42. IF YOU WERE TO LABEL YOURSELF, WOULD YOU SAY YOU ARE A LIBERAL, A MODERATE, OR A CONSERVATIVE IN YOUR POLITICAL BELIEFS?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	URBAN	SUB-URBAN	RURAL
		NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG			
Total	2000	207	497	526	771	54	187	244	455	153	310	282	315	544	1036	420
LIBERAL	27.7	40.2	31.2	26.0	23.1	38.7	35.3	23.1	14.7	40.7	28.7	28.6	35.3	33.9	27.6	19.8
Very	11.6	20.5	14.0	11.3	7.8	19.7	18.7	11.8	4.4	20.8	11.2	11.0	12.6	16.1	11.1	7.0
Somewhat	16.1	19.6	17.2	14.7	15.3	19.0	16.7	11.3	10.3	19.9	17.5	17.6	22.6	17.8	16.5	12.7
MODERATE	36.7	40.0	40.5	40.2	30.9	34.4	34.9	32.9	25.6	42.0	43.9	46.6	38.5	41.0	35.1	35.0
CONSERVATIVE	35.7	19.8	28.3	33.7	46.0	26.9	29.8	44.0	59.7	17.3	27.4	24.8	26.2	25.1	37.4	45.2
Somewhat	21.3	12.0	16.0	20.8	27.6	23.9	16.6	25.4	34.4	7.9	15.7	16.9	17.8	14.4	23.5	24.9
Very	14.3	7.8	12.3	12.9	18.4	2.9	13.2	18.6	25.3	9.5	11.7	8.0	8.4	10.7	13.8	20.3
DK/REFUSED	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	8.0	-20.3	-2.9	7.7	22.8	-11.8	-5.5	20.9	45.0	-23.3	-1.2	-3.7	-9.1	-8.8	9.8	25.5
Mean	3.11	2.67	2.95	3.09	3.33	2.71	2.89	3.28	3.66	2.65	2.99	2.93	2.87	2.86	3.13	3.39



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43. WHEN THERE IS A GENERAL ELECTION, HOW DO YOU USUALLY VOTE?

BANNER 1

	TOTAL	ANMP SCORE								NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
		10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND. VOTE DEM	TOTAL	6-7 FLTD	0-5	
Total	2000	220	313	353	413	351	229	78	43	1487	886	498	103	579	352	250	307	513	266	247
DEMOCRAT	43.6	3.3	10.8	33.9	55.9	65.5	65.7	80.7	84.5	25.7	18.1	41.4	14.6	3.9	11.0	25.9	83.3	95.3	95.5	95.1
Always	24.6	0.9	4.8	14.1	31.3	35.3	42.0	59.9	67.7	9.4	7.6	13.6	5.3	2.2	2.0	6.0	34.4	68.6	69.6	67.5
Usually	18.9	2.4	6.0	19.8	24.6	30.1	23.7	20.8	16.8	16.3	10.6	27.8	9.3	1.7	9.1	19.9	48.9	26.7	25.9	27.6
TICKET-SPLITTER	14.9	7.4	10.0	19.3	16.5	18.7	16.4	9.1	6.5	18.9	13.1	25.3	37.7	4.9	20.3	54.4	14.7	3.2	3.0	3.5
REPUBLICAN	41.6	89.2	79.3	46.8	27.6	15.8	17.8	10.2	9.0	55.4	68.8	33.3	47.7	91.2	68.7	19.7	2.0	1.4	1.5	1.4
Usually	19.3	33.3	35.7	23.5	15.5	8.8	7.6	5.6	1.9	25.5	30.2	18.6	18.6	24.7	53.9	16.3	2.0	1.2	1.0	1.4
Always	22.3	55.9	43.6	23.3	12.1	7.0	10.2	4.6	7.1	29.9	38.6	14.7	29.1	66.5	14.8	3.4	0.0	0.2	0.5	0.0
Net Diff.	-2.0	85.9	68.5	13.0	-28.2	-49.6	-47.9	-70.5	-75.5	29.8	50.7	-8.2	33.1	87.2	57.6	-6.1	-81.3	-93.9	-94.0	-93.8
Mean	2.96	4.41	4.07	3.22	2.53	2.22	2.20	1.74	1.64	3.50	3.82	2.93	3.57	4.51	3.70	2.91	1.84	1.38	1.37	1.39



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43. WHEN THERE IS A GENERAL ELECTION, HOW DO YOU USUALLY VOTE?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD			
		EAST	MID- WEST	SOUTH	WEST	DEFIN- ITELY VOTING	VERY/ SMWHT LIKELY	Very Likely	Smwht Likely
Total	2000	354	440	738	468	1558	442	269	173
DEMOCRAT	43.6	43.3	45.4	37.8	51.0	43.9	42.4	42.2	42.7
Always	24.6	23.3	24.9	22.6	28.5	26.2	19.2	20.8	16.7
Usually	18.9	19.9	20.6	15.2	22.6	17.7	23.2	21.4	26.0
TICKET-SPLITTER	14.9	17.6	14.4	13.9	14.7	11.6	26.2	26.9	25.1
REPUBLICAN	41.6	39.1	40.1	48.3	34.2	44.5	31.4	30.9	32.2
Usually	19.3	19.8	20.6	19.6	17.2	19.2	19.4	21.1	16.7
Always	22.3	19.3	19.6	28.7	17.1	25.2	12.0	9.8	15.5
Net Diff.	-2.0	-4.2	-5.3	10.5	-16.8	0.6	-10.9	-11.2	-10.5
Mean	2.96	2.92	2.89	3.17	2.72	3.00	2.82	2.78	2.88



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43. WHEN THERE IS A GENERAL ELECTION, HOW DO YOU USUALLY VOTE?

BANNER 3

	TOTAL	DIRECTION:			GENERIC BALLOT			LEAN-		JOB: JOE BIDEN		
		UNITE	STATES		FOR	CONGRESS	ERS/					
		RIGHT	WRONG	REPUB-	DEMO-	UND-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	ECI-	CIDED	ROVE			PROVE	
		TION				DED						
Total	2000	540	1456	930	820	250	513	826	293	532	1174	
DEMOCRAT	43.6	78.7	30.6	6.6	90.8	25.9	34.0	82.7	92.6	77.2	16.1	
Always	24.6	50.3	15.1	2.1	55.8	6.0	10.9	51.3	72.7	39.5	5.9	
Usually	18.9	28.3	15.4	4.5	35.0	19.9	23.1	31.4	19.9	37.7	10.2	
TICKET-SPLITTER	14.9	13.0	15.5	10.7	7.5	54.4	39.4	11.8	3.1	16.6	17.0	
REPUBLICAN	41.6	8.3	54.0	82.7	1.6	19.7	26.7	5.5	4.3	6.2	66.9	
Usually	19.3	5.2	24.6	35.8	1.5	16.3	22.3	4.7	3.2	5.4	29.6	
Always	22.3	3.2	29.4	46.9	0.2	3.4	4.4	0.9	1.0	0.8	37.4	
Net Diff.	-2.0	-70.3	23.4	76.0	-89.2	-6.1	-7.3	-77.1	-88.3	-71.0	50.9	
Mean	2.96	1.83	3.38	4.21	1.55	2.91	2.86	1.72	1.40	1.90	3.82	



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43. WHEN THERE IS A GENERAL ELECTION, HOW DO YOU USUALLY VOTE?

BANNER 4

	TOTAL		2020 BALLOT			PARTY			MEN			WOMEN		
			TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	
Total	2000	829	922	724	742	534	476	254	211	248	488	323		
DEMOCRAT	43.6	4.4	80.6	3.4	90.6	32.6	2.6	90.8	29.0	4.9	90.5	35.0		
Always	24.6	1.6	47.8	0.9	59.9	7.9	0.7	57.3	7.5	1.1	61.2	8.1		
Usually	18.9	2.8	32.8	2.5	30.8	24.7	1.9	33.5	21.5	3.7	29.4	26.8		
TICKET-SPLITTER	14.9	11.4	13.9	7.0	7.3	36.0	6.5	7.1	33.3	8.0	7.4	37.8		
REPUBLICAN	41.6	84.3	5.5	89.6	2.1	31.4	90.9	2.1	37.7	87.2	2.1	27.2		
Usually	19.3	34.5	4.7	35.1	1.6	22.3	36.3	1.7	28.5	32.8	1.6	18.3		
Always	22.3	49.8	0.8	54.5	0.4	9.0	54.6	0.3	9.2	54.4	0.5	8.9		
Net Diff.	-2.0	79.9	-75.2	86.2	-88.6	-1.3	88.2	-88.7	8.6	82.3	-88.5	-7.7		
Mean	2.96	4.28	1.78	4.40	1.52	3.00	4.42	1.54	3.10	4.36	1.51	2.93		



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43. WHEN THERE IS A GENERAL ELECTION, HOW DO YOU USUALLY VOTE?

BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	553	232	321	734	427	287	713	43	136	545	413	267	61	97	330	107
DEMOCRAT	43.6	85.0	86.7	83.7	46.7	9.0	6.9	8.2	21.5	8.0	0.8	95.7	87.0	72.3	67.3	30.1	9.0
Always	24.6	56.7	75.4	43.3	19.2	4.8	5.9	5.2	7.3	0.6	0.4	68.3	49.3	48.8	29.2	2.5	5.0
Usually	18.9	28.2	11.2	40.5	27.5	4.3	1.0	2.9	14.1	7.4	0.4	27.4	37.7	23.4	38.1	27.6	4.0
TICKET-SPLITTER	14.9	8.1	5.3	10.1	27.9	9.4	2.7	6.7	22.7	21.1	2.2	2.8	12.1	16.2	24.0	43.5	24.0
REPUBLICAN	41.6	6.9	8.0	6.2	25.4	81.6	90.3	85.1	55.9	70.9	96.9	1.5	0.9	11.5	8.8	26.5	67.0
Usually	19.3	4.1	3.4	4.6	16.8	44.8	16.8	33.6	26.9	39.3	34.7	1.3	0.9	7.7	6.3	20.4	42.6
Always	22.3	2.8	4.6	1.5	8.6	36.8	73.5	51.5	29.0	31.5	62.3	0.2	0.0	3.8	2.5	6.0	24.3
Net Diff.	-2.0	-78.0	-78.6	-77.6	-21.3	72.5	83.4	76.9	34.4	62.9	96.1	-94.2	-86.1	-60.8	-58.5	-3.6	57.9
Mean	2.96	1.68	1.51	1.81	2.68	4.05	4.51	4.23	3.56	3.94	4.58	1.38	1.65	1.94	2.15	3.00	3.77



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43. WHEN THERE IS A GENERAL ELECTION, HOW DO YOU USUALLY VOTE?

BANNER 6

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	871	297	832	1062	350	46	305	1478	976	503	171	613	134	504	559
DEMOCRAT	43.6	100.0	0.0	0.0	35.7	43.0	55.1	41.2	42.3	41.1	44.6	55.5	39.1	20.6	40.0	53.4
Always	24.6	56.5	0.0	0.0	0.0	22.8	44.4	19.5	23.6	22.4	26.0	37.0	23.1	10.9	21.3	30.7
Usually	18.9	43.5	0.0	0.0	35.7	20.2	10.7	21.7	18.7	18.8	18.6	18.5	16.0	9.7	18.7	22.8
TICKET-SPLITTER	14.9	0.0	100.0	0.0	28.0	13.2	11.4	13.4	15.3	13.6	18.8	14.2	13.0	9.3	16.2	16.6
REPUBLICAN	41.6	0.0	0.0	100.0	36.3	43.8	33.5	45.4	42.4	45.3	36.6	30.3	47.9	70.1	43.8	30.0
Usually	19.3	0.0	0.0	46.4	36.3	19.1	14.8	19.8	20.0	21.9	16.4	13.2	21.4	30.6	20.0	15.7
Always	22.3	0.0	0.0	53.6	0.0	24.7	18.7	25.6	22.4	23.4	20.2	17.1	26.5	39.5	23.8	14.2
Net Diff.	-2.0	-100.0	0.0	100.0	0.6	0.8	-21.6	4.1	0.1	4.2	-7.9	-25.2	8.7	49.5	3.8	-23.5
Mean	2.96	1.43	3.00	4.54	3.01	3.03	2.53	3.10	2.99	3.05	2.86	2.55	3.12	3.78	3.06	2.60



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43. WHEN THERE IS A GENERAL ELECTION, HOW DO YOU USUALLY VOTE?

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1229	771	481	290	503	437	726	334
DEMOCRAT	43.6	43.9	43.0	40.3	47.5	33.4	31.1	51.2	58.6
Always	24.6	24.7	24.5	22.7	27.5	16.2	19.0	30.6	31.7
Usually	18.9	19.2	18.6	17.7	20.0	17.1	12.2	20.6	26.9
TICKET-SPLITTER	14.9	16.8	11.8	12.4	10.8	14.2	10.9	18.6	13.0
REPUBLICAN	41.6	39.3	45.2	47.3	41.7	52.4	58.0	30.3	28.5
Usually	19.3	18.0	21.3	22.6	19.1	23.7	27.0	14.1	13.8
Always	22.3	21.3	23.9	24.7	22.7	28.7	31.0	16.2	14.7
Net Diff.	-2.0	-4.6	2.2	7.0	-5.8	19.0	26.8	-20.9	-30.1
Mean	2.96	2.92	3.02	3.09	2.89	3.31	3.39	2.65	2.53



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43. WHEN THERE IS A GENERAL ELECTION, HOW DO YOU USUALLY VOTE?

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON-WHITE	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1356	644	262	260	84	685	671	109	153	96	164
DEMOCRAT	43.6	35.2	61.2	47.2	76.0	57.7	23.1	47.5	43.2	50.0	75.7	76.2
Always	24.6	18.9	36.5	26.4	50.9	27.0	12.3	25.7	23.1	28.8	41.9	56.1
Usually	18.9	16.2	24.7	20.7	25.2	30.7	10.7	21.8	20.1	21.2	33.8	20.1
TICKET-SPLITTER	14.9	14.6	15.5	19.0	13.2	14.6	12.1	17.1	15.2	21.7	12.1	13.8
REPUBLICAN	41.6	50.3	23.3	33.8	10.8	27.7	64.9	35.4	41.5	28.3	12.2	10.0
Usually	19.3	23.3	10.8	14.2	5.0	14.4	30.4	16.1	14.1	14.2	4.6	5.2
Always	22.3	26.9	12.6	19.7	5.9	13.3	34.5	19.2	27.4	14.1	7.6	4.9
Net Diff.	-2.0	15.1	-37.8	-13.3	-65.2	-30.0	41.8	-12.2	-1.7	-21.7	-63.6	-66.1
Mean	2.96	3.23	2.38	2.80	1.90	2.56	3.64	2.81	3.03	2.64	2.02	1.83



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43. WHEN THERE IS A GENERAL ELECTION, HOW DO YOU USUALLY VOTE?

BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	2000	160	257	357	332	370	524	775	1225	1106	894	940	1060
DEMOCRAT	43.6	54.2	47.7	47.7	41.9	39.6	39.3	49.0	40.1	46.9	39.4	32.3	53.5
Always	24.6	26.9	29.0	29.1	26.3	21.7	19.7	28.6	22.1	27.9	20.6	17.5	30.9
Usually	18.9	27.4	18.7	18.7	15.6	17.9	19.5	20.5	18.0	19.0	18.8	14.8	22.6
TICKET-SPLITTER	14.9	18.4	15.1	17.5	17.3	14.6	10.6	16.9	13.6	17.0	12.2	12.7	16.8
REPUBLICAN	41.6	27.4	37.3	34.8	40.8	45.8	50.2	34.1	46.3	36.1	48.4	55.0	29.7
Usually	19.3	14.9	17.3	13.5	17.5	23.9	23.4	15.0	22.0	15.8	23.6	25.2	14.0
Always	22.3	12.5	20.0	21.3	23.3	21.9	26.7	19.0	24.4	20.3	24.8	29.8	15.7
Net Diff.	-2.0	-26.8	-10.4	-12.9	-1.1	6.2	10.9	-15.0	6.2	-10.8	9.0	22.6	-23.8
Mean	2.96	2.59	2.81	2.79	2.96	3.06	3.18	2.76	3.09	2.82	3.13	3.35	2.61



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43. WHEN THERE IS A GENERAL ELECTION, HOW DO YOU USUALLY VOTE?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	207	497	526	771	54	187	244	455	153	310	282	315	544	1036	420
DEMOCRAT	43.6	49.5	49.5	42.0	39.2	47.6	52.0	29.1	24.2	50.1	48.0	53.1	60.9	56.4	42.5	29.6
Always	24.6	26.1	28.8	26.9	19.9	25.9	29.1	19.5	10.7	26.1	28.6	33.4	33.3	33.7	23.4	15.8
Usually	18.9	23.4	20.7	15.0	19.3	21.6	22.9	9.6	13.5	24.0	19.4	19.7	27.6	22.7	19.1	13.8
TICKET-SPLITTER	14.9	19.8	15.3	16.9	11.8	24.7	13.5	11.5	11.5	18.1	16.4	21.6	12.3	13.2	14.7	17.4
REPUBLICAN	41.6	30.7	35.2	41.1	48.9	27.8	34.5	59.4	64.2	31.7	35.6	25.3	26.8	30.4	42.9	53.0
Usually	19.3	15.6	14.4	19.4	23.3	18.3	13.4	24.6	31.3	14.6	15.1	14.9	11.8	14.2	20.4	23.1
Always	22.3	15.1	20.7	21.7	25.7	9.4	21.2	34.8	33.0	17.1	20.5	10.4	15.1	16.2	22.5	29.8
Net Diff.	-2.0	-18.8	-14.3	-0.8	9.7	-19.8	-17.5	30.3	40.0	-18.4	-12.4	-27.8	-34.0	-26.0	0.4	23.3
Mean	2.96	2.70	2.78	2.94	3.15	2.64	2.75	3.46	3.62	2.73	2.79	2.49	2.48	2.57	2.99	3.37



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44. WHAT IS THE HIGHEST LEVEL OF FORMAL EDUCATION THAT YOU HAVE COMPLETED?

BANNER 1

	ANMP SCORE									NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
	TOTAL	10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5
Total	2000	220	313	353	413	351	229	78	43	1487	886	498	103	579	352	250	307	513	266	247
LESS/COLLEGE GRADUATE	61.4	52.8	59.6	59.6	65.6	66.0	67.5	53.4	40.1	62.7	57.9	68.0	78.5	56.5	62.7	72.4	66.6	57.8	61.7	53.6
Some Grade School	0.3	0.0	0.4	0.0	0.5	0.4	0.6	0.0	0.0	0.2	0.1	0.2	0.5	0.0	0.7	0.0	0.0	0.7	0.9	0.4
Some High School	1.8	1.2	0.7	1.4	1.7	2.5	3.6	2.8	2.1	1.8	1.1	2.0	6.2	2.2	1.3	2.1	1.3	2.1	2.2	2.0
High School Grad.	19.6	18.4	16.1	18.1	22.2	23.7	21.6	11.6	6.9	21.4	17.4	27.2	27.5	20.0	21.1	24.7	21.6	14.2	14.9	13.5
Some College/Trade	22.4	17.7	24.4	18.1	26.0	24.2	22.7	22.4	18.0	21.5	20.3	23.3	24.1	18.9	19.4	27.3	24.3	25.1	28.7	21.2
Technical/Vocational	5.7	5.6	7.0	7.3	3.9	4.8	6.4	7.1	2.1	5.6	6.8	3.4	6.4	4.7	6.1	7.2	5.5	6.0	6.1	5.8
Associates Degree	11.6	9.9	11.0	14.7	11.4	10.3	12.6	9.5	11.1	12.2	12.2	11.9	13.9	10.7	14.0	11.1	13.9	9.8	8.9	10.8
COLLEGE GRADUATE	38.6	47.2	40.4	40.4	34.4	34.0	32.5	46.6	59.9	37.3	42.1	32.0	21.5	43.5	37.3	27.6	33.4	42.2	38.3	46.4
Bachelors Degree	24.0	26.1	24.5	25.4	22.5	23.2	19.0	27.6	41.5	24.0	25.3	23.0	17.8	26.9	25.2	19.2	21.1	24.2	22.4	26.2
Post-Graduate Degree	14.5	21.0	15.9	15.0	11.9	10.8	13.5	19.0	18.4	13.3	16.8	9.0	3.6	16.7	12.0	8.4	12.4	18.0	15.9	20.3



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44. WHAT IS THE HIGHEST LEVEL OF FORMAL EDUCATION THAT YOU HAVE COMPLETED?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD			
		EAST	MID- WEST	SOUTH	WEST	DEFIN- ITELY VOTING	VERY/ SMWHT LIKELY	Very Likely	Smwht Likely
Total	2000	354	440	738	468	1558	442	269	173
LESS/COLLEGE GRADUATE	61.4	56.1	65.1	64.0	58.1	57.7	74.6	67.0	86.5
Some Grade School	0.3	0.2	0.4	0.3	0.2	0.3	0.2	0.4	0.0
Some High School	1.8	1.9	1.5	1.5	2.8	1.6	2.7	2.0	3.7
High School Grad.	19.6	19.1	18.3	22.1	17.1	16.9	29.0	26.5	32.9
Some College/Trade	22.4	18.4	24.3	23.3	22.4	22.2	23.5	21.5	26.5
Technical/Vocational	5.7	5.0	6.4	5.3	6.1	5.5	6.6	5.8	7.8
Associates Degree	11.6	11.5	14.3	11.4	9.4	11.3	12.7	10.9	15.5
COLLEGE GRADUATE	38.6	43.9	34.9	36.0	41.9	42.3	25.4	33.0	13.5
Bachelors Degree	24.0	28.0	23.8	21.9	24.7	25.9	17.4	21.2	11.3
Post-Graduate Degree	14.5	15.9	11.1	14.2	17.2	16.3	8.0	11.7	2.2



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44. WHAT IS THE HIGHEST LEVEL OF FORMAL EDUCATION THAT YOU HAVE COMPLETED?

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN				
		UNITED STATES		FOR CONGRESS			ERS/					
		RIGHT	WRONG	REPUB-	DEMO-	UND-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	ECI-	CIDED	ROVE			PROVE	
		TION				DED						
Total	2000	540	1456	930	820	250	513	826	293	532	1174	
LESS/COLLEGE GRADUATE	61.4	56.5	63.3	58.8	61.1	72.4	70.3	59.1	56.2	60.8	63.1	
Some Grade School	0.3	0.4	0.3	0.3	0.4	0.0	0.3	0.4	1.1	0.0	0.2	
Some High School	1.8	2.1	1.7	1.8	1.8	2.1	1.6	2.0	1.4	2.4	1.7	
High School Grad.	19.6	18.8	19.9	20.4	17.0	24.7	25.8	16.8	16.7	16.9	21.5	
Some College/Trade	22.4	19.3	23.6	19.1	24.8	27.3	25.0	22.4	21.7	22.8	22.5	
Technical/Vocational	5.7	5.5	5.8	5.2	5.8	7.2	6.1	5.7	4.7	6.3	5.7	
Associates Degree	11.6	10.4	12.0	11.9	11.3	11.1	11.5	11.8	10.5	12.4	11.5	
COLLEGE GRADUATE	38.6	43.5	36.7	41.2	38.9	27.6	29.7	40.9	43.8	39.2	36.9	
Bachelors Degree	24.0	26.0	23.3	26.2	23.0	19.2	20.4	24.1	23.5	24.4	24.0	
Post-Graduate Degree	14.5	17.5	13.4	14.9	15.9	8.4	9.3	16.8	20.3	14.9	12.9	



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44. WHAT IS THE HIGHEST LEVEL OF FORMAL EDUCATION THAT YOU HAVE COMPLETED?

BANNER 4

	TOTAL		2020 BALLOT				PARTY			MEN			WOMEN			
			TRUMP	BIDEN	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-
					LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT
Total	2000	829	922	724	742	534	476	254	211	248	488	323				
LESS/COLLEGE GRADUATE	61.4	60.9	58.9	56.2	60.7	69.6	50.0	55.1	59.4	68.0	63.6	76.2				
Some Grade School	0.3	0.3	0.3	0.1	0.5	0.4	0.0	0.7	0.0	0.2	0.3	0.7				
Some High School	1.8	2.1	1.6	1.9	1.8	1.9	1.6	2.4	1.9	2.4	1.5	1.9				
High School Grad.	19.6	21.2	16.8	19.7	18.7	20.5	17.5	16.5	15.1	24.0	19.9	24.0				
Some College/Trade	22.4	20.4	22.6	18.6	22.4	27.7	17.2	19.0	28.3	21.3	24.2	27.2				
Technical/Vocational	5.7	5.3	5.5	4.3	5.1	8.5	4.4	5.3	5.8	4.0	5.0	10.2				
Associates Degree	11.6	11.6	12.1	11.7	12.2	10.6	9.3	11.2	8.3	16.2	12.7	12.2				
COLLEGE GRADUATE	38.6	39.1	41.1	43.8	39.3	30.4	50.0	44.9	40.6	32.0	36.4	23.8				
Bachelors Degree	24.0	25.4	24.3	29.1	22.9	18.8	32.0	26.0	23.1	23.4	21.4	15.9				
Post-Graduate Degree	14.5	13.7	16.8	14.7	16.3	11.6	18.0	18.9	17.5	8.6	15.0	7.8				



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44. WHAT IS THE HIGHEST LEVEL OF FORMAL EDUCATION THAT YOU HAVE COMPLETED?

BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	553	232	321	734	427	287	713	43	136	545	413	267	61	97	330	107
LESS/COLLEGE GRADUATE	61.4	60.7	64.9	57.7	66.9	56.0	57.0	56.4	67.5	63.6	53.4	54.6	70.9	57.4	83.7	65.0	70.8
Some Grade School	0.3	0.7	1.7	0.0	0.2	0.0	0.3	0.1	1.1	0.0	0.0	0.6	0.0	1.5	1.0	0.4	0.0
Some High School	1.8	1.9	2.5	1.4	2.4	1.2	1.2	1.2	2.1	5.3	1.0	2.3	1.0	2.0	0.0	2.4	2.0
High School Grad.	19.6	17.5	14.9	19.4	22.8	16.6	19.5	17.7	34.1	29.3	16.2	14.1	25.0	22.2	24.9	18.3	23.2
Some College/Trade	22.4	24.1	29.6	20.2	23.6	19.3	21.0	20.0	12.9	16.8	19.5	22.5	24.2	14.3	35.9	25.9	25.7
Technical/Vocational	5.7	5.6	6.2	5.1	6.6	4.0	6.2	4.9	6.3	2.8	4.5	4.0	7.3	3.1	12.1	7.6	8.0
Associates Degree	11.6	10.9	10.0	11.6	11.3	14.8	8.9	12.4	11.1	9.4	12.3	11.2	13.4	14.3	9.8	10.4	12.0
COLLEGE GRADUATE	38.6	39.3	35.1	42.3	33.1	44.0	43.0	43.6	32.5	36.4	46.6	45.4	29.1	42.6	16.3	35.0	29.2
Bachelors Degree	24.0	23.5	20.5	25.7	20.3	30.4	25.3	28.3	24.5	25.5	30.3	26.5	16.9	25.6	10.8	20.8	19.7
Post-Graduate Degree	14.5	15.7	14.5	16.6	12.8	13.7	17.7	15.3	8.0	10.9	16.2	18.9	12.1	17.0	5.5	14.1	9.5



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44. WHAT IS THE HIGHEST LEVEL OF FORMAL EDUCATION THAT YOU HAVE COMPLETED?

BANNER 6

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	871	297	832	1062	350	46	305	1478	976	503	171	613	134	504	559
LESS/COLLEGE GRADUATE	61.4	61.9	69.4	58.1	62.5	32.7	36.4	32.1	65.6	59.6	77.4	84.3	64.3	59.6	55.0	67.1
Some Grade School	0.3	0.2	1.1	0.1	0.4	0.1	0.0	0.2	0.4	0.3	0.6	0.0	0.2	0.0	0.9	0.0
Some High School	1.8	1.4	2.8	2.0	1.6	2.2	4.3	1.9	1.4	0.7	2.9	4.7	1.8	1.1	0.6	2.8
High School Grad.	19.6	19.0	20.2	19.9	18.1	8.1	10.6	7.7	20.8	16.8	28.6	32.2	20.0	12.4	17.6	24.3
Some College/Trade	22.4	24.0	25.5	19.8	23.4	11.2	13.3	10.8	24.4	23.5	26.0	28.9	24.9	21.6	18.1	24.1
Technical/Vocational	5.7	5.7	7.5	5.1	6.6	2.9	3.1	2.9	6.2	5.7	7.0	7.4	5.4	7.3	5.5	6.1
Associates Degree	11.6	11.7	12.3	11.2	12.4	8.2	5.1	8.7	12.5	12.6	12.3	11.0	12.1	17.1	12.3	9.7
COLLEGE GRADUATE	38.6	38.1	30.6	41.9	37.5	67.3	63.6	67.9	34.4	40.4	22.6	15.7	35.7	40.4	45.0	32.9
Bachelors Degree	24.0	22.3	20.0	27.4	23.9	34.7	28.8	35.6	22.9	27.1	14.8	11.9	22.5	27.7	29.4	19.9
Post-Graduate Degree	14.5	15.8	10.5	14.5	13.6	32.7	34.8	32.3	11.4	13.3	7.8	3.8	13.2	12.7	15.6	13.0



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44. WHAT IS THE HIGHEST LEVEL OF FORMAL EDUCATION THAT YOU HAVE COMPLETED?

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN	WOMEN		
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.			LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1229	771	481	290	503	437	726	334
LESS/COLLEGE GRADUATE	61.4	100.0	0.0	0.0	0.0	100.0	0.0	100.0	0.0
Some Grade School	0.3	0.5	0.0	0.0	0.0	0.4	0.0	0.6	0.0
Some High School	1.8	3.0	0.0	0.0	0.0	3.5	0.0	2.7	0.0
High School Grad.	19.6	31.8	0.0	0.0	0.0	31.2	0.0	32.3	0.0
Some College/Trade	22.4	36.5	0.0	0.0	0.0	37.7	0.0	35.7	0.0
Technical/Vocational	5.7	9.3	0.0	0.0	0.0	9.3	0.0	9.2	0.0
Associates Degree	11.6	18.9	0.0	0.0	0.0	17.9	0.0	19.5	0.0
COLLEGE GRADUATE	38.6	0.0	100.0	100.0	100.0	0.0	100.0	0.0	100.0
Bachelors Degree	24.0	0.0	62.4	100.0	0.0	0.0	61.1	0.0	64.1
Post-Graduate Degree	14.5	0.0	37.6	0.0	100.0	0.0	38.9	0.0	35.9



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44. WHAT IS THE HIGHEST LEVEL OF FORMAL EDUCATION THAT YOU HAVE COMPLETED?

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1356	644	262	260	84	685	671	109	153	96	164
LESS/COLLEGE GRADUATE	61.4	59.2	66.2	71.6	67.4	45.9	48.7	69.9	72.8	70.8	66.5	67.9
Some Grade School	0.3	0.1	0.8	1.3	0.5	0.0	0.0	0.2	0.8	1.7	1.0	0.3
Some High School	1.8	1.5	2.5	3.1	2.7	0.0	1.6	1.5	2.5	3.6	4.4	1.7
High School Grad.	19.6	18.4	21.9	24.9	22.1	11.7	13.0	23.9	26.2	24.0	29.7	17.6
Some College/Trade	22.4	22.4	22.5	23.7	22.8	17.2	19.5	25.5	24.0	23.5	19.9	24.5
Technical/Vocational	5.7	6.3	4.5	5.4	4.7	2.2	5.7	6.9	4.4	6.1	2.9	5.7
Associates Degree	11.6	10.4	14.0	13.2	14.5	14.8	8.9	12.0	14.9	12.0	8.6	18.1
COLLEGE GRADUATE	38.6	40.8	33.8	28.4	32.6	54.1	51.3	30.1	27.2	29.2	33.5	32.1
Bachelors Degree	24.0	25.1	21.9	19.3	21.1	33.5	31.2	18.8	16.3	21.4	21.9	20.6
Post-Graduate Degree	14.5	15.7	11.9	9.1	11.5	20.6	20.1	11.3	10.9	7.8	11.6	11.5



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44. WHAT IS THE HIGHEST LEVEL OF FORMAL EDUCATION THAT YOU HAVE COMPLETED?

BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	2000	160	257	357	332	370	524	775	1225	1106	894	940	1060
LESS/COLLEGE GRADUATE	61.4	84.8	69.2	61.4	62.8	61.3	49.7	68.9	56.8	67.0	54.5	53.5	68.5
Some Grade School	0.3	1.3	0.8	0.2	0.0	0.3	0.0	0.7	0.1	0.5	0.1	0.2	0.4
Some High School	1.8	5.6	2.6	2.7	1.1	1.4	0.6	3.2	1.0	2.6	0.9	1.9	1.8
High School Grad.	19.6	27.5	28.2	21.3	18.3	18.4	13.3	24.9	16.2	22.9	15.4	16.7	22.1
Some College/Trade	22.4	34.7	23.2	20.6	21.1	21.0	21.5	24.4	21.2	23.4	21.3	20.2	24.5
Technical/Vocational	5.7	1.4	5.4	6.7	7.4	6.6	4.7	5.2	6.0	5.8	5.5	5.0	6.3
Associates Degree	11.6	14.3	9.0	10.0	14.9	13.6	9.6	10.5	12.3	11.9	11.3	9.6	13.4
COLLEGE GRADUATE	38.6	15.2	30.8	38.6	37.2	38.7	50.3	31.1	43.2	33.0	45.5	46.5	31.5
Bachelors Degree	24.0	13.8	21.1	24.2	25.6	23.2	28.2	21.0	26.0	22.4	26.1	28.4	20.2
Post-Graduate Degree	14.5	1.4	9.6	14.4	11.7	15.4	22.1	10.1	17.3	10.6	19.4	18.1	11.3



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44. WHAT IS THE HIGHEST LEVEL OF FORMAL EDUCATION THAT YOU HAVE COMPLETED?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	URBAN	SUB-	RURAL
		NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	URBAN		
Total	2000	207	497	526	771	54	187	244	455	153	310	282	315	544	1036	420
LESS/COLLEGE GRADUATE	61.4	83.7	63.8	62.4	53.4	85.9	58.9	53.2	47.6	83.0	66.6	70.3	61.7	60.6	57.1	73.1
Some Grade School	0.3	1.5	0.4	0.0	0.1	0.0	0.5	0.0	0.2	2.0	0.4	0.0	0.0	0.2	0.4	0.3
Some High School	1.8	5.5	2.1	1.6	0.8	4.0	3.0	2.4	0.9	6.0	1.6	1.0	0.8	1.2	1.7	2.9
High School Grad.	19.6	28.4	24.5	18.6	14.6	36.4	26.1	17.9	9.8	25.5	23.6	19.2	21.6	20.1	16.1	27.3
Some College/Trade	22.4	32.8	22.1	20.2	21.4	28.3	16.4	17.8	22.0	34.4	25.6	22.2	20.6	22.7	21.4	24.6
Technical/Vocational	5.7	2.6	6.4	6.0	5.9	0.9	5.7	4.4	5.5	3.2	6.9	7.4	6.4	6.1	5.4	5.8
Associates Degree	11.6	13.0	8.1	16.0	10.5	16.3	7.3	10.7	9.1	11.9	8.7	20.5	12.3	10.3	12.1	12.2
COLLEGE GRADUATE	38.6	16.3	36.2	37.6	46.6	14.1	41.1	46.8	52.4	17.0	33.4	29.7	38.3	39.4	42.9	26.9
Bachelors Degree	24.0	14.2	22.5	26.0	26.3	14.1	26.6	30.9	29.5	14.3	20.1	21.8	21.8	22.8	27.1	18.2
Post-Graduate Degree	14.5	2.0	13.7	11.6	20.3	0.0	14.5	15.9	22.9	2.8	13.3	7.9	16.5	16.6	15.8	8.6



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45. WOULD YOU CONSIDER YOURSELF...?

BANNER 1

	TOTAL	ANMP SCORE								NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
		10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND. VOTE DEM	TOTAL	6-7 FLTD	0-5	
Total	2000	220	313	353	413	351	229	78	43	1487	886	498	103	579	352	250	307	513	266	247
WEALTHY	2.3	0.4	2.2	0.8	3.4	3.6	2.3	1.2	5.8	2.1	1.2	3.3	4.0	3.5	2.5	0.7	0.3	2.8	3.7	1.9
UPPER MIDDLE CLASS	15.2	16.5	16.7	15.5	14.8	13.9	13.5	10.7	28.5	15.2	16.2	14.2	12.0	16.5	14.8	13.7	14.6	15.3	14.8	15.9
MIDDLE CLASS	48.8	52.5	49.7	51.1	48.5	46.4	48.4	49.9	26.8	50.0	51.0	47.5	53.8	52.2	50.1	46.8	48.4	45.2	47.5	42.8
LOWER MIDDLE CLASS	25.1	24.9	25.0	22.0	25.5	27.3	26.0	25.2	27.5	24.6	23.8	27.0	19.6	21.0	28.0	27.3	25.1	26.8	25.0	28.7
POOR	8.6	5.8	6.4	10.5	7.9	8.8	9.9	13.0	11.4	8.1	7.9	8.0	10.7	6.9	4.6	11.6	11.5	9.8	9.0	10.8
Mean	2.78	2.81	2.83	2.74	2.80	2.76	2.72	2.62	2.90	2.79	2.79	2.78	2.79	2.88	2.82	2.65	2.67	2.75	2.79	2.69



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

45. WOULD YOU CONSIDER YOURSELF...?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD			
		EAST	MID- WEST	SOUTH	WEST	DEFIN- ITELY VOTING	VERY/ SMWHT LIKELY	Very Likely	Smwht Likely
Total	2000	354	440	738	468	1558	442	269	173
WEALTHY	2.3	1.7	1.5	3.1	2.2	2.4	1.9	2.0	1.7
UPPER MIDDLE CLASS	15.2	14.5	14.8	14.4	17.5	16.2	11.7	13.2	9.5
MIDDLE CLASS	48.8	47.4	46.6	50.7	48.8	49.4	46.6	48.1	44.3
LOWER MIDDLE CLASS	25.1	28.1	26.8	23.2	24.4	24.0	29.3	27.5	32.1
POOR	8.6	8.4	10.3	8.5	7.0	8.0	10.5	9.2	12.4
Mean	2.78	2.73	2.70	2.80	2.84	2.81	2.65	2.71	2.56



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

45. WOULD YOU CONSIDER YOURSELF...?

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-		JOB: JOE BIDEN		
		UNITED STATES		FOR CONGRESS	ERS/						
		RIGHT	WRONG	REPUB-	DEMO-	UND-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	ECI-	CIDED	ROVE			PROVE
		TION				DED					
Total	2000	540	1456	930	820	250	513	826	293	532	1174
WEALTHY	2.3	4.6	1.4	3.1	1.9	0.7	0.6	3.5	6.1	2.1	1.4
UPPER MIDDLE CLASS	15.2	17.2	14.5	15.8	15.0	13.7	14.3	16.6	18.2	15.7	14.3
MIDDLE CLASS	48.8	50.4	48.2	51.4	46.4	46.8	45.7	47.2	46.7	47.5	49.9
LOWER MIDDLE CLASS	25.1	21.6	26.5	23.7	26.2	27.3	29.5	23.9	20.2	25.9	26.0
POOR	8.6	6.3	9.4	6.1	10.5	11.6	9.9	8.8	8.8	8.8	8.4
Mean	2.78	2.92	2.72	2.86	2.72	2.65	2.66	2.82	2.93	2.76	2.74



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

45. WOULD YOU CONSIDER YOURSELF...?

BANNER 4

	TOTAL		2020 BALLOT			PARTY			MEN			WOMEN		
			TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	
Total	2000	829	922	724	742	534	476	254	211	248	488	323		
WEALTHY	2.3	2.4	2.5	2.4	2.8	1.5	2.5	4.3	2.0	2.2	2.0	1.1		
UPPER MIDDLE CLASS	15.2	15.8	15.0	17.0	14.5	13.8	18.7	15.6	18.0	13.7	13.9	11.1		
MIDDLE CLASS	48.8	51.3	48.3	54.3	47.3	43.4	53.3	47.2	48.5	56.2	47.3	40.1		
LOWER MIDDLE CLASS	25.1	22.8	25.0	21.1	25.5	30.1	20.5	24.6	22.1	22.4	25.9	35.3		
POOR	8.6	7.7	9.1	5.2	9.9	11.2	5.0	8.2	9.4	5.5	10.8	12.4		
Mean	2.78	2.82	2.77	2.90	2.75	2.64	2.93	2.83	2.81	2.85	2.70	2.53		



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES
NATIONAL SURVEY: 2,000 LIKELY VOTERS

45. WOULD YOU CONSIDER YOURSELF...?

BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	553	232	321	734	427	287	713	43	136	545	413	267	61	97	330	107
WEALTHY	2.3	4.7	7.1	3.0	1.1	1.3	2.0	1.6	11.7	3.8	1.3	4.3	0.4	3.4	3.6	0.6	2.1
UPPER MIDDLE CLASS	15.2	15.9	14.3	17.1	11.7	18.2	18.7	18.4	11.7	11.0	18.9	17.4	8.5	21.1	11.2	14.5	14.0
MIDDLE CLASS	48.8	44.8	39.5	48.7	49.2	51.6	51.2	51.5	45.3	58.7	53.9	46.0	51.6	37.3	39.6	43.3	47.4
LOWER MIDDLE CLASS	25.1	23.8	26.9	21.5	28.7	23.4	21.1	22.5	22.1	21.5	21.0	22.6	29.2	28.6	29.4	31.3	26.9
POOR	8.6	10.8	12.2	9.7	9.3	5.4	6.9	6.0	9.2	5.0	4.9	9.7	10.3	9.7	16.2	10.3	9.7
Mean	2.78	2.80	2.77	2.82	2.67	2.87	2.88	2.87	2.95	2.87	2.91	2.84	2.59	2.80	2.57	2.64	2.72



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

45. WOULD YOU CONSIDER YOURSELF...?

BANNER 6

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	871	297	832	1062	350	46	305	1478	976	503	171	613	134	504	559
WEALTHY	2.3	2.9	1.8	1.8	1.6	13.1	100.0	0.0	0.0	0.0	0.0	0.0	1.8	3.1	1.8	1.3
UPPER MIDDLE CLASS	15.2	14.4	13.8	16.6	15.7	86.9	0.0	100.0	0.0	0.0	0.0	0.0	15.2	14.5	16.6	12.1
MIDDLE CLASS	48.8	46.1	44.5	53.2	49.8	0.0	0.0	0.0	66.0	100.0	0.0	0.0	48.9	54.7	54.5	44.8
LOWER MIDDLE CLASS	25.1	25.7	31.8	22.1	25.5	0.0	0.0	0.0	34.0	0.0	100.0	0.0	25.2	24.1	23.2	29.2
POOR	8.6	10.9	8.2	6.2	7.4	0.0	0.0	0.0	0.0	0.0	0.0	100.0	8.9	3.6	3.9	12.6
Mean	2.78	2.73	2.69	2.86	2.79	4.13	5.00	4.00	2.66	3.00	2.00	1.00	2.76	2.89	2.89	2.60



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45. WOULD YOU CONSIDER YOURSELF...?

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1229	771	481	290	503	437	726	334
WEALTHY	2.3	1.4	3.8	2.7	5.5	1.2	4.9	1.5	2.4
UPPER MIDDLE CLASS	15.2	8.0	26.8	22.5	34.0	8.4	28.5	7.6	24.7
MIDDLE CLASS	48.8	47.3	51.2	55.1	44.7	50.1	51.1	45.3	51.2
LOWER MIDDLE CLASS	25.1	31.7	14.7	15.4	13.6	29.6	13.2	33.1	16.7
POOR	8.6	11.7	3.5	4.2	2.2	10.8	2.3	12.4	5.0
Mean	2.78	2.56	3.13	3.04	3.27	2.60	3.20	2.53	3.03



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45. WOULD YOU CONSIDER YOURSELF...?

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON-WHITE	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1356	644	262	260	84	685	671	109	153	96	164
WEALTHY	2.3	1.7	3.6	3.6	4.7	0.0	2.5	0.8	5.3	2.4	4.0	5.1
UPPER MIDDLE CLASS	15.2	16.9	11.8	8.5	11.8	18.0	20.2	13.5	6.7	9.8	14.2	10.5
MIDDLE CLASS	48.8	48.7	48.9	52.6	42.5	64.7	51.5	45.8	53.6	51.8	38.6	44.8
LOWER MIDDLE CLASS	25.1	23.9	27.7	30.0	29.1	15.4	20.5	27.4	27.1	32.1	27.2	30.2
POOR	8.6	8.8	8.0	5.3	11.9	2.0	5.2	12.5	7.3	3.9	16.1	9.4
Mean	2.78	2.79	2.75	2.75	2.68	2.99	2.94	2.63	2.76	2.75	2.63	2.72



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45. WOULD YOU CONSIDER YOURSELF...?

BANNER 9

	TOTAL	AGE					AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	2000	160	257	357	332	370	524	775	1225	1106	894	940	1060
WEALTHY	2.3	4.8	4.9	2.4	2.2	0.6	1.5	3.7	1.4	3.2	1.1	2.9	1.8
UPPER MIDDLE CLASS	15.2	20.7	10.9	13.7	12.4	12.9	20.1	14.2	15.9	13.7	17.1	17.7	13.0
MIDDLE CLASS	48.8	50.6	46.9	46.3	44.7	47.8	54.1	47.4	49.7	46.6	51.5	50.6	47.2
LOWER MIDDLE CLASS	25.1	21.1	29.5	28.9	25.0	28.1	19.6	27.5	23.6	26.8	23.1	22.0	28.0
POOR	8.6	2.7	7.8	8.7	15.7	10.6	4.6	7.2	9.4	9.7	7.1	6.9	10.1
Mean	2.78	3.04	2.76	2.72	2.60	2.65	2.94	2.80	2.76	2.74	2.82	2.88	2.68



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

45. WOULD YOU CONSIDER YOURSELF...?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	207	497	526	771	54	187	244	455	153	310	282	315	544	1036	420
WEALTHY	2.3	4.1	3.5	1.9	1.3	9.4	4.3	2.5	1.7	2.2	3.1	1.3	0.7	4.6	1.8	0.5
UPPER MIDDLE CLASS	15.2	18.9	12.4	12.3	18.1	16.5	17.5	14.3	19.9	19.8	9.3	10.5	15.5	15.7	17.2	9.6
MIDDLE CLASS	48.8	48.0	47.6	45.4	52.1	52.0	42.4	49.6	54.3	46.7	50.7	41.8	48.8	41.7	55.7	41.0
LOWER MIDDLE CLASS	25.1	26.0	27.4	27.3	21.9	18.8	26.2	24.1	19.5	28.5	28.2	30.2	25.5	27.9	21.1	31.4
POOR	8.6	3.0	9.1	13.1	6.6	3.3	9.7	9.6	4.7	2.9	8.7	16.2	9.4	10.0	4.2	17.4
Mean	2.78	2.95	2.74	2.62	2.86	3.10	2.81	2.76	2.95	2.90	2.70	2.51	2.72	2.77	2.91	2.44



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46. WHAT IS YOUR RELIGIOUS AFFILIATION?

BANNER 1

	ANMP SCORE									NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
	TOTAL	10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5
Total	2000	220	313	353	413	351	229	78	43	1487	886	498	103	579	352	250	307	513	266	247
MAINSTREAM PROTESTANT	30.6	34.0	37.2	36.0	31.6	27.8	21.1	17.8	10.7	32.7	35.9	29.3	21.7	36.2	28.4	32.8	31.0	24.6	30.8	18.0
CATHOLIC	25.2	29.3	24.9	24.5	28.9	24.6	20.3	22.2	12.3	25.9	25.8	25.9	26.2	27.6	27.4	20.6	25.1	23.3	29.0	17.1
EVANGELICAL	6.7	13.6	11.9	6.6	4.9	4.1	3.1	1.0	1.9	8.2	10.2	5.0	5.9	10.9	11.8	2.3	3.6	2.4	3.6	1.1
JEWISH	3.9	3.1	1.8	3.4	4.0	4.5	6.0	1.3	15.8	3.5	2.8	4.2	6.5	3.7	2.4	3.9	4.4	5.1	4.2	6.0
ISLAM	1.1	0.0	0.0	1.0	1.4	1.9	1.8	1.6	0.0	0.9	0.4	1.1	4.4	0.3	0.5	1.7	1.9	1.5	2.6	0.3
BUDDHIST	1.1	0.9	0.7	1.6	0.8	0.4	1.3	3.5	3.0	1.2	1.1	0.9	3.4	1.0	0.4	2.8	1.3	0.7	0.0	1.5
MORMON	1.0	2.1	1.7	0.4	0.6	0.6	1.4	1.2	2.0	1.0	1.3	0.5	0.4	1.5	1.0	0.4	0.3	1.2	0.7	1.8
HINDU	0.6	0.0	0.0	0.0	0.2	1.2	2.1	1.3	3.1	0.4	0.0	0.9	1.0	0.0	0.6	0.4	0.8	1.4	0.3	2.5
SIKH	*	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	*	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
OTHER RELIGION	1.8	1.6	0.9	2.4	2.1	2.0	1.4	0.0	2.9	1.7	1.7	2.0	0.0	1.2	1.5	3.2	1.4	2.0	2.2	1.8
NON-REL/SECULAR/ATHEIST	28.0	15.5	20.9	23.8	25.5	32.9	41.4	50.0	48.4	24.6	20.7	30.1	30.6	17.5	26.0	31.9	30.2	37.8	26.6	49.9



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46. WHAT IS YOUR RELIGIOUS AFFILIATION?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD			
		EAST	MID- WEST	SOUTH	WEST	DEFIN- ITELY VOTING	VERY/ SMWHT LIKELY	Very Likely	Smwht Likely
Total	2000	354	440	738	468	1558	442	269	173
MAINSTREAM PROTESTANT	30.6	22.5	30.4	39.6	22.9	31.6	27.3	23.9	32.5
CATHOLIC	25.2	36.3	24.7	21.1	23.7	26.1	22.0	26.9	14.5
EVANGELICAL	6.7	3.6	8.3	8.5	4.6	7.2	5.0	6.6	2.6
JEWISH	3.9	8.8	2.0	2.7	4.0	4.1	3.2	2.5	4.2
ISLAM	1.1	0.5	0.7	0.7	2.5	0.9	1.9	1.4	2.5
BUDDHIST	1.1	1.7	0.9	0.8	1.3	0.8	2.1	2.4	1.8
MORMON	1.0	0.0	0.9	0.6	2.6	1.2	0.5	0.7	0.3
HINDU	0.6	0.9	0.9	0.5	0.4	0.2	2.0	1.1	3.3
SIKH	*	0.0	0.0	0.0	0.1	*	0.0	0.0	0.0
OTHER RELIGION	1.8	0.6	1.6	2.0	2.3	1.7	1.9	2.0	1.8
NON-REL/SECULAR/ATHEIST	28.0	25.2	29.6	23.5	35.6	26.2	34.2	32.6	36.6



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

46. WHAT IS YOUR RELIGIOUS AFFILIATION?

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN				
		UNITED STATES		FOR CONGRESS			ERS/					
		RIGHT	WRONG	REPUB-	DEMO-	UND-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	ECI-	CIDED	ROVE			PROVE	
		TION				DED						
Total	2000	540	1456	930	820	250	513	826	293	532	1174	
MAINSTREAM PROTESTANT	30.6	29.3	31.1	33.3	27.0	32.8	27.0	28.1	25.2	29.7	32.4	
CATHOLIC	25.2	28.1	24.2	27.5	24.0	20.6	23.3	24.3	28.8	21.8	25.8	
EVANGELICAL	6.7	4.5	7.5	11.3	2.8	2.3	4.1	3.6	4.9	2.8	8.9	
JEWISH	3.9	5.2	3.5	3.2	4.8	3.9	2.7	5.7	7.8	4.6	2.7	
ISLAM	1.1	2.0	0.7	0.4	1.6	1.7	2.0	1.8	2.2	1.5	0.6	
BUDDHIST	1.1	0.9	1.1	0.7	0.9	2.8	1.6	1.2	0.8	1.4	1.0	
MORMON	1.0	1.1	1.0	1.3	0.9	0.4	0.7	0.9	0.8	1.0	1.1	
HINDU	0.6	1.0	0.5	0.2	1.2	0.4	0.8	0.9	0.8	1.0	0.4	
SIKH	*	0.0	*	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	
OTHER RELIGION	1.8	1.6	1.8	1.3	1.8	3.2	2.8	1.9	1.4	2.1	1.7	
NON-REL/SECULAR/ATHEIST	28.0	26.4	28.5	20.7	35.0	31.9	35.1	31.7	27.4	34.1	25.3	



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46. WHAT IS YOUR RELIGIOUS AFFILIATION?

BANNER 4

	TOTAL		2020 BALLOT			PARTY			MEN			WOMEN		
			TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	
Total	2000	829	922	724	742	534	476	254	211	248	488	323		
MAINSTREAM PROTESTANT	30.6	33.6	28.7	34.1	28.8	28.4	37.1	22.4	31.2	28.3	32.2	26.7		
CATHOLIC	25.2	27.9	25.1	27.7	24.0	23.5	27.3	30.6	22.7	28.3	20.6	24.0		
EVANGELICAL	6.7	10.9	3.2	12.5	2.6	4.5	13.6	1.4	4.7	10.3	3.2	4.4		
JEWISH	3.9	2.7	5.6	3.4	5.8	2.0	2.9	5.1	1.9	4.3	6.2	2.1		
ISLAM	1.1	0.6	1.3	0.3	2.0	0.9	0.2	3.7	0.5	0.4	1.1	1.2		
BUDDHIST	1.1	0.6	1.1	0.8	1.3	1.2	0.6	2.5	0.8	1.1	0.7	1.4		
MORMON	1.0	1.2	0.8	1.6	0.9	0.3	1.0	1.4	0.4	2.9	0.7	0.3		
HINDU	0.6	0.1	0.8	0.1	1.5	0.0	0.0	2.3	0.0	0.4	1.2	0.0		
SIKH	*	0.1	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0		
OTHER RELIGION	1.8	1.4	1.9	1.2	1.2	3.2	1.3	0.9	2.5	1.1	1.4	3.7		
NON-REL/SECULAR/ATHEIST	28.0	20.9	31.5	18.3	31.7	35.9	15.8	29.7	35.3	23.1	32.7	36.2		



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46. WHAT IS YOUR RELIGIOUS AFFILIATION?

BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	553	232	321	734	427	287	713	43	136	545	413	267	61	97	330	107
MAINSTREAM PROTESTANT	30.6	22.0	20.2	23.2	31.4	36.2	37.1	36.5	14.5	30.6	36.5	23.5	35.0	38.1	18.8	28.9	35.7
CATHOLIC	25.2	22.1	21.8	22.4	24.7	31.2	23.5	28.1	32.4	25.1	27.9	21.6	26.1	30.9	19.7	23.3	27.6
EVANGELICAL	6.7	3.0	1.1	4.3	3.8	10.1	16.2	12.5	10.7	8.4	13.6	2.0	3.1	4.8	3.8	2.5	11.4
JEWISH	3.9	5.9	5.1	6.4	3.1	3.6	2.8	3.3	2.3	3.4	3.5	6.7	4.0	7.9	3.7	2.2	0.0
ISLAM	1.1	1.8	2.3	1.5	1.1	0.3	0.8	0.5	4.4	0.0	0.0	1.8	1.8	4.2	1.0	0.9	0.9
BUDDHIST	1.1	0.9	0.6	1.2	1.4	0.4	1.5	0.9	0.0	1.0	0.8	1.0	1.7	2.0	0.8	1.3	0.9
MORMON	1.0	0.6	0.6	0.6	0.7	0.7	3.1	1.7	0.0	1.1	1.9	0.8	1.4	0.0	0.0	0.0	1.7
HINDU	0.6	1.2	1.9	0.7	0.4	0.6	0.0	0.3	0.0	0.0	0.2	1.6	1.2	2.4	0.0	0.0	0.0
SIKH	*	0.0	0.0	0.0	0.0	0.2	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
OTHER RELIGION	1.8	2.5	3.2	2.1	2.2	0.7	0.5	0.7	6.2	2.3	0.6	1.6	0.8	0.0	4.7	3.3	1.5
NON-REL/SECULAR/ATHEIST	28.0	40.0	43.2	37.6	31.2	16.0	14.4	15.3	29.5	28.0	15.0	39.3	25.0	9.8	47.4	37.5	20.3



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46. WHAT IS YOUR RELIGIOUS AFFILIATION?

BANNER 6

	TOTAL	VOTE BEHAVIOR				VB		CONSIDER YOURSELF					RELIGION			
						COMBO		Upper	MIDDLE	Middle	Lower	POOR	MAIN-	EVAN-	CATH-	NON-
		DEMO-	TCKT	REPUB-	SWING	WLTHY/	Weal-	Middle	LOWER	Class	Middle	Class	STREAM	GEL-	OLIC	RELI-
		CRAT	SPLTTR	LICAN	VOTER	UPPER	thy	Class	MIDDLE		Class	PROT.	ICAL		GIOS	
Total	2000	871	297	832	1062	350	46	305	1478	976	503	171	613	134	504	559
MAINSTREAM PROTESTANT	30.6	27.5	26.8	35.3	29.1	29.8	24.6	30.5	30.7	30.7	30.7	31.9	100.0	0.0	0.0	0.0
CATHOLIC	25.2	23.1	27.4	26.6	26.0	26.5	20.0	27.5	26.5	28.1	23.2	11.6	0.0	0.0	100.0	0.0
EVANGELICAL	6.7	3.2	4.2	11.3	6.2	6.7	8.9	6.4	7.1	7.5	6.4	2.8	0.0	100.0	0.0	0.0
JEWISH	3.9	5.2	3.0	2.9	3.7	8.2	14.6	7.2	2.9	3.3	2.1	4.4	0.0	0.0	0.0	0.0
ISLAM	1.1	1.6	2.0	0.2	1.1	2.6	12.6	1.1	0.8	0.6	1.2	0.6	0.0	0.0	0.0	0.0
BUDDHIST	1.1	1.1	2.0	0.7	1.3	1.3	2.8	1.1	1.1	1.2	0.8	0.6	0.0	0.0	0.0	0.0
MORMON	1.0	0.8	0.7	1.4	0.7	1.3	0.0	1.5	1.0	1.0	1.0	0.5	0.0	0.0	0.0	0.0
HINDU	0.6	1.1	0.3	0.2	0.6	1.7	0.0	2.0	0.4	0.6	0.0	0.0	0.0	0.0	0.0	0.0
SIKH	*	0.0	0.0	0.1	0.0	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
OTHER RELIGION	1.8	2.0	2.3	1.3	2.2	0.3	0.0	0.3	1.6	1.3	2.1	6.4	0.0	0.0	0.0	0.0
NON-REL/SECULAR/ATHEIST	28.0	34.3	31.3	20.1	29.0	21.4	16.4	22.2	28.0	25.7	32.4	41.1	0.0	0.0	0.0	100.0



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46. WHAT IS YOUR RELIGIOUS AFFILIATION?

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1229	771	481	290	503	437	726	334
MAINSTREAM PROTESTANT	30.6	32.0	28.4	28.7	27.9	33.8	29.6	30.8	26.9
CATHOLIC	25.2	22.6	29.4	30.8	27.2	23.7	31.2	21.8	27.1
EVANGELICAL	6.7	6.5	7.0	7.7	5.9	7.5	9.3	5.8	4.0
JEWISH	3.9	2.9	5.6	5.2	6.1	2.3	4.3	3.3	7.2
ISLAM	1.1	0.8	1.5	0.4	3.3	0.8	1.6	0.9	1.2
BUDDHIST	1.1	0.9	1.4	1.5	1.2	0.7	1.7	1.0	1.0
MORMON	1.0	1.2	0.7	0.8	0.7	1.2	0.6	1.2	0.8
HINDU	0.6	0.4	0.9	0.6	1.4	0.8	0.4	0.2	1.6
SIKH	*	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0
OTHER RELIGION	1.8	2.1	1.2	1.2	1.3	1.6	1.3	2.4	1.1
NON-REL/SECULAR/ATHEIST	28.0	30.5	23.9	23.1	25.1	27.4	19.9	32.7	29.0



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46. WHAT IS YOUR RELIGIOUS AFFILIATION?

BANNER 8

	TOTAL	RACE					WHITE		HISPANIC		BLACK	
		WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1356	644	262	260	84	685	671	109	153	96	164
MAINSTREAM PROTESTANT	30.6	30.9	30.0	17.8	47.5	14.5	34.2	27.6	17.7	17.8	38.3	53.0
CATHOLIC	25.2	24.7	26.3	44.0	12.7	19.1	26.5	22.8	46.7	42.1	16.2	10.6
EVANGELICAL	6.7	7.3	5.5	4.7	5.6	6.4	9.7	4.8	4.3	4.9	5.6	5.6
JEWISH	3.9	4.6	2.5	3.3	1.7	1.0	3.4	5.8	5.0	2.0	0.0	2.8
ISLAM	1.1	0.6	2.2	1.4	2.0	5.0	0.8	0.3	0.8	1.9	3.1	1.3
BUDDHIST	1.1	0.5	2.3	0.9	1.1	11.2	0.5	0.5	0.0	1.5	0.5	1.5
MORMON	1.0	1.1	0.9	1.9	0.0	0.0	0.9	1.2	1.6	2.2	0.0	0.0
HINDU	0.6	0.2	1.5	0.0	1.1	8.3	0.2	0.2	0.0	0.0	1.5	0.8
SIKH	*	0.0	0.1	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0
OTHER RELIGION	1.8	1.9	1.4	1.4	1.6	0.0	1.1	2.8	3.4	0.0	1.6	1.6
NON-REL/SECULAR/ATHEIST	28.0	28.3	27.3	24.6	26.7	33.7	22.7	33.9	20.4	27.6	33.2	22.9



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46. WHAT IS YOUR RELIGIOUS AFFILIATION?

BANNER 9

	TOTAL	AGE						AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
Total	2000	160	257	357	332	370	524	775	1225	1106	894	940	1060	
MAINSTREAM PROTESTANT	30.6	20.7	20.7	28.8	36.2	33.4	34.3	24.4	34.6	28.0	34.0	31.8	29.6	
CATHOLIC	25.2	28.0	26.3	24.5	19.2	26.1	27.5	25.8	24.8	23.8	26.9	27.2	23.4	
EVANGELICAL	6.7	2.3	6.5	5.5	7.4	9.7	6.3	5.2	7.6	5.8	7.7	8.3	5.2	
JEWISH	3.9	3.8	3.2	1.5	1.9	3.7	7.5	2.5	4.8	2.3	5.9	3.2	4.5	
ISLAM	1.1	0.9	2.5	2.4	1.1	0.2	0.2	2.1	0.4	1.8	0.2	1.2	1.0	
BUDDHIST	1.1	2.6	1.7	1.3	1.0	1.2	0.2	1.7	0.7	1.5	0.6	1.1	1.0	
MORMON	1.0	1.7	0.0	1.8	1.4	0.7	0.8	1.2	0.9	1.3	0.7	1.0	1.1	
HINDU	0.6	2.6	1.3	0.8	0.3	0.0	0.2	1.3	0.2	1.0	0.1	0.6	0.6	
SIKH	*	0.0	0.3	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.1	0.0	
OTHER RELIGION	1.8	0.0	3.3	1.3	3.0	1.6	1.2	1.7	1.8	2.1	1.4	1.5	2.0	
NON-REL/SECULAR/ATHEIST	28.0	37.5	34.4	32.2	28.8	23.4	21.7	34.0	24.1	32.4	22.4	23.9	31.5	



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46. WHAT IS YOUR RELIGIOUS AFFILIATION?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	207	497	526	771	54	187	244	455	153	310	282	315	544	1036	420
MAINSTREAM PROTESTANT	30.6	21.8	24.5	35.2	33.9	18.6	22.1	31.3	37.7	22.9	25.9	38.6	28.4	26.4	28.8	40.8
CATHOLIC	25.2	26.4	25.8	21.1	27.2	27.8	32.3	22.3	27.6	26.0	21.9	20.1	26.7	26.7	27.4	17.9
EVANGELICAL	6.7	2.2	6.5	7.0	7.8	0.8	5.8	10.3	9.2	2.8	7.0	4.0	5.8	5.5	6.1	9.5
JEWISH	3.9	4.3	2.0	2.1	6.3	5.1	2.4	1.4	4.4	4.0	1.7	2.7	9.2	4.8	4.5	1.3
ISLAM	1.1	1.3	2.4	1.0	0.2	2.3	2.0	2.2	0.2	0.9	2.6	0.0	0.3	2.6	0.7	0.0
BUDDHIST	1.1	2.4	1.4	1.0	0.6	5.0	2.0	1.0	0.4	1.5	1.0	1.0	0.8	1.7	1.1	0.2
MORMON	1.0	1.3	1.0	1.2	0.8	0.0	2.0	1.3	0.5	1.8	0.3	1.2	1.4	0.4	1.2	1.3
HINDU	0.6	2.7	0.8	0.3	0.2	5.3	0.0	0.7	0.3	1.8	1.3	0.0	0.0	0.9	0.7	0.0
SIKH	*	0.0	0.1	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
OTHER RELIGION	1.8	1.9	1.5	2.4	1.5	1.2	1.5	1.6	1.4	2.2	1.4	3.1	1.5	0.7	1.6	3.5
NON-REL/SECULAR/ATHEIST	28.0	35.7	34.0	28.7	21.5	33.9	29.4	27.8	18.4	36.3	36.8	29.4	25.9	30.2	27.8	25.5



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47. WOULD YOU CONSIDER WHERE YOU LIVE TO BE A URBAN, SUBURBAN OR RURAL AREA?

BANNER 1

	ANMP SCORE									NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
	10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND. VOTE DEM	TOTAL	6-7 FLTD	0-5		
Total	2000	220	313	353	413	351	229	78	43	1487	886	498	103	579	352	250	307	513	266	247
URBAN AREA	27.2	18.3	18.1	21.3	32.2	32.8	36.4	29.7	40.2	24.6	19.4	31.1	37.2	20.6	23.2	25.3	33.0	34.8	35.0	34.6
SUBURBAN AREA	51.8	51.1	53.7	54.2	49.0	50.8	51.4	54.6	53.6	51.9	53.3	50.1	48.6	52.2	53.2	53.5	48.4	51.6	49.4	53.9
RURAL AREA	21.0	30.6	28.2	24.5	18.8	16.4	12.2	15.7	6.2	23.6	27.3	18.8	14.2	27.2	23.6	21.2	18.6	13.6	15.5	11.5



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

47. WOULD YOU CONSIDER WHERE YOU LIVE TO BE A URBAN, SUBURBAN OR RURAL AREA?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD			
		EAST	MID-WEST	SOUTH	WEST	DEFIN-ITELY VOTING	VERY/SMWHT LIKELY	Very Likely	Smwht Likely
Total	2000	354	440	738	468	1558	442	269	173
URBAN AREA	27.2	25.8	25.1	25.0	33.6	26.5	29.7	25.8	35.7
SUBURBAN AREA	51.8	54.3	49.7	51.3	52.6	52.3	49.9	54.9	42.1
RURAL AREA	21.0	19.9	25.1	23.6	13.8	21.2	20.4	19.3	22.2



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

47. WOULD YOU CONSIDER WHERE YOU LIVE TO BE A URBAN, SUBURBAN OR RURAL AREA?

BANNER 3

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-		JOB: JOE BIDEN		
		UNITED STATES		FOR CONGRESS	ERS/						
		RIGHT	WRONG	REPUB-	DEMO-	UND-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	ECI-	CIDED	ROVE			PROVE
		TION				DED					
Total	2000	540	1456	930	820	250	513	826	293	532	1174
URBAN AREA	27.2	35.3	24.1	21.6	34.2	25.3	26.9	33.7	34.9	32.9	22.7
SUBURBAN AREA	51.8	50.7	52.3	52.6	50.4	53.5	51.3	53.4	51.4	54.5	50.6
RURAL AREA	21.0	14.0	23.7	25.8	15.4	21.2	21.7	12.9	13.6	12.5	26.7



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NATIONAL SURVEY: 2,000 LIKELY VOTERS

47. WOULD YOU CONSIDER WHERE YOU LIVE TO BE A URBAN, SUBURBAN OR RURAL AREA?

BANNER 4

	TOTAL		2020 BALLOT			PARTY			MEN			WOMEN		
			TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	
Total	2000	829	922	724	742	534	476	254	211	248	488	323		
URBAN AREA	27.2	20.8	32.0	19.4	36.5	24.9	20.3	44.4	25.4	17.8	32.4	24.5		
SUBURBAN AREA	51.8	51.3	53.3	53.8	50.2	51.2	54.6	44.9	53.6	52.3	53.0	49.7		
RURAL AREA	21.0	27.9	14.7	26.8	13.3	23.9	25.1	10.7	21.0	29.9	14.6	25.8		



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47. WOULD YOU CONSIDER WHERE YOU LIVE TO BE A URBAN, SUBURBAN OR RURAL AREA?

BANNER 5

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	553	232	321	734	427	287	713	43	136	545	413	267	61	97	330	107
URBAN AREA	27.2	33.4	37.8	30.2	30.4	18.4	20.2	19.1	35.1	24.1	17.0	34.9	37.9	40.9	26.1	26.9	17.4
SUBURBAN AREA	51.8	51.6	49.5	53.2	49.6	57.1	50.0	54.3	32.9	56.0	54.9	54.1	44.6	48.3	49.1	50.9	54.3
RURAL AREA	21.0	15.0	12.7	16.6	20.1	24.5	29.7	26.6	32.0	19.9	28.1	11.0	17.5	10.9	24.8	22.2	28.3



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47. WOULD YOU CONSIDER WHERE YOU LIVE TO BE A URBAN, SUBURBAN OR RURAL AREA?

BANNER 6

TOTAL	VOTE BEHAVIOR					CONSIDER YOURSELF						RELIGION				
	DEMOCRAT	TICKET SPLIT	REPUBLICAN	SWING VOTER	VB COMBO	WEALTHY/UPPER MIDDLE	WEALTHY/MIDDLE CLASS	WEALTHY/LOWER MIDDLE CLASS	WEALTHY/LOWER CLASS	POOR	MAINSTREAM/PROTESTANT	EVANGELICAL	CATHOLIC	NON-RELIGIOUS		
Total	2000	871	297	832	1062	350	46	305	1478	976	503	171	613	134	504	559
URBAN AREA	27.2	35.2	24.2	19.9	25.7	31.6	54.7	28.1	25.6	23.2	30.2	31.9	23.4	22.5	28.8	29.4
SUBURBAN AREA	51.8	50.5	51.2	53.4	52.8	56.2	40.7	58.6	53.8	59.1	43.6	25.3	48.7	47.6	56.3	51.5
RURAL AREA	21.0	14.3	24.6	26.7	21.5	12.2	4.6	13.3	20.6	17.7	26.2	42.8	28.0	29.9	14.9	19.2



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47. WOULD YOU CONSIDER WHERE YOU LIVE TO BE A URBAN, SUBURBAN OR RURAL AREA?

BANNER 7

	TOTAL	EDUCATION LEVEL				MEN		WOMEN	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.
Total	2000	1229	771	481	290	503	437	726	334
URBAN AREA	27.2	26.8	27.8	25.7	31.1	27.3	28.6	26.5	26.7
SUBURBAN AREA	51.8	48.2	57.6	58.3	56.4	47.5	56.7	48.6	58.8
RURAL AREA	21.0	25.0	14.6	15.9	12.5	25.1	14.7	24.9	14.5



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47. WOULD YOU CONSIDER WHERE YOU LIVE TO BE A URBAN, SUBURBAN OR RURAL AREA?

BANNER 8

TOTAL	RACE						WHITE		HISPANIC		BLACK	
	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	
Total	2000	1356	644	262	260	84	685	671	109	153	96	164
URBAN AREA	27.2	20.9	40.5	37.1	46.3	38.9	22.6	19.1	39.3	35.5	45.9	46.6
SUBURBAN AREA	51.8	54.1	47.0	50.6	40.7	55.4	54.2	54.0	47.4	52.9	41.4	40.3
RURAL AREA	21.0	25.0	12.5	12.4	12.9	5.7	23.2	26.9	13.3	11.6	12.7	13.1



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47. WOULD YOU CONSIDER WHERE YOU LIVE TO BE A URBAN, SUBURBAN OR RURAL AREA?

BANNER 9

	TOTAL	AGE					AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	2000	160	257	357	332	370	524	775	1225	1106	894	940	1060
URBAN AREA	27.2	27.4	39.0	33.5	32.0	21.6	18.0	34.1	22.9	33.5	19.5	27.9	26.6
SUBURBAN AREA	51.8	63.4	42.7	44.3	43.8	50.7	63.7	47.7	54.4	46.5	58.3	51.8	51.8
RURAL AREA	21.0	9.2	18.3	22.2	24.1	27.8	18.3	18.2	22.8	20.0	22.2	20.3	21.6



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47. WOULD YOU CONSIDER WHERE YOU LIVE TO BE A URBAN, SUBURBAN OR RURAL AREA?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	207	497	526	771	54	187	244	455	153	310	282	315	544	1036	420
URBAN AREA	27.2	25.7	38.4	29.1	19.1	29.7	44.1	30.2	19.9	24.3	35.0	28.2	17.9	100.0	0.0	0.0
SUBURBAN AREA	51.8	60.6	43.2	44.7	59.9	55.6	42.0	43.6	59.7	62.4	43.9	45.5	60.1	0.0	100.0	0.0
RURAL AREA	21.0	13.6	18.4	26.3	21.0	14.7	13.9	26.2	20.4	13.3	21.1	26.3	22.0	0.0	0.0	100.0