



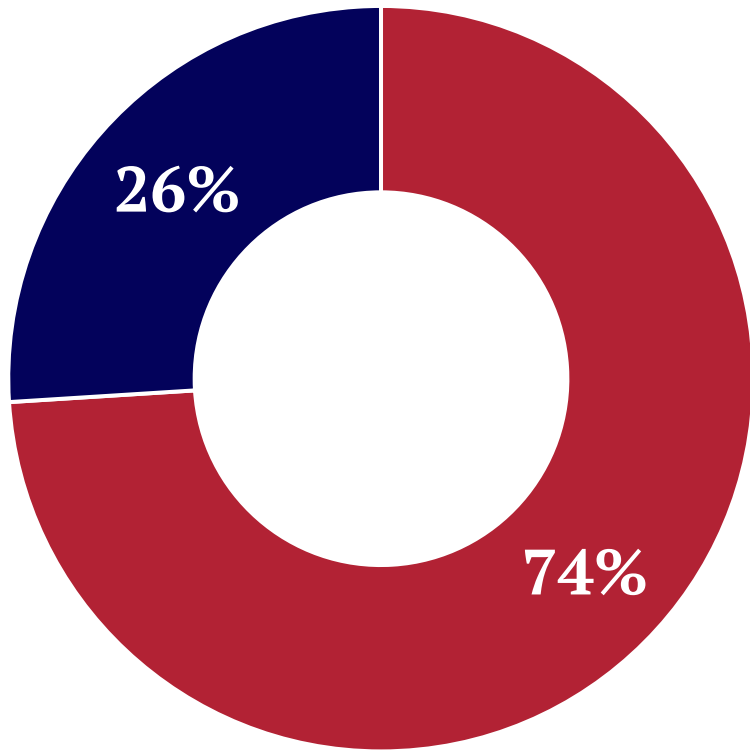
STATE OF PLAY – JUNE 22-25,
2023

 McLaughlin & Associates



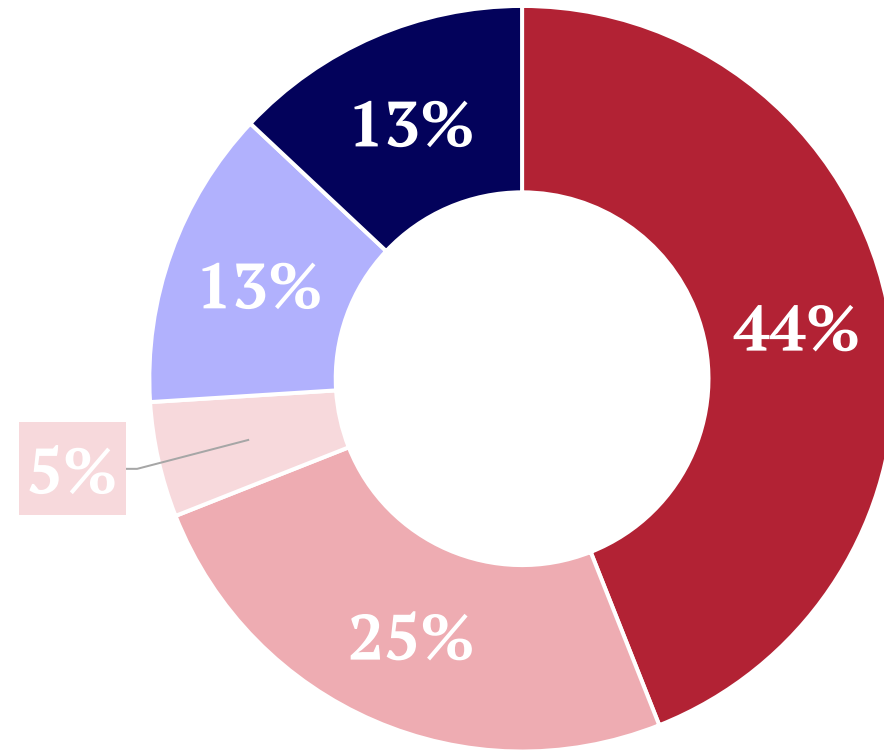
NEW MAJORITY – JUNE 22-25, 2023

Screener survey of 11 questions identified 74% of American voters as part of America's New Majority.



■ New Majority

■ Left Minority



■ 8-10 (All)

■ 6-7 Filtered (minus def vote dem; prob vote dem & strong approve Biden)

■ 0-5 Filtered (inc def, prob, or lean Republican; undecideds)

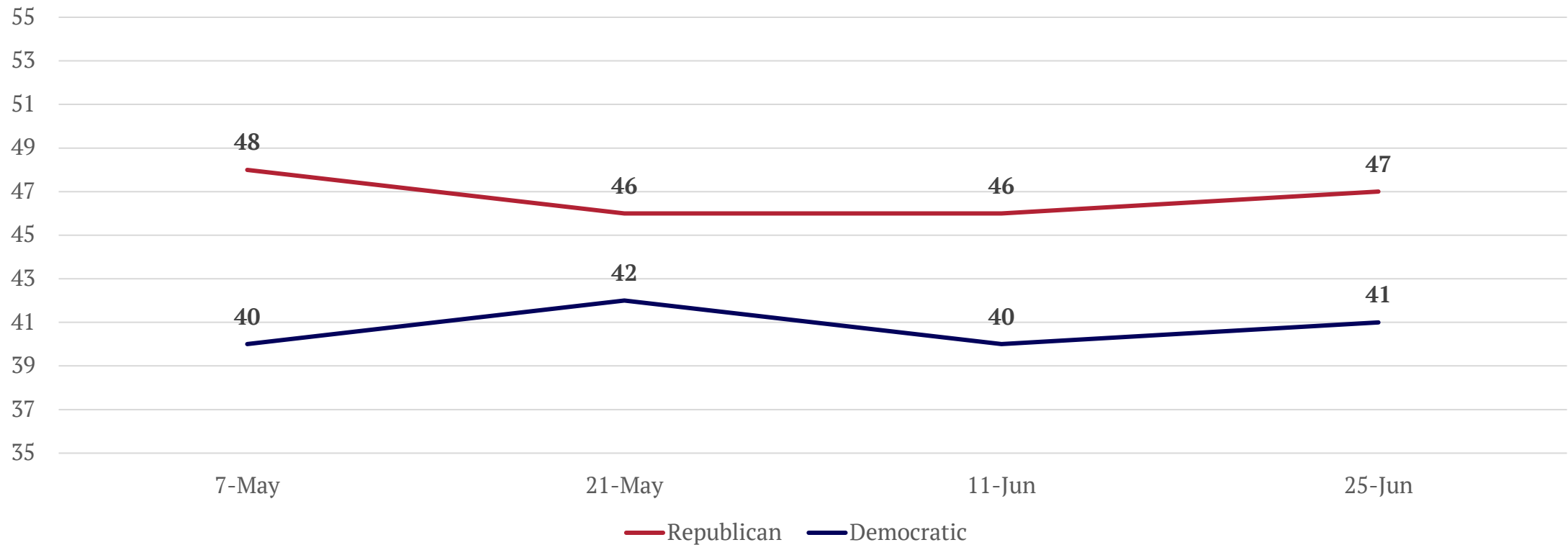
■ 6-7 Remaining

■ 0-5 Remaining



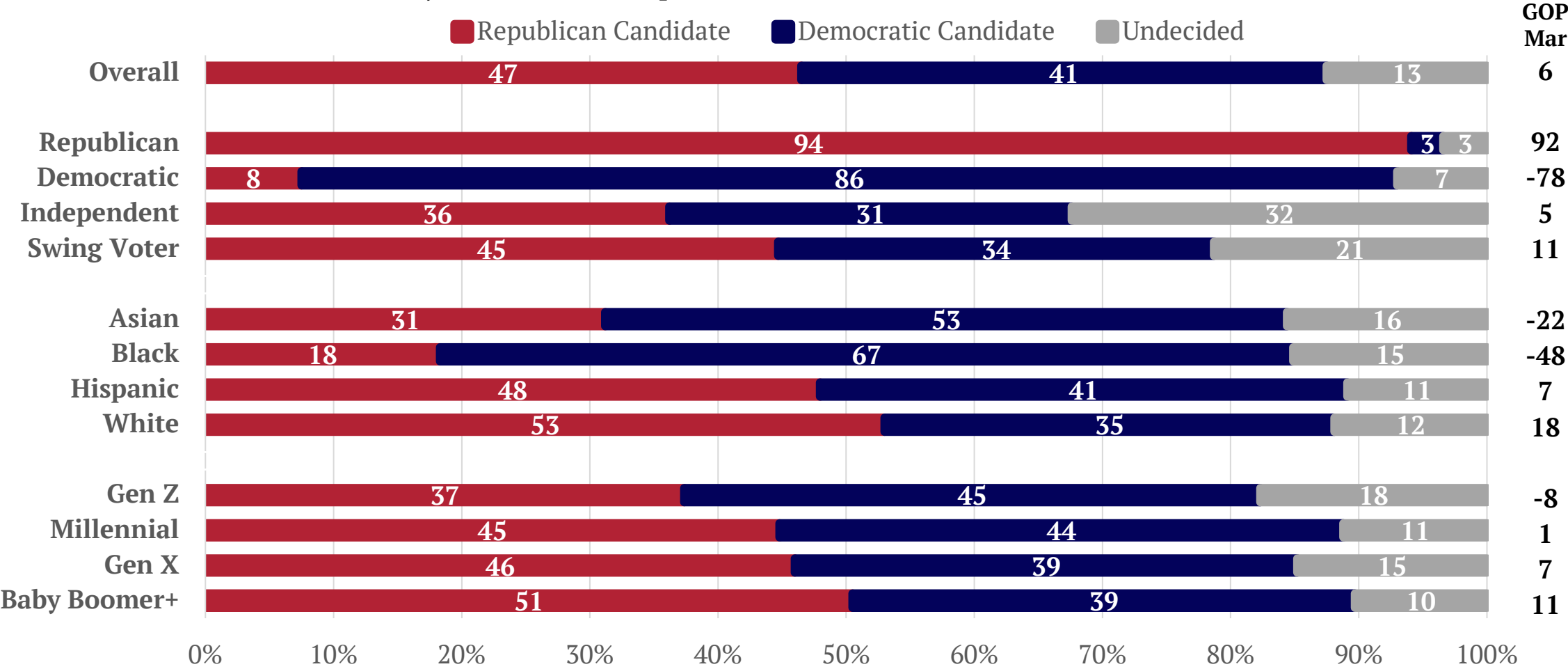
REPUBLICANS CONTINUE TO HOLD 6-POINT LEAD IN GENERIC BALLOT

“If the election for U.S. Congress in your district were held today,
would you vote for the Republican candidate or the Democratic candidate?”



GOP LEADS WITH INDEPENDENTS, SWING VOTERS, AND HISPANICS

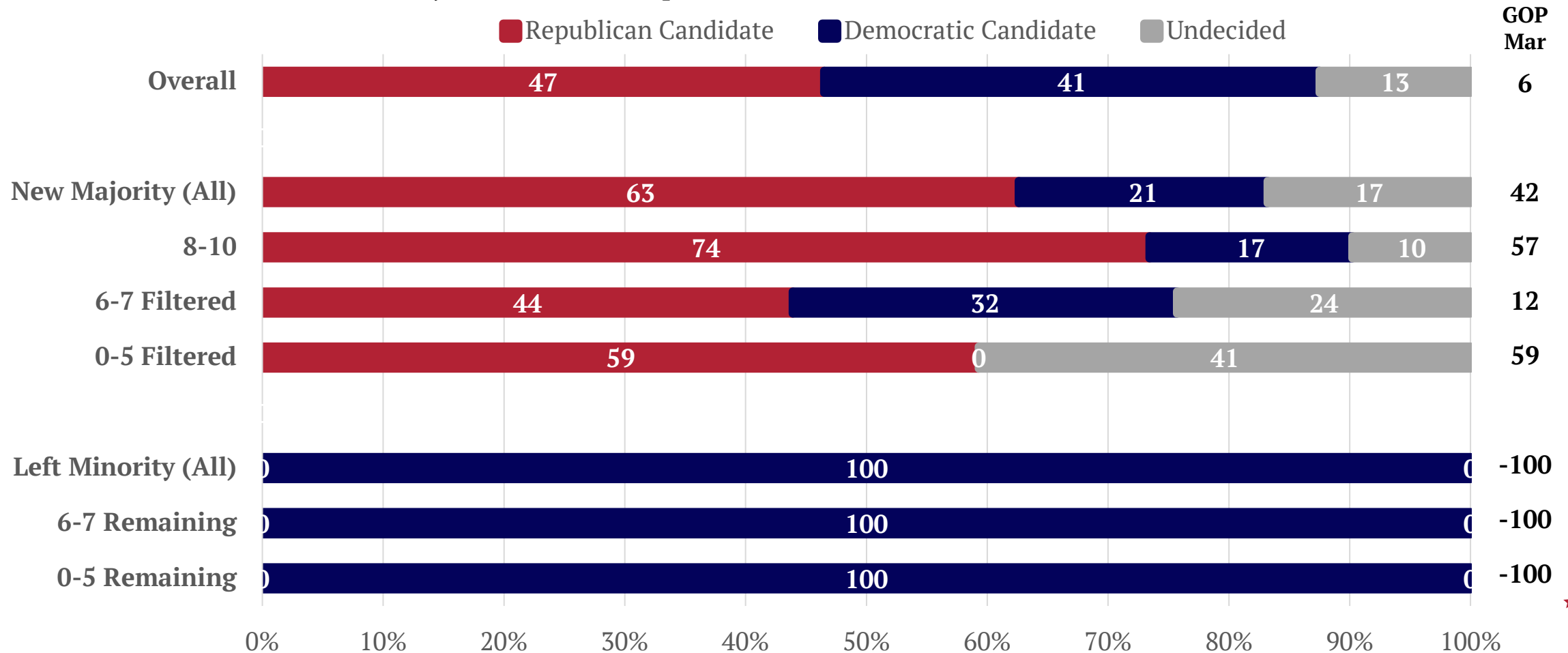
“If the election for U.S. Congress in your district were held today, would you vote for the Republican candidate or the Democratic candidate?”



GOP HAS 42-POINT LEAD WITHIN THE NEW MAJORITY

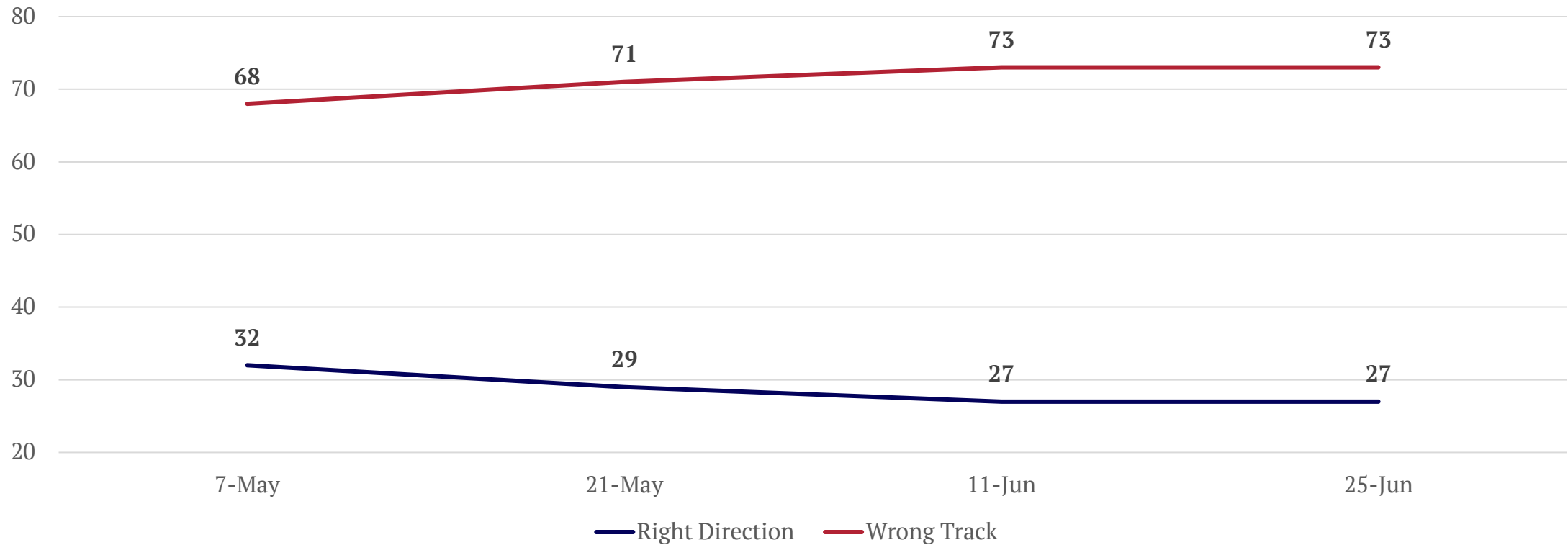
“If the election for U.S. Congress in your district were held today, would you vote for the Republican candidate or the Democratic candidate?”

■ Republican Candidate
 ■ Democratic Candidate
 ■ Undecided



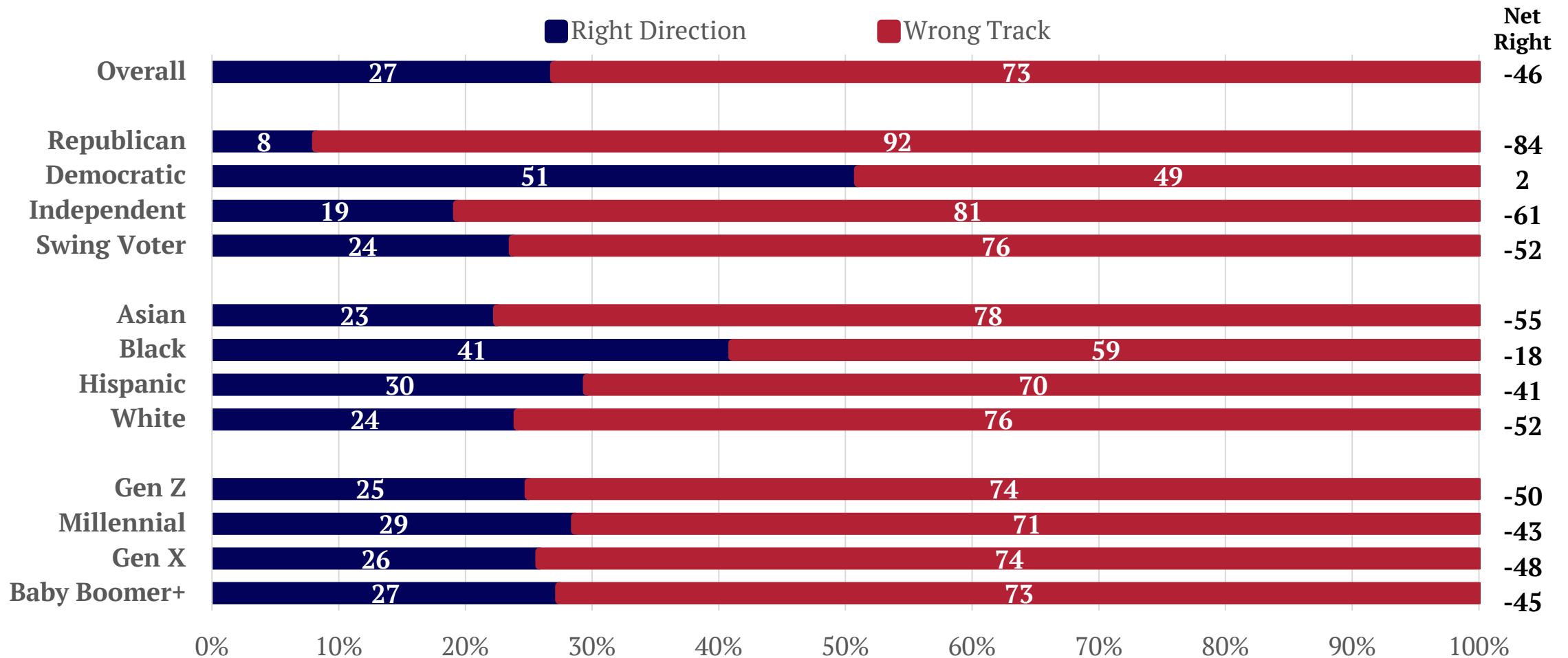
WRONG TRACK STAYS AT 73%

“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?”



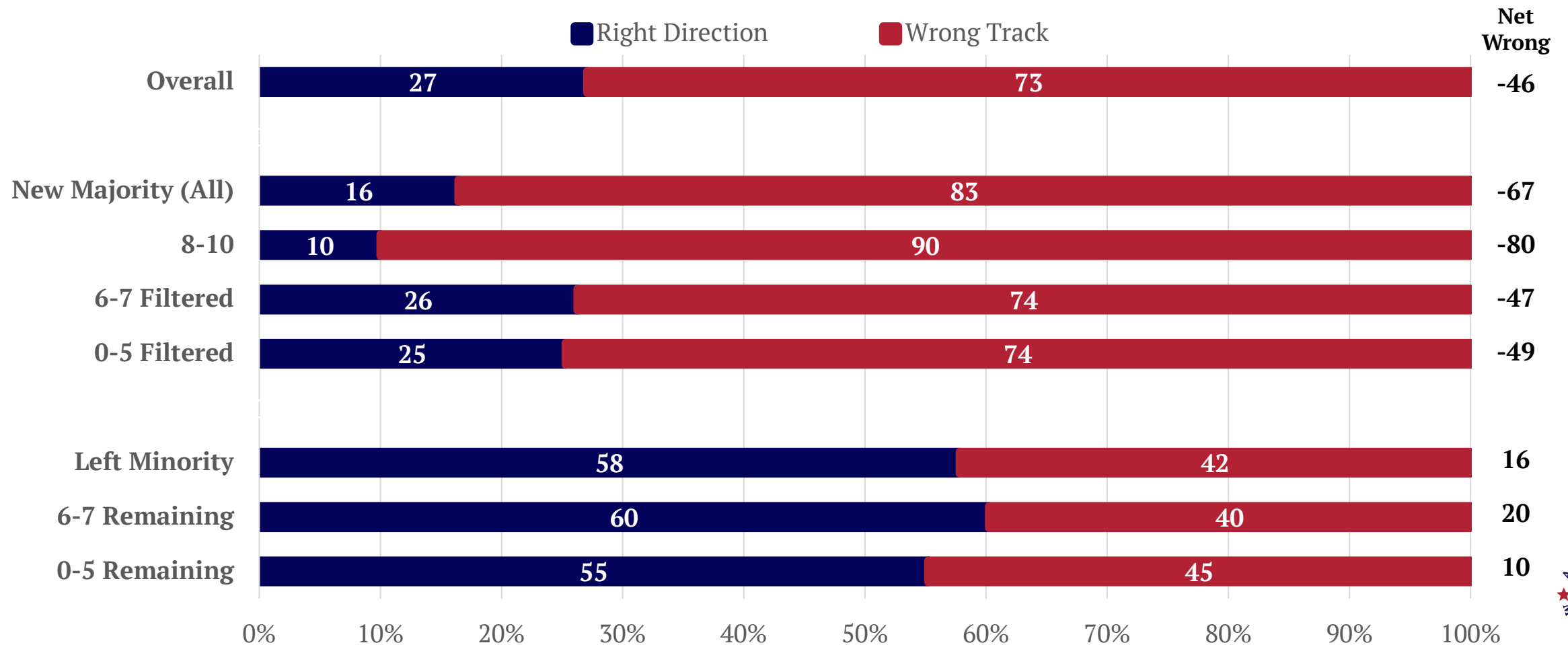
MAJORITY OF ALL GROUPS BUT DEMOCRATS SAY THE U.S. IS ON THE WRONG TRACK

“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?”



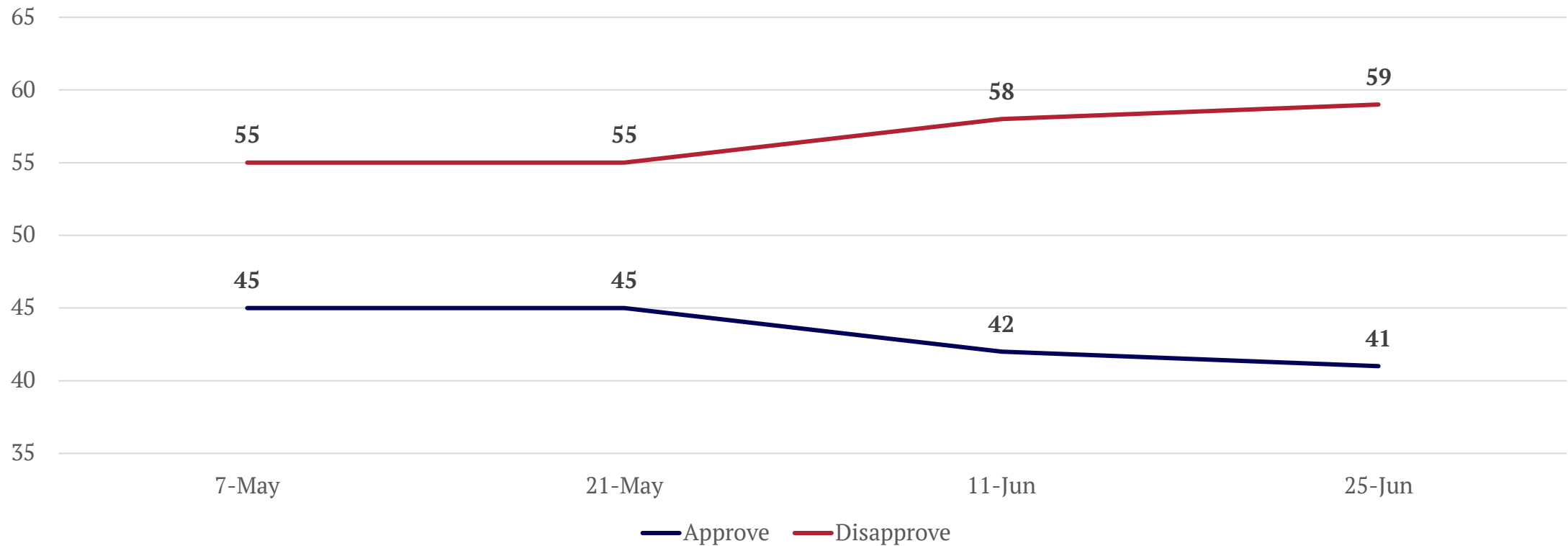
83% OF NEW MAJORITY SAY U.S. IS ON THE WRONG TRACK

“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?”



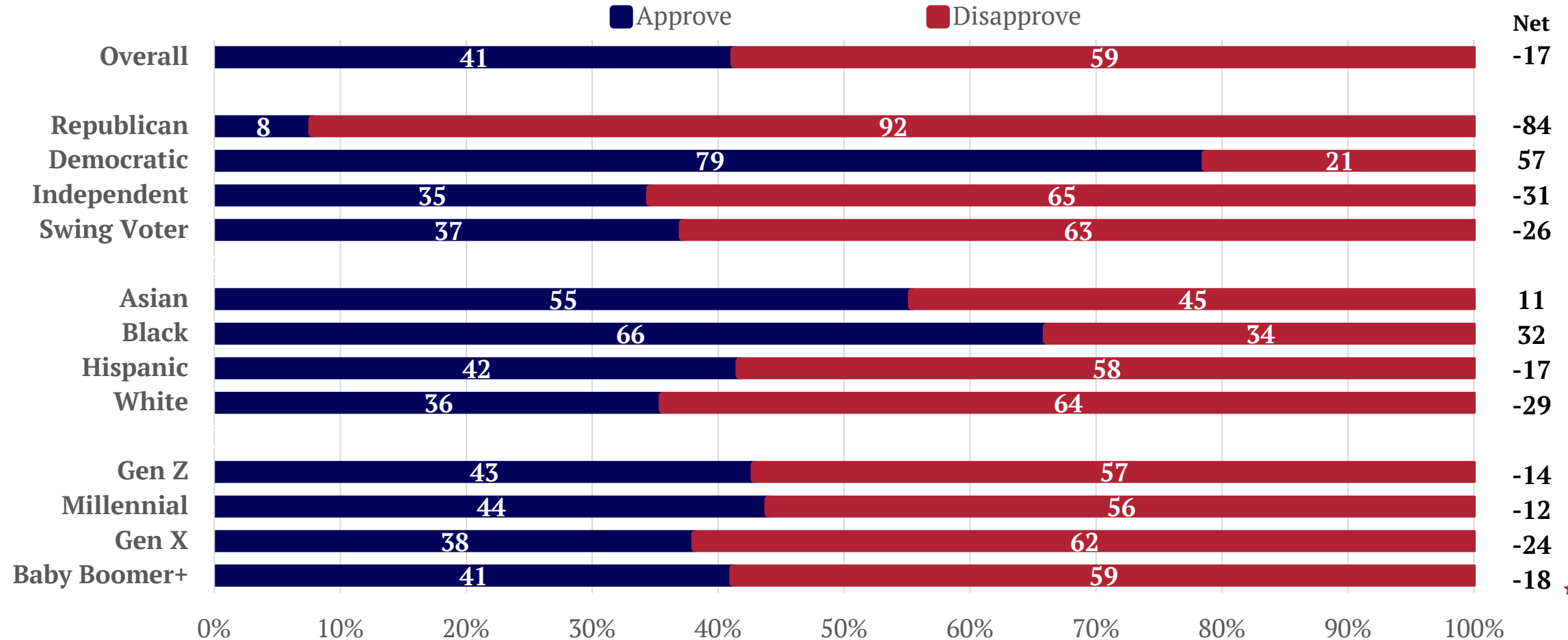
BIDEN DISAPPROVAL REACHES NEW HIGH

“Do you approve or disapprove of the job Joe Biden is doing as President?”



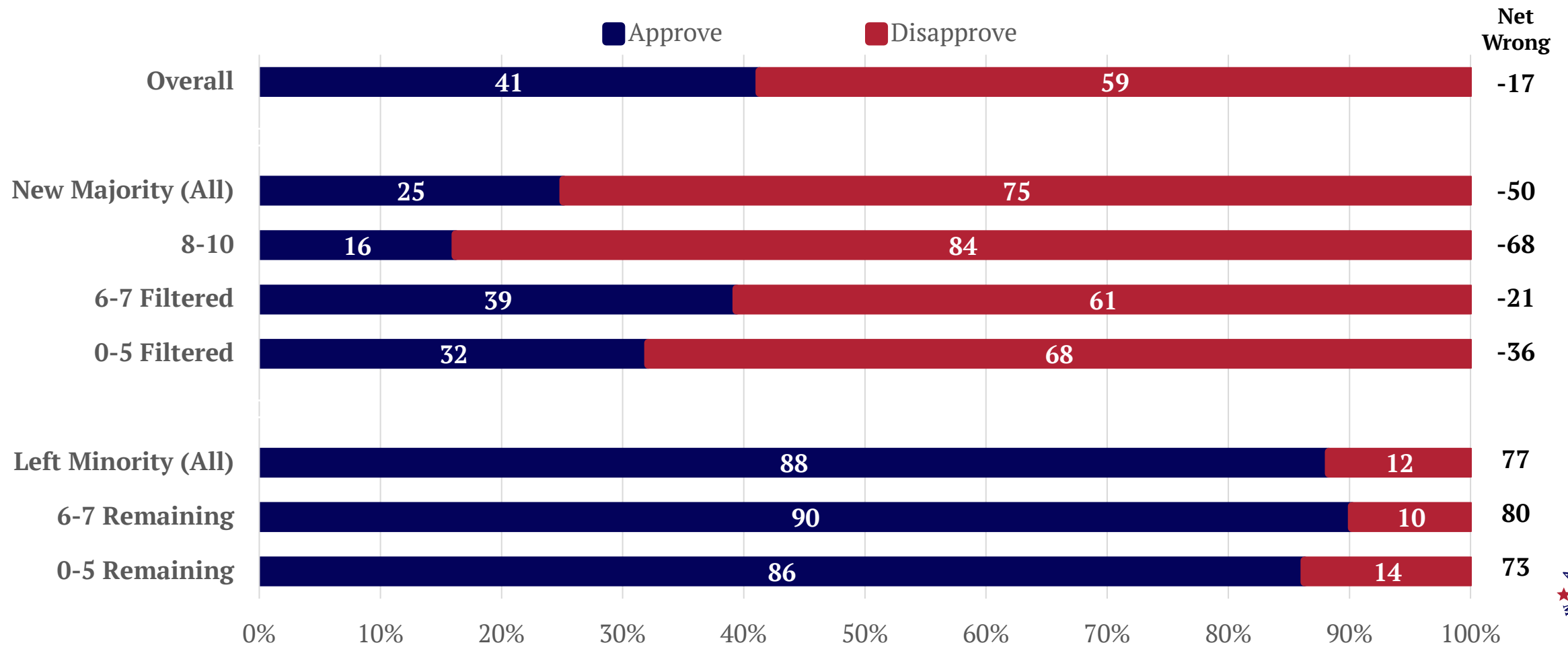
MORE THAN 6-IN-10 INDEPENDENTS AND SWING VOTERS DISAPPROVE OF BIDEN

“Do you approve or disapprove of the job Joe Biden is doing as President?”



75% OF NEW MAJORITY DISAPPROVES OF BIDEN

“Do you approve or disapprove of the job Joe Biden is doing as President?”

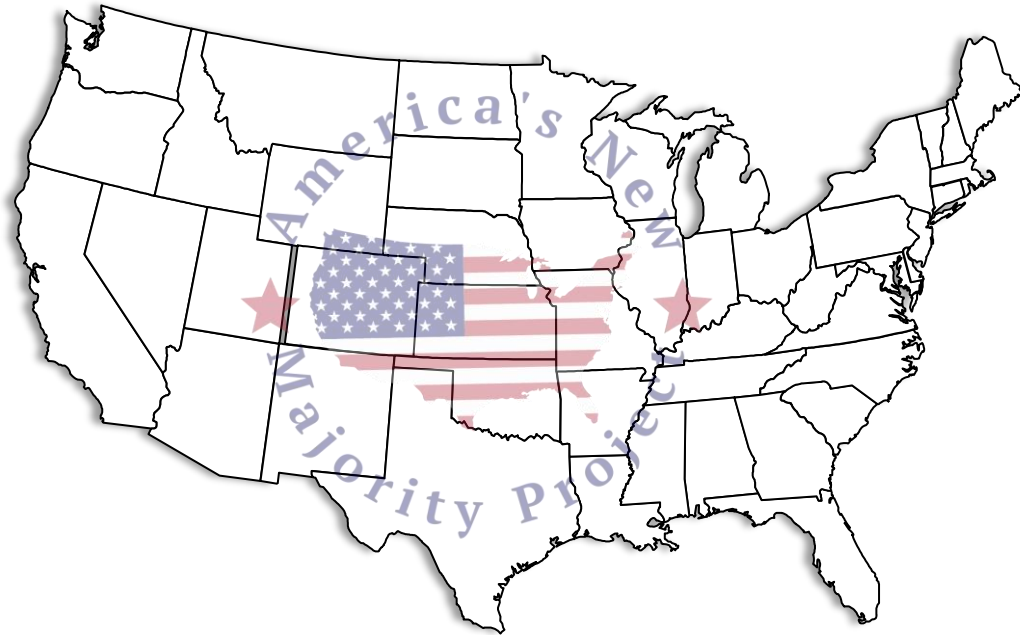


Methodology

Mclaughlin & Associates partnered with Gingrich360 to conduct a national survey for America's New Majority Project. This national survey was conducted among 2,000 likely general election voters between June 22-25, 2023.

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

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



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

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

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

Male	47%
Female	53%

Democratic	37%
Republican	36%
Independent	27%

Less/4yr College	61%
Bachelor's/P.G	39%

