



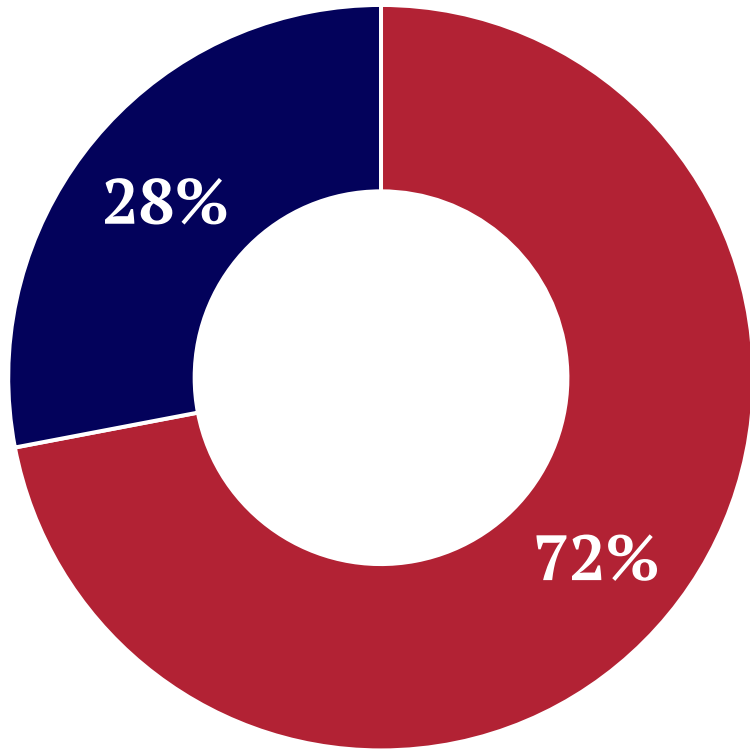
IMPACT OF BIDEN'S REFUSAL TO
ACKNOWLEDGE HIS 7TH
GRANDCHILD

 McLaughlin & Associates



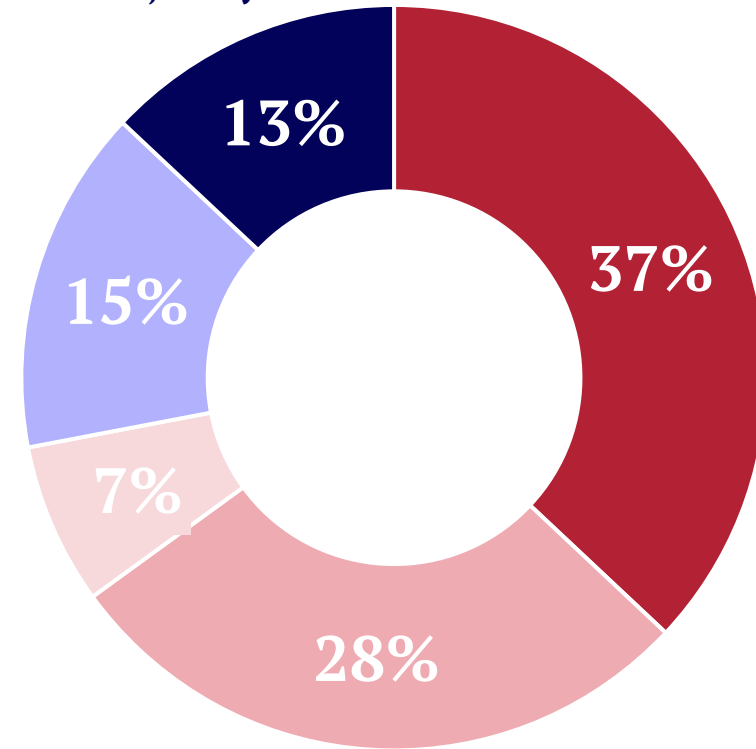
VOTER UNIVERSE – JULY 13-16, 2023

Screening survey of 13 statements, asking respondents to rank agreement on a 0-10 scale, identified 72% 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



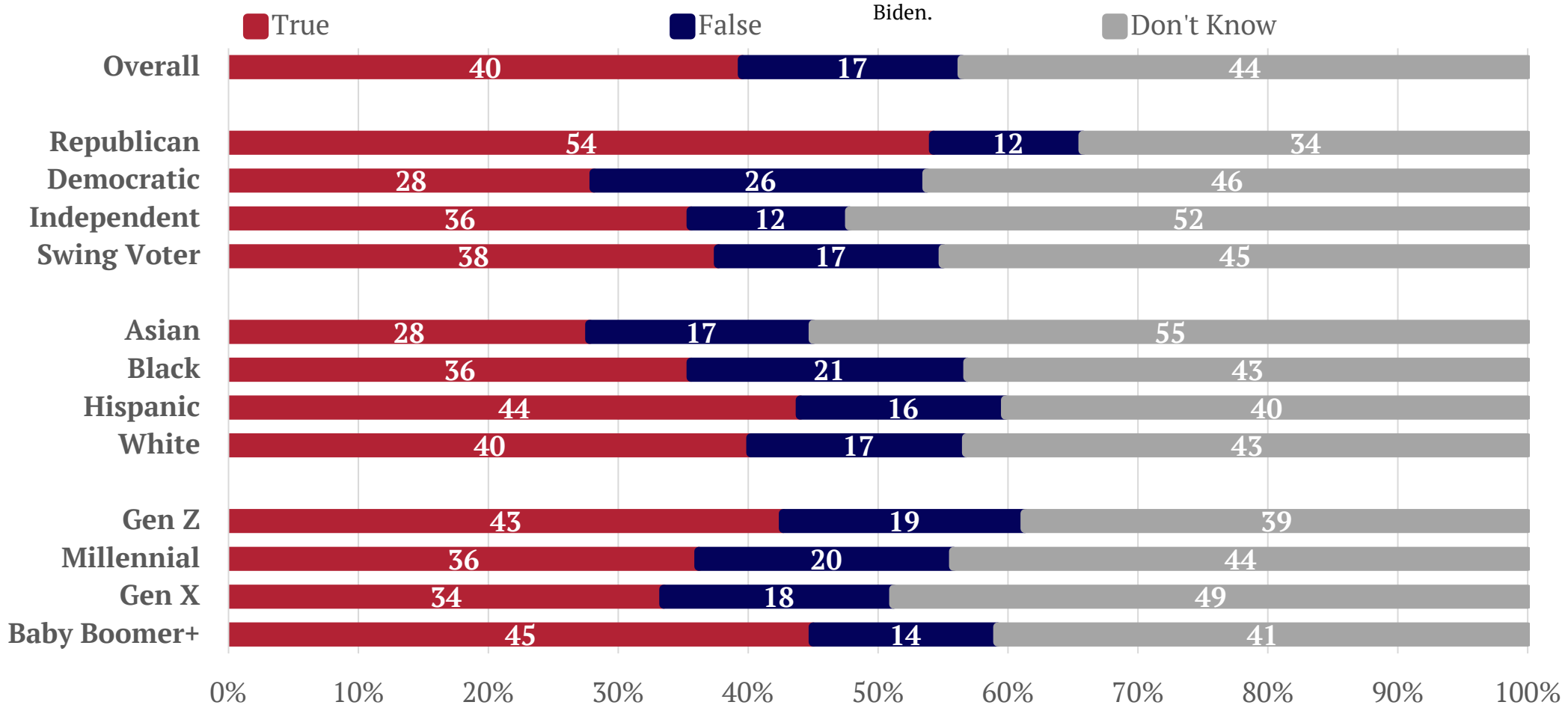
KEY TAKEAWAYS

- Most voters are unaware of Joe Biden's refusal to acknowledge Hunter Biden's four-year-old daughter as his seventh grandchild.
- Once learning of this, nearly 7-in-10 voters think Joe Biden should acknowledge Hunter Biden's four-year-old daughter as his granddaughter.
- Voters are most likely to say knowing the story makes them believe Joe Biden is "out of touch."
- 28% of swing voters say Joe Biden's refusal to acknowledge the girl as his granddaughter makes them "much less likely" to vote for him in 2024.

MOST UNAWARE OF JOE BIDEN' REFUSAL TO ACKNOWLEDGE HIS 7TH GRANDCHILD

“Do you believe the following is true or false?”

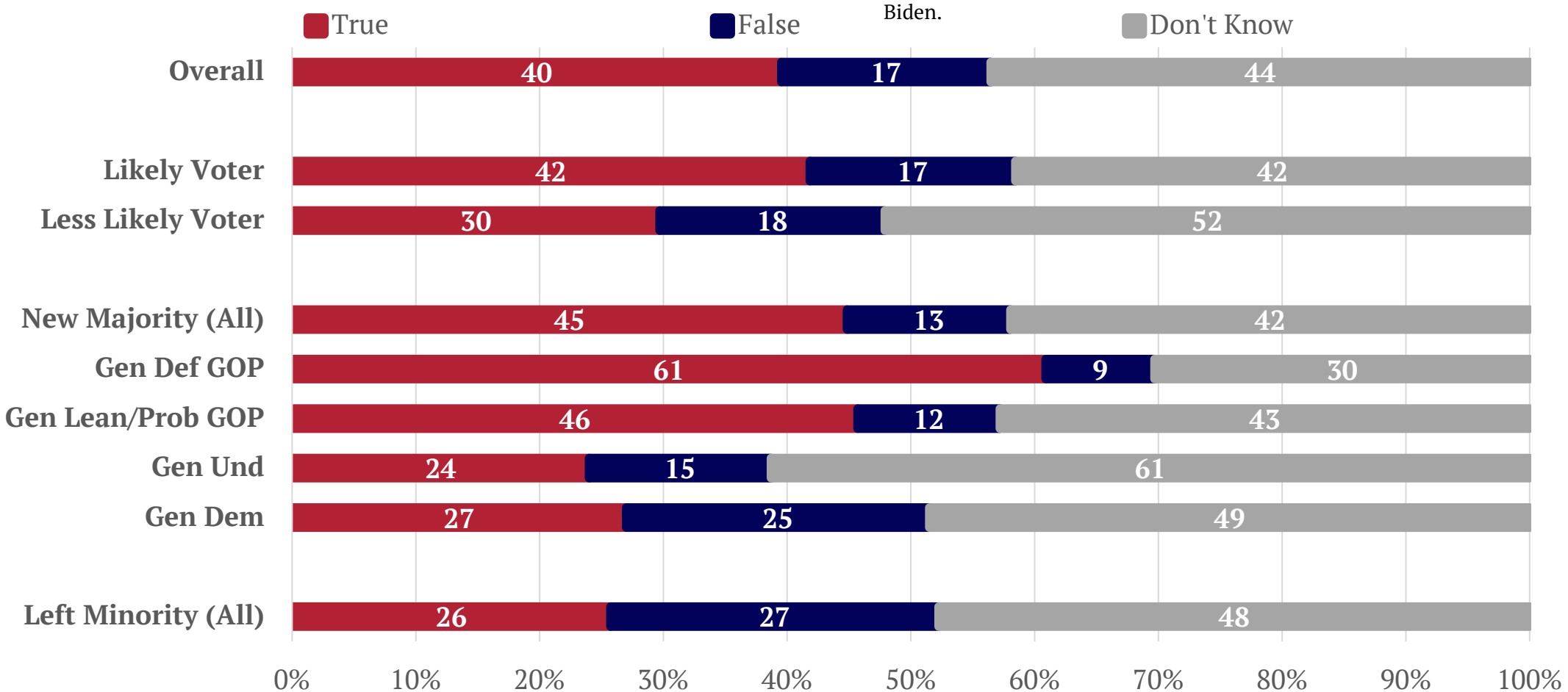
President Joe Biden’s son, Hunter Biden, has a four-year-old daughter with a woman who worked as a stripper at a club he frequently attended. According to reports, the girl, named Navy, is aware of who her father is and “proud” that her grandfather is president of the United States. However, President Biden has thus far refused to acknowledge Navy as one of his grandchildren. The First Lady, Jill Biden, recently wrote a children’s book dedicated to her grandchildren, and named every child except Navy. Also, according to recent reporting, White House aides have been instructed that the Biden’s have six grandchildren, not seven, and lawyers for Hunter Biden recently settled a child support dispute with the girl’s mother which included the condition that she would not change the child’s last name to Biden.



MOST UNAWARE OF JOE BIDEN' REFUSAL TO ACKNOWLEDGE HIS 7TH GRANDCHILD

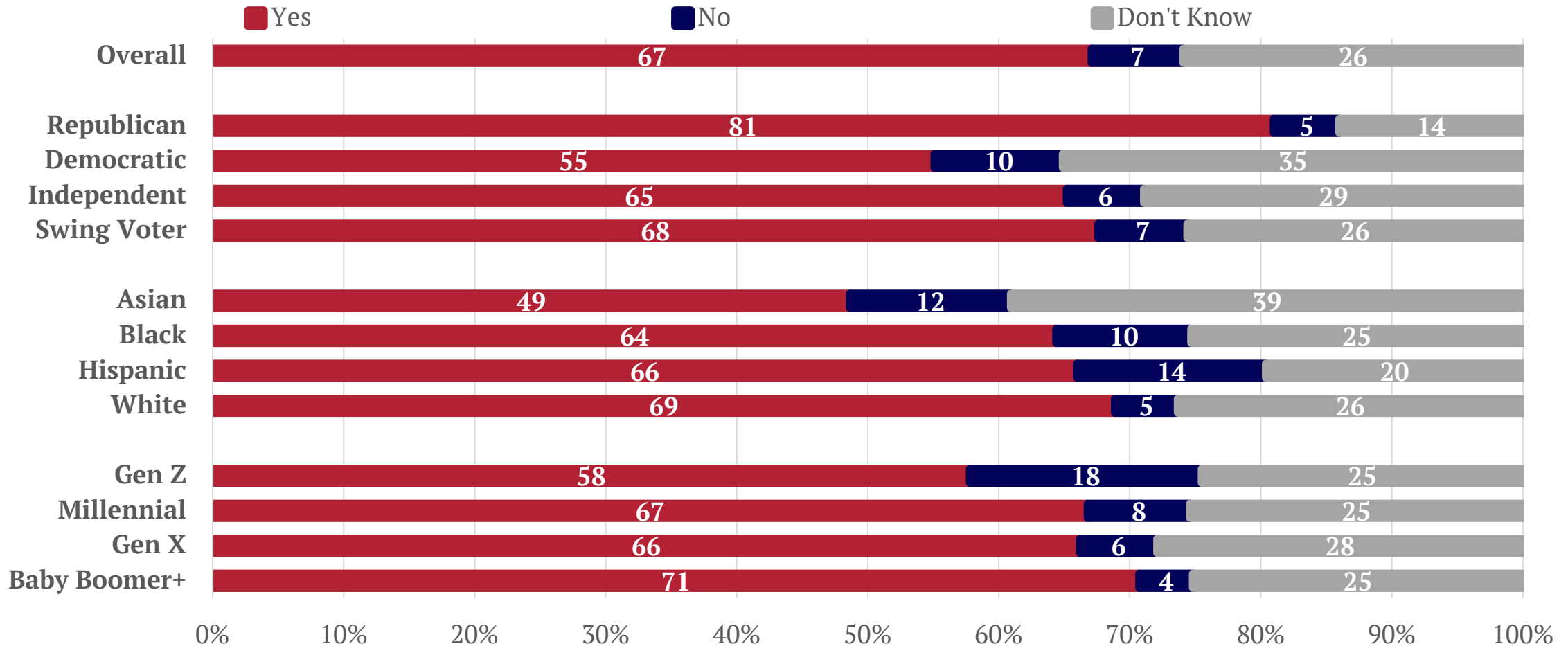
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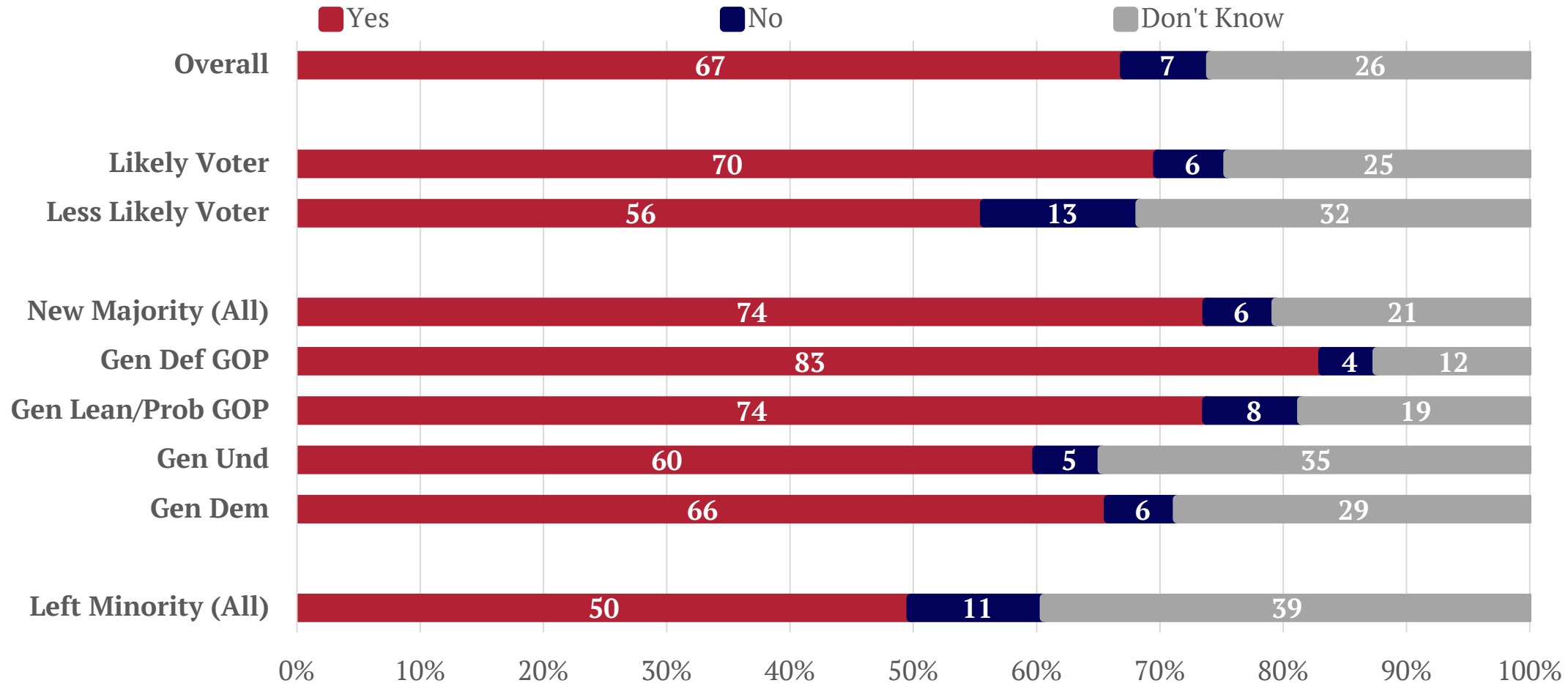
NEARLY 7-IN-10 VOTERS THINK JOE BIDEN SHOULD ACKNOWLEDGE HIS GRANDDAUGHTER

“In fact, it is true that President Biden has a four-year-old granddaughter named Navy that he and the First Lady have not acknowledged to be a part of the Biden family. Do you believe President Biden should acknowledge the girl as his granddaughter?”



ALL GROUPS OF NEW MAJORITY VOTERS THINK JOE BIDEN SHOULD ACKNOWLEDGE HIS GRANDAUGHTER

“In fact, it is true that President Biden has a four-year-old granddaughter named Navy that he and the First Lady have not acknowledged to be a part of the Biden family. Do you believe President Biden should acknowledge the girl as his granddaughter?”



KNOWING JOE BIDEN WON'T ACKNOWLEDGE HIS 7TH GRANDCHILD MAKES VOTERS MORE LIKELY TO BELIEVE HE IS OUT-OF-TOUCH

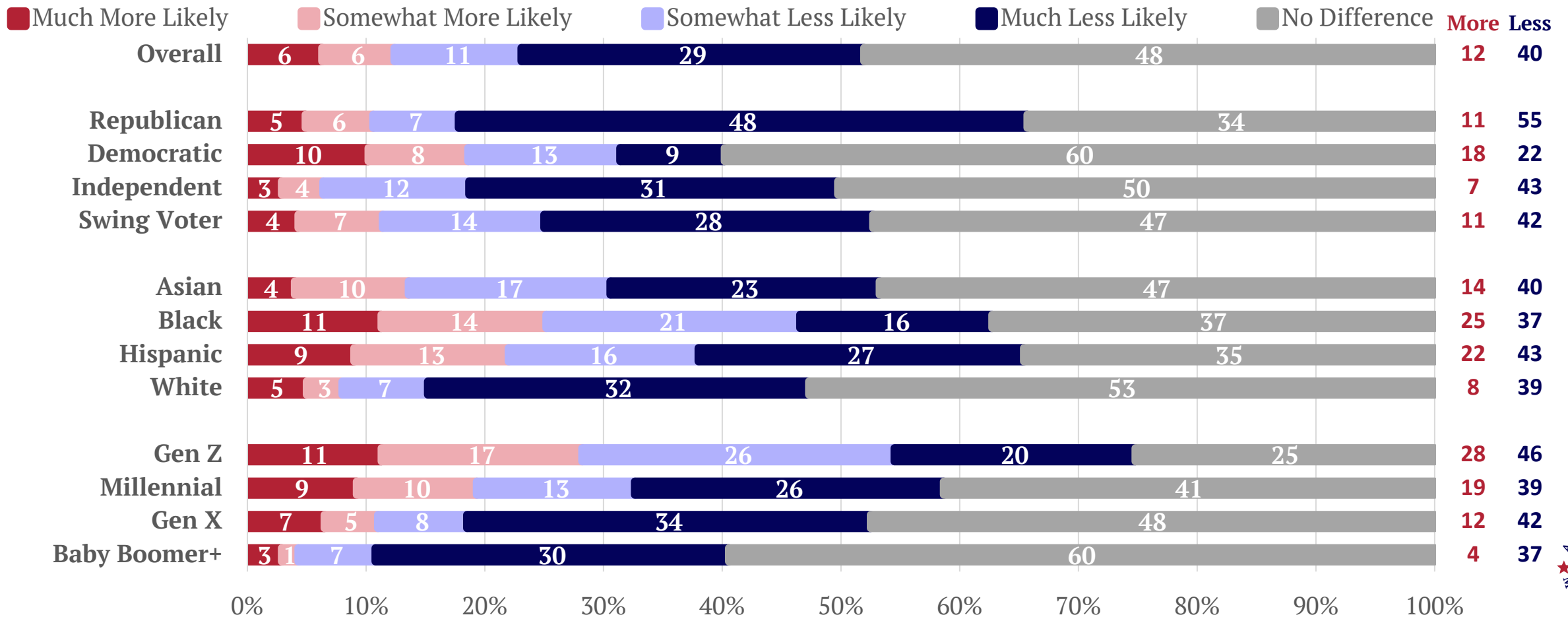
Does the knowledge that President Joe Biden refuses to acknowledge Navy as his granddaughter and a part of the Biden family make you more likely or less likely to believe the following?

President Biden...	All	LV	Swing	New Maj.	New Maj-Gen Und	New Maj – Gen Dem
...is cold-hearted.	50/28	53/24	51/27	60/22	42/30	34/39
...is out of touch.	55/23	58/22	57/23	67/17	53/23	45/29
...thinks he and his family are better than common Americans.	50/27	52/24	49/30	61/21	44/26	35/37
...is a good father who is loyal to his son.	31/40	31/38	30/43	27/47	26/43	38/27
...cannot be trusted to do the right thing when it comes to his son, Hunter, and his family's reputation.	51/24	54/21	52/24	62/19	42/28	39/29



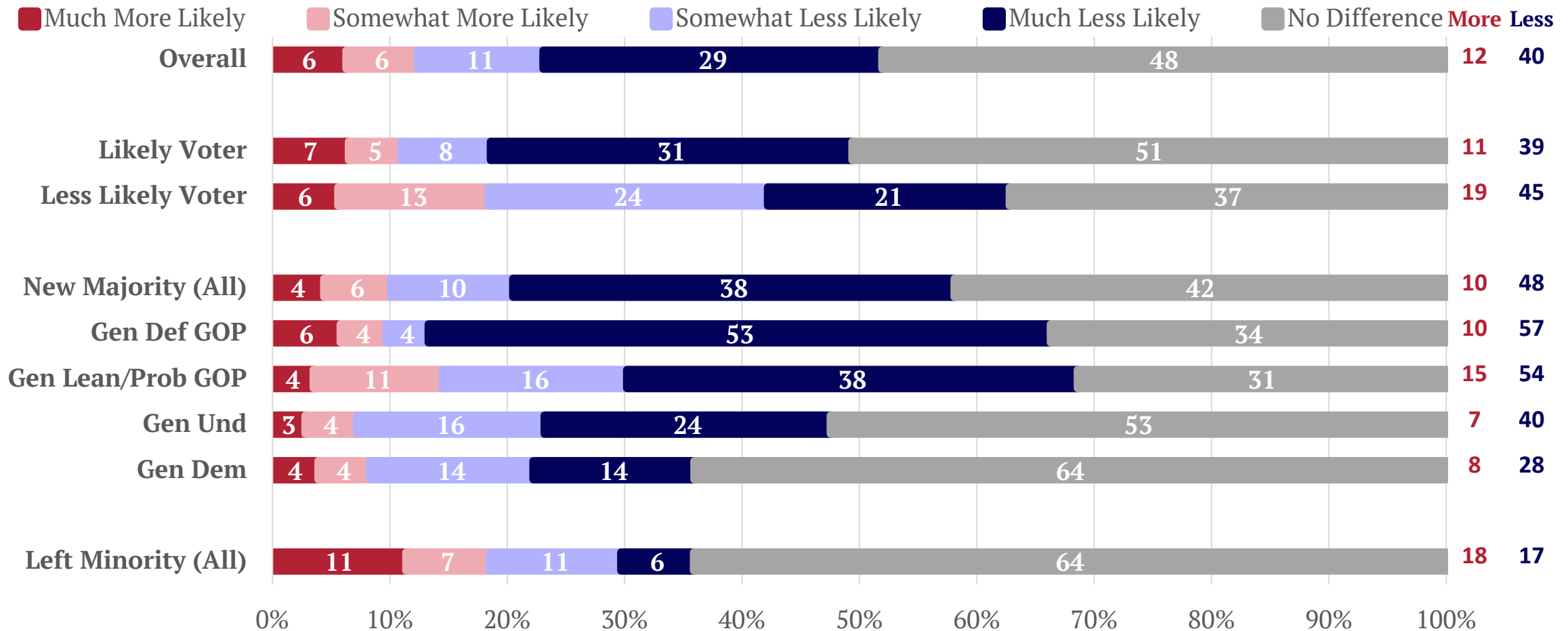
28% OF SWING VOTERS “MUCH LESS LIKELY” TO VOTE FOR JOE BIDEN

“Does knowing that President Joe Biden refuses to acknowledge Navy as his granddaughter make you more likely or less likely to vote for him in 2024?”



24% OF UNDECIDED VOTERS IN NEW MAJORITY “MUCH LESS LIKELY” TO VOTE FOR JOE BIDEN

“Does knowing that President Joe Biden refuses to acknowledge Navy as his granddaughter make you more likely or less likely to vote for him in 2024?”

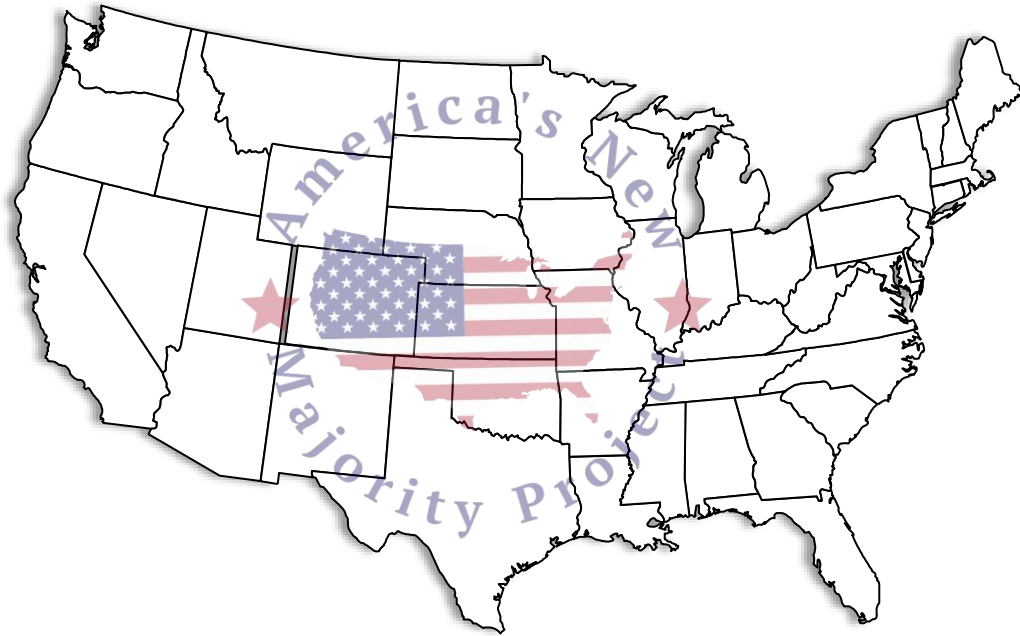


Methodology

Mclaughlin & Associates partnered with Gingrich360 to conduct a national survey for America's New Majority Project. This national survey was conducted among 2,000 registered voters between July 13-16, 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 registered 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	16%
West North Central	6%
South Atlantic	21%
East South Central	6%
West South Central	11%
Mountain	7%
Pacific	15%

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	36%
Republican	37%
Independent	27%

Less/4yr College	65%
Bachelor's/P.G	35%

