



# GENDER IDEOLOGY

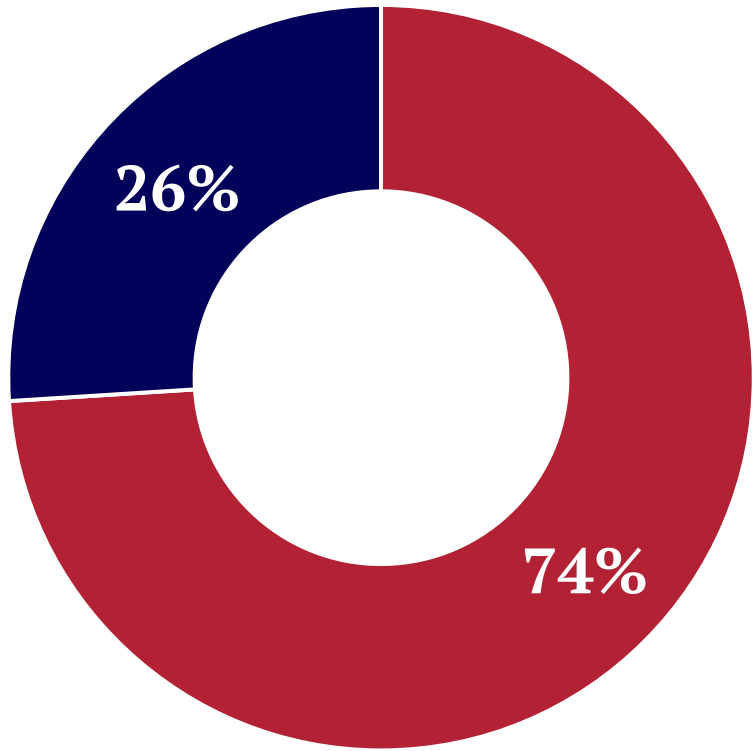
A Guide For Winning the Argument

 McLaughlin & Associates

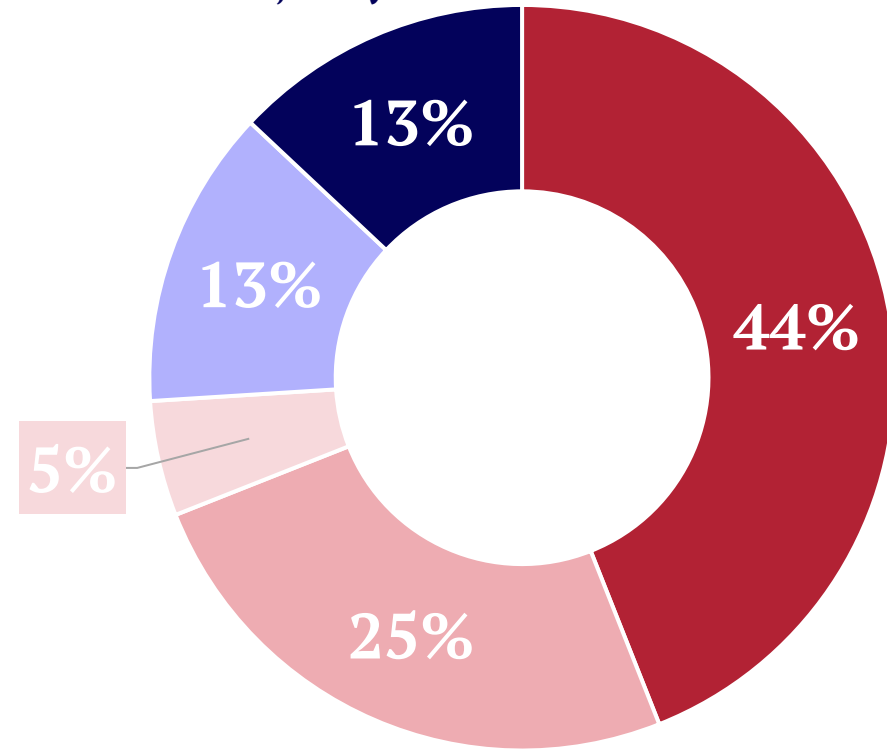


# AMERICA'S NEW MAJORITY – JUNE 22-25, 2023

Screeners survey of 11 statements, asking respondents to rank agreement on a 0-10 scale, 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



# KEY TAKEAWAYS

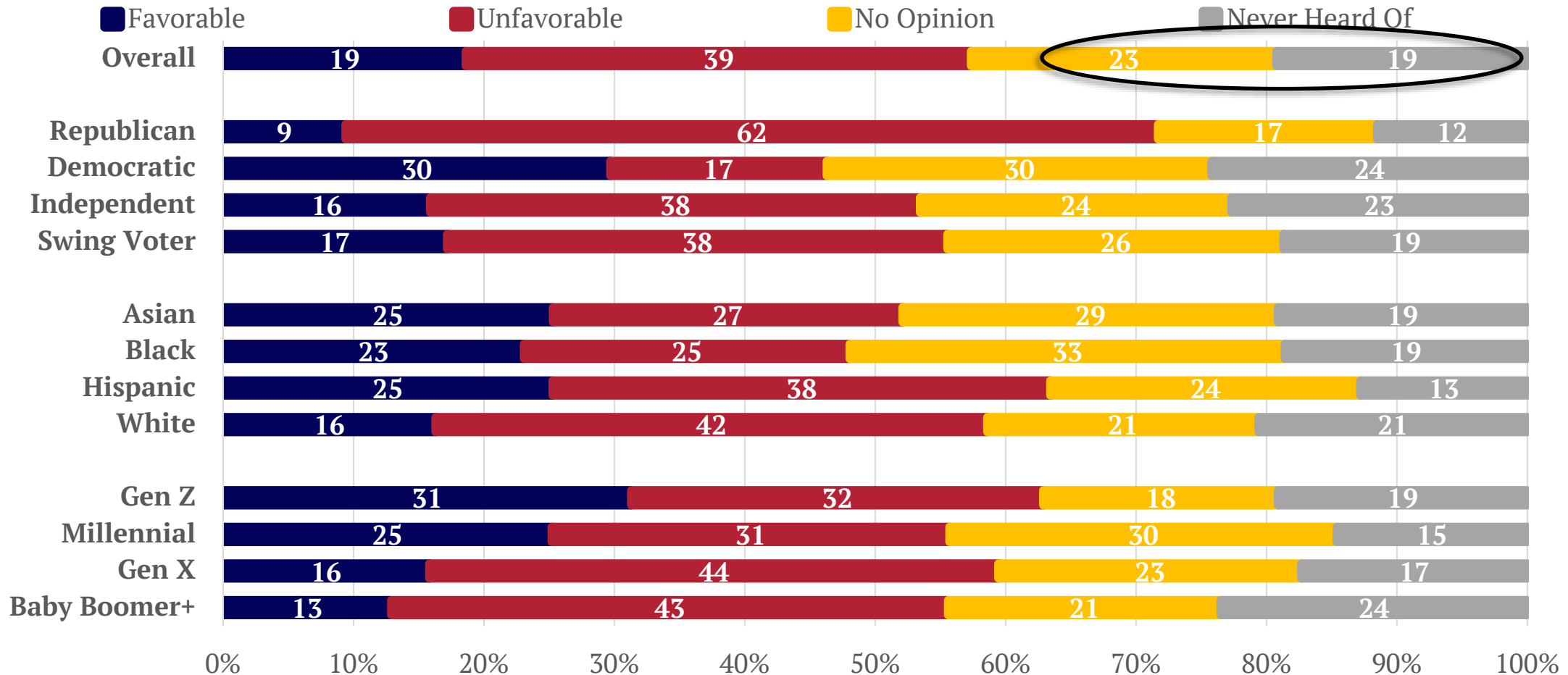
- **It is important to define gender ideology and not assume people know what it is.**
  - While more have an unfavorable than favorable opinion of gender ideology (39%-19%), a plurality have either never heard of the term or have no opinion (42%).
  - This is particularly true among key target groups in America's New Majority – those who on the generic ballot are undecided (59%) or leaning Democrat but are persuadable (58%).
  - Once gender ideology is defined, a narrow majority have an unfavorable opinion (53%-30%).
  - The shift in net favorability is larger among voters in America's New Majority (-11%) than among all voters (-3%).
- **Like the issue of abortion, there is much stronger opposition to using taxpayer dollars to promote gender ideology than there is negative opinion about gender ideology itself.**
  - 64% oppose using federal tax dollars to promote gender ideology.
  - This includes majorities among the key target groups in America's New Majority - those who are undecided on the generic ballot (56%) and those leaning Democrat but are persuadable (59%).
  - The opposition is even larger among all voters (69%) and America's New Majority (79%) when it comes to using federal tax dollars to promote gender ideology in foreign countries.



# A PLURALITY OF AMERICANS HAS NO OPINION OR HAVE NEVER HEARD OF GENDER IDEOLOGY

Republicans are the only group who have a majority opinion.

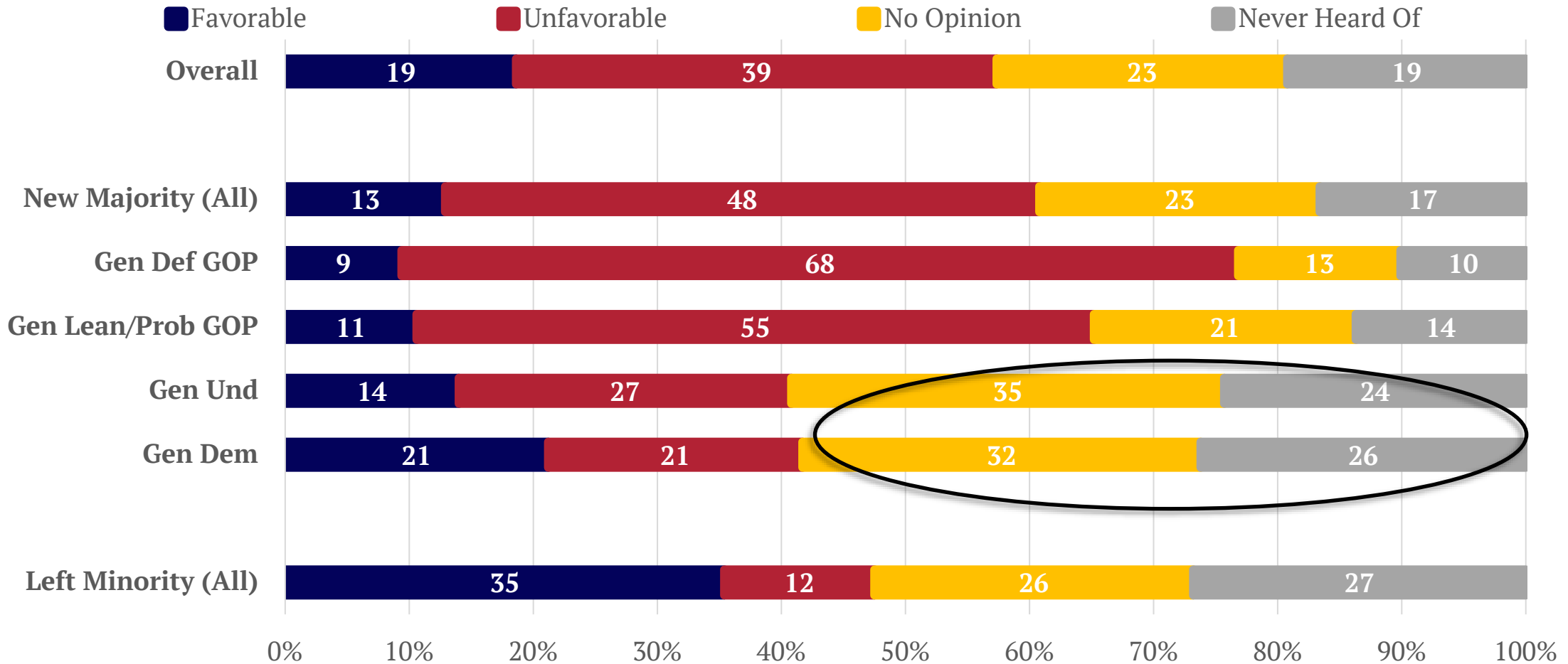
“Do you have a favorable or unfavorable opinion of Gender Ideology?”



# AMONG AMERICA'S NEW MAJORITY, PLURALITY HAVE UNFAVORABLE OPINION OF GENDER IDEOLOGY

However, among target groups, majority have no opinion or never heard of it.

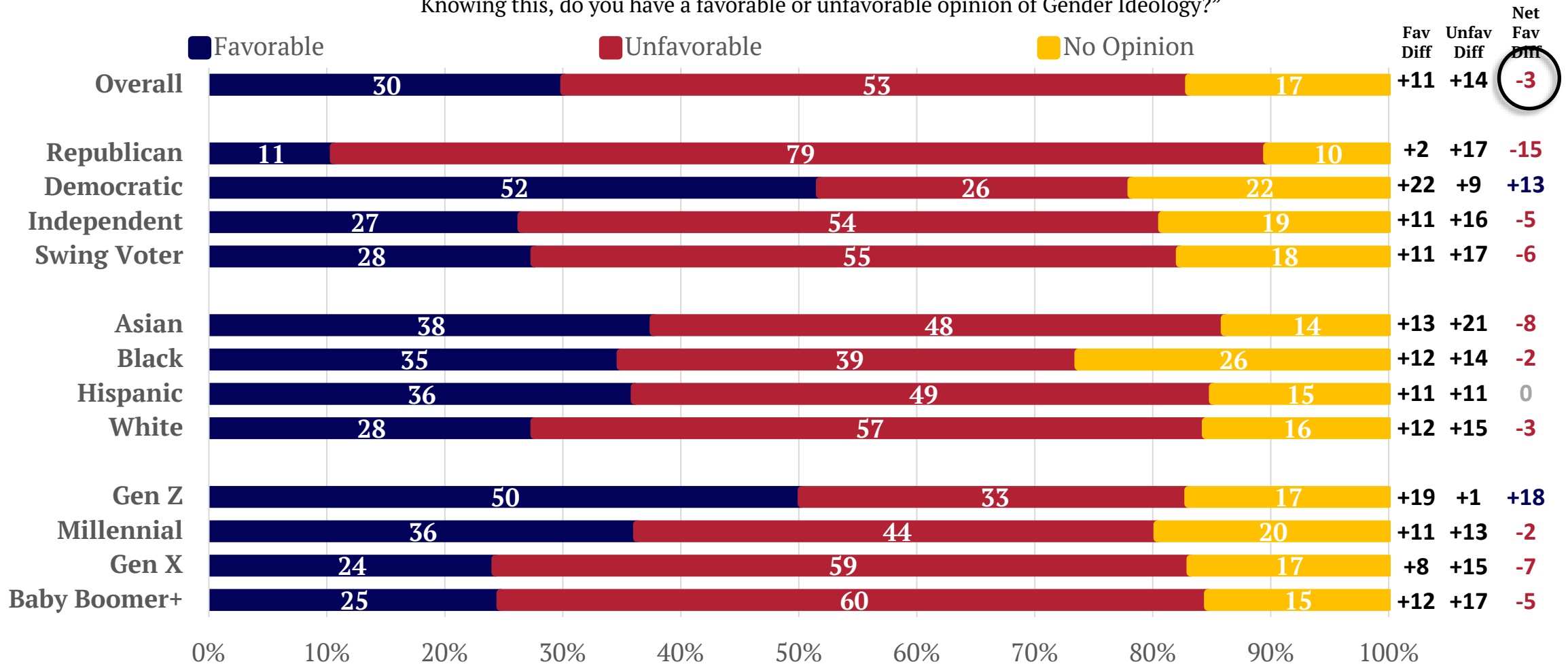
“Do you have a favorable or unfavorable opinion of Gender Ideology?”



# NARROW MAJORITY AMONG ALL VOTERS HAVE UNFAVORABLE OPINION OF GENDER IDEOLOGY ONCE IT IS DEFINED

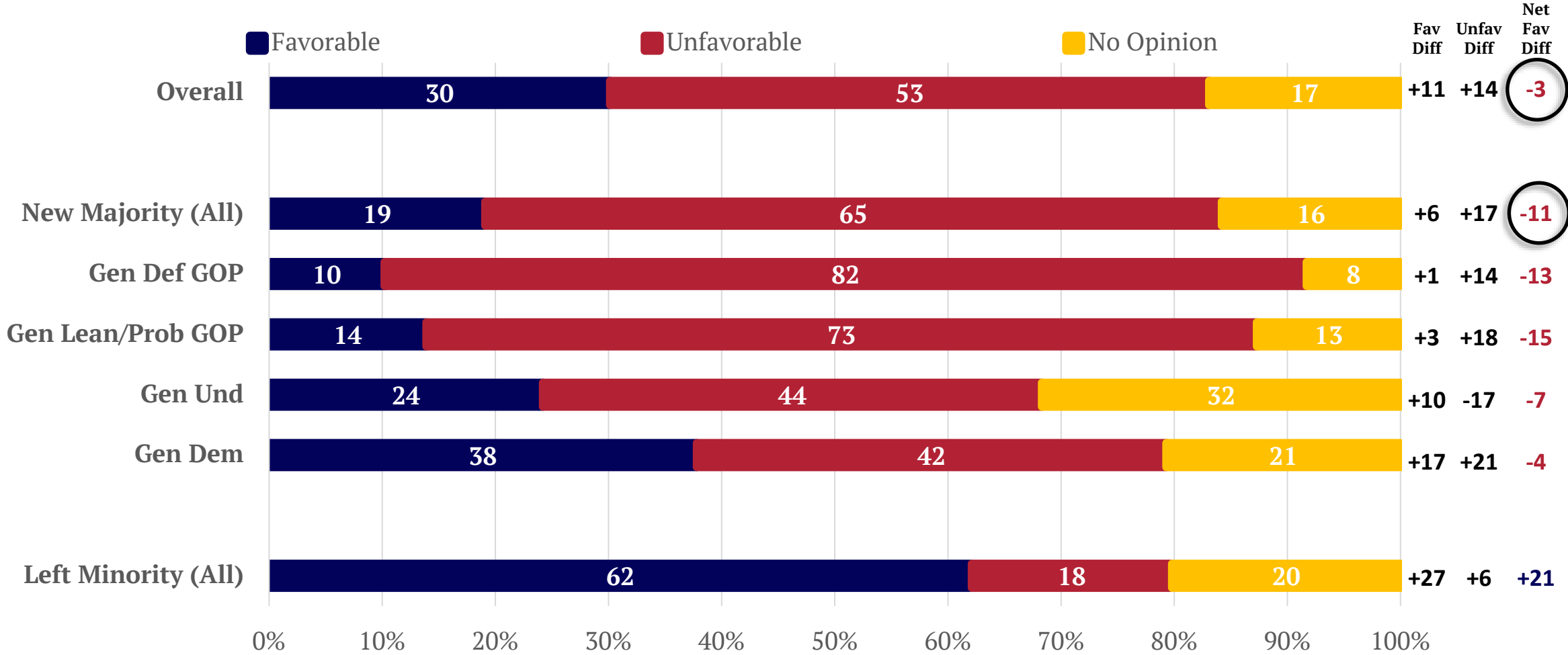
**Stark partisan and age differences lead to a small -3 shift in favorability.**

“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?”



# SHIFT IN NET FAVORABILITY OF GENDER IDEOLOGY LARGER WITH AMERICA'S NEW MAJORITY THAN WITH ALL VOTERS

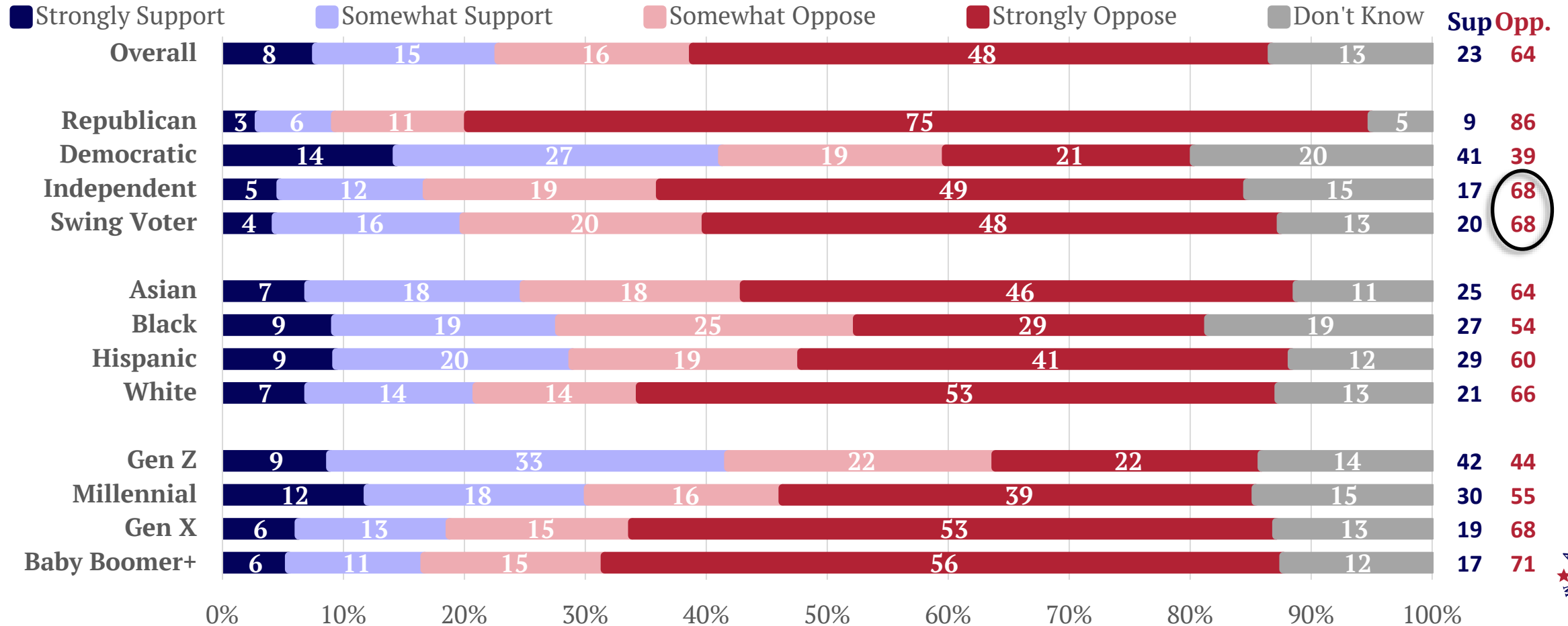
“A key principle of Gender Ideology states that being a man or woman is not determined by a person’s biology, but instead by how one perceives themselves and acts in society. Knowing this, do you have a favorable or unfavorable opinion of Gender Ideology?”



# DESPITE DIVISION ON FAVORABILITY, NEARLY TWO-THIRDS OPPOSE USING TAX DOLLARS TO PROMOTE GENDER IDEOLOGY

Majority of Republicans (86%), Independents (68%) and Swing Voters (68%) oppose. Plurality of Democrats (41%) support.

“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?”

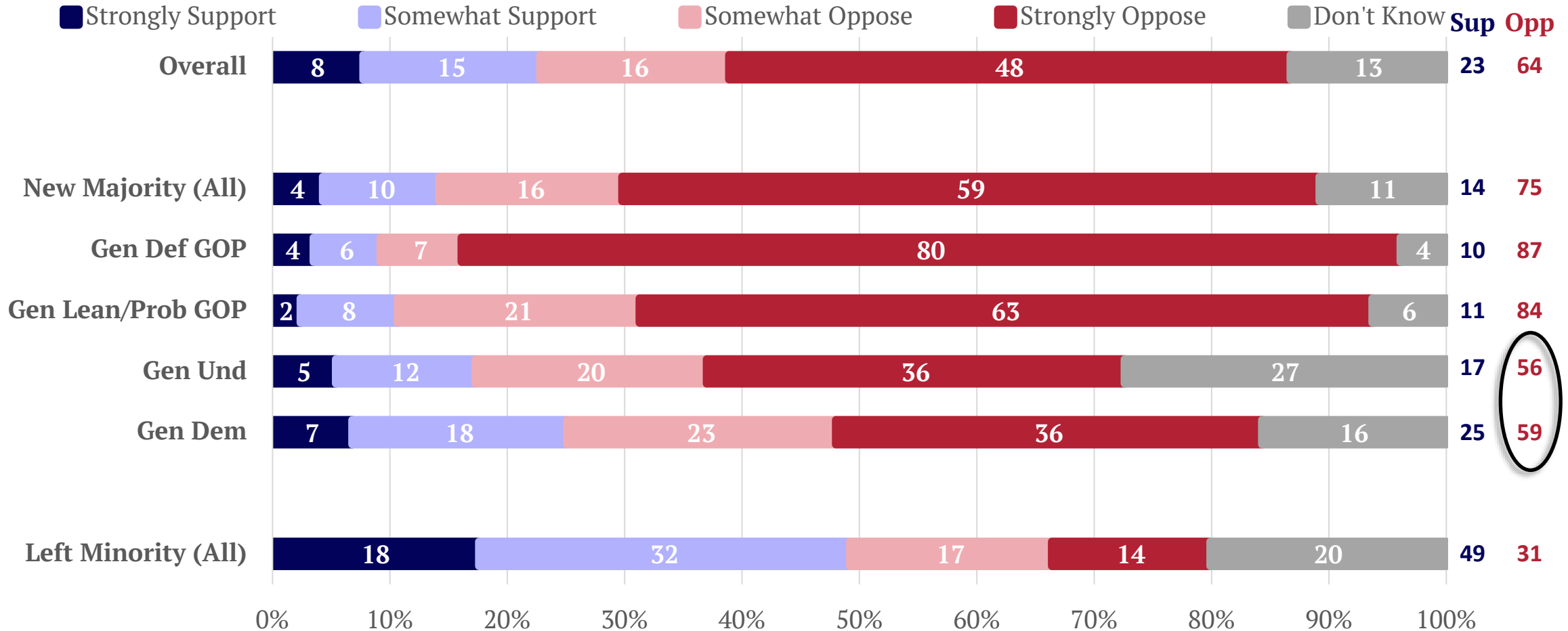




# THREE-IN-FOUR IN NEW MAJORITY OPPOSE USING TAX DOLLARS TO PROMOTE GENDER IDEOLOGY

This includes majorities of target groups in the New Majority.

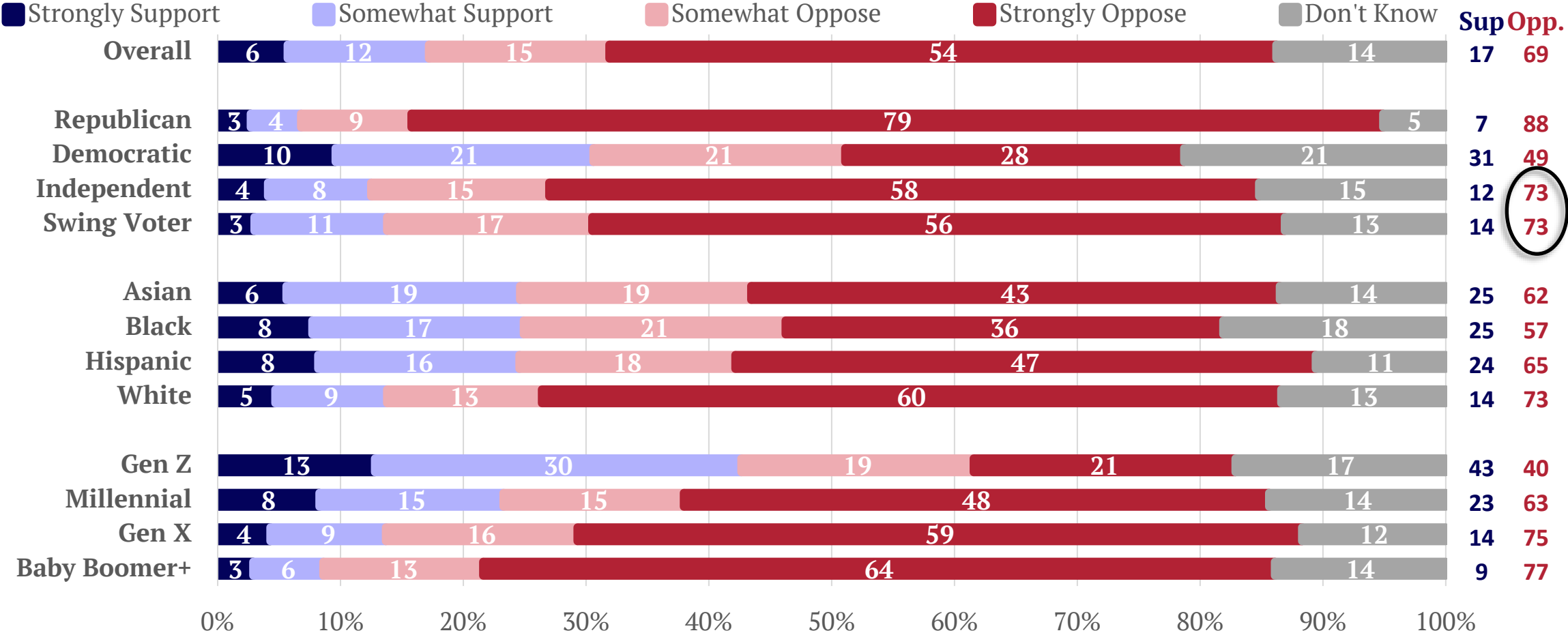
“Do you support or oppose federal tax dollars being used to promote Gender Ideology at government agencies like the CIA, U.S. Navy, and Department of Labor?”



# LARGER MAJORITY OPPOSES USING TAX DOLLARS TO PROMOTE GENDER IDEOLOGY IN FOREIGN COUNTRIES

Nearly three-in-four Independents (73%) and Swing Voters (73%) oppose. Only Gen Z favors (43%-40%).

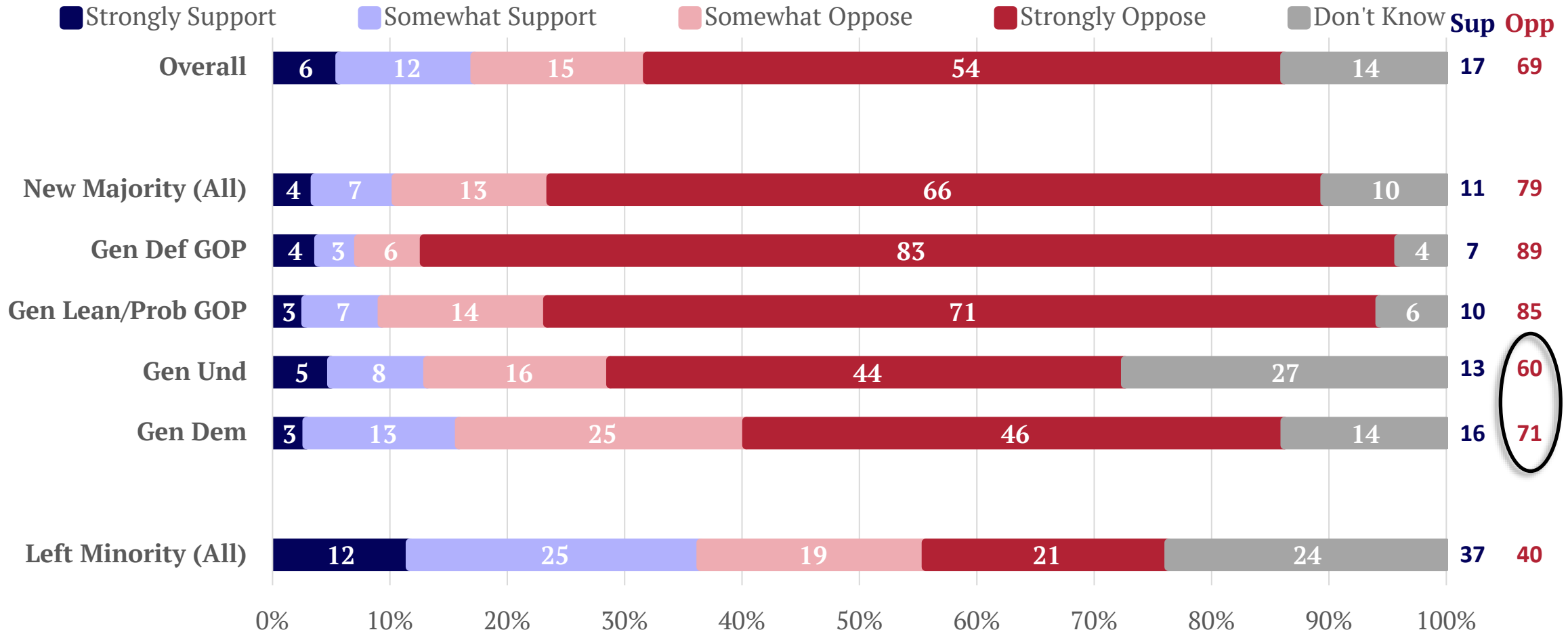
“Do you favor or oppose federal tax dollars being used by the State Department and USAID to promote Gender Ideology in foreign countries?”



# NEARLY 8-IN-10 IN NEW MAJORITY OPPOSE USING TAX DOLLARS TO PROMOTE GENDER IDEOLOGY IN FOREIGN COUNTRIES

**This includes large majorities of target groups in the New Majority.**

“Do you favor or oppose federal tax dollars being used by the State Department and USAID to promote Gender Ideology in foreign countries?”



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McLaughlin & Associates



**Most Americans view elements of transgender agenda as “child abuse.”**

October 24, 2022

An exclusive new America's New Majority Project poll reveals broad and intense opposition to elements of the transgender agenda.

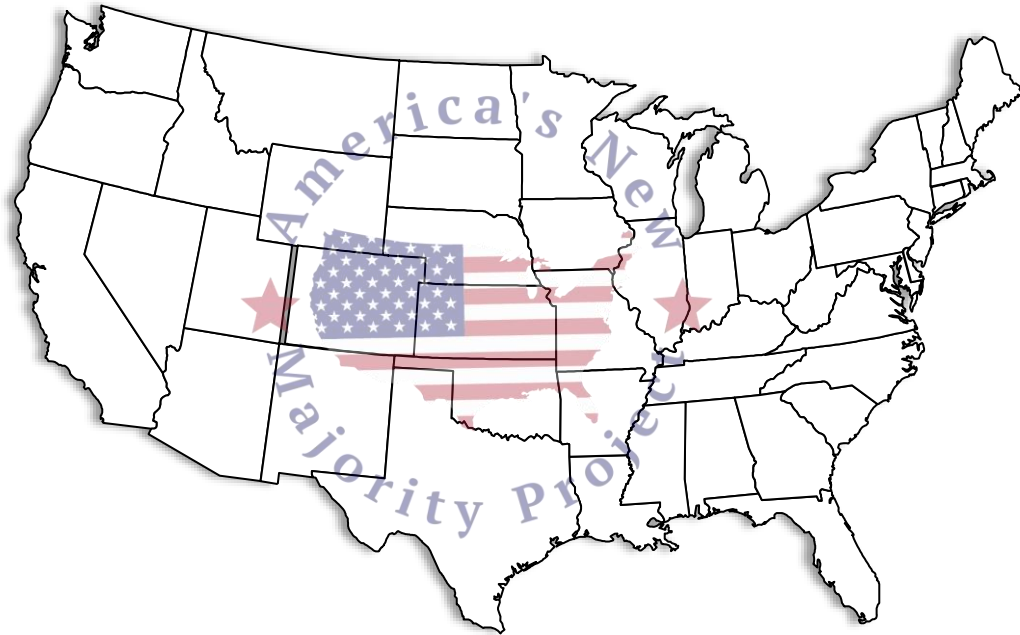


# Methodology

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%

